## Hanns Koenig:
A few key distinctions

Before discussing "how to brand Europe", a few distinctions should be made to structure our thinking. Firstly, we need to ask ourselves **what should be branded**: Europe or the European Union? If the latter, should we brand the individual institutions—the Commission, the European Council, the Council of the EU, the Parliament, and so on—or should we brand something more abstract—the "European project", as it were, the idea of European states and citizens moving together, decisions and procedures being coordinated and, if necessary, centralised?
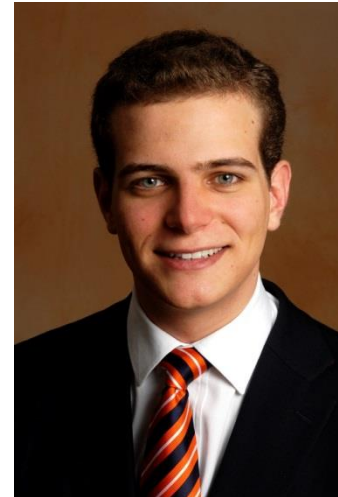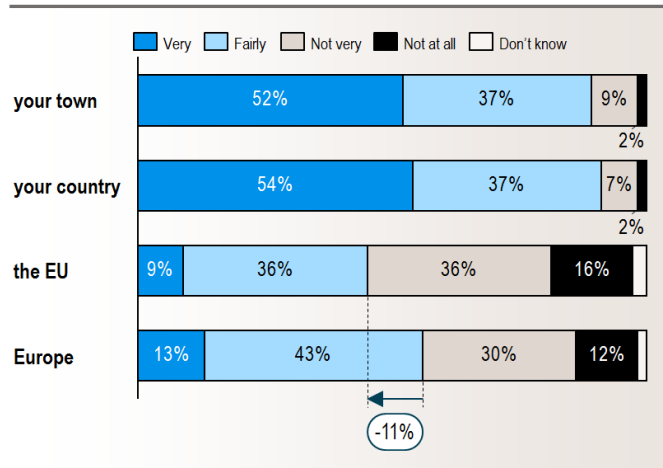
Secondly, we need to decide **at whom** the brand should be directed: an internal audience of European citizens and their elected and civil society representatives, or an external audience, consisting of foreign citizens, companies and governments. Arguably, the messages we would send these constituencies would not necessarily be identical.
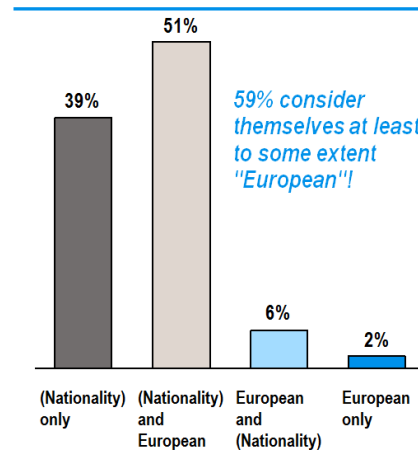
Thirdly, the **purpose of the brand** should be defined. This purpose clearly depends on what decisions we take in the first two steps, so let me assume that we are branding the European project to a primarily internal audience. Then the purpose our branding project should be to promote support for European integration in order to increase its legitimacy, by explaining its achievements and the commonalities of European citizens more clearly.

Assuming this has been decided, we should briefly analyse what might constitute the **current EU brand**. Looking at citizens' attachment to various concepts (as measured by the Eurobarometer Fall 2014), we (perhaps unsurprisingly) find that they are by far most attached to their home town and country. What is somewhat surprising, however, is the fact that 11% more citizens find themselves "very" or "fairly" attached to Europe than to the EU—clearly, something is wrong either with European policymaking or with how it is communicated. On the more positive side, we find that a majority of European citizens now considers themselves "European": 2% exclusively, 6% predominantly and 51% second to their own nationality.
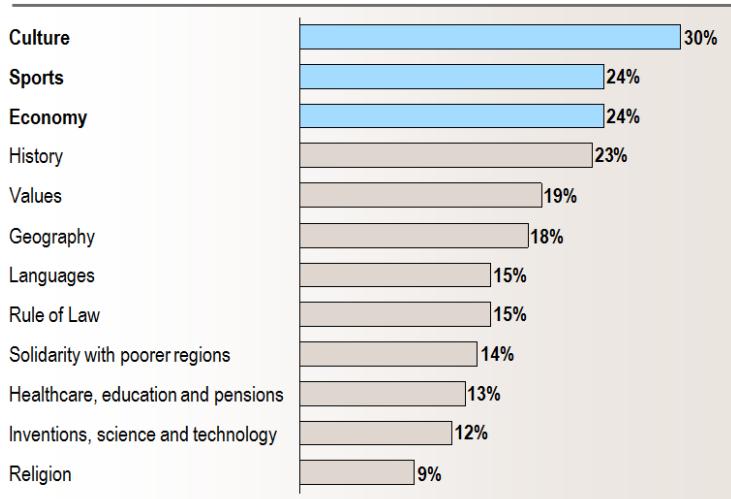
Please tell me how attached you feel to...? [%]

	Very	Fairly	Not very	Not at all	Don't know

your town: Very 52%, Fairly 37%, Not very 9%, 2%

your country: Very 54%, Fairly 37%, Not very 7%, 2%

the EU: Very 9%, Fairly 36%, Not very 36%, Not at all 16%

Europe: Very 13%, Fairly 43%, Not very 30%, Not at all 12%

-11%

Do you see yourself as ...? [%]

(Nationality) only: 39%
(Nationality) and European: 51%
European and (Nationality): 6%
European only: 2%

59% consider themselves at least to some extent "European"!

A look at the **issues creating a feeling of community among EU citizens** reveals that culture, sports and the economy top the list, closely followed by history. These findings may not strike us as surprising, but what may is the fact that even the top-ranking unifying issue was only picked by less than a third of all survey participants, despite the fact that every person polled could choose three. This reveals a considerable degree of disagreement over what unites us as Europeans, which a branding strategy for the EU should probably address.

In your opinion, among the following issues, which are those that most create a feeling of community among EU citizens?"

Issue	%
Culture	30%
Sports	24%
Economy	24%
History	23%
Values	19%
Geography	18%
Languages	15%
Rule of Law	15%
Solidarity with poorer regions	14%
Healthcare, education and pensions	13%
Inventions, science and technology	12%
Religion	9%

Finally, the Eurobarometer survey allows us to compare **values that are personally important to EU citizens** (light blue in the figures on the right) and **values which the EU represents to them** (dark blue). We find that there is a fairly strong correlation

between the importance of a value to European citizens and the degree to which it is associated with the EU—which is a good sign. The largest gaps exist for "respect for human life", "individual freedom" and "equality", which could give an indication on how the European brand should be modified, either through changes in policy or in the way existing policies are communicated.

Comparison of values attributed to the EU and personally important values

Value	Three most important personally	Best represent the EU	Gap
Peace	44%	40%	
Human rights	40%	36%	
Respect for human life	34%	17%	-17
Democracy	25%	31%	
Individual freedom	25%	17%	-8
Equality	20%	13%	-7
Solidarity, support for others	18%	15%	
Tolerance	17%	11%	
Rule of law	15%	18%	
Self-fulfilment	9%	4%	
Respect for other cultures	9%	14%	

In the following list, which are the three most important values for you personally?

In the following list, which values best represent the EU?