

## ifa ECP Monitor At a Glance

# Spain

### PRÉCIS

As a middle-sized power with a considerable diplomatic network (including vast Hispanophonie), Spain is in a good position to project its influence and values into the world. Although not a pioneer in external cultural policy, Spain has at its disposal a worldwide network of institutions, including the renowned Instituto Cervantes. In order to further strengthen its international position, the country has embraced a nation-branding approach in ECP with the strategy España Global (Global Spain).

### Outstanding Fact:

Spanish is the language with the third largest number speakers in the world and the fourth most studied foreign language globally: 22 million learners in 110 countries wanted to become fluent in Spanish in 2019.

#### KEY INDICATORS 2019

Population	Rank/number	30 <sup>th</sup> / 46.93 million
GDP	Rank/number	13 <sup>th</sup> / €1.24 trillion
GDP per capita	Rank/number	34 <sup>th</sup> / €26,430
Cultural Economy	As share of GDP	0.4
Education economy	As share of GDP	4
R&D economy	As share of GDP	1.24
Media economy	As share of GDP	0.2
Geopolitical position	Hard power	20 <sup>th</sup>
	World trade rank	15 <sup>th</sup>
	Soft power	13 <sup>th</sup>
	Diplomacy rank	9 <sup>th</sup>

#### OVERVIEW OF EXTERNAL CULTURAL POLICY 2019

Number of countries present	-
Number of institutions abroad	~427
FTE staff	~1683
Freelance and local staff	-
Financial scale	-
Government support (€ million)	151.2
Comparative ECP ranking	major

#### Main Objectives

- Promote Spanish culture and heritage internationally and reinforce the image of Spain as a cultural power
- Strengthen the Spain Brand
- Promote the dissemination of Spanish language

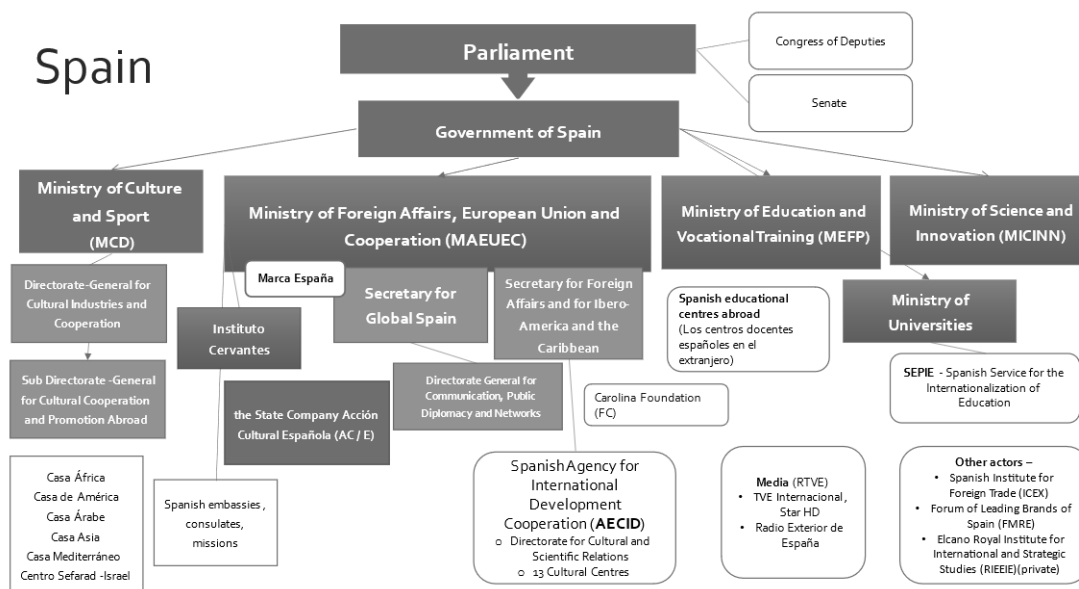
#### Policy Context

- Spanish as a global language
- España Global as country branding
- Hispanophonie and Ibero-American cultural space

## Regional Focus

- Africa: 12
- Americas: 14
- Asia & Oceania: 10
- Europe: 38
- Middle East: 3

## INSITUTIONAL MAP



In its foreign cultural promotion, Spain relies on a centralized model with a plethora of ECP institutions. The two main government actors are the Ministries of Foreign Affairs (MAEUEC) and Culture (MCD), with the bulk of ECP activities implemented by the public bodies: Instituto Cervantes, AC/E, AECID.

## FIELDS OF EXTERNAL CULTURAL POLICY

	2019	2015	Comment
<b>Culture and the Arts</b>			
Number of cooperation agreements	-	-	
Number of countries present	45	43	Instituto Cervantes (IC)
Number of institutes and branches	97	96	Instituto Cervantes, AC/E, Casas, AECID cultural centers
Staff	1,004	1,056	IC, AC/E
Artists in exchange programs	1,066	931	PICE mobility programs (AC/E)
Budget (€ million)	134.2	137.1	IC, AC/E
Government financial support (€ million)	66.3	54.2	Subsidies to IC.
<b>Language</b>			
Number of countries where courses are offered	110	-	
Number of students enrolled	148,670	114,527	IC Spanish courses
Number of candidates for language qualifications	118,586	67,657	Spanish language qualifications / DELE

	2019	2015	Comment
Number of language teachers	-	-	
Budget (€ million)	see above	see above	
Government financial support (€ million)	see above	see above	
<b>Education – Primary &amp; Secondary</b>			
Number of countries present	-	-	
Number of schools	310 (18 state-owned)	-	
Number of students	~ 8,000	-	Spanish state-owned schools
Number of staff / teachers	~ 650	-	Spanish state-owned schools
Government financial support (€ million)	n/a	-	
<b>Education – Tertiary</b>			
Number of countries present	-	-	
Number of universities / colleges	87	-	
Number of universities abroad	2	-	IESE Business School: 2 campuses (Sao Paulo, Munich)
Number of foreign students	70,912	49,837	
Number of government scholarships awarded	706	-	Carolina Foundation (FC) scholarships
Number of staff / teachers	26	-	Carolina Foundation (FC)
Budget (€ million)	5.2	5.6	Carolina Foundation (FC)
Government financial support (€ million)	13.4	2.6	Program 144B
<b>Science and Research</b>			
Number of countries present	-	-	
Number of institutes	-	-	
Number of researchers	3,700 Spanish researchers abroad	-	
Number of organizations	17 Associations of Spanish Scientists Abroad	-	
Number of scientists in exchange	-	-	
Budget (€ million)	-	-	
Government financial support (€ million)	-	-	
<b>Media</b>			
<b>TV</b>			
Number of countries broadcasted to	200	-	TVE Internacional
Number of languages	-	-	

	2019	2015	Comment
Number of channels	4	-	
Audience weekly (million)	100	-	
<b>Radio</b>			Radio Exterior de España (REE)
Number of countries broadcasted to	worldwide, 250 partner stations in 40 countries		
Number of languages	7	-	
<b>New media</b>			
Social networks following	AC/E <sup>(2018)</sup> 21,764 (Twitter) 14,672 (Facebook) 3,235 (Instagram)  Instituto Cervantes: 1,300,000 users on social networks	-	
Audience / unique visitors	AC/E 176,514 <sup>(during 2018)</sup> www.cervantes.es 3 million <sup>(during 2018)</sup>	-	

#### CURRENT ISSUES AND DEVELOPMENTS

- Despite a strong cultural reputation, Spain is not considered a pioneer in external cultural policy. The country took interest in cultural diffusion much later than its European neighbors, after Franco's death and return to democracy (1975). An advantage was that Spain was able to learn from the French, German, and English examples. Today, Spain is deservedly named a 'soft power superpower' and its cultural projection is more than well-developed. Its flagship brand, Instituto Cervantes is present in 86 cities around the globe. However, there is still room for improvement. The major flaws include the institutional fragmentation and lack of coordination between a plethora of institutions, as well as vague prioritization of objectives.
- The Spanish higher education system has made tangible efforts towards strengthening its international profile. The results are best visible in the increased student mobility and institutional cooperation with the EU and Ibero-America. On the other hand, Spanish universities stand out as the lowest providers of English-taught programs which in turn could help diversify the countries of origins in the predominantly Hispanic student body. At the same time, Spanish as the global language is a great asset. In the international academic cooperation, Spain could better leverage its already good starting position, especially if it achieves the consolidation of the common Ibero-American knowledge space.
- Global Spain (previously 'Marca España') is considered the most important objective of Spanish ECP and a long-term project which should improve the perception of Spain both abroad and at home. The core of the Spanish brand and its claim for fame is the rich cultural tradition. Yet, the danger is in the presentation. For a multiethnic society like Spain, focusing on one homogenous national brand might marginalize Catalan, Basque, Galician, and other realities. España must not fall into this trap. Instead, it should ensure equal visibility and representation of all autonomous communities.

#### FURTHER INFORMATION, SOURCES, AND REFERENCES

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

## Imprint

The External Cultural Policy Monitor

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This paper is a summary of the respective Country Report.

Preferred citation

Markovic, Darinka (11/2021). “Spain. At a Glance,” in: Helmut K. Anheier and ifa (eds.). The External Cultural Policy Monitor. Stuttgart: ifa.

The views expressed are those of the authors and do not necessarily reflect those of the ifa.

Publisher:

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DOI: <https://doi.org/10.17901/ecp.2021.094>