

ifa ECP Monitor Fact Sheet

Japan

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1. Key Indicators

		2019	2015	
Population	Number/rank	126.27 million / 11 th	127.14 million / 11 th	
GDP	Rank	3 rd	3 rd	
GDP per capita¹	Number	42,939	40,909	
Cultural economy²	As share of GDP	0.11	0.11	
Education economy³	As share of GDP	3.96 ⁽²⁰¹⁸⁾ 4	n/a	
R&D economy⁵	As share of GDP	3.56	3.50	
Media economy	As share of GDP	1.25	1.24	
Sources: OECD Stat, World Bank, Statistics Bureau of Japan				
Geopolitical position	Hard power rank ⁶	6 th	9 th	↑
	World trade indicators / ranking (\$ million) ⁷	4 th / 1,426,535	4 th / 1,250,442	-
	Soft power rank ⁸	8 th / 75.71	8 th / 66.86	-
	Diplomacy rank ⁹	4 th	6 th (2016)	↑

¹ OECD Statistics. https://stats.oecd.org/Index.aspx?DataSetCode=PDB_LV.

² The number consists of budgets and expenditures 1) at national level - annual budget of Agency for Cultural Affairs (文化庁予算の概要) 2) at local level - annual expenditure of prefectural government and municipalities on culture-related measures (地方における文化行政の状況について).
https://www.bunka.go.jp/seisaku/bunka_gyosei/yosan/index.html;
https://www.bunka.go.jp/tokei_hakusho_shuppan/tokeichosa/chiho_bunkagyosei/index.html.

³ For more details, please also refer to the expenditure of Education and Science in the Expenditure of General Account in Statistical Handbook of Japan. (2020).

⁴ OECD Education at A Glance. (2021). From Figure C2.1 Total expenditure on educational institutions as a percentage of GDP in 2018.

⁵ Statistics Bureau of Japan. Survey of Research and Development - Summary of Results (2016 & 2020).
<https://www.stat.go.jp/english/data/kagaku/1547.html>.

⁶ 2019 Military Strength Ranking. (2020).

⁷ World Trade Statistical Review. (2016 & 2020). Japan Trade | WITS Data (worldbank.org):
<https://wits.worldbank.org/CountryProfile/en/Country/JPN/Year/LTST/Summary>.

⁸ Soft Power 30. (2020).

⁹ Global Diplomacy Index. (2020).

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

	2019	2015
Culture¹⁰	0.34 ⁽²⁰¹⁸⁾	0.32
Education¹¹	11.8 ⁽²⁰¹⁸⁾	11.7
R & D¹²	11.6 ⁽²⁰¹⁸⁾	11.3
Media¹³	3.9 ⁽²⁰¹⁸⁾	3.7

Source: Agency for Cultural Affairs, Statistics Bureau of Japan

3. Overview of External Cultural Policy

	2019
Number of countries with ECP activities	>50
Total number of institutions abroad¹⁴	>342
Total number of FTE staff engaged in ECP activities	n/a
Government financial support (€ million)¹⁵	Japan Foundation: 136.34
Total expenditure of all ECP operators (€ million)¹⁶	Japan Foundation: 197.71
Comparative ECP ranking	global

¹⁰ The number is the sum of 1) the budget of the Agency for Cultural Affairs and 2) the annual expenditure of prefectural government and municipalities on culture-related measures expressed as a percentage of the net total expenditures of national and local governments for FY 2018 and 2015 indicated in Statistical Handbook of Japan 2020 & 2017.

¹¹ Statistical Handbook of Japan. (2020) & (2017).

¹² Statistical Handbook of Japan. (2020).

¹³ Statistical Handbook of Japan. (2020).

¹⁴ The number consists of 1) a total of 247 official posts abroad, according to Lowy Institute Global Diplomacy Index (2019); 2) 25 overseas offices of the Japan Foundation; 3) 31 overseas general affairs offices of NHK (Japan Broadcasting Corporation), according to NHK Report (2019); 4) 19 RIKEN Joint Research Centres and Laboratories <https://www.riken.jp/en/collab/research/>; 5) 3 Japan Houses; 6) 1 Japan Creative Centre; 7) 11 JSPS (Japan Society for the Promotion of Science) liaison offices; 8) 5 JST (Japan Science and Technology Agency) overseas branch offices. The actual figure will be bigger when more external cultural institutions are included and counted.

¹⁵ Japan Foundation Annual Report 2019–2020. Calculated with an average exchange rate of Japanese Yen (JPY) to Euro (EUR) 1:0.008283 from April 1, 2019 to March 31, 2020. All figures from Japan's fiscal year 2019 is calculated with the same exchange rate. Please also note that the government's financial year is from 1 April to 31 March in Japan.

¹⁶ Japan Foundation Annual Report 2019–2020.

MAIN OBJECTIVES

- Due to Japan’s militarist history, its public diplomacy revolves around correcting misconceptions perceived abroad, including permeating cultural soft power through exchange and branding the “Cool Japan” image.
- Japan positions itself as a peace-loving and democratic country, especially towards China and the Republic of Korea.

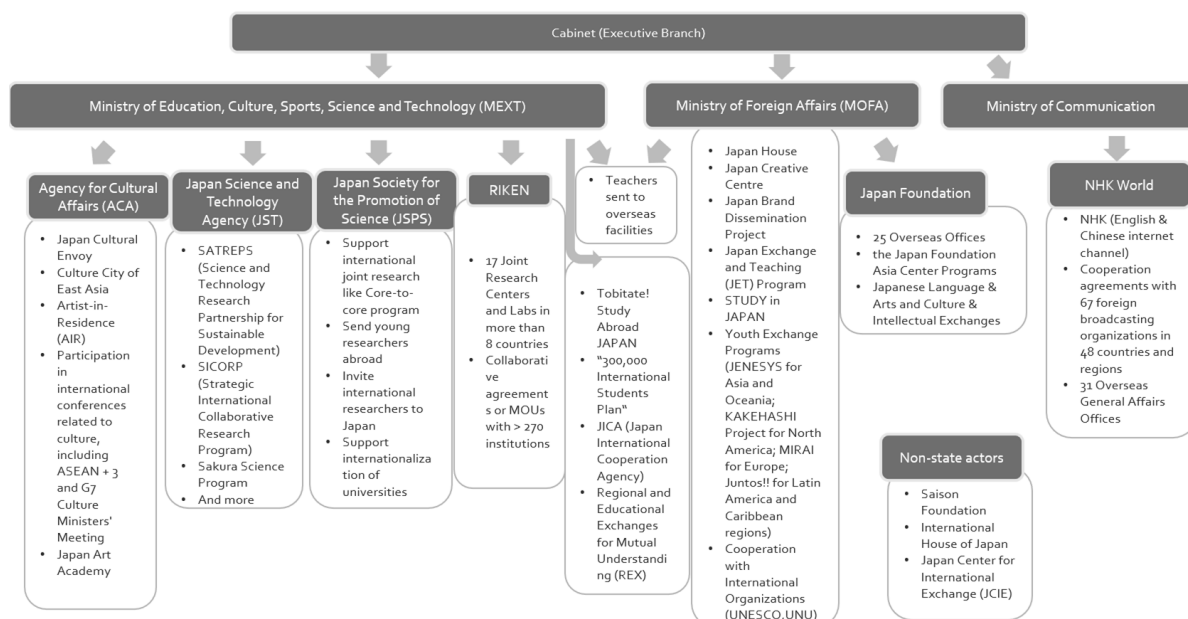
POLICY CONTEXT

- Japan’s public relations and cultural diplomacy are integrated.
- Since WWII, Japan’s public diplomacy and cultural diplomacy revolve around improving its national image, correcting misconceptions of Japan, and securing trust in Japan through promoting its cultural attractiveness.
- Japan’s financial engagement in ECP remains stagnant for domestic reasons, with overseas programs experiencing financial difficulty.
- Japan’s lower investment in ECP than other major economies seems to reflect a lesser ECP priority.

REGIONAL FOCUS AND INSTITUTIONAL EMPHASIS

- Further strengthen the Japan-U.S. Alliance.
- Advance cultural diplomacy with neighboring countries, such as China, the Republic of Korea, and ASEAN countries.
- Japan continues to intensify intellectual and people-to-people exchanges to enhance mutual understanding with foreign countries (the exchange approach) and promote the Japanese brand and its cultural appeal abroad (the branding approach).

INSTITUTIONAL MAP



4. Fields of External Cultural Policy

	2019	2015
Culture and the Arts		
Number of countries present	24	23
Number of institutes	25	24
Number of FTE staff	n/a	n/a
Number of artists in exchange programs ¹⁷	Japan Cultural Envoy: 6	Japan Cultural Envoy: 7
Number of cultural agreements ¹⁸	26 ⁽²⁰²¹⁾	n/a
Budget (€ million) ¹⁹	Japan Foundation: 27.90 Agency for Cultural Affairs: 143.10 ²⁰	Japan Foundation: 31.17 Agency for Cultural Affairs: 43.17 ²¹
Government financial support (€ million)	Japan Foundation: 24.52	Japan Foundation: 29.71
Language: Japan Foundation		
Number of countries where courses are offered	92 ⁽²⁰²⁰⁾ 22	91 ²³
Number of Language Institutions	18,661	n/a
Number of students enrolled	JF Language Courses: ~15,000 JF in total: 3,851,774	JF Language Courses: 19,542

¹⁷ <https://www.bunka.go.jp/seisaku/kokusaibunka/bunkakoryushi/koryushi.html>

¹⁸ <https://www3.mofa.go.jp/mofaj/gaiko/treaty/search2.php>

¹⁹ Japan Foundation Annual Report 2019-2020.

²⁰ Outline of the FY 2019 Budget for the Agency for Cultural Affairs Budget (2019年度文化庁予算の概要). The number is the sum of six items – 1) Enhancing the Creativity of Japan's Culture and Arts and Disseminating Them Internationally (我が国の文化芸術の創造力向上と国際的発信) 2) Forming A Base for Tourism Inbound Utilizing Cultural Resources and Disseminating Internationally (文化資源を活用した観光インバウンドのための拠点形成と国際的発信) 3) International Centre for Arts and Culture Formation Project (国際文化芸術発信拠点形成事業) 4) Dissemination of Japanese culture & Promotion of exchange (日本文化の発信・交流の推進) 5) Nomination of World Heritage and Intangible Cultural Heritage (世界遺産・無形文化遺産の推薦等事業) 6) Promotion of international cooperation for the protection of cultural heritage (文化遺産保護等国際協力の推進).

²¹ Outline of the FY 2015 Budget for the Agency for Cultural Affairs Budget (2015年度文化庁予算の概要). The number of is the sum of three items – 1) Dissemination of Japanese culture & Promotion of exchange (日本文化の発信・交流の推進) 2) Promotion of International Cooperation for the Protection of Cultural Heritage (文化遺産保護等国際協力の推進) 3) Regional Revitalization and International Communication Through Culture and Arts (文化芸術による地域活性化・国際発信. Calculated with an average exchange rate of JPY to EUR 1: 0.007550 from 1 April 2015 to 31 March 2016; 1: 0.008283 from 1 April 2019 to 31 March 2020.

²² The JF Nihongo Network. 292 member institutions in 92 countries as of July 2020.

<https://www.jpf.go.jp/e/project/japanese/education/network>

²³ The JF Nihongo Network. 284 organizations in 91 countries/regions.

	2019	2015
Number of candidates for Japanese language qualifications ²⁴	1,168,535	659,519
Number of language teachers	77,323	n/a
Budget (€ million)	62.22	42.40
Government financial support (€ million) ²⁵	49.72	33.88
Education - Primary & Secondary		
Number of countries	50	n/a
Number of schools ²⁶	Japanese schools (Nihonjin gakkō): 95 Supplementary Japanese schools (Hoshū jugyō kō): 228	Japanese schools (Nihonjin gakkō): ~90 Supplementary Japanese schools (Hoshū jugyō kō): ~200
Number of students ²⁷	Japanese schools (Nihonjin gakkō): 19,703 Supplementary Japanese schools (Hoshū jugyō kō): 21,717	Japanese schools (Nihonjin gakkō): >20,500 Supplementary Japanese schools (Hoshū jugyō kō): ~20,000
Number of staff / teachers	1,299	1,084
Budget (€ million)	150.63 ²⁸	134.33 ²⁹
Government financial support (€ million)	n/a	n/a
Education - Tertiary		
Number of countries ³⁰	75 ⁽²⁰¹⁸⁾	67

²⁴ For the Japanese-Language Proficiency Tests (JLPT).

²⁵ The Japan Foundation Annual Report 2015-2016 & 2019-2020.

²⁶ https://www.mext.go.jp/a_menu/shotou/clarinet/002/002/001.htm These are only certified overseas schools. There are also 8 overseas private schools that are not included:

https://warp.ndl.go.jp/info:ndljp/pid/8965508/www.mext.go.jp/a_menu/shotou/clarinet/002/006/001/003.htm.

²⁷ https://www.mext.go.jp/a_menu/shotou/clarinet/002/002.htm; See also Overseas Education Facilities Future Strategy 2030 (在外教育施設未来戦略 2030).

²⁸ FY2019 Draft Budget for Ministry of Education, Culture, Sports, Science and Technology (2019 年度文部科学関係予算(案)主要事). The budget mainly includes 1) Dispatch of teachers to overseas educational facilities and promotion of overseas children's education (在外教育施設教員派遣事業等及び海外子女教育の推進) 2) Promotion of international exchange for high school students (高校生の国際交流の促進).

²⁹ FY2015 Draft Budget for Ministry of Education, Culture, Sports, Science and Technology (2015 年度文部科学関係予算(案)主要事). Pp. 14 under the subcategory of Expansion of dispatched teachers to overseas educational facilities (在外教育施設への派遣教員の拡充).

³⁰ [mext.go.jp/a_menu/koutou/shitu/1287263.htm](https://www.mext.go.jp/a_menu/koutou/shitu/1287263.htm)

	2019	2015
Number of universities / colleges abroad	Overseas Centres of Excellence Established by Japanese Universities: 690 ⁽²⁰¹⁸⁾	Overseas Centres of Excellence Established by Japanese Universities: 587
Number of domestic universities / colleges ³¹	786	779
Number of Inter-university exchange agreements	44,814 ⁽²⁰¹⁸⁾	31,929
Number of students	n/a	n/a
Number of foreign students	Inbound: 302,166 ³² Outbound: 107,346 ³³	Inbound: 231,841 Outbound: 54,455 ³⁴
Number of students at trans-national higher education (TNE)	n/a	n/a
Number of government scholarships awarded ³⁵	11,276	11,263
Number of staff / teachers ³⁶	1,589 ⁽²⁰¹⁸⁾	1,399
Budget (€ million)	284.73 ³⁷	255.28 ³⁸
Government financial support (€ million)	n/a	n/a
Science and Research		
Number of countries ³⁹	>50	n/a
Number of institutes	JST: 5 ⁽²⁰²¹⁾ JSPS: 11 ⁽²⁰²¹⁾ RIKEN: 19 ⁽²⁰²¹⁾	n/a
Number of researchers / staff	n/a	n/a

³¹ Release of the 2020 School Basic Survey (Finalized). https://www.mext.go.jp/content/20200825-mxt_chousa01-1419591_8.pdf

³² Japan Statistical Yearbook 2021. Pp. 626 under the section 25. Education

³³ https://www.studyinjapan.go.jp/ja/_mt/2021/03/date2019n.pdf

³⁴ https://www.studyinjapan.go.jp/ja/_mt/2020/08/date2015n.pdf

³⁵ FY2019 Draft Budget for Ministry of Education, Culture, Sports, Science and Technology. Pp. 23 under the subcategory of Government-sponsored Foreign Student System (国費外国人留学生制度) with a budget of 18,545 billion yen.

³⁶ The number is the sum of dispatched staff and locally hired staff.

³⁷ FY2019 Draft Budget for Ministry of Education, Culture, Sports, Science and Technology. Pp. 23 under the category of Enhancing Exchanges with International Students at Universities (大学等の留学生交流の充実).

³⁸ FY2015 Draft Budget for Ministry of Education, Culture, Sports, Science and Technology. Pp. 15 under the category of Enhancing Exchanges with International Students at Universities (大学等の留学生交流の充実).

³⁹ https://www.jsps.go.jp/links/link_j.html#list; <https://www.jst.go.jp/EN/about/jstdata.html>.

	2019	2015
Number of research-related agreements ⁴⁰	>578	>532
Number of projects	JST: 705 ^(from 2003 to 2018) 41	n/a
Number scientists in exchange programs ⁴²	Sent abroad: 158,912 Received abroad: 35,228	Sent abroad: 170,654 Received abroad: 39,626
Budget (€ million)	MEXT: 116.27 ⁴³ JF (Japanese studies and intellectual exchange programs): 14.15 Japan Science and Technology Agency (JST): 21.67 ⁽²⁰²¹⁾ 44 Japan Society for the Promotion of Science (JSPS): 46.91 ⁽²⁰²⁰⁾ 45	MEXT: 114.18 ⁴⁶ JF (Japanese studies and intellectual exchange programs): 15.67
Government financial support (€ million)	JF (Japanese studies and intellectual exchange programs): 8.31	JF (Japanese studies and intellectual exchange programs): 8.97
Media		
TV		
Number of countries broadcasted to	JF: 84 NHK: ~160 ⁽²⁰¹⁸⁾ 47	JF: 20

⁴⁰ Survey on Exchange of Researchers: Report (International Research Exchange Status for FY2019). 研究者の交流に関する調査報告書—2019年度の国際研究交流状況—

⁴¹ The number consists of two parts - 570 projects with 39*1 countries and regions (2003-2018) under the two programs based on inter-governmental frameworks mainly with leading countries and regions, to contribute solutions to global challenges. *1: Total number (SICP/SICORP) and 135 projects with 50 countries (2008-2019) under the partnership between counterpart countries of official development assistance (ODA) and Japan, based on the sustainable development needs of developing countries.

⁴² Overview of International Research Exchange (Status in FY2019). The exchanges in FY 2019 are significantly affected by the pandemic. Otherwise, the trend is going upwards steadily since 2011.

⁴³ FY2019 Draft Budget for Ministry of Education, Culture, Sports, Science and Technology. Pp. 46 under the category of Strategic International Development of Science and Technology Innovation (科学技術イノベーションの戦略的国際展開). The budget is divided into three major parts - 1) SICORP and 2) SATEPS that are under JST, and 3) Fostering Globally Active Young Researchers (グローバルに活躍する若手研究者の育成).

⁴⁴ <https://www.jst.go.jp/world/connect/files/20210224-presentation01.pdf>; The budget of JSP overlaps with that of MEXT to some extent.

⁴⁵ International scientific cooperation programs of FY 2020 Budget https://www.jsps.go.jp/english/aboutus/data/brochure20-21_e.pdf; Calculated with an average exchange rate of JPY to EUR 1:0.008088 from 1 April 2020 to 31 March 2021 (ECB).

⁴⁶ FY2015 Draft Budget for Ministry of Education, Culture, Sports, Science and Technology. Pp. 40 under the category of Strategic development of international activities that integrate with the world (世界と一体化した国際活動の戦略的展開).

⁴⁷ NHK Report 2020. As of the end of FY 2019, there are 67 foreign broadcasting organizations in 48 countries and regions that have concluded these cooperation agreements, memoranda of understanding, and memoranda of understanding for the exchange of news materials. Pp. 295 & 667.

	2019	2015
Number of languages ⁴⁸	NHK: 20	-
Number of channels / programs	JF: 722 ⁴⁹ NHK: 76 ⁵⁰	JF: 31 NHK: 40 ⁵¹
Audience / weekly (million)	-	-
Digital & social media audience (million)	-	-
Budget (€ million) ⁵²	NHK: 209.49	NHK: 207.86
Radio		
Number of countries broadcasted to	-	-
Number of languages ⁵³	17	-
Number of channels / programs ⁵⁴	19 ⁵⁵	25
Audience / weekly (million)	-	-
Digital & social media audience (million)	-	-
New Media		
Social networks following	NHK World Japan: 1.4 million (YouTube); 1.9 million (Facebook); Instagram (0.18 million)	-
Audience / unique visitors (monthly /million)	-	-
Budget (€ million)	-	-

⁴⁸ NHK World-Japan

⁴⁹ Japan Foundation Annual Report 2019-20, pp. 13.

⁵⁰ NHK Report 2019. https://www.nhk.or.jp/bunken/book/regular/nenkan/pdf19/19_461.pdf.

⁵¹ NHK Report 2015. https://www.nhk.or.jp/bunken/book/regular/nenkan/pdf15/15_132_277.pdf.

⁵² This budget broadly accounts for international broadcasting via television, radio, and internet. Calculated with an exchange rate of EUR to JPY 1:00791 on Dec 30, 2020 (European Central Bank). From NHK Yearbook 2020, 国際放送費, pp. 282. 2105 Figure is calculated with an average exchange rate of JPY to EUR 1: 0.007450 in 2015 from https://www.nhk.or.jp/corporateinfo/english/publication/pdf/annual_report.pdf.

⁵³ Basic plan for international broadcasting program editing (2019 年度 (平成31年) 国際放送番組編集の基本計画について). (2019).

⁵⁴ Refer to pp.475-477 of NHK Report 2020.

⁵⁵ NHK Report 2019.

5. Current Issues and Developments

- Japan does not allocate sufficient human and budgetary resources needed to adequately implement cultural activities. The development of overseas networks for turning culture into diplomacy is also inadequate.
- Japan still needs to identify common grounds with its immediate neighbors to tackle the “history problem” if Japan intends to advance cultural diplomacy in the region.

6. Contributions to multilateral cultural organisations

	2019	2015
UNESCO (€ million) ⁵⁶	11.43	-
Other	-	-

Sources: UNESCO

7. Selected Data Sources and References

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⁵⁶ Assessed contributions to UNESCO are mandatory contributions due from States by virtue of their membership.

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Imprint

The External Cultural Policy Monitor

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