

# PERCEIVE

Perception and Evaluation of  
Regional and Cohesion Policies  
by Europeans and Identification  
with the Values of Europe

## What

PERCEIVE is a three years research project part of Horizon 2020, the biggest Research and Innovation Programme of the EU. The project investigates the impact of Cohesion Policy in creating a shared sense of European identity and a wider adherence to the values of Europe among European citizens. PERCEIVE analyses the sense of European identity based on the regional differences in application and communication of Cohesion Policy.

Do European Citizens know what Cohesion Policy is and what does it do for them? How well does the European Union communicate its policies and positive results? Why do Europeans, in different regions, have a significantly different sense of belonging to the EU?

## How

PERCEIVE will develop a comprehensive theory of “cohesion in diversity”, and use this theory to create a better understanding of the channels through which European policies contribute to create both different local understandings of the EU and different levels of European identification across profoundly different European regions.

## Why

The research is expected to make major conceptual, methodological and analytical contribution towards a better understanding of the relationship between European regional policies, local and

regional identities and the perception of the added value of the EU by its citizens. These activities will inform communication strategies at the EU, Member State and regional levels regarding the European regional policies and specific projects. They will provide insights on how to adapt these communication efforts to local and regional realities in order to maximise their impact. At the same time, the research will consider how to increase the civic appreciation of these policies and how to improve regional policy relevance and efficiency.

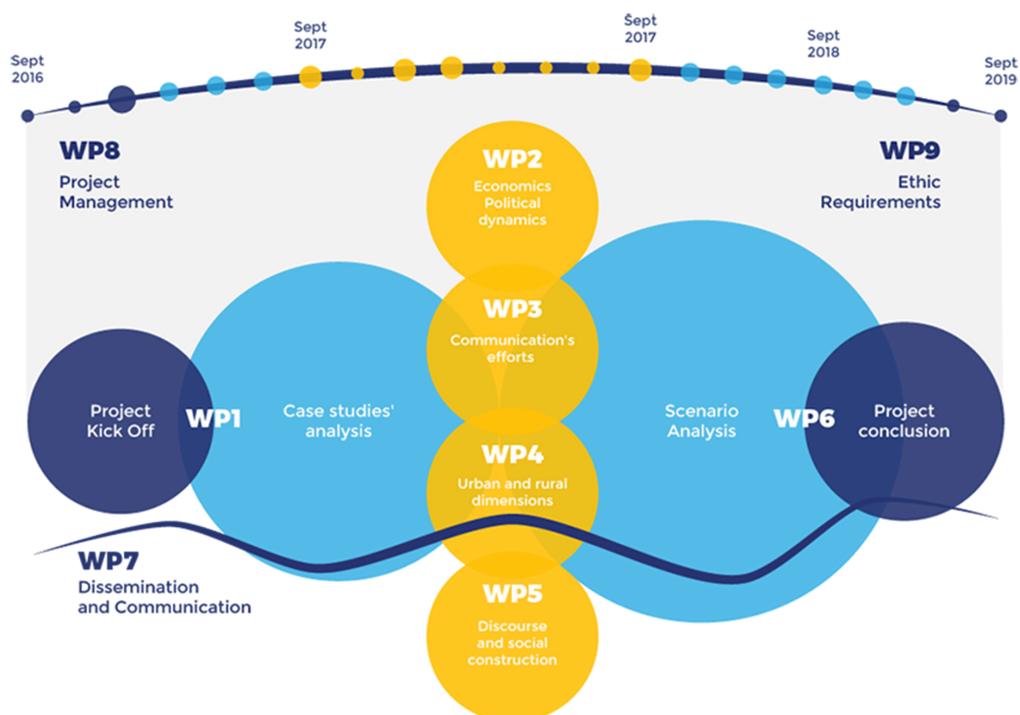
## Who

The countries involved are Italy, Sweden, Romania, Poland, Spain, United Kingdom, Austria. Nine partners from eight European regions:

- University of Bologna (Project Leader)
- University of Gothenburg
- Romanian Academy - Institute of Agricultural Economics
- Institute of Agricultural and Food Economics – National Research Institute
- University of Barcelona
- University of Portsmouth
- Vienna University of Economics and Business
- BAM! Strategie Culturali

PERCEIVE is a whole consortium. An additional value to the project is brought by Local Managing Authorities and the Advisory Board as third parties.

## When



## **Project Essentials**

PERCEIVE project is coordinated by University of Bologna

Call: H2020-REFLECTIVE-SOCIETY-2015

Topic: REFLECTIVE-3-2015: European cohesion, regional and urban policies and the perceptions of Europe

Grant Agreement number: 693529

Overall budget: €2.499.367,00

Duration: 36 months starting from Sept. 1 2016

## **Get in touch**

Have something to say? Get in touch with us and join the conversation!

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[www.perceiveproject.eu](http://www.perceiveproject.eu)

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