

ifa ECP Monitor At a Glance

Kenya

PRÉCIS

After periods of political instability and several political reforms, Kenya developed its foreign policy as well as external cultural policy (ECP) based on a set of principles, including territorial integrity, peaceful coexistence, and its traditional spirit of Harambee ('all pull together' in Kiswahili, meaning self-reliance). Kenya's external cultural policy primarily intends to support Kenya's socio-economic interests and facilitates the implementation of Kenya Vision 2030. At the current stage, Kenya still lacks sufficient infrastructure to pursue institution-led diplomacy, but its potential in digital diplomacy cannot be underestimated.

Outstanding Fact:

Kenya's President Uhuru Kenyatta was the most followed African leader with more than 7 million followers on Facebook, Instagram, and Twitter combined until he deactivated his accounts in March 2019.¹

KEY INDICATORS 2019

Population	Rank/number	27 th / 52.6 million
GDP	Rank/number	65 th / \$95.5 billion
GDP per capita	Rank/number	145 th / \$1,817
Cultural Economy	As share of GDP	0.0057
Education economy	As share of GDP	5.1
R&D economy	As share of GDP	0.22
Media economy	As share of GDP	0.27
Geopolitical position	Hard power	83
	Sharp power	n/a
	Soft power	n/a
	Diplomacy rank	n/a

OVERVIEW OF EXTERNAL CULTURAL POLICY 2019

Number of countries present	over 20
Number of institutions	over 20
FTE staff	-
Freelance and local staff	-
Financial scale	-
Government support (\$ million)	-
Comparative ECP group	-

Main Objectives

- Support Kenya's foreign policies and economic interests
- Cultivate a distinct national identity based on principles of coexistence and cooperation

¹ Adesina, O. (2022, March 23). Africa and the future of digital diplomacy. *Brookings*. Retrieved from <https://www.brookings.edu/blog/africa-in-focus/2022/03/23/africa-and-the-future-of-digital-diplomacy/>.

- Deploy the philosophy of Harambee in its diplomatic relations in Africa and beyond to become self-sufficient and gain wider community-based support

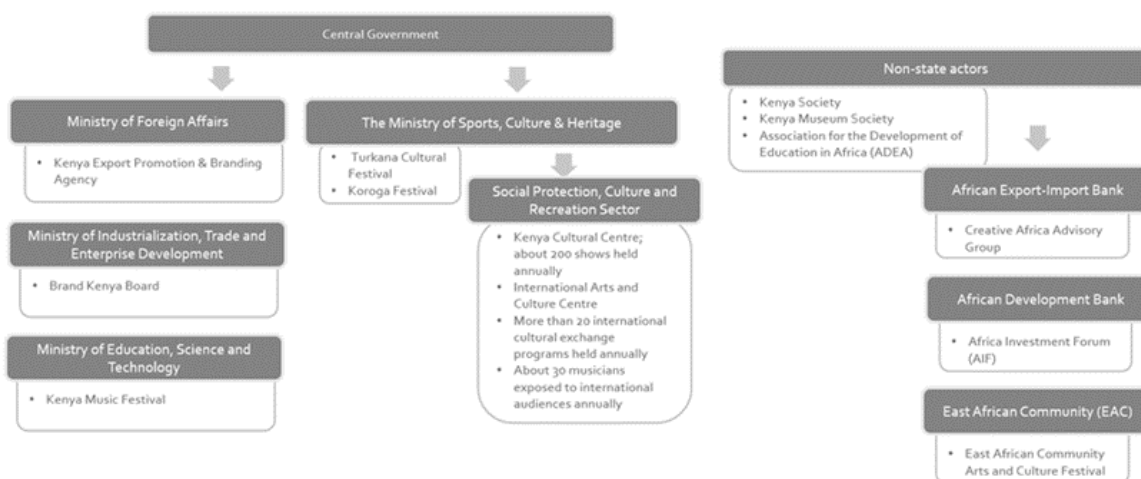
Policy Context

- Kenya Vision 2030 and Big Four Agenda
- Kenyan government's underinvestment in ECP fields left vacuums in its domestic and external cultural policies

Regional Focus

- One of Kenya's primary focuses is the East African Community (EAC), which constitutes six states –Burundi, Kenya, Rwanda, South Sudan, Tanzania, and Uganda. Kenya is the key manufacturing, communication, commercial, and financial center in the region. It has maintained cultural, scientific, and educational exchange with other member states.
- At the level of the African Union, Kenya contributed mainly through peace diplomacy and actively participated in the stabilization process in states such as the CAR, the DRC, Guinea Bissau, and Mali. At the level of the United Nations, Kenya advocates for South-South cooperation and is among the top states that make the highest contributions to the UN.

INSITUTIONAL MAP



The major institutions responsible for Kenyan ECP are the Ministry of Foreign Affairs and the Ministry of Sports, Culture and Heritage. Because Kenya's ECP has a strong socio-economic dimension, activities often require cooperation between multiple ministries and other stakeholders, including NGOs and private companies.

FIELDS OF EXTERNAL CULTURAL POLICY

	2019	2015	Comment
Culture and the Arts			
Number of cultural agreements	2	8 ⁽²⁰¹⁷⁾	
Number of international cultural exchange programs	12	25 ⁽²⁰¹⁷⁾	Data refers to the Social Protection, Culture and Recreation Sector
Number of institutes and branches	-	-	
Staff	-	-	
Artists in exchange programs	-	-	
Budget	-	-	
Government financial support	-	-	

Language	2019	2015	
Number of countries where courses are offered	0	0	<i>No language promotion institutes abroad</i>
Number of students enrolled	-	-	
Education – Primary & Secondary			
Number of countries present	0	0	
Number of schools	-	-	
Number of students	-	-	
Number of staff / teachers	-	-	
Government financial support (\$ million)	-	-	
Education – Tertiary			
Number of countries present	n/a	n/a	
Number of domestic universities / colleges	63	53	
Number of universities / colleges abroad	-	-	
Number of foreign students	-	-	
Inbound	6,828	n/a	
Outbound	16,170	n/a	
Number of TNE students	-	-	
Number of government scholarships awarded	-	-	
Government financial support	-	-	
Science and Research			
Number of countries present	n/a	n/a	
Number of institutes	0	0	
Number of researchers /staff	-	-	
Number of projects	15	18	
Number of scientists in exchange	-	-	
Budget	-	-	
Government financial support	-	-	
Media			
TV			
Number of countries broadcasted to	4	n/a	<i>Kenya Citizen TV</i>
Number of languages	2	n/a	
Number of channels	-	-	

Audience monthly	-	-
Digital audience (million)	-	-
Budget	-	-
Radio		
Number of languages	-	-
Audience / monthly average	-	-
Digital audience -Number of streams online (international)	-	-
New media		
Social networks following (international followers)	MOFA Facebook: 36,000 MOFA Twitter: 350,000 Kenya citizen TV: 3.2 million Radio Citizen: 468,700	-
Audience / unique (international) visitors (million)	-	-

CURRENT ISSUES AND DEVELOPMENTS

- Kenya is celebrated internationally for digital innovation and a burgeoning information and communication technology (ICT) sector. It is also an early adopter within the African context of digital diplomacy and possesses great potential to leverage social media tools to enhance its public diplomacy.
- Kenya's strengths in soft power lie in sports, fashion, and peacebuilding. In the long run, to make progress in other ECP fields, including education and technology, Kenya will, to some extent, depend on achieving the goals of Kenya Vision 2030 and financial support coming from international organizations, private companies, and its major debtors.
- Kenya's domestic situation continues to hamper its capacity for soft power. Its weak institutions and flawed electoral process have resulted in Kenya being regarded as one of Africa's failed democracies. The lack of institution-led diplomacy is also a weakness in Kenya's ECP.

FURTHER INFORMATION, SOURCES, AND REFERENCES

- A user-friendly summary with additional data and data sources is here: "*Kenya – External Cultural Policy: Data Fact Sheet*"
- A full set of references is presented here: "*Kenya – External Cultural Policy: References*"
- A fuller report with a descriptive analysis is found here: "*Kenya – External Cultural Policy: A Report*"

Imprint

The External Cultural Policy Monitor

Developed by Helmut K. Anheier, Hertie School & UCLA Luskin School of Public Affairs, and ifa Competence Centre. Supervised by Helmut K. Anheier. Coordinated by Sarah Widmaier for ifa.

This paper is a summary of the respective Country Report.

Preferred citation

Yang, Yuqing (04/2022). “Kenya. At a Glance,” in: Helmut K. Anheier and ifa (eds.). The External Cultural Policy Monitor. Stuttgart: ifa.

The views expressed are those of the authors and do not necessarily reflect those of the ifa.

Publisher:

ifa (Institut für Auslandsbeziehungen)

Charlottenplatz 17,

70173 Stuttgart,

Postfach 10 24 63,

D-70020 Stuttgart

www.ifa.de

© ifa 2022

Author: Yuqing Yang

Copy-editing by:

ifa’s Research Programme “Culture and Foreign Policy”

Creative Commons Attribution-ShareAlike 4.0 International (CC BY-SA 4.0)



DOI: <https://doi.org/10.17901/ecp.2022.037>