

ifa ECP Monitor At a Glance

Poland

PRÉCIS

Poland boasts a rich cultural and scientific tradition. However, active interest in ECP came relatively late in 2001 when the government identified culture as the third pillar of Polish external action. The central topic of the cultural diplomacy has been the maintenance and global strengthening of the “Polska Brand” which will certainly remain a priority in the years to come.

Outstanding Fact:

The strength of the Polish ECP lies in its developed diplomatic network and one of the largest and most widely dispersed diasporas in the world.

KEY INDICATORS 2019

Population	Rank/number	38 th / 37.9 million
GDP	Rank/number	21 st / €532.3 billion
GDP per capita	Rank/number	54 th / €13,870
Cultural Economy	As share of GDP	0.8
Education economy	As share of GDP	5
R&D economy	As share of GDP	1.21
Media economy	As share of GDP	0
Geopolitical position	Hard power	24 th
	World trade rank	22 nd
	Soft power	23 rd
	Diplomacy rank	19 th

OVERVIEW OF EXTERNAL CULTURAL POLICY 2019

Number of countries present	23 +
Number of institutions abroad	~ 120
FTE staff	~ 1,158
Freelance and local staff	-
Financial scale	-
Government support (€ million)	at least 132.4
Comparative ECP group	middle

Main Objectives

- Create a positive image of Poland and bolster its credibility in Europe and internationally
- Promote Poland and Polish culture and cultural heritage
- Build a strong national brand (Polska Brand)

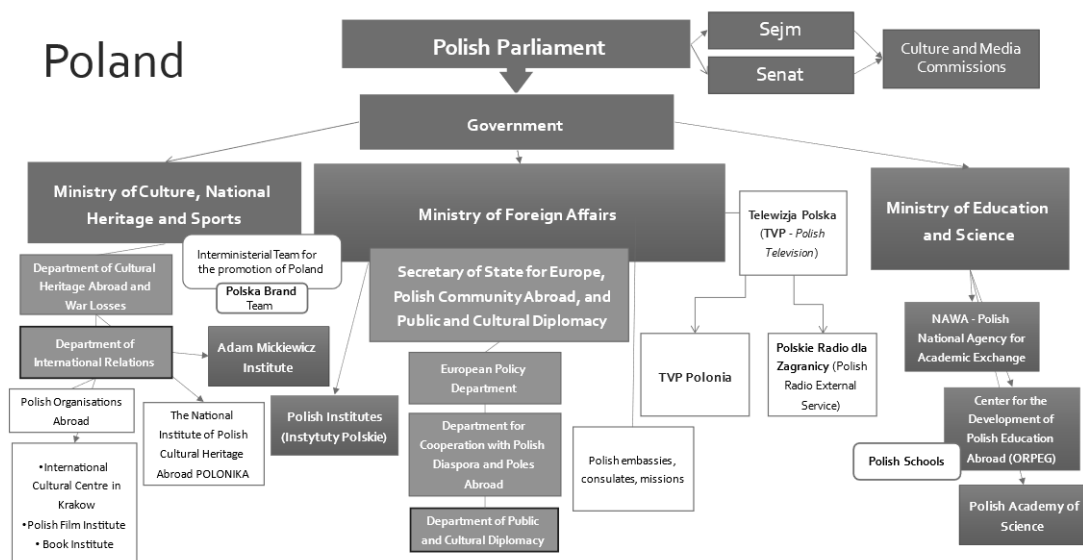
Policy Context

- Poland’s position in Europe as a bridge between the East and the West
- Polish heritage and remembrance policy alongside the promotion of contemporary culture
- ‘Polska Brand’ as a long-term and multidimensional objective

Regional Focus

- Europe: 15
- Eastern Europe (incl. Russia): 5
- East Asia: 2
- North America: 1
- South America: 0
- MENA: 1

INSITUTIONAL MAP



In the Polish ECP model, track I actors are the Ministries of Culture, Foreign Affairs, and Education. The MFA oversees a network of 25 Polish Institutes, and the Ministry of Culture is in charge of the main promotional institution: the Adam Mickiewicz Institute. The ECP activities extend onto many other institutions, including the National Institute of Polish Cultural Heritage Abroad, the Book Institute, the Fryderyk Chopin Institute, the Polish Film Institute, the International Cultural Centre in Kraków, etc.

FIELDS OF EXTERNAL CULTURAL POLICY

	2019	2015	Comment
Culture and the Arts			
Number of cooperation agreements	-	-	
Number of countries present	23	23	Based on the distribution of the Polish Institutes. Adam Mickiewicz Institute was active in around 40 countries.
Number of institutes and branches	26	26	Adam Mickiewicz Institute (AMI) and Polish Institutes combined.
Staff	~268	~244	AMI and Polish Institutes combined.
Artists in exchange programs	104 Polish artists abroad / 52 foreign artists in Poland	183 Polish artists abroad / 54 foreign artists in Poland	AMI data.
Budget (€ million)	AMI: 13 PI: 3.61	AMI: 9 PI: 3.66	

	2019	2015	Comment
Government financial support (€ million)	132.4	121.4	Expenditure (partial data) includes the following institutions: MFA, Ministry of Culture and Heritage, Adam Mickiewicz Institute, Polish Film Institute, International Cultural Centre, Book Institute, six (out of 25) Polish Institutes in London, Tel Aviv, Beijing, New York, Berlin, Kiev.
Language			
Number of countries where courses are offered	23	23	Based on Polish Schools Abroad (partial data)
Number of students enrolled	730	-	Students enrolled in programs NAWA - Polish language and culture courses for foreigners).
Number of candidates for language qualifications	-	1,970	11,034 candidates in total for the period (2004-2016)
Number of language teachers	81	-	Polish language assistants sent abroad.
Budget (€ million)	0.73	-	NAWA Language Division programs (language courses for foreigners and Polish studies scholarship).
Education – Primary & Secondary			
Number of countries present	36	-	Data refers to Polish schools abroad.
Number of schools	69	-	
Number of students	17,515 1,055 (distance learning)	~ 17,000 568 (distance learning)	
Number of staff / teachers	578	~ 600	
Government financial support (€ million)	1.14	-	Subsidies to the Center for the Development of Polish Education Abroad.
Education – Tertiary			
Number of countries present	21	-	NAWA.
Number of domestic universities / colleges	373	-	
Number of foreign students	54,354	43,988	
Number of government scholarships awarded	2,433	-	NAWA total scholarships awarded.
Number of staff	82	-	NAWA.
Budget (€ million)	43	-	NAWA.
Government financial support (€ million)	-	28.5	Scholarships for developing countries.

	2019	2015	Comment
Science and Research			
Number of countries present	-	-	
Number of institutes	6	-	Polish Academy of Sciences (PAN) representations abroad.
Number of researchers /staff	-	-	
Number of projects	-	-	
Number of scientists in exchange	-	-	
Budget (€ million)	-	-	
Government financial support (€ million)	9.5	16.5	Funds for scientific cooperation with foreign countries
Media			
TV			
			TVP Polonia
Number of countries broadcasted to	n/a	-	
Number of languages	1	-	
Number of channels	1	-	
Audience weekly (million)	-	-	
Radio			
			Polskie Radio dla Zagranicy
Number of countries broadcasted to	n/a	-	
Number of languages	6	-	
New media			
Social media following	AMI: 112,370 (Facebook) 18,900 (Twitter)	-	
Number of languages	6	-	Culture.pl and asia.culture.pl offer
Audience (unique visitors / monthly)	-	500,000	Culture.pl

CURRENT ISSUES AND DEVELOPMENTS

- With over 120 different institutions active, rich cultural heritage, and a sizeable diaspora, Poland would be a contender for one of the forerunners in external cultural policy - except that it is not. A major setback is the limited budget and fragmentation of activities. Despite organising a number of promotional events abroad, Polish institutions still struggle to gain more visibility. The rich cultural offer is definitely there, but without clearly defined priorities and adequate financing, it is difficult to see how Poland might leave its middle-class seat behind.
- The Polish higher education market is becoming attractive for an increasing number of foreigners, especially from Eastern Europe and Polish diaspora. The country's favourable location in central Europe and EU-membership, as well as a developing knowledge-based industry, are only some of the factors why many students are choosing to study there. With nearly 400 universities with a long tradition dating back 800 years and many English-taught programs, it is easy to see why Poland might be the next up-and-coming country in terms of international student mobility. However, the internationalisation process of science and academia has started relatively late, and Poland struggles to stay competitive in the global race for talent. In order to attract a larger pool of students, in recent years new scholarship programs targeting the developing countries and promotional campaigns have been launched.

FURTHER INFORMATION, SOURCES, AND REFERENCES

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

Imprint

The External Cultural Policy Monitor

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