

Promoting International Cultural Exchanges: Does it really matter?

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15 December 2010

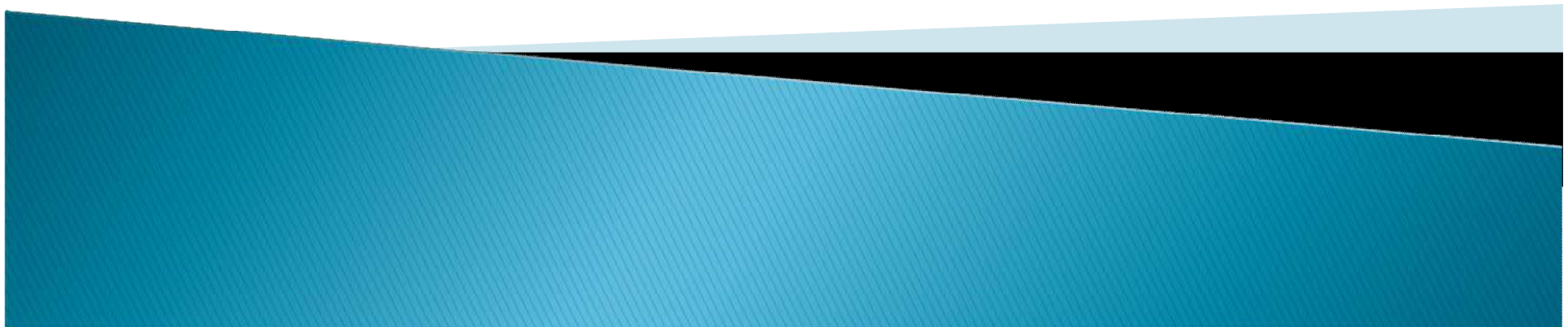


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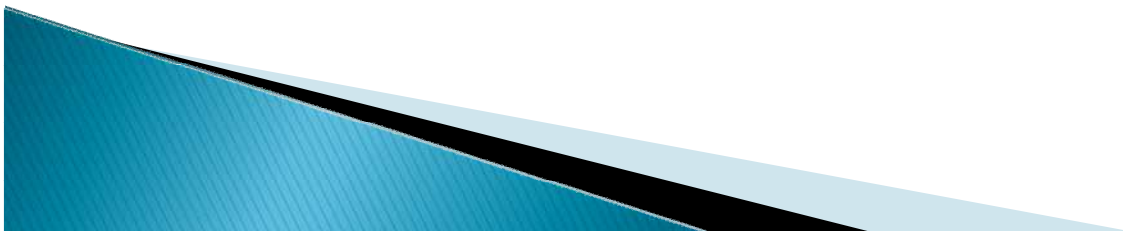
Introduction

'Cultural exchange gives us the chance to appreciate points of commonality, and where there are differences to understand the motivations and humanity that underlines them.'

(*'Cultural Diplomacy'* DEMOS 2007)

'In the long course of history, having people understand your thought is much greater security than another submarine.'

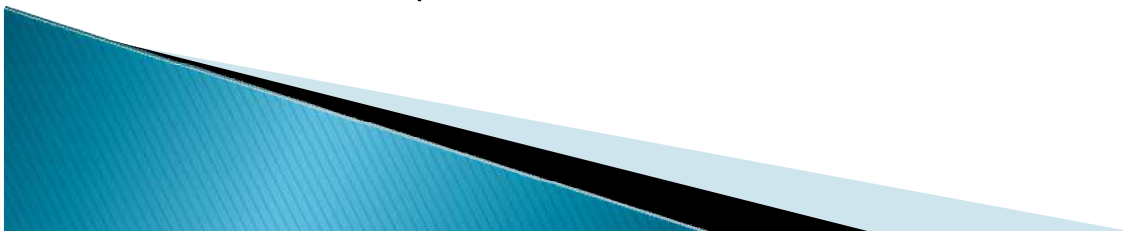
(William Fulbright)



「.....21世紀の文化外交は、今日およそ次のような目的を追求することが求められている。

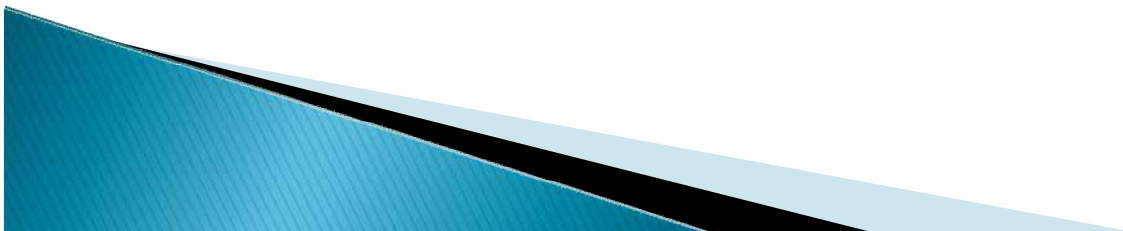
- ・ 自国についての理解促進とイメージの向上
- ・ 紛争回避のための異なる文化間、文明間の相互理解と信頼醸成
- ・ 全人類に共通の価値や概念の育成に向けての貢献」

(文化外交の推進に関する懇談会報告書 2005)



The Actors of International Cultural Exchange

- Public Sector; Governments, Cultural Institutions (Japan Foundation, British Council, etc)
- Civil Society; Academia, Foundations, Cultural Organizations (museums etc.), NGOs
- Private Sector; Corporate (Corporate Social Responsibility)
- Individuals; Philanthropists, International Students, Tourists



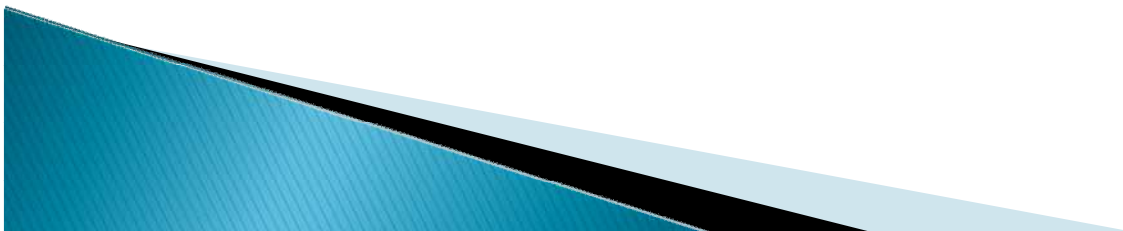
Why do governments conduct international cultural exchange/cultural diplomacy?

To Establish National Identity/ To Brand the Country/
To Strengthen or Change the Image of the Country
(Olympics, Expos, Art Exhibitions)

To Influence Other Country's Policies ('Voice of
America')

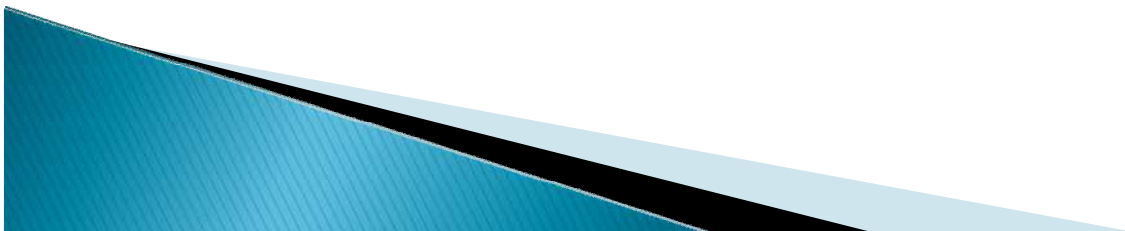
To Improve Relations with Other Countries (World Cup
Soccer 2002 Co-hosted by Japan and South Korea)

To Further Mutual Understanding and Avoid Conflicts
(Exchange Programs)



Underlying Notions

- The World is connected and no country can live in isolation.
- There are many commonalities among us despite our differences, and where there are differences they have to be recognized and understood.

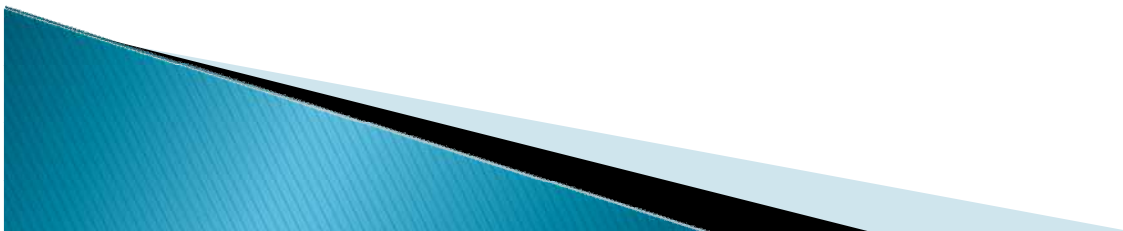


So what is happening in terms of funding right now?

Majority of Developed Countries:

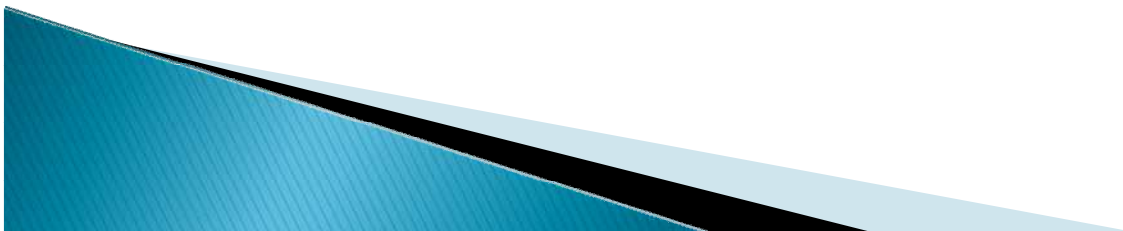
The notion that international cultural exchange/
cultural diplomacy is important continues to be
emphasized. However, funding is not increasing
but rather diminishing.

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- Japan:
- 1951 Japan joins UNESCO
 - 1972 Japan Foundation established
 - 1988 'International Cultural Exchange'
becomes one of the three pillars of
Japan's International Posture
 - 2005 'Report on the Promotion of Cultural
Diplomacy' presented to Prime Minister
Koizumi
 - 2010 Budget level of Japan Foundation,
Cultural Agency, Ministry of Foreign
Affairs all suffering. In particular,
through the 'Jigyō Shiwake' Process
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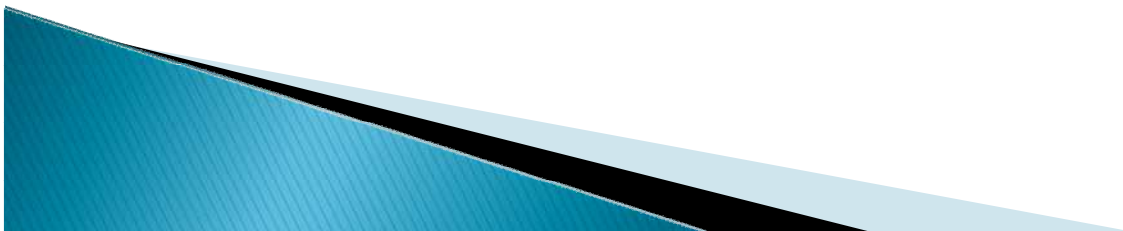
UK : 1934 British Council created
 1997 'Cool Britannia'
 2010 Comprehensive Spending
 Review (Cuts to core cultural
 and sport organizations to be
 15% over 4 years)



Emerging Countries: As to match their growing economic presence, international cultural exchange/ cultural diplomacy is active.

China: 2004 Confucius Institutes
 2008 Beijing Olympics
 2010 Shanghai Expo

USA: Little tradition of state funding. For example, museums receive very little public funds except the Smithsonian Institutes

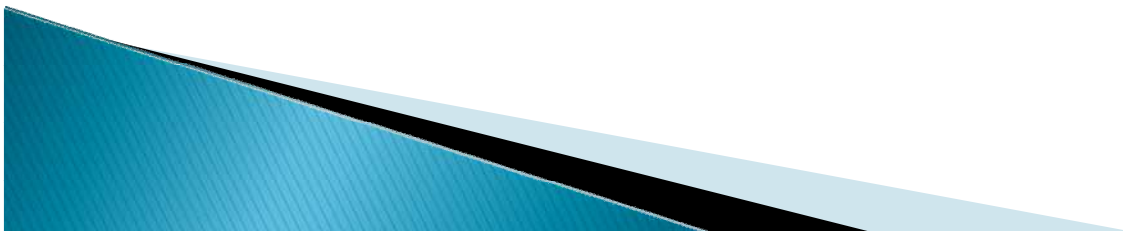


Why are most developing countries cutting funds for cultural projects?

Nation branding, establishment of identity already achieved. 'More the better' but 'money is short' and priority is lower.

'Culture' has become too diverse and versatile.

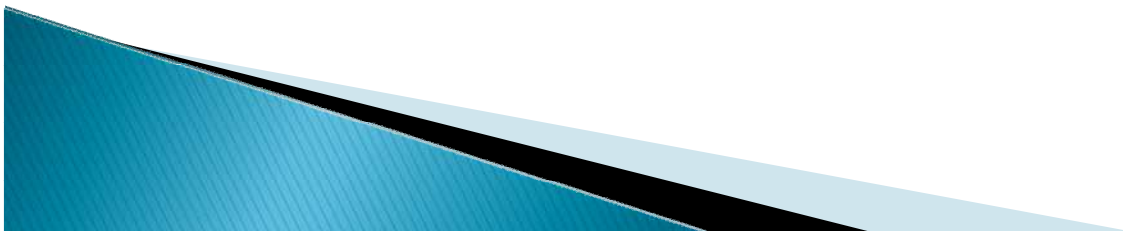
Scrutiny from taxpayer. Need to explain 'impact,' 'results' numerically.



Dangerous liaison between 'culture' and
'economic opportunities'
DPJ Manifesto 2010, Cool Britannia.

Governments delegating role to private sector and
philanthropists

The downside of digitalization. Everything can be
'virtual' and 'paperless'.

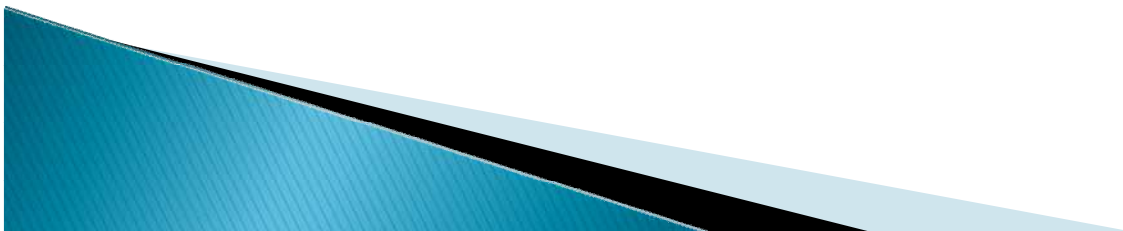


What is 'impact'? Can 'results' be shown numerically?

Japan: 'Jigyō Shiwake'

UK: 'Assessing the Impact of Arts and Humanities Research at the University of Cambridge' (Rand Corporation Technical Report Series)

Impact through teaching/ Academic impact (advancing knowledge and understanding)/ Impact on policy/ Impact on practice/ Impact on public knowledge/ Impact on preservation of heritage/ Impact on leisure and entertainment/ Economic impact



Consequence of Decline in International Cultural Exchanges

Short term: Less flow of ideas, concepts, people; less opportunity of debate, enhancement of mutual understanding, recognition of own identity

Long term: Danger of a dangerous combination of 'cultural hikikomori' and economic protectionism to prevail

