

ifa ECP Monitor Fact Sheet

# Kenya

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# 1. Key Indicators

		2019	2015
<b>Population (millions) / ranking</b>	Number/rank	52.6 / 27 <sup>th</sup>	47.9 / 28 <sup>th</sup>
<b>GDP</b>	Rank	65 <sup>th</sup>	71 <sup>st</sup>
<b>GDP per capita (\$)</b>	Number	1,817	1,337
<b>Cultural economy</b>	As share of GDP	0.0057 <sup>1</sup>	0.058 <sup>2</sup>
<b>Education economy</b>	As share of GDP	5.10	4.99
<b>R&amp;D economy</b>	As share of GDP	0.22 <sup>3</sup>	-
<b>Media economy</b>	As share of GDP	0.27 <sup>4</sup>	0.14 <sup>5</sup>
Sources: World Bank, Kenya National Bureau of Statistics			
<b>Geopolitical position</b>	Hard power rank <sup>6</sup>	83 <sup>rd</sup> (2021)	n/a
	World trade rank (\$ million) <sup>7</sup>	17,215 <sup>(imports)</sup> 5,824 <sup>(exports)</sup>	16,093 <sup>(imports)</sup> 5,906 <sup>(exports)</sup>
	Soft power rank <sup>8</sup>	n/a	n/a
	Diplomacy rank <sup>9</sup>	n/a	n/a

<sup>1</sup> National Treasury & Planning. (2020). The figure is the percentage of the gross budget estimates of the State Department of Cultural Heritage in proportion to Kenya's GDP in 2019. Refer to pp. vi of the *2019/2020 Estimates of Development Expenditure of the Government of Kenya Volume II* & pp. 1 of *Facts & Figures 2020*.

<sup>2</sup> National Treasury & Planning. (2015). The figure is the percentage of the gross budget estimates of the Ministry of Sports, Culture and Arts in proportion to Kenya's GDP in 2015. Refer to pp. v of the *2015/2016 Estimates of Development Expenditure of the Government of Kenya*.

<sup>3</sup> National Treasury & Planning. (2015). The figure is the percentage of the gross estimates of the State Department for Science and Technology in proportion to Kenya's GDP in 2015.

<sup>4</sup> National Treasury & Planning. (2015). The figure is the percentage of the gross estimates of the Ministry of Information Communications and Technology in proportion to Kenya's GDP in 2015.

<sup>5</sup> National Treasury & Planning. (2020). The figure is the percentage of the sum of gross estimates of the State Department for Information Communication Technology and the State Department for Broadcasting & Telecommunications in proportion to Kenya's GDP in 2019. Refer to pp.vi of the *2019/2020 Estimates of Development Expenditure of the Government of Kenya Volume II*.

<sup>6</sup> 2019 Military Strength Ranking. (2020).

<sup>7</sup> World Trade Statistical Review. (2020). Refer to Table A57 & A58 World merchandise imports/exports by region and selected economy, 2009-2019.

<sup>8</sup> Soft Power 30. (2020).

<sup>9</sup> Global Diplomacy Index. (2020).

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

	2019	2015
Culture <sup>10</sup>	0.57	0.32
Education <sup>11</sup>	15.3	15.3
R & D <sup>12</sup>	-	-
Media	-	-

## 3. Overview of External Cultural Policy

	2019
Number of countries with ECP activities <sup>13</sup>	over 20
Total number of institutions abroad <sup>14</sup>	over 20
Total number of FTE staff engaged in ECP activities	-
Government financial support	-
Total expenditure of all ECP operators	-
Comparative ECP ranking	-

### MAIN ECP OBJECTIVES

- Support Kenya's foreign policies and economic interests and cultivate a distinct national identity based on principles of coexistence and cooperation.
- Deploy the philosophy of Harambee in its diplomatic relations in Africa and beyond to become self-sufficient and gain wider community-based support.

<sup>10</sup> Kenya National Bureau of Statistics. (2020). Refer to pp. 87 of *Statistical Abstract 2020* from <https://www.knbs.or.ke/download/statistical-abstract-2020/>. The figure also includes expenditures for religion and recreation in addition to culture.

<sup>11</sup> Kenya National Bureau of Statistics. (2020). Refer to pp. 58 of the *Facts & Figures, 2020*.

<sup>12</sup> Expressed as GBARD - Government budget appropriations or outlays on R&D.

<sup>13</sup> Ministry of Foreign Affairs. <https://mfa.go.ke/diplomatic-missions/>.

<sup>14</sup> Because Kenya does not have notable brick-and-mortar institutions abroad, this number is a rough indication of the Kenyan embassies that actively engage in cultural, tourist, educational exchange with local actors.

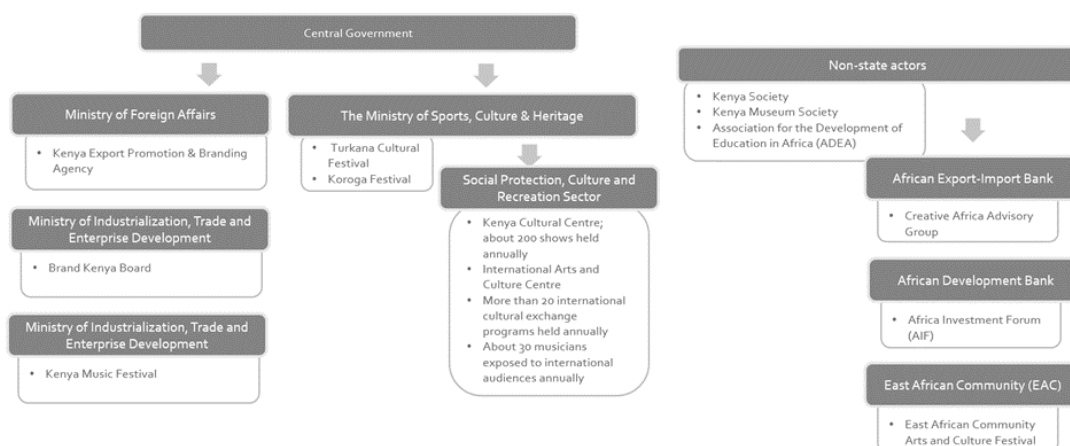
## POLICY CONTEXT

- Kenya's ECP is guided by Kenya Vision 2030 and derivative initiatives like the Big Four Agenda. Therefore, all aspects of Kenya's cultural diplomacy, from cultural exchange to university education, have to align their development goals with these domestically orientated objectives.
- While its government has well-structured mandates and strategies, it is often difficult to implement them because of a lack of funding and infrastructure, as Kenya still faces many internal problems impeding its development in soft power, including corruption and a high youth unemployment rate.
- Kenyan government's underinvestment into cultural exchange, language promotion, and technological cooperation has left vacuums in its domestic and external cultural policies.

## REGIONAL FOCUS AND INSTITUTIONAL EMPHASIS

- 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.

## INSTITUTIONAL MAP



## 4. Fields of External Cultural Policy

	2019	2015
<b>Culture and the Arts</b>		
Number of countries present	-	-
Number of cultural cooperation agreements <sup>15</sup>	2	8 <sup>(2017)</sup>
Number of institutes	-	-
Number of FTE staff	-	-
Number of international cultural exchange programs <sup>16</sup>	12	25 <sup>(2017)</sup>
Budget	-	-
Government financial support	-	-
<b>Language</b>		
Number of countries where courses are offered	-	-
Number of students	-	-
Number of candidates	-	-
Number of language teachers	-	-
Budget	-	-
Government financial support	-	-
<b>Education - Primary &amp; Secondary</b>		
Number of countries	-	-
Number of schools	-	-
Number of students	-	-
Number of staff / teachers	-	-
Government financial support	-	-

<sup>15</sup> National Treasury & Planning. (2020). Number of Cultural exchange protocols negotiated. Refer to pp. 34 of the Social Protection, Culture and Recreation Sector Report.

<sup>16</sup> National Treasury & Planning. (2020). Refer to pp. 34 of the Social Protection, Culture and Recreation Sector Report.

<b>Education – Tertiary</b>	<b>2019</b>	<b>2015</b>
Number of domestic universities <sup>17</sup>	63	53
Number of universities / colleges abroad	0	0
Number of foreign students <sup>18</sup>	Inbound: 6,828 Outbound: 16,170	-
Number of students at transnational higher education (TNE)	-	-
Number of government scholarships awarded	-	-
Number of staff	-	-
Budget	-	-
<b>Science and Research</b>		
Number of countries	-	-
Number of institutes	-	-
Number of researchers / staff	-	-
Number of projects <sup>19</sup>	15	18
Number scientists in exchange programs	-	-
Government financial support	-	-
<b>Media</b>		
<b>TV: Kenya Citizen TV</b>		
Number of countries broadcasted to	4	-
Number of languages	2	-
Number of channels	-	-
Audience / potential reach (million)	-	-

<sup>17</sup> Kenya National Bureau of Statistics. (2020). Statistical Abstract 2020.

<sup>18</sup> UNESCO. (2021). Data based on Global Flow of Tertiary-Level Students | UNESCO UIS. (2021). Retrieved 20 January 2022, from <http://uis.unesco.org/en/uis-student-flow>.

<sup>19</sup> National Treasury & Planning. (2016). Number of strategic international collaborations and linkages under the Directorate of Research Development (DRMD). Refer to pp. 106 of the Education Sector Report 2017/18 – 2019/20.

New Media	2019	2015
Social networks following	MOFA Facebook: 36,000 <sup>(2021)</sup> MOFA Twitter: 350,000 <sup>(2021)</sup> Kenya citizen TV: 3.16 million <sup>(2021)</sup> Radio Citizen: 468,700 <sup>(2021)</sup>	-
Audience / unique visitors (monthly average/million)	-	-

## 5. 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 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.

## 6. Contributions to multilateral cultural organisations

	2019	Change since 2015
UNESCO (€) <sup>20</sup>	32,067	-
Council of Europe (€ million)	-	-
Creative Europe (€ million)	-	-

Sources: UNESCO, CoE, European Commission

<sup>20</sup> Assessed contributions to UNESCO are mandatory contributions due from States by virtue of their membership.

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