

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

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YONSEI-SERI EU CENTRE

Surveys on the EU: Results and Calls for cooperation



YONSEI UNIVERSITY



**SERI | SAMSUNG ECONOMIC
RESEARCH INSTITUTE**

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)

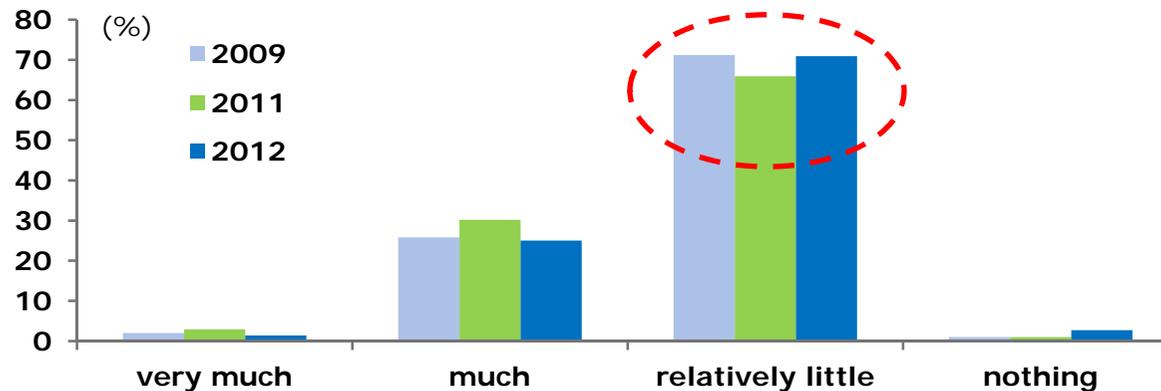
QUESTIONS

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

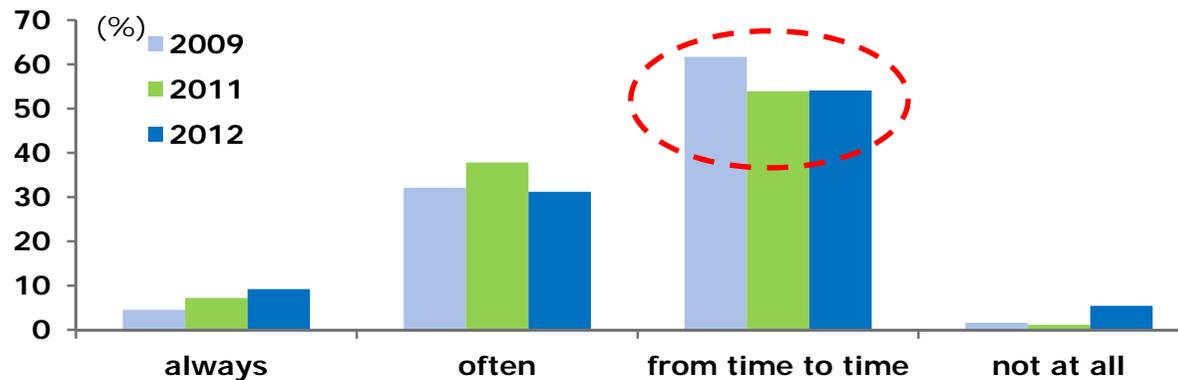
RESPONSES (1)

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



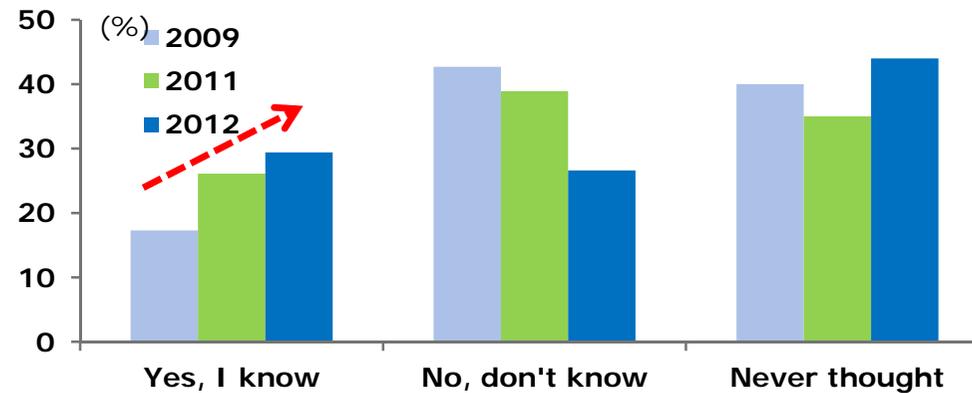
- Most Koreans do not often read articles about the EU



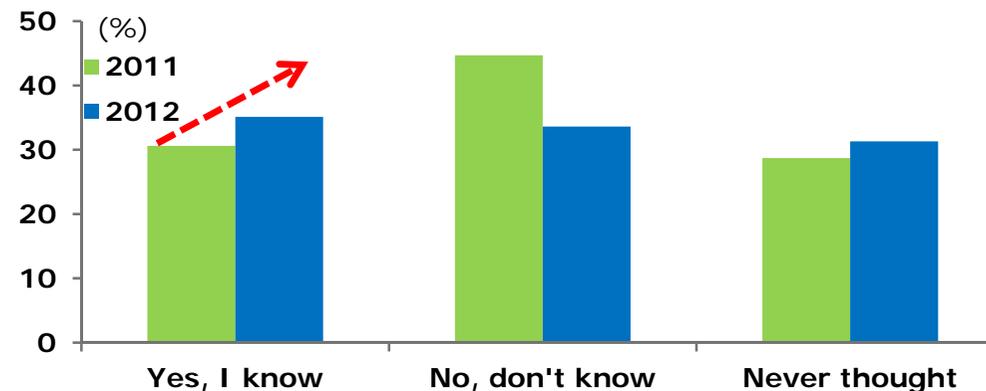
RESPONSES (2)

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



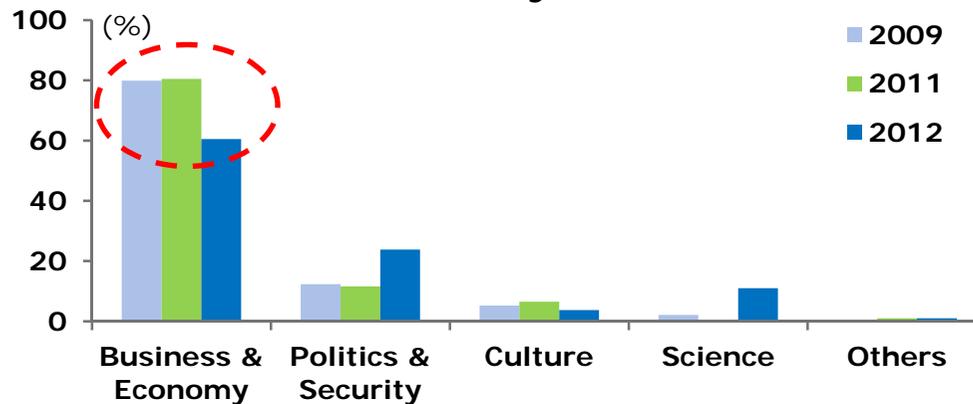
- Around 1/3 know that there are 17 members in the Eurozone



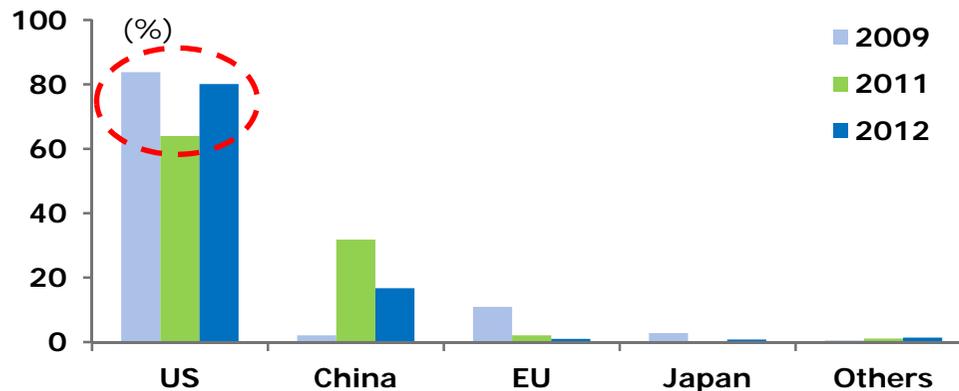
RESPONSES (3)

○ 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



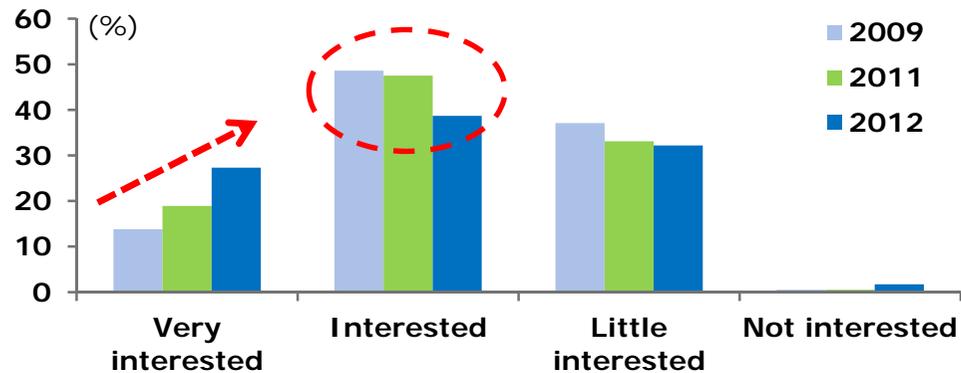
- EU's relative importance is declining, sandwiched between G2



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.	Investment (18%)	FTA (20%)	Potential risks (30%)
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
 - HUFSS-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