

ifa ECP Monitor Fact Sheet

Estonia

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1. Key Indicators

		2019	% change since 2015
Population	Number/rank	1.32 million / 154 th	1.31 / 0.76%
GDP	Rank	100 th	103 rd
GDP per capita	Number	€21,220	34
Cultural economy	As share of GDP	0.90 ⁽²⁰¹⁸⁾	-0.10
Education economy	As share of GDP	6.20 ⁽²⁰¹⁸⁾	0.30
R&D economy	As share of GDP	1.41 ⁽²⁰¹⁸⁾	0.05
Media economy	As share of GDP	0.20 ⁽²⁰¹⁸⁾	0
Sources: Eurostat, World Bank			
Geopolitical position	Hard power rank	119 th / 2.5893 ⁽²⁰²⁰⁾	n/a
	World trade rank (\$ million)	71 st / 40,664	83 rd / 34,543
	Soft power rank	n/a	n/a
	Diplomacy rank	52 nd	40 th ⁽²⁰¹⁶⁾

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

	2019	% change since 2015
Culture	2.40 ⁽²⁰¹⁸⁾	- 0.20
Education	15.80 ⁽²⁰¹⁸⁾	0.80
R & D	1.60	- 0.12
Media	0.50 ⁽²⁰¹⁸⁾	- 0.10

Source: Eurostat

3. Overview of External Cultural Policy

	2019
Number of countries with ECP activities	96 ¹
Total number of institutions abroad	~ 18 2 (Estonian Institute), 16 (EAS)
Total number of FTE staff engaged in ECP activities	~ 689 8 cultural attaches, 12 (EE), 266 (EAS), 3 language teachers, 400 (Harno),
Government financial support (€ million)	tba
Total expenditure of all ECP operators (€ million)	-
Comparative ECP ranking	minor

MAIN ECP OBJECTIVES

- Enhance Estonia's international reputation and influence
 - Create opportunities for the internationalization of Estonian culture
 - The network of cultural representations will be expanded
 - Inter-ministerial cooperation and cooperation with export-promoting organisations will support the development of cultural exports
 - Increased efforts to focus on new target markets outside Europe
- Preservation of the Estonian people, the Estonian language and culture, and safeguarding the sovereignty and independence of the Republic of Estonia in international relations
 - Support the preservation of the national identity of Estonians living abroad and kindred peoples
 - Facilitate expatriate Estonians' contacts with their homeland
 - Promote cultural cooperation with kindred peoples

Sources: Ministry of Foreign Affairs (2020). Estonian Foreign Policy Strategy 2030; Ministry of Culture and Riigikogu (2014). Culture 2020

POLICY CONTEXT

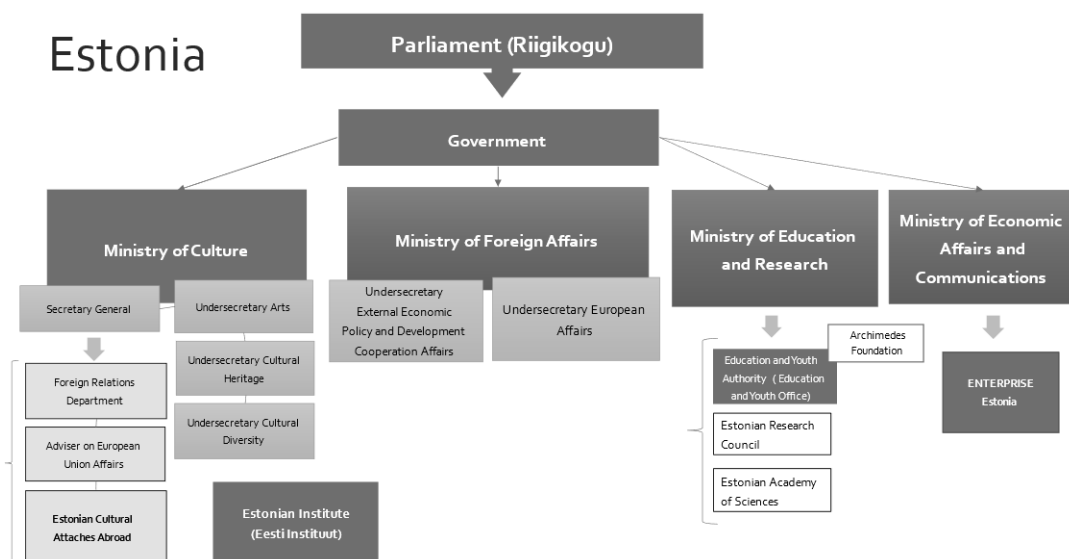
- An integral part is the multicultural fabric of Estonian society - different programmes are designed solely for the social cohesion and cultural integration of many ethnicities living in Estonia.
- Estonian ECP has evolved to accommodate the needs and interests of a relatively large Estonian diaspora and internationally mobile Estonians.
- Estonia is famous internationally as a leading innovator in the digital space, especially e-governance and cybersecurity.

REGIONAL FOCUS AND INSTITUTIONAL EMPHASIS

The emphasis is on cooperation with kindred Finno-Ugric nations. The Estonian Institute has two branches abroad in Finland and Hungary.

¹ Based on Estonian diplomatic representations abroad.

INSTITUTIONAL MAP



4. Fields of External Cultural Policy

	2019	2015
Culture and the Arts		
Number of countries present	8 ²	-
Number of cultural cooperation agreements	43	
Number of institutes	2 (active in 3 EUNIC clusters)	2
Number of FTE staff	12	24
Number of artists in exchange programmes	-	-
Budget (€)	774,458	994,016
Government financial support (€)	717,971 Swedish-Estonian Cooperation Fund: 150,000	940,683 -

² Based on the presence of cultural attachés abroad and Estonian Institute branches.

	2019	2015
Language		
Number of countries where courses are offered	20 ³	-
Number of students enrolled	In-class: 260 ⁴ Online reach 57,000 ⁵	-
Number of candidates for Estonian language qualifications	n/a	-
Number of language teachers	13	-
Budget (€)	-	-
Government financial support (€) (Estonian language and culture study abroad programme)	288,616	575,117
Education - Primary & Secondary		
Number of countries	20	-
Number of schools	70	-
Number of students	2,000 ^{estimate}	-
Number of staff / teachers	n/a	-
Government financial support (€ million)	-	-
Education - Tertiary		
Number of countries	-	-
Number of domestic universities	19	-
Number of universities / colleges abroad	n/a	-
Number of foreign students ⁶	4,391 ⁽²⁰¹⁸⁾	2,859
Number of students at trans-national higher education (TNE)	n/a	n/a

³ Schools and supplementary schools abroad that offer Estonian language and/or culture learning.

⁴ 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".

⁵ An advanced B1 e-learning Estonian language course, "Keeletee," (www.keeteete.ee) (2,000 users) combined with "Keeleklikk" Estonian language course at A1 and A2 levels (55,000 users).

⁶ 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
Number of government scholarships awarded	Dora Plus: 49	Estophilus scholarship: 10
Number of staff <small>Education and Youth Board (Harno)</small>	400	-
Budget (€)	Dora Plus: 171,500	-
Government financial support (€ million)	-	-
Science and Research		
Number of countries	-	-
Number of domestic institutes	20 R&D institutions, 12 Research Centres of Excellence	-
Number of researchers / staff	-	-
Number of projects	638 Horizon2020 projects	-
Number scientists in exchange programmes	-	-
Budget (€ million)	Mobilitas Plus: 35 ⁷	-
Government financial support (€ million)	EEA Baltic Research Programme: 6	-
Media: ETV+		
Number of countries broadcasted to	1 (Estonia)	-
Number of languages	1 (Russian)	-
Number of channels	1	-
Audience / weekly (million)	1% share of viewing time	-
Budget (€ million)	-	2.53 ⁸
New Media		
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

⁷ 83.5% of which is covered by the European Regional Development Fund.

⁸ Additional € 2.53 million added to the Estonian Public Broadcasting's budget for 2015 to support the launch of ETV+ (Jõesaar, 2016).

5. Current Issues and Developments

- The multicultural fabric of the Estonian society is an opportunity and a challenge at the same time.
- E-Estonia is an ambitious and, so far, very successful experiment. However, to sustain the booming economy, the country will need to attract and retain international talent.

6. Other

<i>Enterprise Estonia (EAS)</i>	2019	Change since 2015
Number of countries	16	-
Staff	266	-
Budget (€ million)	81.3	-

Source: EAS. No date

7. Contributions to multilateral cultural organisations

	2019	2015
UNESCO (€) ⁹	51,721	-
Council of Europe (€)	505,737	483,047
Creative Europe (€)	1,546,300	535,617

Sources: UNESCO, CoE, European Commission

⁹ Assessed contributions to UNESCO are mandatory contributions due from States by virtue of their membership.

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70173 Stuttgart,

Postfach 10 24 63,

D-70020 Stuttgart

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Author: Darinka Markovic

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