

ifa ECP Monitor At a Glance

Switzerland

PRÉCIS

Switzerland's domestic and foreign policies are closely interlinked. The constitutional objectives on promoting democracy and humanitarian principles are echoed in its ECP as well. An important aspect is the promotion of a positive perception abroad through strategic communication. This should safeguard Swiss interests and support economic growth. One of the overarching goals is to position Switzerland as one of the world's leading countries in research and innovation.

Outstanding Fact:

Switzerland's science diplomacy is arguably its strongest asset – for more than five years in a row, it has been named the world's most innovative country.

KEY INDICATORS 2019

Population	Rank/number	99 th / 8.5 million
GDP	Rank/number	20 th / €653 billion
GDP per capita	Rank/number	4 th / €76,200
Cultural Economy	As share of GDP	0.4
Education economy	As share of GDP	5.6
R&D economy	As share of GDP	3.29
Media economy	As share of GDP	0
Geopolitical position	Hard power rank	30 th
	World trade rank	16 th
	Soft power rank	6 th
	Diplomacy rank	17 th

OVERVIEW OF EXTERNAL CULTURAL POLICY 2019

Number of countries present	at least 120
Number of institutions abroad	at least 46
FTE staff	at least 521
Freelance and local staff	-
Financial scale	-
Government support (€ million)	about 100
Comparative ECP group	minor

Main Objectives

- Disseminate Swiss culture and cultivate cultural exchange
- Foster a positive image of Switzerland abroad and promote democratic values and human rights
- Develop Switzerland's profile and expertise in the fields of diplomacy, science, and technology

Policy Context

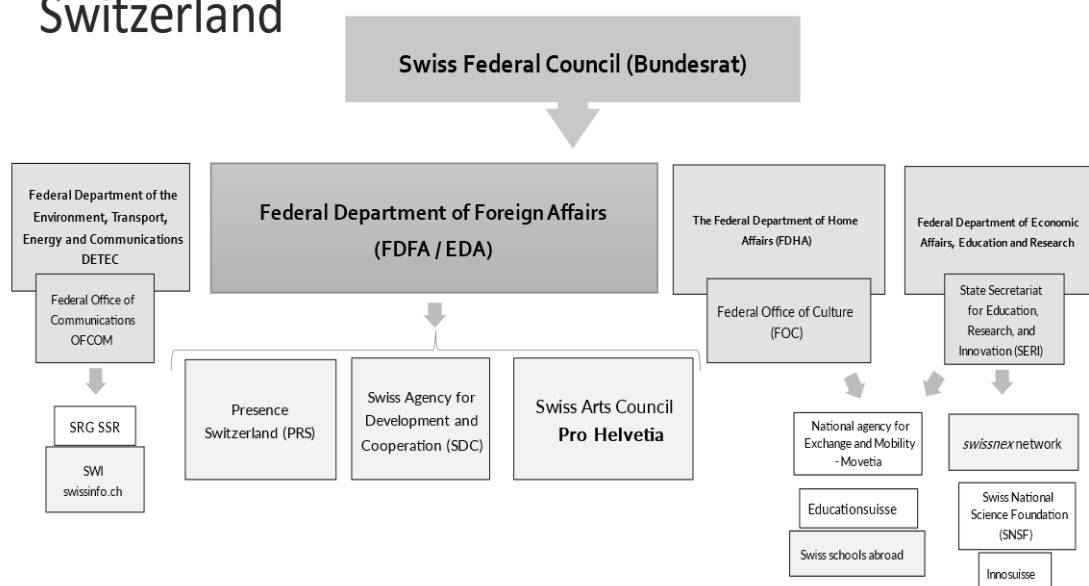
- Switzerland is one of the most developed and wealthiest nations with a very good reputation abroad
- International cooperation and development are an integral part of the country's ECP

Regional Focus

- Sub.-S. Africa: 1
- South-East Asia: 1
- Asia: 2
- Europe: 1
- Middle East/NA: 1
- South America ⁽²⁰²¹⁾: ~1

INSITUTIONAL MAP

Switzerland



ECP activities are based on the interaction of the Federal Office of Culture (FOC), Pro Helvetia, the Swiss cultural promotion institution, and the Federal Department of Foreign Affairs (FDFA). Within the FDFA, Presence Switzerland (PRS) is responsible for Switzerland's communication and presence abroad.

FIELDS OF EXTERNAL CULTURAL POLICY

	2019	2015	Comment
Culture and the Arts			
Number of countries present	120	97	Data refer to Pro Helvetia
Number of institutes and branches	9	8	
Staff	80	90	
Artists in exchange programs	45	-	
Budget (€ million)	38	33.6	
Government financial support (€ million)	190		(2016-2020) Pro Helvetia framework budget
	7.9		Presence Switzerland

	2019	2015	Comment
Language			
Number of countries where courses are offered	~10	-	Data refer to Swiss Schools Abroad where traditionally German is taught. Switzerland has no conventional language promotion policies
Number of language teachers	72 (incoming) 36 (outgoing)	62 (incoming) 38 (outgoing)	Movetia Language Assistance Program: incoming & outgoing language assistants
Education – Primary & Secondary			
Number of countries present	10	-	Data refer to Swiss Schools Abroad
Number of schools	18	17	
Number of students	8,077	7,823	
Number of staff / teachers	260	276	
Budget (€ million)	2.2	2.5	Data refer to education-suisse organization
Government financial support (€ million)	18.3	19.3	Data refer to Swiss Schools Abroad
Education – Tertiary			
Number of countries present	109	-	Refers here to the geographic reach of Government Excellence Scholarships for Foreign Scholars and Artists (ESKAS)
Number of foreign students	54,279	50,591	Total incoming international students
Number of government scholarships awarded (ESKAS)	381	353	Number of awarded ESKAS scholarships
Budget (€ million)	-	8.7	ESKAS scholarships
Government financial support (€ million)	185 ⁽²⁰²¹⁻²⁰²⁴⁾	-	International mobility and Cooperation Programs (2021-2024)
Science and Research			
Number of countries present	4	4	Data refer to swissnex
Number of institutes	8	5	
Number of researchers /staff	79	-	
Number of projects	5,866	4,599	Data refer to Swiss National Science Foundation SNSF international projects
Number of scientists in exchange	668	772	
Budget (€ million)	11.6	8.3	Data refer to swissnex
Government financial support (€ million)	4.8	5.6	

	2019	2015	Comment
Media			
New media (SWI)			
Number of countries broadcasted to	75% of world population	-	Data refer to the potential reach of swissinfo
Number of languages	10	10	Data refer to swissinfo (SWI)
Number of channels	1	1	
Audience / average monthly (million)	1.2	0.7	
Audience / average monthly visits (million)	2.5	1.5	
Budget (€ million)	16.3	16.6	
Social networks following	Facebook: 1,369,168 YouTube: 112,984 Twitter: 99,686 Instagram: 24,782	Facebook: 954,727 YouTube: 28,126 Twitter: 41,662 Instagram: 1,159	Data refer to swissinfo

CURRENT ISSUES AND DEVELOPMENTS

- Despite its small size, Switzerland enjoys a very positive perception abroad. It hosts the headquarters of many international organizations and is known as one of the major global financial centers. The country is an important innovation hub and attracts talents from all over the world. However, for a country of only 8.5 million, it is difficult to believe it can match the performance of other major ECP giants, like its European neighbors Germany or France.
- The Swiss higher education and research rank as one of the best in the world. Especially its sizeable science and innovation output is something that other countries can only envy. However, Switzerland should not rest on its laurels. Promoting higher education and research will be a long-term process in an increasingly competitive landscape.
- One evident weakness of Swiss ECP is the lack of an adequate definition. To get around its cantonal and linguistic fragmentation, Switzerland will need to develop a holistic approach with targeted and coherent policies.

FURTHER INFORMATION, SOURCES, AND REFERENCES

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

Imprint

The External Cultural Policy Monitor

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