

## ifa ECP Monitor At a Glance

# France

## PRÉCIS

External cultural diplomacy is one of the three fundamental pillars of French foreign policy next to security and trade. A reinvigorated approach under the Macron administration with stronger footprints in Europe and emerging economies brought new impetus to its external cultural policy. France relies on a multipronged and integrated model supported by a well-developed diplomatic network and local partnerships.

### Outstanding Fact:

France has the largest network of ECP institutions enhanced by virtue of their close link to diplomatic representations worldwide.

#### KEY INDICATORS 2019

Population	Rank/number	21 <sup>st</sup> / 67 million
GDP per capita	Rank/number	7 <sup>th</sup> / €2.4 trillion
GDP per capita	Rank/number	26 <sup>th</sup> / €35,960
Cultural Economy	As share of GDP	0.6
Education economy	As share of GDP	5.1
R&D economy	As share of GDP	2.2
Media economy	As share of GDP	0.2
Geopolitical position	Hard power	5 <sup>th</sup>
	Sharp power	6 <sup>th</sup>
	Soft power	1 <sup>st</sup>
	Diplomacy rank	3 <sup>rd</sup>

#### OVERVIEW OF EXTERNAL CULTURAL POLICY 2019

Number of countries present	at least 140
Number of institutions abroad	About 2,030
FTE staff	About 9,040
Freelance and local staff	About 46,100
Government support (€ million)	956
Comparative ECP ranking	major

#### Main Objectives

- Strengthen the cultural, linguistic, and educational influence of France
- Promotion of Francophonie
- Promote attractiveness of France through scientific, tourist, and economic diplomacy

#### Policy Context

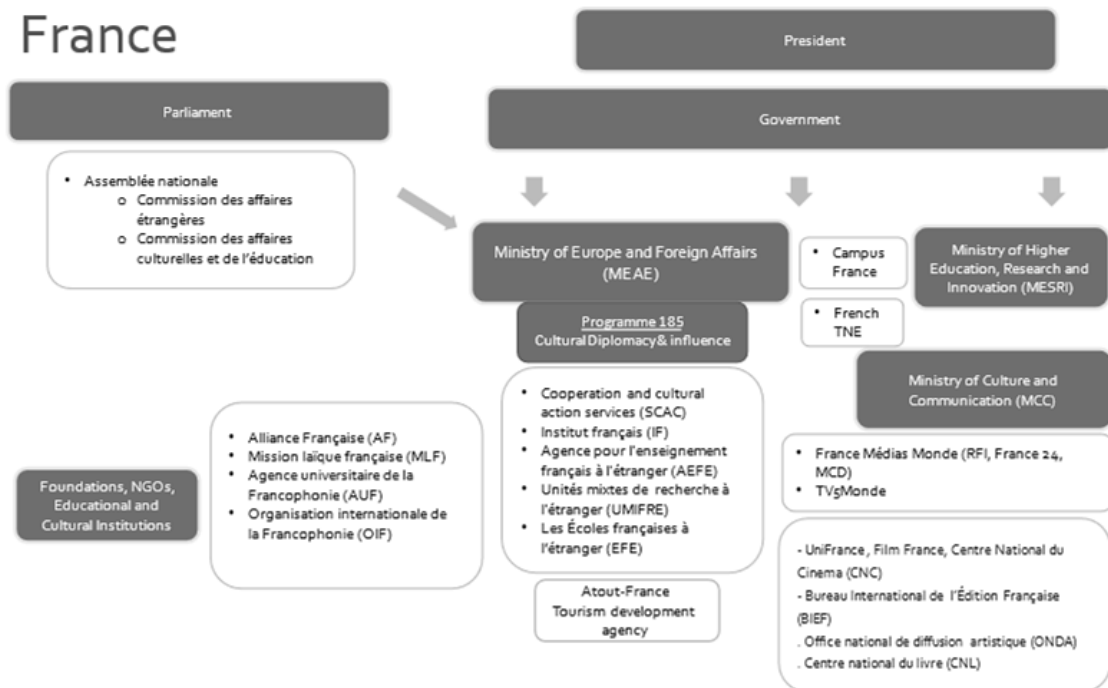
- Reinvigorated ECP approach under the Macron administration
- Reliance on extensive diplomatic networks
- Francophonie and promotion of plurilingualism

#### Regional Focus (Alliance française)

Africa: 110, Asia & Oceania: 115, Europe: 224, North America: 131, South America: 181

## INSITUTIONAL MAP

# France



Two parliamentary committees are dedicated to ECP, with the primary coordinating role for the Ministry of Europe and Foreign Affairs and the Ministry of Higher Education, Research and Innovation overseeing various implementing agencies that work in close coordination with the French diplomatic representations.

## FIELDS OF EXTERNAL CULTURAL POLICY

	2019	2015	Comment
<b>Culture and the Arts</b>			
Number of countries present	About 135	-	
Number of institutes and branches	1,058	1,042	Data refer to Institut français and Alliance française combined
Staff	4 10 and 14,000 local staff and freelancers		Data refer to Institut français and Alliance française
Budget (€ million)	34.85		Data refer to Institut français
Government support (€ million)	67	68.8	Refers to government spending on "Cultural cooperation and promotion of French language"
<b>Language</b>			
Number of countries where courses are offered	-	-	
Number of students enrolled	1,150,257	1,083,432	Institut français and Alliance Française combined
Number of candidates for French language qualifications	600,358	556,776	
Government financial support (€ million)	67	68.8 (see above)	

	2019	2015	Comment
<b>Education – Primary &amp; Secondary</b>			
Number of countries present	139	136	Data refer to AEFÉ
Number of schools	522	494	
Number of students	370,000	336,000	
Number of staff / teachers	6,052 and 30,000 local staff	6,600 and 14,260 local staff	
Budget (€ million)	1,100	1,278	
Government financial support (€ million)	404.5	402	
<b>Education – Tertiary</b>			
Number of countries present	127	121	Data refer to Campus France
Number of universities / colleges		327	
Number of foreign students	229,623	239,409	
Number of government scholarships	11,250	12,900	
Number of staff	244 and 500 local staff	222 and 500 local staff	
Budget (€ million)	28 (Total managed funds: 125.6)	27.7 (Total managed funds: 140)	
Government financial support (€ million)	94.5	106	
<b>Science and Research</b>			
Number of countries	33	-	Data refer to UMIFRE
Number of institutes	27 plus 8 branches	27 plus 7 branches	
Number of staff	150	146	
Number of scientists in exchange programs	10,000 in 2,000 projects within 67 programs		
Budget (€ million)	n/a	n/a	
Government financial support (€ million)	94.5	106	
<b>Media</b>			
<b>TV</b>			
TV: France24, TV5Monde			
Number of countries broadcasted to	180	180	Data refer to the French international broadcaster France Médias Monde
Number of languages	TV5Monde: 10 France24: 4	TV5Monde: 11 France24: 3	
Number of channels	France24: 4	France24: 3	
Audience weekly (million)	TV5Monde: 60 France24: 87.1	TV5Monde: 50 France24: 51	

	2019	2015	Comment
<b>Radio</b>			
Number of countries broadcasted to	RFI: 150	RFI: 150 MCD: 14	Radio: Radio France Internationale (RFI), Monte Carlo Doualiya (MCD)
Number of languages	RFI: 14 MCD: 1	RFI: 14 MCD: 1	
Audience weekly (million)	RFI: 46.5 MCD: 9.8	RFI: 37.3 MCD: 7.3	
Total weekly aggregate audience (million)	176	120	Data refer to France Médias Monde
<b>New media</b>			
Social media following (million)	Institut français: 0.64 Alliance française: 4.77 France Médias Monde: 76	France Médias Monde: 35	Combined audiences for Facebook, Twitter, (Instagram)
Digital audience / monthly (million)	Institut français: 1.5 Alliance française: 3.3 France Médias Monde: 63.8	France Médias Monde: 30	
Budget (€ million)	267	252	Refers to France Médias Monde
Government financial support (€ million)	TV5Monde: 76.2	-	

#### CURRENT ISSUES AND DEVELOPMENTS

- The scale of current ECP strategies appears ambitious considering the limited financial means available. In 2020, the government invested 57% of its ECP funds toward the French education abroad (AEFE). That means that other strategies like the attractiveness campaign for foreign students (Campus France) and the cultural and language network (IF) receive less support. However, the strength of the French ECP lies in the well-developed network of local partners and structures which might make up for the lack of funding. In addition, nine joint Franco-German cultural institutes are planned.
- The French higher education system is recognized and continues to attract many exceptional students. However, the growth has progressed less quickly over the past five years, especially for English-speaking students. To cope with this negative trend, the “Welcome to France” strategy sets the goal of welcoming 500,000 students by 2027 by diversifying countries of origin.
- Integrating region by region into a coherent diplomatic vision is challenge for French ECP. The traditional areas of cultural influence are the francophone territories, but a successful ECP strategy will require more adaptability to other local realities, especially in relations with emerging economies.
- An important characteristic of the French ECP has been the mobilisation of its diplomatic networks to promote economic and touristic attractiveness. It is no surprise that France is a leading tourist destination. A new government strategy sets the target of 100 million tourists and 60 billion euros in revenue by 2022.
- Domestic threats to Macron’s revival of ECP might present a challenge. Macron has made a strong impression with his debut on the world stage but has struggled back at home with negative developments like the gilets jaunes movement

#### FURTHER INFORMATION, SOURCES, AND REFERENCES

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

## Imprint

The External Cultural Policy Monitor

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