

ifa ECP Monitor Fact Sheet

Poland

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1. Key Indicators

		2019	% change since 2015
Population	Number/rank	37.97 million / 38 th	38 million / 0%
GDP	Rank	21 st	24 th
GDP per capita	Number	€13,870	24
Cultural economy	As share of GDP	0.80 ⁽²⁰¹⁸⁾	0.2
Education economy	As share of GDP	5 ⁽²⁰¹⁸⁾	- 0.3
R&D economy	As share of GDP	1.21 ⁽²⁰¹⁸⁾	0.21
Media economy	As share of GDP	0 ⁽²⁰¹⁸⁾	- 0.1

Sources: Eurostat, Worldbank

Geopolitical position	Hard power rank	24 th	19 th
	World trade rank (\$ million)	22 nd / 565,960	24 th / 457,667
	Soft power rank	23 rd / 55.16	24 th / 46.50
	Diplomacy rank	19 th	21 st ⁽²⁰¹⁶⁾

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

	2019	2015
Culture	1.90 ⁽²⁰¹⁸⁾	0.40
Education	12 ⁽²⁰¹⁸⁾	- 0.70
R & D	0.89	- 0.09
Media	0.10 ⁽²⁰¹⁸⁾	0

Source: Eurostat

3. Overview of External Cultural Policy

	2019
Number of countries with ECP activities	at least 23
Total number of institutions	~ 120
Total number of FTE staff engaged in ECP activities	~ 1,158
Government financial support (€ million)	at least 132.4 ⁽²⁰¹⁷⁾ 1
Total expenditure of all ECP operators (€ million)	-
Comparative ECP ranking	middle

MAIN ECP OBJECTIVES

- Create a positive and modern image of Poland and bolster its credibility in Europe and globally
- International promotion of Poland and Polish culture, with a consideration of its historical heritage and contemporary achievements
- Stimulate interest in and recognition of the “Polska Brand”

Examples of promotional activities

- Acquainting the international audience with Polish heritage and culture
- Residency and scholarship programs, which can help form positive opinions and views of Poland
- Cultivating the memory and knowledge of prominent Polish figures in an accessible way and interesting for younger generations
- Popularization of Polish cultural heritage abroad and care for Polish sites of remembrance
- Cultivating the national identity among the Polish diaspora and Poles abroad
- Popularization of Polish history with an emphasis on the contribution of Poland to the development of European civilization

Sources: Polish Ministry of Foreign Affairs (2017). Polish Foreign Policy Strategy 2017–2021; Poland’s Foreign Policy and its Priorities for 2001–2003; "Directions for the promotion of Poland for the years 2017–2027". Supreme Audit Office (2019). Promotion of Polish Culture Abroad.

POLICY CONTEXT

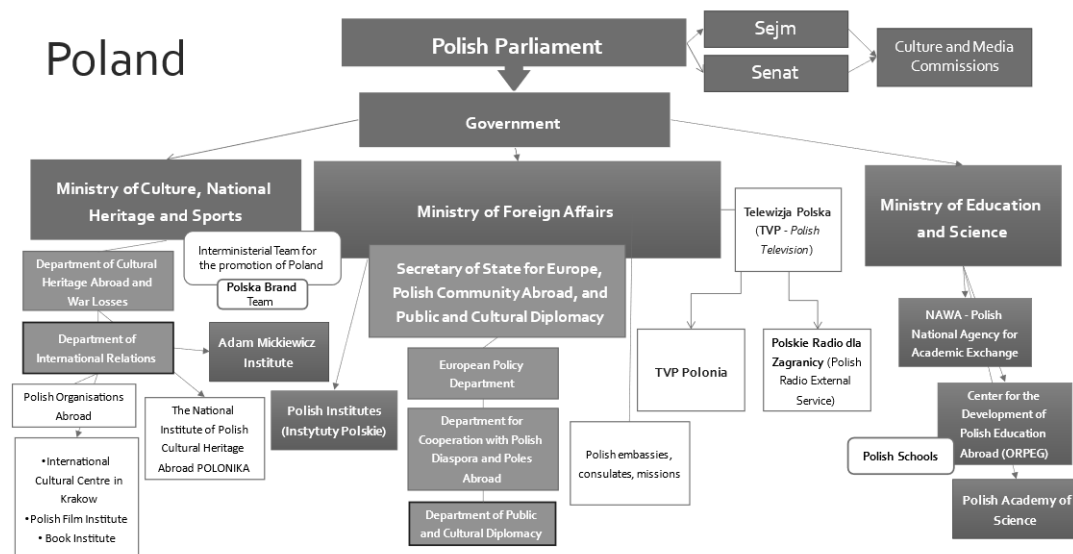
- Poland as a bridge between the East and the West, at peace with the cultures and societies of both
- Focus on both Polish cultural heritage and remembrance policy and promotion of contemporary cultural production
- “Polska Brand” as a multidimensional and long-term objective of Polish external cultural policy

REGIONAL FOCUS AND INSTITUTIONAL EMPHASIS

Europe, Eastern neighbourhood and Russia, India, Brazil, Israel, China, Japan.

¹ Refers to the funds for the promotion of Polish culture domestically and abroad (based on a 2019 audit of these 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). The 2018 data refers to the first half of the year so 2017 is taken as the latest available. During the entire audit period (2013–2018) the total expenditure reached €647.8 million.

INSTITUTIONAL MAP



4. Fields of External Cultural Policy

	2019	2015
Culture and the Arts		
Number of countries present	Polish Institutes (PI): 23 Adam Mickiewicz Institute (AMI): no branches abroad	Polish Institutes (PI): 23 Adam Mickiewicz Institute: no branches abroad
Number of institutes	Adam Mickiewicz Institute: 1 Polish Institutes: 25	Adam Mickiewicz Institute: 1 Polish Institutes: 25
Number of FTE staff	AMI: 93	AMI: 69 PI: ~ 175
Number of artists in exchange programs	104 Polish artists abroad / 52 foreign artists in Poland	183 Polish artists abroad / 54 foreign artists in Poland
Budget (€)	AMI: 13,000,000 Polish Institutes: 3,616,924	AMI: 9,000,000 Polish Institutes: 3,665,201
Government financial support (€ million)	AMI earmarked subsidy: 9 Cultural promotion institutions: 129.6 ⁽²⁰¹⁷⁾ Ministry of Culture and National Heritage: 2.8 ⁽²⁰¹⁷⁾ Total: 132.4²	AMI Subsidy: 8 Cultural promotion institutions: 120 Ministry of Culture and National Heritage: 1.4 Total: 121.4

² Please see Footnote 1 for the complete list of audited institutions.

	2019	2015
Language		
Number of countries where courses are offered	23 (Polish schools abroad)	23
Number of students enrolled (NAWA - Polish language and culture courses for foreigners)	730	n/a
Number of scholarships (NAWA - Polish and Polish Studies scholarship)	48	n/a
Number of candidates for Polish language qualifications	-	1,970 11,034 (2004-2016)
Number of language teachers (NAWA program)	81 Polish teachers seconded to 79 institutions in 31 countries	n/a
Budget (€ million)	NAWA Polish language courses for foreigners: 0.62 NAWA Polish and Polish Studies scholarships: 0.11	n/a
Government financial support (€ million)	Subsidy Ministry of Science and Higher Education to course centers: 0.51	n/a
Education - Primary & Secondary		
Number of countries	36	-
Number of schools	69	-
Number of students	17,515 (2020/21) 1,055 (distance learning)	~ 17,000 568 (distance learning)
Number of staff / teachers	578 teachers in Polish schools 149 seconded teachers abroad ³	~ 600 teachers in Polish schools 125 seconded teachers abroad
Government financial support (€ million)	1.14 ⁴	-
Education - Tertiary		
Number of countries	21 (NAWA cooperation)	-
Number of domestic universities/colleges	373	-

³ Teachers sent to work abroad (including European schools).

⁴ Subsidies to the Center for the Development of Polish Education Abroad.

	2019	2015
Number of foreign students ⁵	54,354 ⁽²⁰¹⁸⁾	43,988
Number of government scholarships awarded	NAWA total scholarships awarded: 2,433 Polish Diaspora gen. Władysław Anders: 47 Stefan Banach Scholarship: 260 ⁽²⁰¹⁸⁾ Ignacy Łukasiewicz Scholarship: 200 ⁽²⁰¹⁸⁾ Young Scientists scholarship: 181 ⁽²⁰¹⁸⁾	NAWA total scholarships awarded: n/a Polish Diaspora gen. Władysław Anders: - Stefan Banach Scholarship: 230 Ignacy Łukasiewicz Scholarship: 38 Young Scientists scholarship: -
Number of staff / teachers	NAWA: 82	n/a
Budget (€ million)	NAWA: 42.7	n/a
Government financial support (€ million)	-	Scholarships for developing countries: 28.5 ⁶
Science and Research		
Number of countries	-	-
Number of institutes abroad	PAN: 6 ⁷	-
Number of researchers / staff	-	-
Number of projects	-	-
Number scientists in exchange programs	-	-
Budget (€ million)	-	-
Government financial support (€ million)	Scholarships for outstanding young scientists: 8.2 ⁽²⁰¹⁸⁾ Funds for scientific cooperation with foreign countries: 9.5 ⁽²⁰¹⁷⁾	Funds for scientific cooperation with foreign countries: 16.5 ⁽²⁰¹⁴⁾
Media		
TV: TVP Polonia		
Number of countries broadcasted to	No information but available worldwide via Internet and satellite.	-

⁵ 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>.

⁶ The costs incurred by the Polish side, including the support granted via scholarship programs co-financed by the Ministry of Foreign Affairs amounted to almost PLN 119 million or €28.45 million.

⁷ Polish Academy of Sciences (PAN) has scientific centers in Paris, Rome, Vienna, a representative office in Kiev, the Historical Research Centre in Berlin, and the Polish Science Contact Agency PoISCA in Brussels.

	2019	2015
Number of languages	1	-
Number of channels	1	-
Audience / weekly (million)	-	-
Radio: Polskie Radio dla Zagranicy		
Number of countries broadcasted to	-	-
Number of languages	6	-
Audience (million)	-	-
New Media		
Social networks following	AMI: 112,370 (Facebook) 18,900 (Twitter)	-
Number of languages	Culture.pl, (3) (English, Polish, Russian) www.asia.culture.pl, (5) Polish, English, Chinese, Korean and Japanese	-
Audience / unique visitors (monthly average)		<i>Culture.pl</i> 500,000

5. Contributions to multilateral cultural organisations

	2019	Change since 2015
UNESCO (€ million) ⁸	1.07	-
Council of Europe (€ million)	8.55	8.32
Creative Europe (€ million)	3.86	5.78

Sources: UNESCO, CoE, European Commission

⁸ Assessed contributions to UNESCO are mandatory contributions due from States by virtue of their membership.

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