

## UK is global leader in soft power, world's most comprehensive analysis finds

**14 July 2015** - The UK leads the world in soft power, according to a new annual ranking of the strength of national soft power resources.

*The Soft Power 30*, which uses a composite index to examine the strength of soft power assets at the disposal of countries, puts the UK above Germany, the United States, France and Canada, which occupy the next four places in the global league table.

Described by Professor Joseph Nye, who developed the concept of soft power, as “the clearest picture to date”, it is the first index to include the rising importance of digital assets and to use international polling to gauge national reputations across the world.

*The Soft Power 30* is being launched today in London by Portland, the strategic communications consultancy, with digital insights provided by Facebook and polling by ComRes.

Country rankings are based on a new composite index measuring and comparing the sources of a country's soft power across six categories - Government, Culture, Education, Global Engagement, Enterprise, and Digital.

Rank	Country	Rank	Country	Rank	Country
1	UNITED KINGDOM	11	DENMARK	21	SINGAPORE
2	GERMANY	12	ITALY	22	PORTUGAL
3	UNITED STATES	13	AUSTRIA	23	BRAZIL
4	FRANCE	14	SPAIN	24	POLAND
5	CANADA	15	FINLAND	25	GREECE
6	AUSTRALIA	16	NEW ZEALAND	26	ISRAEL
7	SWITZERLAND	17	BELGIUM	27	CZECH REPUBLIC
8	JAPAN	18	NORWAY	28	TURKEY
9	SWEDEN	19	IRELAND	29	MEXICO
10	NETHERLANDS	20	KOREA, REP.	30	CHINA

- **The UK comes top of the table** with an unmatched combination of strong assets across all categories of soft power. The UK does particularly well on Culture, Digital, and Global Engagement.
- At second, **Germany** benefits from a higher level of trust from the global public to ‘do the right thing in foreign affairs’ than any other major power.
- **The United States** leads the world in soft power in the areas of Education, Culture and Digital. But perceptions of American foreign policy drag down the United States’ overall soft power.

- **France's** ranking in fourth, right behind the United States, is down to its top performance in Global Engagement. France has an expansive diplomatic network and is a member of more international organisations than any other country.
- **Canada's** top five finish is driven by having the highest average score across all seven categories of international public polling.
- Despite significant investment in soft power resources, **China's** record on human rights, press freedom, as well as perceptions of Chinese foreign policy, all weigh on its soft power – leading to a last-place finish.
- **Israel**, which ranks 26<sup>th</sup> overall, has one of the highest scores in the Digital category. Israel's tech sector and its savvy use of digital diplomacy has made a big impact on the country's soft power.
- **Russia** failed to break into the top 30. Its overall score was dragged down by its performance in the areas of Digital and Enterprise, and negative perceptions reported in the polling.

Professor Joseph Nye, who first coined the term soft power in 1990 to explain the use of positive attraction and persuasion to achieve global influence, says: “In a complex and multi-polar world, the limits of hard power are becoming obvious. This study builds upon my own work in developing the concept of soft power by assessing each country against a carefully considered set of objective metrics as well as new international polling data. The result is the clearest picture to date of global soft power.”

Jonathan McClory, Partner at Portland and author of *The Soft Power 30* says: “The rise of networks and the digital revolution has transformed the global affairs landscape, with more actors, more platforms, and more interests vying for global influence. *The Soft Power 30* enables us to understand how global power is evolving and shows how nations of every size and standing can harness their soft power assets for global influence.”

Tim Allan, Managing Director of Portland, says: “Communications is the means by which countries can translate their soft power resources into global influence and shape outcomes. With *The Soft Power 30*, we have set out to create the world's best analytical framework and evidence base to support the development of effective strategies and campaigns.”

Facebook provided aggregated and anonymised data to help Portland develop a set of digital diplomacy metrics for inclusion in the Digital component of the index. ComRes designed and commissioned new international polling on crucial reputational touch-points for countries.

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Notes to Editors:

- 1) *The Soft Power 30* is a ranking of 30 countries around the world, based on a new composite index that measures and compares the resources that determine a country's soft power. It contains 66 metrics across six categories: Government, Culture, Education, Global Engagement, Enterprise and Digital. For the full results, report and methodology: [www.softpower30.com](http://www.softpower30.com)
- 2) Portland is a strategic communications consultancy, specialising in government communications and global campaigns. [www.portland-communications.com](http://www.portland-communications.com)
- 3) Professor Joseph Nye is University Distinguished Service Professor and former Dean of the Harvard Kennedy School of Government.