

**The role of EU Centre at a time of crisis / the  
changing perceptions of the EU in third countries**

**22/October/2012**

# **YONSEI-SERI EU CENTRE**

## **Surveys on the EU: Results and Calls for cooperation**



## PURPOSE AND PROGRESS

- To find out how the perceptions of Korea's opinion leaders on the EU changed from year to year
- & which EU related topics they were most interest in
- Contacted "SERICEO" members in cooperation with the Online business and Strategy Department of SERI
- The Yonsei-SERI EU Centre utilised the results of the survey in designing and planning our activities
- Number of respondents:  
862 (2009) → 1834 (2011) → 1384 (2012)

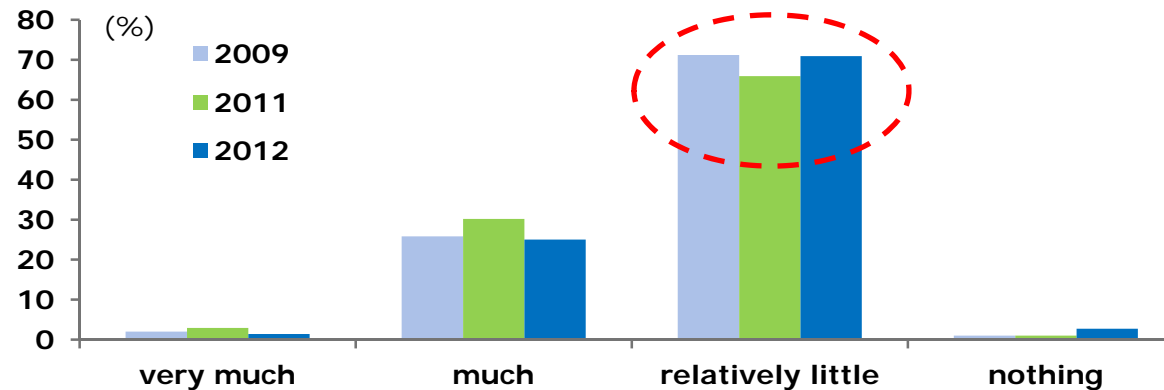
# QUESTIONS

- **Interest in the EU**
- **Knowledge on the EU**
- **Korean perspectives on the EU**
- **Activities of the EU Centre**
- **Additional questions on current affairs**

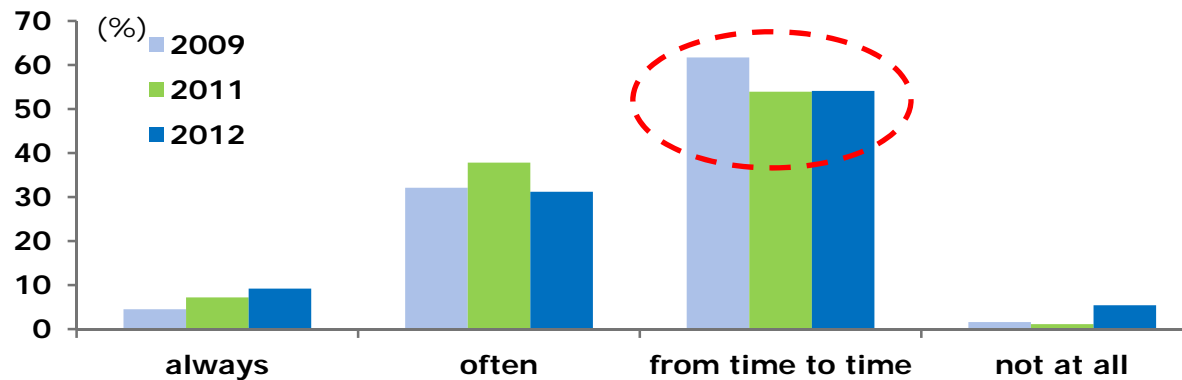
# RESPONSES (1)

## Interest in the EU:

- Only 1/3 of Korean people have exposure to EU affairs
  - Most Koreans know very little or nothing about the EU



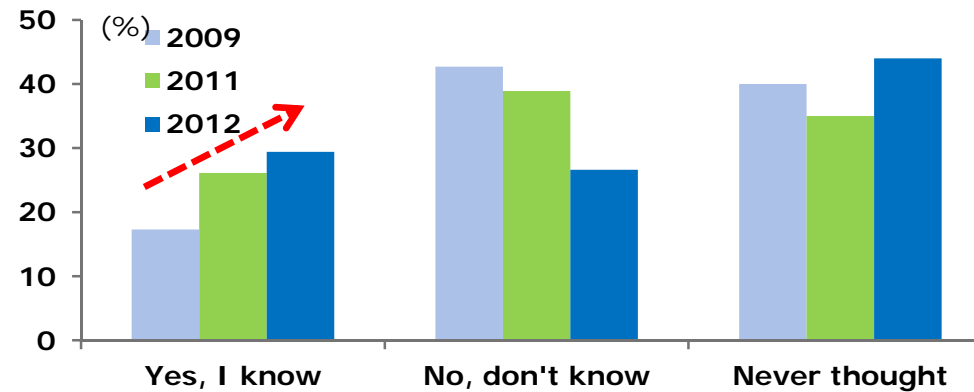
- Most Koreans do not often read articles about the EU



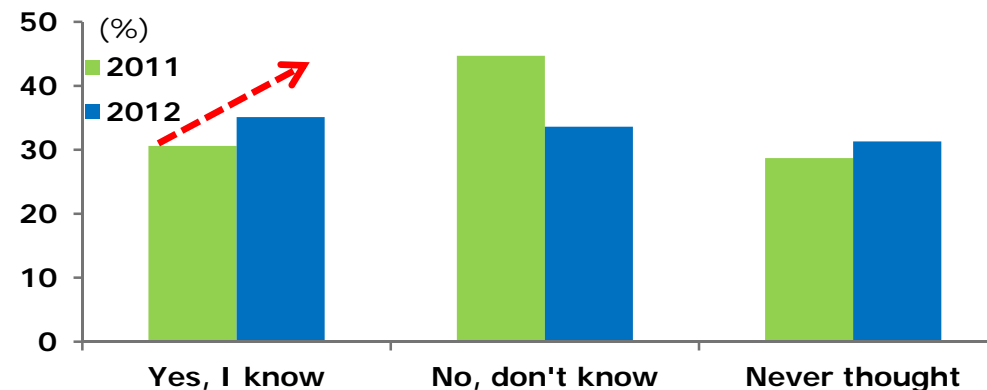
## RESPONSES (2)

### Knowledge on the EU :

- Their basic knowledge on the EU is poor, but improving
  - Less than 1/3 know that there are 27 members in the EU



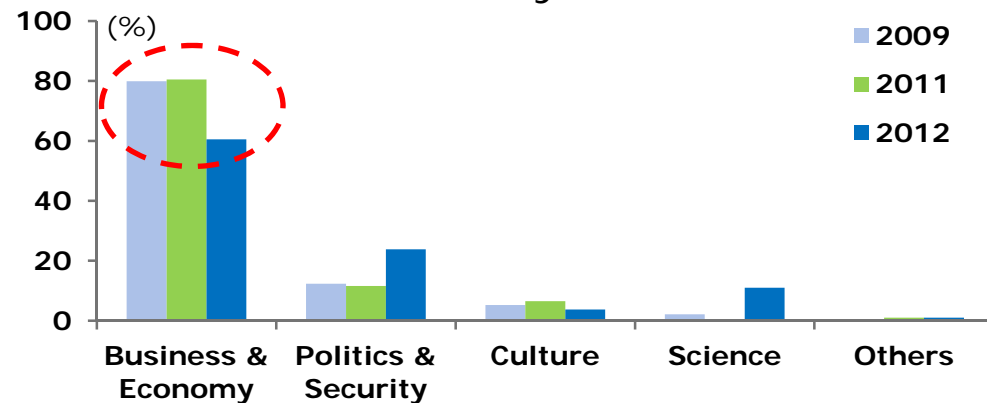
- Around 1/3 know that there are 17 members in the Eurozone



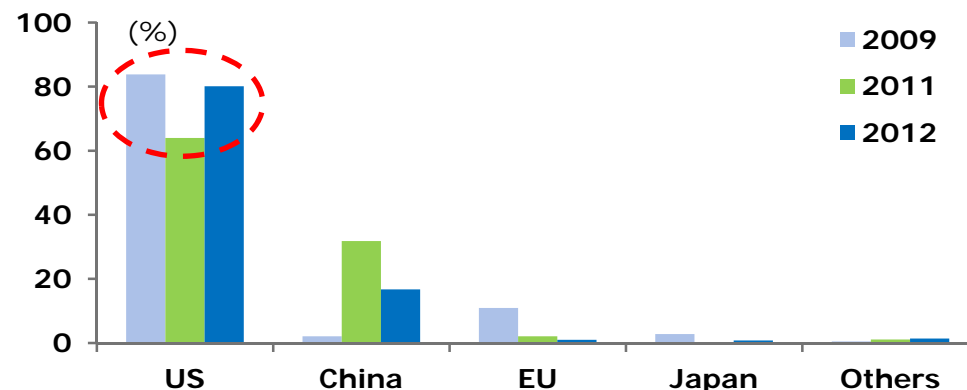
# RESPONSES (3)

## ○ Korean perspectives on the EU:

- Important economic partner but relative importance is low
  - Koreans feel that the relationship with the EU is most important in the area of business & economy



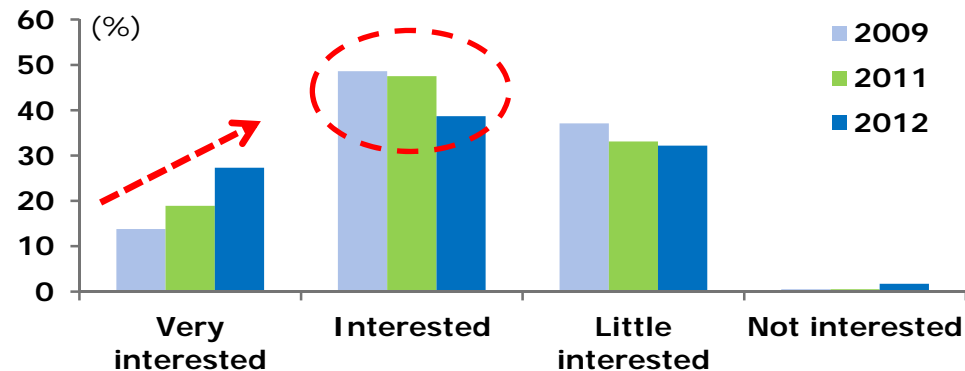
- EU's relative importance is declining, sandwiched between G2



## RESPONSES (4)

### ○ Activities of the EU Centre :

- Demand for EU related information is strong
  - Over 1/2 are interested in EU information provided by the EU Centre and the number of those who are very interested is increasing fast



- Topics of their interest differ from year to year

	2009	2011	2012
1.	<b>Investment (18%)</b>	<b>FTA (20%)</b>	<b>Potential risks (30%)</b>
2.	FTA (11%)	Consolidation (9%)	Consolidation (18%)
3.	Consumer trends (7%)	Potential risks (4%)	FTA (15%)
4.	Green growth (6%)	Green Growth (3%)	Green growth (3%)
5.	Potential risks (4%)	Consumer trends (2%)	

# IMPLICATIONS

- Much work to do in promoting the EU
  - Strengthen the use of newspaper articles in order to maximise the number of readers
  - Back to basics: “educating” is as important as “informing”
  - Take a supporting role in economic & business relationship, a leading role in political and cultural relationship
  - Continue to strengthen outreach activities
  - Different approaches for different topics are required
    - FTA: Monitor the effects & seek ways to raise utilisation
    - Potential risks: Pass on the correct information



# SHORTFALLS AND CALLS FOR COOPERATION

- Need to continue the survey and expand the database
- Strengthen networking with other EU Centres in carrying out the survey
  - HUFS-HRI EU Centre (Korea) can be a key partner
    - Carried out an insightful survey in 2011: Around 1800 university students each answered 38 questions
    - Synergy: Private sector oriented & students oriented
    - Require efforts to match questionnaires and methods
- Expand the cooperation to other EU Centres in Korea and also in Asia