

ifa ECP Monitor At a Glance

Germany

PRÉCIS

ECP, understood broadly as external educational and cultural policy, is one of the three pillars of Germany’s approach to foreign affairs policy next to security and trade. In recent years, a broad political consensus as to the importance of ECP emerged, and successive governments have expanded the range of ECP activities as well as the resources dedicated to enhancing Germany’s external culture and foreign policy.

Outstanding Fact:

The German Academic Exchange Service (DAAD) is the world’s largest funding organization for international academic exchange.

KEY INDICATORS 2019

Population	Rank/number	19 th / 83 mio
GDP per capita	Rank/number	18 th / €41,510
Cultural Economy	As share of GDP	0.4
Education economy	As share of GDP	4.2
R&D economy	As share of GDP	3.1
Media economy	As share of GDP	0.3
Geopolitical position	Hard power	10 th
	Sharp power	3 rd
	Soft power	3 rd
	Diplomacy rank	7 th

OVERVIEW OF EXTERNAL CULTURAL POLICY 2019

Number of countries present	About 150
Number of institutions abroad	About 3,000
FTE staff	About 9,000
Freelance and local staff	About 2,000
Government support	€2.02 billion
Comparative ECP group	major

MAIN OBJECTIVES

- Ensure friendly relations with other countries
- Promote German language and culture abroad
- Create pre-political spaces for dialogue and understanding

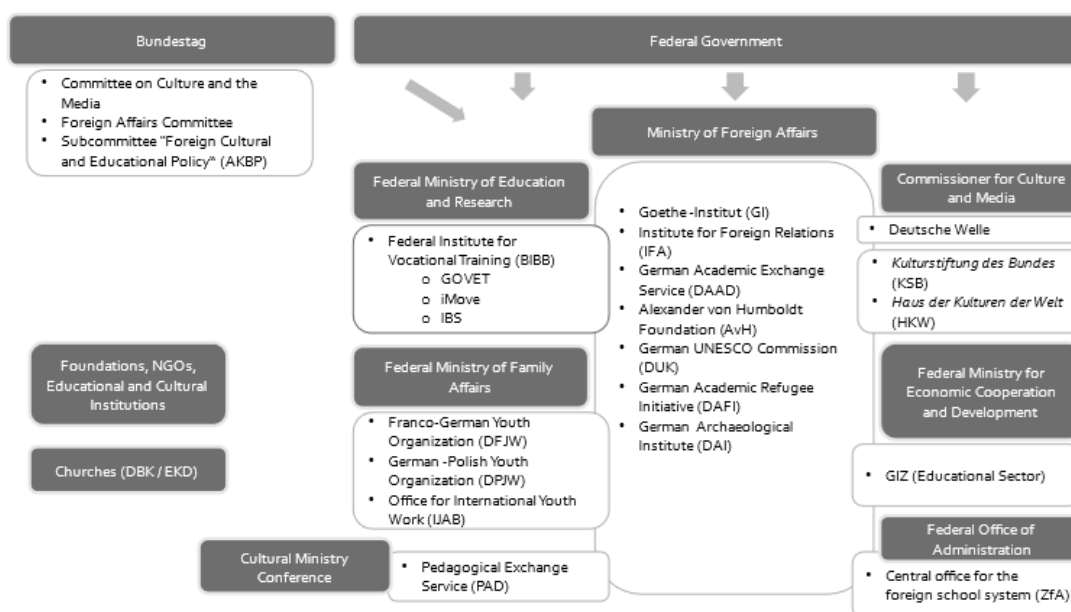
POLICY CONTEXT

- ECP gaining in importance
- Decentralized approach via arm’s length institutions
- Focus on Europe and growing presence in other regions

REGIONAL FOCUS (Goethe-Instituts)

- Sub.-S. Africa: 15
- South-East Asia: 23
- East Asia: 9
- Europe: 71
- Middle East/NA: 15
- North America: 11
- South America: 13

INSTITUTIONAL MAP



Various parliamentary committees and subcommittees dedicated to ECP, with a coordinating role for the Foreign Office; significant presence of arm's length institutions like the Goethe-Institut that enjoy both considerable autonomy and high levels of government funding.

FIELDS OF EXTERNAL CULTURAL POLICY

	2019	2015	Comment
Culture and the Arts			
Number of countries present	98	98	Data refer to the Goethe Institut
Number of institutes	157	159	
Staff	3,820	3,500	
Budget (€ million)	439	309	
Government support (€ million)	1,000	817	Total spending by the Foreign Office on cultural relations
Language			
Number of countries courses offered	98	-	Data refer to the Goethe Institut
Number of students enrolled	308,676	228,528	

	2019	2015	Comment
Number of candidates for language qualifications	700,000	387,095	
Budget (€ million)	363	-	
Education - Primary & Secondary			
Number of countries present	120	120	Data refer to DAS (German Schools Abroad) and the PASCH network (Schools: Partner for the Future)
Number of schools	2,311	1,800	
Number of students	600,000	600,000	
Number of staff / teachers	1,900	2,000	
Government financial support (€ million)	278	226	
Education - Tertiary			
Number of countries present	159	150	Higher education cooperation worldwide
Number of universities / colleges	10	-	German (binational) universities abroad
Number of students	33,000	28,000	Students at German universities abroad
Number of foreign students	311,738	228,756	Total inbound international students
Budget (€ million)	594	471	DAAD
Government financial support (€ million)	417	340	DAAD
Science and Research			
Number of countries present	<p>Decentralized institutes abroad create a wide and complex network of academic cooperation, including:</p> <ul style="list-style-type: none"> - German Archaeological Institute (DAI) - Six German Historical Institutes (DHI) - Five German Centres for Research and Innovation (DWIH) - Fifteen DAAD Centres of Excellence - Nineteen Max-Planck Institute centers (MPG) - Four Helmholtz institutes (HFG) - Seven institutes of the German Research Association (DFG) - Ten Max Weber Foundation centers (MWS) <p>The institutions above conduct their own projects. In addition, there are:</p> <ul style="list-style-type: none"> - Alexander von Humboldt Foundation with over 2,600 cooperation agreements - Federal Ministry for Education and Research supporting some 2,279 international projects 		
Government financial support (€ million)	1,140		German Foreign Office and BMBF funds to promote international scientific cooperation

	2019	2015	Comment
Media			
TV			Data refer to Deutsche Welle (DW)
Audience weekly (million)	99	85	
Number of channels	4 TV and 30 digital services	-	
Radio			
Audience weekly (million)	37	36	
Total weekly aggregate audience (million)	197	118	
Number of languages broadcast	30	30	
New Media			
Social networks following (million)	Goethe Institut: 4.7	Goethe Institut: 1.8	Facebook and Twitter combined
Digital audience monthly (million)	Goethe Institut: 41.5	Goethe Institut: 29 36 (DW)	
Budget (€ million)	413	348	
Government support (€ million)	350	338	

CURRENT ISSUES AND DEVELOPMENTS

- German ECP can draw on a strong network of partnerships and institutions worldwide. In many areas, it serves as a role model for the cultural activities of other countries—its organisations are predominantly valued as long-standing, trustworthy partners.
- Supporting civil society in conflict and crisis regions is one of the tasks of German ECP, which means that German ECP activities often take place under extremely difficult conditions. The declared goal of creating pre-political spaces for discussion and exchange is becoming more difficult.
- Germany is one of the five most popular target countries for international students. In order to attract international students to German universities, contact with German schools abroad and the other schools in the PASCH network is particularly promising as a feeder institution.
- However, the integration of foreign students and academics in Germany is still a challenge. This applies especially to students with no or only basic knowledge of German. Thus, despite the increasing offer of English-language study programmes, learning the German language is one of the main factors for successful integration.
- Advancing digitalisation also brings numerous new opportunities. New communication platforms can be used for direct exchange with a greater number of people all over the world. At the same time, these digital technologies bring new challenges.
- With its wide range of actors, Germany's ECP excels in a wide range of activities, yet it is occasionally difficult to direct them in a coherent and strategic direction. Thus, while Germany has the political consensus, institutions and resources for a successful external cultural policy, it must place particular focus on how to harness its various activities most effectively.

FOR FURTHER INFORMATION, SOURCES, AND REFERENCES

- A more comprehensive Country Report with a descriptive analysis is found here: “*Germany – ECP Monitor: Country Report*”
- A user-friendly Fact Sheet with additional data is here: “*Germany – ECP Monitor: Fact Sheet*”
- A full set of References are presented here: “*Germany – ECP Monitor: References*”

Imprint

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