



# Does good communication of UE funding help improve Europe's image?

Polish experience

Brussels, 20 October 2016 r.



# Attitude to Cohesion Policy in Poland

## - THE LATEST RESEARCH DATA

• 89% of respondents think that **European Funds contribute to the development of Poland**

• 80% of respondents **personally support Polish membership in the European Union** (10 pp. more than in 2014)

• 76% of respondents declare **the personal use of the European Funds**

These results correspond with the **EUROBAROMETER** research results (2015)

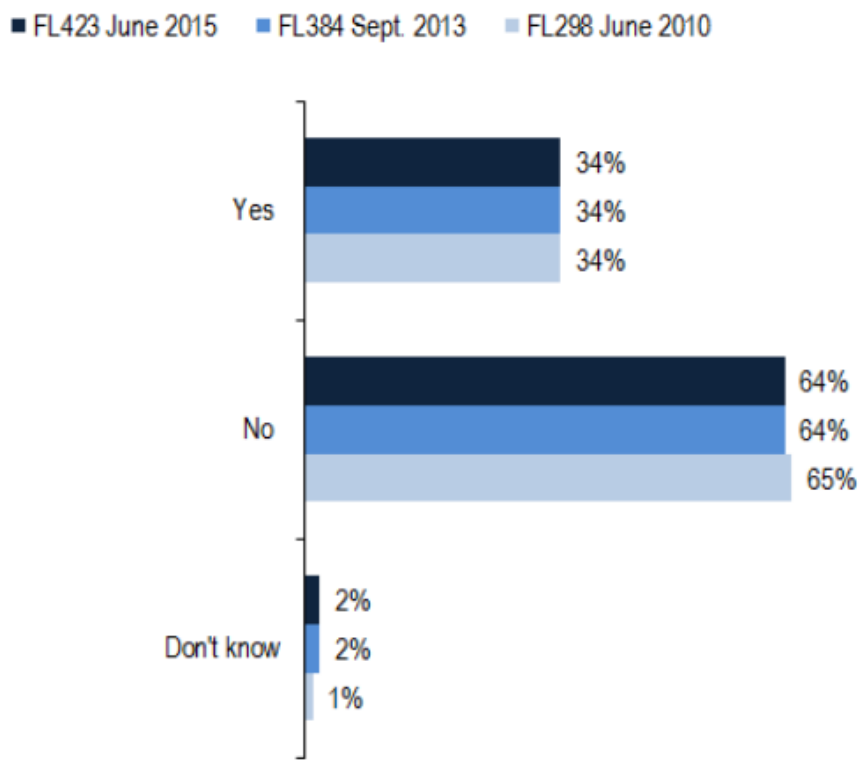




# EU residents awareness of EU co-financed projects

## - RESEARCH DATA

Q1A. Europe provides financial support to regions and cities. Have you heard about any EU co-financed projects to improve the area where you live? - % EU28



Financial support of the EU budget for the regions and cities is **only visible for over a third of EU respondents (residents of the European Union)**

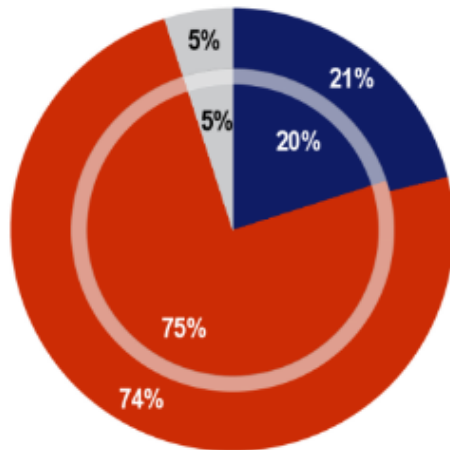
- More often – among the residents of Eastern and Souter Europe,
- The awareness of EU co –financed projects falls in Bulgaria, Romania, Spain, Portugal
- The lowest awareness of EU co –financed projects is among residents of UK, Denmark and Austria

Perhaps this is due to the amount of EU support allocated to these countries.



## Benefits of the Cohesion Policy in daily life (among respondents who said they had heard about the EU regional development funds) - RESEARCH DATA

Q3. Have you benefited in your daily life from a project funded by the European Regional Development Fund (ERDF) or the Cohesion Fund?



- Yes
- No
- Don't know

Inner pie : FL384 Sept. 2013

Outer pie : FL423 June 2015

Only 21% of respondents who heard about cohesion funds said that **they had benefited in their daily life** from an EU-funded project (Poland – 59%)

Nearly three quarters (74%) of respondents said they **had not benefited** (Poland – 36%)

So, in the Europeans opinion, support for the regions is abstract and distant from their everyday life



## How we conduct our communication activities?

1.

Information system offering the most complete information about financing possibilities

2.

Cooperation with the media and social and economic partners

3.

Simplification of the documents and messages language (plain language)





4.

## Presenting the citizens personal benefits of the EU projects implementation

- **Examples:** *True Story* campaign (2014) in the radio and Internet; *And what will be your story?* campaign (2016) in the radio and Internet



„Zainwestowałem w firmę i zyskuję nowe możliwości.”

A jaka będzie Twoja historia?

Stawiam na rozwój

Zapytaj o Fundusze Europejskie



„Mam firmę i robię to, co lubię.”

A jaka będzie Twoja historia?

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## 5. Taking advantage of the beneficiaries promotional potential

- **Example:** *European Funds Open Days, Europe in My Region*



Czcionka: A A+ A++ Kontrast: A A+ Wybierz język |

O akcji Dołącz do akcji Wiadomości Multimedia Kontakt

### Wyszukaj atrakcje

Lokalizacja:

Miejscowość:

Termin od:

Termin do:

Kategoria atrakcji:



Pokaż

Weź udział w Dniach Otwartych

Wiadomości





## Effects



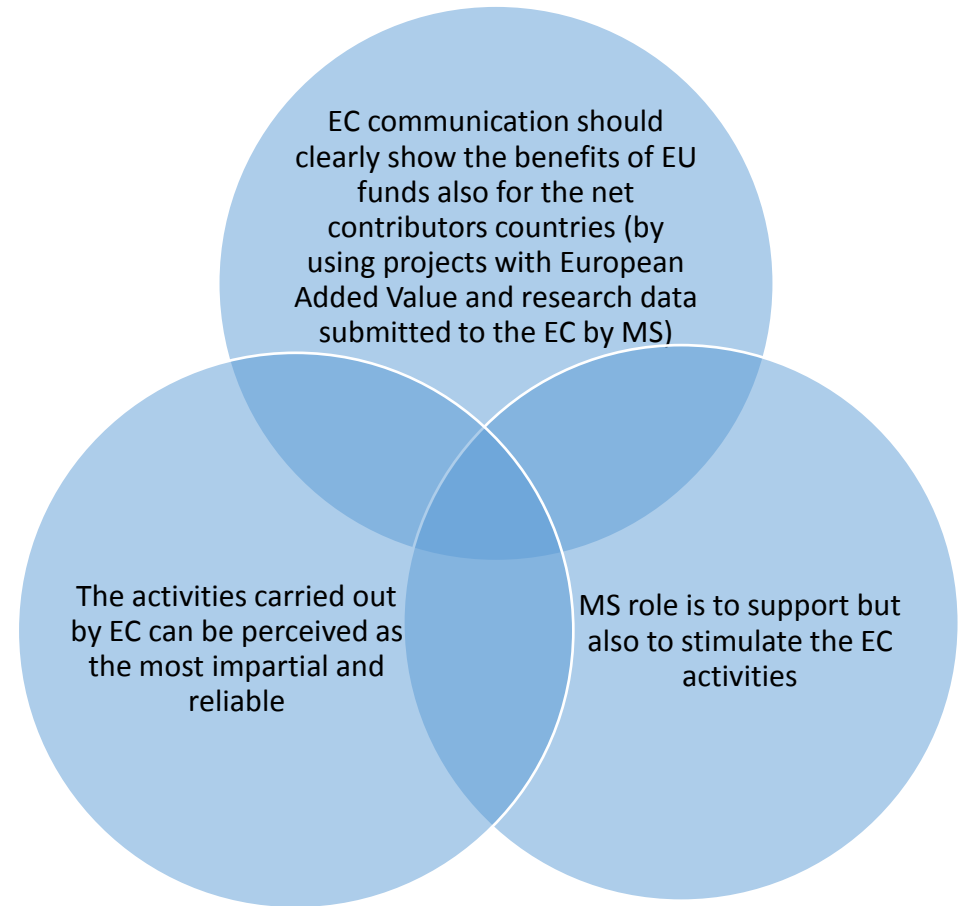
**European Public Communication Award 2016 finalist!**







At the same time EC in cooperation with MS should carry out an effective communication to EU citizens (especially from the net contributors countries)





**Thank you for your attention**

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