

EX-POST EVALUATION STUDY ON SOCIAL AWARENESS OF EUROPEAN COHESION POLICY IN POLAND

reUnitEd: Pomocna dłoń w
potrzebie – małe wielkie historie
o Europejskiej Polityce Spójności



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Research report



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METHOD OF CONDUCTING THE STUDY



ABOUT THE STUDY



RESEARCH OBJECTIVES

- Research about awareness of Euro European Funds and related issues – including social innovation and the decarbonisation process.
- Study of the effectiveness of the informational campaign about European Funds in (among others) Super Express and on the se.pl portal



METHOD AND TECHNIQUE

- Quantitative CAWI survey (**Computer Assisted Web Interviews**) on a research panel



SAMPLE

- **Population sample** – representative (in terms of gender, age, region and size of place of residence) sample of the adult Polish population aged 18+.
- Within the population sample, a group of Super Express readers (who read SE at least occasionally in print or online) was selected and then boosted to ensure their number was sufficient for analysis.
- **Total sample:**
 - ✓ 1st measurement (pre-test) N=1450
 - ✓ 2nd measurement (post-test) N=1428
- **SE users:**
 - ✓ 1st measurement (pre-test) N=627
 - ✓ 2nd measurement (post-test) N=639

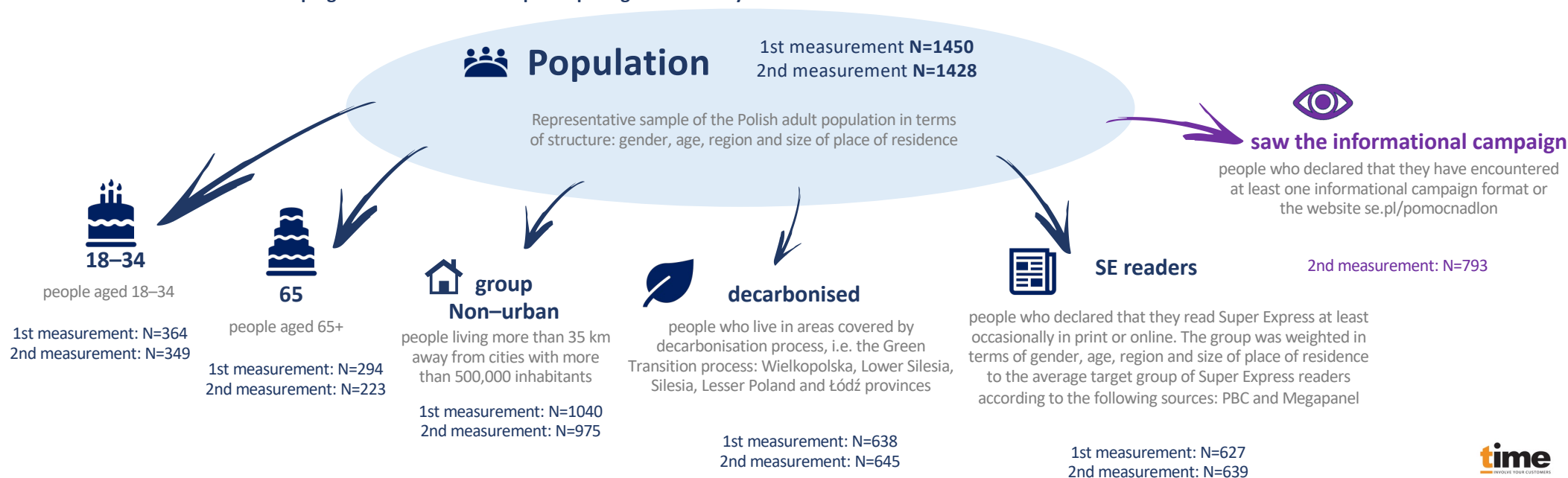


DATA COLLECTION PERIOD

- **1st measurement:** 10–14 November 2024
- **2nd measurement:** 19–27 June 2025
- Average length of the survey:
 - ✓ **1st measurement:** 16 minutes
 - ✓ **2nd measurement:** 23 minutes

ANALYSED TARGET GROUPS

- ❑ In order to assess the level of awareness of European Cohesion Policy, European Funds, Social Innovation and the decarbonisation process among the general Polish population and selected target groups, as well as to evaluate the effectiveness of the informational campaign on this topic, the survey was conducted in two stages:
 - **1st measurement** – conducted before the start of the informational campaign (pre-test);
 - **2nd measurement** – conducted after the end of the informational campaign (post-test);
- ❑ The results are presented **separately for the two waves of the survey for all respondents in a given measurement (population)**. The sample structure in both waves reflects the structure of Poles aged 18 and over in terms of age, gender, size and region of place of residence, which allows the survey results to be extrapolated to the entire adult population of Poland.
- ❑ In addition, within each measurement, five target groups for the informational campaign were identified, as well as a group that in the 2nd measurement declared that they had encountered elements of the campaign in the media before participating in the survey:

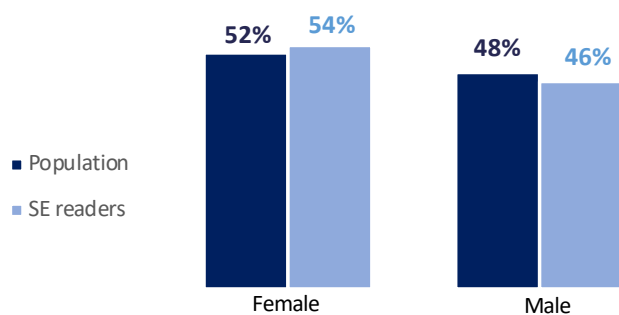


DEMOGRAPHICS

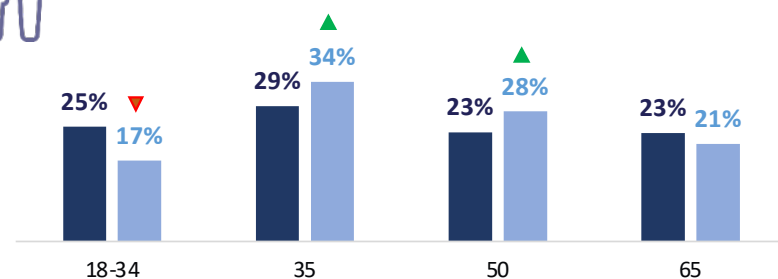
The study sample is representative of adult Poles population in terms of gender, age, education, region and size of place of residence. In addition, the group of Super Express readers was weighted to match the average demographic structure of SE readers (in print and on the se.pl website), according to PBC and Mediapanel data.



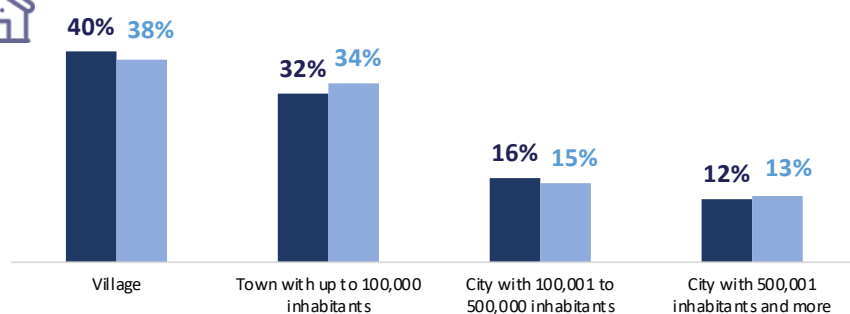
GENDER



AGE

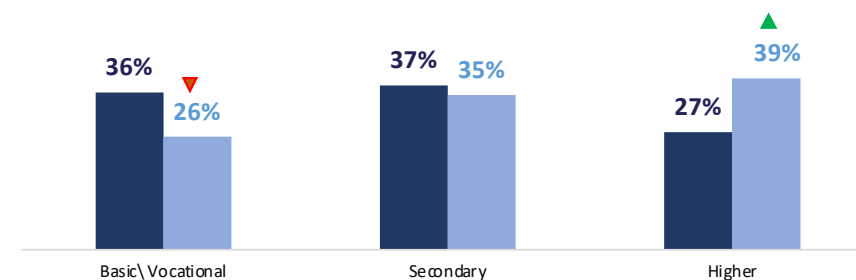


SIZE CLASS LOCATION



■ Population
■ SE readers

EDUCATION



▲ Statistically significant differences at the 0.05 level
▼ SE readers vs Population

Ex-Post Evaluation Study

Basis: Total N=1428, SE readers N=639

SUMMARY OF RESULTS



Summary 1/8

Introduction

The individual groups analysed differ in their media consumption, which affects their awareness of media campaigns and their assessment of them.

- ✓ People in the youngest age group (18–34) significantly less often than other groups use such information sources as television, radio, and the press (both in print and online). However, they listen to podcasts more often than other groups (45%).
- ✓ People aged 65 and over significantly more often than other respondents watch television (85%), read the press in paper form (37%) and online (69%), so they are better informed about current events in the country and in politics, including those related to the European Union. On the other hand, they less frequently (than the general population) listen to podcasts and watch online video content.
- ✓ The Super Express readership group shows a high level of co-use of other media – this group significantly more often uses almost all other sources of information, except for social media.
- ✓ Both the group of people living in areas covered by decarbonisation process and the group of residents of non-urban areas do not differ significantly from the general population in terms of their use of various sources of information.

Summary 2/8

European Cohesion Policy (ECP) – increased awareness and positive assessments

- ✓ Respondents who had come across the informational campaign were significantly more likely to declare that they were familiar with the concept of European Cohesion Policy (74%) compared to those who had not come into contact with campaign materials (59%). Also, clear differences were noted in emotional attitudes towards the concept – more than half of the people in the 'campaign group' expressed a positive attitude (54%) towards the concept, compared to 39% of the remaining respondents.
- ✓ However, it is worth noting that although declarative awareness of the ECP has increased after the campaign, understanding of its goals has not necessarily improved. Correct understanding of the concept is comparable in the group of people who had contact with the informational campaign (55%) before the survey and those who had not seen it before (60%). Some people interpret the ECP as a mechanism for equalising income differences between EU citizens (an increase from 9% in the first measurement to 12% in the 2nd measurement), rather than correctly understanding it as a tool for reducing development disparities between regions. This may be due to the name itself (European Cohesion Policy), not only to a lack of understanding of its role.

Social innovations – greater awareness and understanding

- ✓ The impact of the informational campaign is visible in the area of social innovation. Among those who had contact with the campaign, as many as 71% declare familiarity with the concept of social innovation (vs. 54% of the rest). What is more, positive emotions towards this term are significantly more frequent among people who have come into contact with the informational campaign (54% vs. 39%).
- ✓ The increase in understanding of social innovation concept was particularly evident in two groups: among people aged 65+, where the above mentioned way of understanding the concept increased from 19% to 31%, and in regions affected by decarbonisation, where there was an increase from 19% to 28% of indications that social innovations are "micro-projects aimed at innovative approaches to solving social problems".
- ✓ People from the 'campaign group' were more likely to perceive social innovations as "new ways of solving social problems that are better than the current ones" (30% vs. 22% of people who did not see the campaign).
- ✓ In the post-campaign survey, increases were also recorded in awareness of **specific** social innovations – the number of respondents aware of at least one social innovation increased:
 - in the 18–34 age group – from 47% to 57%,
 - among people living outside large cities – from 44% to 50%,
 - among readers of Super Express – from 56% to 63%.

Summary 3/8

- ✓ What is more, there is a significant difference in awareness of specific innovations between the group that had contact with the campaign before participating in the survey and the group that had not previously encountered the campaign (or did not remember it) – as many as 2 out of 3 people (66%) in the former group were able to identify at least one social innovation, while among the latter one, the percentage was only 28%.
- ✓ In the 'campaign group' the attitude towards social innovations is also much more positive than among the other respondents. Almost everyone in this group believes that such projects are necessary (94%), 2 out of 3 are convinced of the real impact of social innovations on everyday life (68%), and 60% consider them very or rather interesting. In this group, there is also a significantly higher willingness to submit own idea for social innovation (64% vs. 41% of the others).

European Just Transition Fund – growing awareness and acceptance

- ✓ Awareness of the term "Just Transition Fund" remained at a comparable level among the population as before the campaign (48% vs 49%). However, awareness among people who saw one of the campaign formats is significantly higher (55% vs. 41% of the rest). However, awareness is not always reflected in correct understanding of the concept – this indicator remained at a similar, fairly high level as in the previous measurement (57% in the 2nd wave vs 58% in the 1st wave). Furthermore, the percentage of people who correctly interpreted the role of the Just Transition Fund in the 'campaign group' is also at a similar level (59%) to that of the group of people who had not come across any information materials prior to the survey (54%).
- ✓ The campaign did, however, influence the assessment of the Fund's effectiveness:
 - In the 2nd measurement, the percentage of people who rated the Fund's activities as a great idea that could bring about many positive changes increased significantly among the general population (from 10% to 13%). In the 18–34 age group, the percentage of those hoping that the Fund will help save the regions affected by decarbonisation increased (from 14% to 22%).
 - On the contrary the percentage of critics of the Fund among the general population decreased (from 16% to 12%). It also decreased among residents of non–urban areas (from 16% to 12%), and in the 18–34 age group (from 17% to 10%).
 - In the 'campaign group', there was a more frequent belief in the positive role of the Fund (16% vs. 9% in the group of those who had not seen the campaign materials before), as well as in its at least moderate role (32% vs. 24%). Critical voices in the 'campaign group' were much less frequent.
- ✓ Changes in their region of residence related to the Fund's activities were noticed almost exclusively by people who had come into contact with the campaign (26% vs. 12%).

Summary 4/8

European Funds investments – real changes

- ✓ Respondents who saw at least one campaign format were significantly more likely to declare that they noticed positive changes in their region and in their own lives as a result of EF investments:
 - 62% noticed at least some positive changes in the region (vs. 25% of people who had not previously been exposed to the campaign),
 - 54% admitted that EF investments have a positive impact on their personal lives (vs. 32% of people who did not see the campaign).
- ✓ In the 2nd wave of the survey, there was also a significant increase in the percentage of people aged 65+ who see a positive impact of EF investments – from 28% to 38%, which indicates the effectiveness of the campaign in reaching this group.

Labour market – less ignorance, greater awareness

- ✓ In the 2nd measurement, a significant decrease in the lack of awareness of existing EF-funded solutions on the labour market was recorded among the entire population (from 49% to 44%).
- ✓ The change is particularly noticeable among residents of non-urban areas, where the percentage of unaware people fell from 48% to 43%.
- ✓ People who have had contact with the campaign are significantly more likely to have general knowledge about the solutions offered by the EF on the labour market – only 31% of them are unaware of such solutions (compared to 58% of the rest). They are also more familiar with **specific** solutions (subsidies, free courses and training, comprehensive projects facilitating return to the labour market, retraining programmes for residents of areas transitioning away from coal).
- ✓ The campaign increased awareness of such solutions, but some people still do not use them, mainly because they do not need to. However, the number of people who do not use these solutions because they do not know where to seek help has significantly decreased: from 17% to 12% among people outside urban areas and from 17% to 10% among residents of areas affected by decarbonisation.
- ✓ The campaign has therefore reduced the information barrier – the problem now is rather motivation and the need to take advantage of the opportunities offered.

Summary 5/8

Our awareness-rising campaign on cohesion policy – key achievements and conclusions

Visibility

- ✓ The information activities carried out between autumn 2024 and summer 2025 on social innovation and investments from European Funds had a fairly high level of reach. **More than half of the total population (53%) had contact with at least one format of the campaign.**
- ✓ This was significantly more common among readers of Super Express (69%). Interestingly, the campaign reached men (45%) and rural residents (36%) to a lesser extent.
- ✓ Among those who noticed the campaign, a significantly higher percentage (than in the general population) were readers of the press, either in paper form (38%) or in the form of online news portals (64%).
- ✓ Among the campaign formats surveyed, **regional articles** were the most recognisable, reaching over 1/3 of the total population. A slightly lower percentage of the total population had contact with reports. The following formats were noticed:
 - regional articles – 36%,
 - reportage – 32%,
 - films from the 'Komentery' series – 28%,
 - weekend articles – 28%,
 - crossword puzzles – 19%.
- ✓ **The campaign website** (main page or FAQ section) was noticed by only 14% of respondents, but – importantly – it was most often rated as the most valuable source of information (very or rather important – 70%).

summary 6/8

Our awareness-rising campaign on cohesion policy – key achievements

Attractiveness

- ✓ Most formats were rated **as attractive by over half of the respondents**. However, crossword puzzles were rated significantly lower than the average for the attractiveness indicator (60%):
 - website – 63%
 - 'Komentery' series – 63%
 - regional articles – 60%
 - reportages – 60%
 - weekend articles – 57%
 - crossword puzzles – 55%
- ✓ All formats achieved **significantly higher results among Super Express readers** – both in terms of recognition and assessment of attractiveness, comprehensibility and importance of the message.
- ✓ People aged 65+ noticed reportages (38%) and weekend articles (36%) more often than other respondents. What is more, in this age group, all formats received significantly higher ratings on the attractiveness index:
 - content attractiveness: websites, regional articles – 73% vs 60% in the population, 72% vs 63% in the population, 'Komentery' videos – 69% vs 63% in the population, reportages – 68% vs 60% in the population, weekend articles – 68% vs 57% in the population.
- ✓ The younger age group (18–34 years) not only noticed individual campaign formats less often, but also rated them significantly lower:
 - importance of the message – all formats scored significantly lower in this group than among the general population;
 - attractiveness of content: websites – 57% vs. 63% in the population, 'Komentery' videos – 56% vs. 63% in the population, reports – 51% vs. 60% in the population, regional articles – 47% vs. 60% in the population, weekend articles – 47% vs. 57% in the population.

summary 7/8

Our awareness-rising campaign on cohesion policy – key achievements and conclusions

Communication

- ✓ In terms of **communication**, the campaign as a whole received significantly more positive ratings among people aged 65+ and among readers of Super Express.
- ✓ The ratings of the campaign message among people aged 18–34 are mostly significantly lower than among other groups.
- ✓ The vast majority of respondents considered the campaign to have a clear message (71%) and to broaden their knowledge of European Funds (70%). The campaign therefore fulfilled its informative function and effectively conveyed the intended messages.
- ✓ Despite the overall positive assessment, less than half of the respondents declared that the campaign addressed issues that were relevant to them personally (42%).

Impact on the perception of European Funds

- ✓ The campaign has the potential to change perception of European Funds in a more positive direction. Almost half of the respondents admitted that the campaign materials influenced their more positive perception of the opportunities offered by the European Funds (48%).
- ✓ A particularly strong impact was noted among people aged 65+ (55%) and readers of SE (59%). The campaign had a less positive impact on the 18–34 age group (40%).
- ✓ Almost half of respondents changed their opinion of **EU Cohesion Policy** to a more positive one after viewing the campaign materials (46%). This change was more frequently reported by people aged 65+ (55%) and less frequently by those aged 18–34 (33%), who in turn were more likely to say that the campaign had not influenced their opinion (38%).
- ✓ The informational campaign has **a significantly greater impact in the case of repeated contact with the materials** – among people who had encountered some form of the campaign before the survey, all assessments of individual formats and of the campaign as a whole are significantly higher than among people who had not seen it before the survey.

summary 8/8

SUMMARY

- The campaign achieved wide reach and good recognition – at least one format was noticed by over half of the Polish population.
- The campaign message was clear, and most recipients considered it to be informative about EF.
- People who saw the campaign were significantly more likely to:
 - declare a better understanding of the role of EF,
 - notice its impact on everyday life,
 - change their opinion about EU Cohesion Policy to a more positive one.
- The campaign was most effective among people aged 65+ and readers of SE, where the highest ratings and changes in attitudes were recorded.

STUDY RESULTS

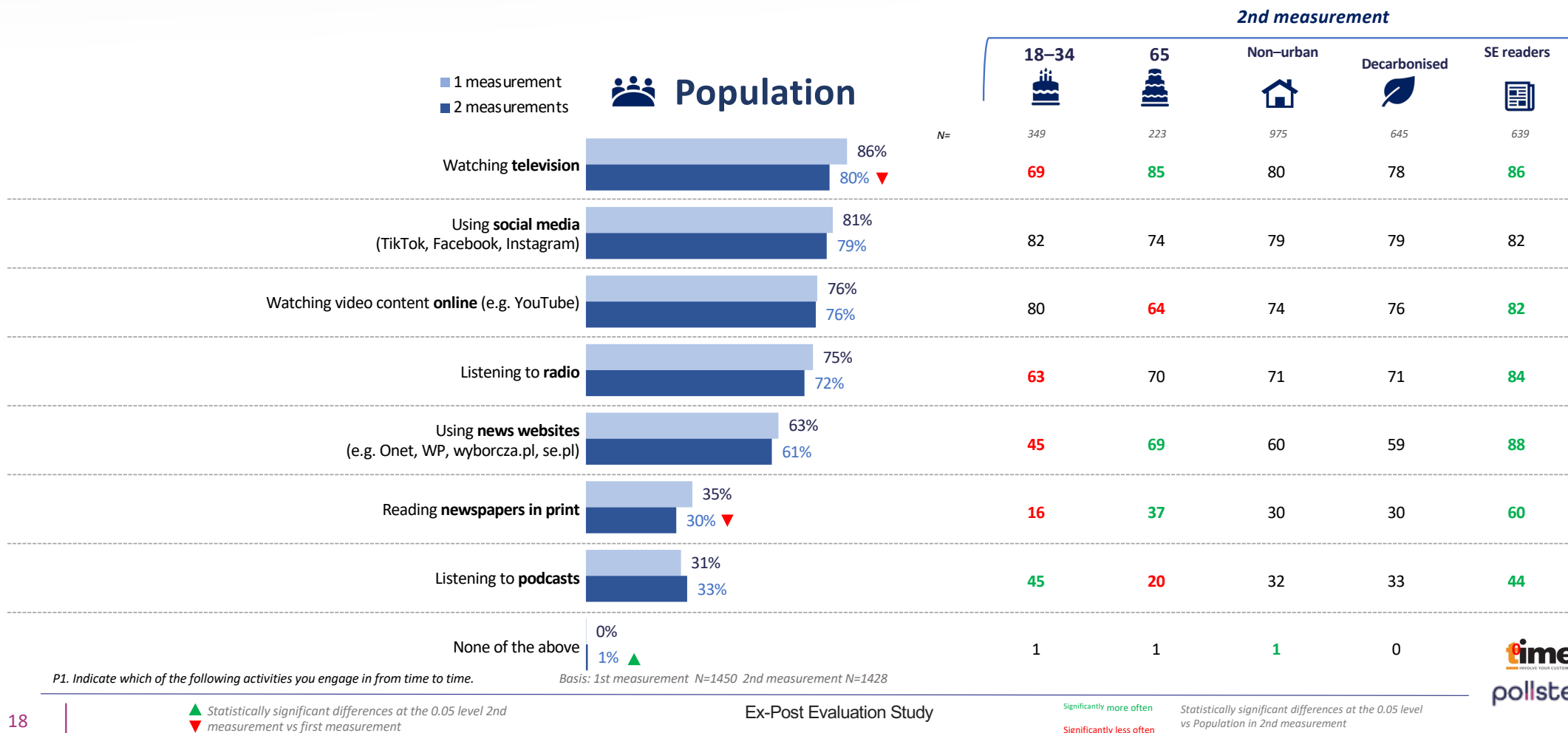


SOURCES OF INFORMATION



USE OF INFORMATION SOURCES

In the 2nd measurement, the number of people watching television and reading newspapers in paper form decreased. Other media were used by a similar percentage of people as in the autumn measurement. People in the youngest age group (18–34) use television, radio, newspapers in print and online news portals significantly less often than others. On the other hand, people over 65 watch television and read newspapers (in print and online) more often, but they listen to podcasts and watch video content online less often. The group of Super Express readers shows a high level of co-use of other media – this group uses all sources of information (excluding social media) significantly more often than the general population.



EUROPEAN INSTITUTIONS

— KNOWLEDGE AND
ATTITUDE



KNOWLEDGE OF THE TERMS AND CONCEPTS

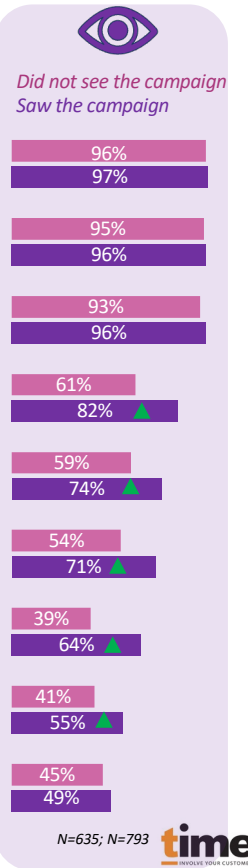
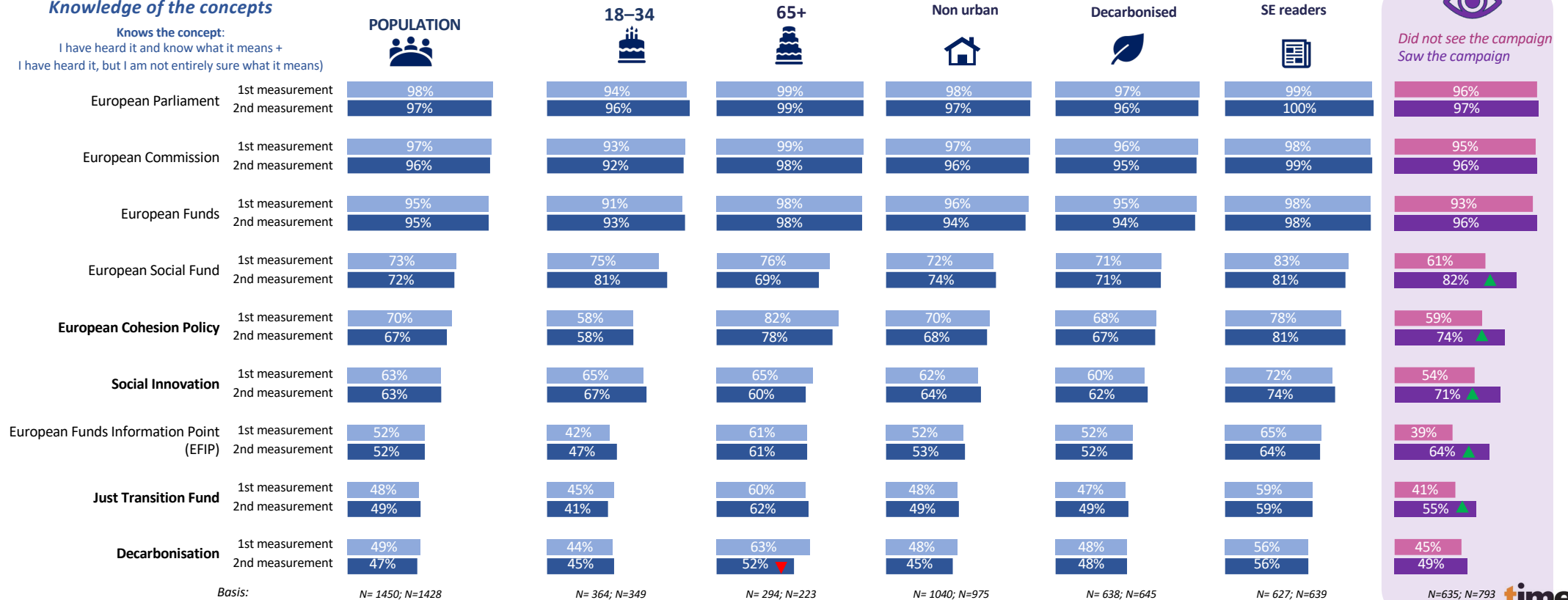
impact indicator 4 and 3



In the 2nd measurement, knowledge of the concepts of the European Parliament, the European Commission and European Funds remained at a very high level among the general population. There was no increase in the level of knowledge of slightly less familiar concepts (below ¾) among the general public, but their knowledge was significantly higher among people who had been exposed to the informational campaign on this topic.

Knowledge of the concepts

Knows the concept:
I have heard it and know what it means +
I have heard it, but I am not entirely sure what it means



P3a. Indicate which of the following concepts you have heard of.

▲ Statistically significant differences at the 0.05 level 2nd measurement vs. first measurement / saw vs. did NOT see

Ex-Post Evaluation Study



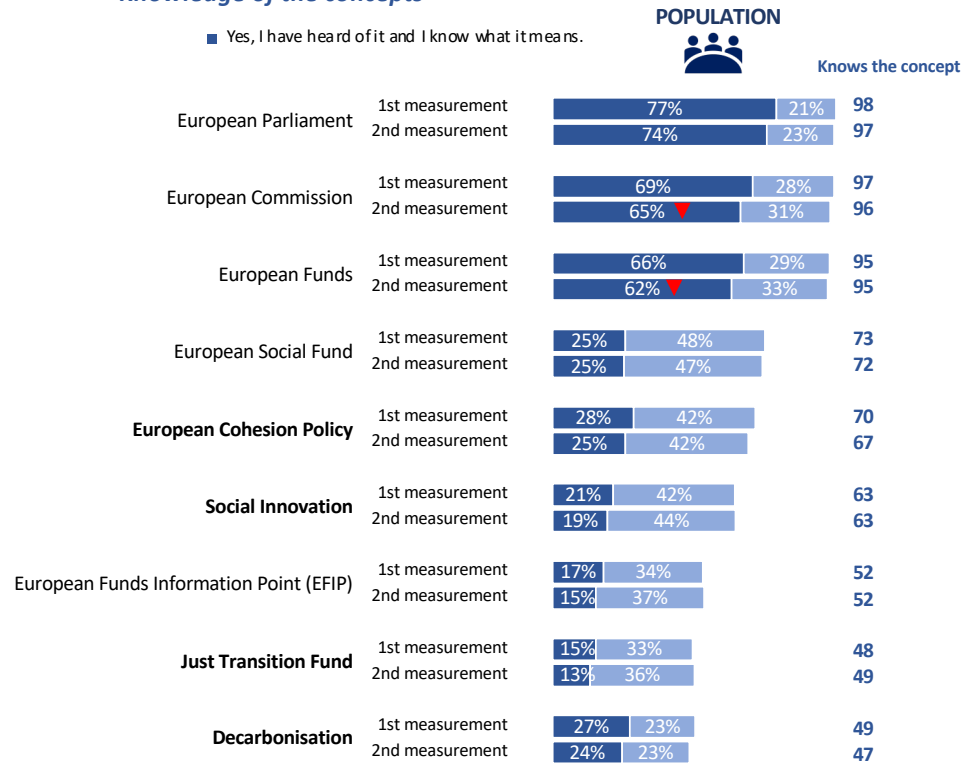
KNOWLEDGE AND UNDERSTANDING OF THE TERMS AND CONCEPTS

impact indicator 4 and 3



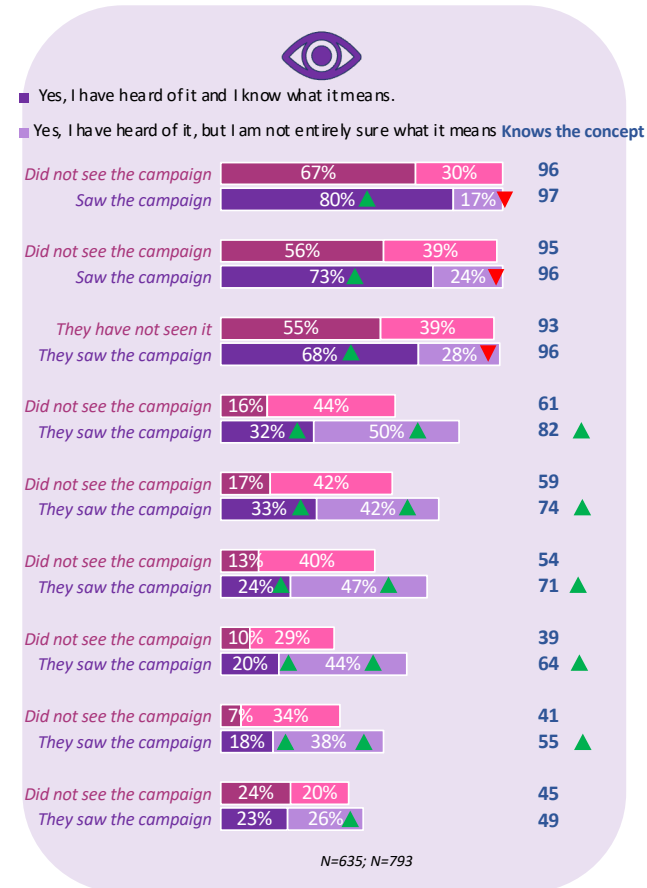
Among people who had previous contact with the informational campaign on the EF, knowledge and understanding of the concepts related to the European Union is significantly higher than in the group of people who had no contact with the campaign materials before the survey or did not remember them.

Knowledge of the concepts



Basis:

N= 1,450; N=1,428



N=635; N=793

P3a. Indicate which of the following concepts you have ever heard of?

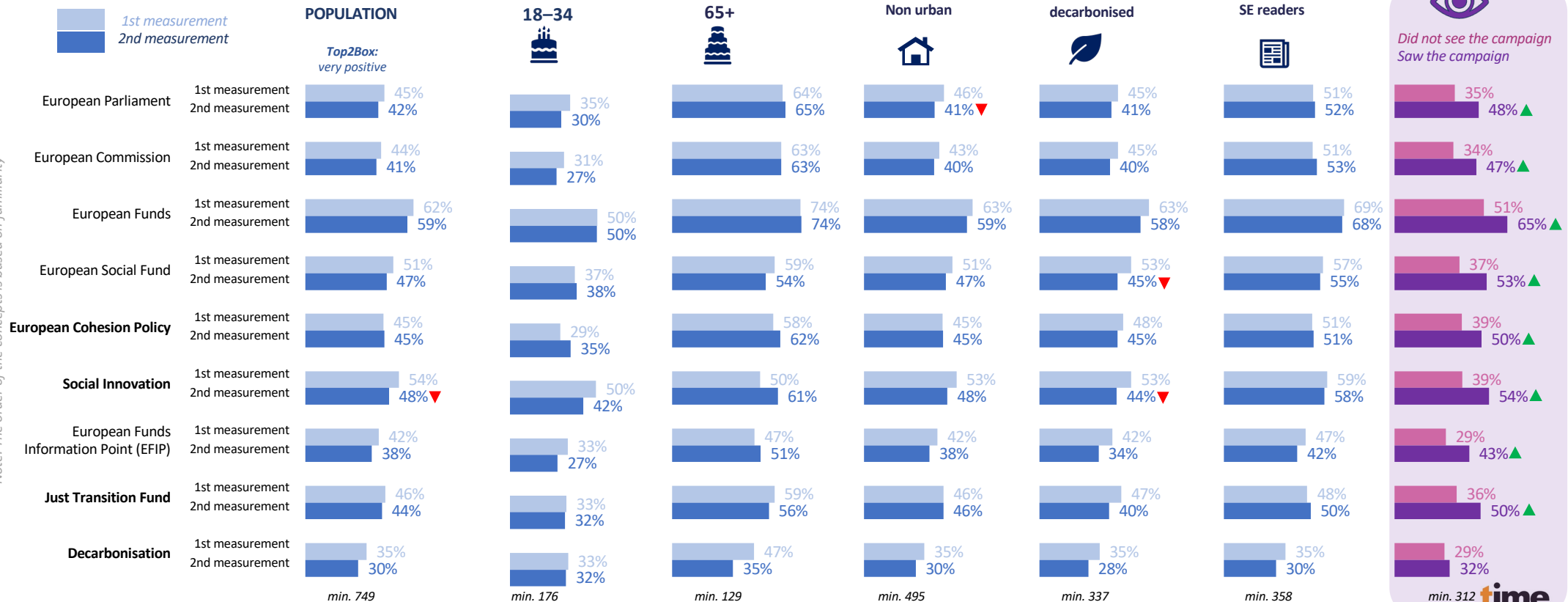
▲ Statistically significant differences at the 0.05 level 2nd measurement vs. first measurement / saw vs. did NOT see

Ex-Post Evaluation Study

EMOTIONAL ATTITUDE TOWARDS TERMS AND CONCEPTS

In the 2nd wave, the emotional attitude towards most concepts did not change. In the group of people living outside metropolitan areas, positive attitudes towards the European Parliament decreased, and among those living in areas affected by decarbonisation, the percentage of people with positive attitudes towards the EF and Social Innovations decreased. However, among people who had come into contact with the informational campaign on the EF, positive emotions towards almost all the concepts surveyed were significantly more frequent (than among those who had not seen the campaign or did not remember it), with the exception of decarbonisation, which was least likely to evoke positive feelings.

Note: The order of the concepts is based on familiarity



P5. Now we will ask you about the emotions that individual concepts evoke in you. Do they have positive or negative associations? It does not matter whether you have a lot of knowledge about them or not.

▲ Statistically significant differences at the 0.05 level 2nd measurement vs first measurement / saw vs did NOT see the campaign

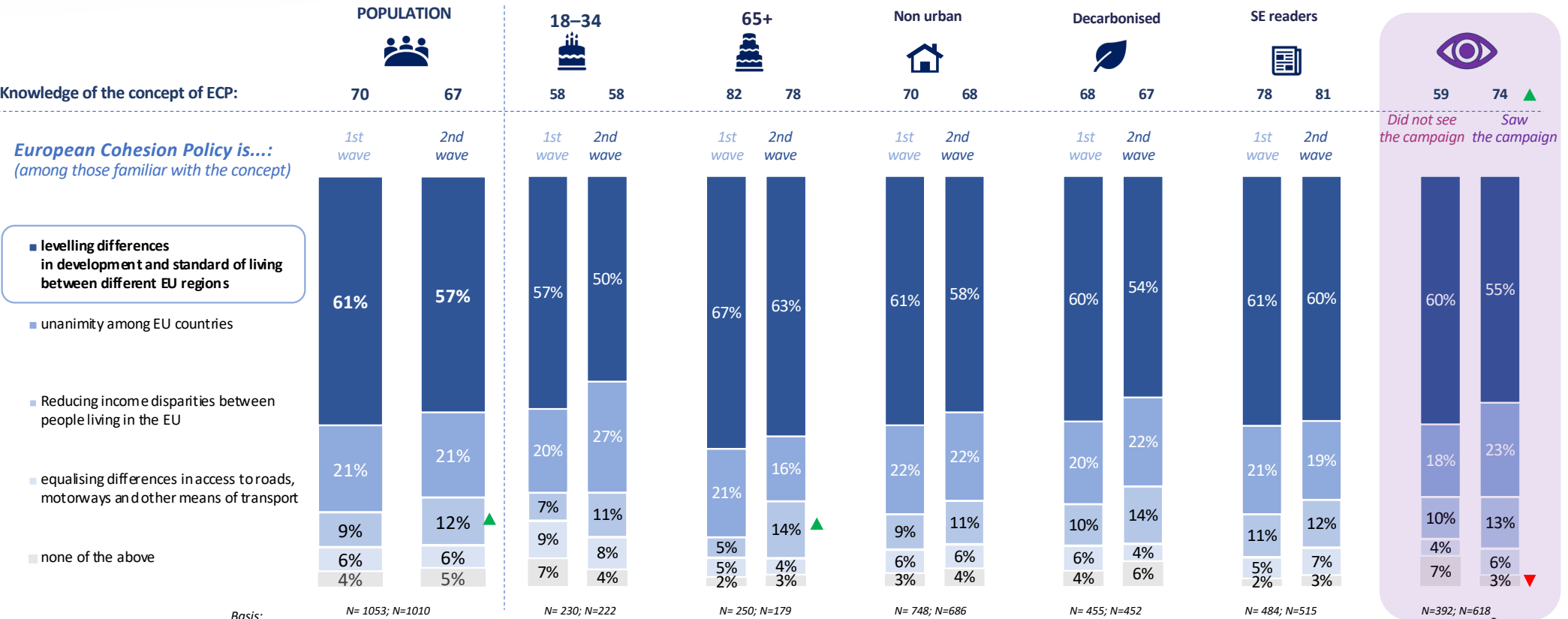
Ex-Post Evaluation Study

Basis: Familiar with the concept

KNOWLEDGE OF THE TERMS AND CONCEPTS — EUROPEAN COHESION POLICY

impact indicator 4

The general public's understanding of the concept of ECP remained at a similar level to that measured in the first wave of the study. However, the percentage of people associating this term with the equalisation of income differences between EU residents increased, with this understanding of the concept growing particularly among the 65+ age group.



P7. We would like to know what you think European Cohesion Policy is about. Please select one answer that describes what European Cohesion Policy is.

Ex-Post Evaluation Study

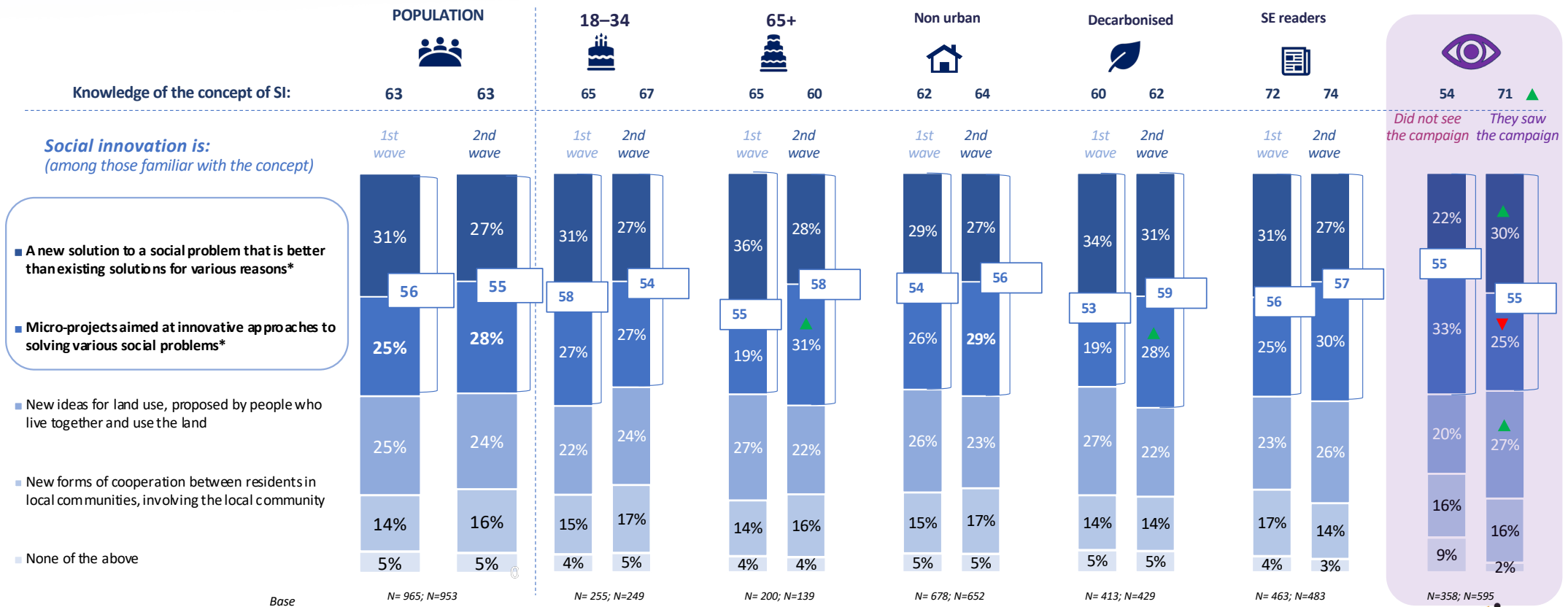
Basic: Familiar with the concept of ECP

SOCIAL INNOVATIONS



KNOWLEDGE OF THE TERMS AND CONCEPTS — SOCIAL INNOVATIONS

The correct understanding of the concept of social innovation increased among people aged 65+ and among residents of areas undergoing decarbonisation. In the 2nd measurement, a significantly higher percentage of representatives of these groups interpreted the concept as "micro-projects aimed at innovative approaches to solving various social problems". Among those who have encountered the campaign, a significantly higher percentage associate social innovation with "new and better solutions to social problems", while a lower percentage with "micro-projects with an innovative approach to social problems" (although both definitions are accurate).



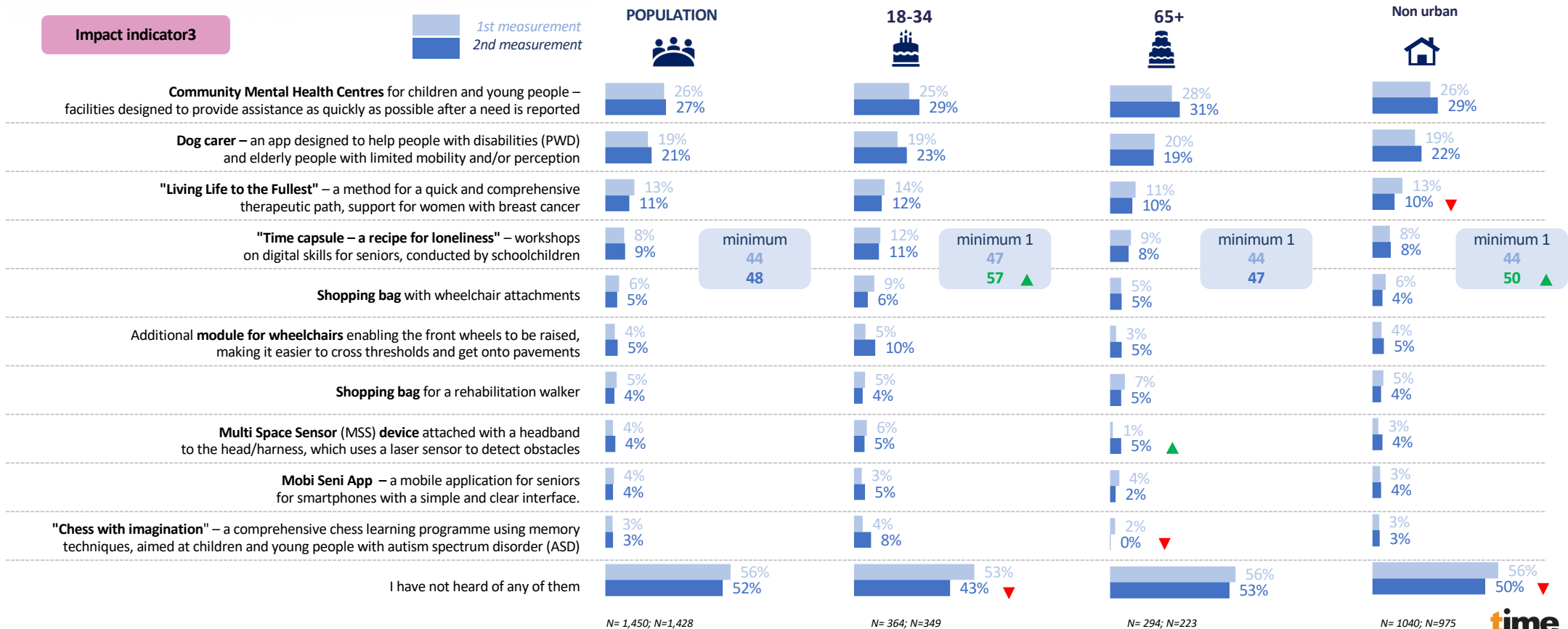
P9. What do you think social innovation is?

Ex-Post Evaluation Study

Basis: Familiar with the concept of social innovation

AWARENESS OF SPECIFIC EXAMPLES OF SOCIAL INNOVATIONS 1/2

In the 2nd measurement of the study (after the informational campaign), the percentage of people aged 18–34 and those living outside urban areas who had heard of at least one social innovation presented in the study increased significantly.

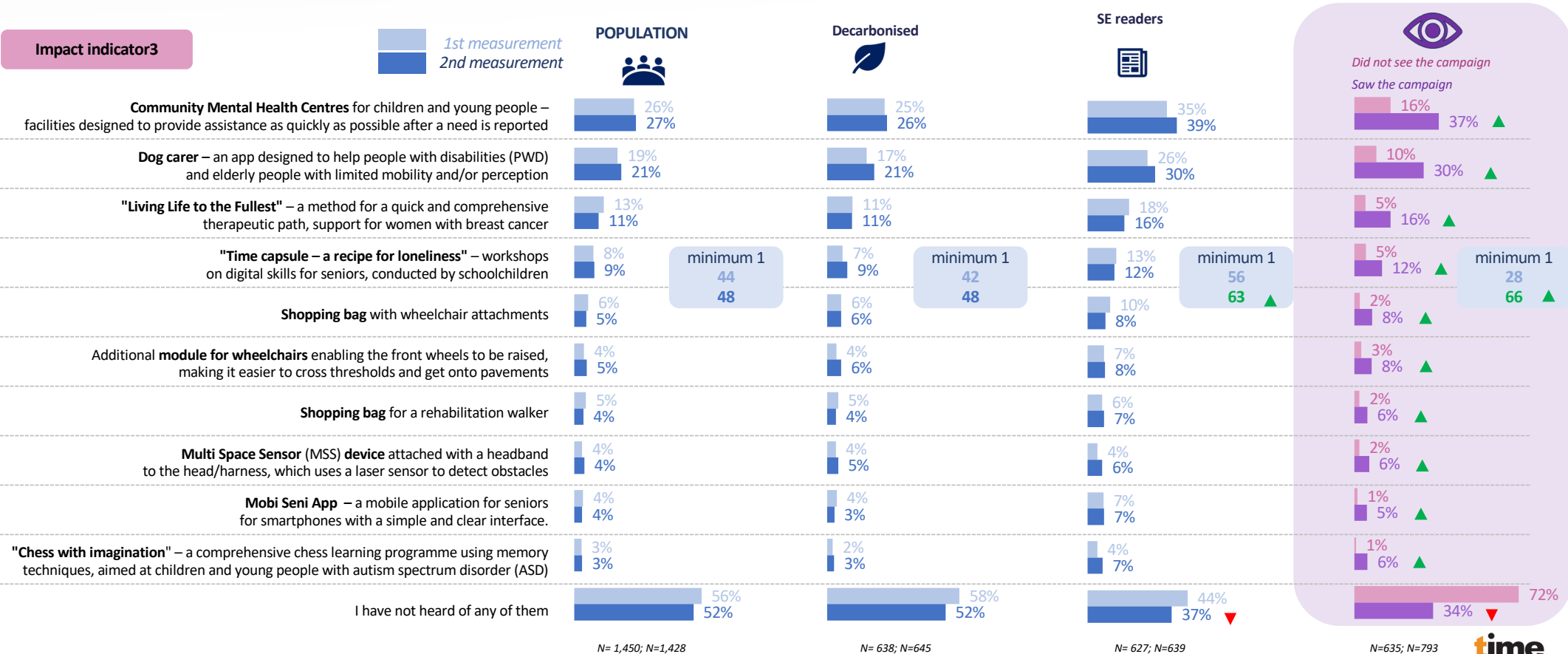


I10. Below are some examples of social innovations. Have you heard of any of them? If so, which ones?

AWARENESS OF SPECIFIC EXAMPLES OF SOCIAL INNOVATIONS 2/2

The percentage of people who know at least one social innovation has significantly increased among SE readers.

Among those who saw the campaign, awareness of all the examples of social innovations is significantly higher than in the group that did not see the campaign (or does not remember it).



I10. Below are some examples of social innovations. Have you heard of any of them? If so, which ones?

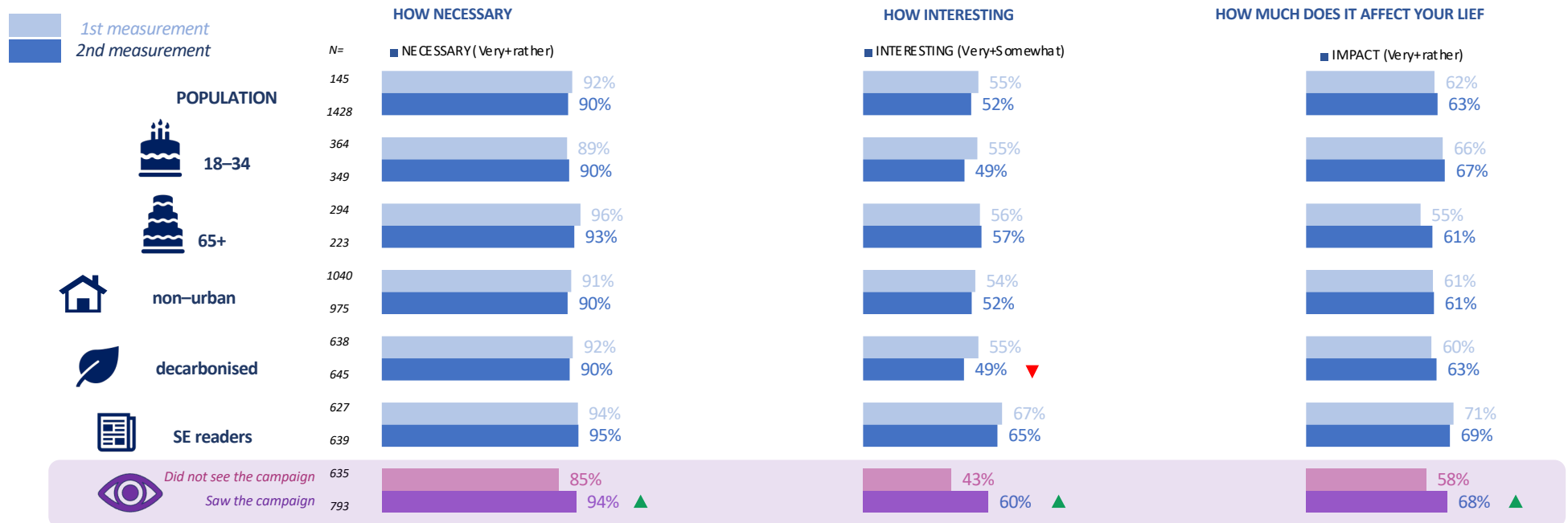
ATTITUDE TOWARDS SOCIAL INNOVATIONS

In the 2nd measurement of the survey, interest in social innovations declined among people living in decarbonised areas, while among the rest it remained at the same level as in autumn 2024. However, among those who had seen the informational campaign before the survey, a significantly higher percentage not only considered such projects interesting, but also recognised their necessity and impact on their own lives.

Social innovations are micro-projects, i.e. small initiatives or ideas submitted by ordinary people in response to social problems.

The AA club is considered to be the first social innovation. The first meeting of Alcoholics Anonymous was organised in 1930, and now it is a common, even systemic solution.

People with ideas can apply to selected organisations, which will help them refine their ideas and then award funding for their development and testing.



L_11. To what extent do you consider such projects necessary or unnecessary? L_12. And to what extent are such activities interesting or uninteresting to you?

L_13. To what extent do you think such activities can affect you personally and your life?

WILLINGNESS TO BECOME A SOCIAL INNOVATOR

The willingness to submit ideas / proposals for social innovation did not increase significantly in the 2nd measurement. The percentages of people declaring specific reasons why they would not submit their proposals are also similar – the most common reasons are: not knowing how to do it, lack of ideas and lack of courage. However, in the group of people affected by decarbonisation, the percentage of those who believed that their project would not attract interest decreased. Among those who saw the information campaign, a significantly higher percentage are willing to submit their idea for social innovation (nearly 2 out of 3 people in this group).

Why wouldn't you submit your proposal ?

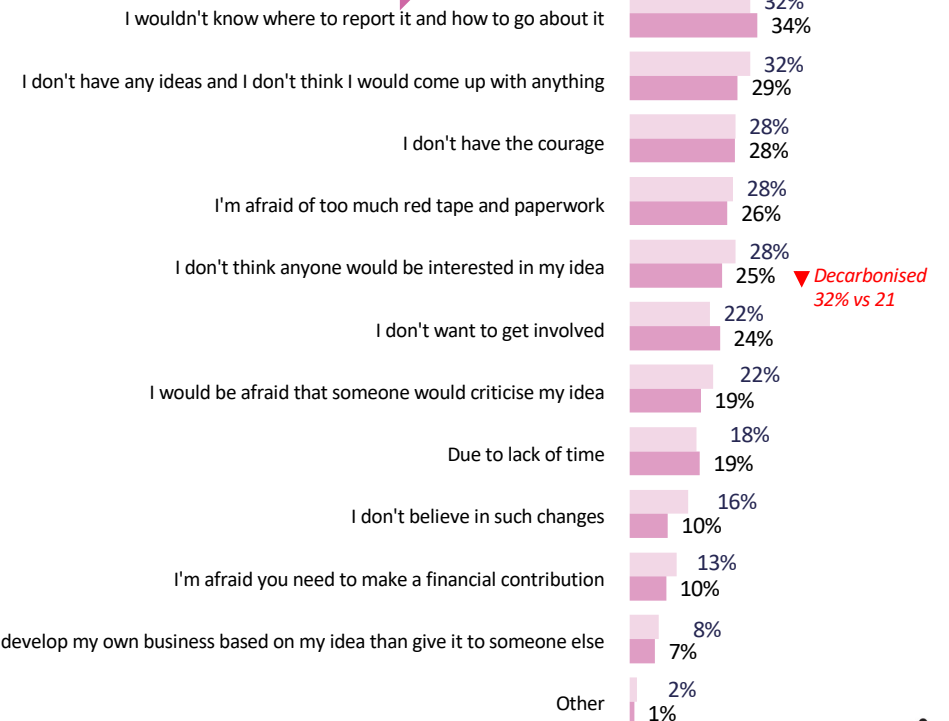
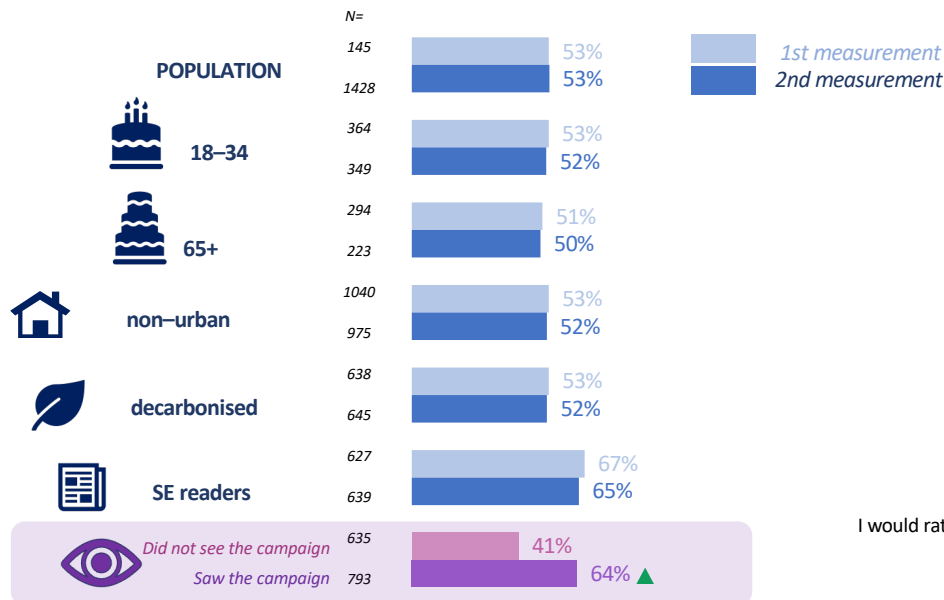
POPULATION

Would not be willing N=342; N=342

1st measurement
2nd measurement

Willingness to submit an idea for social innovation

■ I WOULD BE WILLING (Definitely + Probably)



I_14. If you had any ideas for social innovation, how likely would you be to submit your idea for such social innovation? I_15. Why would you not submit your idea?

EUROPEAN JUST
TRANSITION FUND



Funded by
the European Union

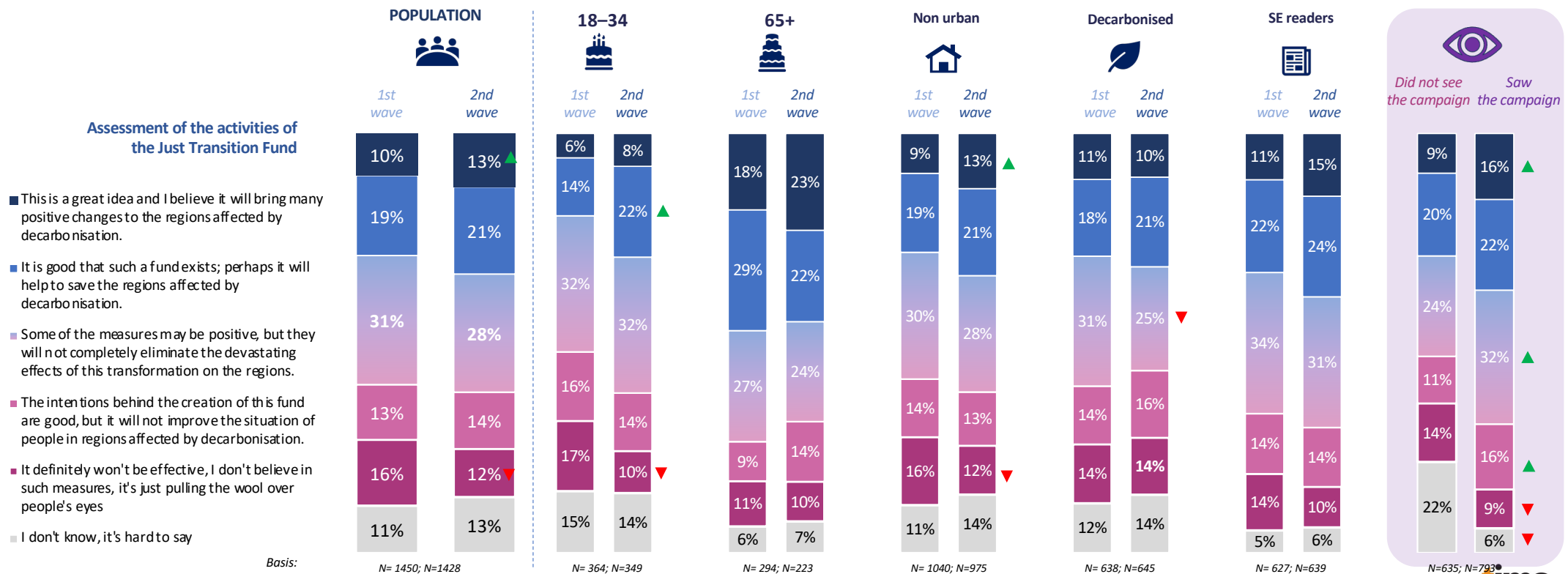
POPULATION		18-34		65+		Non urban		Decarbonised		SE readers		Did not see the campaign		Saw the campaign		
Knowledge of the concept: Yes, I have heard of it and know what it means + Yes, I have heard of it, but I am not entirely sure what it means																
4	49	45	41	60	62	48	49	47	49	59	59	41	55			
Fund financed by the European Union offering financial support for the transformation of regions* Fund financed by the European Union offering financial support to individuals Fund financed by the European Union offering financing to reduce energy consumption Fund financed by the European Union offering social assistance to people in crisis None of the above		1st wave	2nd wave	1st wave	2nd wave	1st wave	2nd wave	1st wave	2nd wave	1st wave	2nd wave	1st wave	2nd wave	1st wave	2nd wave	
		58%	57%	43%	42%	66%	69%	59%	57%	58%	58%	59%	64%	54%	59%	
		14%	13%	19%	20%			14%	12%	17%	12%	14%	14%	12%	13%	
		13%	13%	12%	19%	11%	10%	12%	13%	11%	13%	13%	8%	12%	13%	
		10%	10%	16%	12%	12%	10%	9%	11%	8%	10%	10%	9%	10%	9%	
		6%	8%	10%	7%	5%	7%	5%	7%	5%	8%	4%	5%	12%	5%	

time
INVOLVE YOUR CUSTOMERS
pollster

EUROPEAN JUST TRANSITION FUND – BETTER SOCIAL AWARENESS AND ATTITUDE

In the 2nd wave of the survey, the Fund's activities were rated higher than before the campaign. The general population was much more likely to rate its activities as a great idea, while a significantly lower percentage shared a negative opinion about it. The increase in positive opinions in wave 2 was particularly noticeable among people living outside urban areas and aged 18–34. At the same time, in both groups, there was a significant decrease in the percentage of people who were most critical of the Fund's activities. In the group that saw the campaign, more or less positive beliefs about the role of the Fund were significantly more common, while the most negative assessments – about its ineffectiveness and deceiving people – were much less common.

The Just Transition Fund is one of the instruments of the European Cohesion Policy, i.e. a fund whose money is intended to provide financial support to regions most affected by decarbonisation, i.e. the transition from a coal-based economy. The money is earmarked for supporting economic change, retraining and education, business restructuring and social projects. All this is aimed at ensuring a socially sensitive transition.



D21. How would you rate this measure? Select the answer that best reflects your opinion on this issue.

Ex-Post Evaluation Study

Basis: Total

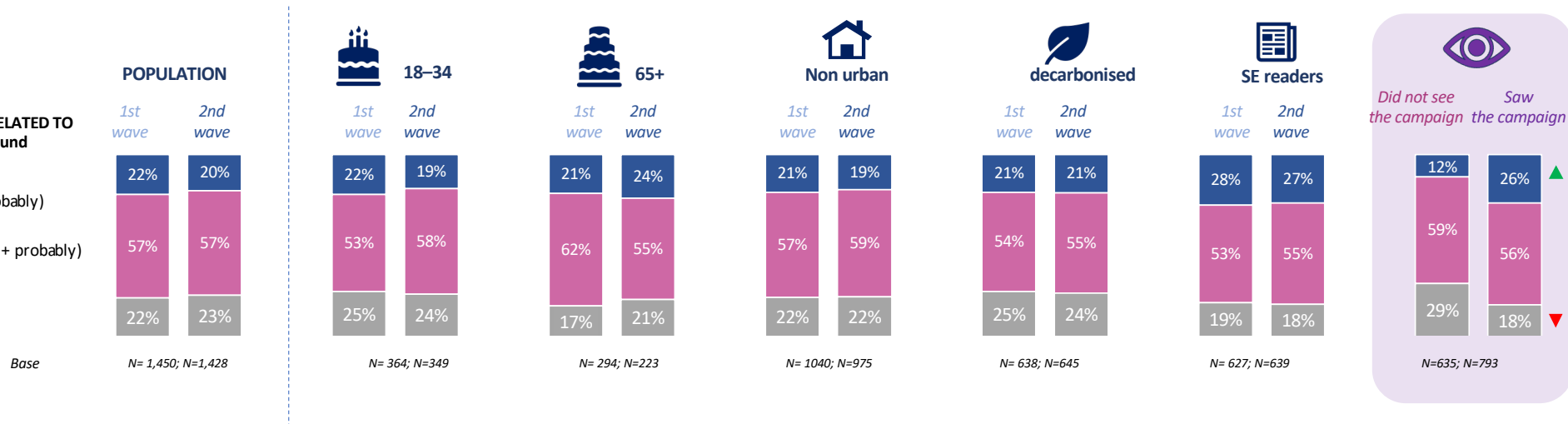
PERCEPTION OF CHANGES CAUSED BY THE PROJECTS FINANCED FROM THE EUROPEAN JUST TRANSITION FUND

After the campaign, changes in the region related to the activities / projects financed from the European Just Transition Fund are noticed as frequently as before the campaign – they were noticed by one in five respondents. However, they are noticed by a significantly higher percentage of people who had contact with the informational campaign than those who did not see it or did not remember it.

Impact indicator2

NOTICING CHANGES RELATED TO Just Transition Fund

- I see (definitely + probably)
- I don't see any (at all + probably)
- I don't know



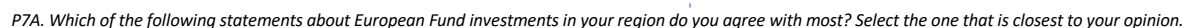
D22. Do you see any changes in your region related to the Just Transition Fund?

IMPACT OF EUROPEAN FUND INVESTMENTS



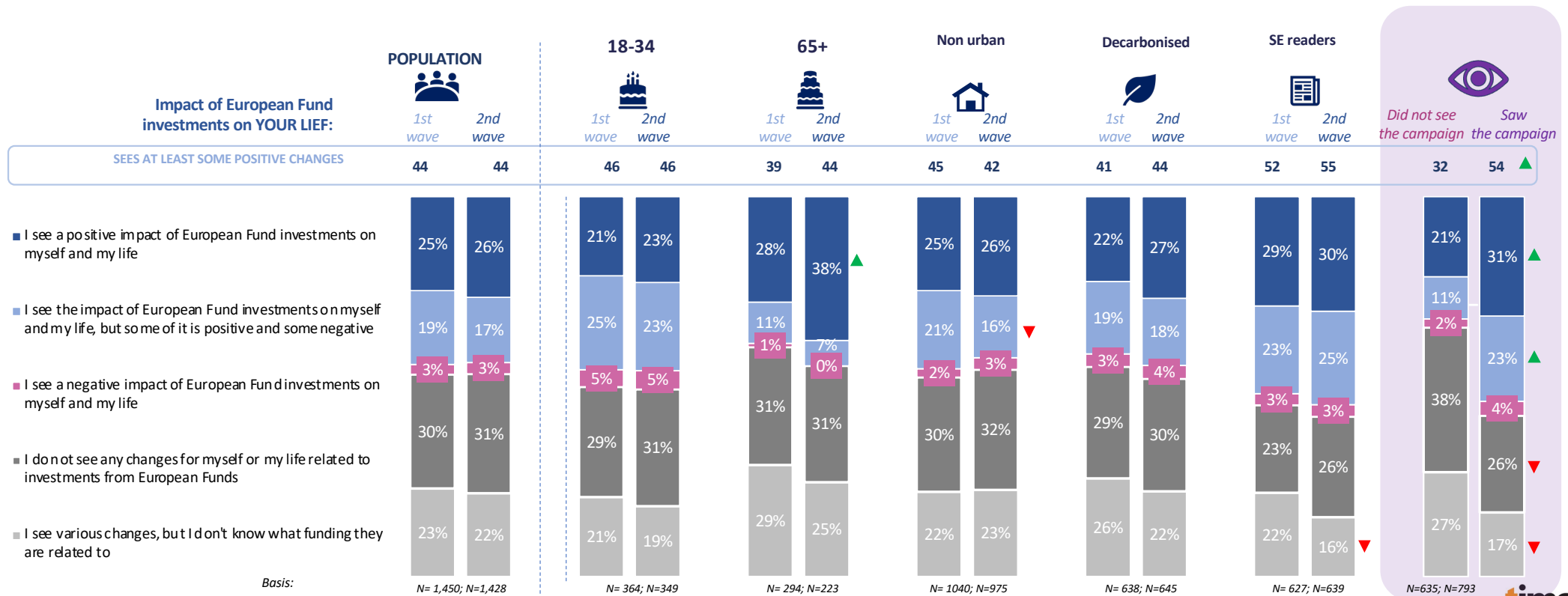
Funded by
the European Union

Impact indicator 2 and 5



IMPACT OF EUROPEAN FUNDS INVESTMENTS – ON LIFE

In the 2nd measurement, among the general population, a similar percentage of people perceived the impact of EU investments on their own lives as in the 1st measurement. However, in the group aged 65 and over, the percentage of people who assessed the impact of investments on their own lives as at least partially positive increased.

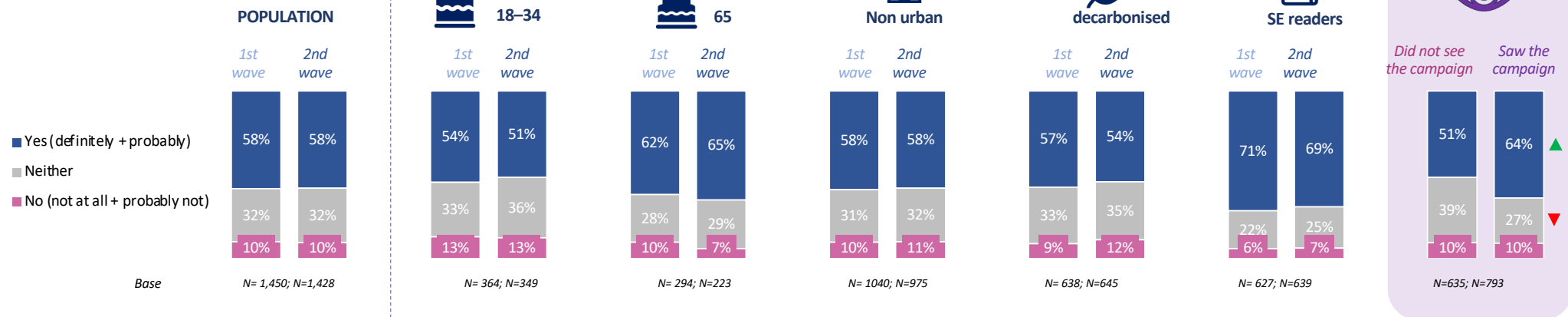


P7B. Which of the following statements about the impact of European Fund investments on you and your life do you agree with most?

INTEREST IN PROJECTS FINANCED BY THE EF

Interest in EU-funded projects that could be used by individuals is currently at a similar level to that recorded in the first wave of the survey. Significantly higher interest is evident among people who have come into contact with the informational campaign.

Would like to hear more about EU-funded projects
from which they could benefit



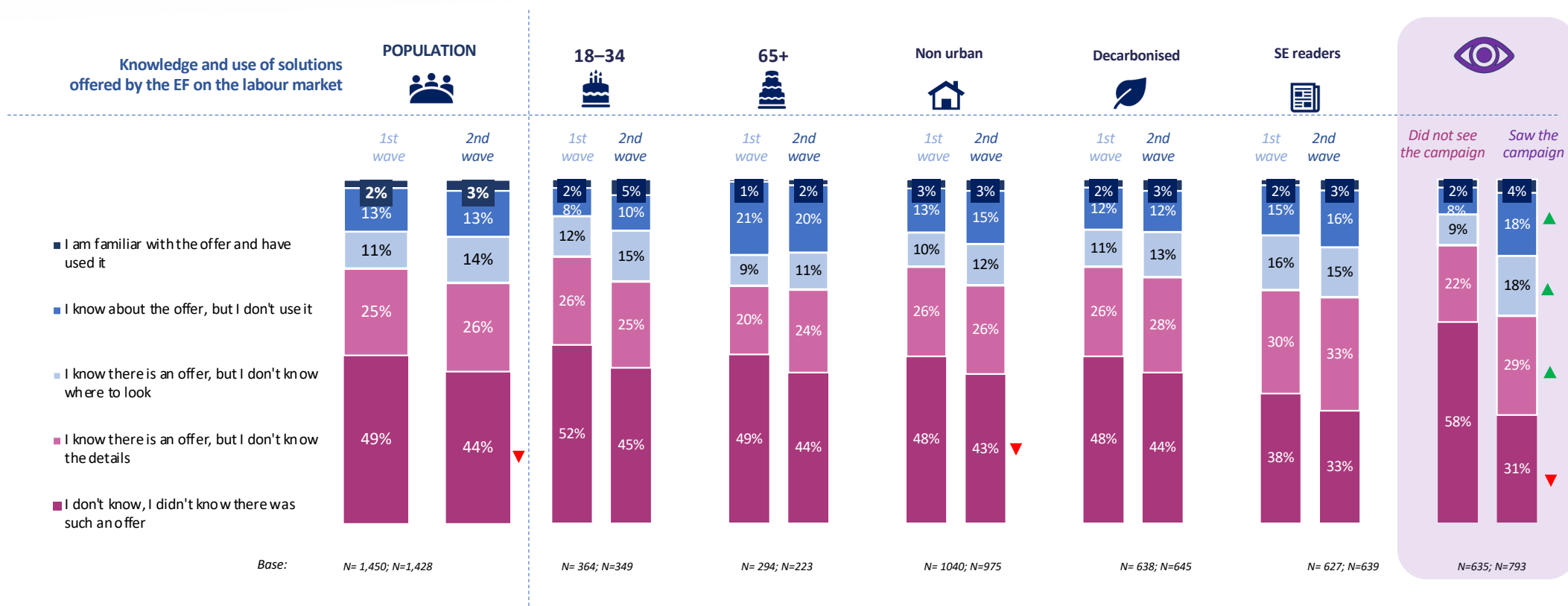
P20. To what extent would you like or not like to hear more information in the press or on television about new projects financed by the European Union that you could benefit from?

LABOUR MARKET



KNOWLEDGE AND USE OF LABOUR MARKET SOLUTIONS FINANCED BY THE EF

In the 2nd measurement, among the general population, there was a significant decrease in the lack of awareness of the existence of solutions improving the quality of the labour market, financed by the EF. A significant decrease in ignorance in this area was particularly noticeable among residents of non-urban areas. Among those who had contact with the informational campaign, there is a significantly higher awareness of such solutions – significantly more people have heard about such an offer, although they have not always used it themselves and do not always know its details or where to find it.

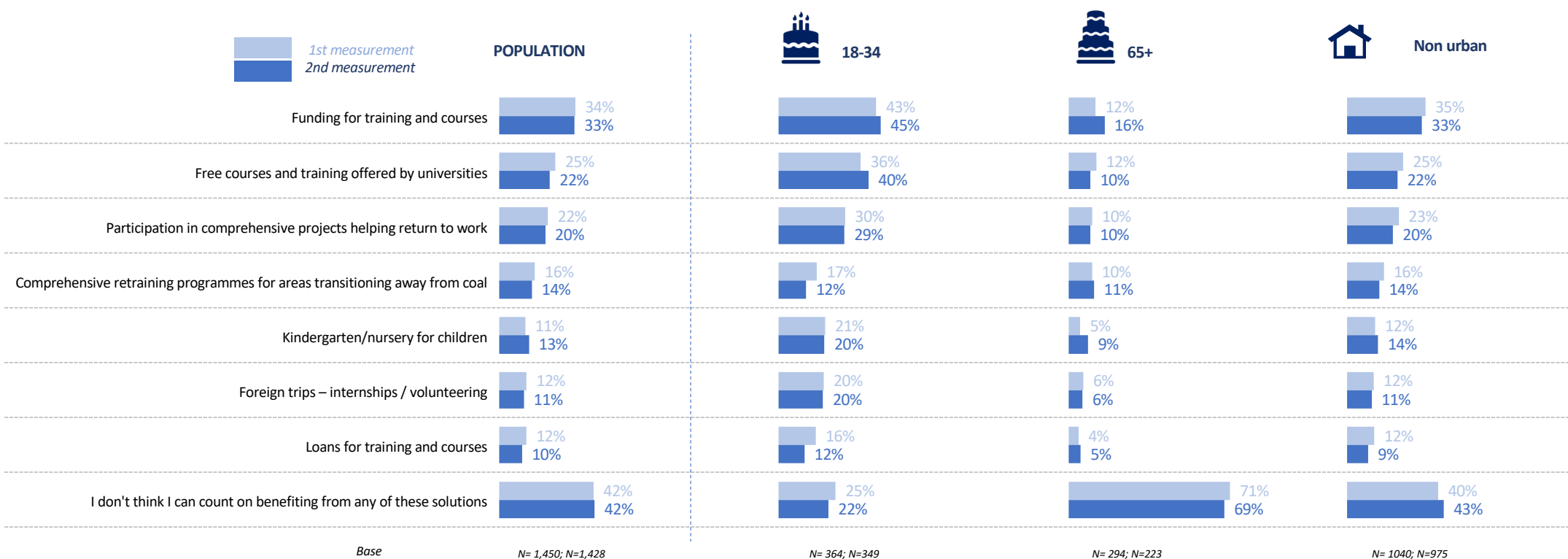


D10. European Funds invest in the labour market, i.e. in improving the functioning of institutions responsible for the quality of the labour market in Poland. Are you aware of the solutions available to you that could improve your situation?

Funded by
the European Union

POTENTIAL OF SOLUTIONS TO IMPROVE THE LABOUR MARKET 1/2

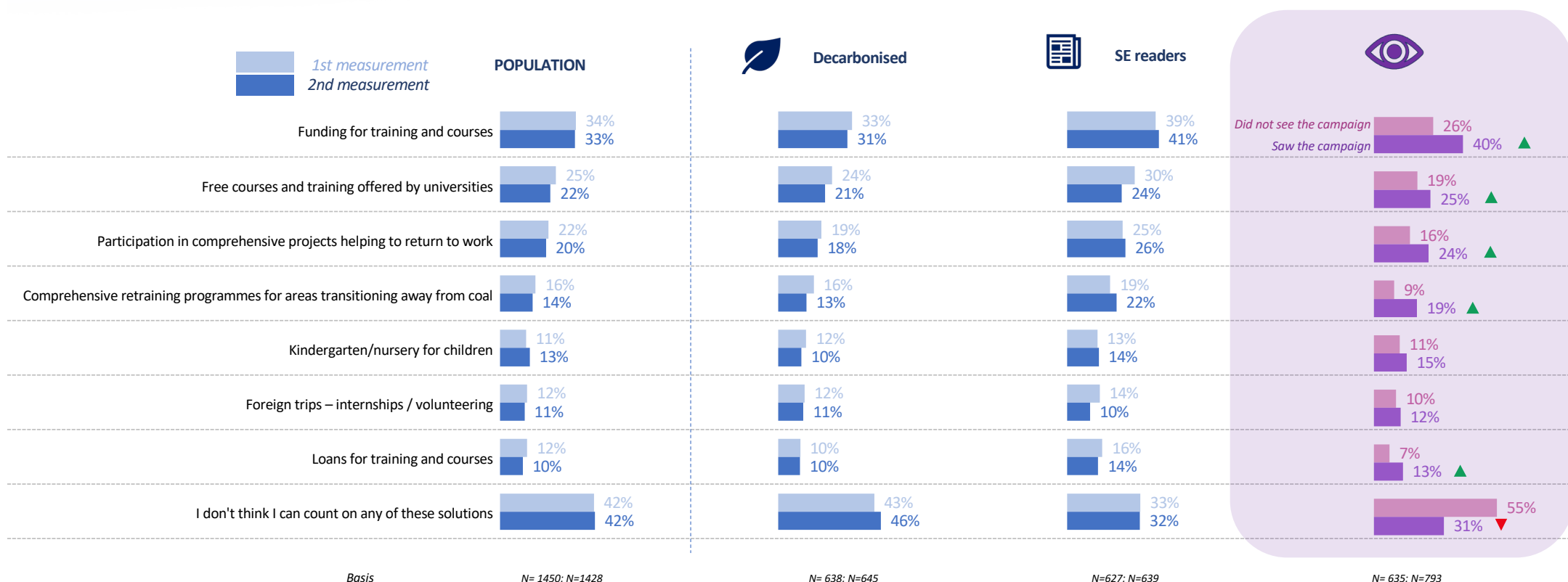
Awareness of the existence of individual forms of improving the situation on the labour market, financed from European Funds, remained at the same level among the general population as in the 1st wave. The results are similar among 18–34-year-olds, people aged 65+ and those living in non-urban areas.



D10A. Which of the following solutions could you count on as part of measures to improve the labour market in Poland, financed by European Funds?

POTENTIAL OF SOLUTIONS TO IMPROVE THE LABOUR MARKET 2/2

Awareness of the existence of most individual solutions on the labour market financed by EU funds is significantly higher among people who have had contact with the informational campaign.



D10A. Which of the following solutions could you count on as part of measures to improve the labour market in Poland, financed by European Funds?

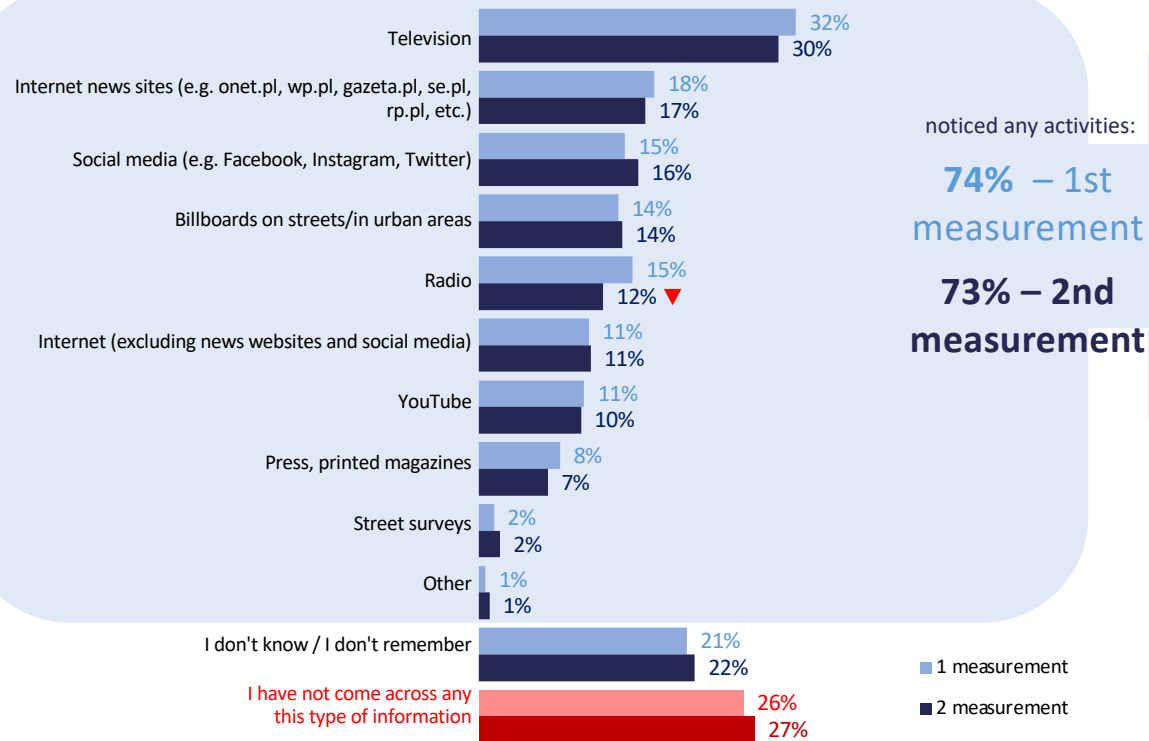
INFORMATIONAL CAMPAIGN



PLACES AND FORMS OF INFORMATIONAL ACTIVITIES

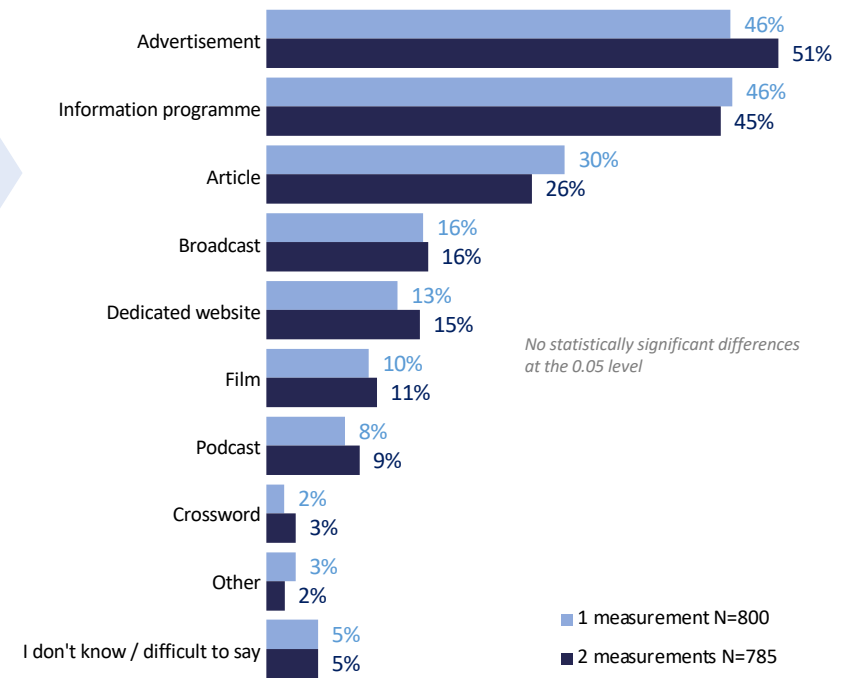
The percentage of people who noticed any information activities about investments from European Funds remained at the same (high) level as before the campaign – nearly 3 out of 4 people remember some information activities on this topic. The most common place where they were noticed was television, while the most frequently indicated forms were advertising, news programmes and articles.

Place where actions were noticed



Basis: 1st measurement N=1450, 2nd measurement N= 1428

Form of activities
(among those who noticed):

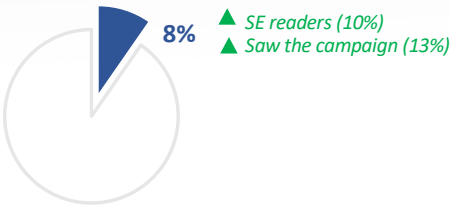


K1. Have you come across any information activities about European Fund investments in the last few months? This includes various types of materials explaining how and what European Funds are spent on in Poland.
Q2. What form did the activities you encountered take?

LOGO VISIBILITY



Remember / have seen the logo / sign:



Relatively few people remembered the "Helping Hand" sign. In the group that came into contact with the campaign, this percentage was significantly higher, as was the case among SE readers. Almost every third respondent correctly interpreted the message of the sign. Understandably, it was interpreted correctly much more often by people who had come into contact with the campaign.

Understanding of the message conveyed by the sign: POPULATION



Saw
the campaign

Among those who came into contact with the campaign in the following sources:

Movies Crossword Weekend articles Regional articles Reports Website

CORRECT RESPONSES: 29% ▲ Readers SE (25%)

36

3 33 39 39 34 37

Encourages the use of funding opportunities for various activities under the European Cohesion Policy 18% ▲ Readers SE (25%)

24

21 19 27 25 21 25

Encourages involvement in local assistance for vulnerable people in difficult life situations 13%

17

20 21 18 18 20 27

Provides information on investments financed by European Funds / European Cohesion Policy 9%

10

10 11 10 11 10 10

Provides information on opportunities to benefit from local social assistance 8%

10

10 14 11 11 10 8

Encourages participation in public consultations 3%

4

4 6 4 5 4 3

Provides information on the referendum on European Cohesion Policy 2%

3

5 5 4 3 5 5

Provides information about the benefits of accepting new countries into the European Union 1%

2

3 4 3 3 3 2

I don't know 45%

29

26 21 23 24 26 19

Basis: N=1428

793

443

282

446

541

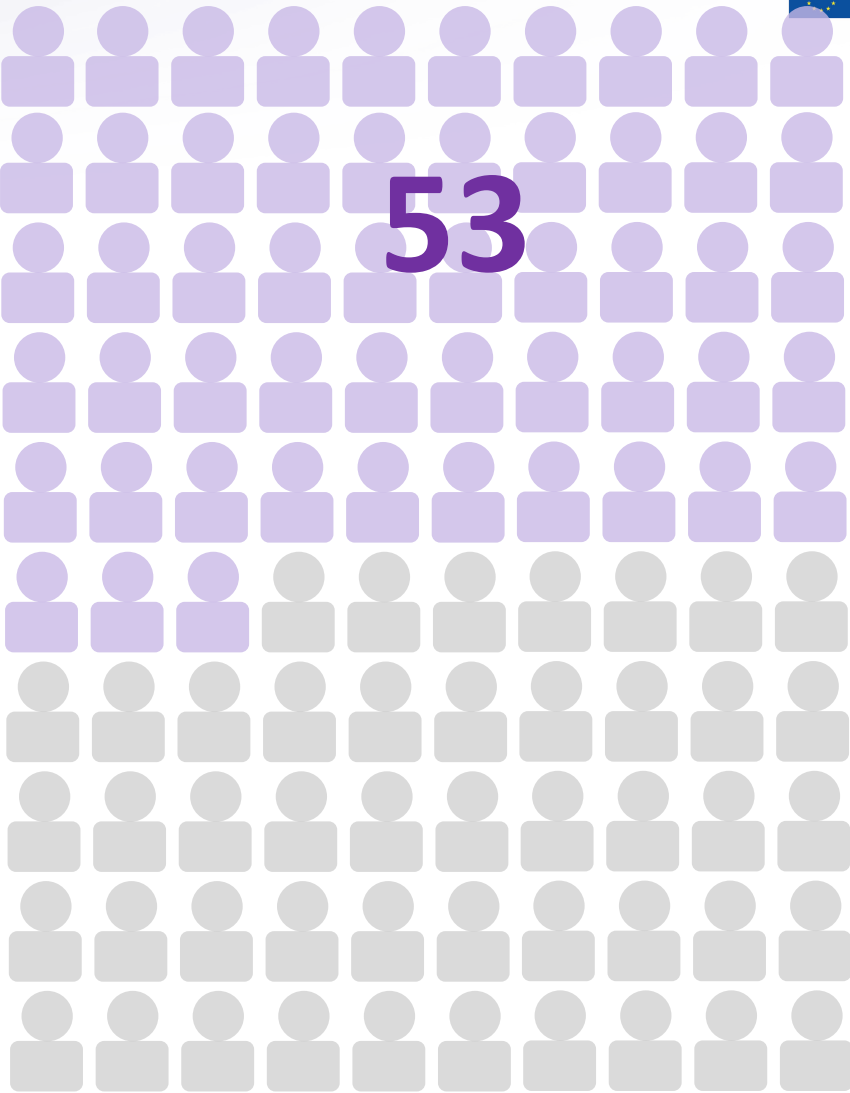
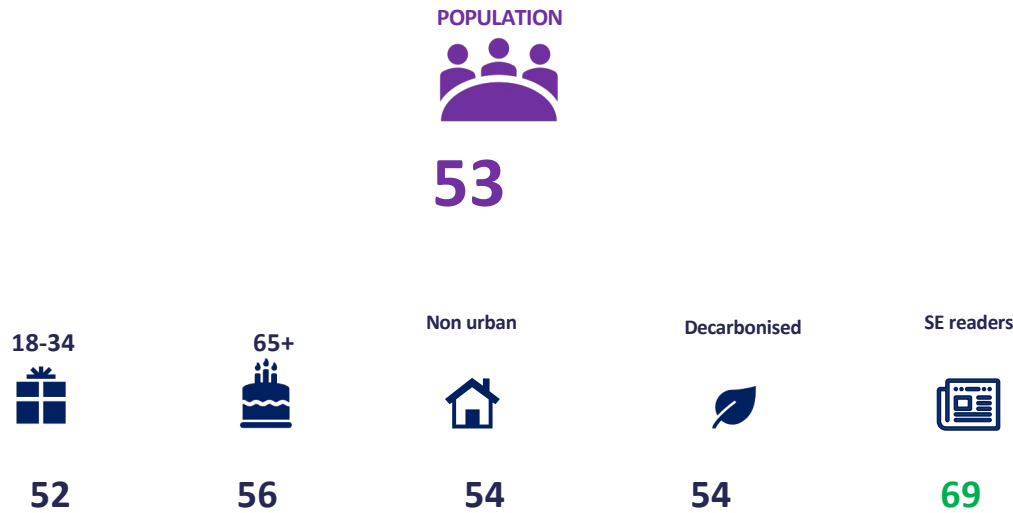
443

217

L1. Have you seen this sign or logo anywhere recently? / L3. Do you know what this logo means? Select one answer.

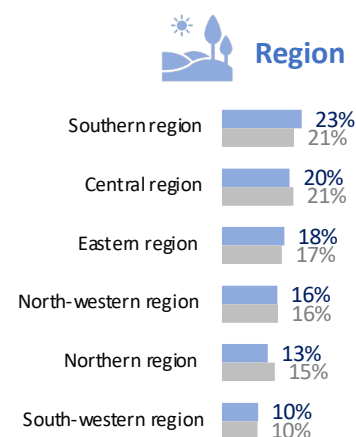
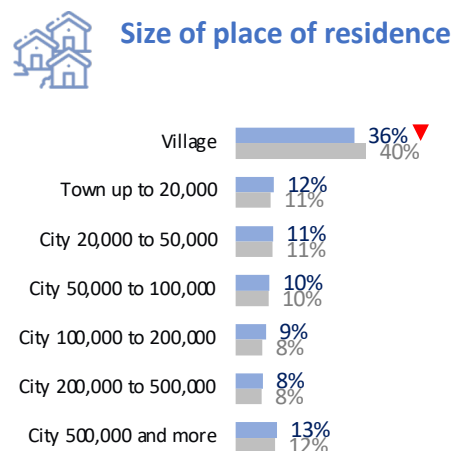
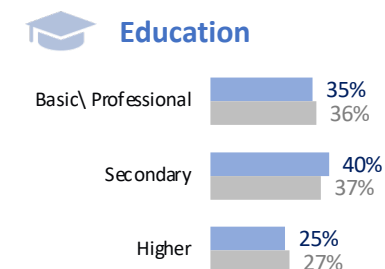
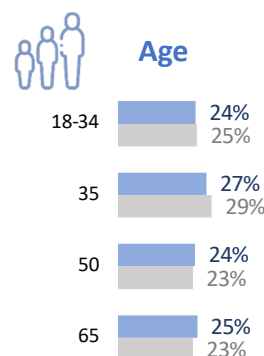
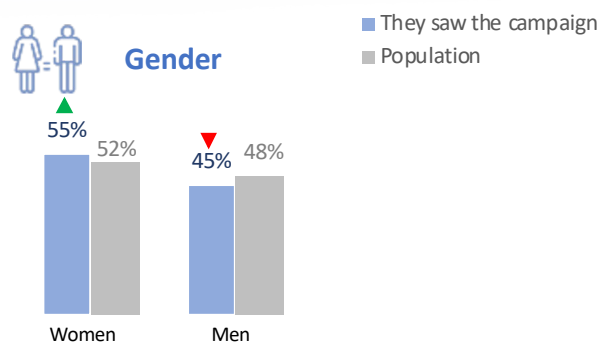
CAMPAIGN / WEBSITE VISIBILITY

Over half of the total population encountered at least one form of the informational campaign. Readers of Super Express were significantly more likely to have encountered the campaign.



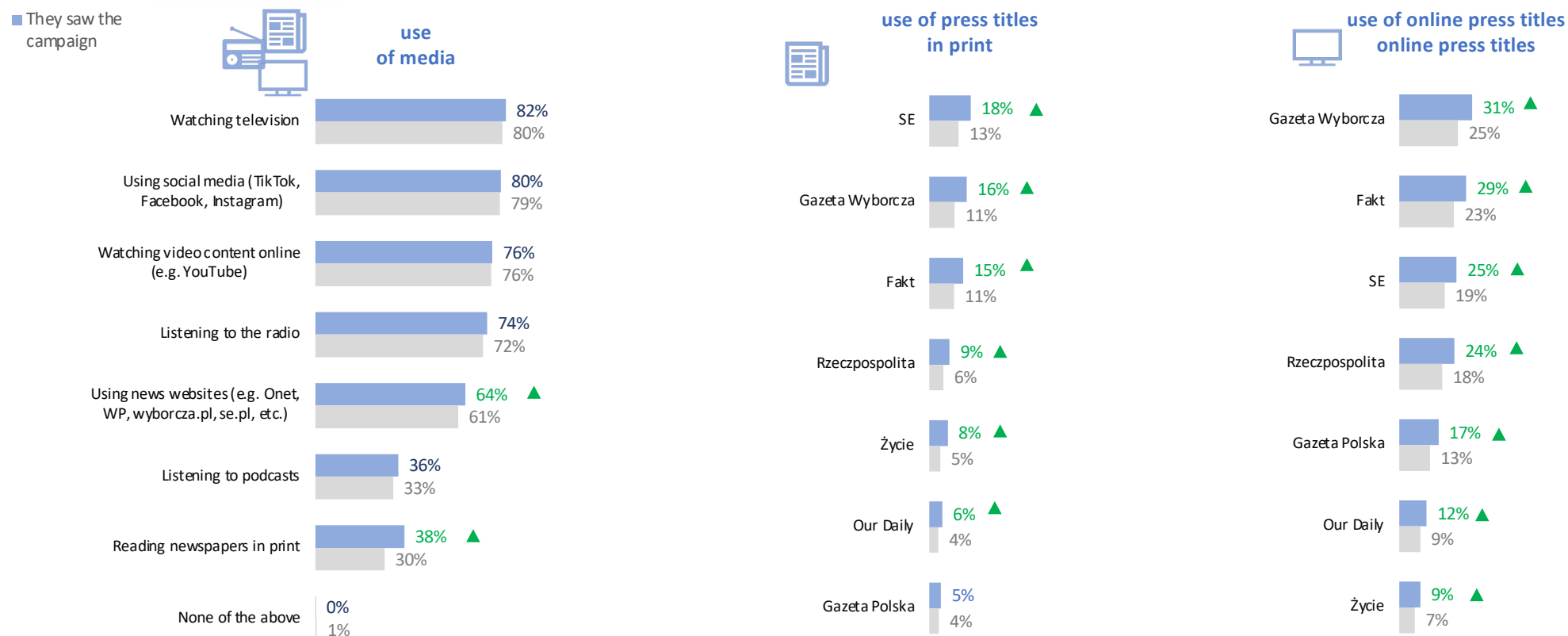
WHO ARE THE RESPONDENTS WHO SAW THE CAMPAIGN?

The structure of the group of people who came into contact with the informational campaign on EF is largely comparable to the structure of the adult population in Poland. There are slight differences in terms of gender – women account for a significantly higher percentage of people who have seen the campaign than in the population as a whole. On the other hand, men and rural residents account for a lower percentage than in the population.



WHO ARE THE RESPONDENTS WHO SAW THE CAMPAIGN — MEDIA

The group of people who came into contact with the informational campaign read the press in paper form or online news portals significantly more often than the general population. A significantly higher percentage of this group are readers of all the most important daily newspapers in Poland, both in print and online.



P1. Indicate which of the following activities you engage in from time to time. P2. Which daily newspapers do you read at least occasionally? Indicate those that you read in print and online, i.e. on the Internet.

▲ Statistically significant differences at the 0.05 level Saw the campaign vs Population
▼ the campaign vs Population

Ex-Post Evaluation Study

Basis: 2nd measurement: Population N=1428, Saw the campaign N=793

VISIBILITY OF CAMPAIGN MATERIALS – SUMMARY

Among the campaign materials presented in the survey, regional articles were the most memorable - by over 1/3 of the total population. A slightly lower percentage of the total population had contact with reports. Almost one in five declared that they had encountered crossword puzzles related to the topic of EF. The respondents had relatively the smallest contact with the dedicated website (www.se.pl/pomocnadlon), whether it was the information posted there or the subpage with answers to frequently asked questions.



Average

noticeability	26	36 ▲	32 ▲	28	28	19 ▼	14 ▼
in print media	9		4	—	7	7	
online/internet news services	8		6	4	6	3	
on the Internet outside news websites	8		7	8	4	3	
on social media (e.g. Facebook, Instagram)	7		7	8	4	3	
I don't remember where	13		14	11	11	7	
							11 website social innovation and EF 9 FAQ on social innovation and EF

Q2. Have you encountered this or similar material on European Funds before? Q2.2 Have you encountered such a website on the Internet before?

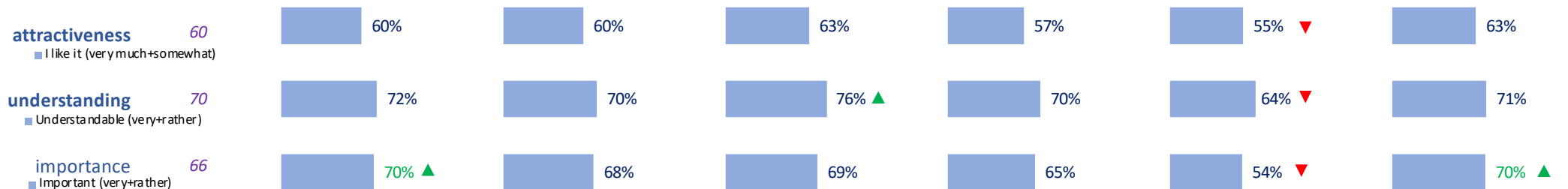
*total percentage of people who indicated the website or FAQ page

EVALUATION OF CAMPAIGN MATERIALS – SUMMARY

Almost all of the campaign formats were rated similarly in terms of attractiveness - with the exception of crossword puzzles - they received a significantly lower score. The degree of comprehensibility of the message in each format was also assessed similarly, with the Komentery series standing out in this respect, receiving significantly more high ratings. In terms of the importance of the message in a given form, the highest score was achieved by regional articles and the website www.se.pl/pomocnadlon.pl. Compared to other formats, crossword puzzles stand out negatively, receiving significantly lower ratings among all respondents on all three indicators.



Average



Q4a. How much do you like or dislike this activity/publication? Q4b. How understandable or incomprehensible do you find this activity/publication?
Z5. How important is it to provide information in this way about activities that have been financed or can be financed by European Funds „„”?

*total percentage of people
who indicated a website or FAQ page

CAMPAIGN MATERIALS – SUMMARY IN SUBGROUPS 1/2

All formats were noticed more often and rated significantly higher on all indicators in the group of Super Express readers and people who saw the campaign before the study.

Regional articles were noticed by a comparable percentage of people, regardless of age group or place of residence. However, their attractiveness was more often appreciated by people in the 65+ age group and much less often by those aged 18–34. The same applies to the assessment of the comprehensibility of the message and the importance of conveying information in this format. **The reports** were more popular among people aged 65+. This group also rated this format higher on other indicators, such as comprehensibility and importance. This format was less popular among the younger group (aged 18–34), who rated its attractiveness and importance significantly lower. This format was also less popular among people from areas affected by decarbonisation. **The Komentery series of videos** was also more attractive to the 65+ age group. The youngest group, aged 18–34, rated their attractiveness and the importance of the information conveyed in this way lower than the other groups.

			18–34	65+	Non urban	decarbonised	SE readers		
									
								<i>Did not see the campaign</i>	<i>They saw the campaign</i>
 Regional articles	noticeability	36%	38	38	35	38	53	—	67
	attractiveness	60%	47	73	60	58	72	50	69
	understanding	72%	64	79	72	71	81	65	78
	importance	70%	58	83	69	69	80	62	76
 Reports	visibility	32%	27	38	32	33	45	—	60
	attractiveness	60%	51	68	60	57	72	50	69
	understanding	70%	67	76	70	69	79	63	76
	importance	68%	60	77	66	67	76	58	77
 „Komentery” series	noticeability	28%	30	26	29	29	39	—	54
	attractiveness	63%	56	69	63	64	72	53	71
	understanding	76%	72	78	76	77	82	69	82
	importance	69%	63	72	69	69	76	61	76
Basis:		N=1,428	N=349	N=223	N=975	N=645	N=639	N=635;	N=793

74 Statistically significant differences at the 0.05 level
63 vs Population in 2nd measurement / saw vs DID NOT see

Ex-Post Evaluation Study

Basis: Total 2nd measurement N=1428

CAMPAIGN MATERIALS – SUMMARY IN SUBGROUPS 2/2

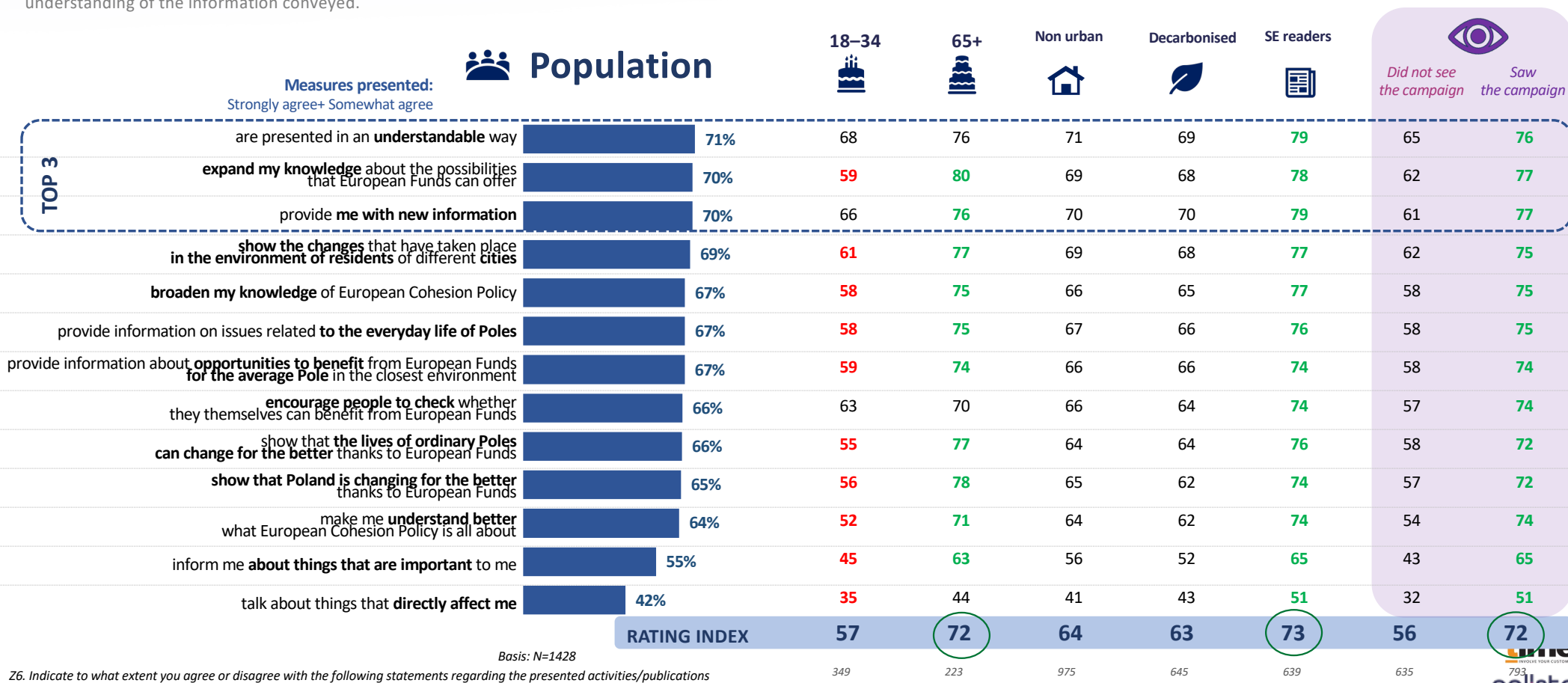
Weekend articles were also more often noticed by people aged 65+. In this group, they also received significantly higher ratings in terms of attractiveness and importance of the message. People aged 18–34 rated them significantly worse on these indicators.

Crosswords puzzles were definitely more popular among people aged 65+. On the other hand, the group aged up to 34 rated the importance of information in this format significantly lower. **A dedicated website** on innovation was significantly more popular among people aged 65+. This group also more often appreciated the comprehensibility and importance of the message. The youngest group rated both the attractiveness and importance of the website lower than the other groups.

		18–34	65	Non urban	Decarbonised	SE readers			
								<i>Didn't see the campaign</i>	<i>They saw the campaign</i>
 Weekend articles	noticeability	28%	23	36	29	29	46		54
	attractiveness	57%	47	68	56	56	69	47	67
	understanding	70%	66	73	69	68	79	62	76
	importance	65%	56	76	64	64	76	59	71
 Crosswords	noticeability	19%	22	18	18	21	28		36
	attractiveness	55%	53	62	55	54	63	48	62
	understanding	64%	65	67	64	63	68	59	70
	importance	54%	46	59	53	52	62	47	61
 Websites (average for both websites surveyed)	noticeability	14%	11	15	13	14	21		26
	attractiveness	63%	57	72	62	62	71	53	71
	understanding	71%	70	77	79	69	75	64	76
	importance	70%	63	78	69	69	77	62	77
Basis:		N=1428	N=349	N=223	N=975	N=645	N=639	N=635; N=793	

INFORMATIONAL CAMPAIGN AS A WHOLE – PER GROUP

According to the respondents, the campaign as a whole has a clear message. The vast majority (more than 2 out of 3 respondents) agreed that the campaign provides them with new information and broadens their knowledge about the opportunities offered by European Funds. The majority of the general population agrees that the campaign conveys its messages well and therefore fulfils its role. Relatively few, significantly less than half of those surveyed, believe that the campaign addresses issues that directly affect them. The campaign's message reached the oldest group (65+) to the greatest extent, and the youngest group (18–34) to the least extent. The campaign's message is more often clear to SE readers. Previous exposure to the informational campaign also translates into a better understanding of the information conveyed.



Z6. Indicate to what extent you agree or disagree with the following statements regarding the presented activities/publications

53 | 74 vs Population in 2nd measurement/ Saw vs Did not see the campaign

Ex-Post Evaluation Study

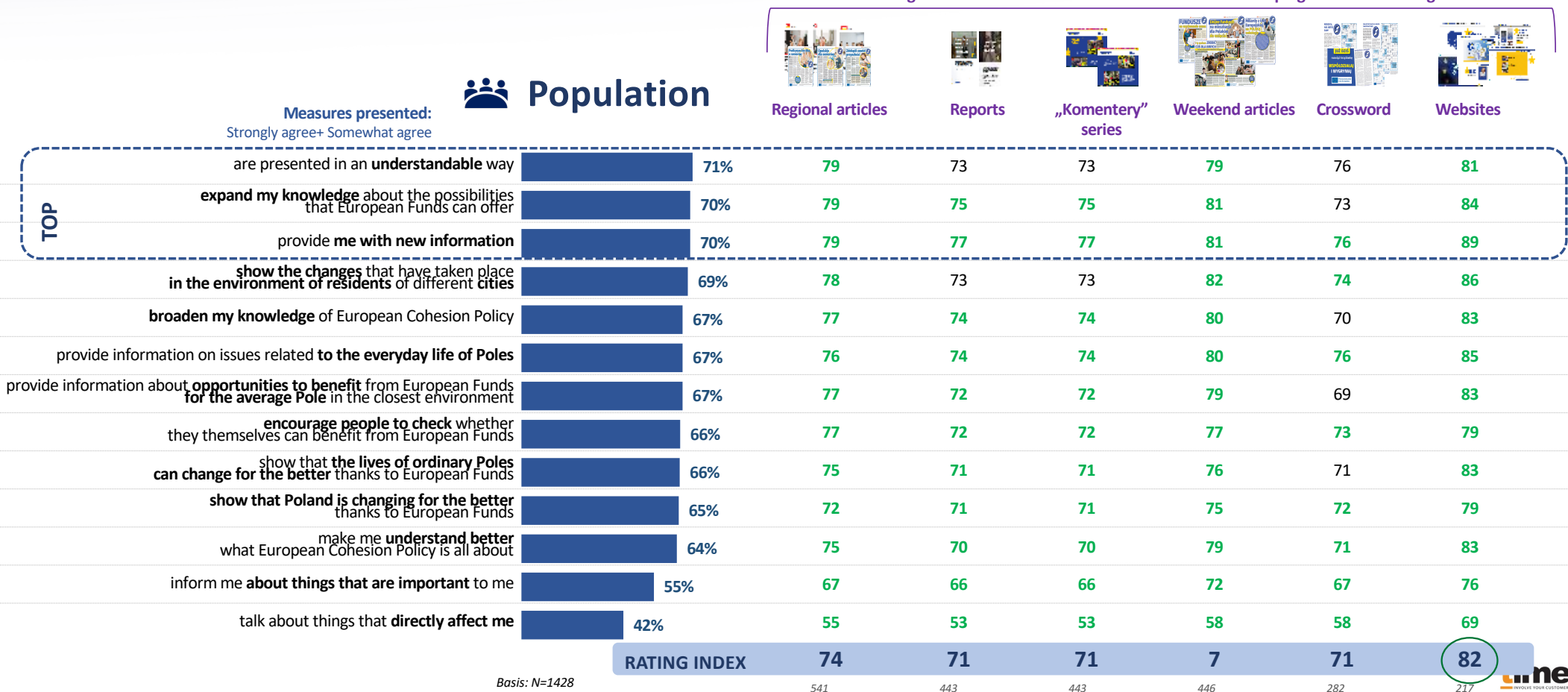
Basis: Total

INFORMATIONAL CAMPAIGN AS A WHOLE – PER FORMAT SEEN

The intended messages are best conveyed by a dedicated website and, to a lesser extent, by weekend and regional articles.

Among those who came into contact with these formats, the campaign achieved significantly higher results on all indicators surveyed, as further demonstrated by the assessment index.

Among those who have come into contact with the campaign in the following sources:



Z6. Indicate to what extent you agree or disagree with the following statements regarding the presented activities/publications

54 | 74
63 vs Population in 2nd measurement

Ex-Post Evaluation Study

Base: Total

COMMUNICATION ABOUT THE IMPORTANCE AND ROLE OF INVESTMENTS FROM THE EUROPEAN FUNDS

In the opinion of the majority of respondents, the campaign moderately raises public awareness of the importance and role of European Fund investments in the everyday life of Poles, which is mainly due to a lack of opinion on the subject. However, among those who have seen the campaign at least once, half believe that the entire campaign has this message. A significantly higher percentage of SE readers also perceive this message in the campaign.

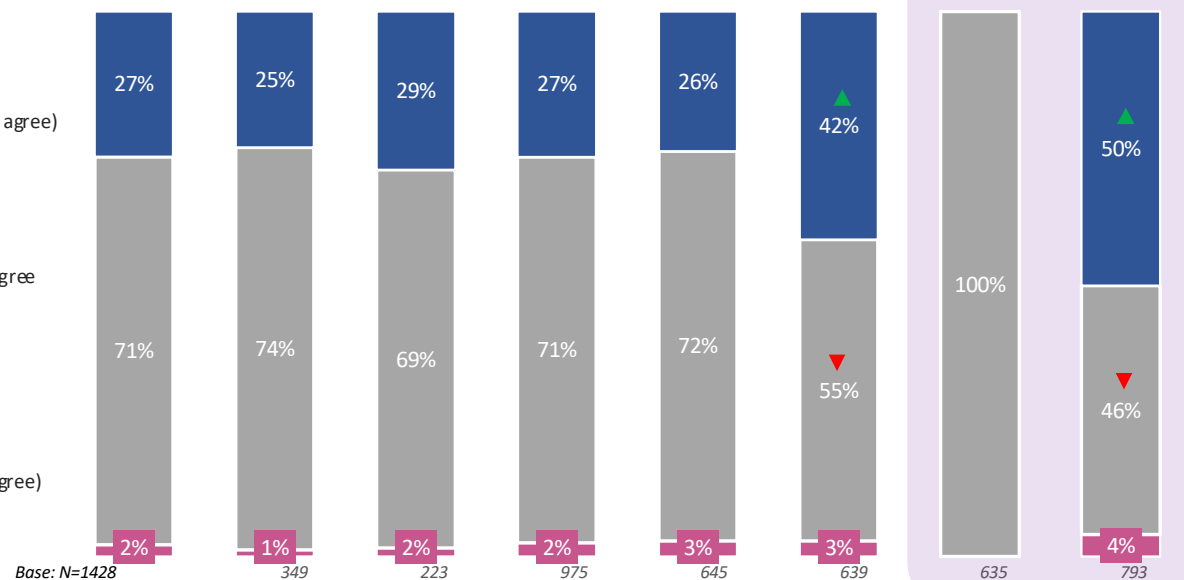
"A CAMPAIGN consisting of all materials and publications presented effectively raises public awareness of the role and importance of European Fund investments in the everyday life of Poles"



■ TOP 2 BOXES
(Definitely + somewhat agree)

■ I neither agree nor disagree

■ BOTTOM 2 BOXES
(Not at all + rather disagree)



K1. To what extent do you agree or disagree that the CAMPAIGN, consisting of all the materials and publications shown to you, effectively raises public awareness of the role and importance of European Funds in the everyday life of Poles?

▲ Statistically significant differences at the 0.05 level vs Population 2nd measurement /
▼ Saw vs Did not see the campaign

Ex-Post Evaluation Study

IMPACT OF THE CAMPAIGN ON OPINIONS ABOUT THE OPPORTUNITIES OFFERED BY EF

The campaign has the potential to influence a more positive perception of EF and the opportunities it offers – almost half of the respondents declare that the presented fragments of the campaign have changed their perception in this regard to a more positive one. The campaign has a significantly greater impact on people aged 65+ and SE readers. The campaign had the least impact on the 18–34 age group. Nearly one in three respondents in this group stated that the campaign had not changed their opinion about the opportunities offered by EF. Those who saw the campaign before the survey were significantly more likely than those who did not see it to change their beliefs about the opportunities offered by the EF to a more positive ones.

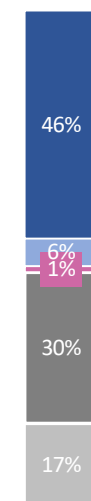
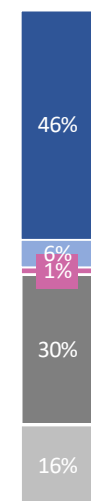
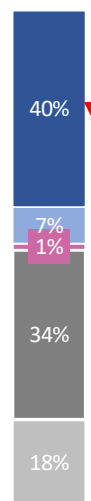
Belief in the opportunities offered by European Funds

18-34 65+ Non urban Decarbonised SE readers



- Yes, they have changed for the better
- Yes, they have changed – some for the worse, some for the better
- Yes, they have changed for the worse
- They haven't changed
- I don't know, it's hard to say

Base: N=1428



Did not see the campaign



635

793

Z7. Do you think that your opinions on the opportunities offered by European Funds have changed as a result of this informational campaign?

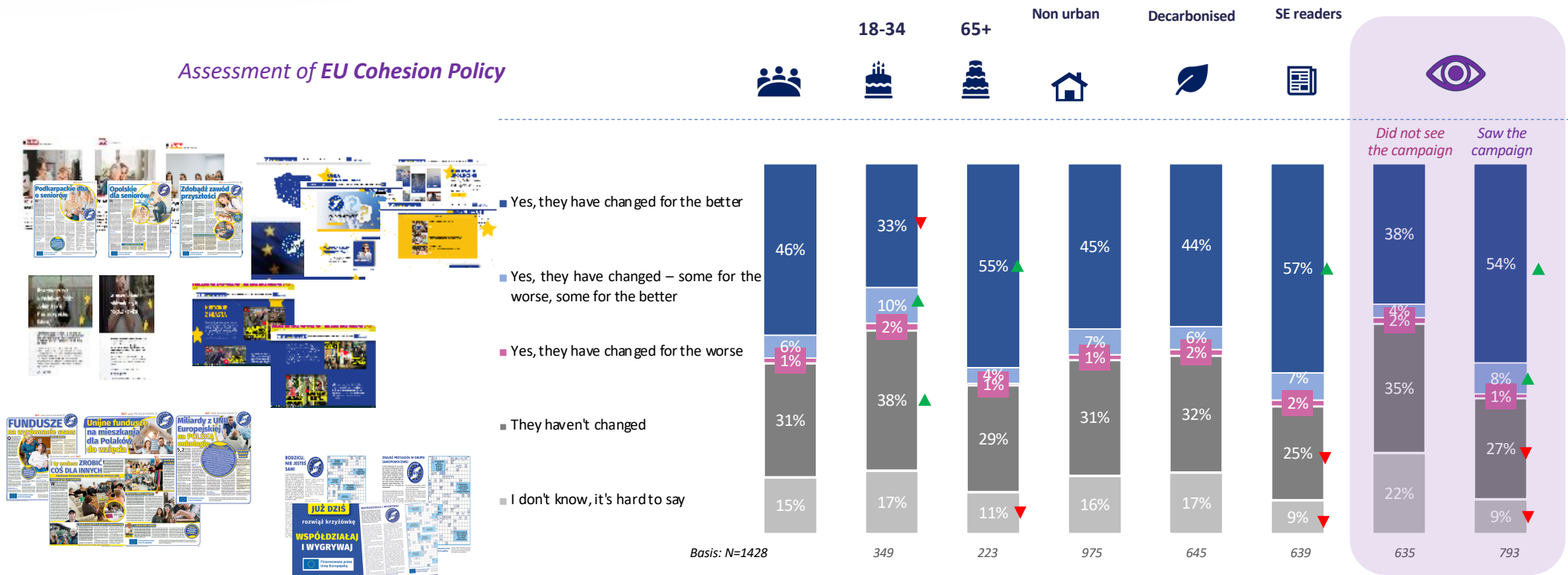
▲ Statistically significant differences at the 0.05 level vs Population 2nd measurement /
▼ Saw vs Did not see the campaign

Ex-Post Evaluation Study

IMPACT OF THE CAMPAIGN ON PERCEPTIONS OF EU COHESION POLICY

The campaign also has a positive impact on the perception of EU Cohesion Policy – almost half of the respondents changed their opinion about it to a more positive one after viewing the materials. The campaign has a significantly greater impact on people aged 65+, and significantly less on those aged 18–34. The latter group most often said that the campaign has not changed their opinion. SE readers were significantly more likely than other respondents to change their opinions to more positive ones. Similarly, those who had previously been in contact with the campaign were significantly more likely to admit that the campaign had a positive impact on their opinion of EU Cohesion Policy.

Assessment of EU Cohesion Policy



28. Do you think that your opinions on the perception of EU Cohesion Policy have changed as a result of this informational campaign, or not?

THANK YOU pollster

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