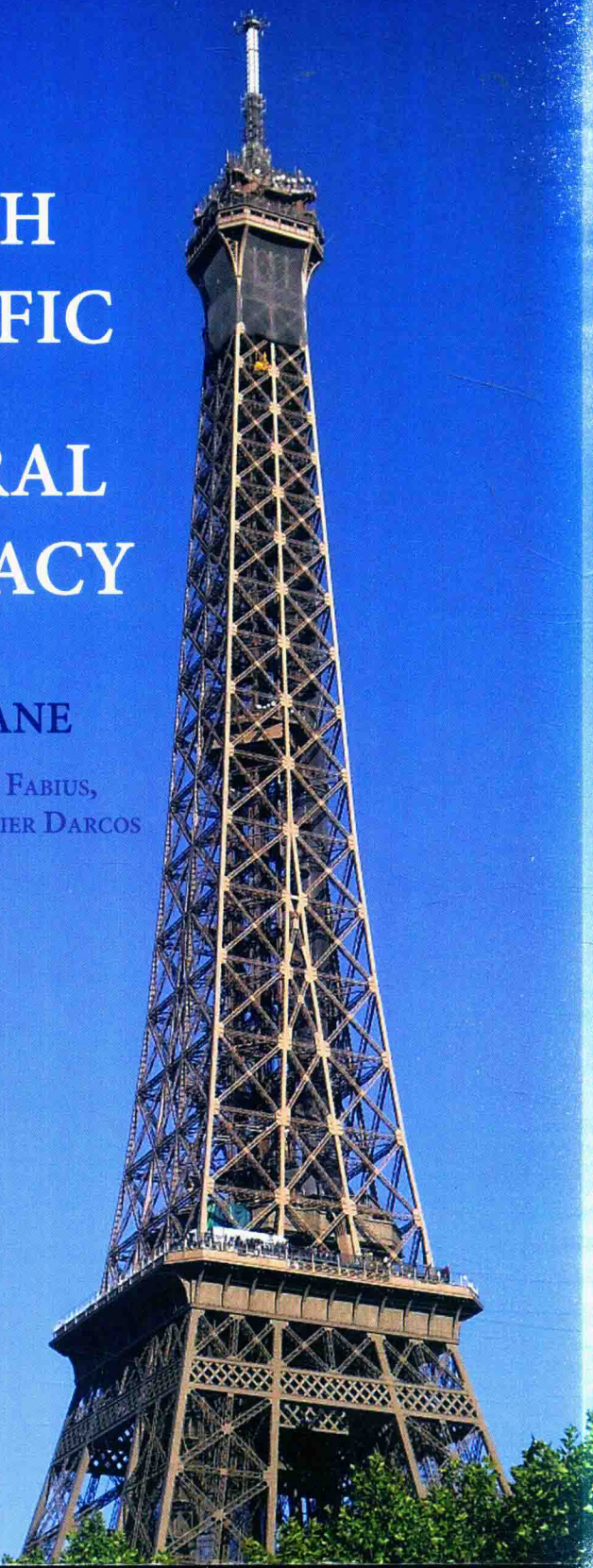


FRENCH SCIENTIFIC AND CULTURAL DIPLOMACY

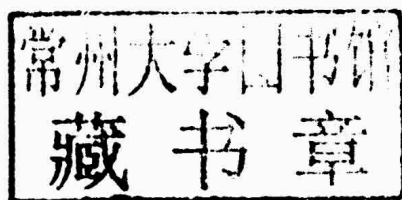
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French Scientific and Cultural Diplomacy

Philippe Lane



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List of Abbreviations

<i>Adit</i>	<i>Agence pour la diffusion de l'information technologique</i>
<i>AEF</i>	<i>Audiovisuel extérieur de la France</i>
<i>AEFE</i>	<i>Agence pour l'enseignement du français à l'étranger</i>
<i>Aeres</i>	<i>Agence d'évaluation de la recherche et de l'enseignement supérieur</i>
<i>AFD</i>	<i>Agence française de développement</i>
<i>AIRD</i>	<i>Agence inter-établissements de recherche pour le développement</i>
<i>ANR</i>	<i>Agence Nationale de la Recherche</i>
<i>Arcus</i>	<i>Action en région de coopération universitaire et scientifique</i>
<i>Asbu</i>	<i>Arab States Broadcasting Union</i>
<i>AUF</i>	<i>Agence universitaire de la francophonie</i>
<i>Belc</i>	<i>Bureau pour l'enseignement de la langue et de la civilisation françaises à l'étranger</i>
<i>Bief</i>	<i>Bureau international de l'édition française</i>
<i>CCIP</i>	<i>Chambre de commerce et d'industrie de Paris</i>
<i>CFCE</i>	<i>Centre français du commerce extérieur</i>
<i>Cicid</i>	<i>Comité interministériel de la coopération internationale et du développement</i>
<i>Ciep</i>	<i>Centre international d'études pédagogiques</i>
<i>Cirad</i>	<i>Centre de coopération internationale en recherche agronomique pour le développement</i>
<i>CNAP</i>	<i>Centre National des Arts Plastiques</i>
<i>CNC</i>	<i>Centre national du cinéma et de l'image animée</i>

CNCD	<i>Commission nationale de la coopération décentralisée</i>
Cnes	<i>Centre national d'études spatiales</i>
CNL	<i>Centre national du livre</i>
Cnous	<i>Centre national des œuvres universitaires et scolaires</i>
CNRS	<i>Centre national de la recherche scientifique</i>
Cofecub	<i>Comité français d'évaluation de la coopération universitaire et scientifique avec le Brésil</i>
Copeam	<i>Conférence permanente de l'audiovisuel méditerranéen</i>
CPU	<i>Conférence des présidents d'universités</i>
DAECT	<i>Délégation pour l'action extérieure des collectivités territoriales</i>
Dalf	<i>Diplôme approfondi de langue française</i>
Delf	<i>Diplôme d'études en langue française</i>
DFP	<i>Diplôme de français Professionnel</i>
DGLFLF	<i>Délégation générale à la langue française et aux langues de France</i>
DGM	<i>Direction générale de la mondialisation, du développement et des partenariats</i>
DGRCST	<i>Direction générale des relations culturelles, scientifiques et techniques</i>
DUs	<i>Diplômes d'université</i>
Ecos	<i>Évaluation et orientation de la coopération scientifique</i>
Edocdev	<i>L'écrit et l'accès documentaire au service du développement</i>
ENPI	<i>European Neighbourhood and Partnership Instrument</i>
ENSAD	<i>École Nationale Supérieure des Arts Décoratifs</i>
Epic	<i>Établissement public à caractère industriel et commercial</i>
Era-Net	<i>European Research Area Network</i>
ERDF	<i>European Regional Development Fund</i>
ESF	<i>European Social Fund</i>
EUNIC	<i>European Union National Institutes for Culture</i>
Fiac	<i>Foire internationale de l'art contemporain</i>
FIPF	<i>Fédération internationale des professeurs de français</i>
FPRD	<i>Framework Programme for Research and Development</i>
FSP	<i>Fonds de solidarité prioritaire</i>
GMES	<i>Global Monitoring for Environment and Security</i>

iAOOS	Integrated Arctic Ocean Observing System
Ifre	<i>Instituts français de recherche à l'étranger</i>
IN2P3	<i>Institut national de physique nucléaire et de physique des particules</i>
INC	<i>Institut de chimie</i>
INEE	<i>Institut écologie et environnement</i>
INP	<i>Institut de physique</i>
INS2I	<i>Institut des sciences informatiques et de leurs interactions</i>
INSB	<i>Institut des sciences biologiques</i>
INSH	<i>Institut des sciences humaines</i>
Insis	<i>Institut des sciences de l'ingénierie et des systèmes</i>
Insmi	<i>Institut national des sciences mathématiques et de leurs interactions</i>
Insu	<i>Institut national des sciences de l'univers</i>
IRD	<i>Institut de recherche pour le développement</i>
OECD	Organisation for Economic Co-operation and Development
OIF	<i>Organisation internationale de la francophonie</i>
OMD	<i>Objectifs du millénaire pour le développement</i>
PAP	<i>Programme d'aide à la publication</i>
PCRD	<i>Programme-Cadre de l'union pour la recherche et développement</i>
PHC	<i>Partenariats Hubert Curien</i> [Hubert-Curien partnerships]
Pres	<i>Pôles de recherche et d'enseignement supérieur</i>
R&TDFP	Research and Technology Development Framework Programme
RFI	<i>Radio France Internationale</i>
RGPP	<i>Révision générale des politiques publiques</i>
Sacem	<i>Société des auteurs compositeurs et éditeurs de musique</i>
Scac	<i>Service de coopération et d'action culturelle</i>
Sofe	<i>Service des œuvres françaises à l'étranger</i>
TCF	<i>Test de connaissance du français</i>
TEF	<i>Test d'évaluation de français</i>
Umifre	<i>Unités mixtes-institut de recherche à l'étranger</i>
Valease	<i>Valorisation de l'écrit en Asie du Sud-Est</i>
ZSP	<i>Zone de solidarité prioritaire</i>

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I would like to thank His Excellency Maurice Gourdault-Montagne, Ambassador for France to Germany, Bernard Emie, Ambassador for France to the United Kingdom, Caroline Dumas, Ambassador for France to Jordan.

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I am very grateful to my wife Roberte, and our children, Clarin, Hugo and Tom.

Foreword

Laurent Fabius

France as a power has influence, one of the few countries significant in world affairs. This derives from membership of the Security Council, economic and military strength, a diplomatic network, avowed universal principles, a willingness to argue beyond the country's own interests, and the language. Philippe Lane's book explores critical components of this influence in culture, the arts, academia and science.

This influence has global competition. All countries, both established and emerging powers, appreciate the strategic nature of culture, science and education for their development. From an economic perspective, these elements have their attraction: politically, they are means to exert influence.

In a competitive world, France is determined to promote its strengths. There is a readiness to build on French history, on research which is among the most innovative in the world, on the university system, and on French artists. There exists a network of influence: cultural, educational, scientific and academic cooperation unsurpassed in the world: the legacy of a long tradition of cultural and scientific outreach beyond the borders of France. The strategy is one of active influence through cooperation and cultural initiatives by embassies and by branches of the *Institut Français* and the *Alliances Françaises*.

As visiting professor in the Department of French Studies at the University of Cambridge and attaché for higher education at the French embassy in London, Philippe Lane has a thorough understanding of the diplomacy of influence. From his experience within this network, he describes French initiatives in the fields of cultural diplomacy and science. The work shows, and this is particularly striking to me personally,

that this diplomacy of influence is inseparable from the advancement of empowerment, justice and progress long championed by France.

Laurent Fabius

Minister for Foreign Affairs

Foreword

Sir Vernon Ellis

France and the United Kingdom are two countries with great histories; histories that include a high degree of mutual admiration and collaboration as well as the odd occasion in the past when the concepts of neighbourliness and friendship may not have been as high on our shared agendas as they fortunately are today.

Our shared histories bring many similarities to our shared present. Both countries have exercised considerable power and influence over the development of what has become the current world order; and both find ourselves less influential than we have been in the past. We are relatively small countries, after all. Nevertheless, our influence remains enormous; with our economies and international trading links playing their part, supported by an experienced and expert network of diplomacy, and the professionalism of a military presence able to contribute to the resolution of some of the more serious challenges of our time.

If these – economics and trade; diplomacy; military – are the traditional platform for a strong presence in the world, both of our countries recognise that contemporary realities require a different and additional approach.

A tradition of ‘hard power’ is being replaced by a focus on new concepts. Public diplomacy and cultural diplomacy, and the newer terms of ‘soft power’ and ‘smart power’ are all reflections of a recognition that influence can no longer be secured by the effective management of government-to-government relations alone, and by successful participation in the governance of international institutions – important though these are and will continue to be. Rather, in a globalised world where communications are fast and becoming faster, where the information people receive comes through media and the digital idiom, where transport and travel are easier

than our forebears could ever have considered possible, in this world new approaches are required.

In the British Council we are happy to talk of “cultural relations”. We like the concept of building relationships in the fields in which we work. Good relationships are based on things like friendship, mutual understanding and admiration, and on shared benefit; cultural relations are no different. This means that while we are an organisation that aims to secure benefit for our own country, the way in which we do so is firmly based on pursuing benefit for all.

As we refine our strategies in Education, English language teaching, in the Arts, we reflect on terms like “attractiveness” and “generosity”. Part of our brief is to ensure that we play to the United Kingdom’s strengths, to support and deploy abroad the very best that our country has to offer; all of that is to promote the attractiveness of our country. But we need to do so in a way that is generous: we need to be sensitive to what peoples overseas want from us, and not simply give what happens to suit us best. Generosity, like friendship, is based on “mutuality”, another term we use when we reflect on our mission and the way we work. Where what we do is of recognised benefit to both sides, to ourselves as well as to our partners and clients in our host countries around the world, we believe we are at our most successful.

We are fortunate that the English language has developed the importance it has. This brings with it a certain responsibility; to help those who request our help in teaching and learning it. We are also fortunate we have such excellence in our universities, and the British Council provides advice and assistance to those who wish to come and study in our country. Educational links at school level remain an essential part of sensitising young people to other cultures and experiences; and perhaps nowhere more than between us and France have we achieved so much in this area. British arts justifiably have a world-class reputation, and we help our new and emerging talent find new audiences in other countries, as well as helping to build professional networks of mutual support.

The recent creation of the Institut Français in Paris with the remit of coordinating the work of some 150 institutes around the world is something we in the British Council welcome most warmly. There is already a good track record of active collaboration between us around the world, both through European institutions such as EUNIC (the grouping of the EU national institutes for culture), as well as bilateral

and multilateral initiatives in individual countries. There are times when by working together we are stronger together.

This book makes a valuable contribution to the continuing conversation we are all having on the role and value of cultural relations. In the British Council, we look forward to remaining active participants in that conversation, with our colleagues in the Institut Français and our friends around the world.

Sir Vernon Ellis

Chair of the British Council

Foreword

Xavier Darcos

There is more to the influence of a country than the strength of its economy, its strategic and military power and its place in the world institutions of governance. One must also consider how seductive are its ideas, its knowledge and its culture, and their relationship with the other factors of power.

Some would argue strongly that France is now in decline, with a weakening of its influence abroad. Such debates are often heated and sharply contested. The reality is more complex. The international influence of France is not in accord with its economic or demographic weight. Of course, new countries emerge on the international scene, themselves motivated by a just desire for international recognition and attraction, so crucial in the competition encountered in a divided world. Fully engaged in this competition, France enjoys a unique position the international community has always recognized.

This *smart power*, a new evolution of the *soft power* concept, is recognized as a power attribute of growing importance, and the foreign cultural and scientific policies of France are at the heart of its strategies to maintain influence around the world.

With the founding on 1 January 2011 of the *Institut français*, France has gained a new impetus to its foreign cultural policy. Succeeding, among others, to the *Cultures France* association, this new state organization was given a broader remit: to the dissemination and promotion of artistic exchanges were added the distribution of books, support for media resource centres and the French film industry, and the promotion of French thought and scientific knowledge, with help for French teaching – and training for those involved in this process.

The *Institut français*, a dedicated body answerable to the Ministry of Foreign Affairs, has a foreign cultural remit in the coordination of over 150 French Institutes throughout the world. It heads a network to unify action, crucial at a time of state budget reductions. The *Institut français* is developing a 'single denomination' policy similar to what has been the case for the British Council and the Goethe Institute over recent decades.

First through an initiative, shared with French schools abroad and the *Alliances françaises*, there is the promotion and diffusion of French, the second foreign language taught throughout the world after English – the only two languages used on every continent. France, as home to this language, wishes for there to be a link between all the countries sharing French. The language counts 116 million learners, one million of them in the Institutes and *Alliances françaises*. The promotion of the French language will gel with the other activities, the main thread being the expansion of a network of teachers and students.

This new policy of promoting artistic exchanges and collaborating with developing countries, is to be carried forward in partnership with French institutions and facilitators of cooperation abroad: *Unifrance* and the *Centre national du cinéma et de l'image animée* (CNC) for the film industry; the *Centre national du livre* and the *Bureau international de l'édition française* (Bief) for book publishing; together with the French regional and local authorities and the principal state cultural organizations. Of particular attractiveness are its publications and that French intellectuals, researchers and other experts can take part in debates on issues crucial to the future of society in individual countries as well as throughout international society in general.

The *Institut français*, active in science and higher education, maintains a brief for the dissemination of knowledge which drives its promotion of publishing, translation and support for media centres. This is essentially a France which debates vigorously the role of intellectual creativity: the country is high on the list for registering patents and publishing scientific articles. It also ranks third in the world for the number of foreign students it hosts.

The globalization of knowledge started a new competition and demands renewed efforts. From China to India by way of the Arab world and Latin America, new powers influence the agenda of ideas and reinforce their acceptance in science and higher education. In this context, France offers 'open diplomacy', able to project its approaches, its ideas, its methods

beyond its frontiers. The promotion of scientific culture is a new priority: a programme for the diffusion of scientific culture was launched in 2011 to stimulate reflection and scientific exchange.

The reform of cultural diplomacy is a considerable undertaking and this is just the beginning. This book is a very useful contribution to clarifying the stakes and identifying the major players, and through the clarity of its analysis and its pedagogical approach it will be of interest to a wide audience.

Xavier Darcos

*Ambassadeur chargé de la politique culturelle extérieure,
Président de l'Institut français*