

## ifa ECP Monitor At a Glance

# Estonia

### PRÉCIS

Estonian foreign cultural policy is based on three main pillars: multiculturalism, transnationalism, and the E-Estonia brand. One of the primary national tasks is to ensure the social cohesion of society with numerous ethnic minorities in Estonia, especially the Russian-speaking community. A number of policies are rather inward-oriented. At the same time, ECP accommodates the large Estonian diaspora abroad. The transnationalism policy relies on a variety of measures to support the Estonian cultural space abroad, like the Compatriots Programme or e-residence. The innovative solutions in e-governance and Estonian technological excellence are by far the best instruments of its soft power. Estonia has embraced the digital revolution and made it an integral part of its foreign policy.

### Outstanding Fact:

From e-governance to cybersecurity, Estonian know-how and innovation in the digital domain are its strongest soft power tools.

#### KEY INDICATORS 2019

Population	Rank/number	154 <sup>st</sup> / 1.3 million
GDP	Rank/number	100 <sup>th</sup> / €28,11 billion
GDP per capita	Rank/number	26 <sup>th</sup> / €21,220
Cultural Economy	As share of GDP	0.9
Education economy	As share of GDP	6.2
R&D economy	As share of GDP	1.61
Media economy	As share of GDP	0.2
Geopolitical position	Hard power rank	119 <sup>th</sup>
	World trade rank	71 <sup>st</sup>
	Soft power rank	n/a
	Diplomacy rank	52 <sup>nd</sup>

#### OVERVIEW OF EXTERNAL CULTURAL POLICY 2019

Number of countries present	~96
Number of institutions abroad	~18
FTE staff	~689
Freelance and local staff	-
Financial scale	-
Government support (€ million)	-
Comparative ECP ranking	minor

#### Main Objectives

- Enhance Estonia's international reputation and influence
- Preserve the Estonian identity, language and culture abroad

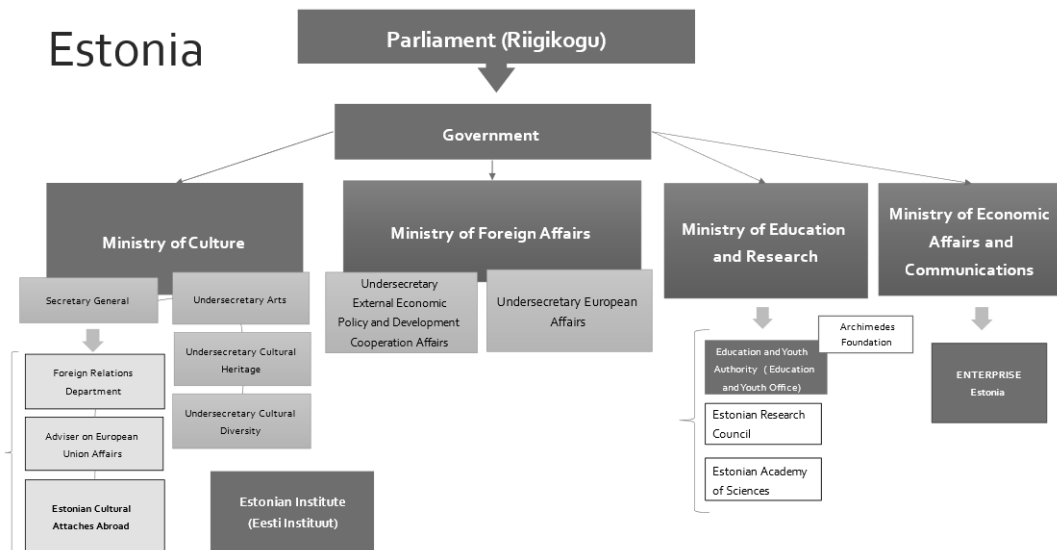
#### Policy Context

- Multiculturalism in Estonian society

#### Regional Focus (Estonian Institute)

- Europe: 2

## INSITUTIONAL MAP



The track I actors are the Ministry of Culture and the Ministry of Foreign Affairs, as well as the Estonian Institute, the official cultural promotion institution. In addition, the Ministry of Economic Affairs and Communications and Enterprise Estonia focus on export-oriented activities.

## FIELDS OF EXTERNAL CULTURAL POLICY

	2019	2015	Comment
<b>Culture and the Arts</b>			
Number of cooperation agreements	43	-	
Number of countries present	8	-	Data refer to the Estonian Institute
Number of institutes and branches	2	2	
Staff	12	24	
Artists in exchange programmes	-	-	
Budget (€)	774,458	994,016	
Government financial support (€ million)	717,971	940,683	
<b>Language</b>	2019	2015	
Number of countries where courses are offered	20	-	Schools and supplementary schools abroad that offer Estonian language courses.
Number of students enrolled	260	-	Participants who successfully completed the programme administered by the Estonian Institute, "Introducing the Estonian cultural space to low-integrated permanent residents and new immigrants living in Estonia".

	2019	2015	Comment
Number of candidates for language qualifications	-	-	
Number of language teachers	13	-	
Budget (€)	-	-	
Government financial support (€)	288,616	575,117	Estonian language and culture study abroad programme.
<b>Education – Primary &amp; Secondary</b>			
Number of countries present	20	-	
Number of schools	70	-	Sunday and supplementary schools abroad.
Number of students	~2,000	-	
Number of staff / teachers	n/a	-	
Budget (€ million)	-	-	
Government financial support (€ million)	-	-	
<b>Education – Tertiary</b>			
Number of countries present	-	-	
Number of domestic universities	19	-	
Number of foreign students	4,391	2,859	
Number of government scholarships awarded	49	-	Dora Plus scholarship
Number of staff / teachers	400	-	Education and Youth Board (Harno)
Budget (€)	171,500	-	Dora Plus scholarship
Government financial support (€)	-	-	
<b>Science and Research</b>			
Number of countries present	-	-	
Number of domestic institutes	20 R&D institutions, 12 Centres of Research Excellence	-	
Number of researchers /staff	-	-	
Number of projects	638	-	Horizon2020
Number of scientists in exchange	-	-	
Budget (€ million)	35	-	Mobilias Pluss programme
Government financial support (€ million)	6	-	EEA Baltic Research Programme

	2019	2015	Comment
<b>Media</b>			
<b>TV: ETV+</b>			
Number of countries broadcasted to	1 (Estonia)	-	This is a domestic broadcaster offering programming in foreign language (Russian) for its sizeable Russian-speaking population.
Number of languages	1 (Russian)	-	
Number of channels	1	-	
Audience weekly (million)	1% share of all viewing time	-	
Budget (€ million)	-	2.53	Refers to the additional funds added to the Estonian Public Broadcasting's budget for 2015 to support the launch of ETV+.
<b>New Media</b>			
Social networks following (Facebook)	Kultuur.info: 10,127 Culture.ee: 3,120 Kultuur.info/ru: 498	-	
Audience / unique visitors (monthly /million)	Kultuur.info: 178,694 Culture.ee: 39,715 Kultuur.info/ru: 42,458	-	
Budget (€) <small>(kultuur.info)</small>	58,251	54,187	

#### CURRENT ISSUES AND DEVELOPMENTS

- Estonian external cultural policy is remarkable in the sense that it targets both national and international audiences. Thanks to the multicultural composition of its population, Estonia tries to accommodate many other nationalities and the resident Russian-speaking community. Many language learning programmes as well as the media offer in the Russian language are developed solely for resident non-Estonians. The issue, however, will be how to balance the difficult act of social cohesion and inclusion and not fall into the trap of forced acculturation.
- Another integral part of Estonian ECP is its sizeable diaspora. The Compatriots policies focus on the promotion of “Estonianness” abroad and preserving the national language and culture. The large transnational Estonian community could certainly offer an indirect access to global networks. Nevertheless, this approach is not without its limits and would most likely lower the international engagement.
- While language and ethnicity restrict how many people can connect to Estonianness, the opposite is true in the digital domain. Estonia has so far been very successful in its nation branding as E-Estonia, a welcoming and innovative e-state. Its international reputation and participation in global networks depend greatly on its technological excellence. However, in order to keep up the momentum of the booming (ICT) economy, Estonia, will need to focus more on not simply attracting but also retaining international talent.

#### FURTHER INFORMATION, SOURCES, AND REFERENCES

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

## Imprint

The External Cultural Policy Monitor

Developed by Helmut K. Anheier, Hertie School & UCLA Luskin School of Public Affairs, and ifa Competence Centre. Supervised by Helmut K. Anheier. Coordinated by Sarah Widmaier for ifa.

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ifa (Institut für Auslandsbeziehungen)

Charlottenplatz 17,

70173 Stuttgart,

Postfach 10 24 63,

D-70020 Stuttgart

[www.ifa.de](http://www.ifa.de)

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Author: Darinka Markovic

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