

ifa ECP Monitor Fact Sheet

# Germany

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## 1. Key Indicators

		2019
<b>Population</b>	Rank/number	19 <sup>th</sup> / 83 million
<b>GDP</b>	Rank/number	4 <sup>th</sup> / €3.5 million
<b>GDP per capita</b>	Rank/number	18 <sup>th</sup> / €41,510
<b>Cultural Economy</b>	As share of GDP	0.4
<b>Education economy</b>	As share of GDP	4.2
<b>R&amp;D economy</b>	As share of GDP	3.1
<b>Media economy</b>	As share of GDP	0.3
Sources: Eurostat, World Bank		
<b>Geopolitical position</b>	Hard power	10 <sup>th</sup>
	Sharp power	3 <sup>rd</sup>
	Soft power	3 <sup>rd</sup>
	Diplomacy rank	7 <sup>th</sup>

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

	2019	% change since 2015
<b>Culture</b>	0.90 <sup>(2018)</sup>	0
<b>Education</b>	9.40 <sup>(2018)</sup>	- 0.1
<b>R &amp; D</b>	2.15	0.16
<b>Media</b>	0.70 <sup>(2018)</sup>	0

Source: Eurostat

### 3. Overview of External Cultural Policy

	2019
<b>Number of countries present</b>	~150
<b>Number of institutions abroad</b>	~3,000
<b>FTE staff</b>	~9,000
<b>Freelance and local staff</b>	~2,000
<b>Government support</b>	€2.02 billion
<b>Comparative rank</b>	major

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#### MAIN ECP OBJECTIVES

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The German ECP (AKBP) is to ensure friendly relations with other countries and to promote the German language and culture abroad. <sup>1</sup>

- Commitment to the freedom of art and science worldwide
    - e.g. the Martin Roth-Initiative for endangered artists and Philipp Schwartz initiative for endangered researchers
  - Cooperation with civil society
    - e.g. cooperation with civil society in the Eastern Partnership countries and Russia worth €17 million in 2018
  - Further development of strategic communication
    - Development of skills to counter disinformation (Deutsche Welle)
  - Strengthening Europe
    - Europe is perceived as a cultural treasure (e.g. increased cooperation with France based on the Treaty of Aachen from January 2019)
  - Support of the cultural cooperation, creative industries, and digital initiatives within the ECP, in particular in Africa
  - The internationalization of the German higher education system
    - Intensifying cooperation with African countries in education, science, and research
    - Target to increase the number of international students at German universities to 350,000 by 2020 <sup>2</sup>
  - Commitment to the transatlantic relationship (e.g. “Wonderful together” 2018/2019 Germany Year in USA) <sup>3</sup>
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<sup>1</sup> Bundestag (2020, 31 Jan 2020). “Yes to strengthening foreign cultural and education policy.” Retrieved 2 Oct 2020, from <https://www.bundestag.de/dokumente/textarchiv/2020/kw05-de-auswaertige-kultur-bildung-678000>.

<sup>2</sup> Bundestag (2016). 19. Report of the Federal Government on Foreign Cultural and Education Policy for the Year 2018 German Bundestag.

<sup>3</sup> Bundestag (2019). 22. Report of the Federal Government on Foreign Cultural and Education Policy for the Year 2018 German Bundestag.

## POLICY CONTEXT

- The foreign cultural and education policy (AKBP) forms the “third pillar” of German foreign policy
- A decentralised ECP structure with various independent intermediary organisations
- Reliance on a worldwide network of ECP nodes to create access to culture and education across social, geographical and political borders

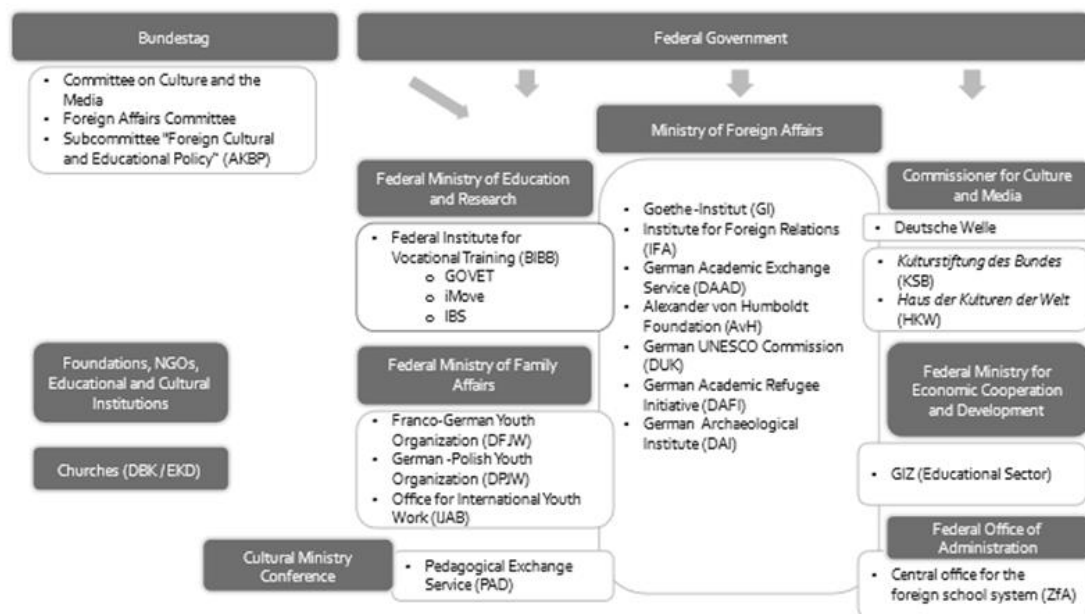
## REGIONAL FOCUS AND INSTITUTIONAL EMPHASIS

- Europe, Africa, North America

Goethe Institut geographic distribution:

Germany (12), Central and Eastern Europe (9), North-western Europe (9), Eastern Europe and Central Asia (8), South-eastern Europe (12), Southwestern Europe (21), North Africa and the Middle East (15), North America (11), East Asia (9), Sub-Saharan Africa (15), South America (13), South Asia (11), Southeast Asia (12).

## INSTITUTIONAL MAP



## 4. Fields of External Cultural Policy

	2019	2015
<b>Culture and the Arts:</b>		
<i>Goethe-Institut</i>		
Number of countries present	98	98
Number of cultural agreements	104	-
Number of institutes	157	159
Number of FTE staff	3,820	3,500
Number of artists in exchange programmes	207	297 <sup>(2014)</sup>
Budget (€ million)	439.09 <sup>4</sup>	308.97 <sup>(2014)</sup>
Government financial support (€ million)	261.8 <sup>5</sup>	217
<b>Language: Goethe-Institut</b>		
Number of countries where courses are offered	98	-
Number of students enrolled	In-class: 308,676 <sup>(2019/20)</sup> Online reach: "Deutsch für dich" portal 600,000	In-class: 228,528 Online reach: "Deutsch für dich" portal 90,000
Number of candidates for German language qualifications	700,000 <sup>(2019/20)</sup> DSD: ca. 80,000 <sup>6</sup>	387,095 <sup>(2014)</sup>
Number of language teachers	n/a	n/a
Budget (€ million)	n/a	n/a
Government financial support (€ million)	363 <sup>7</sup>	-
<b>Education - Primary &amp; Secondary</b>		
Number of countries	120	120
Number of schools	2,311	about 1,800

<sup>4</sup> Based on the Goethe Institut's total expenditure, GI (2020).

<sup>5</sup> Government support to the Goethe Institut.

<sup>6</sup> DSD programme is integrated in the teaching of the schools in the respective national education systems. Evaluation is provided by the ZfA. As of October 2020, there are 1,064 DSD language schools, ZfA (2018, 2020).

<sup>7</sup> The total sum of federal allocations to "Promotion of the German language" in the budget category 0504. The federal ministry of interior additionally supports German diaspora in GUS countries with around 3 million euros. Bundestag (2020, 30 Jun 2020). "Promotion of the German language abroad." Presse "heute im bundestag" (hib). Retrieved 2 Oct 2020, from <https://dip21.bundestag.de/dip21/btd/19/205/1920525.pdf>.

	2019	2015
	thereof 140 German Schools Abroad (DAS) <sup>8</sup>	thereof 140 German Schools Abroad (DAS)
Number of students	about 600,000 (of which 85,300 DAS pupils)	about 600.000 (of which 82,000 DAS pupils)
Number of staff / teachers	1,900	2,000
Budget (€ million)	DAS: 155.74 <sup>9</sup>	DAS: 160.62
Government financial support (€ million)	276.8 <sup>10</sup>	225.75
<b>Education – Tertiary: DAAD: German Academic Exchange Service</b>		
Number of countries	DAAD offices in more than 60, higher education cooperation with 159	DAAD 60, higher education cooperation with 150
Number of universities / colleges abroad	10 binational universities	-
Number of foreign students <sup>11</sup>	311,738 <sup>(2018)</sup>	228,756
Number of students at transnational higher education (TNE)	33,000	28,000
Number of government scholarships awarded	145,659 thereof 60,581 from abroad AvH: 989	127,039 / thereof 51,627 from abroad AvH: 899
Number of staff / teachers	n/a	n/a
Budget (€ million)	594.41	471.45
Government financial support (€ million)	417	340

<sup>8</sup> Deutsche Auslandsschulen (DAS) / German Schools Abroad teach German curricula.

<sup>9</sup> In November 2019, additional funds of 17 million euros were allocated to German schools abroad. Bundestag, (2020).

<sup>10</sup> Total federal allocations to the education system abroad and to international cooperation projects in the school sector. Bundestag (2020).

<sup>11</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>.

	2019	2015
<b>Science and Research</b>		
Institutes abroad	Decentralized institutes abroad create a wide and complex network of academic cooperation, including: <ul style="list-style-type: none"> <li>- German Archaeological Institute (DAI)</li> <li>- Six German Historical Institutes (DHI)</li> <li>- Five German Centres for Research and Innovation (DWIH)</li> <li>- Fifteen DAAD Centres of Excellence</li> <li>- Nineteen Max-Planck Institute centers (MPG)</li> <li>- Four Helmholtz institutes (HFG)</li> <li>- Seven institutes of the German Research Association (DFG)</li> <li>- Ten Max Weber Foundation centers (MWS)</li> </ul>	
Number of projects	The institutions above conduct their own projects. In addition, there are: <ul style="list-style-type: none"> <li>- Alexander von Humboldt Foundation with over 2,600 cooperation agreements</li> <li>- Federal Ministry for Education and Research supporting some 2,279 international projects</li> </ul>	
Number of researchers / staff	n/a	n/a
Number scientists in exchange programs	n/a	n/a
Budget (€ million)	DAI: 38	DAI: 33.3
Government financial support (€ million)	1,140 <sup>(2018)</sup> <sup>12</sup>	-
<b>Media: Deutsche Welle</b>		
<b>TV</b>		
Audience / weekly (million)	99	85 <sup>(2017)</sup>
<b>Radio</b>		N/A
Audience / weekly (million)	37	36 <sup>(2017)</sup>
<b>DW</b>		
Number of countries broadcasted to	worldwide	-
Number of languages	30	30
Number of channels	4 TV channels 30 digital services	-
Audience / weekly (million)	197	118

<sup>12</sup> The funds provided by the federal government to promote international scientific cooperation: 978 million euros by the BMBF and 461 by the Foreign Office (AvH, DAAD), Source: BMBF (2019).

	2019	2015
Budget (€ million)	412.77	348.08 <sup>(2016)</sup>
Government financial support (€ million)	350	338 <sup>(2016)</sup>
<b>New Media</b>		
Social networks following (Facebook, Twitter)	Goethe Institut: 4.7	Goethe Institut: 1.8
Audience / unique visitors (million)	goethe.de : 41.5	goethe.de: 29.1 DW: 36 <sup>(2017)</sup>

## 5. Current Issues and Developments

- The German ECP relies on a strong network worldwide and its organisations enjoy a reputation of trustworthy partners. However, supporting civil society in conflict regions can lead to negative outcomes.
- Although interest in German as a foreign language remains high, it cannot match English as the *lingua franca*. Also, a greater support of German language promotion is needed (e.g. German teachers).
- The German model is decentralised so it will need improved coordination and cooperation of its numerous ECP actors.

## 6. Contributions to multilateral cultural organisations

	2019	2015
UNESCO (€ million) <sup>13</sup>	8.13	-
Council of Europe (€ million)	36.91	35.41
Creative Europe (€ million)	19.93	16.67

Source: UNESCO, CoE, European Commission

<sup>13</sup> Assessed contributions to UNESCO are mandatory contributions due from States by virtue of their membership.



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