

Europe for Citizens Survey 2009

Developing impact indicators for the Europe for Citizens programme and adapting them to the 2009 Annual Management Plan

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Annual Management Plan

C4055c / October 2009

Final technical report, commissioned by DG Education and Culture
of the European Commission

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1.0 Introduction

ECOTEC Research and Consulting is pleased to present this report of the results of a study designed to *develop more solid impact indicators for the Europe for Citizens programme and adapt them to the 2009 Annual Management Plan*. This work has been carried out on behalf of the European Commission's Directorate General for Education and Culture (DG EAC). The document is structured as follows

- Section 2 – Objectives and tasks
- Section 3 – Methodology
- Section 4 – Survey results
- Section 5 – Conclusions

2.0 Objectives and Tasks

2.1 Context

The Europe for Citizens programme was launched at the beginning of 2007 and will run until 2013. The programme is designed to develop citizenship of the European Union and a European identity, fostering a sense of ownership of the EU amongst citizens and promoting tolerance and mutual understanding. The programme seeks to encourage interaction and dialogue between citizens and civil society groups from across the European Union and other participating countries, promoting the sharing of opinions and experiences and instigating action and debate about European values, achievements and history¹.

A wide range of activities and organisations are supported under Europe for Citizens, structured under four actions:

- i. Active Citizens for Europe, including town twinning and twinning network events on defined themes
- ii. Active Civil Society in Europe, with support for public policy research organisations and civil society organisations and projects
- iii. Together for Europe, consisting of high visibility events, studies, information and dissemination tools
- iv. Active European Remembrance, commemorating the victims of Nazism and Stalinism

2.2 Study objectives

This study updates and extends the survey undertaken in 2007-08 and has been carried out under the DG Education and Culture framework contract for evaluation, evaluation-related services and support for impact assessment. The previous round of the survey concentrated on town twinning events and this time the survey has been extended to cover the rest of the Europe for Citizens Programme, with the exception of activity under action 3 – Together for Europe.

The work is designed to feed into the Annual Management Plan and contribute to the mid-term evaluation of the programme. It assesses the impact of supported activities by

¹ Decision No 1904/2006/EC of the European Parliament and Council of 12 December 2006

defining a set of questions and collecting quantitative data that may be used to inform a judgement of impact in the following areas, as defined by the European Commission:

- Sense of European identity amongst participants
- Feelings of solidarity, mutual understanding or trust amongst those directly involved
- The multiplier effect; numbers of citizens informing others of their experiences

2.3 Tasks

The Terms of Reference for the study lists the following tasks:

- To carry out a survey of a sample of the programme's direct participants.
- Based on the lessons from the previous evaluation exercise the contractor is to develop the existing questionnaire to reflect the change from "feeling more tolerant" to "a greater sense of mutual understanding" and develop a set of specific questions for Action 4 ("Active European Remembrance") related to the issues of history and memory and another set of questions to measure the multiplier effect.
- The questionnaire is to be distributed to direct project participants taking part in events funded by the Europe for Citizens programme identified by the European Commission.
- The survey is to be based on the results indicators as foreseen by the Annual Management Plan, i.e. "increased sense of ownership of the European project and sense of European identity as well as feeling of solidarity expressed through mutual understanding" among people directly involved in the activities.
- The contractor is to refine the existing questionnaire with a series of questions which will make a specific indicator (a) feeling a greater sense of solidarity expressed through mutual understanding operational, i.e. through identifying a series of specific questions which will bring this two general indicators into more concrete level and (b) multiplier effect.
- In addition, the contractor will develop a set of questions specifically related to Action 4 of the programme ("Active European Remembrance") in terms of history and memory.

This set of tasks was translated into a work programme and timetable. The timetable was revised at the end of the inception phase and is displayed below.

Table 2.1 Revised timetable

Task	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct
Kick-off meeting		●								
Inception phase, questionnaire design			● ✧							
Testing and translating questionnaire				●						
Fieldwork (sampling, postage, processing)										
Draft report									✧ ●	
Final report										✧

● Client meeting

✧ Formal report deadline

3.0 Methodology

3.1 Survey method

The method selected for carrying out the survey was informed by lessons from the online survey conducted in 2007/08. This highlighted the difficulties associated with conducting an online survey, with participants contacted after the event by email. The sampling frame for this method was based on the contact details that event organisers had been able to collect for participants in their events. This method omitted all those that had not provided their details or were not regular users of email or the internet, while it was also found that many of the email addresses were incomplete, inaccurate or out of date.

Therefore, in the absence of complete contact information for event participants, it was felt that a postal survey would be more likely to reach significant numbers of those taking part. The questionnaire (and response envelopes) were sent to event organisers in advance, for distribution during the course of the event and completion either during or directly afterwards. This required contact details for event organisers (provided by the European Commission) but also their co-operation, in terms of distributing questionnaires and encouraging participants to complete and return them.

To increase the likelihood of success, emails (or faxes where the email address was not available) were sent to the named contacts for each event. These were provided in the language of the host institution, introducing the survey and explaining its purpose, but also listing the contact details of people (in the European Commission and ECOTEC) they could contact with questions or concerns. To maximise the level of response, the questionnaire and the guidance for completing it were provided in all official EU languages with the exception of Irish.

3.2 Questionnaire design

Self-completion questionnaires have to be easy to complete, especially in terms of the terminology used and navigation through the document, and this task formed a critical element of the study. As highlighted above, the newer elements to be added to the questionnaire dealt with complex concepts such as feelings of 'Europeanness', solidarity and mutual understanding, but also sought to establish the 'multiplier effect', namely transfer of information to third parties and actions that are likely to take place in the future as a result of funded activities.

Through a brainstorm session in Brussels and a process of drafting and testing the questionnaire within ECOTEC, the study team sought to prepare indicators and questions that were as simple and practical as possible with a focus on likely changes in attitudes, behaviours or intentions. It was felt that this would also help to avoid problems associated with the translation of complex topics into multiple languages. The following table summarises our approach to operationalising the main indicator areas.

Table 3.1 Compiling new indicators and questions

Indicator	Considerations	Solution
Impact of participation on feelings of European-ness or sense of European citizenship	Asking whether participants feel more aware of their shared European values, culture, identity or heritage is problematic and likely to have different connotations in different languages or national contexts. Such opinions are also unlikely to change significantly as the result of attendance at one event.	Questions on shared values were be supplemented with a more practical set, relating to the main features and benefits of membership of the European Union (ability to travel, study etc.). Rather than ask people whether they intended to visit any other European country or learn any other language, this focuses on whether people intend to visit the country of the other group(s) taking part or learn the language of the partnering country/ies.
Impact in terms of mutual understanding, solidarity and trust – of particular relevance to historical or remembrance events	Again, these are difficult concepts to translate into multiple languages, they are likely to be misunderstood or simply mean different things to different people	Questions seek to identify any changes in participants' feelings towards the other national group taking part or their likely future actions. This includes feeling that they share more in common, have increased understanding or respect towards the other group, if any lasting contacts or friendships have been established, or if they would provide assistance or support to the other national group if it was required
The multiplier effect	This is understood in terms of the ways individual events have added value by encouraging participants to spread information themselves, create networks, promote future events or act as ambassadors for European projects	This stems from a consideration of what would be most likely to occur if the event was to be seen as successful, focussing on the impact on people's actions (whether they have spoken to people about the event, recommended it, or made new contacts). It also seeks to identify what impact these actions are likely to have in the future (for example by developing networks or leading to further events). This can be compared to a section on whether participants had attended similar events in the past and what impact this has had to date.

In addition to these questions, the survey also included questions on age group, gender, nationality and occupation in order to assess the representativeness of the sample. The final English-language version of the questionnaire is appended to this report.

Once the English-language version of the questionnaire had been approved by the Commission, it was trialled within ECOTEC to ensure there were no problems of understanding or routing. The next stage was to translate the survey into 21 other official EU languages using a specialist translation agency, with translations checked by native-language speakers within the ECOTEC/ECORYS group wherever possible. Before being sent out, all questionnaires were pre-coded with details of country, action line, activity and event.

3.3 Selection of Events

As we did not have access to individual participants' details, sample selection was based on the list of events provided by the Executive Agency on behalf of DG Education and Culture. The ideal sampling technique would be to select events at random (with the full sample split evenly between the four action lines), which would enable us to calculate levels of confidence in the resulting data more accurately.

However, it was agreed with the Commission that achieving good geographical coverage of the participating countries was of greater importance. A number of events had already taken place by this time, and some of the participating nations were only represented at a small number of events that were still to take place. Events at which these countries were involved were prioritised, although questionnaires in the languages of all the countries involved in each event were sent out.

Our second consideration was to ensure that at a minimum of 1,000 questionnaires were distributed to events under each of the four action lines. These two considerations meant that we sent out significantly more questionnaires than initially intended. Further detail is provided in section 4.1 below.

3.4 Observations on methodology

The success of this exercise is associated with a number of risk factors, as set out in the table below alongside their implications and the mitigating action that was taken.

Table 3.2 Risk assessment

Risk factor	Implications	Action taken
Complex or difficult to understand questionnaire	Reluctance on part of event participants to fill in the questionnaire, or generation of poor quality data	Significant time dedicated to questionnaire design and testing, plus translation into all official languages and provision of stamped, addressed envelope
Reliant on participants' willingness to fill in and return, self-selecting sample	Difficult to quantify, a certain amount of bias is possible in favour of those with more extreme views (positive and negative)	Creation of a balanced and varied selection of events, rather than individual participants
Unwillingness of event organisers to distribute questionnaires or support participants completing them.	Low response rates through questionnaires not being distributed to participants or participants not being encouraged/ helped to complete	Have tried to mitigate this by introducing and explaining the exercise to organisers, as well as reminding them of it at a later date
Inaccurate or out of date contact details for host organisation or the individual organiser.	Wastage through mis-delivery and low response rate	Where we have been informed of mistakes have subsequently boosted the sample in the countries or actions affected
Changes to event format or date	Questionnaires sent to events that will not now take place, have already done so, or venue has changed	Depends on accuracy of supplied information, although where we have been informed of this we have boosted the sample
Lack of more detailed information on the event format or make up or participants	Questionnaires sent to unsuitable audiences (e.g. schoolchildren), leading to wastage or low response	Where we have been informed of unsuitable audiences have boosted the sample in the areas affected

4.0 Survey Results

4.1 Response rates

As of 30th September 2009, 746 completed questionnaires had been received, equating to a response rate of 12%. Only six of the returned questionnaires were invalid or incomplete. The following table breaks down response information for the four action lines under Europe for Citizens. Response rates are calculated as a proportion of all those delivered to events relevant to this exercise and taking place as described¹.

Table 4.1 Responses by action line

Action	Questionnaires sent	Delivered to relevant events	Responses	Response Rate
Civil Society	1,788	1,422	113	7.9%
Active European Remembrance	1,865	1,865	36	1.9%
Twinning Meetings	2,001	1,752	481	27.5%
Twinning Networks	1,473	995	116	11.7%
All Actions	7,127	6,034	746	12.4%

This shows that twinning meetings account for the highest number of responses, or around two-thirds of the total. Incidentally - and despite the difference in survey method - the response rate of 27% is consistent with that achieved in last year's web survey of twinning events. Of all action lines, remembrance events provided the lowest number of responses, despite the large number of questionnaires delivered to relevant events². The following table lists the number of responses by individual events under each action line.

¹ The 'questionnaires sent' figure represents the total number actually posted. 'Delivered to relevant projects' does not count those where we were subsequently informed that the event was not taking place, was not suitable, or organizers did not wish to distribute the questionnaires. It does however include any additional questionnaires that were specifically requested by event organisers.

² Three of the six remembrance events targeted for this survey have not provided any completed questionnaires at the time of writing. These have all been contacted and two have responded, citing changes to personnel and scheduling, as well as language requirements that were different to those provided in the original project listings.

Table 4.2 Responses by action line and event

Action Line	Event/ organisation details	Responses
Civil Society	Heinz-Schwarzkopf-Stiftung/European Youth Parliament	101
	Miejski Klub Sportowy w Gogolinie	8
	Multicultural Center Prague	4
Remembrance	Aktion Sühnezeichen Friedensdienste e.V.	7
	ANO pro Evropu o.s. (YES for Europe)	16
	Comune di Bucine	13
Twinning Meetings	Angus	15
	Bellagio	2
	Bundoran	4
	Chantepie	48
	Chojna	2
	Dobrich	20
	Holstebro	1
	Houffalize	4
	Judenburg	1
	Klagenfurt	28
	Koszeg	5
	Krosno	17
	Krsko	5
	Kusel	20
	Lendava	27
	Marl	20
	Marosvasarhely	35
	Niederanven	3
	Obrigheim	9
	Oxelösund	4
	Preveza	2
	Prienai	3
	Rijnwoude	14
	Sesimbra	1
	Sherborne	2
	Sigulda	21
	Stuhr	10
Susice	4	
Tarnowo Podgorne	16	

Action Line	Event/ organisation details	Responses
	Turi	5
	Varasdin	20
	Varkaus	1
	Waldkappel	32
	Zalaegerszeg	78
	Zvolen	2
Twinning Networks	Downpatrick/ Listowel linkage group	71
	Livani District Council	45
Total		746

As highlighted earlier a major consideration in the sampling was the achievement of a balanced geographical distribution. The following table lists number of responses by nationality¹, showing that Hungary, Germany and Latvia have provided most responses to date, followed by France, the UK and Poland. So far we have received no completed questionnaires from participants with Croatian² or Maltese citizenship.

Table 4.3 Responses by Nationality

Q13 Nationality	Responses	Proportion
Austrian	28	3.8%
Belgian	14	1.9%
British	44	6.0%
Bulgarian	26	3.5%
Croatian	0	0.0%
Cypriot	2	0.3%
Czech	32	4.3%
Danish	2	0.3%
Dutch	25	3.4%
Estonian	6	0.8%
Finnish	5	0.7%
French	54	7.3%
German	107	14.4%

¹ It is also possible to present this information by host nation of event, but this would not take into account the varying nationalities of the participants at each event.

² Although Croatia is not an EU Member State, it is participating in the current round of the Europe for Citizens programme

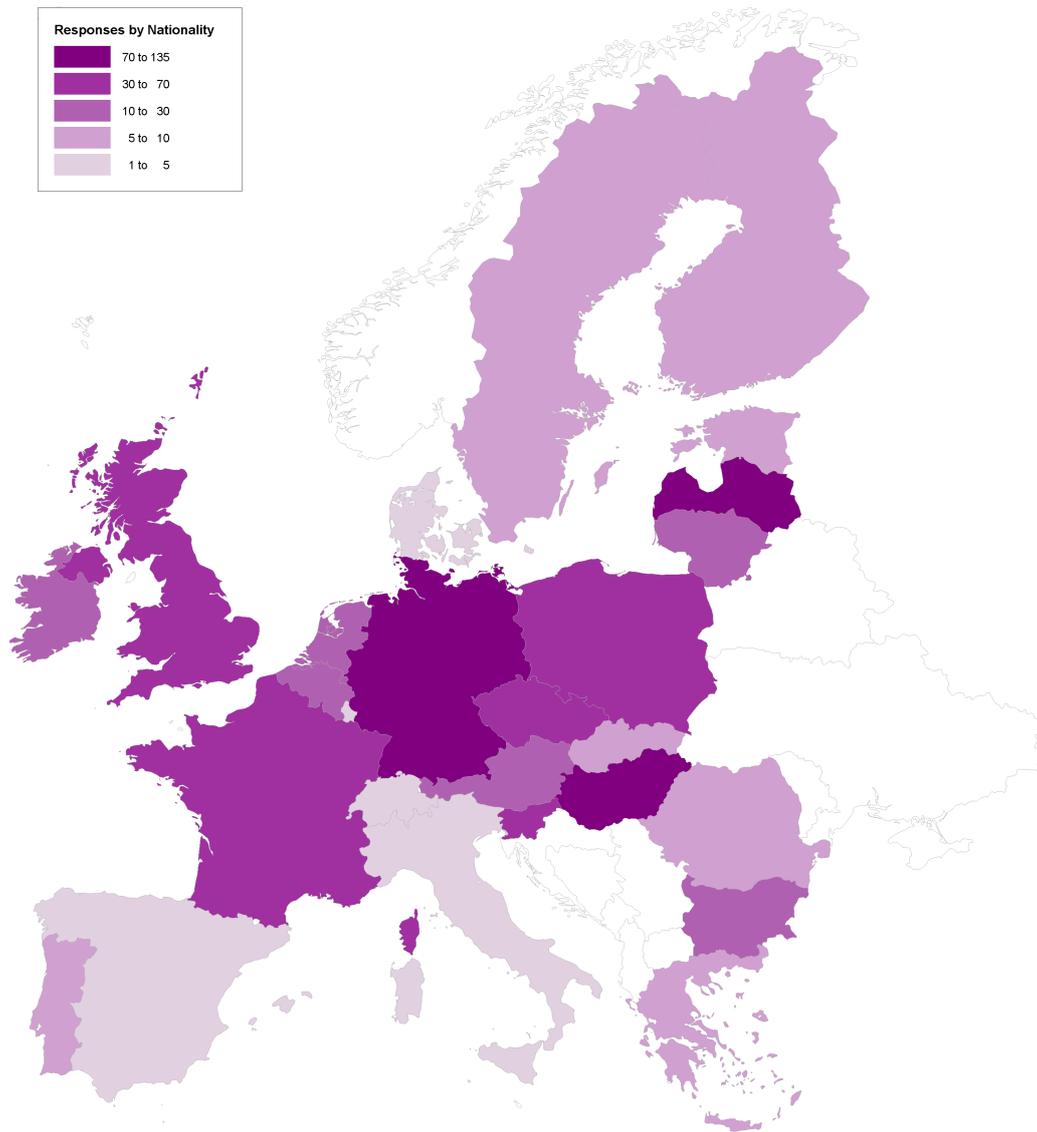
Q13 Nationality	Responses	Proportion
Greek	5	0.7%
Hungarian	135	18.3%
Irish	22	3.0%
Italian	3	0.4%
Latvian	70	9.5%
Lithuanian	19	2.6%
Luxembourgish	1	0.1%
Maltese	0	0.0%
Polish	52	7.0%
Portuguese	7	0.9%
Romanian	8	1.1%
Slovak	6	0.8%
Slovenian	30	4.1%
Spanish	2	0.3%
Swedish	6	0.8%
Other European	15	2.1%
Non-European	6	0.8%
Dual or multiple citizenship	5	0.7%
No response	9	1.2%
Total	746	100%

If we look at proportions of Europe's total population, a number of countries appear to be under-represented in the survey so far, including Italy¹, Spain, France² and Romania. The countries over-represented in the sample are Hungary, Latvia and Slovenia. It is also possible to display this information in map form, with figure 4.1 highlighting large numbers of responses in central (and parts of eastern) Europe and significantly fewer in most of southern Europe.

¹ One of the Italian events selected for the survey - partly because of the presence of participants from Croatia and Denmark – was subsequently revealed to be for schoolchildren and therefore not suitable for research. Alternative, smaller events were selected, boosting the number of surveys sent to Italian events to 767 (or 567 to events that were suitable).

² Of the 676 questionnaires sent to events in France, one event by 'Memorial de la Shoah' under Active European Remembrance received 400. Despite sending reminders and contacting the responsible person, no questionnaires had been received by the time of writing.

Figure 4.1 Geographical Coverage



With a few exceptions the sample sizes for individual nationalities are too small for meaningful geographical analysis, so countries have been aggregated into four large regions for this purpose. The main considerations in this process were the creation of logical groupings of nationalities, as well as ensuring an adequate sample size for each¹. The results in annex three are also broken down by these four broad regions.

¹ For this reason Austria has been included in EU15 North and Hungary in EU15 South

1	New Member States North (185 responses)	Czech Estonian Latvian Lithuanian Polish Slovak
2	New Member States South (201)	Bulgarian Cypriot Hungarian Maltese Romanian Slovenian
3	EU15 North (280)	Belgian British Danish Dutch Finnish French German Irish Luxembourgish Swedish
4	EU15 South (45)	Austrian Greek Italian Portuguese Spanish

4.2 Representativeness of sample

The questionnaire also contained a number of socio-demographic questions, included in order to ascertain the representativeness of the sample achieved. This information can be used to compare the responses of different groups of people, and could be used to weight the overall results if we felt they had been affected by over-representation of particular groups. In the absence of information on the demographic composition of people

attending Europe for Citizens events, this information is compared to the wider EU population.

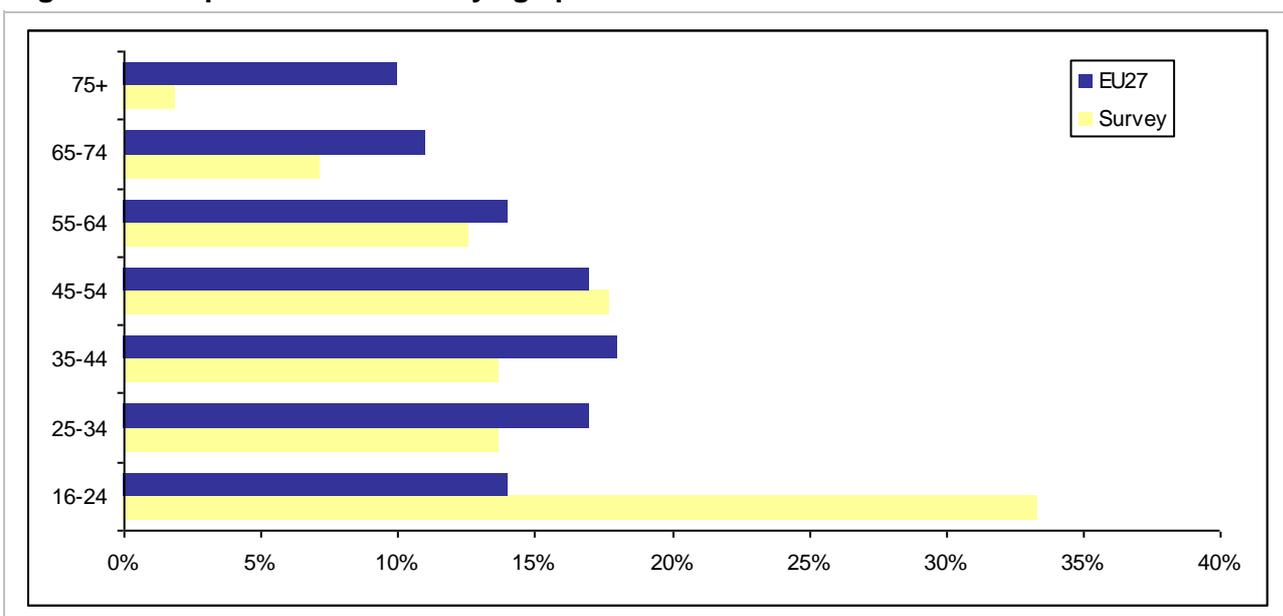
When we look at the breakdown by age group, it is clear that young people have provided many more responses than other groups, with 33% of responses coming from those aged 16-24. Civil society and remembrance events have a younger age profile (and more students) than twinning meetings and networking events, which in turn appear to be more popular amongst people in employment.

When we compare the age profile of the sample to that of the European Union (figure 4.2), it is clear that the youngest age group is over-represented in the sample, while those aged 75+, 65 to 74, 35 to 44 and 25 to 34 are under-represented. In order to see if the responses of younger people differ from those of older age groups, the tables in annex three break down all survey results by individual age group.

Table 4.4 Responses by age group

Q1 Age group	Survey Respondents	Proportion of Responses
16-24	247	33%
25-34	101	14%
35-44	101	14%
45-54	131	18%
55-64	93	13%
65-74	53	7%
75+	14	2%
Total	740	
No response	6	

Figure 4.2 Representativeness by age profile



Source: Europe for Citizens Survey 2009 and Eurostat data for 2008 (% of population over 16)

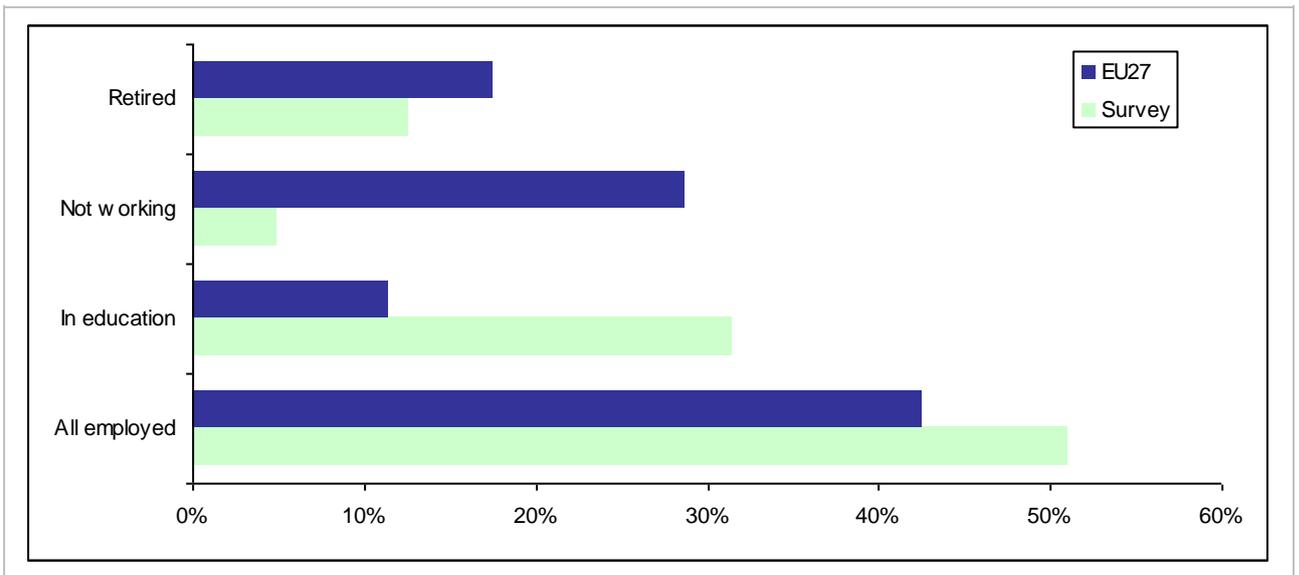
This analysis is further supported by a breakdown of responses by working status. People in some kind of work (full-time, part-time, self-employed etc.) provide more than half of all responses and appear to be over-represented in the sample; while people in education form a much greater share of the sample than of the total EU population.

Economically inactive, not working or retired people constitute a relatively small share of all responses, and while many research surveys struggle to reach large numbers of working adults and young people, this does not appear to have been the case for this particular study.

Table 4.5 Respondents by working status

q14 Working status	Survey Respondents	Proportion of Responses
Working	372	51%
In education	229	31%
Not working	36	5%
Retired	92	13%
Total	729	100%
No response	17	

Figure 4.3 Representativeness by working status



Source: Europe for Citizens Survey 2009 and Eurostat data for 2001 National Census Round (% of population)¹

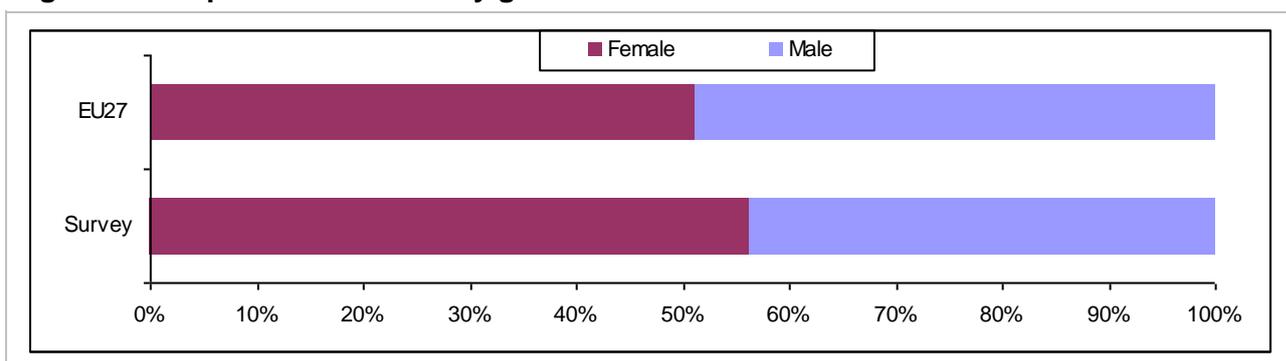
It also appears that women are slightly over-represented in the sample, especially when compared to the gender composition of the EU (shown below). It is unclear whether women are more likely to attend Europe for Citizens events or merely more likely than men to fill in the questionnaires.

Table 4.6 Responses by gender

Q12 Gender	Survey Respondents	Survey
Female	315	44%
Male	406	56%
Total	721	100%
No response	25	

¹ We have been unable to remove children from the EU comparison data; under 16s are included in either the 'in education' or 'not working' categories.

Figure 4.4 Representativeness by gender



Source: Europe for Citizens Survey 2009 and Eurostat data for 2008

4.2.1 Confidence levels

In addition to representativeness, we must also consider approximate confidence levels (margins of error) for the analysis contained in this report. Based on the full sample of 746, the following confidence intervals apply;

- $\pm 2\%$ for score of 10% or 90%¹
- $\pm 3\%$ for score of 30% or 70%
- $\pm 4\%$ for score of 50%

This means that for a result based on the entire sample to be meaningful and reliable there needs to be difference of at least 8 percentage points for scores of around 50% and at least 4 points for scores of around 10% or 90%.

Following feedback from the project steering group, results have also been broken down by action line, by age group, by attendance at previous events and by four geographic regions. This provides more fine-grained detail and helps us to understand patterns and relationships in the survey responses. However, these subsets are subject to larger confidence intervals, so differences of a few percentage points are unlikely to be of significance when comparing results.

Full breakdowns are provided in the technical appendix at annex 3, and analysis of this data needs to consider the reliability of information, informed primarily by number of responses. For example, a score based on less than 40 responses is highly unlikely to be robust, 40-80 responses will have an error margin of between 10 and 15 percentage points and 80 to 400 responses will have an error margin or between 5 and 10 percentage points.

¹ This is based on 95% confidence level, meaning that in 95% of cases a score given as 70% for the sample lies between 67% and 73% for the entire target population. This requires samples to be chose at random

Some of the subsets, such as 'Active European Remembrance' or 'New Member States South' are based on very small samples, so are unlikely to provide very robust data.

4.3 Indicator analysis

This section lists the results for the different indicators included in the questionnaire, describing any clear patterns and relationships in the results. It also compares results with those from last year's web survey wherever possible.

4.3.1 Feelings of 'Europeanness'

This year's questionnaire included a number of questions aimed at exploring the impact of participation on feelings of 'Europeanness'. As well as asking the question directly it was defined in different ways, in terms of a shared European culture, identity or heritage, as well as solidarity and identification with the European Union. The most positive aspects relate to European culture, identity and heritage, with 83% feeling more aware of these aspects as a result of participation.

Interestingly the proportion claiming to feel more solidarity with fellow Europeans was 82%, the same as the question in the next section designed to define the concept of solidarity more exactly¹. 75% claim to feel more European (compared with 78% of respondents in last year's web survey², a difference which is unlikely to be significant), and 71% claim to feel more part of the European Union.

When we break results down further, civil society and twinning network events provide the most positive responses to this section, especially for 'feel more European' and 'feel more part of the European Union'.

¹ Namely, "I would give support or assistance to people or groups in the country/countries of the other participants, should they need it"

² A confidence interval of $\pm 4\%$ means this scale of difference is unlikely to be significant

Table 4.7 'Europeanness'

Q5 As a result of taking part, do you...?	Yes		No	
	Responses	%	Responses	%
Feel more aware of a shared European culture, identity or heritage	596	83%	118	17%
Feel more solidarity with my fellow Europeans	573	82%	128	18%
Feel more European	515	75%	176	25%
Feel more part of the European Union	489	71%	200	29%

No response removed

4.3.2 Mutual understanding and trust

The concepts of mutual understanding and trust were translated into a number of individual indicators, with results displayed below. When 'don't know' or 'no response' are removed from the analysis, a clear majority of respondents (at least two-thirds of responses) agreed with every statement, with the most positive aspects relating to the need to continue reducing social and economic differences between countries¹, a feeling that participants know people in other countries a little better and wish to take part in more events that strengthen international links. The spread of responses is illustrated in figure 4.5.

The result of 80% prepared to "give support or assistance to people or groups *in the country of the other participants...*" is consistent with 78% of respondents to last year's survey saying they would "give support to people in their twinned town if it faced unexpected difficulties".

76% of respondents felt they had "developed lasting contacts or friendships with people *from the [partner] country...*", compared with 90% of respondents to last year's survey saying they had "made friendships with people from *another European country...*", arguably a less exact measure of the impact of a single event.

When broken down further there are few clear or coherent patterns in the results for these indicators, although attendance at multiple events does appear to have a significant effect. People who have attended more than one of these events in the past are more likely to

¹ When we break down results for 'I believe the European Union should continue trying to reduce social and economic differences...' by geographic region, although there are small differences in the proportions of people agreeing, the variations are not significant when confidence intervals are taken into account.

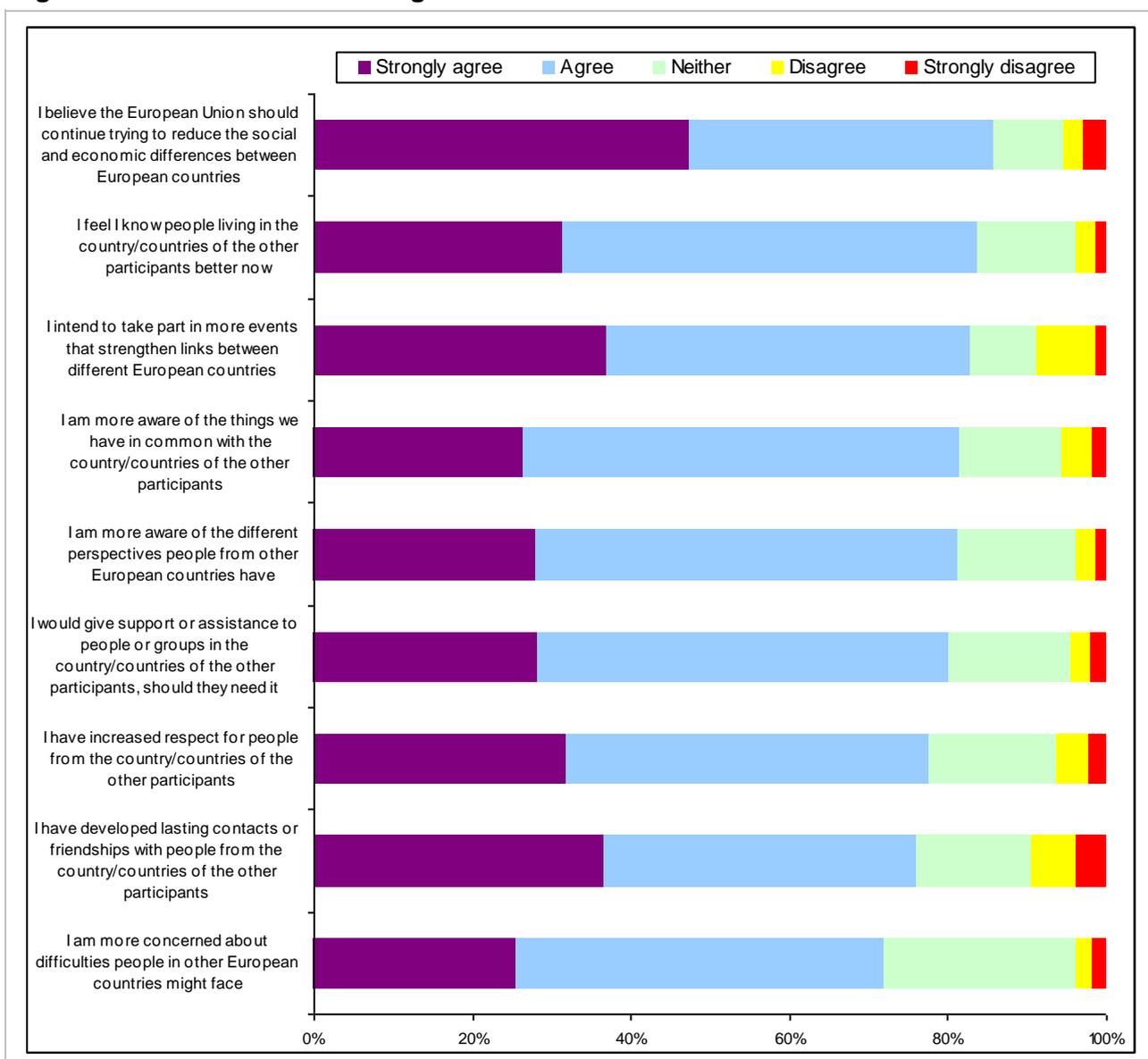
agree with all of these statements than those attending their first event, especially "I have developed lasting contacts or friendships with people...".

Table 4.8 Mutual understanding and trust

Q6 How far do you agree or disagree with the statement...?	Strongly Agree or Agree	Percent
I believe the European Union should continue trying to reduce the social and economic differences between European countries	598	86%
I feel I know people living in the country/countries of the other participants better now	595	84%
I intend to take part in more events that strengthen links between different European countries	623	83%
I am more aware of the things we have in common with the country/countries of the other participants	599	82%
I am more aware of the different perspectives people from other European countries have	575	81%
I would give support or assistance to people or groups in the country/countries of the other participants, should they need it	543	80%
I have increased respect for people from the country/countries of the other participants	552	78%
I have developed lasting contacts or friendships with people from the country/countries of the other participants	526	76%
I am more concerned about difficulties people in other European countries might face	478	72%

(Don't know or no response removed)

Figure 4.5 Mutual understanding and trust



4.3.3 Multiplier Effect

This section seeks to explore the 'multiplier effect', defined as the ways in which individual events have added value by encouraging participants to spread information themselves, create networks, promote future events or act as ambassadors for European projects. Table 4.9 looks at future intentions of the participants, with the most positive aspects relating to future visits, hosting visitors, promoting projects or events and taking more of an interest in European issues. Significantly, nearly three-quarters of respondents said they were more likely to promote European projects or events to other people in the future.

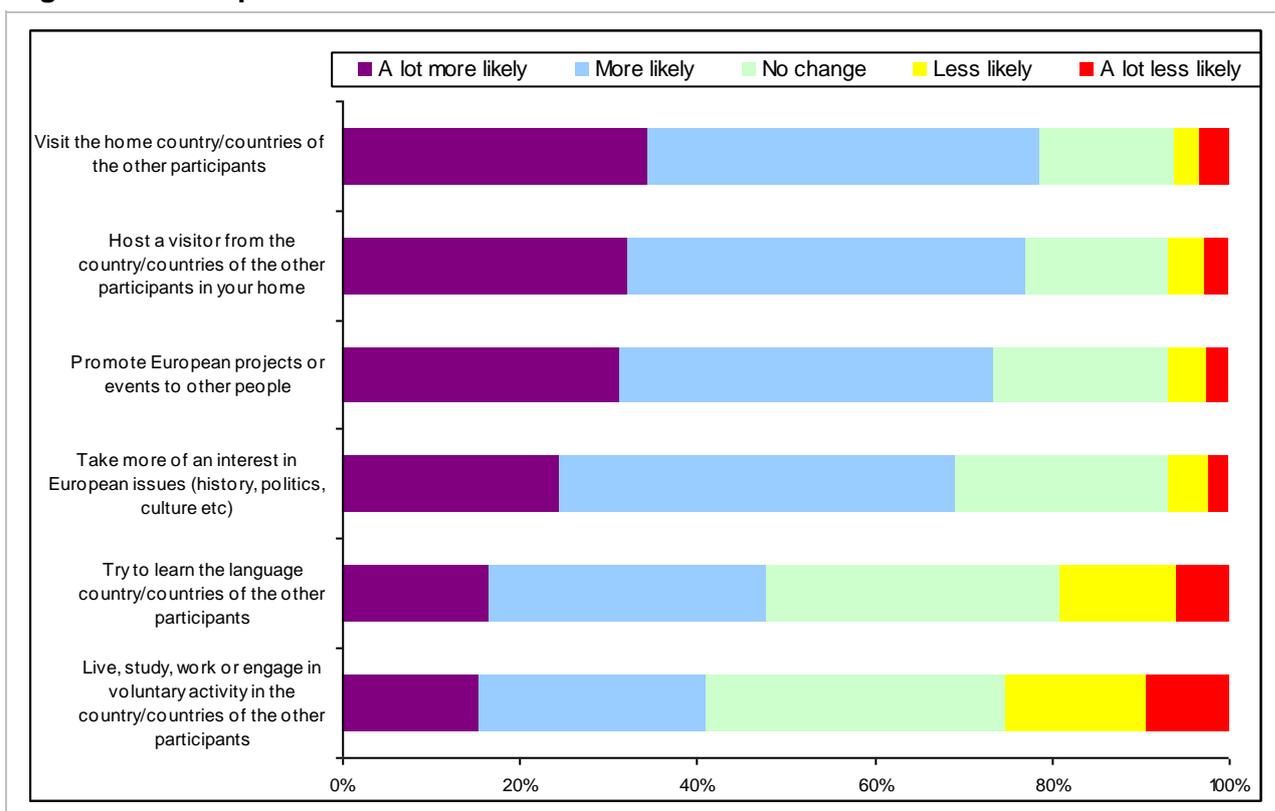
77% of respondents said they were more likely to "host a visitor from *the country of other participants*", compared with a figure of 85% likely to "host a visitor from *any other European country*" in last year's report. While 48% of respondents said they were more likely to "learn the language of *the other participants*", 69% of last year's respondents said they were "more likely to learn *any European language*".

Participants in civil society events were more likely to agree with these statements of intention than those participating in events under the other three action lines. In addition, people who had attended more than one of this type of event in the past were more likely to agree with these statements than those attending their first event. The biggest disparities are for "try to learn the language...", "host a visitor..." and "live, study, work or engage in voluntary activity...".

Table 4.9 Multiplier effect – intentions

Q4 As a result of your involvement in this event, are you more or less likely to...?	A lot more, or more likely	Proportion of responses
Visit the home country/countries of the other participants	556	79%
Host a visitor from the country/countries of the other participants in your home	526	77%
Promote European projects or events to other people	500	73%
Take more of an interest in European issues (history, politics, culture etc)	494	69%
Try to learn the language country/countries of the other participants	328	48%
Live, study, work or engage in voluntary activity in the country/countries of the other participants	268	41%

Figure 4.6 Multiplier effect – intentions



As well as asking about more general intentions, the questionnaire asked about a set of specific actions. Participants were asked whether they were likely to complete any of the following actions in the future, while those that had attended similar events in the past were asked which of the actions they had undertaken since then. Table 4.10 and figure 4.7, below, compare this information, showing that the pattern of responses is similar for previous and future actions.

Some 88% of respondents said they will speak to other people about these events or have spoken to other people after previous events. Some 81% said they will recommend, or have recommended,- these events to other people.

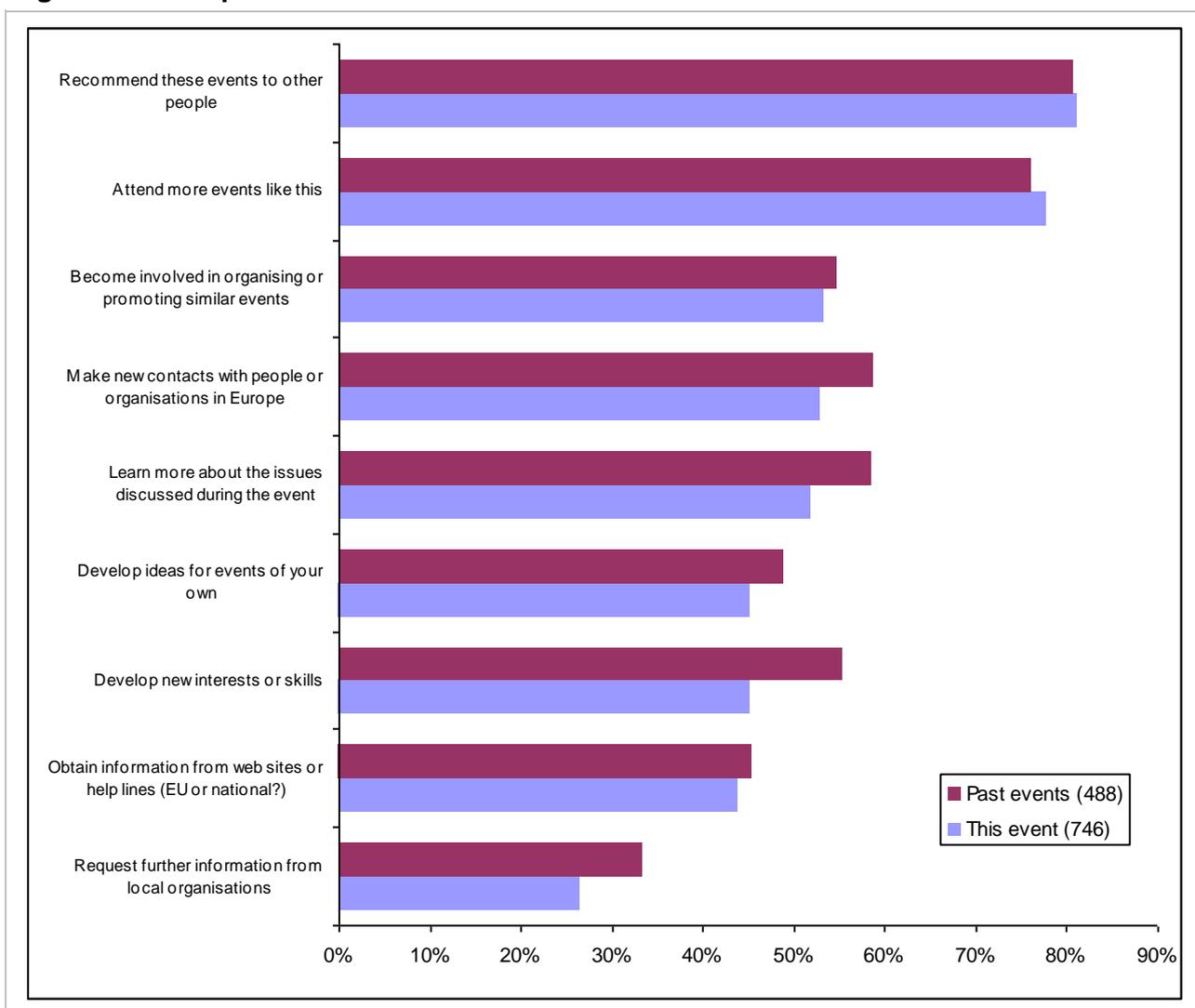
As with previous questions on future intentions, participants in civil society events claimed to share more of these intentions than those attending other types of event. An arguably more striking observation is that people who had attended more than one of these events in the past were more likely to agree with these statements than those attending for the first time. Frequent participants are much more likely to agree with "develop ideas for events of your own", "become involved in organising or promoting...", "make new contacts with people or organisations..." and "develop new interests or skills".

Table 4.10 Multiplier effect – actions

Do you think that as a result of your participation you will/ you have...?	Q7 At this event		Q11 At previous events	
	Number	%	Number	%
Talk to other people (friends, family colleagues, fellow students etc.) about these events	653	88%	430	88%
Recommend these events to other people	605	81%	394	81%
Attend more events like this	579	78%	371	76%
Become involved in organising or promoting similar events	397	53%	267	55%
Make new contacts with people or organisations in Europe	395	53%	287	59%
Learn more about the issues discussed during the event	387	52%	286	59%
Develop new interests or skills	337	45%	270	55%
Develop ideas for events of your own	337	45%	238	49%
Obtain information from web sites or help lines (EU or national?)	327	44%	222	45%
Request further information from local organisations	197	26%	162	33%

No response removed

Figure 4.7 Multiplier effect – actions



4.4 Further analysis

The questionnaire also included a number of operational indicators, namely questions on participants' opinions of the content of events. The following table shows that the vast majority (94%) of respondents said that the event helped people to learn more about people's lives in the partner country, while a much lower figure (68%) said they had learned more about the European Union.

Civil society events (and remembrance – although the sample is much smaller) provided the most consistently positive responses to this section of the questionnaire, with 87% said they had learned more about the European Union as a result of taking part.

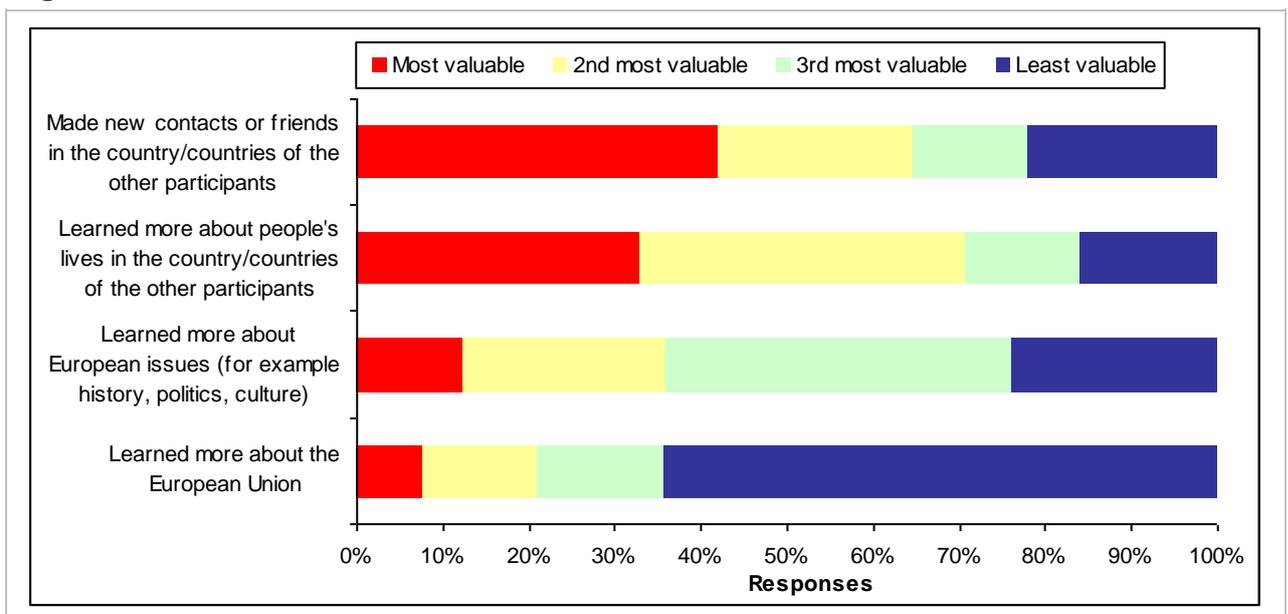
In addition, people who had attended more than one of this type of event in the past were also much more likely than new participants to say that they had developed new contacts or friendships as a result of attending.

Table 4.11 Content of event

Q2 As a result of attending this event did you ...?	Yes		No	
	Number	%	Number	%
Learned more about people's lives in the country/countries of the other participants	685	94%	43	6%
Learned more about European issues (for example history, politics, culture)	578	83%	121	17%
Made new contacts or friends in the country/countries of the other participants	583	82%	127	18%
Learned more about the European Union	469	68%	217	32%

This information was also ranked, to show what people felt to be of most importance. The following chart shows that making new contacts or friends was actually most important to people, followed by learning more about people's lives in the partner country. Learning more about the European Union appears to be of least importance for people attending these events.

Figure 4.8 Most valuable content

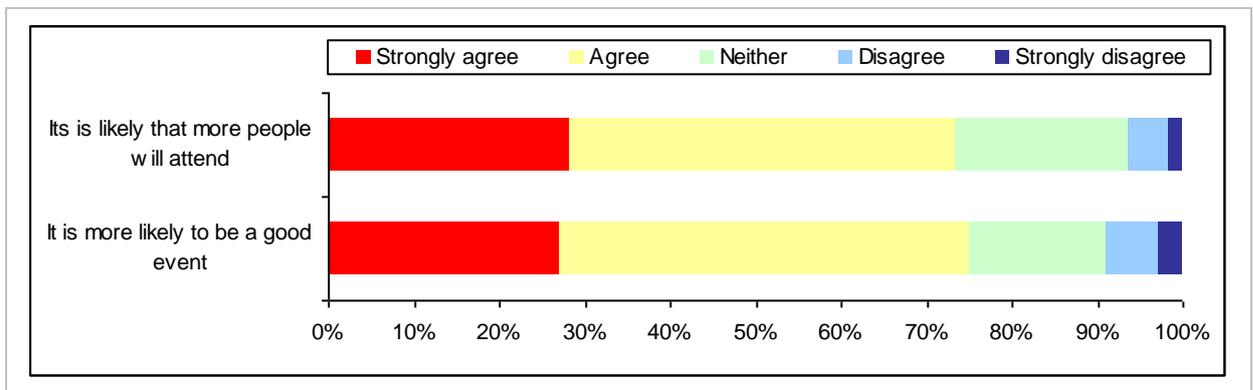


Other observations on the people attending these events include;

- 50% had taken place in more than one similar event;
- 17% had taken place in one event; and
- 34% had never take part in an event before.

In addition, 80% knew that the event was part-financed by the European Union and the following chart illustrates participants' views on what the involvement of the European Union brings to these events. Some 75% believe the EU's involvement means it is more likely to be a good event, while 74% believe it is likely that more people will attend.

Figure 4.9 The involvement of the EU in these events means that...?



5.0 Conclusions and recommendations

5.1 Main findings

This analysis suggests that taking part in a Europe for Citizens event is likely to have an impact not only on participants' opinions, but also on their future actions.

This 'multiplier effect' is relatively clear, as the overwhelming majority intend to take part in more events of this type, and in many cases would happily recommend them to friends and family. More than half say they are likely to make new contacts with people or organisations or become involved in organising events as a result of participation.

Looking at specific future actions, participants are much more likely to visit the partner country or host people from that country than they are to live, study or work there, or indeed learn their language.

The results associated with mutual understanding are strong, especially in terms of identification with people in other countries, appreciating other perspectives and shared views, but also for ideas of shared culture, identity or heritage.

Participants most enjoy learning about people's lives in other countries or making new friends and contacts. While most are aware of the European Union's role in these events, learning about the EU is of lesser importance for most participants.

5.2 Further breakdowns

The survey generated a balanced geographical spread of responses, with significant numbers from central and eastern Europe, although significantly fewer from southern European countries. Croatia and Malta are the only nationalities from participating countries not to be represented in the final sample of responses.

There are few coherent or systematic differences in responses by geographic region, although people from the northern EU15 countries are more likely to have attended a number of events while those from the southern New Member States are more likely to be first time participants.

The survey also generated large numbers of responses from people in employment, as well as from young people and those in education. Twinning network events provided nearly two-thirds of all responses, with very few (36) from remembrance events.

As detailed in annex 3, while the responses of people from different age groups vary, there is no discernable pattern to these variations. This implies that although young adults, working people and those in education are over-represented in the sample, this is unlikely to exert a significant bias on the results.

There are however clear differences in the responses of people attending events under the different action lines, and also when we compare the responses of people who had attended more than one of these events in the past with the responses of those attending their first event.

Civil society and twinning network events appear to have a greater impact on sense of 'Europeanness' and belonging to the EU, while those who have attended a civil society event are more likely to agree with some of the multiplier effect measures, especially in relation to learning the language, hosting visitors from or living or studying in the partner country.

Of arguably greater significance is the difference between the responses of those attending their first event and those who have attended more than one of this type of event in the past¹. Those who have attended multiple events are much more likely to feel that they have developed lasting contacts and friendships and are more likely to learn the language, host visitors from or live in the partner country. Significantly, they are also much more likely to state that they plan to develop new contacts, skills or interests, as well as develop their own ideas for events and become involved in organising events themselves.

5.3 Recommendations

A number of recommendations emerge from the study and these are grouped around two main areas, improving the value and usefulness of the survey by boosting response, building relationships and refining the questionnaire, as well as some reflections on the overall approach to assessing impacts.

¹ Across all four action lines

5.3.1 Response rates and building relationships

The response rate of 12% is lower than the originally projected figure of between 30% and 50%, but is not inconsistent with other surveys using the postal method. Boosting response rates would increase the reliability of findings (especially for subsets of the data) and reduce wastage, most noticeably in terms of printing and postage costs.

While the survey was dependent on the co-operation of event organisers in distributing materials and the willingness of participants to devote time to completing and returning the questionnaires, there are a number of other factors behind this response rate. These range from incomplete or inaccurate information in the project listings or changes in personnel or event scheduling at project level. These factors are likely to have had less of an impact on twinning events; where there tend to be large numbers of small events, than on actions where we have fewer, larger events such as Active European Remembrance.

Over the course of completing the survey it has become increasingly clear that reaching participants via supported projects in sufficient numbers requires the development of relationships with event organisers. The survey should always be introduced and explained, while reminders issued during or immediately after the event have also served to increase the number of responses. This initial contact has also served to highlight incorrect or out of date project-level information¹.

In future years it may be desirable for the research team to contact event organisers well in advance, in order to check their details and the relevance of their audience, but also confirm their willingness to take part in a survey. This would help to construct a better sampling frame for the selection of events and increase the likelihood of achieving higher response rates.

5.3.2 Refining the questionnaire

There are a number of practical changes that could be made to the questionnaire to further improve the quality and usefulness of the information obtained.

For example, Question 2 of the survey was designed to explore the content of individual events, and asks participants whether they learned more about the European Union. In future, to avoid ambiguity, it may be more helpful to split this question into two parts, specifically

- whether people learned more about other European Union countries, and;

¹ For example, the name of responsible person, address or language requirements

- whether people learned more about European integration, EU institutions, processes or policies.

This would also carry forward into question 3, where participants are asked to rank the relative importance of these subjects.

In addition, questions 7 and 11 were designed to enable a comparison between the potential impact of attending this particular event and the impact of attending events in the past. An analysis of the responses for both questions shows that they have been answered in almost exactly the same way. The only difference between the two is that Q11 on the impact of past events is based on a smaller sample (i.e. without those attending their first event). Therefore it is unlikely that the inclusion of Q11 adds a great deal of value to the survey and could be removed from future versions.

While there are few clear or coherent variations in the responses of people from different age bands or occupational groups, it would be useful to explore the social status of respondents, through perhaps a question on levels of educational attainment. The researchers would then be able to check the representativeness of the sample across different social strata and the inclusiveness of Europe for Citizens events, as well as understand the particular issues affecting different social groups.

It may also be desirable to include a question asking for the respondent's role in the event, specifically whether they played a role in organising or just took part on the day. This would identify any differences in responses between the two groups, but would also help to build a database of intermediaries for any future research (providing they also gave express consent for this).

5.3.3 Assessing impact

A more complete assessment of the impact of Europe for Citizens events over time would require the survey to be repeated at regular intervals. This would mean that only very minor changes could be made to the questionnaire if the results were to be directly comparable between survey rounds.

Future rounds of the survey could even focus on a 'panel' of projects that have indicated their willingness to be involved. Furthermore, if project staff had signed up to the process and were expecting regular updates to the survey this would help them to incorporate it in their work schedules and increase the likelihood of good levels of response.

The prospects of improved co-operation with event organisers could be further improved by more actively engaging projects in research design, perhaps by asking them in a more

formal way for ideas on the best ways to measure the impact of their events on those taking part. Indeed the research team have already received a small number of comments on the chosen survey methodology and questionnaire. Some projects and respondents felt that a quantitative survey is of less value than a more qualitative approach in understanding how projects supported under Europe for Citizens contribute to the development of European identity and help to connect citizens to the European Union.

This feedback is likely to have implications for the interim evaluation of the Europe for Citizens programme, although the fact that this questionnaire asks if respondents are prepared to take part in similar research in the future opens up a number of potential options for the forthcoming study, from follow-up surveys to more qualitative approaches.