Switzerland
1. Key Indicators

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>% change since 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>8.57 / 99th</td>
<td>8.28 / 3%</td>
</tr>
<tr>
<td>GDP</td>
<td>20th</td>
<td>19th</td>
</tr>
<tr>
<td>GDP per capita</td>
<td>2019</td>
<td>1900</td>
</tr>
<tr>
<td>Cultural economy</td>
<td>0.4 (2018)</td>
<td>0</td>
</tr>
<tr>
<td>Education economy</td>
<td>5.6 (2018)</td>
<td>0</td>
</tr>
<tr>
<td>R&amp;D economy</td>
<td>3.25 (2017)</td>
<td>- 0.08</td>
</tr>
<tr>
<td>Media economy</td>
<td>0 (2018)</td>
<td>0</td>
</tr>
</tbody>
</table>

Sources: Eurostat, Worldbank

<table>
<thead>
<tr>
<th>Geopolitical position</th>
<th>2019</th>
<th>% change since 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hard power rank</td>
<td>0.5259 / 30th (2020)</td>
<td>n/a -</td>
</tr>
<tr>
<td>World trade rank ($ million)</td>
<td>16th / 876,077</td>
<td>16th / 761,016</td>
</tr>
<tr>
<td>Soft power rank</td>
<td>77.04 / 6th</td>
<td>67.52 / 7th ↑</td>
</tr>
<tr>
<td>Diplomacy rank</td>
<td>17th</td>
<td>16th (2015) ↓</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>% change since 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Culture</td>
<td>1.20 (2018)</td>
<td>0</td>
</tr>
<tr>
<td>Education</td>
<td>16.50 (2018)</td>
<td>0.10</td>
</tr>
<tr>
<td>R &amp; D</td>
<td>2.85 (2017)</td>
<td>0.20</td>
</tr>
<tr>
<td>Media</td>
<td>0.10 (2018)</td>
<td>0</td>
</tr>
</tbody>
</table>

Source: Eurostat
3. Overview of External Cultural Policy

<table>
<thead>
<tr>
<th>Number of countries with ECP activities</th>
<th>at least 120 (Pro Helvetia)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of institutions abroad</td>
<td>at least 46 ¹</td>
</tr>
<tr>
<td>Total number of FTE staff engaged in ECP activities</td>
<td>at least 521 ²</td>
</tr>
<tr>
<td>Government financial support (€ million)</td>
<td>about 100 ³</td>
</tr>
<tr>
<td>Total expenditure of all ECP operators (€ million)</td>
<td>-</td>
</tr>
<tr>
<td>Comparative ECP ranking</td>
<td>minor</td>
</tr>
</tbody>
</table>

**MAIN ECP OBJECTIVES**

- Disseminate Swiss culture and cultivate cultural exchange ⁴
  - “Culture and Economy” promotion strategy should ensure visibility of Swiss creators and easier access to international markets (labels like “Swiss Games” and “Design Switzerland”)
  - Other measures to promote culture abroad: presence on international platforms, new partnerships, entry into new regions and markets (South American exchange program “Coincidenza”), etc. ⁵
- Foster a positive image of Switzerland abroad and promote liberal democratic values, sustainable development goals, and human rights ⁶
  - Education is a top priority of Switzerland’s international cooperation and covers both basic education and vocational skills development. The implementing agency SDC will increase its commitments to education by 50% in the period 2017–2020 ⁷
- Develop Switzerland’s profile and expertise at the interface between diplomacy, digitalisation, technology, and science ⁸
  - “Digital Switzerland” strategy, for example, should raise the country's profile in the digital foreign policy area and strengthen its role in shaping global digital governance ⁹

---

¹ The number is based on the sum of offices and branches of Pro Helvetia, swissnex network, Swiss schools and supported locations abroad. However, the FDFA reports a total of 170 diplomatic representations abroad, (FDFA 2020). Foreign Policy Strategy 2020–23.
² Pro Helvetia, swissnex and Swiss science counsellors, Swiss teaching staff abroad, and SWI staff combined.
³ Estimation based on the sum of expenditures: Pro Helvetia, PRS, Swiss schools abroad, swissnex, ESKAS scholarships, SWI.
⁴ Bundesrat (2009). Federal law on the promotion of culture (Kulturförderungsgesetz, KFG), Swiss Federal Council.
POLICY CONTEXT

- Switzerland enjoys an unparalleled international reputation for stability, innovation, and quality
- International cooperation and development are an integral part of the country’s ECP

REGIONAL FOCUS AND INSTITUTIONAL EMPHASIS

Pro Helvetia 5 liaison offices:
Arab countries (1), Southern Africa (1), Russia (1), southern Asia (1), China (1), and Centre culturel Suisse in Paris (CCS) (1)

INSTITUTIONAL MAP

4. Fields of External Cultural Policy

<table>
<thead>
<tr>
<th>Culture and the Arts: Pro Helvetia</th>
<th>2019</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of countries present</td>
<td>120</td>
<td>97 (2016)</td>
</tr>
<tr>
<td>Number of institutes (including offices and partners)</td>
<td>9 11</td>
<td>8</td>
</tr>
<tr>
<td>Number of FTE staff</td>
<td>80</td>
<td>90 (2016)</td>
</tr>
</tbody>
</table>

10 Pro Helvetia is due to open an office in South America in 2021, (Pro Helvetia 2020, 27.10.2020).
11 Apart from its branch, Centre culturel suisse in Paris, Pro Helvetia participates in the funding of the programmes of 3 Swiss cultural institutions located abroad. The Istituto Svizzero di Roma (ISR) and its branch in Milan, the Swiss Institute in New York, and is also the partner of Swissnex San Francisco in their cultural programming. (Pro Helvetia 2017).
Number of artists in exchange programme | 2019 | 2015 |
--- | --- | --- |
45 | - |

Budget (€ million) | 2019 | 2015 |
--- | --- | --- |
38.13 | 33.58 (2016) |

Government financial support (€ million) | (2016-2020) Pro Helvetia framework budget: 190 |
--- | --- |
-Presence Switzerland: 7.9 (2016) |

**Language**

Number of countries where courses are offered | 2019 | 2015 |
--- | --- | --- |
10 | - |

Number of students enrolled | In class: n/a |
--- | --- |
Online reach: - |

Number of candidates for language qualifications | 2019 | 2015 |
--- | --- |
n/a | - |

Number of language teachers | 2019 | 2015 |
--- | --- |
72 incoming language teachers 36 outgoing | 62 incoming 36 outgoing |

**Education - Primary & Secondary: Swiss schools abroad**

Number of countries | 2019 | 2015 |
--- | --- | --- |
10 | - |

Number of schools | 2019 | 2015 |
--- | --- | --- |
18 | 17 |

Number of students | 2019 | 2015 |
--- | --- | --- |
8,077 | 7,823 |

Number of staff / teachers | 2019 | 2015 |
--- | --- | --- |
260 | 276 |

Budget (€ million) | 2019 | 2015 |
--- | --- | --- |
educationsuisse | 2.21 | 2.5 |

Government financial support (€ million) | 2019 | 2015 |
--- | --- | --- |
Federal support to educationsuisse: 0.30 | Federal support to educationsuisse: 0.32 |
Support to 11 locations without Swiss schools: 0.52 | Federal support to locations without Swiss schools: 1.31 |
Total federal support to Swiss schools abroad: ca 18.3 | Total federal support to Swiss schools abroad: ca 19.3 (2016) |

**Education - Tertiary**

Number of countries | 2019 | 2015 |
--- | --- | --- |
109 | - |

---

12 Refers here to the presence of Swiss schools abroad. Swiss schools abroad are traditionally German-speaking, as they were founded almost entirely by German-speaking Swiss, (FOC 2016). However, the program is multilingual.

13 Government Excellence Scholarships for Foreign Scholars and Artists (ESKAS).
<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of foreign students</td>
<td>54,279 (2018)</td>
<td>50,591</td>
</tr>
<tr>
<td>Number of students at trans-national higher education (TNE)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Number of government scholarships awarded (ESKAS)</td>
<td>381 (2019/20)</td>
<td>353</td>
</tr>
<tr>
<td>Budget (€ million)</td>
<td>-</td>
<td>ESKAS: 8.7215</td>
</tr>
<tr>
<td>Government financial support (€ million)</td>
<td>International mobility and Cooperation Programs (2021–2024)</td>
<td>185</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Science and Research</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of countries</td>
<td>swissnex: 4</td>
<td>4</td>
</tr>
<tr>
<td>Number of institutes</td>
<td>- swissnex: 8</td>
<td>- swissnex: 5</td>
</tr>
<tr>
<td></td>
<td>- Swiss National Science Foundation SNSF</td>
<td>- Swiss National Science Foundation SNSF</td>
</tr>
<tr>
<td></td>
<td>- Innosuisse</td>
<td>- Innosuisse</td>
</tr>
<tr>
<td>Number of researchers / staff</td>
<td>swissnex: 79 staff</td>
<td>-</td>
</tr>
<tr>
<td>Number of projects</td>
<td>- SNSF: 5,866 project</td>
<td>SNSF: 4,599 project</td>
</tr>
<tr>
<td></td>
<td>collaborations</td>
<td>collaborations</td>
</tr>
<tr>
<td></td>
<td>- Innosuisse: 66 int. projects</td>
<td></td>
</tr>
<tr>
<td>Number scientists in exchange programs</td>
<td>SNSF: 668</td>
<td>SNSF: 772</td>
</tr>
<tr>
<td>Budget (€ million)</td>
<td>- SNSF research funding int. cooperation: 14.24</td>
<td>- SNSF: 200.53</td>
</tr>
<tr>
<td></td>
<td>- Innosuisse: 11.6</td>
<td>- Innosuisse: 8.3</td>
</tr>
<tr>
<td>Government financial support (€ million)</td>
<td>swissnex: 4.86 (2018)</td>
<td>swissnex: 5.6</td>
</tr>
<tr>
<td>Media</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SWI swissinfo.ch</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of countries broadcasted to</td>
<td>Reach: 75 % of world population</td>
<td>-</td>
</tr>
</tbody>
</table>

15 The total awarded amount for the ESKAS scholarships.
16 Swissnex network counts 5 outposts (Boston, San Francisco, Shanghai, Bangalore and Rio de Janeiro). Another 3 outposts have been established in New York (swissnex Boston), São Paulo (swissnex Brazil) and Guangzhou (swissnex China), (Stoumann & Gøgsig Randrup, 2020).
17 The number of SNSF mobility fellowships worldwide.
<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of languages</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Number of channels</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Audience / Unique visitors</td>
<td>1,236,658</td>
<td>748,000</td>
</tr>
<tr>
<td>(monthly average)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Audience / Visits (monthly</td>
<td>2,489,000</td>
<td>1,561,000</td>
</tr>
<tr>
<td>average)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SWI Plus app downloads</td>
<td>-</td>
<td>149,902</td>
</tr>
<tr>
<td>(2016)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Budget (€ million)</td>
<td>16.36</td>
<td>16.62</td>
</tr>
</tbody>
</table>

**New Media**

- swissinfo.ch
  - Facebook: 1,369,168
  - Weibo: 466,564
  - YouTube: 112,984
  - Twitter: 99,686
  - WeChat: 29,118
  - Instagram: 24,782
  - VK.com: 16,417

- houseofswitzerland.org
  - Facebook: 101,130
  - Twitter: 50,015
  - Instagram: 11,509

- swissinfo.ch (2016)
  - Facebook: 954,727
  - Weibo: 459,968
  - YouTube: 28,126
  - Twitter: 41,662
  - WeChat: 16,732
  - Instagram: 1,159
  - VK.com: 7,481

---

5. **Current Issues and Developments**

- Compared to its European neighbors, Switzerland uses little of the potential that could be realized through external cultural policy.
- To sidestep its regional and linguistic fragmentation, the country will need to develop a “One-Switzerland” approach which involves all national stakeholders and offers targeted and coherent policies.
- A stronger focus on scientific diplomacy to strengthen soft power of Switzerland as one of “the world’s leading countries in education, research and innovation”.

---

18 SWI swissinfo.ch is one of four news and broadcasting channels mandated to provide a service for foreign audiences. The others are: tsvizzera.it, TV5 Monde and 3Sat, SWI (2020).
19 TV app, Android, iOS, Windows platforms combined.
20 This website is operated by Presence Switzerland, a unit of the Federal Department of Foreign Affairs that is responsible for maintaining the Swiss image abroad.
6. Contributions to multilateral cultural organisations

<table>
<thead>
<tr>
<th>Organisation</th>
<th>2019</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNESCO (€ million)</td>
<td>1.53</td>
<td>-</td>
</tr>
<tr>
<td>Council of Europe (€ million)</td>
<td>9.08</td>
<td>7.87</td>
</tr>
</tbody>
</table>

Sources: UNESCO, CoE

7. Selected Data Sources and References


---

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


Epping, E. (2020). *Lifting the smokescreen of science diplomacy: comparing the political instrumentation of science and innovation centres*. *Humanities and Social Sciences Communications*, 7(1) (p. 111). doi:10.1057/s41599-020-00599-4


Locarno Film Festival. (2020). *Welcome to Locarno Film Festival*. Retrieved from https://www.locarnofestival.ch/LFF/about.html


Milani, P. (2017). The Swiss model of cultural diplomacy, a “Sonderfall”? *Relations internationales*(1) (pp. 101-120)


