

# **International Culture Strategy**

**Easy Read**

**February 2023**

# International Culture Strategy



## Tell us what you think



**Tell us what you think**



1. Do you think the idea is a good one?

Yes

No

Not sure



## What is this survey about?



The Scottish Government is making a **strategy** to support and develop Scotland's **international** cultural activity.

A **strategy** is a big plan.

**International** means in other parts of the world.



**Culture** can mean:

- the ways people are creative and express themselves



- their traditions and customs like the language people use, the clothes they wear or the songs they sing



- how people enjoy creative things that other people have made like films, craft and art



[A Culture Strategy for Scotland](#) sets out the work we want to do.



This survey is for:

- people who work in cultural organisations and the creative industries
- people who work internationally
- people who would like to work internationally
- organisations from outside of Scotland who have worked with Scottish partners or wish to do so



We want to know what you think about:

- this strategy
- what is happening internationally in the Scottish culture sector and why it is important
- support for international cultural activity
- what would help with things that make working internationally difficult
- where would be the best places to work



The information you give us will help us develop an International Culture Strategy and the work it wants to do.

## Scotland's international cultural work



A report by [Creative Scotland and British Council Scotland](#) shows the range of **cultural assets** in Scotland.

A **cultural asset** is something that has value – for example arts, music, language, traditions, stories, and histories – because they make up Scotland's identity.



Scotland has cultural assets that many larger countries cannot match.

These assets include:

- activities, performances and festivals
- the way that cultural activity is supported
- the people who work in culture and do creative work
- the ways that Scottish cultural services work



Scotland's international culture sector has different parts:

## Our economy and businesses



Our **economy** is how the country produces and uses goods, services and money.

In 2019 Scottish cultural exports were more than £4 billion.

An **export** is something we sell to another country.

Cultural exports include:

- products like books
- digital music or film
- touring artists and companies
- exhibitions and exchange of cultural items



International work can:

- make money
- make links with Scottish people who live abroad
- make links with organisations that support international business
- bring skills for the cultural sector in Scotland
- make sure more people can see cultural work



## Cultural



Organisations and artists must build and keep connections with creative people around the world.

This helps people to share experiences and learning.



International organisations are keen to work with creative Scottish people.

This was highlighted in the recent reports by Creative Scotland and British Council Scotland: [To See Ourselves](#) and [As Others See Us](#).

## Reputational – what people think about Scottish culture



Culture is at the centre of what people think about Scotland internationally and why people want to visit or work here.

The [Vision for Trade](#) report shows how having strong international relationships helps to improve **trade**.

**Trade** is how we buy and sell things.

## What work is happening now?



We have facts, figures and information about international activity that:

- gets public funding
- happens through Scotland's culture public bodies and national cultural institutions



We do not know enough about work that does not get public money and what difference this makes.

This survey will help us understand the importance of international working to Scotland's culture sector.

## How to fill in this survey

Click on the box of the answer you agree with and a tick will appear.

If you change your mind you can click on it again to untick it.

If you have more to say type your answer in the 'Type your answer here' spaces.

The space will get bigger as you type.

**If you do not want to answer a question miss it out.**



## Information about you



To find out how we handle your personal data, please see our privacy policy: <https://www.gov.scot/privacy/>



Are you answering this survey as an individual person or as an organisation?

as an individual

as an organisation



Tell us:

- the name, address and postcode
- phone number
- email

of you or the organisation you are answering for

Type it here:



If you are in an organisation, how many people are in your organisation?

less than 10

more than 10 but less than 50

more than 50 but less than 250

more than 250



The Scottish Government would like your permission to publish your consultation answers.

Please tell us what you choose:

Publish my answers with my name

Publish my answers without my name

Do not publish my answers



If you are replying for an organisation the organisation name will be published.



If you choose 'Do not publish my answers' your organisation name may still be listed as having replied to the consultation.

This could be in a survey report.



Survey answers will be shared with Scottish Government policy teams.

Do you want the Scottish Government to contact you again about this survey?

Yes, I am happy for the Scottish Government to contact me again about this survey

No, I do not want the Scottish Government to contact me again about this survey



Where in Scotland are you or your organisation based?

Type your answer here:

## Questions



1. What international activity do you do now?

Type your answer here:



2. What effect does cultural activity have on your business or organisation?

Type your answer here:



3. Why do you want to work internationally?

Type your answer here:



4. Does anything stop you developing your international activity?

Type your answer here:

# What we believe in and the work we want to do



We want to:

- support Scotland's cultural and creative sectors to:
  - develop new international work
  - build relationships
  - share ideas



- find new audiences and ways to bring in money



- understand why international cultural activity is important, how it could get better and what could be hard



- get better at selling to countries across the world

- tell people around the world about Scottish cultural products

## Questions



5. Do you have any views on what we believe in and the work we want to do?

Type your answer here:



The strategy has 4 themes.

## 1. Cultural connections



Working with others and sharing information and ideas is very important.

We want to support the cultural sector to connect with creative people across the world.



The Scottish culture sector has many international connections.

It is recognised as an **innovator** in what it does and how it does it.

An **innovator** comes up with new ideas or ways of working.

## 2. Economic impact



We want to see how international work can support the development of Scotland's culture sector through:

- finding new places to sell to
- finding new people and audiences to show cultural work to
- selling to other countries

We will look at what makes working internationally difficult and how to make this easier.

## 3. Diplomacy – how we communicate with other countries to help change what happens in the world



We want to check how culture can continue to be important for Scotland's **public sector**, including the Scottish Government's international offices.

The **public sector** are organisations run by the government with money raised from taxes.

They are services we all use like schools, hospitals and councils.



We also want to see if Scotland's cultural assets could be used when meeting people from other countries across the world.

## 4. Reputation – what people think



Culture is at the centre of what people think about Scotland and why they want to visit or work here.

Scotland's cultural organisations doing international work can give them a positive reputation in other countries.

We would like to find out if cultural organisations think they have a role in promoting Scotland internationally.

### Questions



6. What do you think about the 4 themes?

Type your answer here:



7. How does your work connect with each of the 4 themes?

Please only give us information under themes that affect your work.



Type your answer here for Theme 1 – Cultural connections:

Type your answer here for Theme 2 – Economic impact:

Type your answer here for Theme 3 – Diplomacy:

Type your answer here for Theme 4 – Reputation:



8. Are there themes missing that should be in the strategy?

Type your answer here:

## **Current support for international cultural activity**



International cultural activity is funded by:

- Creative Scotland
- Festivals EXPO fund

Scotland's national performing companies and collections all do international activity as a main part of their work.

## Questions



9. Have you got Scottish public sector support for your international activity for example, funding or advice.

Yes

No

If you answered 'yes' where did the support come from?  
Type your answer here:



10. What difference has this support made to your work?

Type your answer here:



11a. Have you got any other kind of support for your international activity?




Yes

No

11b. If you answered 'yes', where has your support come from?  
Type your answer here:



12a. Is there enough support for international cultural activity?

-  Yes
-  No
-  I am not sure

Type your answer here:



12b. Is there anything missing that we should be looking at?

Type your answer here:



13. Do you have international examples that Scotland might learn from in its support for international cultural activity?

Type your answer here:

## What makes things difficult now?



It has been difficult for the culture sector to recover from the impacts of the Covid-19 pandemic.

Working internationally is more expensive now the UK is not in the European Union.



Developing international activity could be part of a longer plan about how cultural work recovers and develops.



We want to know what you think about online work and:

- if it is a good thing
- or it is difficult to do



This strategy will look at ways to deal with the challenges caused by leaving the European Union.



We must make sure that international activity happens in a way that protects the environment as much as possible.



We need to think about how we present the bad parts of our history, like our involvement in slavery.

We have [recommendations](#) from the national project [Empire, Slavery and Scotland's Museums](#) which can help us be fair and honest in how we show our history in museums.

## Questions



14. How can international activity help with things that are difficult just now, like not being part of the European Union, Covid, and the cost of living crisis.

Type your answer here:



15. Has the UK leaving the European Union made things difficult for your international activity?

Yes

No

16. If you answered 'yes' tell us how this strategy could make this better? Type your answer here:



17. Do you have:

- new ways that you have started to work internationally?
- ways that you would like to work internationally?



- ✓ Yes, I work internationally in new ways
- ✗ No, I do not work internationally but I would like to in the future
- ✗ No, I do not want to work internationally

Type your answer here:



18. What are your views on how this strategy should consider the impact of international activities on climate change?

Type your answer here:



19. What do you think we can do to show the bad parts of our history in a fair and honest way?

Type your answer here:

## Countries and areas



Some countries and areas may be more important places for Scotland's cultural exports than others.

Some of the work on this strategy could be done by Scottish Government [international offices](#).

## Questions



20. Are there any countries or places that are more important than others?

Tell us what countries or places they are and why they are important to you. Type your answer here:



21. Should this strategy look at work in particular countries or places?

- ✓ Yes
- ✗ No
- ? I am not sure

## Equalities

We do not have much information about:



- the types of people taking part in international cultural activity
- when in their career creative people are working internationally

We will check what impact the strategy may have on:



- people with protected characteristics
- businesses
- different areas and places
- **socio-economic status** - your education, type of job and the amount of money you make



**Impact assessments** will check how the work in the strategy will affect people.

If you would like to be part of the impact assessment process, email: [InternationalCultureStrategy@gov.scot](mailto:InternationalCultureStrategy@gov.scot)



## Questions



22. Are there parts of international cultural activity that affect equalities groups differently?

Only give us information that is relevant to your work.

Think about both good and bad effects.

Effects on people with protected characteristics.  
Type your answer here:

Effects on socio-economic status. Type your answer here:

Effects on people who live on Scotland's islands.  
Type your answer here:

Effects on children and young people. Type your answer here:



23. If you think there are bad effects what could be done in the future to try and stop this from happening?

Type your answer here:

24. Is there anything else you want to tell us?  
Type your answer here:

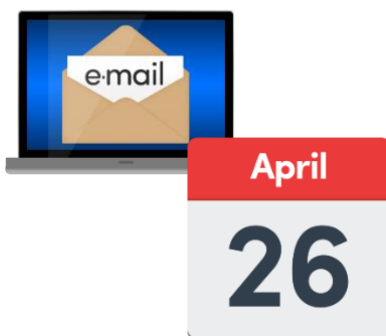


Thank you for filling in this survey.

Please email it to:

[InternationalCultureSurvey@gov.scot](mailto:InternationalCultureSurvey@gov.scot)

before 26 April 2023.





© Crown copyright 2023

**OGL**

This publication is licensed under the terms of the Open Government Licence v3.0 except where otherwise stated. To view this licence, visit [nationalarchives.gov.uk/doc/open-government-licence/version/3](https://nationalarchives.gov.uk/doc/open-government-licence/version/3) or write to the Information Policy Team, The National Archives, Kew, London TW9 4DU, or email: [psi@nationalarchives.gsi.gov.uk](mailto:psi@nationalarchives.gsi.gov.uk).

Where we have identified any third party copyright information you will need to obtain permission from the copyright holders concerned.

This publication is available at [www.gov.scot](http://www.gov.scot)

Any enquiries regarding this publication should be sent to us at

The Scottish Government  
St Andrew's House  
Edinburgh  
EH1 3DG

ISBN: 978-1-80525-490-4 (web only)

Published by The Scottish Government, February 2023

Produced for The Scottish Government by APS Group Scotland, 21 Tennant Street, Edinburgh EH6 5NA  
PPDAS1206122 (02/23)

W W W . g o v . s c o t