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Final report

Project:

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

Project: "reUnitEd: Pomocna dłoń w potrzebie – małe wielkie historie o Europejskiej Polityce Spójności" is implemented under contract no. 101172477 — 2023CE16BAT238 - 2023-PL-INFOME-TIME, concluded between Time S.A. and European Commission. The project was selected for implementation as part of the call for proposals „„Support for information measures relating to the EU Cohesion policy for 2023 (IMREG-2023-INFOME)”.



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Reporting period: October 1st 2024 - September 30th 2025

Indicator Name	Indicator Value	Work Package	Data Source
Number of short editorial materials edited in the form of fact sheets, presenting social innovations through the perspective of the innovator, originator, or user.	20	WP1	https://www.se.pl/pomocnadlon/
Number of 7-day campaigns presented as a dedicated, illustrated section on project Landing Page on se.pl, including the profiles of 5 innovators and their stories.	1	WP1	PDF document: list of publication links
Number of two-page spreads dedicated to social innovations – 2 pages, at least 5 innovator profiles. Text and photo material – 2 pages.	1	WP1	PDF document: press issue copy
Number of press crosswords concerning social innovations	10	WP1	PDF document: press issue copy
Number of native articles on project Landing Page on the se.pl	11	WP2	PDF document: list of publication links
Number of interactive Q&A videos.	20	WP2	PDF document: list of links
Number of one-page press materials/ story telling regarding opportunities offered by the European Cohesion Policy.	11	WP2	PDF document: press issue copy
Number of online articles/storytelling regarding opportunities offered by the European Cohesion Policy.	11	WP2	PDF document: list of links
Number of interactive video polls.	6	WP2	PDF document: list of links
Number of regional “The Human Face of Transformation” portals on the se.pl	10	WP3	https://www.se.pl/pomocnadlon/
Number of extended photo editorials	10	WP3	PDF document: list of links
Number of infographics	10	WP3	PDF document: list of links
Number of regional native materials published in regional online services on se.pl.	30	WP3	PDF document: list of links
Number of regional press materials.	30	WP3	PDF document: press issue copy
Evaluation Reports: Ex ante and Ex Post	2	WP4	PDF document



The reach of the campaign

Indicator Name	Actual Indicator Value*	Work Package	Data Source
Number of contacts with the content of the new service concerning Social Innovations – a “Helping Hand in Need” available on project Landing Page on se.pl (target value of the indicator – 900 000)	1 166 994	WP1	Gemius Prism, 6-15th of December 2024
Number of contacts with publications throughout the entire cycle (number of contacts with the advertisement).	Data concerning readership essential for calculating the indicator will be available at the end of October 2025		Readership overall for all publications in the cycle, Polish Readership Survey – PBC
Number of contacts with video content (broadcasts on se.pl, YouTube channel, social media – Meta/FB, pre-roll broadcasts) (target value of the indicator- 4.8 million views)	5 848 081	WP2	Google Ad Manager, You Tube, Facebook, Gemius Prism, video views, November 2024-September 2025
Number of users of regional services measured by redirects to the services (target value of the indicator 60 000)	66 389	WP3	Google Ad Manager, February-September 2025 Gemius Prism, February-September 2025

* Data as of September 29th 2025.



Conclusions from the ex-post evaluation study:

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

1. 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.
2. 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

1. 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%).
2. 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".
3. 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).
4. 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:
 - A. in the 18–34 age group – from 47% to 57%,
 - B. among people living outside large cities – from 44% to 50%,
 - C. among readers of Super Express – from 56% to 63%.
5. 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%.
6. 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

1. 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, 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%).
2. The campaign did, however, influence the assessment of the Fund's effectiveness:
 - A. 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%).
 - B. 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%).
 - C. 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.
3. 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%).

European Funds investments – real changes

1. 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:
 - A. 62% noticed at least some positive changes in the region (vs. 25% of people who had not previously been exposed to the campaign),
 - B. 54% admitted that EF investments have a positive impact on their personal lives (vs. 32% of people who did not see the campaign).
2. 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

1. In the 2nd measurement, a significant decrease in the lack of awareness of existing EF-funded solutions on the labour market were recorded among the entire population (from 49% to 44%).
2. The change is particularly noticeable among residents of non-urban areas, where the percentage of unaware people fell from 48% to 43%.
3. 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).
4. 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.



5. The campaign has therefore reduced the information barrier – the problem now is rather motivation and the need to take advantage of the opportunities offered.

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

Visibility

1. 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.**
2. 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.
3. 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%).
4. 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:
 - A. regional articles – 36%,
 - B. reportage – 32%,
 - C. films from the 'Komentery' series – 28%,
 - D. weekend articles – 28%,
 - E. crossword puzzles – 19%.
5. 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%).

Attractiveness

1. 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%):
 - A. website – 63%
 - B. 'Komentery' series – 63%
 - C. regional articles – 60%
 - D. reportages – 60%
 - E. weekend articles – 57%
 - F. crossword puzzles – 55%
2. 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.
3. 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:
 - A. 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.
4. The younger age group (18–34 years) not only noticed individual campaign formats less often, but also rated them significantly lower:
 - A. importance of the message – all formats scored significantly lower in this group than among the general population.
 - B. 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.



Communication

1. In terms of communication, the campaign as a whole received significantly more positive ratings among people aged 65+ and among readers of Super Express.
2. The ratings of the campaign message among people aged 18–34 are mostly significantly lower than among other groups.
3. 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.
4. 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

1. 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%).
2. 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%).
3. 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%).
4. 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 are significantly higher than among people who had not seen it before the survey.