

PERCEIVE Final Conference

An improved Cohesion Policy
for a stronger EU

June 19th 2019

Brussels



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GRANT AGREEMENT NUMBER 693529

Guidelines on Cohesion Policy Communication:

PERCEIVE evidence, scenario
analysis and policy
recommendations

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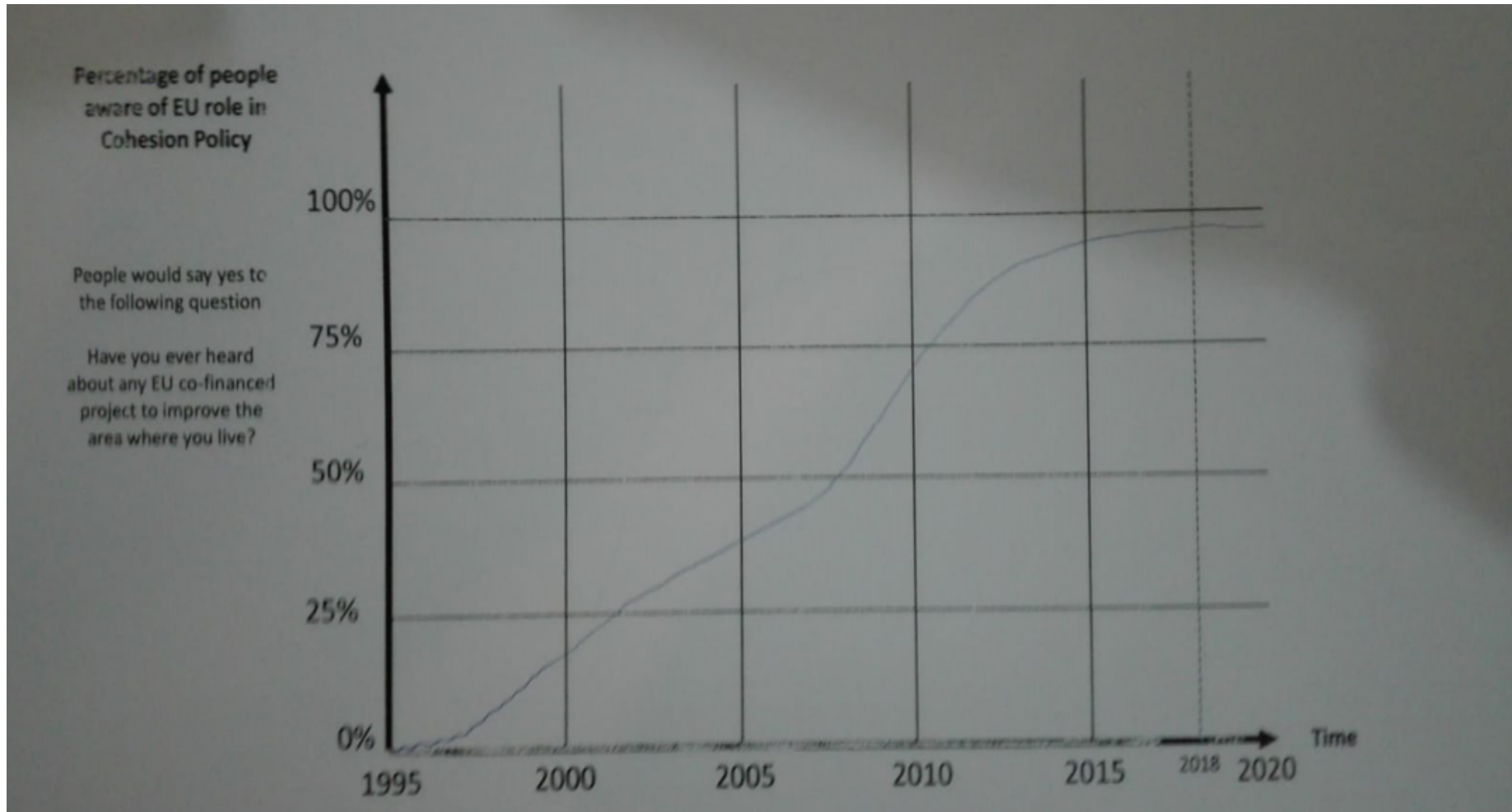
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Evidences & Motivations

- Communication effort is weakly associated with awareness.
- In the connection between Communication effort and awareness a ‘DECAY’ effect emerges: past expenses are even more weakly connected to current awareness.
- To explore the connection between communication and awareness
- we ground on recent theory of collective memory formation and decay.

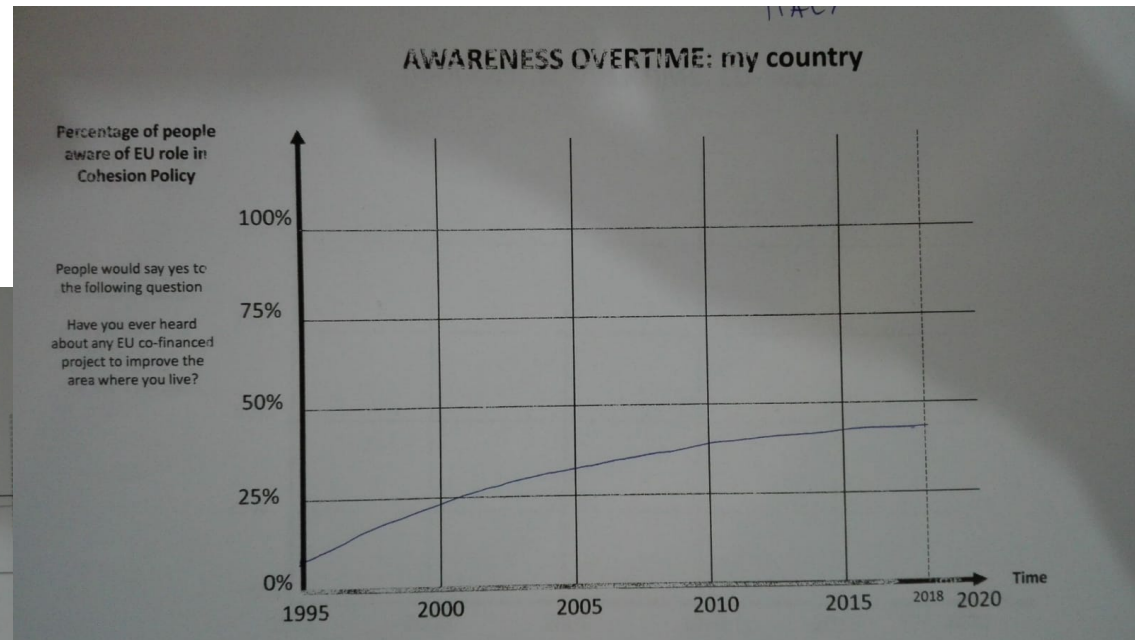
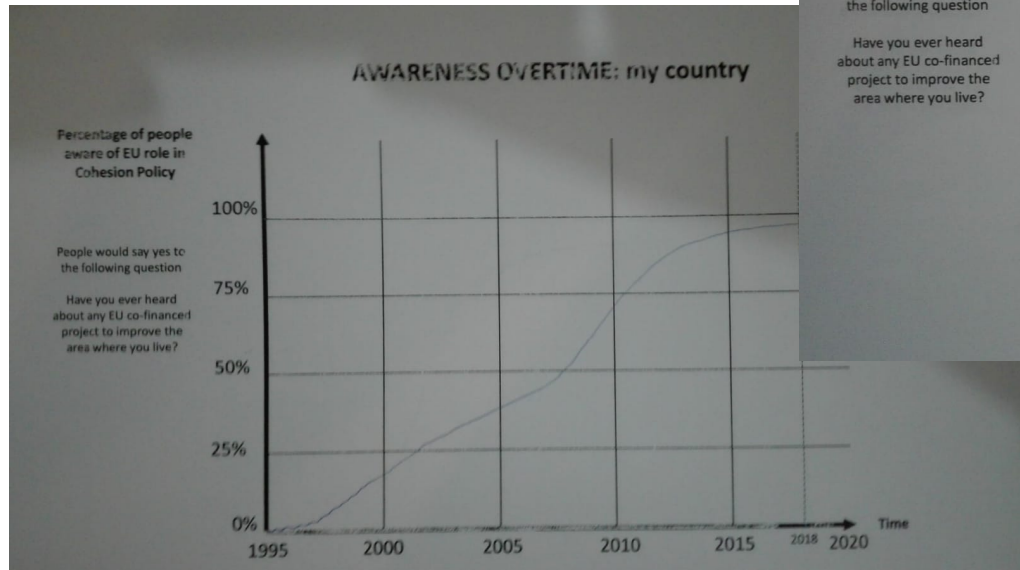


Do people perceive the decay effect?

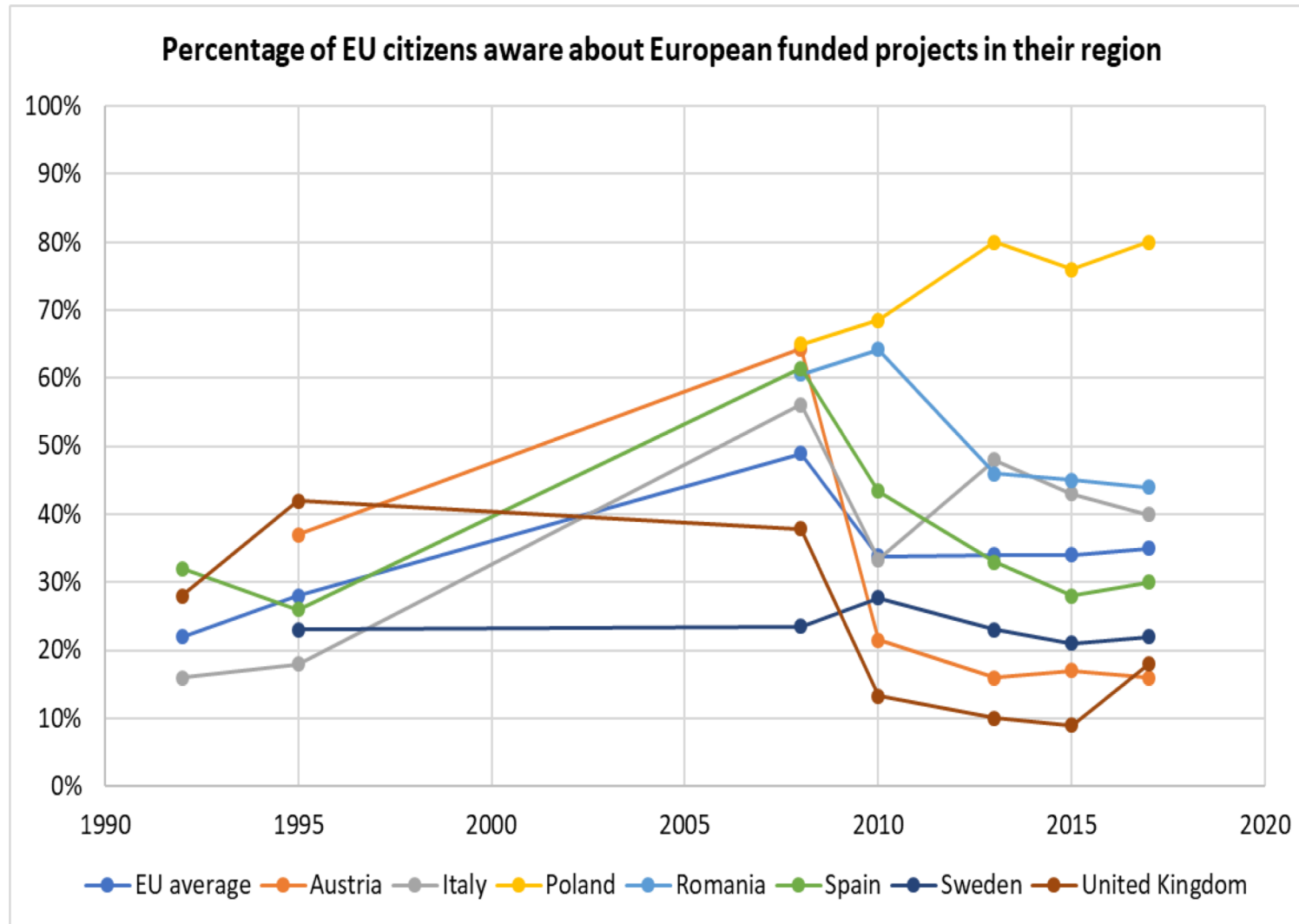


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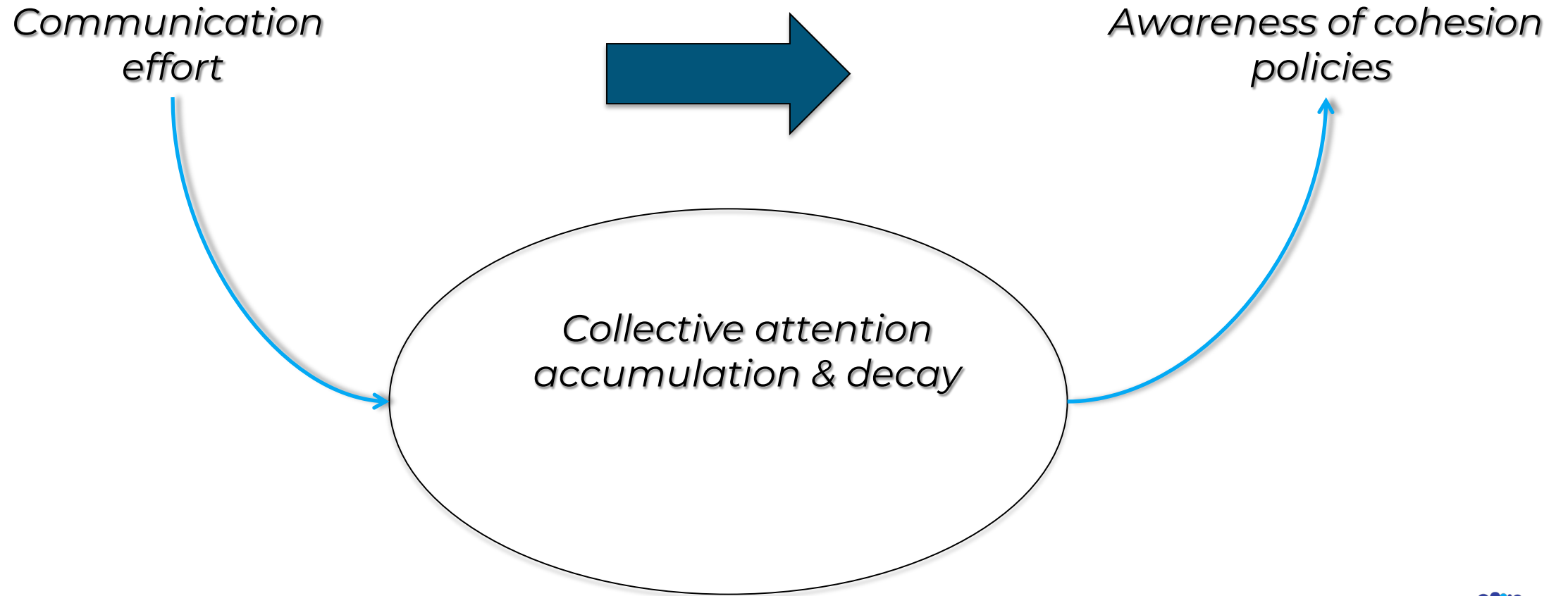
- Communication efforts do not accumulate....
-despite the perceptions collected during our focus groups and workshops.

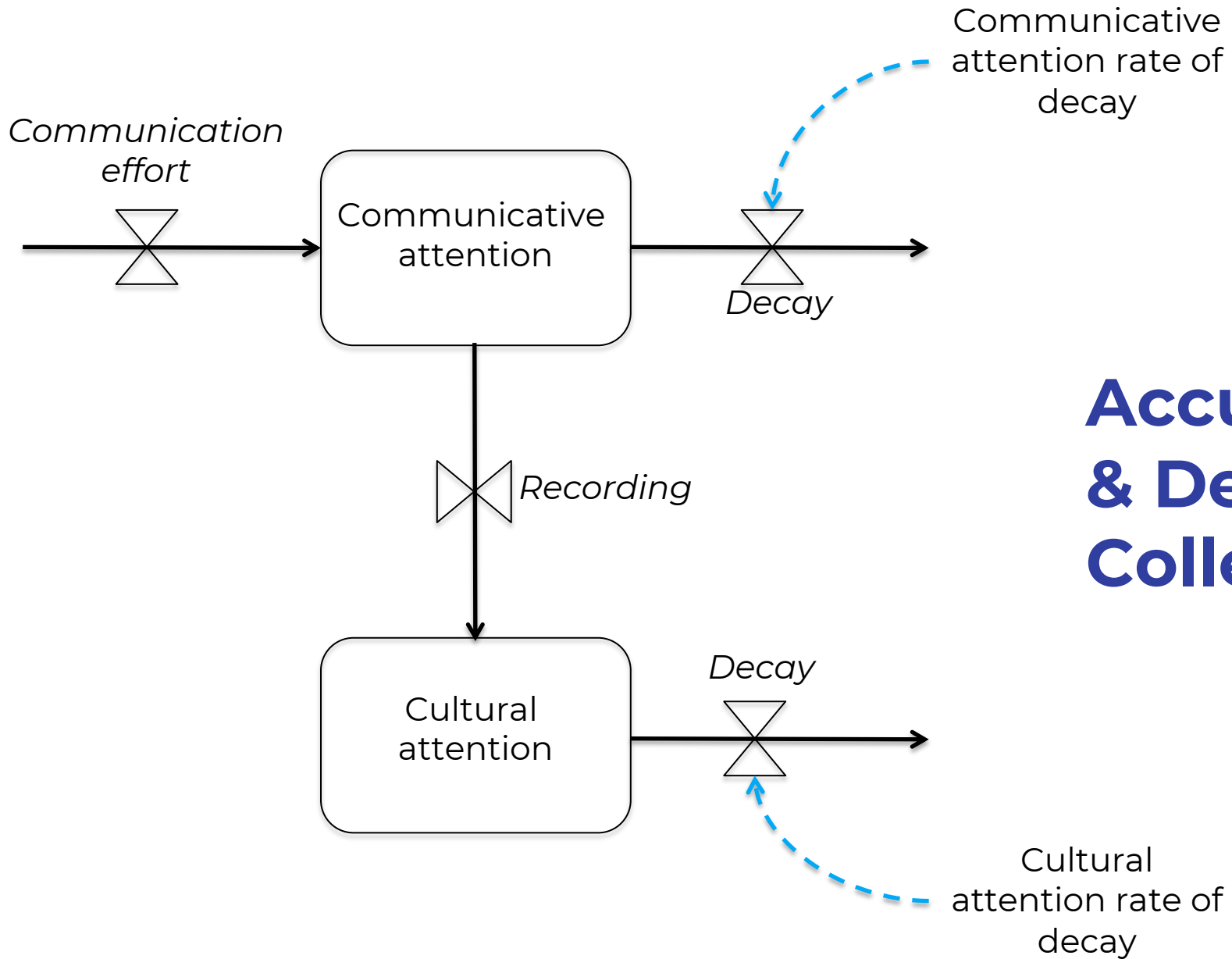


Awareness time series data: The decay effect



Communication and Awareness





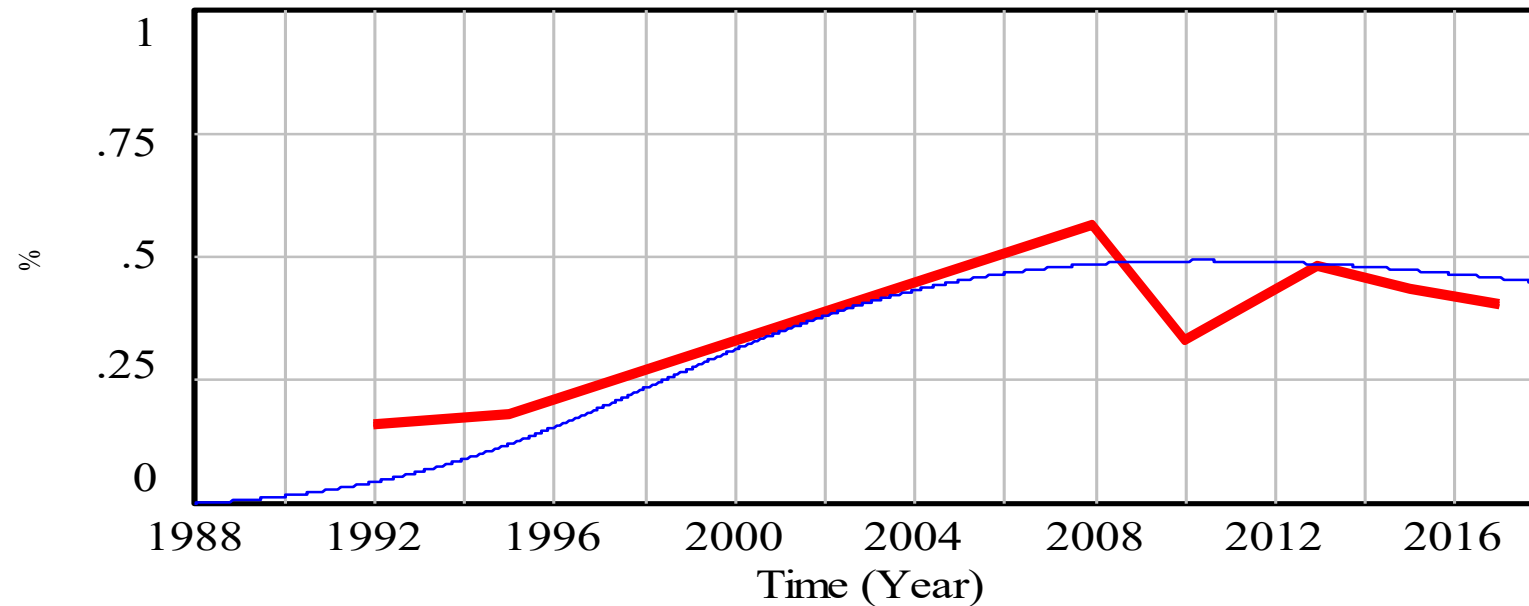
Accumulation & Decay of Collective Attention



The PERCEIVE Simulation Lab

Test and replication on available data

% of citizens aware of EU role in CP

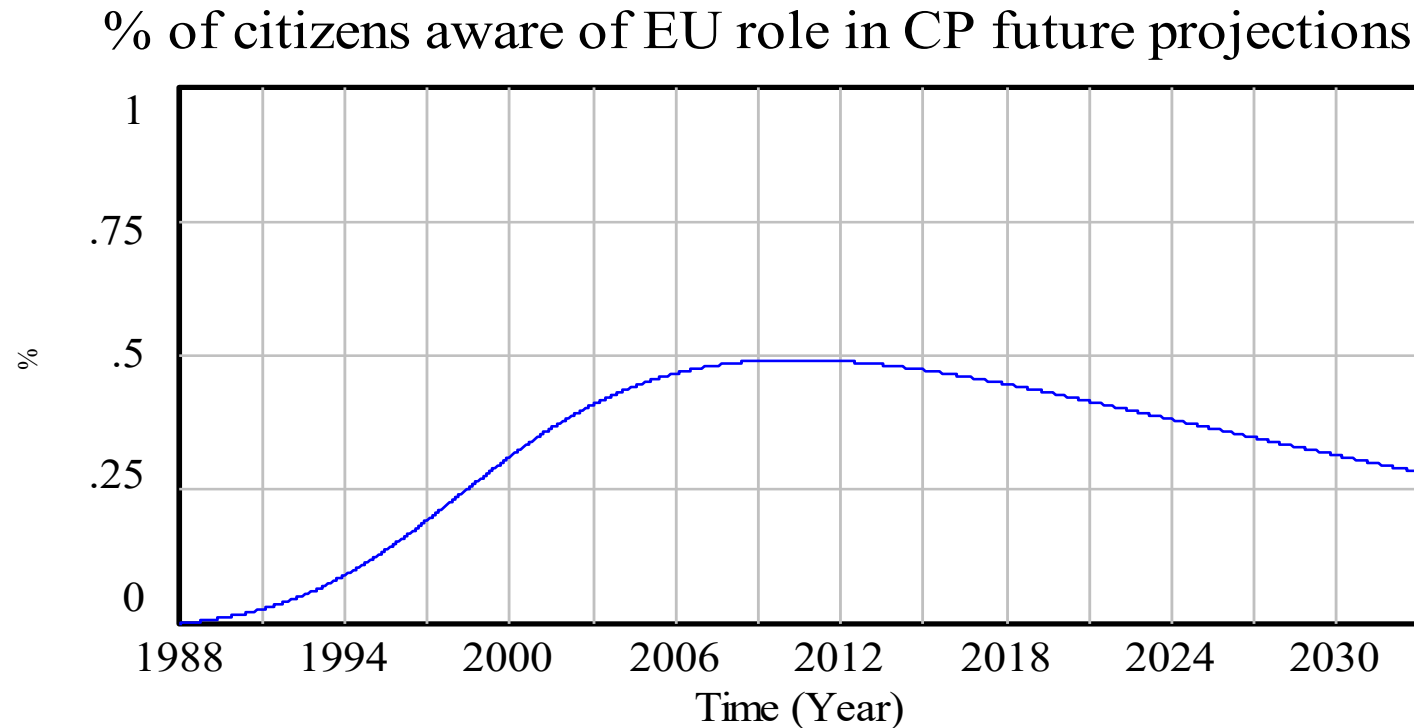


percentage of citizens aware of EU role in Cohesion Policy ————
REF percentage of citizens aware of EU role in Cohesion Policy ————



The PERCEIVE Simulation Lab

Long term scenario: Decrease in awareness

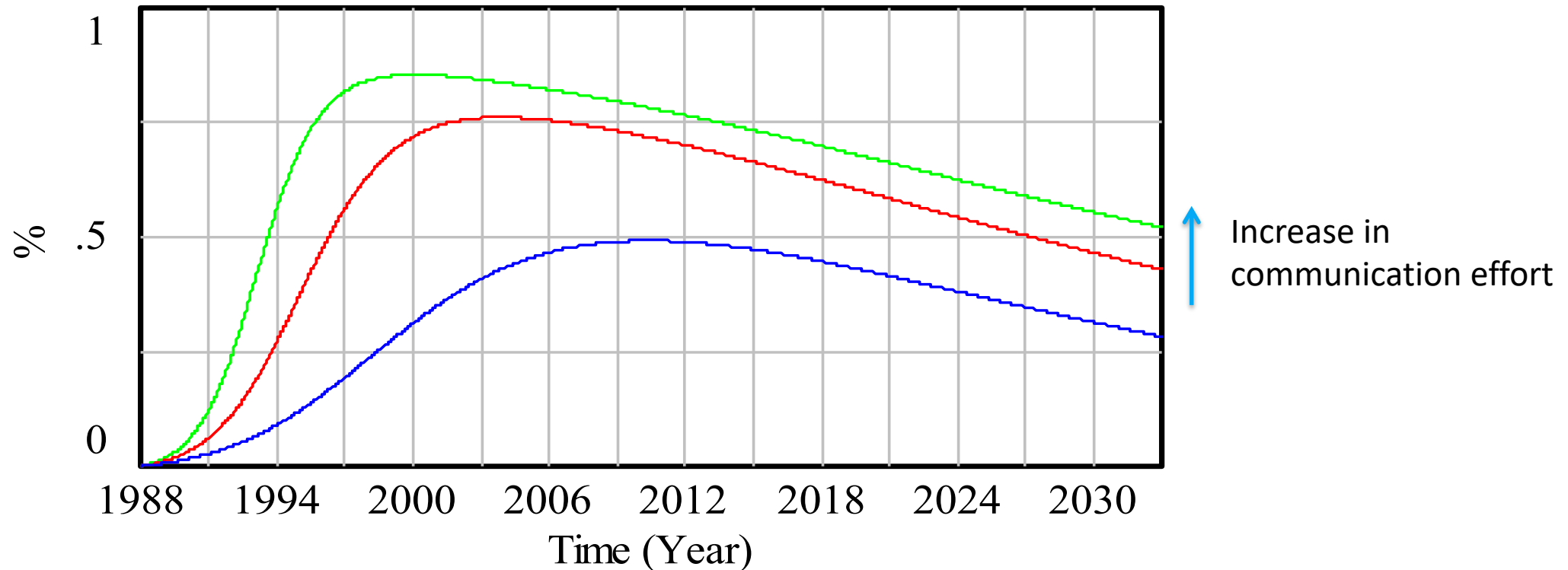


percentage of citizens aware of EU role in Cohesion Policy



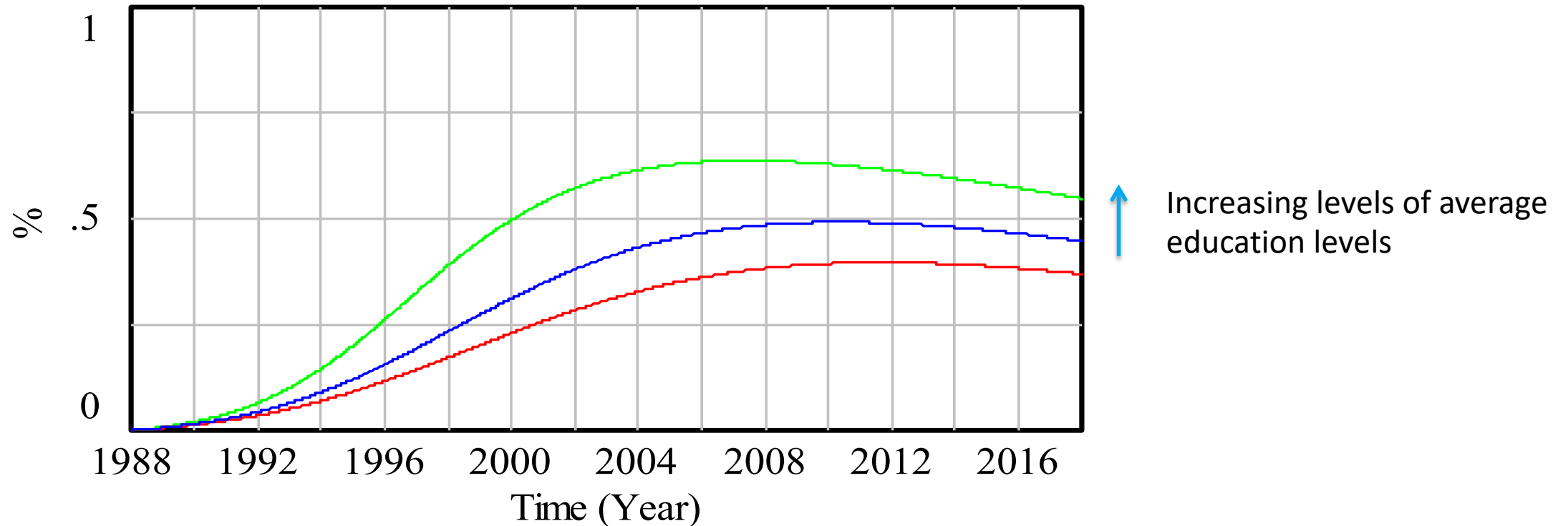
Sensitivity analysis on communication effort

% of citizens aware of EU role in CP future projections



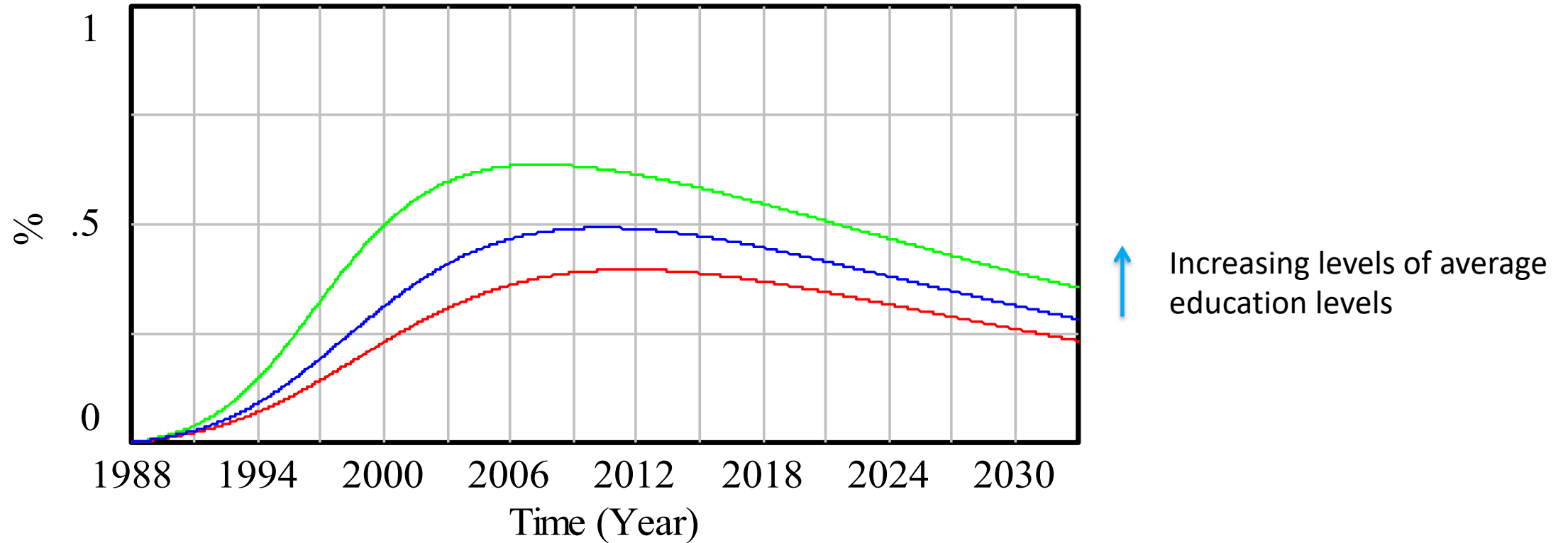
Sensitivity analysis of Average education level

% of citizens aware of EU role in CP future projections



Sensitivity analysis of Average education level

% of citizens aware of EU role in CP future projections

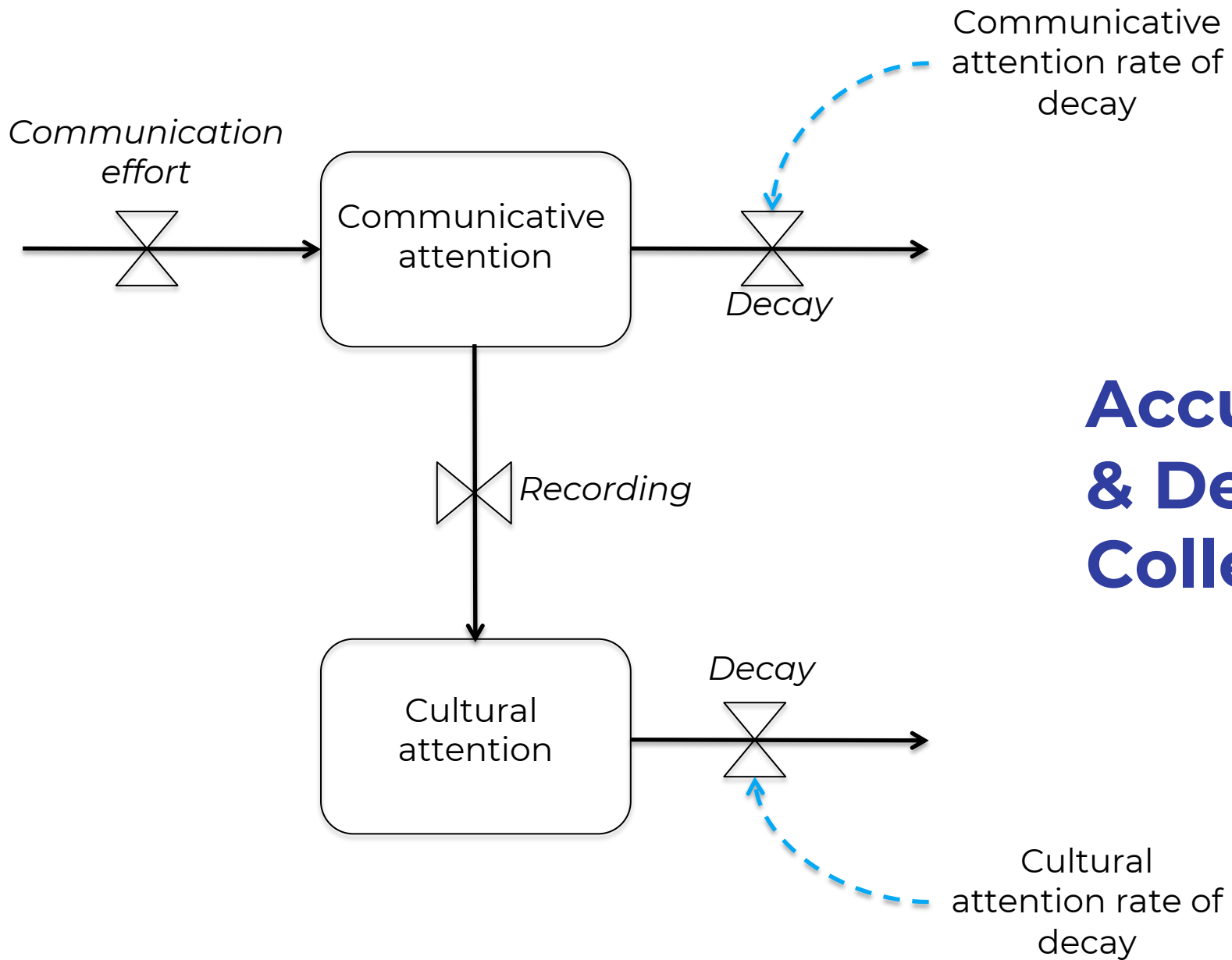


PERCEIVE Simulation Lab

What-if and Scenario analysis

- Sensitivity analysis of Fund spent in communication
- Sensitivity analysis of Average education level.
 - Communication efforts do not accumulate.
 - Different intensity of communication efforts produce different increases in the levels of transitory awareness.
 - Contextual factors produce different levels of transitory awareness (*average education level*).





Accumulation & Decay of Collective Attention

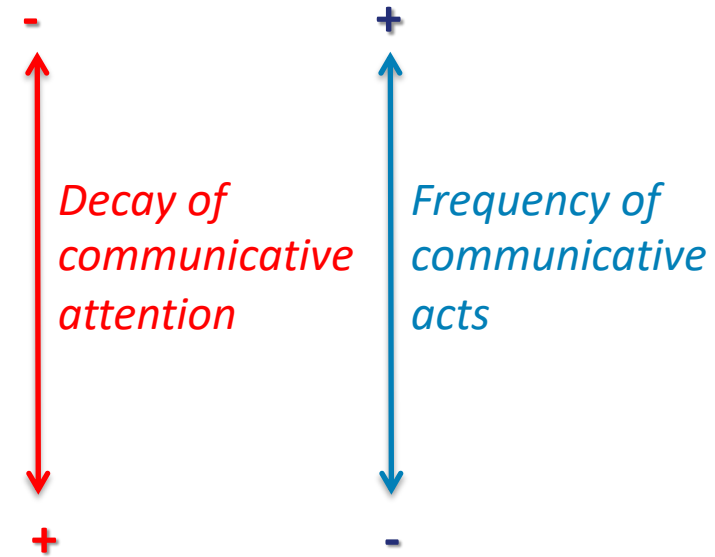
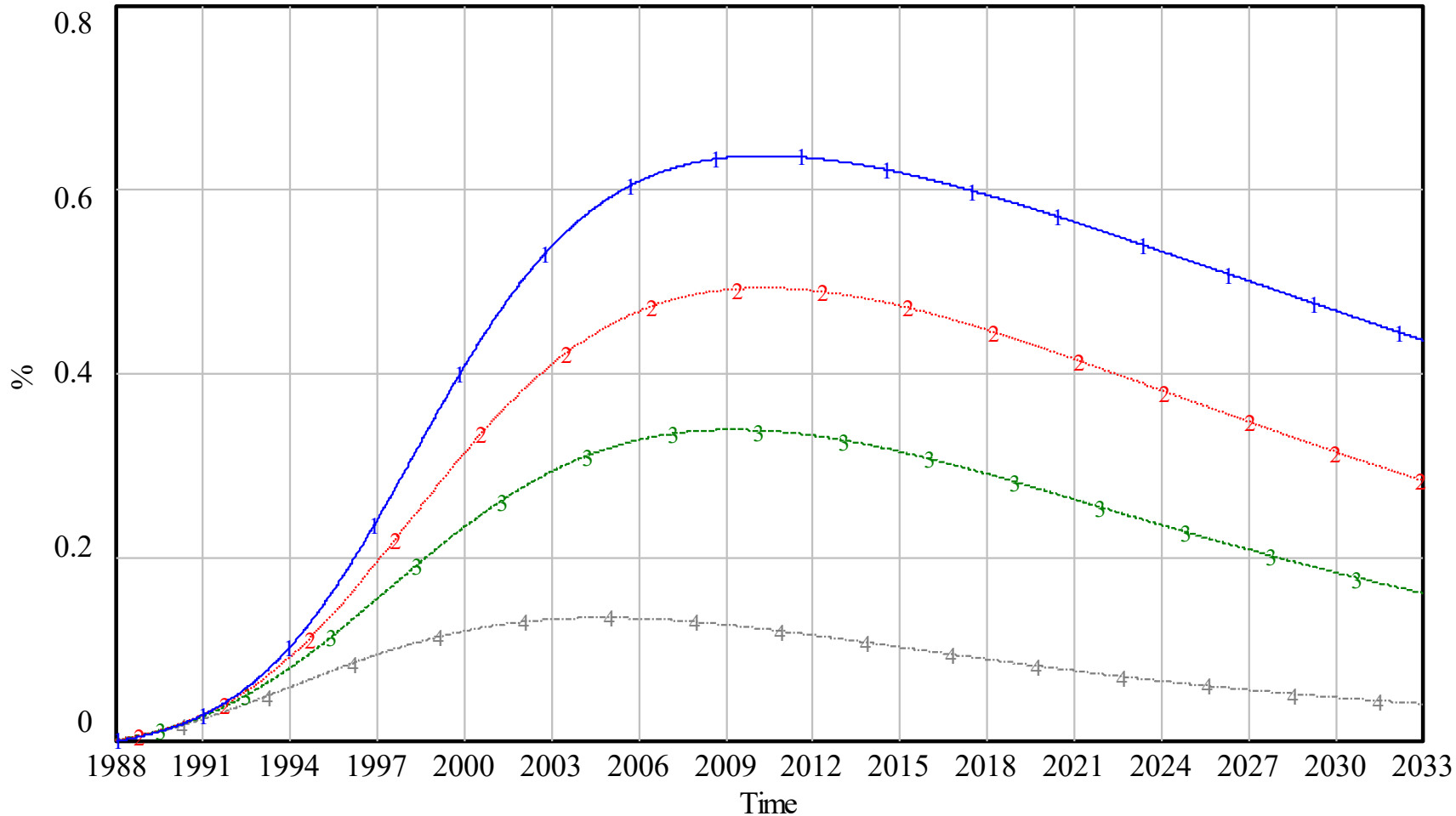


Communication strategies

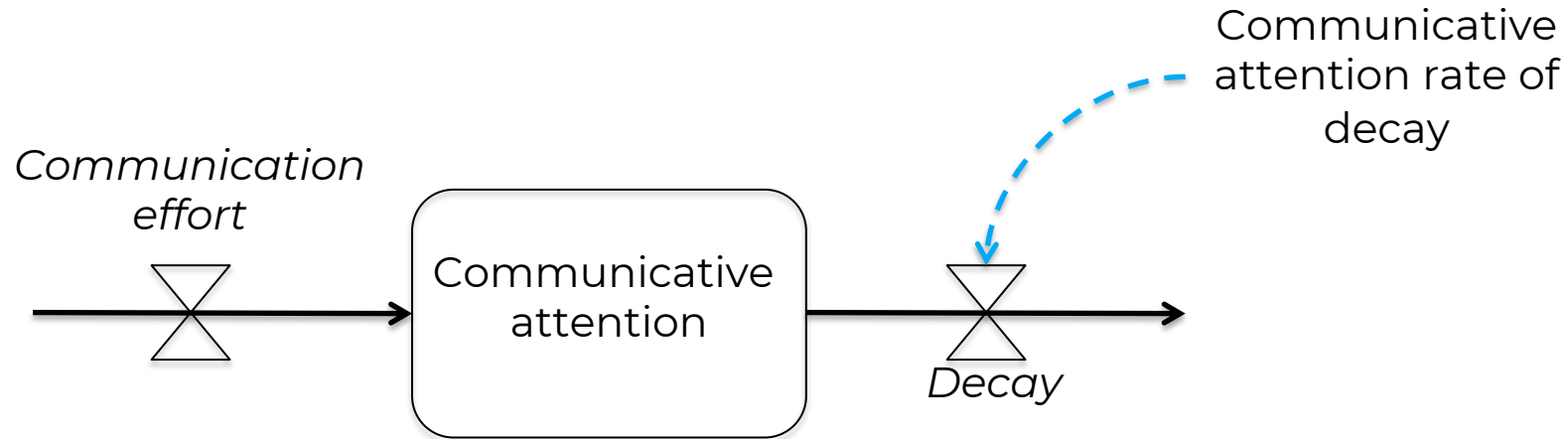
- Two key aspects of communication to be stressed
 1. Need to increase communication *frequency* to compensate communication attention decay:
 - **Activate a continuous flux of communication.**
 2. Need to anchor communication on long-seated symbolic and discursive elements:
 - **Analyze local discourse when generating story-telling**

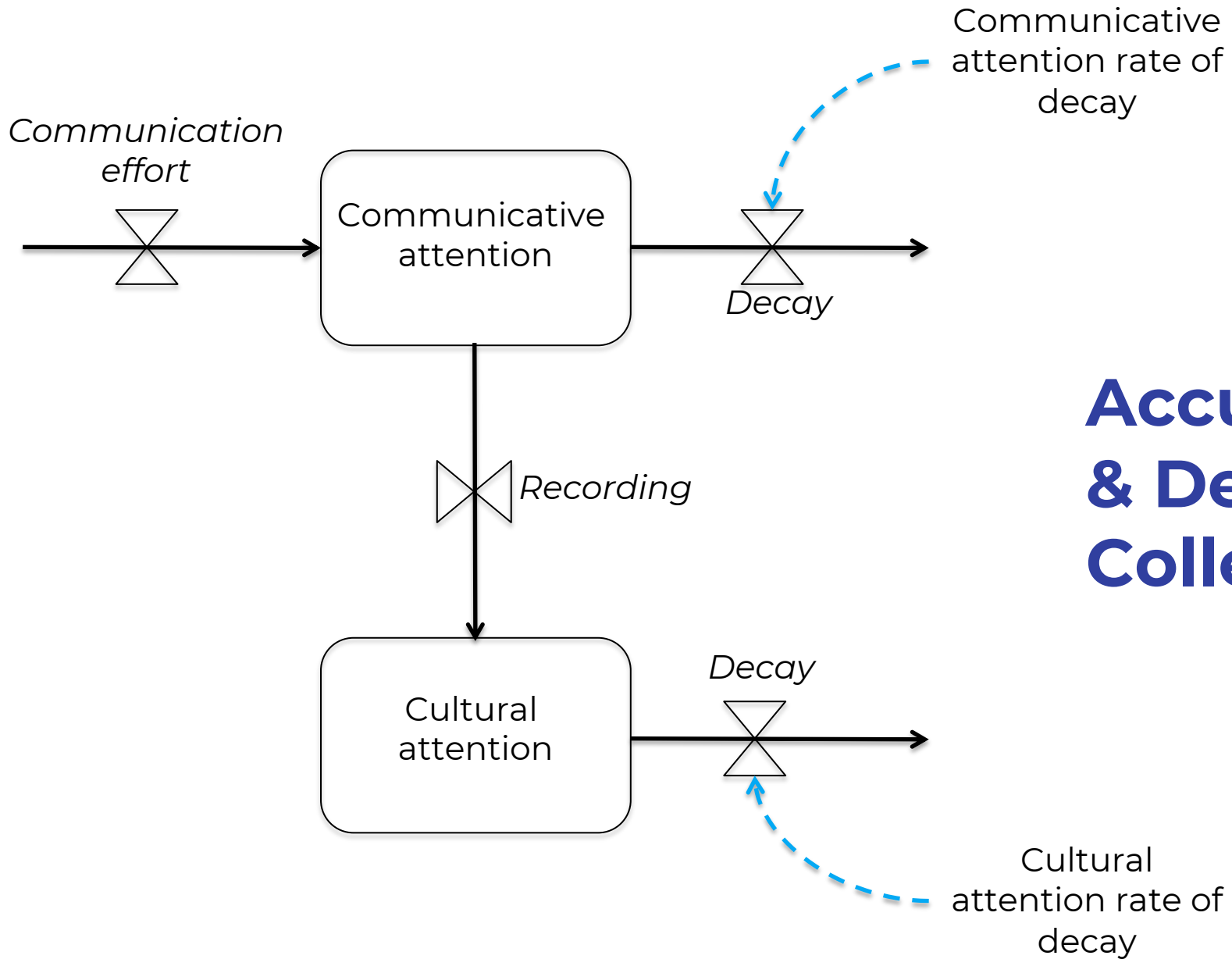


What-if analysis: keeping a constant flow of communication



Accumulation & Decay of Collective Attention

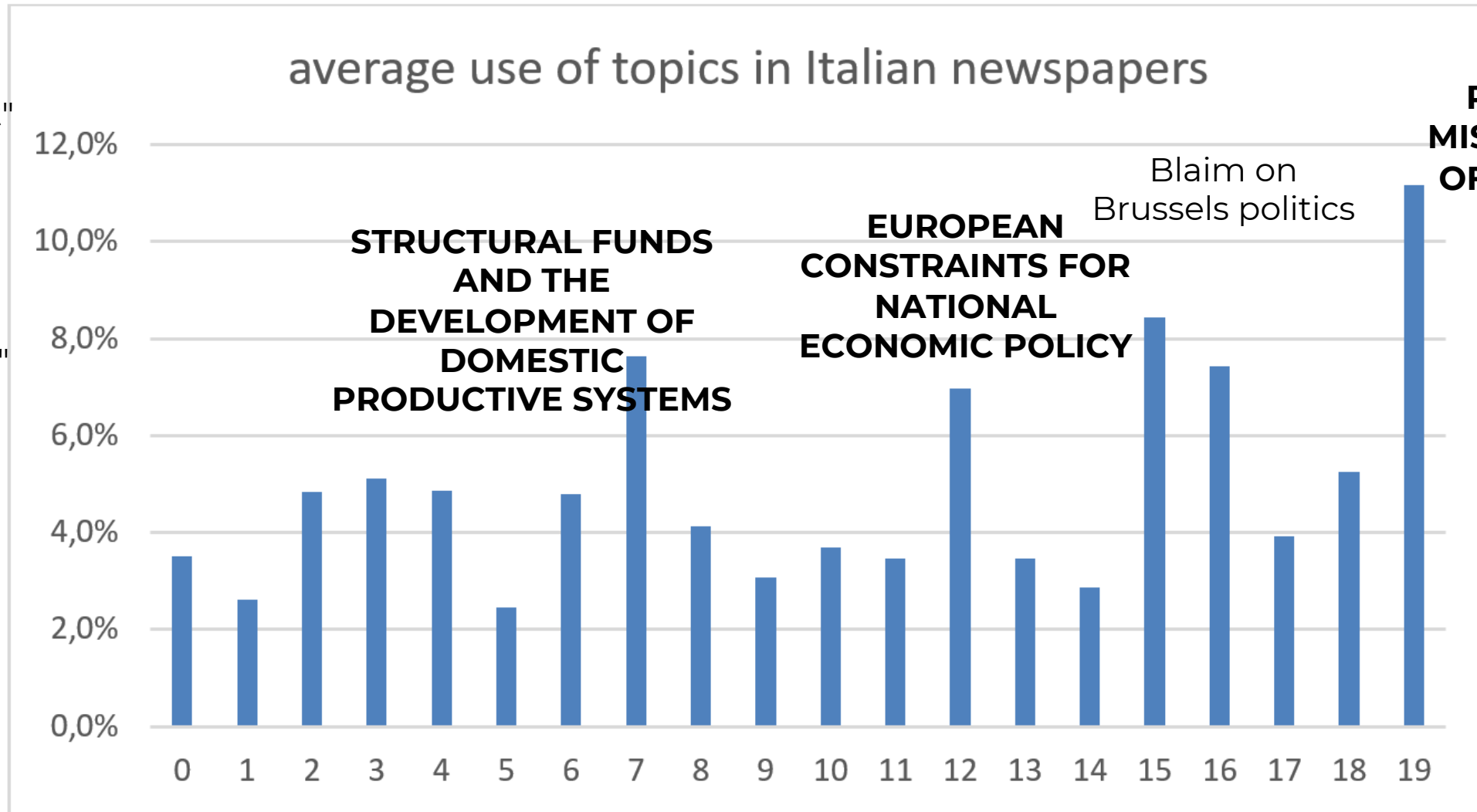




Accumulation & Decay of Collective Attention



Anchoring of Story-telling in local discourse



"investment"

"innovation"

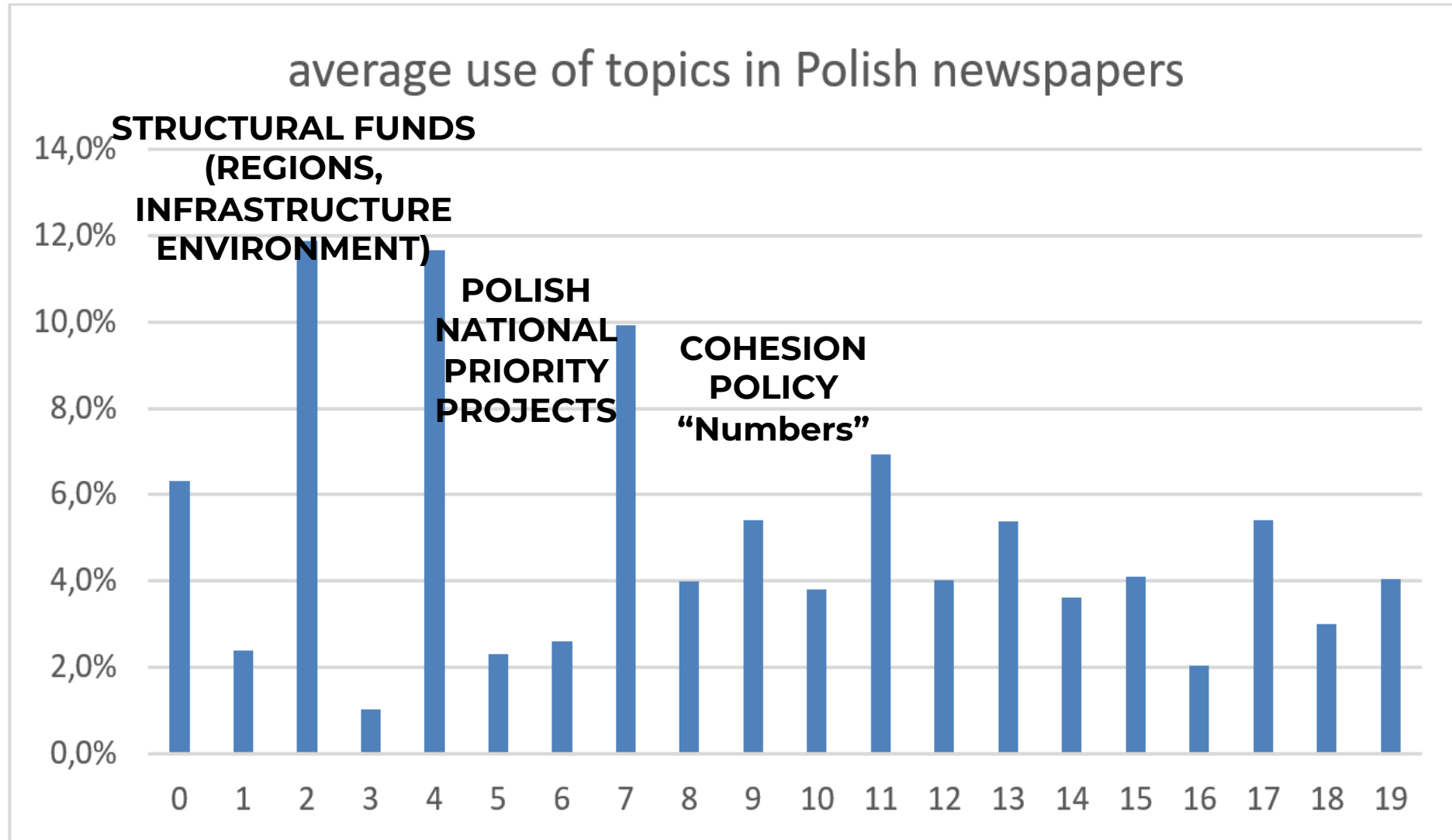
"opportunity"

POLITICAL MISMANAGING OF EU FUNDS

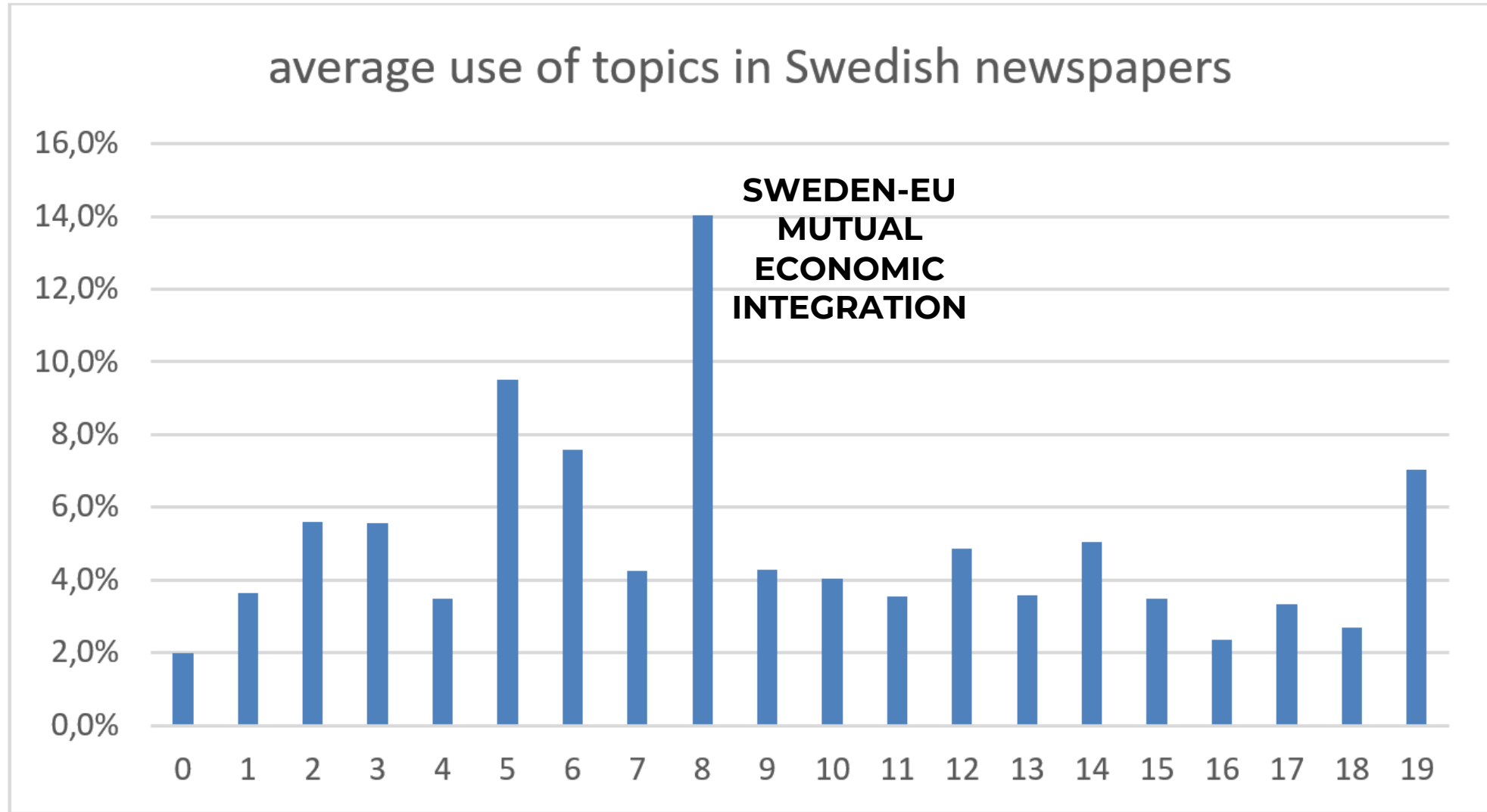
Blaim on Italian politicians



Anchoring of Story-telling in local discourse



Anchoring of Story-telling in local discourse



Anchoring of Story-telling in local discourse

- Considering how local discourse is populated by specific themes is necessary to appropriately planning communication.
- Communication plan should include among its operational objectives the building of a narrative that addresses the concerns that citizens associate to the use of regionals funds.



Communication frequency

- The building of a *community* of beneficiaries, potential beneficiaries and stakeholders should be included among the strategic objectives of communication strategies.
- Operational objectives could, for example, be defined in terms of number of potential members of the community.



Anchoring of Story-telling in local discourse

○ **Aim**

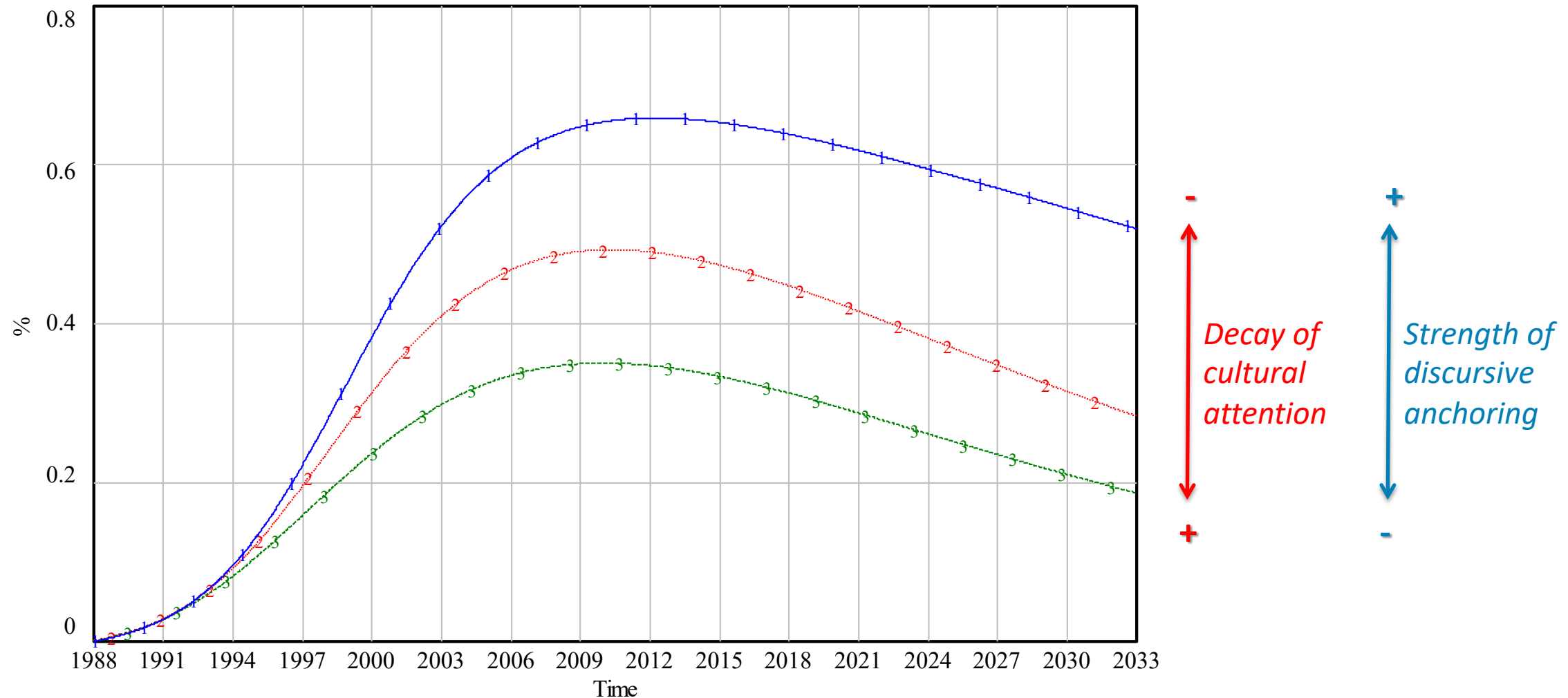
- Inform on the opportunities connected to funds.
- In form on the role of cohesion policy, and the European Union, in the development of regions.

○ **Target :**

- Potential beneficiaries.
- Specific groups of beneficiaries.
- Stakeholders of various kind.
- General population.



What-if analysis: anchoring on discourse



Thank you.

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