

**Diplomatic  
Council**



# CASA ÁRABE

# STRATEGIC PLAN

# 2022-2025

2nd quarter

1st quarter

# INTRODUCTION

## A NEW REALITY

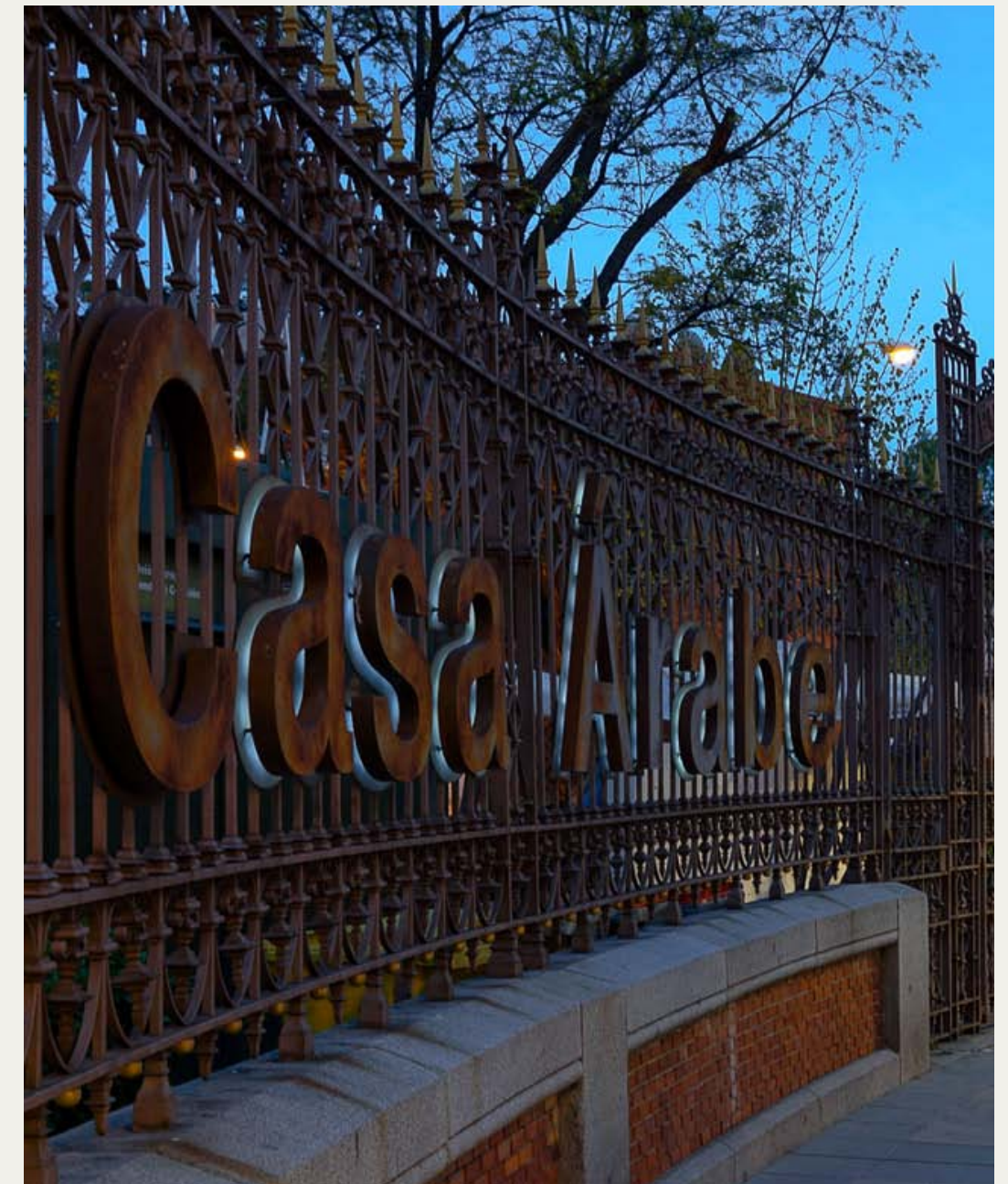
The global geopolitical scenario has changed in the last years. Political, economic and social changes have traveled the world, without Spain or the Arab countries being an exception.

## NEW STAGE

The new reality generates new challenges and opportunities while old certainties and strategies become obsolete.

## NEW METHODOLOGY

For the first time, Casa Árabe has designed a strategic plan to face the new challenges and be able to take advantage of the opportunities between Spain and the Arab world.



# INTRODUCTION

02

The Strategic Plan has been prepared in an analytical, holistic and participatory manner. Casa Árabe has received the opinion, ideas and contributions of the main stakeholders.



ANALYTICAL



HOLISTIC



PARTICIPATORY





# FRAMEWORK OF ACTION



# FRAMEWORK OF ACTION

## Geopolitical Context

04







# FRAMEWORK OF ACTION

## The Maghreb and the Middle East





# FRAMEWORK OF ACTION

06

## Conceptual Framework

Public Diplomacy



## Administrative Framework

Public Consortium



Comunidad de Madrid



Junta de Andalucía



MADRID

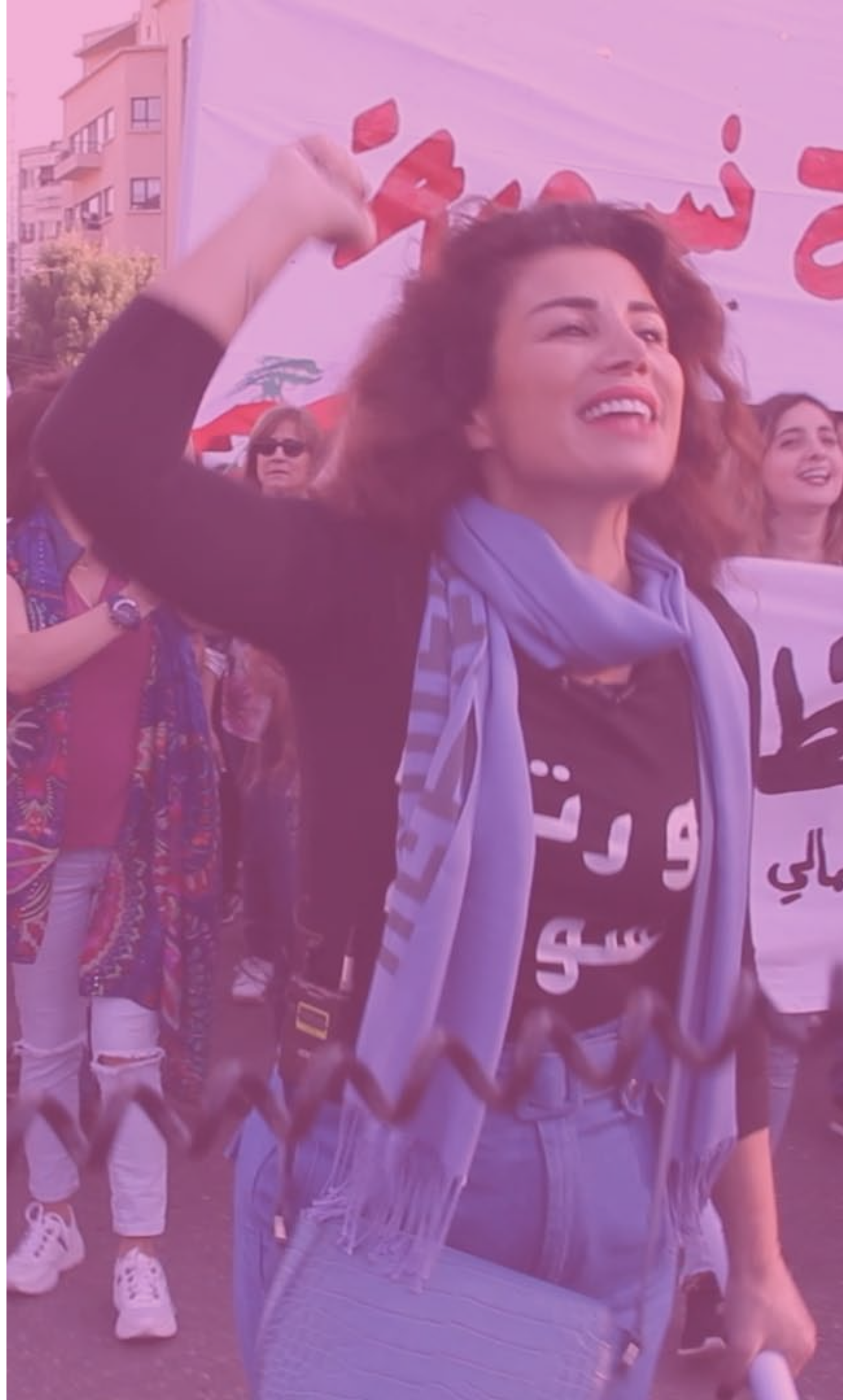


## Casa Árabe Status

Needs & Challenges



Casa Árabe  
البيت العربي

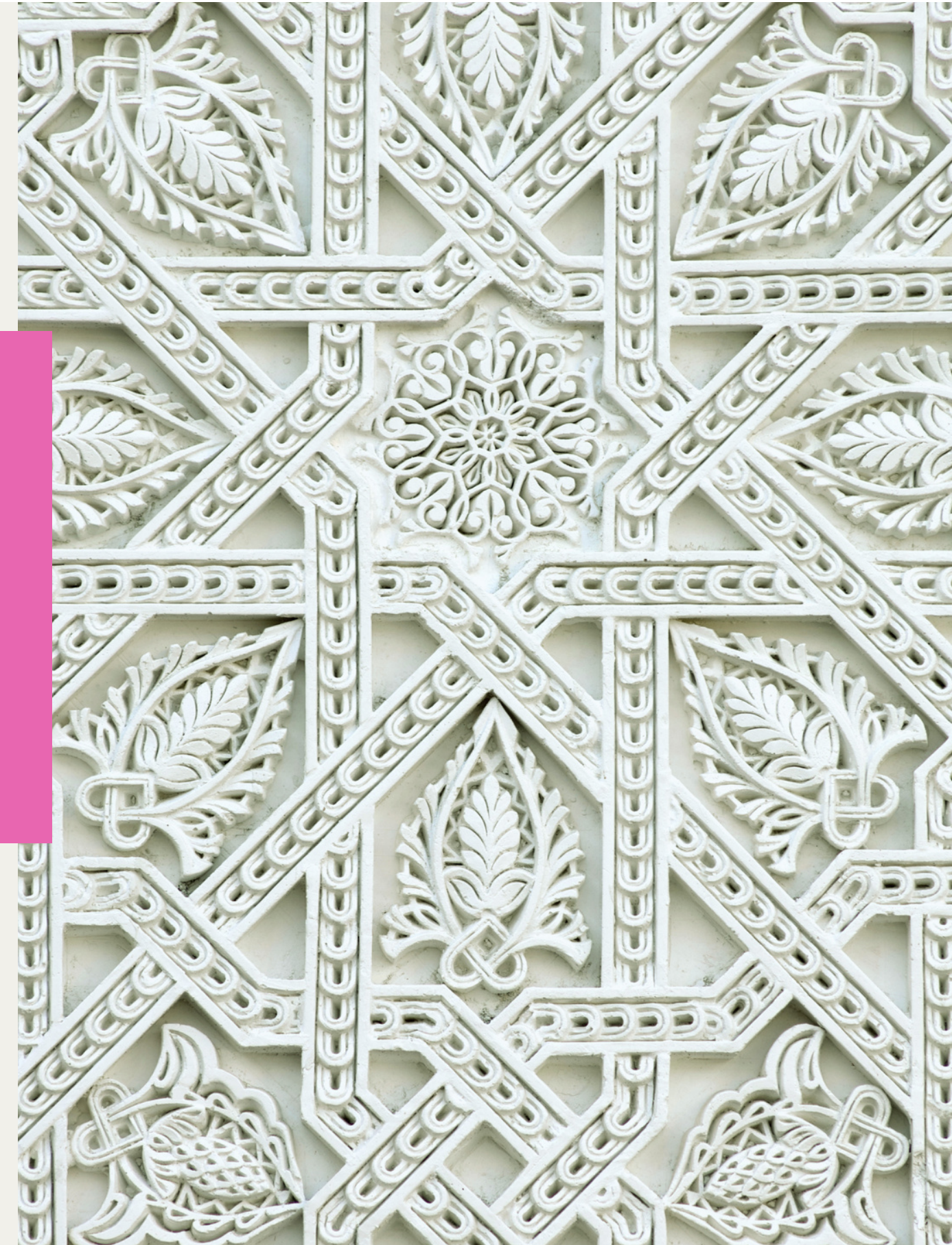


**MISSION**  
**VISION**  
**VALUES**



## Mission

*To build mutually beneficial relations between the Arab world and Spain as a strategic center in these relations, within the framework of Spain's public diplomacy, by promoting Spain and the Arab world's social, economic and cultural development through dialogue, cooperation and shared knowledge.*







## Vision

*To become a Spanish institution which serves as a role model for shared knowledge and relations with the Arab world. A meeting point where the many Arab and Spanish roleplayers and institutions, both private and public, in the fields of business, education, academia, science, sports, politics and culture can take part in dialogue, interact, establish lines of cooperation and undertake joint projects.*







# MISSION, VISION AND VALUES

## Values

10

01

Public  
Accountability

02

Professionalism  
and Receptiveness

03

A Universal  
Calling

04

Mutual Respect

05

Shared Benefits

06

Dynamism



# STRATEGIC GOALS

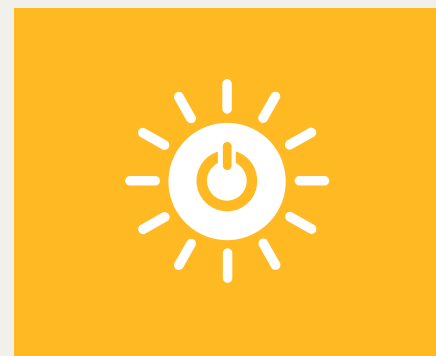


# STRATEGIC GOALS



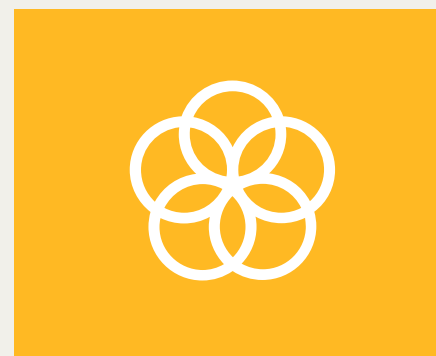
01

Visibility, utility and legitimacy



02

Financing, technological  
transitioning and sponsorship



03

Institutional integration and  
strengthening



# RESOURCES AND INSTRUMENTS



# RESOURCES AND INSTRUMENTS

Pursuing our strategic objectives means aligning the allocation and management of Casa Árabe's resources and activities.

THREE-OF-FOUR  
PRINCIPLE

PDCA

SITUATIONAL  
AWARENESS

PLANNING AND  
SCHEDULING

MAIN LINES OF  
ACTION

STAFFING AND  
CAPABILITIES



# MAIN TOPICS



# MAIN TOPICS

01

Climate change and  
the ecological  
transition

02

Migratory phenomena  
and their  
consequences

03

Women and  
equality

04

Human rights and  
citizenship

05

Arab contribution

06

Spain's presence  
in the Arab world



# MAIN TOPICS

## CLIMATE CHANGE AND THE ECOLOGICAL TRANSITION

Climate change and the problems it causes are a global challenge of the highest level which connects spaces that reach above and beyond States. It affects trade, transportation, infrastructures, finance, the movement of people, ecosystems, geopolitics, security, and more.

Closely related with this, the ecological transition, the protection of natural heritage and biodiversity, water and tourism are a few topics of special interest. The fight to halt climate change, solutions to mitigate it and design measures to adapt are some of the main topics that Casa Árabe will be addressing.



# MAIN TOPICS

## MIGRATORY PHENOMENA AND THEIR CONSEQUENCES

Migratory phenomena represent a major challenge for the EU, for Spain and, in particular, for Ceuta, Melilla and the Canary Islands. Casa Árabe's approach focuses on raising awareness about the situations which cause migrant flows and the realities experienced by migrants, both in their countries of origin and in Spain. We defend human rights, inclusiveness and diversity to build an open, tolerant society free of racism.





# MAIN TOPICS

## WOMEN AND EQUALITY

The role, rights and realities experienced by women in the Arab world are disparate, multifaceted and sometimes similar to the reality of women in other regions in general, and to Spanish women in particular.

These priorities are aligned with the Substantive Lines of Action in Spain's Foreign Action Strategy for 2021-2024, with the Sustainable Development Goals in Agenda 2030 and with the Cairo Declaration for Arab Women and the Strategic Plan for the Empowerment of Women in the Arab Region - Development Agenda 2030 of the Arab League. The goal is to ensure the highest level of coherence between Casa Árabe's programming and that of its main consortium member, its international commitments and the interests of Spain and the Arab world alike.



# MAIN TOPICS

## HUMAN RIGHTS AND CITIZENSHIP

Protecting and promoting human rights forms part of the promotion of Spain's action abroad. The status, progress and furthering of human rights in the Arab world is another of the issues promoted by Casa Árabe and, in particular, the initiatives and activities which boost and consolidate democratization and a strengthening of the rule of Law.





# MAIN TOPICS

## ARAB CONTRIBUTION

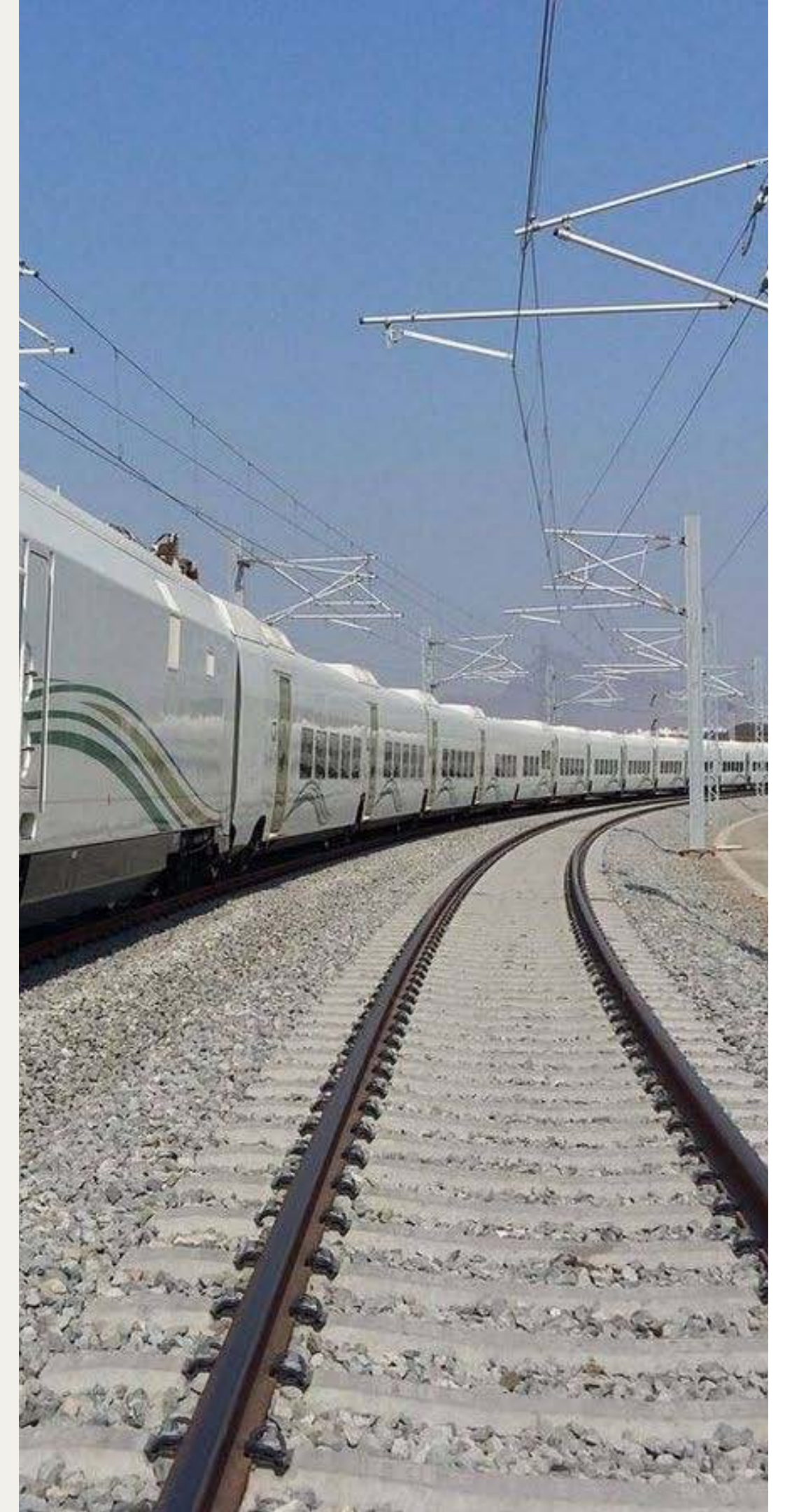
The Arab contribution to humanity's development in every realm (i.e. social, cultural, economic, scientific and political) has been and continues to be very significant. Increasing awareness about these past, present and future contributions is of the utmost importance to Casa Árabe, above all the contributions by the Arab world, its society and its countries to the Iberian Peninsula, Latin America and Spain



# MAIN TOPICS

## SPAIN'S PRESENCE IN THE ARAB WORLD

In addition to the work already undertaken to spread a positive, accurate image of the Arab world and the realities of its 22 countries in Spain, Casa Árabe is strengthening its work to showcase Spain as a reliable country among Arab audiences in the countries of the Maghreb and the Middle East, in the Spanish-speaking world and among the Arab diaspora in Spain, as well. The cultural contributions, the economic, scientific and political relations and other factors should all help promote Spain's image as a modern, supportive, innovative country that helps spread, promote and consolidate mutually beneficial relations between the Arab world and Spain.







# NEXT PROJECTS

CASA ÁRABE  
STRATEGIC PLAN





# THANKS

CASA ÁRABE STRATEGIC PLAN



**Irene Lozano**  
General Director

