

# UPDATE OF THE 2015 EU Perceptions Study

The study will measure and assess the evolution in the perceptions of the European Union and its policies, and Europe more broadly, compared to the baseline set by the 2015 study.



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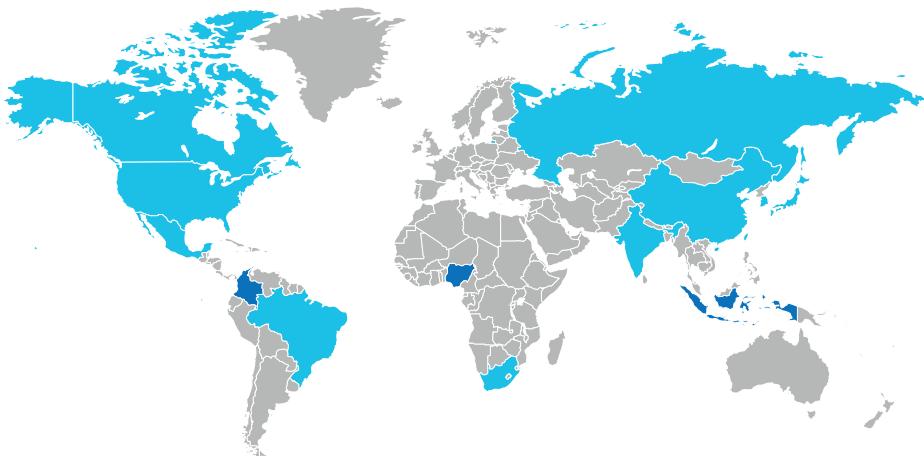
## Key themes

	Culture		Economy		Environment		Political (internal and external) issues		Social
	Development		Energy		Health		Science, research, and technology		

## Target countries

The study will examine how perceptions of the EU and its policies, as well as of Europe more broadly, have evolved since 2015 in the **ten target countries** and **three new countries**:

	Brazil
	Canada
	China
	Colombia
	India
	Indonesia
	Japan
	Mexico
	Nigeria
	Russia
	South Africa
	South Korea
	The USA



## Methodology

- State of the art literature review** on external perceptions of the EU and in-depth analysis of present and past EU Public Diplomacy projects
- Media analysis** exploring the framing of the EU and Europe in traditional media (press)
- Social media analysis** exploring the main trends of communication and reception of information about the EU and Europe in the target countries
- Public opinion poll** to gather quantitative data on the perceptions of the EU and its policies across general public in the target countries
- In-depth interviews** among policymakers, government officials, influential media and business professionals and opinion-makers, as well as representatives of the EU in the target countries
- Youth focus groups** among third year students of various disciplines

## Aims



The study aims to analyse the perception of the EU and its policies, and Europe more broadly, in 13 countries. It will inform EU Public Diplomacy activities to better engage with partners and target audiences globally and locally.

- Summary of key findings
- Presenting the evolving risks and opportunities for EU Public Diplomacy
- Recommendations and initiatives in the field of EU Public Diplomacy
- Suggestions for potential partner organisations

Visuals: Flaticon, Freepik

### Who we are

The project is commissioned by the European Commission's Service of Foreign Policy Instruments in cooperation with the European External Action Service. The consortium is led by B&S Europe, and the assignment is implemented by the team of experts from PPMI (sub-contractor) in close cooperation with the team of experts from PD-PCF University of Canterbury (led by Prof. Natalia Chaban).

### Contact

Get in touch with the project team by e-mail: [perceptions@ppmi.lt](mailto:perceptions@ppmi.lt)

