

ifa ECP Monitor Fact Sheet

# Norway

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## 1. Key Indicators

		2019	% change since 2015
<b>Population (millions)</b>	Number/rank	5.32 / 118 <sup>th</sup>	5.16 / 3
<b>GDP per capita</b>	Rank/number	30 <sup>th</sup> / €67,370	28 <sup>th</sup> / 0.6
<b>Cultural economy</b>	As share of GDP	0.60 <sup>(2018)</sup>	0
<b>Education economy</b>	As share of GDP	5.40 <sup>(2018)</sup>	- 0.10
<b>R&amp;D economy</b>	As share of GDP	2.22	0.12
<b>Media economy</b>	As share of GDP	0.10 <sup>(2018)</sup>	- 0.10

Sources: Eurostat, Worldbank

<b>Geopolitical position</b>	<b>Hard power rank</b>	31 <sup>st</sup> / 0.5277 <sup>(2020)</sup>	n/a	-
	<b>World trade rank (US \$ million)</b>	33 <sup>rd</sup> / 293,918	34 <sup>th</sup> / 269,094	↑
	<b>Soft power rank</b>	12 <sup>th</sup> / 71.07	18 <sup>th</sup> / 57.96	↑
	<b>Diplomacy rank</b>	35 <sup>th</sup>	32 <sup>nd</sup> <sup>(2016)</sup>	↓

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

	2019	% change since 2015
<b>Culture</b>	1.30 <sup>(2018)</sup>	0
<b>Education</b>	11 <sup>(2018)</sup>	- 0.10
<b>R &amp; D</b>	1.98	0.09
<b>Media</b>	0.30	0

Source: Eurostat

### 3. Overview of External Cultural Policy

	2019
<b>Number of countries with ECP activities</b>	~ 79
<b>Total number of institutions abroad</b>	-
<b>Total number of FTE staff engaged in ECP activities</b>	~ 270
<b>Government financial support (€ million)</b>	-
<b>Total expenditure of all ECP operators (€ million)</b>	-
<b>Comparative ECP ranking</b>	minor

#### MAIN ECP OBJECTIVES

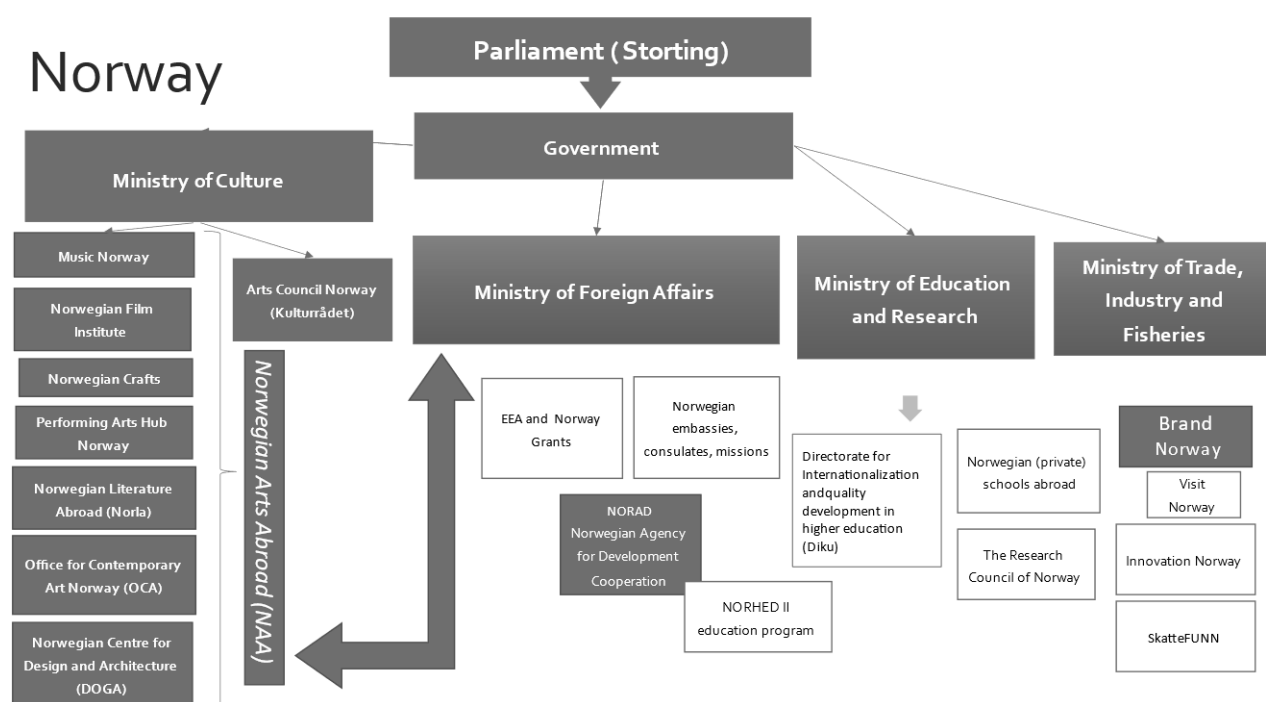
- Promote Norwegian culture and the arts internationally
- Make Norway more visible abroad and help disseminate Norwegian interests and values
- Enhance global reputation of Norway as a “modern nation” and knowledge-based society

#### POLICY CONTEXT

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

Sources: Norwegian Government (2015, 26/11/2015). "International cultural engagement.", Norwegian Ministry of Culture (2019). The Power of Culture: Cultural Policy for the Future; Norwegian Government (2008). "Report No. 14 to the Storting (2008-2009): Internationalization of education."

## Institutional Map



## 4. Fields of External Cultural Policy

	2019	2015
<b>Culture and the Arts</b>		
Number of countries present	79 <sup>1</sup>	-
Number of organisations	7 <sup>2</sup>	7
Number of FTE staff	~ 130	-
Number of artists in exchange programs	-	-
Budget (€ million)	at least 9	-
Government financial support (€ million)	-	-
<b>Language</b> (no language promotion abroad, only integration programs for foreign nationals within the country)		
<b>Education - Primary &amp; Secondary</b>		

<sup>1</sup> Based on the Lowy Diplomacy Index.

<sup>2</sup> Seven advisory organisations to the MFA: Music Norway, NORLA (Norwegian literature abroad), Office for Contemporary Art Norway (OCA), Norwegian Film Institute (NFI), Performing Arts Hub Norway (PAHN), Norwegian Crafts, Norwegian Centre for Design and Architecture.

	2019	2015
Number of countries	1 (Spain)	-
Number of schools	3 secondary private schools	-
Number of students	n/a	-
Number of staff / teachers	n/a	-
Government financial support (€ million)	n/a	-
<b>Education - Tertiary</b>		
Number of countries	-	-
Number of domestic universities / colleges	36 (21 public and 15 private)	-
Number of foreign students <sup>3</sup>	12,216 <sup>(2018)</sup>	9,731
Number of international joint degrees	40	-
Number of government scholarships awarded	YGGDRASIL <sup>4</sup> High North Fellowship Program <sup>5</sup>	Quota Scheme <sup>6</sup> : 1100 places
Number of staff / teachers	-	-
Budget (€ million)	-	-
Government financial support (€ million)	-	-
<b>Science and Research</b>		
Number of countries	-	-
Number of institutes	Research Council Norway	-
Number of researchers / staff	-	-
Number of projects	-	-
Number scientists in exchange programs	-	-

<sup>3</sup> 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>.

<sup>4</sup> Young Guest and Doctoral Researchers' Annual Scholarships for Investigation and Learning in Norway, The YGGDRASIL mobility program offers funding for international Ph.D. students and young researchers for research stays in Norway.

<sup>5</sup> The High North Fellowship program provides scholarships to students from Canada, Japan, Russia, South Korea and the US who attend a higher education institution in Northern Norway. The program is funded by the Ministry of Foreign Affairs.

<sup>6</sup> Quota Scheme, provided by the Norwegian government (the Norwegian State Educational Loan Fund (Lånekassen), was for students from developing countries and countries in Eastern Europe and Central Asia. The program was phased out from the 2016/17 academic year.

	2019	2015
Budget (€ million) Research Council Norway expenditure on "Targeted internationalisation"	43.23	39.82
Government financial support (€ million)	-	-
<b>Media</b>		
<b>Public broadcaster NRK</b>		
Number of countries broadcasted to	-	-
Number of languages	1 (Norwegian) and 3 Sami languages	-
Number of channels	-	-
Audience / weekly (million)	-	-
Digital & social media audience (million)	-	-
Budget (€ million)	609.2	-
<b>New Media</b>		
Social networks following	-	-
Audience / unique visitors (monthly /million)	-	-
Budget (€ million)	-	-

## 5. 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 neighbours, 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.

## 6. Contributions to multilateral cultural organisations

	2019	Change since 2015
UNESCO (€ million) <sup>7</sup>	1	
Council of Europe (€ million)	5.79	6.11
Creative Europe (€ million)	-	-

Sources: UNESCO, CoE, European Commission

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<sup>7</sup> Assessed contributions to UNESCO are mandatory contributions due from States by virtue of their membership.

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