

ifa ECP Monitor At a Glance

Norway

PRÉCIS

In some respects, Norway has arrived late to the world's fair of cultures and has since only recently started taking interest in external cultural policy. On the other hand, Norwegian "quiet" diplomacy in peacekeeping and dialogue work has been consistent over many years. Such approach resulted in a very positive international reputation. Building on that, "Brand Norway" has plenty of headroom for growth, but if it keeps the low-key tone, it also risks being overshadowed by other and similar Nordic variants.

Outstanding Fact:

Norway is one of the strongest international actors when it comes to promoting the world peace.

KEY INDICATORS 2019

Population	Rank/number	118 th / 5.3 million
GDP	Rank/number	30 th / €360.3 billion
GDP per capita	Rank/number	6 th / €67,370
Cultural Economy	As share of GDP	0.6
Education economy	As share of GDP	5.4
R&D economy	As share of GDP	2.06
Media economy	As share of GDP	0.1
Geopolitical position	Hard power	31 st
	Word trade power	33 rd
	Soft power	12 th
	Diplomacy rank	35 th

OVERVIEW OF EXTERNAL CULTURAL POLICY 2019

Number of countries present	79
Number of institutions abroad	-
FTE staff	~ 270
Freelance and local staff	-
Financial scale	-
Government support (€ million)	-
Comparative ECP ranking	minor

Main Objectives

- Promote Norwegian culture and the arts internationally
- Make Norway more visible abroad and help disseminate Norwegian interests and values
- Enhance global reputation of Norway as a knowledge-based society

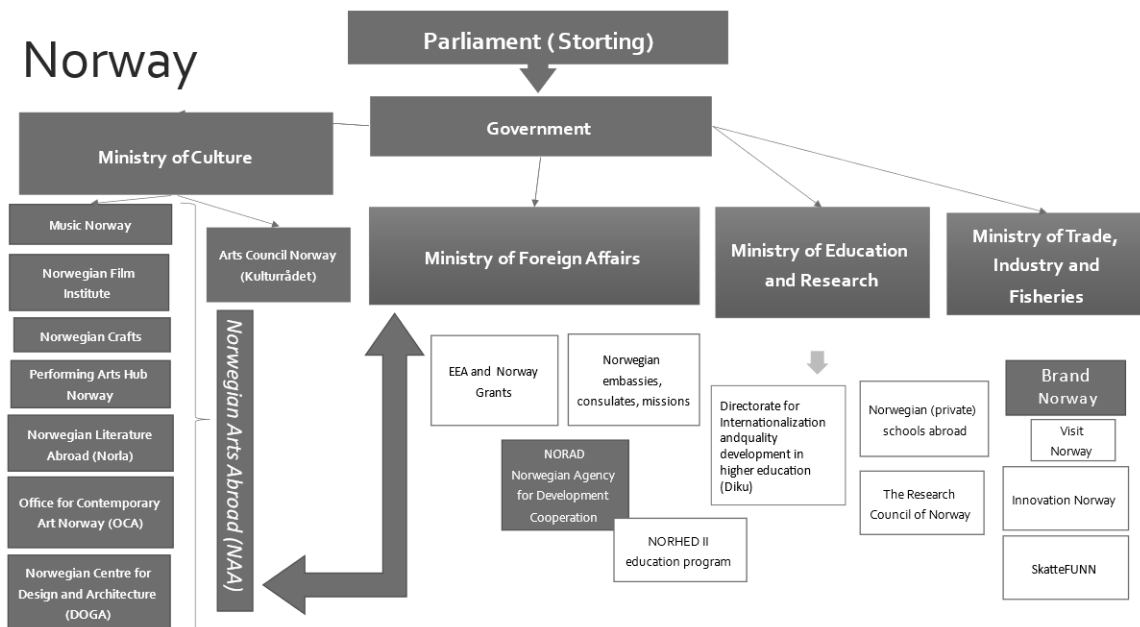
Policy Context

- Norwegian social model with high life standard, quality education, and social equality
- ECP as a cultivation of Norway’s international identity – “Brand Norway”
- Norway as a peace-broker and aid-donor

Regional Focus

- Sub-S. Africa: -
- South-East Asia: -
- East Asia: -
- Europe: -
- Middle East/NA: -
- North America: 131
- South America: 181

INSITUTIONAL MAP



The Ministry of Foreign Affairs is the main actor in coordinating external cultural policy efforts. In promoting Norway abroad, the MFA cooperates closely with seven advisory organizations gathered under the umbrella of Norwegian Arts Abroad (NAA).

FIELDS OF EXTERNAL CULTURAL POLICY

	2019	2015	Comment
Culture and the Arts			
Number of cooperation agreements	-	-	
Number of countries present	79	-	Based on the Lowy Diplomacy Index.
Number of institutes and branches	7	7	
Staff	~ 130	-	Cultural advisors at the MFA and employees of the seven NAA organisations.
Artists in exchange programs	-	-	

	2019	2015	Comment
Budget (€ million)	at least 9	-	The combined funding of the seven advisory agencies (around 7 million) and combined expenses of the highest prioritised foreign missions abroad (cultural project work) (2.4 million).
Government financial support (€ million)	-	-	
Language (no language promotion)			
Number of countries where courses are offered	-	-	
Number of students enrolled	-	-	
Number of candidates for language qualifications	-	-	
Number of language teachers	-	-	
Budget (€ million)	-	-	
Government financial support (€ million)	-	-	
Education – Primary & Secondary			
Number of countries present	1	-	
Number of schools	3	-	
Number of students	n/a	-	
Number of staff / teachers	n/a	-	
Budget (€ million)	-	-	
Government financial support (€ million)	n/a	-	
Education – Tertiary			
Number of countries present	-	-	
Number of domestic universities / colleges	36 (21 public & 15 private)	-	
Number of foreign students	12,216	9,731	
Number of international joint degrees	40	-	
Number of staff / teachers	130	-	Directorate for Internationalization and Quality Development in Higher Education (Diku)
Budget (€ million)	-	-	
Government financial support (€ million)	-	-	

	2019	2015	Comment
Science and Research			
Number of countries present	-	-	
Number of institutes	-	-	
Number of researchers /staff	-	-	
Number of projects	-	-	
Number of scientists in exchange	-	-	
Budget (€ million)	43.2	39.8	Research Council Norway expenditure on "Targeted internationalisation"
Media (no foreign broadcasting)			
TV			
Number of countries broadcasted to	-	-	
Number of languages	-	-	
Number of channels	-	-	
Audience weekly (million)	-	-	
Radio			
New media			

CURRENT ISSUES AND DEVELOPMENTS

- Norway has built an international reputation around its role as a peace-broker, mastering the art of its “quiet” yet effective diplomacy. In contrast, it has long ignored the potential of external cultural diplomacy. This has changed in the early 2000s with the careful modelling of the “Brand Norway”. In order to promote and commercialize Norwegian cultural products internationally, followed a stronger cooperation of the MFA and seven advisory agencies. Unfortunately, the fruits of this labour are yet to be seen. Internationally still too little is known about Norwegian arts and culture. However, at the same time, Norway has built a formidable reputation as a trustworthy dialogue-facilitator and generous aid-donor. The results of such low-key diplomacy might not be immediately evident or recognised, but when the time is ripe, it will likewise yield positive results.
- Compared to its proactive European neighbors, Norway still lacks a clear-cut and holistic strategy on the recruitment of international students. Foreign students are not lacking motivation: Norway is their preferred study place because of the quality of the education, Norwegian nature, and the perception of Norway as a peaceful and safe society. Norwegian higher institutions should grasp this opportunity and make early preparation for developing Norway into one of the more popular study destinations in Europe. With many English-degree programs, top-ranked universities, and a high standard of living, it certainly has plenty of bandwidth to make it happen.

FURTHER INFORMATION, SOURCES, AND REFERENCES

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

Imprint

The External Cultural Policy Monitor

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