

ifa ECP Monitor At a Glance

Austria

PRÉCIS

“International cultural policy” is one of the pillars of Austrian foreign policy. The main goal is to promote an image of Austria as a modern Central-European country with rich tradition in the arts, culture, and science. In ECP, Austria relies heavily on its unique cultural and historical heritage. Politically committed to the principle of neutrality, Austria hopes to make a lasting contribution to peace-keeping and trust-building and thus position itself as the center for international dialogue. “Dialogue of cultures and religions” is a key thematic focus of the Austrian external cultural policy. In supporting European integration of its neighboring countries, for example, Austria is looking to strengthen its position as a regional power.

Outstanding Fact:

In its external cultural action, Austria deploys a very diverse network of institutional actors, like the Österreich Institut, Austrian Libraries Abroad, and the Austrian Cultural Fora.

KEY INDICATORS 2019

Population	Rank/number	97 th / 8.8 million
GDP	Rank/number	27 th / €397,5 billion
GDP per capita	Rank/number	15 th / €44,780
Cultural Economy	As share of GDP	0.5
Education economy	As share of GDP	4.8
R&D economy	As share of GDP	3.14
Media economy	As share of GDP	0.3
Geopolitical position	Hard power rank	66 th
	World trade rank	28 th
	Soft power rank	16 th
	Diplomacy rank	36 th

OVERVIEW OF EXTERNAL CULTURAL POLICY 2019

Number of countries present	> 98
Number of institutions abroad	~112
FTE staff	~730
Freelance and local staff	-
Financial scale (€ million)	75.7
Government support (€ million)	5.5
Comparative ECP ranking	minor

Main Objectives

- Cultivate relations with other countries and promote an image of Austria as a creative and innovative nation
- Build “cultural bridges in the world” and foster dialogue between cultures and religions
- Foster trust-building and peace-keeping and facilitate the process of European integration

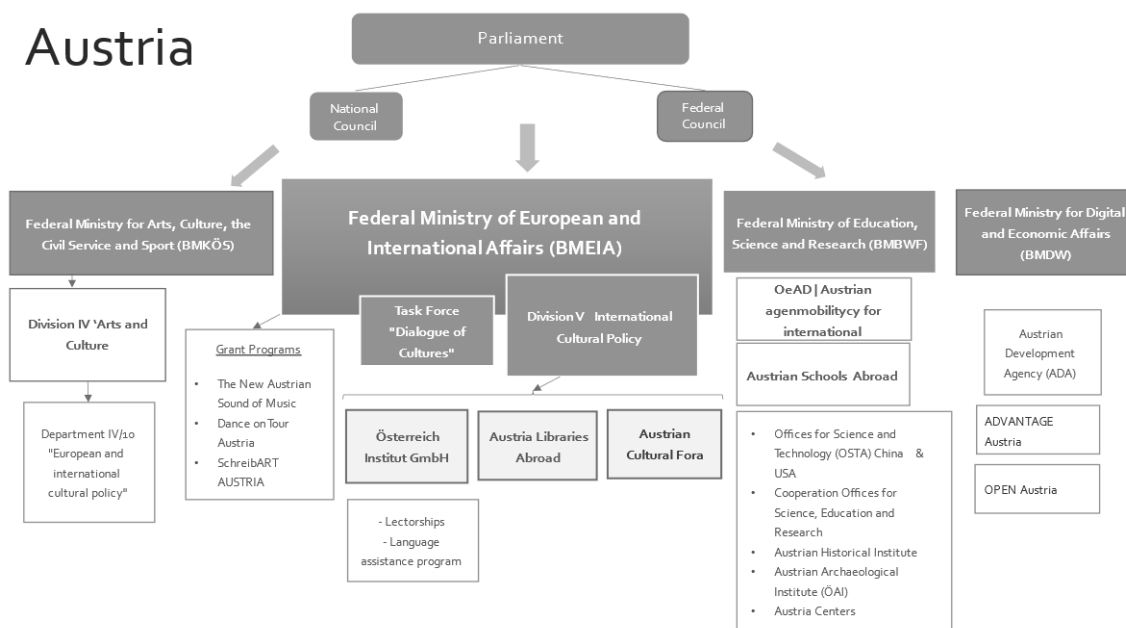
Policy Context

- Austrian political neutrality
- Austria as a cultural ‘superpower’ with rich cultural heritage
- Central, East and Southeast Europe as the regional focus

Regional Focus

- EU: 14
- Non-EU: 4
- Middle-East/NA: 3
- Asia: 4
- North America: 4
- South America: 0
- Africa: 0
- Australia/Oceania: 0

INSITUTIONAL MAP



The main institutional actors are the “International Cultural Policy Department” (Section V) of the Federal Ministry for European and International Affairs (BMEIA) and the Ministry of Education (BMBWF). The external cultural network is diverse and includes Austrian Cultural Fora, Austrian Libraries, the Austrian Institute, Offices of Science & Technology, Ukrainian-Austrian cooperation office, Open Austria, the OeAD, Austrian Schools Abroad, and more.

FIELDS OF EXTERNAL CULTURAL POLICY

	2019	2015	Comment
Culture and the Arts			
Number of cooperation agreements	32		
Number of countries present	28	27	Data refer to Austrian Cultural Fora. Austrian Institute is also present in 28 countries.
Number of institutes and branches			
Austrian Cultural Fora	30	29	
Austria Institute	10	8	
Austrian Libraries Abroad	65	65	

	2019	2015	Comment
Staff			
Austrian Cultural Fora	-	122	
Austria Institute	48	26	
Artists in exchange programs	50	50	Artist-in-Residence-Program of the Ministry for Arts, Culture, the Civil Service and Sport (BMKÖS)
Budget (€ million)	3.7	2.9	Data refer to the Austria Institute
Government financial support (€ million)		9.5	Data refer to the Austria Cultural Fora
Language	2019	2015	
Number of countries where courses are offered	8	6	Data refer to the Austria Institute
Number of students enrolled	11,936	10,871	
Number of candidates for language qualifications (ÖSD)	4,014	1,928	
Number of language teachers	~190	~ 150	
Budget (€ million)	3.7	2.9	
Government financial support (€ million)	0.4	0.5	Federal subsidy for the Austria Institute
Education – Primary & Secondary	2019	2015	
Number of countries present	7	-	Data refer to Austrian Schools Abroad
Number of schools	8	-	
Number of students	3,155	-	
Number of teachers	179	-	
Government financial support (€ million)	1.16	1.16	
Education – Tertiary	2019	2015	
Number of universities / colleges abroad	n/a	n/a	
Number of domestic universities	21 public, 12 private	-	
Number of foreign students	75,258	67,691	
Number of government scholarships awarded	2,289	1,761	Data refer to OeAD
Number of staff	230	211	OeAD
Budget (€ million)	65	60	OeAD
Government financial support (€ million)	11.6	14.6	BMBWF funding for the OeAD

	2019	2015	
Science and Research			
Number of countries present	21	-	OeAD - Scientific & Technological Cooperation – bilateral agreements
Number of institutes	- 2 Science & Technology Offices (OSTA): 2 - 9 Austria centres - Austrian historical institute in Rome (ÖHI) - Austrian Archaeological Institute (ÖAI) - OPEN Austria		
Number of researchers /staff	n/a	n/a	
Number of projects	n/a	n/a	
Number scientists in exchange programs		333	OeAD - Scientific & Technological Cooperation
Government financial support (€ million)	24	19	Data refer to the OeAD Internationalisation projects
Media			
	2019	2015	Austria does not have an international broadcaster
New media (ORF.at)			
Social networks following	Facebook: 203,687 Twitter: 65,400 Instagram: 104,000	-	Data refer to ORF.at
Audience / unique visits monthly (million)	93.5	65.9	

CURRENT ISSUES AND DEVELOPMENTS

- In its external cultural policy, Austria relies heavily on the image of a great ‘cultural nation’. The cultural promotion abroad has always relied on the strong cultural infrastructure and unique historical heritage. Without doubt, this is a major strength and simultaneously a weakness. In order to avoid clichés and borrowing from the past, Austrian ECP should give equal attention to its present-day cultural production.
- Austria occupies a special position within Europe. On the one hand, it is a neutral ‘outpost of the West’ but also a strong regional center in Central Europe. The most important strategic shift in Austrian ECP has been the re-evaluation of historical and cultural ties with the neighboring countries like the Western Balkans. However, ‘building bridges’ between Europe and non-Europe is not an easy task. Austria will need to be wary of local dynamics and tread carefully if (imperial) history is its only guide.
- The limited financial resources hamper the efforts of Austrian ECP. Its success will depend on the thematic and geographic focus. If Austria’s neighborhood is a focal point, Austria has the potential to secure its position as a regional power. However, it is highly unlikely that such a small country will ever match other global players like the UK or France.

FURTHER INFORMATION, SOURCES, AND REFERENCES

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

Imprint

The External Cultural Policy Monitor

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