

ifa ECP Monitor Fact Sheet

Russian Federation

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1. Key Indicators

		2019	2015
Population	Number /rank	144.37 million / 9 th	144.09 million
GDP	Rank/number	11 th / \$1.7 trillion	13 th
GDP per capita	Rank/number	62 nd / \$11,585	-
Cultural economy¹	As share of GDP	0.11	0.11
Education economy	As share of GDP	0.75	0.73
R&D economy	As share of GDP	0.61	0.77
Media economy	As share of GDP	0.09	0.1

Sources: Roskazna, World Bank

Geopolitical position	Hard power rank	2 nd (2021)	2 nd
	World trade rank (\$ million)	17 th / 875,671	18 th / 674,823
	Soft power rank	30 th / 48.64	27 th / 46.58 ⁽²⁰¹⁶⁾
	Diplomacy rank	5 th	4 th (2016)

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

	2019	2015
Culture²	0.67	0.58
Education	4.54	3.91
R & D	3.70	4.07
Media	0.57	0.53

Source: Russian Federal Treasury (Roskazna)

¹ Federal expenditure on culture and cinema, as percentage of GDP.

² Federal expenditures on culture and cinema (total) % all expenditures.

3. Overview of External Cultural Policy

	2019
Number of countries with ECP activities	at least 144
Total number of institutions abroad	about 560
Total number of FTE staff engaged in ECP activities	at least 1,700
Freelance and local staff	-
Financial scale of all ECP activities	-
Government financial support (€ million)	at least 650 ³
Comparative ECP ranking	middle

MAIN ECP OBJECTIVES

- Advance the interests of the Russian Federation in the international arena, expand Russia's cultural and humanitarian presence in the world, and implement government policy on compatriots living abroad⁴
- Strengthening positive perception of modern Russia in the world
 - Culture
 - the federal sub-program "Культура России" (2012 - 2018), apart from supporting the domestic cultural sector, should create "a positive cultural image of Russia" in the world⁵
 - Language
 - around €102 million (7.4 billion rubles) will be invested in the promotion of the Russian language abroad until 2025. The goal of the program is to "expand and strengthen the Russian language, Russian cultural and educational spaces"⁶
 - increase the number of foreign teachers and trainees in Russian from three thousand in 2015 to fifteen thousand in 2020
 - Education
 - e.g. the Russian Academic Excellence Project 5-100 launched in May 2013 for a period of 8 years aims to ensure the global competitiveness of Russian higher education

³ Total ECP estimation is based on federal budget allocations to selected programmes under the "Foreign Policy Activity (Внешнеполитическая деятельность)" (estimate of at least €200 million) and the item "Russia's Participation in International Information Exchange" (€465 million). The total expenditure on Foreign Policy activity for 2019 amounted to €1.65 billion, Roskazna (2020).

⁴ MID (2020, 21 May 2020). Foreign Policy Activity state programme. Retrieved 13 Oct 2020, from https://www.mid.ru/activity/state_programs/-/asset_publisher/0v2mp2BUeZnQ/content/id/3643053.

⁵ FCP (2018). Federal target program "Culture of Russia (2012 - 2018)" - Program passport. Retrieved 28 Oct 2020, from <https://fcp.economy.gov.ru/cgi-bin/cis/fcp.cgi/Fcp/Passport/View/2018/402/>.

⁶ Kolesnikova, K. (2019, 31 May 2019). 7.4 billion rubles will be allocated to promote the Russian language. Ros-siyskaya Gazeta. Retrieved 27 Oct 2020, from <https://rg.ru/2019/05/31/minprosveshcheniia-na-prodvizhenie-russkogo-iazzyka-vydeliat-74-mlrd-rublej.html>.

- A 2018-2024 development strategy for export of educational services sets ambitious targets: revenues from exports of Russian education should reach \$3.6 billion, and at least 435,000 foreign full-time students ⁷
- the “Russian School Abroad” concept was introduced in November 2015
- Science
 - one of the objectives of the National Project “Science” (2018-2024) (635.9 billion rubles, or some €8.7 billion) is to ensure the presence among 5 leading countries in scientific development and the country’s attractiveness to foreign leading scientists and young promising researchers ⁸
- Information
 - an active communication strategy to form an objective image of the country in the international arena ⁹

POLICY CONTEXT

- A much more active cultural, educational and information policy abroad under President Putin
- Work towards forming a polycentric international system – the Dialogue of civilizations¹⁰
- The main focus of Russian ECP is regional, especially in the post-Soviet countries in Russia's neighborhood or ‘near-abroad’
- The concept of “New Russia” (Novorossiia) with marked Russian-orthodox and Slavophile tendencies¹¹
- Negative international perceptions of Russia and its leadership

REGIONAL FOCUS AND INSTITUTIONAL EMPHASIS

Russkiy Mir network: Europe (52), Asia (25), America (7), Commonwealth of Independent States - CIS (27), Russia (5).

Rosstrudnichestvo offices abroad: Africa (8), America (12), Europe (28), Asia (27), CIS countries, Abkhazia and South Ossetia (16).

⁷ The initial target was 710,000 students and \$5.7 billion in revenue. Aleksandr L. Arefiev, P. A. A. and N. M. Dmitriev (2019), Ministry of Education of the RF.

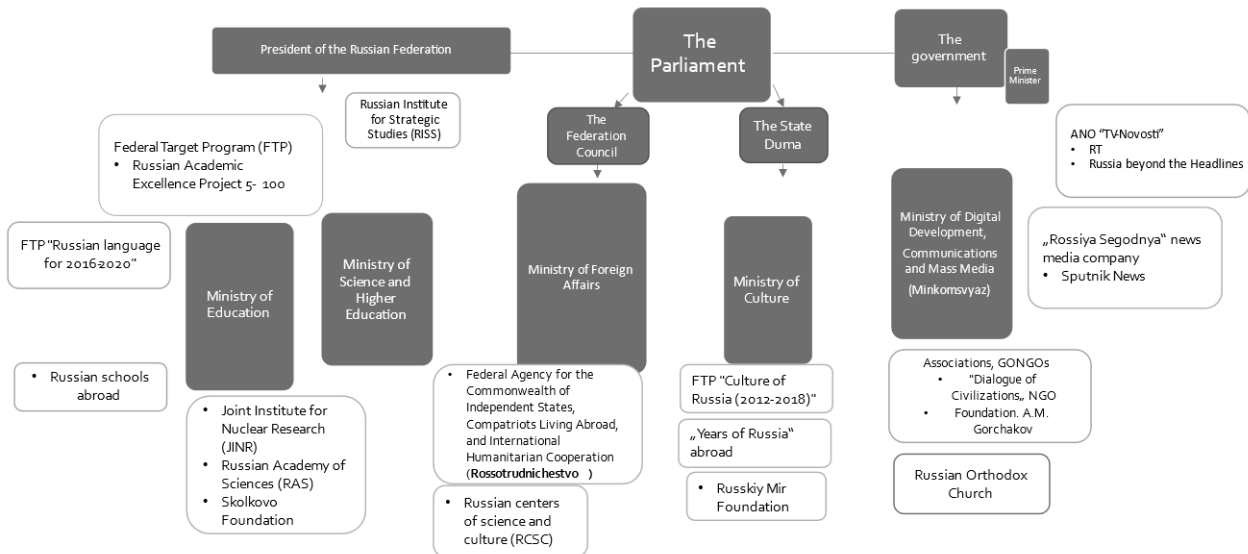
⁸ TASS (n.d.). National project “Science”. Retrieved 10 Nov 2020, from <https://futuresussia.gov.ru/nauka>.

⁹ Tolokonnikova, A. V. and D. O. Budakova (2019).

¹⁰ MID (2016). Foreign policy and diplomatic activities of the Russian Federation in 2015. Moscow, Ministry of Foreign Affairs of the Russian Federation.

¹¹ DGAP (2016, 03 May 2016). Russkiy Mir: “Russian World”. Retrieved 12 Oct 2020, from <https://dgap.org/en/events/russkiy-mir-russian-world>.

Institutional Map



The Russian ECP is defined by a centralized structure. Most foreign cultural and educational programs are planned and implemented by the state. The most important institutions, the agency Rossotrudnichestvo and the Russkiy Mir, operate under close supervision of the MFA and the Ministry of Culture.

4. Fields of External Cultural Policy

	2019	2015
Culture and the Arts Russkiy Mir Foundation & Rossotrudnichestvo		
Number of countries present	Russkiy Mir centers: 52 Russkiy Mir cabinets: 62 Rossotrudnichestvo: 80	Russkiy Mir centers: 46 Russkiy Mir cabinets: 57 Rossotrudnichestvo: 79
Number of institutes	Russian centers: 116 Russkiy Mir cabinets: 134 Rossotrudnichestvo: 97	Russian centers: 106 Russkiy Mir cabinets: 140 -
Number of FTE staff	80-100	Rossotrudnichestvo: ca. 600 ⁽²⁰¹⁶⁾ Russkiy Mir: ca. 80 ⁽²⁰¹⁶⁾
Number of artists in exchange programs	n/a	n/a

	2019	2015
Government financial support (€ million)	Ministry of culture (Foreign relations programs): 2.5 Rossotrudnichestvo: 64.8 Russkiy Mir: 6.5	Ministry of culture (Foreign relations programs): 2.39 Rossotrudnichestvo: 66.6 Russkiy Mir: 6.35
Language		
Number of countries where courses are offered	RCSC (Russian Centers of Science and Culture): 58	RCSC: 54
Number of students enrolled	-	1.4 million ¹²
In class	RCSC: 18,189 ⁽²⁰¹⁸⁾ Pushkin Institute: 1.1 million ⁽²⁰¹⁷⁾	RCSC: 17,309 Pushkin Institute: -
Online reach	-	pushkininstitute.ru 450,000 ⁽²⁰¹⁶⁾
Number of language teachers	Pushkin Institute: ca. 2,000 ¹³ Russian schools abroad: 101 ^(2016/17)	Pushkin Institute: 2,597 Russian language teachers worldwide: 160,000
Number of candidates for Russian language qualifications	n/a	n/a
Government financial support (€ million)	⁽²⁰¹⁷⁾ "FTP Russian language" expenses affiliated with Rossotrudnichestvo: 4.31 ⁽²⁰¹⁶⁻²⁰²⁰⁾ Promotion of the Russian language: 113 ¹⁴	⁽²⁰¹⁵⁾ "FTP Russian language" expenses affiliated with Rossotrudnichestvo: 1.3 Promotion of the Russian language: -
Education - Primary & Secondary		
Number of countries	88 ⁽²⁰¹⁸⁾	78 ^(2014/15)
Number of schools	-	116
Number of students	21,000 (incl. 8,700 Russian schoolchildren in 86 Embassy schools) ^(2017/2018)	24,300 (incl. 8,600 Russian schoolchildren in 84 Embassy schools) ^(2014/15)
Number of staff / teachers	-	214 ^(2014/15)
Government financial support (€ million)	n/a	n/a

¹² Xiao. (2017).

¹³ The number of foreign teachers of the Russian language who enrolled in professional training.

¹⁴ Within the framework of the whole Federal Target Program "Russian language for 2016-2020." Arefiev, A. L. (2017).

	2019	2015
Education - Tertiary		
Number of countries	TNE: 25	TNE: 25
Number of universities / colleges abroad	43	54 ^(2014/15)
Number of foreign students ¹⁵	262,416 ⁽²⁰¹⁸⁾	226,431
Number of students at transnational higher education (TNE)	42,159 ^(2017/18)	46,993 ^(2014/15)
Number of government scholarships awarded	12,310 (quota 15,000) ¹⁶	10,300
Number of staff / teachers	n/a	n/a
Government financial support (€ million)	⁽²⁰¹⁸⁻²⁰²⁴⁾ National Education Project / "Export education" 1,483 ¹⁷ ⁽²⁰¹⁹⁾ "Export education" 6.4	-
Science and Research: Joint Institute for Nuclear Research (JINR)		
Number of countries	18 members, 68 partner countries	-
Number of researchers / staff	5,176	4,801
Number of projects	-	-
Number scientists in exchange programs	1,812 (incoming) 3,229 (outgoing)	-
Budget (\$ million)	289.7 ¹⁸	168.7
Government financial support (€ million)	National project "Science" – "Development of scientific and production cooperation": 64	-
Media		
TV: RT		
Number of countries broadcasted to	over 100	-

¹⁵ Data based on Global Flow of Tertiary-Level Students | UNESCO UIS. (2020). Retrieved 2 September 2020, from <http://uis.unesco.org/en/uis-student-flow>.

¹⁶ The government scholarship quota is allocated to 179 states. Annually the Russian Government grants 15 000 'state-funded spots' for foreign students at Russian universities.

¹⁷ National project "Education". Retrieved 10 Nov 2020, from <https://edu.gov.ru/national-project/>.

¹⁸ Income of the JINR budget is formed from contributions of the Member States. In 2016, Russia's dedicated contribution for the years 2016–2018 was 4.7 billion rubles or around €60 million. JINR (2017).

	2019	2015
Number of languages	4 (6 online)	-
Number of channels	8	-
Audience / weekly (million)	100 ¹⁹	-
Digital audience (million)	RT.com: over 150 million ²⁰	-
Government financial support (€ million)	305.1 ²¹	309.8
Radio: Radio Sputnik		
Number of countries broadcasted to	18	over 20
Number of languages	15 (Internet broadcasting: 2)	-
Audience (million)	185 ²²	-
Sputnik News²³		
Number of countries broadcasted to	34	-
Number of languages	31	-
Audience (million)	more than 66 million visits per month	-
Total		
Government financial support (€ million)	456 ²⁴ Rossiya Segodnya: 107	417.4 ⁽²⁰¹⁸⁾ Rossiya Segodnya: 90
New Media		
Social networks following	RUPTLY: over 32 million YouTube views ⁽²⁰²⁰⁾ RT: over 10 billion YouTube views ⁽²⁰²⁰⁾	-

¹⁹ A total weekly audience of 100 million viewers in 47 of the 100+ countries where RT broadcasts are available, according to a 2018 IPSOS survey. RT content is available to 700 million viewers worldwide, RT (2020).

²⁰ The monthly traffic of the RT.com group sites according to SimilarWeb for August 2020, RT (2020).

²¹ 2019 federal subsidies to "ANO TV-Novosti", the legal entity behind RT, Roskazna (2020).

²² Radio Sputnik estimated reach, FAPMC (2020).

²³ Sputnik shares content via a newswire service, website and radio.

²⁴ Total 2019 federal budget allocations to item "Russia's Participation in International Information Exchange", Roskazna (2020).

	2019	2015
Audience / unique visitors (monthly /million)	Russkiy Mir.ru: 1,5 ²⁵ Rossotrudnichestvo: 890,000 ²⁶	Russkiy Mir.ru: 1,2 RBTH: 3.5 ⁽²⁰¹⁷⁾

5. Current Issues and Developments

- The main ECP actors - the Russkiy Mir foundation, Sputnik agency, RT TV channel and Rossotrudnichestvo federal agency – are perceived as the main channels of Russian state propaganda. As a result of the country’s failing reputation, other fields like culture and science often receive negative international coverage as well.
- The Russian ECP is lacking a coherent diplomatic vision (e.g. the “near-abroad” vs. the rest of the world).

6. Contributions to multilateral cultural organisations

	2019	Change since 2015
UNESCO (€ million) ²⁷	3.21	-
Council of Europe (€ million)	32.64	32.80

Sources: UNESCO, CoE, European Commission

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²⁵ The total number of unique visitors to the portal Russkiy Mir in year 2019.

²⁶ Total number of website users and accounts in social networks of the central office and representative offices.

²⁷ Assessed contributions to UNESCO are mandatory contributions due from States by virtue of their membership.

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