

ifa ECP Monitor Fact Sheet

Tunisia

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1. Key Indicators¹

		2019	2015
Population	Number/rank	11.7 / 77 th	11.2 / 78 th
GDP	rank	94 th	85 th
GDP per capita	Number (EUR)/rank	3,317 / 126 th	3,862 / 113 th
Cultural economy²	As share of GDP	0.26	0.23
Education economy	As share of GDP	4.83 ³	4.51 ⁴
R&D economy⁵	As share of GDP	0.60 ⁽²⁰¹⁸⁾ 6	0.63 ⁷
Media economy	As share of GDP	n/a	n/a

Sources: World Bank, Ministry of Finance, Ministry of Education, National Institute of Statistics

Geopolitical position	Hard power rank ⁸	74 th (2022)	n/a
	World trade indicators / ranking (\$ million) ⁹	36,488	34,294
	Soft power rank ¹⁰	n/a	n/a
	Diplomacy rank ¹¹	n/a	n/a

¹ All figures are calculated with the exchange rates of Tunisian Dinar (TND) to Euro (EUR) 1: 0.3071 in 2019 and 1:0.4596 in 2015. See *Tunisian Dinar to Euro Spot Exchange Rates for 2015* (n.d.) and *Tunisian Dinar to Euro Spot Exchange Rates for 2019*. (n.d.).

² National Institute of Statistics (n.d.), Ministry of Finance (2014a), and Ministry of Finance (2018a).

³ Ministry of Education (2018b).

⁴ Ministry of Education (2018b).

⁵ World Bank (2021b). Research and development expenditure (% of GDP) - Tunisia | Data (worldbank.org)

⁶ The budget of the Ministry of Higher Education and Scientific Research as a percentage of Tunisia's GDP in 2019 is 1.43. The budget is divided into four parts: Higher Education Program (65.8%), Scientific Research Program (8.2%), Universities Service Program (23.5%), Leadership and Support Program (2.7%). See Ministry of Finance (2018b), p. 11.

⁷ The budget of the Ministry of Higher Education and Scientific Research as a percentage of Tunisia's GDP in 2015 is 1.80. The budget is divided into five parts: Higher Education Program (62.7%), Scientific Research Program (6.4%), Undergraduate Services Program (17.7%), Leadership and Support Program (4.5%), ICT part of the ministry (8.7%). See Ministry of Finance (2014c).

⁸ 2019 Military Strength Ranking. (2020).

⁹ World Trade Organization (2020).

¹⁰ Soft Power 30. (2020).

¹¹ Global Diplomacy Index. (2020).

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

	2019	2015
Culture ¹²	0.92	0.87
Education ¹³	13.7 ⁽²⁰¹⁸⁾	15.1
R & D ¹⁴	5.0	6.8
Media	n/a	n/a

3. Overview of External Cultural Policy

	2019
Number of countries with ECP activities ¹⁵	>52
Total number of institutions abroad	Tunisian National Tourist Office (ONTT): 16 House of the Tunisian (Dar Tounsi; socio-cultural centres): 10 ¹⁶ Social Attaché: 31 ¹⁷
Total number of FTE staff engaged in ECP activities	n/a
Comparative ECP ranking	minor

MAIN ECP OBJECTIVES

- Build a strong national identity grounded in democracy and decentralization principles by encouraging local actors' higher participation and greater collaboration between civil society and government.
- Support Tunisia's cultural exports, integrate information and communication technologies (ICT) in cultural fields, and increase the international mobility of Tunisian artists.¹⁸

¹² Ministry of Finance. (n.d.).

¹³ Ministry of Education (2018a), p.5. However, the budget of the Ministry of Education as a percentage of the state budget is 17.0 and 17.2 percent in 2015 and 2019 respectively. See also Ministry of Finance (2014a) and Ministry of Education, 2018b.

¹⁴ Expressed as GBARD – Government budget appropriations or outlays on R&D. See Ministry of Finance (2014c) and Ministry of Finance (2018b).

¹⁵ The figure is the number of countries that have an active cooperation agreement with Tunisia in cultural tourism. The actual figure may be larger, taking into consideration of activities in other ECP fields. See Ministry of Tourism. (n.d.).

¹⁶ Office for Tunisians Abroad (2019).

¹⁷ Office for Tunisians Abroad (2019).

¹⁸ Aboudi (2013).

- Provide cultural access to Tunisians abroad and strengthen ties with diaspora communities through the Office for Tunisians Abroad (OTE).

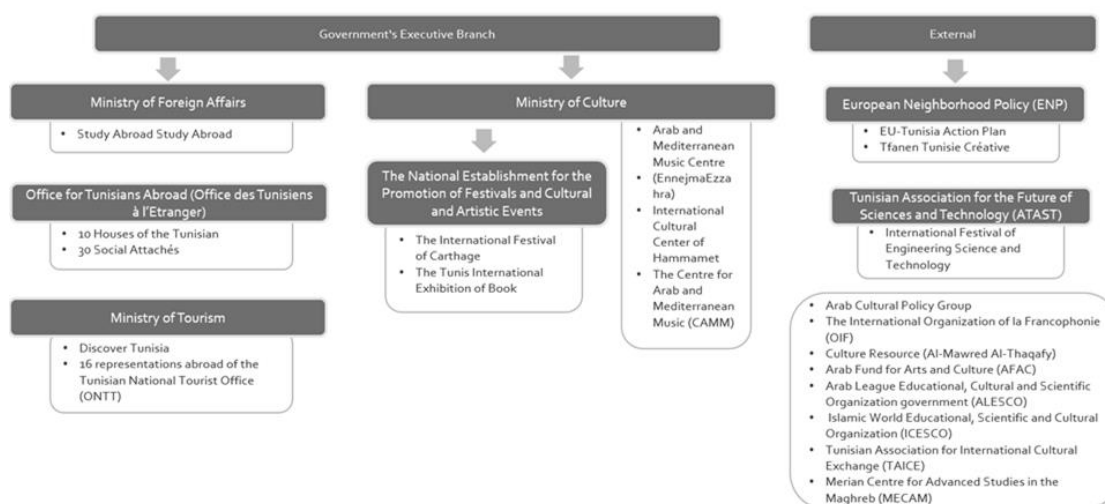
POLICY CONTEXT

- Tunisia's involvement in cultural exchange has remained stagnant since 2011, if not before. After the revolution, there were constant calls for effective structural reform of Tunisia's culture sector, cultural rights, freedom of media, and higher contributions of private actors. However, insufficient infrastructure and over-reliance on public support have impacted the international competitiveness of Tunisia's cultural industries.
- The new constitution of 2014 prepares the country for comprehensive decentralization throughout Tunisian society, including culture, education, and science. The constitution and the Development Plan 2016-2020 have contributed to a more conducive policy environment in Tunisia to encourage innovation and cooperation in its cultural landscape.
- With 10% of Tunisians living abroad and increasing migration of the educated and talented groups, the Tunisian diaspora becomes a subject of national concern and presents possible channels for building cultural relations with local agencies.

REGIONAL FOCUS AND INSTITUTIONAL EMPHASIS¹⁹

- For Tunisia's external policy in general, priorities take the sequence of the Arabic and Islamic countries, European countries and the European Union, Asia and America, and Africa and the African Union.²⁰
 - In the fields of education, science, and culture, Tunisia is in bilateral cooperation with the European Union and the United States under multiple frameworks like the European Neighbor Policy (ENP) and the Union for the Mediterranean (UfM). Some of the most prominent programs include Horizon 2020, Tfanen Tunisie Créative, Fulbright Tunisia Tech+ Scholars.
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INSTITUTIONAL MAP



¹⁹ Cherif (2015).

²⁰ Ministry of Finance (2018c), p. 4-5.

4. Fields of External Cultural Policy

	2019	2015
Culture and the Arts		
Number of countries present	6	n/a
Number of institutes	House of the Tunisian (Dar Tounsi; socio-cultural centers): 10	n/a
Budget (€ million)	-	-
Education – Tertiary		
Number of domestic higher education institutions ²¹	277	266
Number of foreign students	Inbound: 2,768 ²² Outbound: 24,248 ²³	n/a n/a
Number of students at trans-national higher education (TNE)	-	-
Number of government scholarships awarded	-	-
Science and Research		
Number of countries	-	-
Number of institutes	-	-
Number of researchers / staff	-	-
Number of projects	28 ⁽²⁰¹⁸⁾ ²⁴	-
Total invested	-	-
Media		
Radio (Radio Tunis Chaîne Internationale RTCI)		
Number of countries broadcasted to	-	-
Number of languages	5	-

²¹ Statista (2021d).

²² Ministry of Education (2018b). See p.26 of Index Cards for Higher Education Program (العالى التعليم المؤشر لبرنامج بطاقات).

²³ Data based on Global Flow of Tertiary-Level Students | UNESCO UIS. (2020). Retrieved 26 May 2022, from <http://uis.unesco.org/en/uis-student-flow>.

²⁴ Ministry of Finance (2018b), p. 49. See the indicator 1.3.2: Number of projects accepted under competitive international cooperation programs (التنافسوية الدولي التعاون رمج ا ب إطار في المقبولة المشاريع عدد : 1.3.2 المؤشر).

	2019	2015
New Media		
Social networks users (million) ²⁵	Facebook: 7.3 Messenger: 4.1 Instagram: 1.9 Twitter: 0.115	- - - -
Social networks following	Discover Tunisia: 20,900 (Youtube) 1,200 (Twitter) 508,875 (Facebook)	- - -

5. Current Issues and Developments

- Tunisia's ECP has shown two major trends. One is the high participation of non-state actors, including civil society organizations and international donors. The other is the proactive inclusion of Tunisia by the EU into a network of educational and academic exchanges.
- After President Kais Saied seized power through quasi-coup in 2021, Tunisia was thrown into greater political uncertainty at a time of mounting economic challenges. Faced with a possible authoritarian regression, Tunisia's status as the sole democracy emerging from the Arab Spring comes under threat.
- Although Tunisia adopted a progressive constitution and embarked on its path to full democracy, a large body of its law and practice is still lagging behind.²⁶ Political instability, insufficient infrastructure, and ineffective planning have contributed to the stagnant situation of Tunisia's external cultural relations.
- In collaboration with the African Development Bank, the National Strategic Plan (NSP) of "Digital Tunisia 2020" was launched in 2016 to improve ICT access and usage and make Tunisia an international digital destination. Enhancement of e-business is one pillar of the plan, from which digital cultural and creative industries can benefit.

6. Contributions to multilateral cultural organisations

	2019	2015
UNESCO (€ million) ²⁷	33,101	-

Sources: UNESCO

²⁵ Messaoud (2020).

²⁶ Gallien and Werenfels (2019).

²⁷ 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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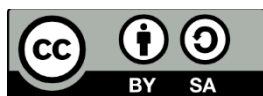
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