

CULTURE MATTERS *Why culture should be at the heart of future public policy*

Howson P & Dubber J. The British Council August 2014. Available online at <http://www.britishcouncil.org/sites/britishcouncil.uk2/files/culture-matters-report.pdf>.

Purpose

This was prepared for the 2014 Edinburgh International Culture Summit¹ to stimulate about the role of culture in public policy and the contribution it can make to tackling key international challenges.

Contents

It contains a foreword by Irina Bokovo Director-General of UNESCO, a call to action and arguments as to why culture matters. In particular it addresses the themes in the call to action to culture ministers, namely to:

1. Champion cultural investment by the public and private sector, recognising the **economic, aesthetic and social value** it brings nations and peoples.
2. **Share the cultural wealth of our societies**, be engaged international partners, and build international trust and co-operation in and through culture.
3. Champion **culture as a vehicle of progress**, vital to economies, societies and the international order.
4. Promote **cultural diversity** and the contribution it makes to tolerance and cohesion, as one of humanity's most precious assets in a globalising world.
5. Recognise the increasing value and responsibilities of **cities as standard-bearers for culture's role** in economic and social progress, and bring culture to the heart of city policy making.
6. Acknowledge the **difficult balancing act which governments** have to perform as they are simultaneously called upon to support and fund culture whilst being criticised if they intervene in the creative process.

Evidence

The report references British Council research evidencing that the attractiveness of a country is strongly influenced by cultural factors, including its cultural and historical attractions and its arts².

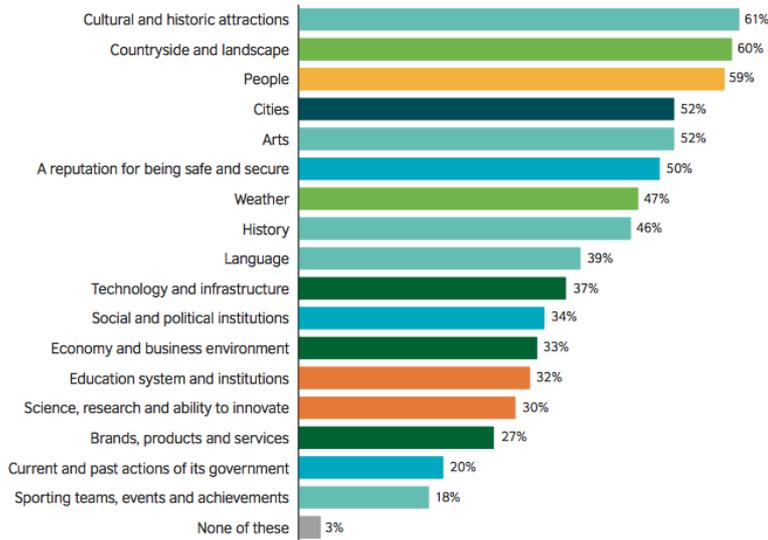
¹ Highlights <https://www.youtube.com/watch?v=ksp8xHS5Fwk&feature=youtu.be>

² British Council (2014) *As Others See Us: Culture, Attraction and Soft Power*
<http://www.britishcouncil.org/organisation/publications/as-others-see-us>

Chart 1 shows the degree to which these were commonly identified by survey respondents in Brazil, China, Germany, India, the US and Britain as contributing to making a country attractive.

Chart 1: National attractiveness is influenced by many factors

Question: Which, if any, of the following characteristics particularly contribute to making a country attractive to you?

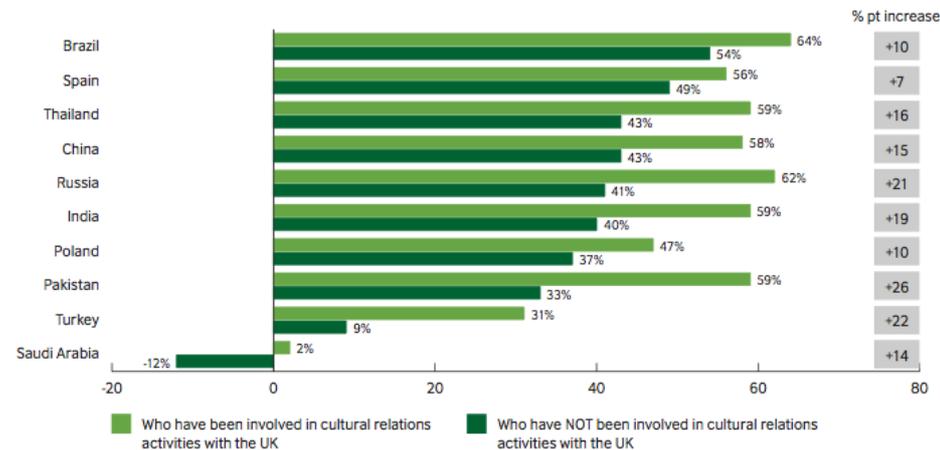


Base: Six-country data (6,051); 18–34 year olds in Brazil (1,003), China (1,007), Germany (1,003), India (1,006), US (1,010), GB (1,022); Fieldwork December 2013 – January 2014. Data presented here is weighted to relevant national populations. Source: Fieldwork – Ipsos MORI; Analysis – In2Impact.

Chart 2 shows, those individuals who had been involved in cultural relations activities with the UK were significantly more likely to say that they trusted people from the UK than those who had not taken part in such activities.³

Chart 2: Trust and involvement in cultural activities – perceptions of people from the UK across ten countries

Percentage net trust in people from the UK among people from...



Source: Online panel surveys of respondents aged 16/18–34 with minimum secondary education (Note: Pakistan research undertaken face-to-face and with minimum tertiary education).
 Base: YouGov, 2010: Saudi Arabia (279 CR, 241 non-CR); China (993 CR, 212 non-CR); Poland (982 CR, 223 non-CR); India (994 CR, 209 non-CR)
 Ipsos MORI, 2011: Turkey, Pakistan, Russia, Thailand, Spain, Brazil (750 CR, 250 non-CR).

³ British Council (2012), *Trust Pays*. Available online at: www.britishcouncil.org/organisation/publications/trust-pays

Support for Culture Counts advocacy

Cultural factors contribute towards making a country attractive. For Scotland, the potential of these factors to influence trade and investment, skilled workers, students and tourists can support and enhance our economic and social progress as well as reputation.

In an increasingly interdependent and globalised international community, many of the principal challenges facing humanity will require unprecedented levels of co-operation across national boundaries. Culture can be a key tool in creating the conditions for this to be successful.

This evidence contributes to Culture Counts' beliefs that:

- Cultural expression is an individual right and supports a better understanding of our own and others' identities.
- Culture is a powerful force for renewal, regeneration and sustainability.
- Culture can bring economic benefits to individuals, communities and the nation.
- Culture is crucial in the development of a skilled and imaginative population.
- Culture raises the profile of Scotland at home and abroad, connecting Scotland to the world.

Other sources

The British Council also published "As Other See Us" in 2014 which explores the characteristics that make countries attractive and the role that arts and culture have in international perceptions of the UK -

<http://www.britishcouncil.org/sites/britishcouncil.uk2/files/as-others-see-us-report.pdf>.

A full range of research relevant to the Culture Counts campaign can be found on our Delicious page - <https://delicious.com/culturecounts>.