

## ifa ECP Monitor At a Glance

## Sweden

## PRÉCIS

Relying on its strong national brand and positive perception abroad, Sweden made it to the ranks of soft power elite. The “Greta Effect” vaulted the country into today’s position as a world leader in the quest for solutions to global problems like climate change, gender equality, and sustainability.

## Outstanding Fact:

*@sweden* entered into history as the most democratic representation on social media where average citizens took control of the country’s official Twitter account, and with the goal to express Swedish diversity and commitment to democracy.

## KEY INDICATORS 2019

Population	Rank/number	87 <sup>th</sup> / 10.2 million
GDP	Rank/number	23 <sup>rd</sup> / €474 billion
GDP per capita	Rank/number	14 <sup>th</sup> / €46,160
Cultural Economy	As share of GDP	0.5
Education economy	As share of GDP	6.9
R&D economy	As share of GDP	3.32
Media economy	As share of GDP	0.2
Geopolitical position	Hard power	32 <sup>nd</sup>
	Sharp power	25 <sup>th</sup>
	Soft power	4 <sup>th</sup>
	Diplomacy rank	33 <sup>rd</sup>

## OVERVIEW OF EXTERNAL CULTURAL POLICY 2019

Number of countries present	128
Number of institutions abroad	25
FTE staff	447
Freelance and local staff	-
Financial scale	-
Government support (€ million)	~ 93.4
Comparative ECP ranking	middle

## Main Objectives

- Promote international and intercultural exchange and cooperation
- Swedish policy for global development: foster peace, human rights, sustainability
- Enhance Sweden’s image abroad to support local knowledge-based economy

## Policy Context

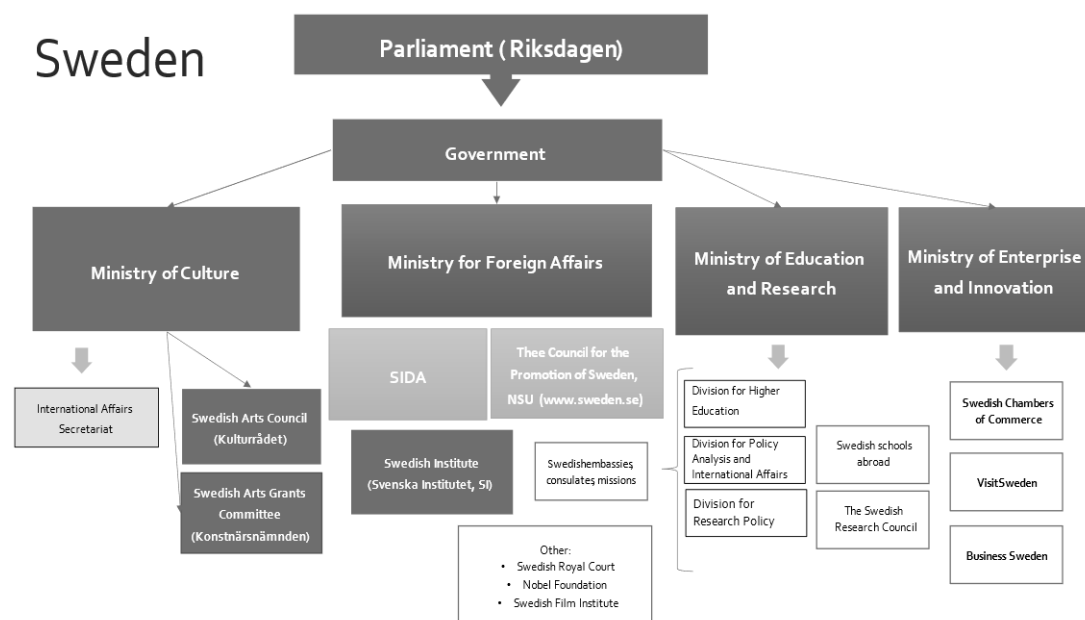
- Sweden’s international brand identity – “Brand Sweden”
- ‘The Swedish model’ (e.g. the country’s knowledge-intensive economy and an advanced welfare state, as an example setter)
- Sweden to guide the shaping of interventions to target global issues like gender equality and sustainability

## Regional Focus

- Sub-S. Africa: 0
- South-East Asia: 0
- East Asia: 0
- Europe: 2

- Middle East/NA: 0
- North America: 0
- South America: 0

## INSITUTIONAL MAP



The Swedish ECP is built around a national brand. Ministries for Culture, Foreign affairs, Education and research, as well as Enterprise and innovation, decide on the type and scope of policies. Their implementation is the task of various government agencies, like the Swedish Arts Council, Swedish Arts Grants Committee, or the central promotional agency, Swedish Institute.

## FIELDS OF EXTERNAL CULTURAL POLICY

	2019	2015	Comment
<b>Culture and the Arts</b>			
Number of cooperation agreements	2	-	
Number of countries present	-	128	Data refer to the Swedish Institute (SI)
Number of institutes and branches	2	2	
Staff	140	-	
Artists in exchange programs	131	132	Data refer to Swedish Arts Grants Committee
Budget (€ million)	47.3	48.1	Swedish Institute
Government financial support (€ million)	27.7	44.7	
<b>Language</b>			
Number of countries where courses are offered	1	-	Data refer to the Swedish Institute (SI) in Paris
Number of students enrolled	250	400	
Number of candidates for language qualifications	n/a	n/a	

	2019	2015	Comment
Number of language teachers	-	32	Swedish lecturers abroad who receive a grant from SI to supplement their wages
Budget (€ million)	-	-	
Government financial support (€ million)	-	-	
<b>Education – Primary &amp; Secondary</b>			
Number of countries present	8	-	Skolverket - National Agency for Education (Swedish Schools Abroad)
Number of schools	18	18	
Number of students	~ 6,000	-	
Number of staff / teachers	-	-	
Government financial support (€ million)	9.7	9.8	Government grants for Swedish education abroad
<b>Education – Tertiary</b>			
Number of countries present	-	-	
Number of domestic universities / colleges	31	31	
Number of foreign students	30,912	26,672	
Number of government scholarships awarded	186	267	SI Swedish Institute Study Scholarship (SISS)
Number of staff / teachers	-	-	
Budget (€ million)	15	-	SI and Swedish Council for Higher Education (UHR) scholarships
Government financial support (€ million)	7.6	8.6	Government support for Education and University Research – International Programmes
<b>Science and Research</b>			
Number of countries present	-	-	
Number of institutes	<p><i>Research institutes with an international agenda:</i></p> <ul style="list-style-type: none"> <li>▪ RISE Research Institutes of Sweden</li> <li>▪ Stockholm International Peace Research Institute (SIPRI)</li> <li>▪ the Foreign Policy Institute (UI)</li> <li>▪ Folke Bernadotte Academy</li> <li>▪ Nordic Africa Institute</li> <li>▪ Swedish Institute of Space Physics</li> </ul> <p><i>Abroad:</i></p> <ul style="list-style-type: none"> <li>▪ Swedish Research Institute in Istanbul (SRII)</li> <li>▪ Swedish Institute at Athens</li> <li>▪ Swedish Institute of Classical Studies in Rome</li> <li>▪ Swedish Institute Alexandria</li> </ul>		
Number of researchers /staff	-	-	
Number of projects	3,143	-	Horizon2020

	2019	2015	Comment
Number of scientists in exchange programs	-	-	
Budget (€ million)	-	-	
Government financial support (€ million)	-	-	
<b>Media</b>			
<b>Radio</b>			Data refer to Sveriges Radio
Number of countries broadcasted to	1 (Sweden)	-	
Number of languages	6	-	
Number of channels	2 multilingual	-	
Audience weekly (million)	7	-	
Budget (€ million)	271	285	Total budget of public broadcaster Swedish Radio
<b>New Media</b>			
Social networks following	3.2 million followers	3 million followers	Sweden's official social media channels
Audience / unique visitors (monthly /million)	6 official websites: 6.9	9 official websites: 7.1	Sweden's official websites
Number of languages	4	4	English, Chinese, Arabic and Russian
Budget	1.4	1.5	"Information about Sweden Abroad" budget allocations

#### CURRENT ISSUES AND DEVELOPMENTS

- As a knowledge-intensive economy, Sweden relies on international collaboration and favourable perception abroad. The Nordic country is recognised worldwide as an example setter in good governance and solutions to burning issues like gender equality, climate change, and sustainability. Swedish young activist, Greta Thunberg, has become the face of the global movement to fight climate change. Sweden has a reputation that other countries can only envy, although it was negatively impacted by its unconventional response to Covid-19 pandemic. Moreover, the campaigns and centralized marketing communicating the Swedish Brand abroad might be perceived as too strong.
- A major hurdle for Sweden is its lack of physical institutions abroad. Apart from the Swedish Cultural Centre in Paris and SIDA's activities, it has no visible cultural presence. One reason might be that a niche language and culture like Swedish discourage broader international audiences. For most people around the world Swedish culture revolves around its brand products like Ikea or Volvo cars. However, the country does have a rich cultural offering, and if properly introduced to the rest of the world it could be a showroom of Scandi culture.

#### FURTHER INFORMATION, SOURCES, AND REFERENCES

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

## Imprint

The External Cultural Policy Monitor

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