



GL4102 Task Force  
AY19/20 Semester 2

**Task Force Report**

**European Union Film Festival (EUFF):  
The Way Forward**

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## **Executive Summary**

This report examines the European Union Film Festival (EUFF) as a cultural diplomacy (CD) tool for the European Union Delegation (EUD) in Singapore, and seeks to provide policy recommendations addressing the research question, “How can the EUD to Singapore build on the continuous success of the EUFF and deepen its engagement?”.

The first section provides context of the EUFF’s importance as a CD tool by exploring the concept of CD, and the significance of popular culture and film in CD. Moving on, the report introduces the EUFF and its historical development in Singapore. To gather more data to facilitate devising effective policy recommendations, further research was conducted.

Research methods used in this project include interviews with the event’s organising body and the main stakeholder, the EUD to Singapore, and other relevant actors. Simultaneously, a questionnaire survey was conducted with 101 respondents. A SWOT and market dynamics analysis were also conducted to piece together findings from the interviews, questionnaire surveys, and literary research. The findings reveal that the EUFF does not have a primary target audience, further partnership opportunities could be explored, and tailored marketing strategies and greater awareness from the Singaporean public are required. Data from the survey further complemented these findings in allowing an intricate development of policy recommendations that seize the opportunities highlighted in the SWOT analysis while mitigating existing and potential threats. Ultimately, policy recommendations were developed for pre-event marketing measures that would help to increase public awareness and encourage attendance; during-the-event measures to deepen engagement with the local audience; and post-event feedback assessments to work on spaces for improvement. The policy recommendations also facilitate the development of a contingency plan for crisis-mitigation during public emergency circumstances, such as the recent outbreak of the coronavirus pandemic (COVID-19). Finally, this report acknowledges the limitations of logistics, the delicate legal nature of films’ intellectual properties, and the political nature of film selections for the embassies. In short, this report strives to give suggestions supported by well-founded literature reviews, quantitative and qualitative research.