

ifa ECP Monitor At a Glance

Canada

PRÉCIS

Canadian funding for ECP had been cut in many of its fields until 2015. Since then, the role of cultural diplomacy within Canadian foreign policy has grown in importance as new funding was provided and new positions were created. Special foci have been on the export of cultural goods, the mobility of Canadian artists and the internationalization of Canadian higher education. While a coherent cultural diplomacy strategy and concerted approach is still lacking, Canada already possesses strong bilateral partnerships and domestic institutions.

Outstanding Fact:

Canada's English language instruction and strong academic reputation have made the country a top destination for international students.

KEY INDICATORS 2019

Population	Rank/number	39 th / 37.6 million
GDP	Rank/number	10 th / €1.7 trillion
GDP per capita	Rank/number	18 th / €46,297.8
Cultural Economy	As share of GDP	0.4
Education economy	As share of GDP	6.7
R&D economy	As share of GDP	1.7
Media economy	As share of GDP	0.3
Geopolitical position	Hard power	21 st
	Sharp power	12 th
	Soft power	7 th
	Diplomacy rank	18 th

OVERVIEW OF EXTERNAL CULTURAL POLICY 2019

Number of countries present	29 (incl. education)
Number of institutions abroad	143 (incl. education)
FTE staff	> 46
Freelance and local staff	-
Financial scale	> €472.1 million
Government support	> €516 million
Comparative ECP ranking	medium

Main Objectives

- Projecting a modern image of Canada.
- Identifying commercial opportunities in international markets.
- Strengthening international collaboration based on reciprocity.
- Supporting innovative approaches to reflect the new modes of creativity.

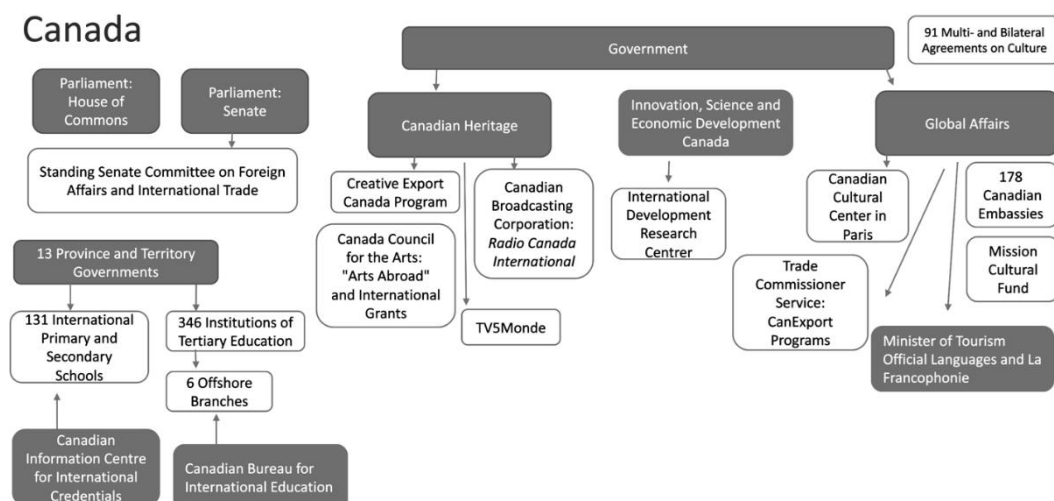
Policy Context

- Canadian cultural diplomacy was drastically reduced 2006-2015. It is now in the process of rebuilding.
- Canada's ECP is mainly governed by local embassy personnel with the support of specialized officers.
- Most funds are available to support the international competitiveness of Canada's creative industries and higher education.

Regional Focus

- Sub.-S. Africa: 2
- Asia: 104
- Europe: 8
- Middle East/NA: 16
- Oceania: 2
- North America: 4
- South America: 9

INSITUTIONAL MAP



The main coordinating body is the Cultural Diplomacy Unit within the Canadian “Global Affairs”. Additional financial support is channeled through the Department for Canadian Heritage, including creative export programmes. While the former offers financial support to local projects internationally, the latter is primarily targeted at Canadians seeking to work internationally or export their craft. Canada’s education institutions are organized at the level of the Provinces and Territories.

FIELDS OF EXTERNAL CULTURAL POLICY

	2019	2015	Comment
Culture and the Arts			
Number of cooperation agreements	91	87	2019: bilateral agreements with 50 countries, 2015: 47
Number of countries present	6	1	Refers to six cultural attachés and one cultural institute.
Number of institutes	1	1	

	2019	2015	Comment
Staff	21	-	Approx. 3 in Ottawa, 18 internationally.
Artists in exchange programmes	-	-	
Budget (€ million)	-	-	
Government support (€ million)	22.4 (Canada Council for the Arts) 1.2 (Mission Cultural Fund) 4.7 (Creative Export Canada)	Approx. 6.9 (Canada Council for the Arts)	The Mission Cultural Fund is available to Canadian Embassies worldwide.
Language			
Number of countries courses offered	-	-	
Number of students enrolled	-	-	
Government financial support (€ million)	Approx. 27	-	Data refers to spending for La Francophonie
Education – Primary & Secondary			
	2019	2015	
Number of countries present	23	-	The largest share of Canadian curriculum schools is in Asia, with 89 in China alone.
Number of schools	131	-	
Number of students	-	-	
Number of staff / teachers	-	-	
Government financial support (€ million)	-	-	
Education – Tertiary			
	2019	2015	
Number of countries	4	-	
Number of universities / colleges	6	6	Data refers to offshore branches of Canadian universities.
Number of students	-	-	
Number of government scholarships	2,210	-	
Government financial support (€ million)	> €99.6 over the period of five years	-	Data refers to federal spending for the international education strategy (2019-2024).
Science and Research			
	2019	2015	
Number of countries	Approx. 16	> 5	
Institutes abroad	The International Development Research Centre (IDRC) has branches in five countries. Additionally, Canada has placed Science, Technology & Innovation Counselors in its embassies in five countries.		
Number of projects	> 169	-	Refers to funded CanExport Innovation projects.

	2019	2015	Comment
Government financial support (€ million)	€388.5	> €129.5	2019: Global Affairs Expenditure for Science and Research, 2015: IDRC parliamentary appropriation
Media	2019	2015	
Weekly television audience in million	TV5MONDE: 59	-	
Number of channels	10 + on-demand	-	
Weekly radio audience in million	-	-	
Total weekly TV audience for all services and languages in million	> 59	-	Data refers only to TV5MONDE audience
Number of languages broadcast	2 (13 subtitled, only TV)	2	Data refers only to TV5MONDE languages
Budget (€ million)	> 107€	-	Data refers only to TV5MONDE budget
Government support (€ million)	8.34 (2018)	-	Cumulated support for RCI and TV5MONDE

CURRENT ISSUES AND DEVELOPMENTS

- A government-commissioned study of Canada’s previous cultural diplomacy efforts has found that there has been a lack of strategy and consistency in initiatives and objectives. A resulting document has highlighted significant untapped potential.
- In support of Canada’s creative economy and international competitiveness, the “Creative Export Canada Program” was founded in 2018. In line with the country’s focus on its creative industries (particularly its audiovisual and music industries), the programme funds “export-ready” products. The programme is supported by additional measures to create international creative relationships through domestic agencies (namely Canada Arts Presentation Fund, Canada Book Fund, Canada Music Fund, Canada Periodical Fund and Telefilm Canada) and the Trade Commissioner Services available to Canada’s diplomatic missions.
- While Canada is a leading study destination for international students, its nationals are less interested in studying overseas. To stimulate the outbound student mobility, Canada has launched an International Education Strategy (2019-2024), meant to support up to 11,000 undergraduate students. The strategy further seeks to diversify the country of origin of incoming students, as well as their desired location of study within Canada.
- As Canada was slated to be the Guest of Honour at the Frankfurt Book Fair in 2020, which had to be cancelled due to the COVID-19 pandemic, the country will assume this position in 2021. To support this engagement, Canadian Heritage and the Canada Council for the Arts created an incentive programme for the purchase of translation rights into German, among other programmes.

FURTHER INFORMATION, SOURCES, AND REFERENCES

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

Imprint

The External Cultural Policy Monitor

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