ifa ECP Monitor Fact Sheet

Switzerland

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Hertie School

ifa Institut für Auslandsbeziehungen

1. Key Indicators

		2019	% change since 2015
Population	Number/rank	8.57 / 99th	8.28 / 3%
GDP	Rank	20th	19th
GDP per capita	Number	€76,200	0
Cultural economy	As share of GDP	0.4 (2018)	0
Education economy	As share of GDP	5.6 (2018)	0
R&D economy	As share of GDP	3.29 (2017)	- 0.08
Media economy	As share of GDP	0 (2018)	0
Sources: Eurostat, Worldbank			
Geopolitical position	Hard power rank	0.5259 / 30th (2020)	n/a -
	World trade rank ($ million)	16th / 876,077	16th / 761,016 -
	Soft power rank	77.04 / 6th	67.52 / 7th ↑
	Diplomacy rank	17th	16th (2016) ↓

2. Government funding as percent of total government outlays, by selected fields

	2019	% change since 2015
Culture	1.20 (2018)	0
Education	16.50 (2018)	0.10
R & D	2.85 (2017)	0.20
Media	0.10 (2018)	0

Source: Eurostat

3. Overview of External Cultural Policy

	2019
Number of countries with ECP activities	at least 120 (Pro Helvetia)
Total number of institutions abroad	at least 46 [1]
Total number of FTE staff engaged in ECP activities	at least 521 [2]
Government financial support (€ million)	about 100 [3]
Total expenditure of all ECP operators (€ million)	-
Comparative ECP ranking	minor

MAIN ECP OBJECTIVES

- Disseminate Swiss culture and cultivate cultural exchange [4]
  - "Culture and Economy" promotion strategy should ensure visibility of Swiss creators and easier access to international markets (labels like "Swiss Games" and "Design Switzerland")
  - Other measures to promote culture abroad: presence on international platforms, new partnerships, entry into new regions and markets (South American exchange program "Coincidencia"), etc. [5]
- Foster a positive image of Switzerland abroad and promote liberal democratic values, sustainable development goals, and human rights [6]
  - Education is a top priority of Switzerland's international cooperation and covers both basic education and vocational skills development. The implementing agency SDC will increase its commitments to education by 50% in the period 2017–2020 [7]
- Develop Switzerland's profile and expertise at the interface between diplomacy, digitalisation, technology, and science [8]
  - "Digital Switzerland" strategy, for example, should raise the country's profile in the digital foreign policy area and strengthen its role in shaping global digital governance [9]

POLICY CONTEXT

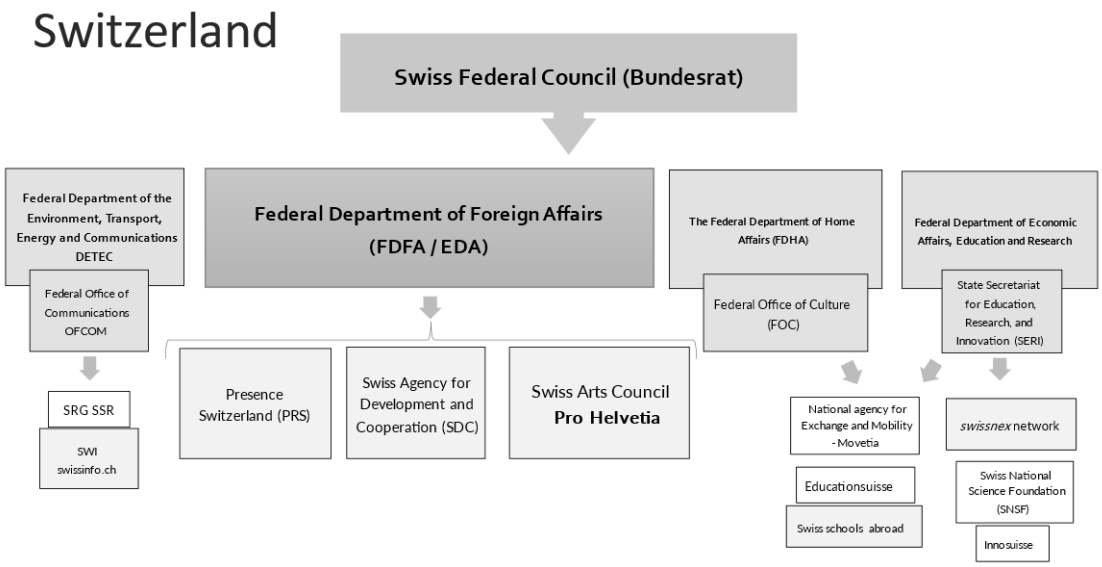
- Switzerland enjoys an unparalleled international reputation for stability, innovation, and quality
- International cooperation and development are an integral part of the country's ECP

[1] The number is based on the sum of offices and branches of Pro Helvetia, swissnex network, Swiss schools and supported locations abroad. However, the FDFA reports a total of 170 diplomatic representations abroad, (FDFA 2020). Foreign Policy Strategy 2020–23.
[2] Pro Helvetia, swissnex and Swiss science counsellors, Swiss teaching staff abroad, and SWI staff combined.
[3] Estimation based the sum of expenditures: Pro Helvetia, PRS, Swiss schools abroad, swissnex, ESKAS scholarships, SWI.
[4] Bundesrat (2009). Federal law on the promotion of culture (Kulturförderungsgesetz, KFG), Swiss Federal Council.
[5] FOC (2020). Federal Cultural Policy Statement for the years 2021–2024 ("Kulturbotschaft"). Bern, Federal Office for Culture FOC.
[6] FDFA (2020). Foreign Policy Strategy 2020–23. Swiss Federal Department of Foreign Affairs.
[7] SDC (2017). The SDC's Education Strategy Basic Education and Vocational Skills Development. Bern, Swiss Agency for Development and Cooperation SDC.
[8] FDFA (2020). Foreign Policy Strategy 2020–23.
[9] FDFA (2020). "Digital Switzerland" strategy. Bern, Federal Office of Communications OFCOM.

REGIONAL FOCUS AND INSTITUTIONAL EMPHASIS

Pro Helvetia 5 liaison offices:
Arab countries (1), Southern Africa (1), Russia (1), southern Asia (1), China (1), and Centre culturel Suisse in Paris (CCS) (1)[10]

INSTITUTIONAL MAP



4. Fields of External Cultural Policy

	2019	2015
Culture and the Arts: *Pro Helvetia*		
Number of countries present	120	97 (2016)
Number of institutes (including offices and partners)	9 [11]	8
Number of FTE staff	80	90 (2016)
Number of artists in exchange programmes	45	-
Budget (€ million)	38.13	33.58 (2016)

[10] Pro Helvetia is due to open an office in South America in 2021, (Pro Helvetia 2020, 27.10.2020).
[11] Apart from its branch, Centre culturel suisse in Paris, Pro Helvetia participates in the funding of the programmes of 3 Swiss cultural institutions located abroad. The Istituto Svizzero di Roma (ISR) and its branch in Milan, the Swiss Institute in New York, and is also the partner of Swissnex San Francisco in their cultural programming, (Pro Helvetia 2017).

	2019	2015
Government financial support (€ million)	(2016-2020) Pro Helvetia framework budget: 190	-Presence Switzerland: 7.9 (2016)
Language		
Number of countries where courses are offered	10 [12]	-
Number of students enrolled	In class: n/a Online reach: -	In class: - Online reach: -
Number of candidates for language qualifications	n/a	-
Number of language teachers Movetia Language Assistance Program	72 incoming language teachers 36 outgoing	(2017) 62 incoming 38 outgoing
Education - Primary & Secondary: ***Swiss schools abroad***		
Number of countries	10	-
Number of schools	18	17
Number of students	8,077	7,823
Number of staff / teachers	260	276
Budget (€ million) educationsuisse	2.21	2.5
Government financial support (€ million)	Federal support to educationsuisse: 0.30 Support to 11 locations without Swiss schools: 0.52 Total federal support to Swiss schools abroad: ca 18.3	Federal support to educationsuisse: 0.32 Federal support to locations without Swiss schools: 1.31 Total federal support to Swiss schools abroad: ca 19.3 (2016)
Education - Tertiary		
Number of countries	109 [13]	-
Number of foreign students[14]	54,279 (2018)	50,591
Number of students at trans-national higher education (TNE)	-	-

[12] Refers here to the presence of Swiss schools abroad. Swiss schools abroad are traditionally German-speaking, as they were founded almost entirely by German-speaking Swiss, (FOC 2016). However, the program is multilingual.
[13] Government Excellence Scholarships for Foreign Scholars and Artists (ESKAS).
[14] Data based on Global Flow of Tertiary-Level Students | UNESCO UIS. (2020). Retrieved 2 September 2020, from http://uis.unesco.org/en/uis-student-flow.

	2019	2015
Number of government scholarships awarded (ESKAS)	381 (2019/20)	353
Budget (€ million)	-	ESKAS: 8.72[15]
Government financial support (€ million)	International mobility and Cooperation Programs (2021–2024) 185	-
Science and Research		
Number of countries	swissnex: 4	4
Number of institutes	- swissnex: 8 [16] - Swiss National Science Foundation SNSF - Innosuisse	- swissnex: 5 - Swiss National Science Foundation SNSF - Innosuisse
Number of researchers / staff	swissnex: 79 staff	-
Number of projects	- SNSF: 5,866 project collaborations -Innosuisse: 66 int. projects	SNSF: 4,599 project collaborations
Number scientists in exchange programs	SNSF: 668 [17]	SNSF: 772
Budget (€ million)	- SNSF research funding int. cooperation: 14.24 -Innosuisse: 200.53 - swissnex: 11.6	swissnex: 8.3
Government financial support (€ million)	swissnex: 4.86 (2018)	swissnex: 5.6
Media		
SWI swissinfo.ch		
Number of countries broadcasted to	Reach: 75 % of world population	-
Number of languages	10	10
Number of channels [18]	1	1

[15] The total awarded amount for the ESKAS scholarships.

[16] Swissnex network counts 5 outposts (Boston, San Francisco, Shanghai, Bangalore and Rio de Janeiro). Another 3 outposts have been established in New York (swissnex Boston), São Paulo (swissnex Brazil) and Guangzhou (swissnex China), (Stoumann & Gøgsig Randrup, 2020).

[17] The number of SNSF mobility fellowships worldwide.

[18] SWI swissinfo.ch is one of four news and broadcasting channels mandated to provide a service for foreign audiences. The others are: tvsvizzera.it, TV5 Monde and 3Sat, SWI (2020).

	2019	2015
Audience / Unique visitors (monthly average)	1,236,658	748,000
Audience / Visits (monthly average)	2,489,000	1,561,000
SWI Plus app downloads	-	149,902 (2016) [19]
Budget (€ million)	16.36	16.62
New Media		
Social networks following	- swissinfo.ch: Facebook: 1,369,168, Weibo: 466,564 YouTube: 112,984 Twitter: 99,686 WeChat: 29,118 Instagram: 24,782 VK.com: 16,417 - houseofswitzerland.org [20] Facebook: 101,130 Twitter: 50,015 Instagram: 11,509	- swissinfo.ch: (2016) Facebook: 954,727 Weibo: 459,968 YouTube: 28,126 Twitter: 41,662 WeChat: 16,732 Instagram: 1,159 VK.com: 7,481

5. Current Issues and Developments

- Compared to its European neighbors, Switzerland uses little of the potential that could be realized through external cultural policy
- To sidestep its regional and linguistic fragmentation, the country will need to develop a "One-Switzerland" approach which involves all national stakeholders and offers targeted and coherent policies [21]
- A stronger focus on scientific diplomacy to strengthen soft power of Switzerland as one of "the world's leading countries in education, research and innovation"[22]

[19] TV app, Android, iOS, Windows platforms combined.
[20] This website is operated by Presence Switzerland, a unit of the Federal Department of Foreign Affairs that is responsible for maintaining the Swiss image abroad.
[21] FDFA (2019). AVIS28: a report to outline Switzerland's future foreign policy. Bern, Federal Department of Foreign Affairs.
[22] Bundesrat (2018). Switzerland's International Strategy on Education, Research and Innovation. Strategy of the Federal Council, Swiss Federal Council.

6. Contributions to multilateral cultural organisations

	2019	2015
UNESCO (€ million) [23]	1.53	-
Council of Europe (€ million)	9.08	7.87

Sources: UNESCO, CoE

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[23] Assessed contributions to UNESCO are mandatory contributions due from States by virtue of their membership.

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