

ifa ECP Monitor Fact Sheet

Nigeria

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1. Key Indicators¹

		2019	2015
Population	Number/rank	201 / 7 th	181.1 / 7 th
GDP	Rank	26 th	23 rd
GDP per capita	Number (\$)	2,230	2,688
Cultural economy	As share of GDP	0.035 ²	n/a
Education economy	As share of GDP	0.43	0.51 ³
R&D economy	As share of GDP	0.046	0.031
Media economy	As share of GDP	n/a	0.025

Sources: World Bank, National Bureau of Statistics, Budget Office of the Federation

Geopolitical position	Hard power rank ⁴	35 th (2021)	n/a
	World trade indicators / ranking (\$ billion)	100,987 / 48 th ⁵	82,264 / 50 th ⁶
	Soft power rank ⁷	n/a	n/a
	Diplomacy rank ⁸	n/a	n/a

¹ All figures are calculated with the exchange rate of Euro to Nigerian Naira 1:341.19 in 2019 and 1:219.57 in 2015. See Central Bank of Nigeria (2019) & Exchange Rates UK (n.d.).

² The figure refers to the total budget of the Ministry of Information and Culture in proportion to Nigeria's GDP in 2019. See National Bureau of Statistics (2019), Table 1 for Nigeria's GDP in 2019; see also Budget Office of the Federation (2019), p.1 for 2019 Budget Proposal.

³ The figure refers to the total allocation of the Ministry of Education in proportion to Nigeria's GDP in 2015. See National Bureau of Statistics (2015), Table 1 for Nigeria's GDP in 2015; see also Budget Office of the Federation (2015), p.736.

⁴ 2021 Military Strength Ranking. (2021).

⁵ The rank derives solely from exports. See World Statistical Review (2020); see also Nigeria Trade | WITS Data (worldbank.org).

⁶ World Statistical Review. (2016).

⁷ Soft Power 30. (2020).

⁸ Global Diplomacy Index. (2020).

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

	2019	2015
Culture	0.58 ⁹	n/a
Education	7.02	11.08 ¹⁰
R & D	0.76	0.68
Media	n/a	0.55

Sources: Budget Office of the Federation

3. Overview of External Cultural Policy

	2019
Number of countries with ECP activities	over 15
Total number of institutions abroad	Nigerian Television Authority (NTA) bureaus: 7 Nigerian Cultural Centers: 2
Total number of FTE staff engaged in ECP activities	n/a
Comparative ECP ranking	minor

MAIN ECP OBJECTIVES

- To promote a Nigerian culture that aligns with decolonizing principles, regional integration, and African unity.
- To advance the objectives of Nigerian foreign policy through soft power, which constitutes primarily of cultural and creative industries, peacebuilding, and multilateralism.
- To solidify its position as a leading African country with an Afrocentric foreign policy.

POLICY CONTEXT

- Nigeria does not have an up-to-date federal cultural policy. Its last cultural policy framework dates to 1988 and has lost its relevance to Nigerian society today. The lack of feasible and enabling common understanding of cultural policy imposes challenges to both identity-building and external cultural relations.
- Cultural relations are handled by various stakeholders in Nigeria, with private economic interests taking a clear lead. In 2015, the Ministry of Culture and Tourism merged with the Ministry of Information with a possible intention from the Federal Government to focus more on the creative industry. Nollywood, as a culturally and economically important industry, is the central pillar of

⁹ In November 2015, the Ministry of Culture and Tourism was merged with the Ministry of Information. Therefore, the figure is the total budget of the Ministry of Information and Culture as a percentage of the total government budget in 2019.

¹⁰ See Budget Office of the Federation (2014), p.13.

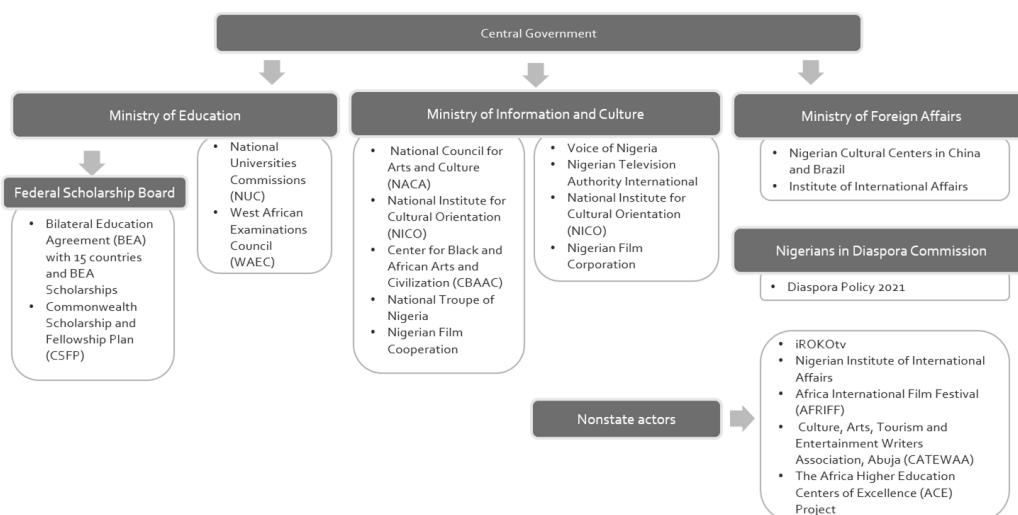
Nigeria's cultural diplomacy. Although Nollywood has increased Nigeria's international visibility, it is unclear if Nollywood can promote a richer and stronger Nigerian image abroad.

- Nigeria's external cultural policies, including those in science and technology, are struggling with the discrepancy between policy ambition and institutional reality. This problem is related to Nigeria's lack of an enabling environment for governance.

REGIONAL FOCUS AND INSTITUTIONAL EMPHASIS

- Nigeria made African integration and unity central features of its foreign policy. For this purpose, it tries to build a credible image on an international level by actively maintaining relationships with international organizations like the United Nations and playing a leading role in regional affairs through the Economic Community of West African States (ECOWAS).
- The US and UK are among Nigeria's most strategic partners. The US has the largest group of Nigerian diasporas, which play a crucial role in promoting Nigerian culture overseas. Nigeria also has also maintained active cooperation in diverse areas with the UK and the Commonwealth networks.

INSTITUTIONAL MAP



4. Fields of External Cultural Policy

	2019	2015
Culture and the Arts		
Number of countries present	15 ¹¹	-
Number of institutes	Nigerian Cultural Center: 2	Nigerian Cultural Center: 2
Number of cultural agreements	n/a	70 ⁽²⁰¹²⁾ 12
Education - Primary & Secondary		
Number of countries	1	1
Number of schools	1	1
Number of students	459 ⁽²⁰²¹⁾ 13	-
Education – Tertiary		
Number of countries ¹⁴	15	-
Number of universities / colleges abroad	0	0
Number of domestic universities / colleges ¹⁵	172	142
Number of students		
- Inbound	1,856 ¹⁶	-
- Outbound	71,133 ¹⁷	-

¹¹ National Council for Arts and Culture (NCAC). *Programmes*. <https://www.ncac.gov.ng/programmes/>.

¹² UNESCO. (2012). *Bilateral Cultural Cooperation Agreements*. <https://en.unesco.org/creativity/policy-monitoring-platform/bilateral-cultural-cooperation>.

¹³ Nigeria International School, Cotonou. *A Brief Profile of Nigeria International School, Cotonou*. Retrieved 14 April 2022 from <http://clk-wwwnige-primary.hgsitebuilder.com/nigeria-international-school-cotonou-about>.

¹⁴ Federal Scholarship Board (FSB). *Bilateral Education Agreement*. <https://education.gov.ng/fsb/bilateral-education-agreement/>.

¹⁵ National Universities Commission (NUC). *State Universities, Private Universities*. <https://www.nuc.edu.ng/>.

¹⁶ International Centre for Investigative Reporting (ICIR). (2019). *There are only 1,856 foreign students in Nigeria's tertiary institutions—Survey*. <https://www.icirnigeria.org/there-are-only-1856-foreign-students-in-nigerias-tertiary-institutions-survey/>.

¹⁷ UNESCO. (2020). *Global Flow of Tertiary-Level Students*. Retrieved 2 September 2020, from <http://uis.unesco.org/en/uis-student-flow>.

	2019	2015
Media		
TV: Nigerian Television Authority		
Number of channels	International channel: 1	International channel: 1
Digital and social media audience	1.1 million ^(Twitter) ; 179,000 ^(Youtube) ; 498,000 ^(Facebook)	-
Budget (€ million)	19.84 ¹⁸	32.12 ¹⁹
Radio: Voice of Nigeria		
Number of languages	8	
Number of frequency bands	4	
Digital and social media audience	23,200 ^(Twitter)	
Budget (€ million)	8.13	10.43
New Media		
Social networks following	Radio Nigeria (FRCN): 55,467 ^(Facebook) National Council for Arts and Culture: 6,307 ^(Facebook)	-

5. Current Issues and Developments

- Nigeria could build a strong national identity rooted in its rich ethnic culture, liberal democracy, and African solidarity. However, Nigeria faces persistent ethnic tensions, democracy deficits, and its domestic condition is dragging down its overall performance. These problems include corruption, neglect of infrastructure, domestic terrorism (Boko Haram), poor planning and leadership, and lack of accountability.
- Digital diplomacy holds the potential to increase the effectiveness of Nigeria's public diplomacy as federal ministries and its international broadcasters are increasingly using social networking sites and services.
- The Nigerian diaspora is a critical resource for contributing to domestic developments and managing national image abroad. The Nigerian government has created a platform, the Nigerians in Diaspora Commission (NIDCOM), to mediate relations with Nigerians in the diaspora in 2019.

¹⁸ See Budget Office of the Federation 2019, p. 176.

¹⁹ See Budget Office of the Federation 2015, p. 202.

6. Contributions to multilateral cultural organisations

	2019	Change since 2015
UNESCO (€) ²⁰	334,116	-
IFACCA (International Federation of Arts Councils and Culture Agencies) (€)	3,463	-

Sources: UNESCO

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

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