

ifa ECP Monitor Fact Sheet

Austria

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1. Key Indicators

		2019	% change since 2015
Population (millions) / ranking	Number/rank	8.85 / 97 th	8.58 / 3%
GDP	Rank	27 th	29 th
GDP per capita €	Number	44,780	12
Cultural economy	As share of GDP	0.50	0
Education economy	As share of GDP	4.80	-0.10
R&D economy	As share of GDP	3.14 ⁽²⁰¹⁸⁾	0.09
Media economy	As share of GDP	0.30	0

Sources: Eurostat, Worldbank

Geopolitical position	Hard power rank	66 th / 0.9568 ⁽²⁰²⁰⁾	>25	-
	World trade rank (\$ million)	28 th / 449,567	28 th / 390,888	-
	Soft power rank	16 th / 67.98	13 th / 62.00	↓
	Diplomacy rank	36 th	33 rd	↓

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

	2019	% change since 2015
Culture	1.10	0.10
Education	9.90	0.30
R & D	1.60	0.04
Media	0.60	0

Source: Eurostat

3. Overview of External Cultural Policy

	2019
Number of countries with ECP activities	at least 98 ¹
Total number of institutions abroad	112 ² 30 Cultural Fora, 65 Austria Libraries, 10 Austria Institutes, 2 Offices for Science and Technology (OSTA), 1 OPEN Austria, 1 Cooperation office, 2 ÖAI, 1 Austrian Historical Institute in Rome
Total number of FTE staff engaged in ECP activities	~ 730
Government financial support (€)	> 5,542,000 (ECP project budget) ³
Total expenditure of all ECP operators (€)	~ 75,700,000
Comparative ECP ranking	minor

MAIN ECP OBJECTIVES

- Cultivate Austria's relations with the world and promote an image of modern Austria as a creative and innovative country
- Austrian international cultural policy focuses on seven thematic objectives:
 - culture, innovation, and ecology (environmental and sustainability issues in the fields of art, culture, science, and economy, e.g., the priority program "Creative Austrians")
 - digitalization (engage in global digital exchange and communicate Austria's potential)
 - scientific cooperation and scientific diplomacy (e.g., "Beyond Europe" internationalization strategy)
 - intercultural dialogue (dialogue as a tool of diplomacy, e.g., a special Task Force "Dialogue between Cultures" in the Department for International Cultural Affairs)
 - culture and human rights
 - EU and EUNIC (development of cultural cooperation in Europe)
 - women in art, culture, and science (increasing visibility of women in these fields)⁴

POLICY CONTEXT

- Austria seeks to enhance its image abroad of an innovative country with diverse, historically rich cultural and scientific heritage
- Austrian neutrality as a significant element of its foreign policy, with an objective to build "cultural bridges in the world"⁵
- A special focus is on European integration, protection of democracy, human rights and freedom, and positioning Austria as a place of dialogue between cultures and religions⁶

¹ Based on the number of countries with diplomatic posts, Global Diplomacy Index. (2020).

² In addition, there are 82 embassies and 10 consulates with a budget for culture activities.

³ Operational budget for Austrian external cultural policy in 2019 (without infrastructure and staff costs). Thereof, 4.78 million were invested in the cultural network abroad and cultural and scientific events. BMEIA (2020).

⁴ BMEIA (2020). Cultural foreign relations of the Federal ministry for European and International Affairs.

⁵ Goda and Čiefová (2019).

⁶ Rechnungshof (2018). Austrian Cultural Fora; (Pavlovsky 2019).

REGIONAL FOCUS AND INSTITUTIONAL EMPHASIS

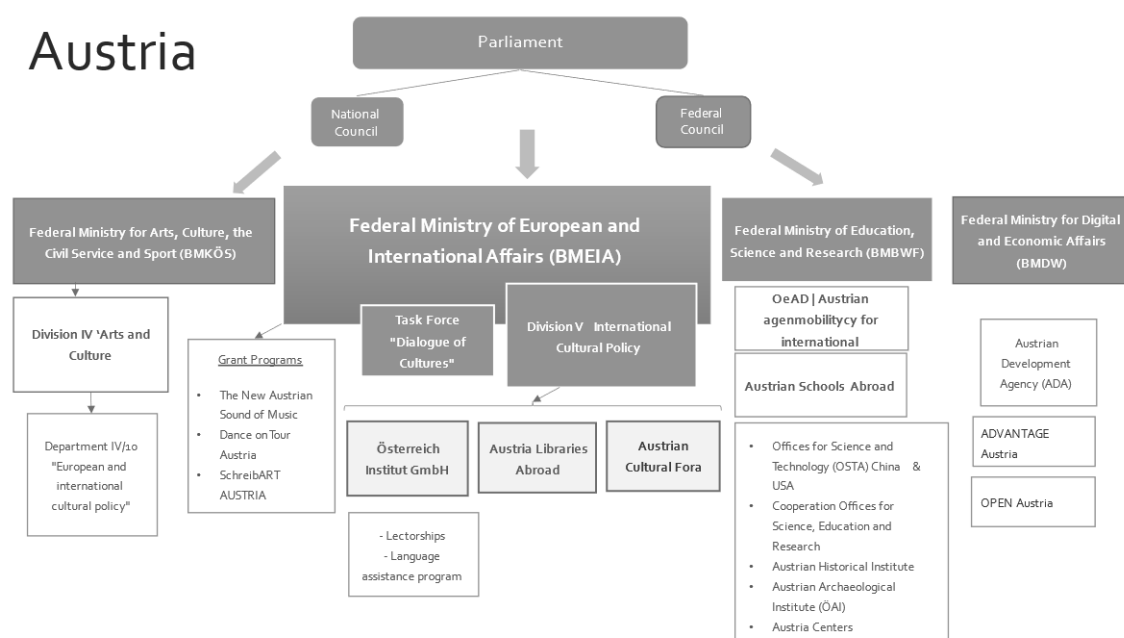
Geographic priorities:

- Austria's neighboring states
- Western Balkan countries

Austrian international culture network (examples): Bosnia & Herzegovina (6), China (7), Italy (7), Croatia (6), Poland (12), Romania (6), Russian Federation (7), Serbia (5), Slovakia (5), Czech Republic (12), Turkey (5), Ukraine (8), Hungary (8), USA (7).⁷

Austrian Cultural Fora: EU (14), non-EU (4), the Middle East (3), Asia (4) and in North America (4). In South America, Africa (with the exception of Cairo) and Australia/Oceania there were none.

INSTITUTIONAL MAP



4. Fields of External Cultural Policy

	2019	2015
Culture and the Arts		
Number of countries present	Austrian Cultural Fora: 28 Austrian Libraries Abroad: 28	Austrian Cultural Fora: 27 Austrian Libraries Abroad: 28

⁷ Highlighted are countries with 5 or more Austrian representations (Embassies & consulates, Austrian Cultural Fora, Austrian Libraries, Austrian Institutes, OSTA, OPEN Austria).

	2019	2015
Number of cultural cooperation agreements	32	-
Number of institutes	Austrian Cultural Fora: 30 Austria Institute: 10 Austrian Libraries Abroad: 65 Cooperation offices: 1 Embassies: 82 Consulates: 10	Austrian Cultural Fora: 29 Austria Institute: 8 Austrian Libraries Abroad: 65 Cooperation offices: 2 Embassies: 80 Consulates: 8
Number of FTE staff	Austria Institute: 48	Austria Institute: 26 Austrian Cultural Fora: 122
Number of artists in exchange programs ⁸	50	50
Budget (€ million)	Austria Institute: 3.72	Austria Institute: 2.97 ⁹
Government financial support (€)	- Subsidy for the Austria Institute: 385,959 - Grants for other cultural and scientific projects: 0.37	- Subsidy for the Austria Institute: 550,109 - Subsidy for independent Cultural Forums: 9.56
Language: Austria Institute		
Number of countries where courses are offered	10 locations in 8 countries	8 locations in 6 countries
Number of students	In-class: 11,936	In-class: 10,871
Number of candidates for Austrian-German language qualifications (ÖSD) ¹⁰	4,014	1,928
Number of language teachers	ca. 190	ca. 150
Budget (€ million)	<i>See above</i>	<i>See above</i>
Government financial support (€ million)	<i>See above</i>	<i>See above</i>
Education - Primary & Secondary: Austrian Schools Abroad (ÖAS)		
Number of countries	7	-
Number of schools	8	-

⁸ Artist-in-Residence-Program of the Ministry for Arts, Culture, the Civil Service and Sport (BMKÖS).

⁹ Austria Institute Group [Österreich Institut G.m.b.H.] expenditures, including subsidiaries.

¹⁰ Austrian Language Diploma German / Österreichische Sprachdiplom Deutsch (ÖSD) exams taken at Austria institutes.

	2019	2015
Number of students	3,155	-
Number of staff / teachers	179 ¹¹ (+177 local recruits)	-
Government financial support (€)	1,161,000	1,165,000 ⁽²⁰¹⁷⁾
Education – Tertiary: OeAD		
Number of domestic universities	21 public and 12 private	-
Number of universities / colleges abroad	n/a	n/a
Number of foreign students ¹²	75,258 ⁽²⁰¹⁸⁾	67,691
Number of students at transnational higher education (TNE)	n/a	n/a
Number of government scholarships awarded	2,289 incoming students ⁽²⁰¹⁷⁾	2,087 grants, 1,761 incoming students
Number of staff	230	211
Budget (€ million)	65.28 ⁽²⁰¹⁷⁾ ¹³	59.95
Science and Research		
Number of countries	21 ^(OeAD)	-
Number of institutes	-2 Science and Technology Offices (OSTA) - 9 Austria centers - Austrian historical institute in Rome (ÖHI) - Austrian Archaeological Institute (ÖAI) - OPEN Austria	
Number of researchers / staff	ÖAI: 12 (Athens & Cairo branches) ÖHI: 7	-
Number of projects	n/a	n/a
Number scientists in exchange programs	-	333 incoming
Government financial support (€)	- Internationalization projects (OeAD): 24,263,000 ¹⁴	- Internationalization projects (OeAD): 19,077,000 ⁽²⁰¹⁷⁾

¹¹ Total number of teachers seconded (also to projects other than that of Austrian schools abroad). 159 Austrian teachers worked at Austrian Schools Abroad in 2019.

¹² 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>.

¹³ The annual OeAD budget is around 60 million euros, thereof 50 million are reserved for grants and scholarships, (OeAD).

¹⁴ Funding of cross-border, bilateral and multilateral, international projects in the field of training, education, science and research.

	2019	2015
	- "Beyond Europe" program: 1,734,000 ¹⁵	- "Beyond Europe" program: 1,989,000 ⁽²⁰¹⁷⁾
Media¹⁶		
TV¹⁷: ORF 2 Europe		
Number of countries broadcasted to	-	26
Number of languages	-	1
Number of channels	-	1
Audience / potential reach (million)	~460	~460 ¹⁸
New Media: ORF.at		
Social networks following	Facebook: 203,687 Twitter: 65,400 Instagram: 104,000	-
Audience / unique visitors (monthly average /million)	93.5 (average visits monthly)	8.77 users (incl. Austrian users) 65.9 visits (average visits monthly)

5. Current Issues and Developments

- Austria will need a better-coordinated overall concept for foreign cultural policy, especially in communication between different ministries
- The country is equipped with a cultural infrastructure of a great power (e.g., the city of Vienna), but will need better strategies to avoid clichés and showcase its contemporary cultural production
- Thus far, Austria concentrated on developing its regional profile, but new internationalization strategies in science diplomacy might look out "beyond Europe"

¹⁵ The "Beyond Europe" programme aims at increasing Austria's international research and innovation activities with partners outside of Europe.

¹⁶ Austria does not have a traditional foreign broadcaster. ORF 2 Europe is here presented as the only relevant example.

¹⁷ Austria also participates in 3sat, ARTE, ARD-alpha (partner networks).

¹⁸ Technical coverage via satellite (digital), potential audience reach in Europe, (ORF 2016).

6. Contributions to multilateral cultural organisations

	2019	Change since 2015
UNESCO (€) ¹⁹	904,078	-
Council of Europe (€ million)	5.62	5.33
Creative Europe (€ million)	5.0	4.0

Sources: UNESCO, CoE, European Commission

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¹⁹ Assessed contributions to UNESCO are mandatory contributions due from States by virtue of their membership.

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