

ifa ECP Monitor Fact Sheet

# France

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## 1. Key Indicators

		2019	% change since 2015
<b>Population</b>	Rank/number	21 <sup>st</sup> /67 million	66.45 / 1%
<b>GDP</b>	Rank	7 <sup>th</sup>	6 <sup>th</sup>
<b>GDP per capita</b>	Number	26 <sup>th</sup> /€ 35,960	9
<b>Cultural Economy</b>	As share of GDP	0.6	-0.10
<b>Education economy</b>	As share of GDP	5.1	-0.30
<b>R&amp;D economy</b>	As share of GDP	2.2	-0.08
<b>Media economy</b>	As share of GDP	0.2	0

Sources: Eurostat, World Bank

		2019	% change since 2015	
<b>Geopolitical position</b>	Hard power	5 <sup>th</sup>	6 <sup>th</sup>	↑
	Sharp power	6 <sup>th</sup>	6 <sup>th</sup> / 1,564,923	-
	Soft power	1 <sup>st</sup>	4 <sup>th</sup> / 73.64	↑
	Diplomacy rank	3 <sup>rd</sup>	2 <sup>nd</sup> (2016)	↓

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

	2019	% change since 2015
<b>Culture</b>	1.10 <sup>(2018)</sup>	-0.10
<b>Education</b>	9.10 <sup>(2018)</sup>	-0.50
<b>R &amp; D</b>	0.99	- 0.15
<b>Media</b>	0.30 <sup>(2018)</sup>	0

Source: Eurostat

### 3. Overview of External Cultural Policy

	2019
<b>Number of countries with ECP activities</b>	at least 140
<b>Total number of institutions abroad</b>	about 2,030 <sup>1</sup>
<b>Total number of FTE staff engaged in ECP activities</b>	ca. 9,040 <sup>2</sup>
<b>ECP freelance &amp; local contract staff</b>	46,100 <sup>3</sup>
<b>Financial scale of all ECP activities (€ million)</b>	-
<b>Government financial support (€ million)</b>	700 (State External Action: Programme 185) 256 (Programme 844 – France Médias Monde)
<b>Comparative ECP ranking</b>	major

#### MAIN OBJECTIVES

- Strengthen the cultural, linguistic, and educational influence of France
  - Promotion of the French language and its values - *Francophonie*
    - “Plan for the French language and plurilingualism” (March 2018) promoting the return of French as a *lingua franca*
  - “Development Plan for French Education Abroad” (October 2019)
    - Target is to double the number of students enrolled in the French education network abroad by 2030, from 350,000 to 700,000 in twelve years
- Develop attractiveness of France through scientific, tourist, and economic diplomacy
  - International student mobility strategy
    - “*Bienvenue en France*” (2018) with an objective of welcoming 500,000 students in France by 2027
  - Attract more foreign tourists
    - “Destination France” strategy sets the target of 100 million tourists hosted and 60 billion euros in revenue in France by 2020/2
  - Promote attractiveness of France in terms of investments

#### POLICY CONTEXT

<sup>1</sup> Combines cooperation and cultural action services (SCAC) within the embassies, Institut français and its branches, Alliance française, AEFE education network, EFE schools abroad, Campus France branches, French research institutes abroad (UMIFRE), and tourist offices (Atout-France).

<sup>2</sup> The number combines FTE staff of Atout France, AEFE, Campus France, Institut Français, Alliance française. Not included is the diplomatic mission working in cultural affairs. UMIFRE staff includes researchers only. The actual number of agents in the network is difficult to estimate. In 2019, MEAE had 1619 staff on payroll for external cultural action, including 575 agents working under the Programme 185. In 2020, the operator employment ceiling is 6,324 FTEs (AEFE, Atout-France, Campus France, Institut Français). The overall tendency has been to reduce the number of permanent staff and transfer to contract agents and local recruits. Source: Senate Finance Committee (budget documents).

<sup>3</sup> Refers to the sum of local recruits of Alliance française, AEFE local contract staff, Campus France local staff, and France Médias Monde freelance foreign correspondents.

- Cultural diplomacy as “one of the three fundamental pillars” of French foreign policy
- Reinvigorated ECP approach under the Macron administration with stronger footprint in Europe and emerging countries
- A balanced approach across fields relying heavily on well-developed diplomatic networks and local partnerships

## REGIONAL FOCUS AND INSTITUTIONAL EMPHASIS

- Francophone territories
- Europe
- Emerging and “new emerging” markets
- Africa
- Americas

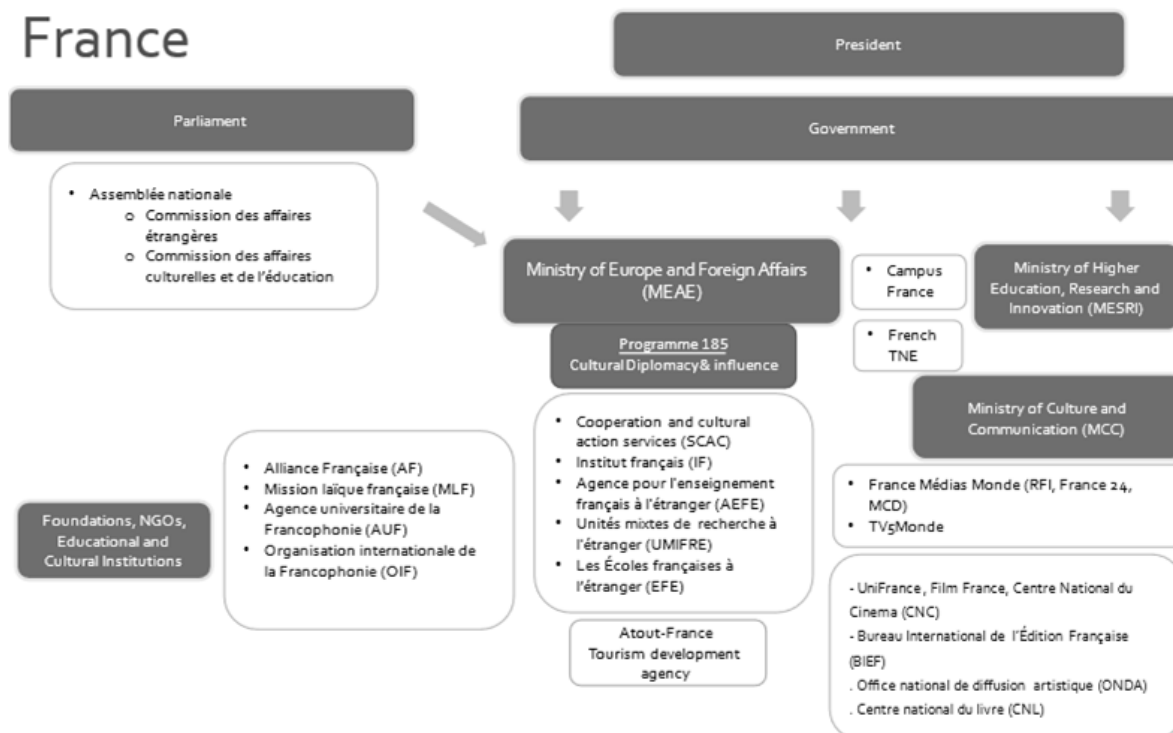
The distribution of institutional entities by region:

Alliance Française: North America (112), Latin America (181), Caribbean (19), Europe (244), Africa and Indian Ocean (110), Oceania (39), Asia (76).

Alliance française has most offices in USA (103). Institut français has most international offices in Germany (21).

Campus France (*Espaces* & branches): Africa (44), Americas (43), Asia (67), Europe (78), North Africa / Middle East (25).

## INSTITUTIONAL MAP



## 4. Fields of External Cultural Policy

	2019	2015
<b>Culture and the Arts</b>		
Number of countries present	up to 135	-
Number of institutes	Institut français: 226 Alliance Française: 832 <sup>(2018)</sup>	Institut français: 229 <sup>(2013)</sup> Alliance Française: 813
Number of FTE staff	Institut français: 143 Alliance Française: 267 + 14,600 local recruits	Institut français: 143
Budget (€ million)	Institut français: 39.3	Institut français: 41.4
Government financial support (€ million)	67.01 <sup>4</sup> Institut français: 33 Alliance Française: 7.27 <sup>(2020)</sup>	68.83 Institut français: 30.5
<b>Language</b>		
Number of countries where courses are offered	n/a	n/a
Number of students enrolled	- Online: 30,504 <sup>(AF)</sup> - In-class: 1,150,257 <sup>5</sup> - Bilingual courses: 130,000 <small>(LabelFrancEducation)</small>	- Online: n/a - In class: 1,083,432 - Bilingual courses: 28,617 <small>(LabelFrancEducation)</small>
Number of candidates for French language qualifications	603,358	556,776
Number of language teachers	n/a	n/a
Government financial support (€ million)	67.01 <i>(see above)</i>	68.83 <i>(see above)</i>
<b>Education - Primary &amp; Secondary (AEFE)</b>		
Number of countries	139	136
Number of schools	522	494
Number of students	370,000	336,000
Number of staff / teachers	6,052 and 30,000 local recruits	6,600 and 14,260 local recruits

<sup>4</sup> The number refers to total government spending on diplomacy sub-action "Cultural cooperation and promotion of French language", culture and language education sector combined.

<sup>5</sup> Number of students enrolled in language courses at all French cultural establishments, Institut français and Alliance Française.

	2019	2015
Budget (€ million)	1,100 <sup>(2019-20)</sup>	1,278.3
Government financial support (€ million)	404.5 <sup>(2019-20)</sup>	401.9
<b>Education - Tertiary</b>		
Number of countries	Campus France: 127	Campus France: 121
Number of universities/colleges		TNE: 27 IBCs <sup>6</sup> EFE: 5 Campus France: 327
Number of foreign students <sup>7</sup>	229,623 <sup>(2018)</sup>	239,409
Number of students at transnational higher education (TNE)	n/a	37,000 (of which 5,700 distance learning)
Number of government scholarships awarded (BGF)	11,250 <sup>(2018)</sup>	12,900
Number of staff	Campus France: 244 + 500 local	Campus France: 222 +500 local <sup>(2016, 2017)</sup>
Budget (€ million)	Campus France: 27.9 Campus France total managed funds: 125.6	Campus France: 27,7 <sup>(2014)</sup> Campus France total managed funds: 140
Government financial support (€ million)	94.57 <sup>8</sup>	106.23
<b>Science and Research</b>		
Number of countries	UMIFRE: 33	
Number of institutes	UMIFRE: 27 and 8 branches	UMIFRE: 27 and 7 branches
Number of staff	150 researchers, 350 doctoral students	146 researchers
Number of scientists in exchange programmes	PHC <sup>9</sup> : 10,000 in 2,000 projects within 67 programmes	2,000 projects, 1,000 mobilities
Budget (€ million)	n/a	n/a
Government financial support (€ million)	94.57 <sup>(see above)</sup>	106.23 <sup>(see above)</sup>

<sup>6</sup> IBC – International Branch Campus.

<sup>7</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>8</sup> The number refers to the government sub-action "Attractiveness, higher education and research"; tertiary education and science and research sectors combined. Source (Ministry of Action and Public Accounts 2015 & 2019).

<sup>9</sup> PHC - Hubert Curien Partnerships.

	2019	2015
<b>Media</b>		
<b>TV</b>		
Number of countries broadcasted to	TV5Monde: 198	France24: 180
Number of languages	TV5Monde: 13 subtitling	-
Number of channels	TV5Monde: 10 France24: 4	TV5Monde: 11 France24: 3
Audience / weekly (million)	TV5Monde: 60 France24: 87.1	TV5Monde: 50 France24: 51
Digital audience / monthly average (million)	TV5Monde: 45.6 <sup>(2018)</sup> France24: 18	France24: 16.3
Social networks (million, combined Facebook, Twitter)	TV5Monde: 12+ (incl. YT) France24: 46.5	France24: 21.4
Government financial support (€ million)	TV5Monde: 76.2	-
<b>Radio</b>		
Number of countries broadcasted to	RFI: 150	RFI: 150 MCD: 14
Number of languages	RFI: 14 MCD: 1	RFI: 14
Audience / weekly (million)	RFI: 46.5 MCD: 9.8	RFI: 37.3 MCD: 7.3 <sup>(2014)</sup>
Digital audience / monthly average (million)	RFI: 20.9 MCD: 2.2 <sup>(2018)</sup>	RFI: 11.9 MCD: 1.3
Social networks (million, combined Facebook, Twitter)	RFI: 23.8	RFI: 10.9 MCD: 2.6
<b>France Médias Monde</b>		
Total weekly aggregate audience (million)	176 <sup>(2018)</sup>	120
Budget (€ million)	267.4	252.8
Government financial support (€ million)	256.2	242

	2019	2015
<b>New Media</b>		
Social networks following	<p><u>Institut français</u> Facebook: 568,400 Twitter: 28,500 Instagram: 9,360</p> <p><u>Alliance Française</u> <sup>(2018)</sup> Facebook: 4,000,000 Twitter: 303,000 YouTube: 1.7 million views Instagram: 475,000</p> <p>France Médias Monde: 76</p>	<p><u>France Médias Monde:</u> 35</p>
Audience / unique monthly visitors (million)	<p>institutfrancais.com: 1.5 alliancefr.org: 3.3 <sup>(2018)</sup> France Médias Monde channels: 63.8</p>	<p>France Médias Monde channels: 30.8</p>

## 5. Current Issues and Developments

- Integration into a coherent diplomatic vision region by region
- Global management of diverse networks
- Digital enhancement
- The scale of current ECP strategies appears to be too ambitious considering the limited financial means

## 6. Contributions to multilateral cultural organisations

	2019	2015
UNESCO (€ million) <sup>10</sup>	5.9	
Council of Europe (€ million)	38.65	37.28
Creative Europe (€ million)	41.71	32.5

Source: UNESCO, CoE, European Commission

<sup>10</sup> Assessed contributions to UNESCO are mandatory contributions due from States by virtue of their membership.



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