

ifa ECP Monitor Fact Sheet

Canada

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1. Key Indicators

		2019	2015	
Population	Number/rank	37.6 millions /39 th	5%	
GDP	Rank	10 th	10 th	
GDP per capita	Rank/number	18 th / 46,297.8 €	14.9%	
Cultural economy	As share of GDP	0.4%	12%	
Education economy	As share of GDP	6.7%	0.6%	
R&D economy¹	As share of GDP	1.69%	-9%	
Media economy	As share of GDP	0.25%	-	
Geopolitical position	Hard power rank ²	21 st	14 th	↓
	World trade indicators / ranking (\$ million)	12 th	11 th	↓
	Soft power rank ³	7 th / 75.89	5 th / 71.71	↓
	Diplomacy rank ⁴	18 th	18 th	-

Sources: The World Bank, 2019; The World Bank 2020; OECD, Statistics Canada

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

	2019	2015
Culture	-	-
Education	13.8%	-
R & D⁵	-	-
Media	-	-

¹ Expressed as Gross Domestic Expenditure on R&D (GERD).

² Global Firepower, 2021.

³ Soft Power 30, 2020.

⁴ Lowy Institute, 2020.

⁵ Expressed as GBARD - Government budget appropriations or outlays on R&D.

3. Overview of External Cultural Policy

	2019
Number of countries with ECP activities	29 (including education institutions)
Total number of institutions abroad	143 (including education institutions)
Total number of FTE staff engaged in ECP activities	> 46
Government financial support (€ million)	> €472.1 million
Total expenditure of all ECP operators (€ million)	> €516 million
Comparative ECP ranking	medium

MAIN ECP OBJECTIVES

Canada currently lacks clearly formulated ECP objectives. However, in a large-scale investigation on Canada's cultural diplomacy approach, the Standing Senate Committee on Foreign Affairs and International Trade identified six core principles to guide the creation of a politically ratified strategy:

- Projecting a modern image of Canada, including by taking full advantage of Canada's leadership in innovation and creativity in the cultural sector.
- Identifying commercial opportunities for artists and cultural entrepreneurs in international markets.
 - Canada's Creative Export Strategy allocates approx. 4.6€ million annually to support the visibility of Canadian creative entrepreneurs.
- Taking a people-centred approach, in leveraging the talent of the artists and creators from across the country, especially emerging and young artists.
 - The Canada Council for the Arts created the Arts Abroad programme in 2017, which primarily funds international exchanges for individual artists or groups.
- Strengthening international collaboration based on the principle of reciprocity and the exchange of experience.
 - Canada has signed bilateral treaties or Memoranda of Understanding to facilitate cultural collaboration with 50 different countries. Most of these are focused on supporting audio-visual production, an important component of Canada's cultural industries.
- Supporting innovative approaches to reflect the new modes of creativity that have resulted from technological advances.
- Ensuring that cultural diplomacy be entrenched as a priority within Canada's foreign – and trade – policy.

Sources: Standing Senate Committee on Foreign Affairs and International Trade, 2019; Canada Council for the Arts, 2016a; Government of Canada, n.d.

ECP CONTEXT

- Canada's cultural diplomacy is in a process of rebuilding after being cut nearly completely during the era of former Prime Minister Stephen Harper. The official mandate for cultural diplomacy was given to the Minister of Foreign Affairs in 2015, resulting in the creation of new programmes.
- Canada's external cultural policy is mainly governed by bilateral MoUs and the local embassy personnel. The latter are also in charge of applying for funding provided through a central "Mission Cultural Fund". Though the Standing Senate Committee on Foreign Affairs and International Trade identified core principles of Canada's cultural diplomacy, there is no official strategy, coherent approach or a harmonized institution beyond Canada's diplomatic missions.
- Although the institution does not hold an official cultural diplomacy mandate, the Canada Council for the Arts provides a large portion of the funds for international Canadian arts activities. Many of the funds exist to support creative exports and enhance international competitiveness of creative industries.
- Beyond the federal Canadian ECP, the Canadian provinces also engage in international cultural activities. Most notable is Québec, a province that even possesses its own delegations abroad and is a member of several international networks and organizations.

Sources: Potter, 2020; Government of Canada, n.d.; Standing Senate Committee on Foreign Affairs and International Trade, 2019; Canada Council for the Arts, 2016a; Canadian Heritage, 2020c, Kirkey et al., 2016.

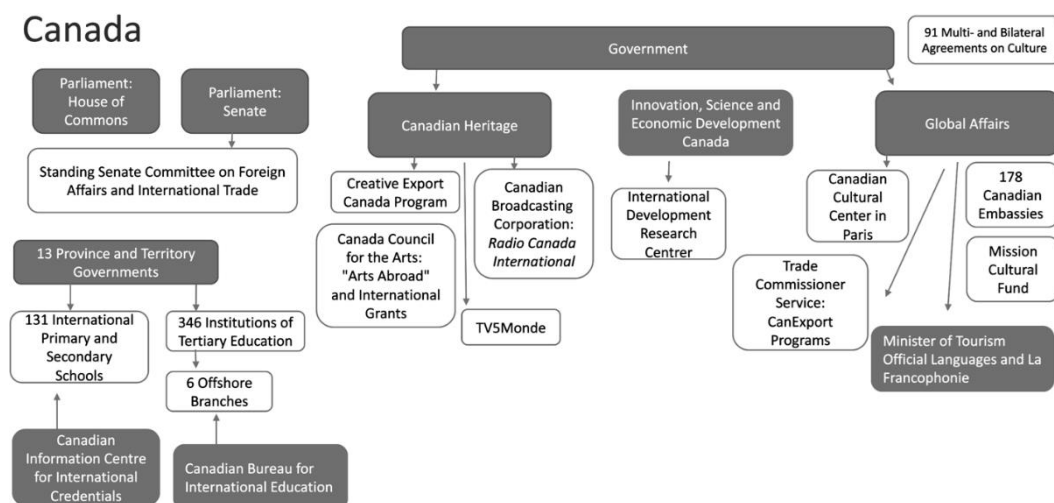
REGIONAL FOCUS AND INSTITUTIONAL EMPHASIS

Of 91 multilateral and bilateral agreements of culture in force, Canada has signed 16 treaties on culture with France. Through the support of La Francophonie and the financial support of TV5MONDE, there are specifically close ties to Francophone countries. Canada's investigation into its cultural diplomacy has further yielded that efforts should target those countries with established markets and the potential for strong bilateral ties, such as the USA, European countries like France, UK and Germany, Asian partners like China and Latin America.

In 2019-2020, the distribution of Canada's Mission Cultural Fund generally mirrored this target setting. The countries where this fund was spent the most are the USA, France, the UK and Germany. The continent with the least total spending was Africa.

Sources: Government of Canada, n.d.; TV5MONDE, n.d.; Standing Senate Committee on Foreign Affairs and International Trade, 2019; Representative from Global Affairs, personal communication, February 12, 2021.

INSTITUTIONAL MAP



4. Fields of External Cultural Policy

	2019	2015
Culture and the Arts		
Number of countries present	6	1
Number of institutes	1: The Canadian Cultural Centre in Paris	1
Number of FTE staff	21 (3 in Ottawa, 18 internationally)	-
Number of artists in exchange programs	-	-
Number of cultural agreements	91 bilateral (50 different countries) and multilateral cultural agreements in force	+4 (87 agreements with 47 different countries)
Budget (€ million)		
Government financial support (€ million)	22.4€ million (Canada Council for the Arts) 1.2 € million (Mission Cultural Fund, available to Canadian Embassies worldwide) 4.7 € million (Creative Export Canada)	Approx. 6.9€ (Canada Council for the Arts)

Sources: Global Affairs Canada, personal communication, January 28, 2021; Canadian Cultural Centre Paris, n.d.; Standing Senate Committee on Foreign Affairs and International Trade, 2019; Government of Canada, n.d.; Canada Council for the Arts, 2016; Canada Council for the Arts, 2020; Canadian Heritage, 2020a

	2019	2015
Language		
Number of countries where courses are offered	-	-
Number of students in class	In class: - Online reach: -	In class: - Online reach: -
Number of candidates for language qualifications	-	-
Number of language teachers	-	-
Budget (€ million)	-	-
Government financial support (€ million)	La Francophonie: approx. 27€ million annually	-

Source: Global Affairs Canada, 2015

Education - Primary & Secondary		
Number of countries	23 (across Asia, Europe, North America, South America and Africa)	-
Number of schools	131	-
Number of students	-	-
Number of staff / teachers	-	--
Budget (€ million)	-	-
Government financial support (€ million)	-	-

Sources: CICIC, 2020; CMEC, n.d.

Education - Tertiary		
Number of countries	4	-
Number of universities / colleges abroad	6: Qatar (2), China, Hong Kong, Japan, Kuwait	6
Number of domestic universities / colleges	163 public and private universities, 183 public colleges and institutes	-
Number of foreign students ⁶	Outbound: 48,345 Inbound: 224,548	Outbound: 49,770 Inbound: 353,000

⁶ Data based on Global Flow of Tertiary-Level Students, collected by UNESCO UIS.

	2019	2015
Number of students at transnational higher education (TNE)	-	-
Number of government scholarships awarded	2,210	-
Budget (€ million)	-	-
Government financial support (€ million)	€99.6 over the period of five years for the International Education Strategy	-

Sources: JISC, 2018; UNESCO, n.d., Chen, 2017; CBIE, 2019; Canada Council for the Arts, 2016a

Science and Research		
Number of countries	Approx. 16	> 5
Number of institutes	International Development Research Centre (IDRC): 5	IDRC: 5
Number of researchers / staff	Science, Technology & Innovation Counselors: 25	-
Number of projects	CanExport Innovation program: 169	-
Number scientists in exchange programmes	Banting Postdoctoral Fellowships: 18	Banting Postdoctoral Fellowships: 19
Budget (€ million)	IDRC: €138.5 million, of this €126,456 for research project grants	IDRC: €187.8 million
Government financial support (€ million)	€388.5 million in Global Affairs Expenditure for Science and Research	IDRC Parliamentary appropriation: €129.5 million (69.7%)

Sources: IDRC, 2020; Wilshaw, 2020; IDRC, 2016; Government of Canada, 2016; Government of Canada, 2020; Office of the Chief Science Advisor, 2020

Media		
TV		
Number of countries broadcasted to	TV5MONDE: 198	TV5MONDE: 198
Number of languages	TV5MONDE: 1, Subtitled 13	-
Number of channels	TV5MONDE: 10	-
Audience / weekly (million)	TV5MONDE: 59 million	-

	2019	2015
Digital & social media audience (million)	-	-
Budget (€ million)	TV5MONDE: 107€ (from five countries and regions) Canadian Contribution: approx. 6.54 € million (2018)	TV5MONDE: 7.8€ (Canadian Contribution)
Radio		
Number of countries broadcasted to	Radio Canada International: 198 (Online only)	Radio Canada International: 198 (Online only)
Number of languages	5 (English, French, Spanish, Arabic and Mandarin)	5 (English, French, Spanish, Arabic and Mandarin)
Number of channels	1	1
Audience / weekly (million)	-	-
Digital & social media audience (million)	-	-
Government contribution	1.8 million (2018)	-
New Media		
Social networks following	<u>TV5MONDE:</u> Facebook: 3,043,000 Twitter: 1,015,000 YouTube: 569,000 <u>Radio Canada International:</u> Twitter: 4413 (2020) LinkedIn: 851 (2020) Facebook: 19,228 (2020) YouTube: 835 (2020)	-
Audience / unique visitors (monthly /million)	-	-
Budget (€ million)	-	-

Sources: TVMONDE, n.d.; République Française, 2020; Standing Senate Committee on Foreign Affairs and International Trade, 2019; Canadian Heritage, 2020b; Sevunts, 2020; Facebook; Twitter; YouTube

5. Current Issues and Developments

- An in-depth investigation into Canada’s previous cultural diplomacy efforts indicates 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 Service 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.

Sources: Standing Senate Committee on Foreign Affairs and International Trade, 2019; Program Summary – Creative Export Canada, 2020; Canada’s International Education Strategy (2019-2024), 2019; Frankfurt Book Fair 2021, 2020

6. Contributions to multilateral cultural organisations

	2019	Change since 2015
UNESCO (€ million) ⁷	6,120,856	-
Organization for American States (€ million)	1.419 (2017)	-
International Federation of Arts Councils and Culture Agencies	45,111€	47,106€ (2016)

Sources: UNESCO, 2019; Meyer, 2018; IFACCA, 2016; IFACCA, 2019

⁷ Assessed contributions to UNESCO are mandatory contributions due from States by virtue of their membership.

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