1. FOREWORD

Culture unites, moves and provides insights
Culture plays an important role in shaping the image enjoyed by Austria in the world. Cultural activities and achievements arising from a combination of tradition, creativity and innovation are decisive for Austria’s identity and at the same time constitute an important contribution to international dialogue. International cultural policy is a driving force that promotes Austria’s international cultural presence in an increasingly interlinked world.

Culture overcomes borders, opens doors and unites people of different backgrounds, faiths, religions and views of the world. By presenting and communicating cultural and scientific achievements it is possible to reach out to many people abroad and to introduce them to Austria, its values and concerns. International cultural policy is thus an essential and invaluable instrument of Austrian foreign policy.

Our activities are dedicated to supporting and promoting Austria’s artists and creative professionals, the European project as well as intercultural and interreligious dialogue.

The focus of our work is clearly placed on communicating and providing insights into the contemporary aspects of creative, cultural and scientific activities, with special attention paid to young artists and creative professionals.

International cultural policy contributes towards ensuring that Austria with its rich history is also perceived throughout the world as a future-oriented country. International cultural policy thus plays a pivotal and valuable role in presenting a modern image of Austria in the world.

With this in mind and in order to further promote these important aspects, the sectoral and thematic priorities defined for the period 2015 to 2018 are the areas of film and the new media, architecture and dance.

In line with the foreign policy focus on our neighbouring countries, the Western Balkans and South-East Europe, international cultural policy likewise strives to foster and intensify cultural and scientific relations with these countries.

Sebastian Kurz
Federal Minister for Europe, Integration and Foreign Affairs
2. GUIDING PRINCIPLES

1. Culture creates identity and perspectives for the future
Art and culture form part of the Austrian identity and are closely related to Austrian self-awareness. The dimension of art provides fascinating insights, raises awareness and facilitates new perspectives on Austria. Our worldwide international cultural network prepares the ground for future cooperation, explores opportunities for international collaboration, defines topics and formulates contents, prepares cooperation activities, finds partnerships and enables encounters.

2. Culture is creative and unique
Along with its rich artistic and scientific heritage Austria also boasts a lively, young, creative and innovative contemporary culture. International cultural policy activities are thus directed towards presenting and supporting Austria’s contemporary creative achievements in the fields of art and science. In this context, special attention is paid to young, emerging artists.

3. Culture requires exchange, promotes encounters and builds bridges
The further development of culture, art and science requires international exchange. Contacts and encounters across borders are a source of creative ideas and impulses. International cultural policy thus opens up ways towards promoting understanding, knowledge and trust abroad and endeavours to establish lasting ties and cooperation.

4. With history in mind
Knowledge of historic events and the role they play today is key to understanding the dimension of relations between states. Therefore modern-day commemoration of past events and eras is also a task of culture.
3. PRIORITIES AND OBJECTIVES OF AUSTRIA’S INTERNATIONAL CULTURAL POLICY

The international cultural policy pursued by the Federal Ministry for Europe, Integration and Foreign Affairs in collaboration with its embassies, consulates-general, Cultural Fora, Austria Libraries and Austria Institutes is based on clearly defined geographic and thematic priorities, which are as follows for the period from 2015 to 2018:

**Geographic priorities**

- Austria’s neighbouring states
- Western Balkan countries

**Thematic priorities**

- Film and the new media
- Architecture
- Dance
- Women in art and science
- Austria as a centre for dialogue

Building on these priorities, the three primary objectives of Austrian international cultural policy are:

1. **Presenting Austria on the international stage as an innovative and creative nation that is historically diverse and rich in culture and scientific know-how**

Internationally, Austrian culture is often associated with figures of cultural as well as of historic importance. When looking at their achievements and contributions in a historic context, it becomes very clear that these individuals were not only ahead of their time but also introduced new approaches to artistic expression. In line with the principle coined by Gustav Mahler “tradition means passing on the fire, not worshipping the ashes”, international cultural policy places the focus on the innovative-creative element. This approach also involves not losing sight of and reflecting on the dark episodes of Austria’s history, in particular the Nazi era.
2. Contributing pro-actively to promoting the process of European integration ("unity in diversity")

Austria has an interest in the positive advancement of the process of European integration. Austrian international cultural policy thus contributes intensively to cultural initiatives launched by the EU and together with partners fosters and advances projects aimed at strengthening a common sense of EU identity. This also includes promoting multilingualism in the EU and "Austrian German", i.e. the German language as it is written and spoken in Austria. Increased exchange at the cultural level aims to encourage the EU Member States to get to know each other better, while EU cultural initiatives in third countries may contribute to creating a sense of identity.

3. Making a sustainable contribution to building trust and securing peace on a global level by launching initiatives in the field of intercultural and interreligious dialogue

Austria has considerable experience in dealing with various cultural and linguistic influences. This makes it particularly suitable as a venue for dialogue among cultures and religions. In artistic, scientific and political communication of cultural and religious value systems, interreligious and intercultural dialogue strives to contribute to strengthening democracy, the universal respect of human rights and fundamental freedoms, including freedom of religion and of conscience. Dialogue in all its aspects is an important tool in the promotion of communal life and integration of people from different cultural and religious backgrounds in Austria, Europe and beyond.
4. MEASURES AIMED AT ACHIEVING AUSTRIAN INTERNATIONAL CULTURAL POLICY OBJECTIVES

1. Maintaining and developing efficient networks of Austrian cultural institutions abroad
Austria has a comprehensive international network of most diverse representations, institutions and facilities abroad, including 29 Cultural Fora. In this context, particular importance is attached to cooperation with partner institutes. In line with the policy priorities and objectives, this large network is committed to implementing and supporting cultural and scientific projects.

2. Implementing and/or supporting creative-innovative cultural and scientific projects from Austria abroad
International cultural policy uses its best efforts to support activities aimed at internationalising young innovative-creative artists and Austrian science and research. In order to help select Austrian artists that will perform at events abroad, (co-)sponsoring models that ensure the highest possible level of objectivity and transparency were set up and are periodically reviewed.

3. Implementing and supporting projects to promote intercultural and interreligious dialogue both at home and abroad as well as positioning Austria as a key player in this field and in building confidence and peace at a global level
The priorities defined for the relevant activities aim at supporting interreligious dialogue in order to involve new players towards strengthening fundamental rights, civil rights and liberties worldwide as an essential element of global problem-solving and reconciliation strategies. These priorities also include the protection and social integration of cultural, religious and ethnic minorities, raising awareness for and promoting the involvement and contribution of women in the religious and social context with special regard to women’s rights in general, fighting prejudices, as well as promoting and developing innovative dialogue processes in the socio-economic sector taking special account of young people and executives.

4. Representing Austrian cultural interests in the decision-making processes of the EU and of international organisations (especially of UNESCO) as well as promoting cultural initiatives launched by the EU and by international organisations (especially by UNESCO) in Austria
Austria’s representation within EU cultural bodies and organisations is based on close coordination and cooperation between the FMEIA and the Federal Chancellery. With its Cultural Fora and representations, the FMEIA also contributes pro-actively to the network of European Union National Institutes for Culture (EUNIC). Austria is also an active member of UNESCO.
ANNEX 1: FOREIGN POLICY STRUCTURES

Directorate-General for Cultural Policy at the Federal Ministry for Europe, Integration and Foreign Affairs

The Directorate-General for Cultural Policy (DG V) is one of eight Directorates-General at the Federal Ministry for Europe, Integration and Foreign Affairs (FMEIA). Its scope of responsibility is defined in the Austrian Federal Ministries Act. In the field of cultural policy, the FMEIA cooperates closely with the Federal Chancellery and other Austrian ministries and official authorities such as the Federal Ministry of Education and Women’s Affairs, the Federal Ministry of Science, Research and Economy, the Province Governments, the Austrian Federal Economic Chamber and the Austrian National Tourist Office. The DG V comprises four departments:

- **Dept. V.1**
  Policy Planning and Legal Matters, Cultural Agreements, Coordination, Cultural Budget and Evaluation

- **Dept. V.2**
  Organisation of Cultural and Scientific Events Abroad, Austria Libraries

- **Dept. V.3**
  Scientific Cooperation, Intercultural and Interreligious Dialogue

- **Dept. V.4**
  Multilateral Cultural Policy Affairs, UNESCO, EUNIC

**Austrian representations active in the field of culture (Cultural Fora, embassies, consulates-general, honorary consulates)**

Austria’s international cultural network currently comprises

- 29 Cultural Fora
- 2 Cooperation Offices
- 80 embassies
- 8 consulates-general, and
- 300 honorary consulates
AUSTRIAN CULTURAL FORA

The 29 Austrian Cultural Fora are located in the following cities:


From an administrative and location point of view, most of the Cultural Fora are connected with the respective embassy and/or consulate-general. Exemptions are the Cultural Fora in London, New York, Paris, Rome, Teheran, Warsaw and Zagreb, which are based in separate locations. At the large embassies and consulates-general such as those in Berlin, Istanbul or Washington, there is also room available on the premises for hosting cultural events. The majority of the cultural projects organised by Austrian representations and Cultural Fora is, however, implemented in cooperation with local partners outside of the respective official building.

Just like the Cultural Fora, every embassy and every consulate-general that does not have a Cultural Forum attached has an annual cultural budget. Honorary consulates may organise cultural events independently or in cooperation with Cultural Fora and/or representation authorities.

Along with the two Cooperation Offices for Science, Education and Research in Sarajevo and Lviv, the 64 Austria Libraries (Österreich-Bibliotheken) and the eight Austria Institutes (Österreich Institute), potential cooperation partners of Cultural Fora and Austrian representations abroad in organising and implementing cultural events, may include Austrian partners such as “AußenwirtschaftsCenters” (Austrian foreign trade centres), branch offices of the Austrian National Tourist Office, Austria Centres at Universities, representations of the Austrian federal provinces, Coordination Offices of the Austrian Development Cooperation and associations representing Austrians abroad.

AUSTRIA LIBRARIES

In 1989, Austria started to set up Austria Libraries (Österreich-Bibliotheken), focusing particularly on Central, Eastern and South-East Europe, the Black Sea region, the Southern Caucasus and Central Asia. The network currently comprises 64 Austria Libraries located in 28 states. They were established as a forum for and in cooperation with local institutions and facilities (libraries and universities) in the respective host country and mainly in cities where Austria did not have any official representations.
Overhead costs are largely borne by the respective local partner, while the FMEIA acts as "content provider" (by providing a basic supply of books, ensuring the annual update by providing the necessary purchasing budget, strengthening local staff’s and local German-teachers’ ties with Austria by granting scholarships in Austria and organising training seminars).

Led by the FMEIA, the institutions active in this area (the Austrian Academy of Sciences, the Austrian Literature Society) then cater to the needs of these individuals and scholarship holders in Austria. This system of cooperation, which also involves using the services provided by these institutions, meant that parallel structures did not have to be established at the FMEIA.

**AUSTRIA INSTITUTES**

Based on an initiative launched by the FMEIA, the Österreich Institut G.m.b.H. was set up by the Österreich Institut-Gesetz (Austria Institute Act, Federal Law Gazette No. 177/1996). Wholly owned by the Austrian Federal Government and headquartered in Vienna, it was established in order to conduct and implement Austria-related German language instruction – which had until then been organised by the Austrian Cultural Institutes – at several European locations on a private law basis.

Austria Institutes thus organise German language courses and generally support and promote German language instruction in Belgrade, Bratislava, Brno, Budapest, Krakow, Rome, Warsaw and Wroclaw. The branch facilities are organised on a private law basis and design their areas of activity independently holding responsibility for the content provided.
ANNEX 2: INTERNATIONAL CULTURAL POLICY INSTRUMENTS

The focus of all international cultural policy instruments is on ensuring the highest quality implementation of FMEIA funded and independently organised projects. The key quality criteria applied are sustainability and target group orientation (with a special focus on young people and multipliers).

Instruments used by the Directorate-General for Cultural Policy at the FMEIA

- Grants: co-funding and support of cultural events in Austria that are in keeping with Austria’s international cultural policy objectives
- PR activities: press relations, sending out relevant information by email, the publication of “überschreitungen” and a number of other print media and relevant documents (including the “Jahrbuch der Österreichischen Auslandskultur”), organisation of the annual international cultural policy meeting, pro-active contribution to the annual Open House event at the FMEIA
- Cooperation with other cultural institutions
- Service centre for Austrian representations on matters relating to cultural sponsoring
- Definition of strategic guidelines, content scope and thematic orientation, examination and approval of programme applications submitted by Austrian diplomatic and cultural representations (embassies, consulates-general, Cultural Fora) and evaluation of these programmes’ performance
- Provision of support to Austrian representations (embassies, consulates-general, Cultural Fora) in organising events, especially as regards suggestions and assistance in selecting artists, provision of publications and films, and acquisition and/or development and realisation of travelling exhibitions (incl. DVDs) to be shown abroad
- Organisation of events in Austria (especially in the context of intercultural and interreligious dialogue)
- Representation of Austrian interests in the fields of science and research
- Targeted activities related to the inclusion, consideration and assertion of Austrian cultural concerns in decision-making processes at EU level and within international organisations (especially UNESCO) as well as promotion of cultural initiatives launched by the EU and by international organisations (especially UNESCO) in Austria
- Contact point for foreign embassies and foreign cultural institutes in Vienna
- Negotiation and implementation of agreements on cultural cooperation and on scientific and technological cooperation as a basis for the ongoing development and expansion of cultural and scientific relations with other countries
- Provision of support in the application for and staging of international sports events in Austria
- Service centre for issues relating to the restitution of Austrian cultural assets located abroad
- Representation of foreign policy interests in the context of the Austrian Service Abroad (Austrian Holocaust Memorial Service, Austrian Peace Service, Austrian Social Service and community service)
**Instruments used by Austrian representations active in the field of culture**  
(Cultural Fora, embassies, consulates-general and honorary consulates)

Austrian representations abroad and Cultural Fora are *inter alia* responsible for the organisation, communication and initiation of

- Exhibitions
- Film projects and TV productions
- Austrian culture days
- Readings and book presentations
- Concerts
- Theatre and dance performances
- Multi-media projects
- Lectures
- Seminars, workshops, symposia, discussion events
- Scientific cooperation projects
- Internet fora and new media projects
- Book donations
- Translations of works by Austrian authors
- Austria-related publications
- Contributions to book fairs
- Stays of scientists, lecturers, language assistants, students, artists and persons engaged in the cultural sector
- Support to Austria Libraries, Centres for Austrian Studies and Professorships
- Provision of information using traditional and new media
- Organisation of language courses (exclusively at the Austrian Cultural Forum in Teheran, as Austria Institutes are active in the other locations)
- Support and assistance to individuals active in the Austrian Service Abroad (Austrian Holocaust Memorial Servants, Austrian Peace Servants, Austrian Social Servants)

In order to be able to react flexibly and creatively to the particular needs and requirements in the respective locations, programmes are designed in a decentralised manner by the local Austrian representations and Cultural Fora. Before being implemented, the individual projects are, however, submitted to headquarters for approval and examination of their strategic and content-related focus and alignment with the relevant guidelines and international cultural policy objectives.
Instruments used by the Austria Libraries

- Provision of traditional library services (incl. lending of books, magazines, new media)
- Assistance in acquiring new books
- Preparation in line with specialist library requirements
- Contribution to the web portal www.oesterreich-bibliotheken.at
- Collection and registration of “Auslands-Austriaca” (database for translations of Austrian literature and Austrian research contributions)
- Implementation of research projects under the Austria Libraries’ “Wissenschaftsplattform” (scientific platform)
- Cooperation with “Austria lectors” and “Austria centres” at universities
- Organisation of cultural events (in coordination with the responsible Austrian representation and/or Cultural Forum)
- PR activities (including information events)

Instruments used by the Austria Institutes

The Austria Institutes’ primary task is to support international cultural relations based on the German language, promoting an up-to-date image of modern-day Austria through the teaching of German as it is written and spoken in Austria. The German language courses offered by the Austria Institutes are mainly tailored to the needs of current and/or future executives and staff working with companies that have a connection with Austria.

The sustainability of language learning options and programmes offered is further supported by the provision of globally distributed information material on Austrian culture and geography (Österreich-Portal, Österreich Spiegel), school cooperation projects and teacher training activities. The medium-term goal consists of leveraging the existing synergy potential with the Austrian Integration Fund.
ANNEX 3: EUROPEAN CAPITALS OF CULTURE AND ANNIVERSARIES 2015-2018

EUROPEAN CAPITALS OF CULTURE
2015 Mons and Pilsen
2016 Wrocław and San Sebastián
2017 Aarhus and Paphos
2018 Leeuwarden and Valletta

ANNIVERSARIES (SELECTION)
2015
200 years of Congress of Vienna
150 years of Vienna’s Ringstraße
75th anniversary of the death of Eugenie Schwarzwald
70th anniversary of the end of the Second World War – liberation of Mauthausen Concentration Camp
70th anniversary of the founding of the UN – 60 years of Austrian UN membership
60th anniversary of the Austrian State Treaty
20 years of Austrian European Union membership

2016
300th anniversary of Lower Belvedere
110th anniversary of the birth of Kurt Gödel
100th anniversary of the death of Ernst Mach
90th anniversary of the birth of Ingeborg Bachmann

2017
300th anniversary of the birth of Empress Maria Theresia
130th anniversary of the birth of Erwin Schrödinger
120th anniversary of the birth of Margarete Schütte-Lihotzky
110th anniversary of the birth of Marie Jahoda

2018
200th anniversary of the birth of Ignaz Semmelweis
140th anniversary of the birth of Lise Meitner
100th anniversary of the end of the First World War
100 years of the First Republic
60th anniversary of the death of Wolfgang Pauli
ANNEX 4: AUSTRIAN CULTURAL FORA

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