

# Soft Power

Conservation contributes to cultural diplomacy and soft power through the sector's international reputation and its support of world-leading industries.

## The Message

- The UK's expertise in conservation and heritage science is routinely sought internationally.
- The conservation sector underpins industries vital to the UK's global reputation, including heritage, tourism and the creative industries.
- The UK's conservation education sector has an international reputation that is second to none, contributing to the education of the domestic and global workforce and development of the subject.
- Conservation organisations within the civil society sector add value to soft power rankings through their independent networks.

## The Evidence

The UK's "world leadership" in heritage has been linked to its museums "pioneering" "models of conservation in art, artefacts and heritage sites." <sup>1</sup>

The UK's heritage NGOs engage internationally in at least 38 countries and across seven continents. <sup>2</sup>

The GREAT campaign identifies heritage as one the UK's 12 "unique selling points." <sup>3</sup>

Portland's global Soft Power 30 Index, which ranked the UK first in 2018, lists culture as one of the UK's strengths. <sup>4</sup>

International students and researchers are attracted to the UK's leading centres of conservation training. In 2008, more than half of all European conservation training took place in the UK's HEIs. <sup>5</sup>

In 2012/13 a third of the conservation workforce was reported working within civil society. <sup>6</sup>

The UK civil society's independence fosters trust and credibility with global partners. <sup>7</sup>



## The Objective

### We will

- Raise the profile of the sector's international work and its contribution to domestic agendas.
- Foster interest and awareness within the conservation community of cross-border collaboration and its benefits.
- Encouraging people from across the globe to value and engage with heritage and conservation by making use of the opportunities presented by a more connected world.

### We urge decision makers to

- Champion our world-leading heritage and conservation sector on the world stage.
- Foster existing global networks and relationships established by heritage and conservation organisations.
- Support international posts in organisations to ensure that a sector composed of SMEs has the capacity for international work.
- Ensure continued access to skilled labour and restoration materials from EEA countries post-Brexit.



## The Evidence

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3. Great Britain Campaign. Available online at: <http://greatbritaincampaign.com/>
4. Portland 2018. Soft Power 30. Available online at: <https://softpower30.com/country/united-kingdom/>
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6. Aitchison 2013.
7. Res Publica, 2017.