

ifa ECP Monitor At a Glance

Italy

PRÉCIS

Italy has been engaging in ECP activities since the 19th century, when the first Italian schools abroad were founded. The country's approach has historically been shaped by the strong migratory movements to other parts of Europe as well as North and South America, where diplomatic and ECP presence remains strong today. Due to the country's large expatriate community, activities in the arts, education, language and science often directly target Italy's diaspora. For non-diasporic audiences, too, the "Italian way of life" has great appeal, which is actively promoted with an integrated diplomacy campaign that covers nearly all ECP areas.

Outstanding Fact:

In 2015, Italy surpassed French as the fourth most studied language in the world (following English, Spanish and Chinese).

KEY INDICATORS 2019

Population	Rank/number	23rd / 60.35 million
GDP	Rank/number	7 th / €1.731,9 trillion
GDP per capita	Rank/number	29 th / €29,660
Cultural Economy	As share of GDP	0.3
Education economy	As share of GDP	3.9
R&D economy	As share of GDP	1.43
Media economy	As share of GDP	0.2
Geopolitical position	Hard power	11 th
	World trade rank	11 th
	Soft power	11 th
	Diplomacy rank	10 th

OVERVIEW OF EXTERNAL CULTURAL POLICY 2019

Number of countries present	~123
Number of institutions abroad	> 763
FTE staff	> 2,354
Freelance and local staff	-
Financial scale (€ million)	> 8.5
Government support (€ million)	> 211.9
Comparative ECP ranking	global

Main Objectives

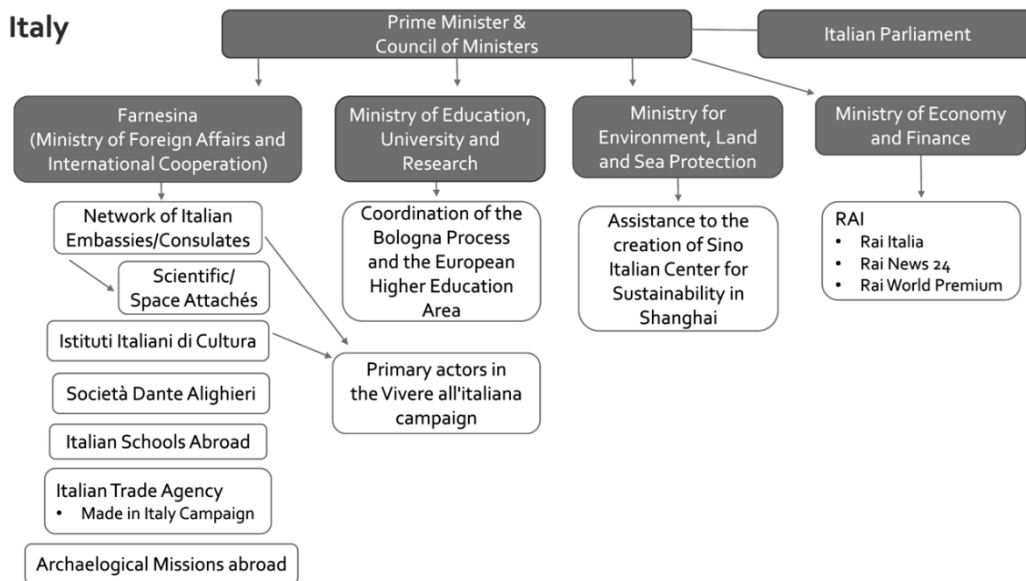
- Disseminate Italian culture abroad.
 - Reinforce and convey to others Italy's key role in terms of artistic and cultural heritage, creativity, innovation and lifestyle.
 - Maintain Italy's global economic competitiveness through the internationalization of Italian research and investment in international cooperation.
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Policy Context

- Rich cultural heritage and strong cultural capital.
 - Large Italian diaspora in Europe and North and South America.
 - Strong regional disparities and economic hardship in the country.
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Regional Focus (Istituto Italiano di Cultura, Dante Alighieri Society)

- Asia & Oceania: IIC 11, DA 26
 - Europe: IIC 41, DA 283
 - Middle East/NA: IIC 10, DA 0
 - North and South America: IIC 18, DA 155
 - Sub-Saharan Africa: IIC 4, DA 7
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INSITUTIONAL MAP

The implementation of Italy's ECP fields is more centralized than in many other countries. The Ministry of Foreign Affairs and International Cooperation (Farnesina) is the central body overseeing the diplomatic network, Italy's cultural institutes, scientific personnel and schools abroad, archaeological missions, the Italian Trade Agency and the liaison with the non-profit Dante Alighieri Society. Other ministries oversee additional factors, although not as explicitly targeted at ECP. Most notable is the public broadcasting company RAI including its explicitly international channel Rai Italia, which is overseen by the Ministry of Economy and Finance.

FIELDS OF EXTERNAL CULTURAL POLICY

	2019	2015	Comment
Culture and the Arts			
Number of cooperation agreements	63	-	A total of 154 science, culture, technology agreements.
Number of countries present	DA: 60 IIC: 59	-	
Number of institutes	DA: 481 IIC: 84	DA: 482 IIC: 83	
Staff	IIC: 433	IIC: 411	
Artists in exchange programmes	-	-	
Budget € million	DA: 8.5	DA: 6.43	
Government support (€ million)	DA: 3.3 IIC: 11-12	-	IIC refers to estimations of annual support.
Language			
Number of countries courses offered	~ 60	~ 60	
Number of students enrolled	DA: 122,000 IIC: 60,403	DA: 122,000 IIC: 71,067	Refers to the number of in-class students.
Government financial support € million	13.72	11.6	Refers to subsidies to organizations and associations for Italian language courses through IIC.
Education – Primary & Secondary			
Number of countries present	-	-	
Number of schools	389	426	Refers to total of Italian schools, Italy-related schools, and lectorships.
Number of students	33,237	30,423	
Number of staff / teachers	607	-	Refers to teachers supported by the Farnesina.
Education – Tertiary			
Number of universities / colleges	Domestic: 99 Abroad: 2	Abroad: 2	
Number of foreign students	106,611	90,419	
Number of government scholarships	5,394	3,812	
Government financial support € million	-	-	

	2019	2015	Comment
Science and Research			
Institutes abroad	SICES Sino Italian Center for Sustainability in Shanghai, Italian Archaeological School of Athens.		
Number of projects	196	178	Refers to Italian archaeological missions.
Government financial support € million	MUIR: ~35.8	MUIR: ~35.8	The MUIR has listed the target "internationalization" with a budget of 107.4 million euros between 2015-2017. These figures are estimations based on this budget. They may include Italy's involvement in multilateral science & research efforts and do not account for the expenditures of the Farnesina.
Media: Rai Italia			
Weekly television audience in million	20	-	To be understood as "reach".
Number of channels	3	3	
Weekly radio audience in million	-	-	Italy's international radio station was discontinued in 2012.
Total weekly TV and radio audience for all services and languages in million	20	-	See above.
Number of languages broadcast	1	1	
Budget in € million	> 6.7	> 6.7	This number refers to the subsidies for the item: "Television, radio, and multimedia offer for foreign countries".
Government support in € million	6.7	6.7	

CURRENT ISSUES AND DEVELOPMENTS

- Every year, approximately 6,000 Italian researchers leave the country to seek work in other countries, with the United Kingdom and the United States as particularly popular destinations. Although Italy has created a number of programs to remain in touch with its expatriate science community, the country must also leverage its soft power potential to attract talents to its domestic economy.
- The COVID-19 pandemic has had a devastating impact on Italy. To break the negative news cycle about the country in international press and redefine the Italian narrative abroad, Italy's Ministry for Foreign Affairs and International Cooperation (Farnesina) has created several initiatives to restart the country's narrative on the basis on culture. These events were promoted and disseminated on the newly created online "Italiana"-platform.

FURTHER INFORMATION, SOURCES, AND REFERENCES

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

Imprint

The External Cultural Policy Monitor

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