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**Political & Social**

**Report**

## **Development cooperation in a European context**

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E9854 | 22 februari 2008

**Commisioned by NCDO**

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# Table of Contents

	<b>Introduction</b>	<b>1</b>
<b>1</b>	<b>WIN model™</b>	<b>3</b>
<b>2</b>	<b>Positioning of development cooperation</b>	<b>5</b>
2.1	The Dutch feel that they are moderately informed about development cooperation	5
2.2	Dutch citizens advocate a focus on independence and schooling	7
2.2.1	The Dutch feel that aid should primarily be activating	7
2.2.2	Professionals and Socially minded are involved, Hedonists are less involved	8
<b>3</b>	<b>Insight into the positioning of development cooperation in a European perspective</b>	<b>9</b>
3.1	Dutch attitude regarding the EU barely different than that in other European countries, but there is too little attention for Europe in the media, and the attention is too negative	9
3.2	The prevention of overfishing, the promotion of fair trade and sustainable agriculture are often associated with Europe	10
3.2.1	Europe: large, abstract that should offer structural measures	10
3.2.2	Linking aspects to actors	11
3.2.3	Dimensions: far away versus nearby, aid directed towards humans versus structural and financial solutions, abstract versus concrete, on-site aid versus aid at a distance	13
3.2.4	EU: does focus on reducing overfishing, promoting fair trade and sustainable agriculture; does not focus on responsible saving and investing and small-scale practical help	13
3.2.5	Hedonists list fewest organisations, Broadminded and Socially minded the most	16
3.2.6	Why the EU should be involved in development cooperation	16
3.3	Opinions about European development policy	17
3.3.1	UN is perceived to be able to achieve most, the European Union is ranked third of the thirteen parties	17
3.3.2	Socially minded have a high degree of confidence in the effectiveness of actors in the field of development cooperation, Hedonists do not	18
3.3.3	International relief organisations deemed most efficient, half believe the EU to be efficient	19
3.3.4	The Caring have more confidence in the efficiency of the EU, Broadminded are most sceptical about the EU	20
3.3.5	According to citizens, the EU should focus on healthcare, human rights, global human security, global poverty relief and humanitarian assistance in its foreign policy	21
3.3.6	Development cooperation by Brussels is considered a good thing	22

3.3.7	Proponents believe that the EU is an authoritative institution, opponents believe it is ‘redundant’ (member states already do it)	23
3.3.8	Strengths of a separate European development policy: more influence by cooperation	25
3.3.9	Weaknesses of a separate European development policy: fragmentation, complexity	26
3.3.10	The Dutch perceive the EU’s motives for being active in development cooperation as reasonably altruistic	27
3.3.11	Citizens are in favour of joint decisions concerning the development budget destination by the member states	29
<hr/>		
<b>4</b>	<b>European development policy budget</b>	<b>33</b>
4.1.1	The Dutch believe that, considered globally, the EU spends most on development cooperation per citizen	33
4.1.2	Most Dutch citizens have no idea about the percentage of the Dutch development budget that goes to Brussels each year	35
4.1.3	One third of the Dutch citizens perceive the percentage of the development budget that is turned over to Brussels to be high	37
4.1.4	Two in three Dutch citizens believe that Brussels should spend its development budget on the very poorest countries	38
4.1.5	One in three Dutch citizens believes that the EU’s budget for development cooperation is spent on the very poorest countries in the world	39
4.1.6	Dutch citizens overestimate the development cooperation budget of the EU that is invested in ‘production’, and underestimate the budget for ‘social needs’	40
<hr/>		
<b>5</b>	<b>Europe in the news</b>	<b>42</b>
5.1.1	Half of the Dutch citizens informed about the presence of EU representatives during the elections in Kenya, almost three quarters considers this a good thing	42
5.1.2	One in three Dutch citizens has knowledge of the humanitarian assistance provided to Bangladesh by the EU, more than eight in ten feel this is a good thing	45
5.1.3	One in three Dutch citizens is aware of the European support of democratic elections in Georgia, almost three quarters believe it to be a good thing	47
5.1.4	Only one in ten Dutch citizens knows that the EU is working on removing trade barriers in Cameroon, slightly more than half believe this is a good thing	49
<hr/>		
<b>6</b>	<b>Communication</b>	<b>51</b>
6.1	Television is the primary source of information about development cooperation	51
6.2	Regional newspaper more important in information provision than national newspapers	52

6.3	Information provision concerning development cooperation by magazines is very diverse	52
6.4	Public broadcasting organisations (television and radio) are the most important provider of information in the field of development cooperation	53

---

<b>7</b>	<b>Conclusions</b>	<b>55</b>
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<b>8</b>	<b>Recommendations</b>	<b>57</b>
----------	------------------------	-----------

8.1	Is a Development Cooperation positioning for the EU desirable and feasible?	57
8.1.1	Expectations are high	57
8.1.2	Familiarity with EU activities should be much greater	58
8.2	What could be the positioning of the EU?	58
8.2.1	Which issues are a good fit for the EU?	58
8.2.2	At whom should European development cooperation be aimed?	59
8.2.3	What are possible threats?	60
8.3	In conclusion	60

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**Appendices**

**Appendix 1 Study summary**

**Appendix 2 Questionnaire**

**Appendix 3 Qualitative report**

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**1. Sections A and B of the qualitative session – Current positioning of OS**

General image of development cooperation

Problems related to development cooperation or that people associate with development cooperation

Organisations that are focused on development cooperation (which are visible, and *which* organisations are best suited to do *what*);

What do people do for development cooperation themselves, and via which channels do they gather information about development cooperation?

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**2. Section C of the qualitative session – The added value of Europe in the field of development cooperation**

Knowledge about Europe's current development cooperation activities?

The role of the European Union in the field of development cooperation

Preference for the European Union

Difference between Europe and other comparable parties

How should Europe approach development cooperation?

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**3. Conclusion of the qualitative study**

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**4. Recommendations/starting point for the quantitative study**

Questions for sections A and B 'Current positioning of development cooperation'

Questions for section C ‘the added value of Europe in the field of development cooperation’

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**Appendices**

Qualitative guidelines

Questionnaire

Blanks Exercise development cooperation organisations versus issues

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	<i>Content of figures and tables</i>	
1	<i>TNS NIPO's WIN model™</i>	3
2	<i>How well-informed are you about development cooperation?</i>	6
3	<i>Percentage that a certain aspect was given (percentage) per WIN segment</i>	8
4	<i>Insight into the positioning of development cooperation of actors and aspects respectively</i>	11
5	<i>The extent to which an aspect is allocated to an actor</i>	15
6	<i>How much can the following actors achieve in the field of development cooperation?</i>	17
7	<i>How efficient are the following actors in the field of development cooperation?</i>	19
8	<i>Percentage WIN segments that believes the EU is efficient in the field of development cooperation</i>	20
9	<i>Which five issues should be the priority in Brussels' foreign policy?</i>	21
10	<i>Is the fact that Brussels is active in development cooperation a good thing?</i>	22
11	<i>Why is it a good thing that Brussels is active in development cooperation?</i>	23
12	<i>Why is it a bad thing that Brussels is active in development cooperation?</i>	24
13	<i>Strengths of a European development policy</i>	25
14	<i>Weaknesses of European development policy</i>	26
15	<i>Perceived motives of the European Union to be active in development cooperation</i>	28
16	<i>Proposition: ‘The European Union has to ensure that the member states make joint decisions about the use of their development budgets’</i>	29
17	<i>Proposition: The European Union should have its own Minister of Foreign Affairs, who acts as a representative in order to project the common position of the European Union</i>	30
18	<i>Proposition: ‘In the future, member states of the de European Union should divide tasks: one EU state should be in charge of the activities in each developing country’</i>	31
19	<i>Proposition: ‘Former colonies of European countries are entitled to better access to the European market than other developing countries’</i>	32
20	<i>Which government spends most on development cooperation per capita per year?</i>	34
21	<i>Which percentage of the Dutch development budget do you believe goes to the development budget of Brussels?</i>	35
22	<i>Which percentage of the Dutch development budget do you believe goes to the development budget of Brussels? (within vs. outside of margin)</i>	36
23	<i>The Netherlands turns over approximately 10% of its development budget to the European Union (Brussels). Do you feel this percentage to be ...</i>	37

24	<i>On which kind of regions should the European Union spend its budget for development cooperation?</i>	38
25	<i>On what kind of regions does the European Union spend its budget for development cooperation?</i>	39
26	<i>Which sectors do you believe Brussels spends most money on?</i>	41
27	<i>Did you know that representatives of the European Union were present during the elections in Kenya? n=271</i>	43
28	<i>What is your opinion about the presence of representatives of the European Union during the elections in Kenya? n=271</i>	44
29	<i>Did you know that Brussels made funds available to Bangladesh for humanitarian assistance after the cyclone Sidr? n=249</i>	45
30	<i>What is your opinion of Brussels making funds available to Bangladesh for humanitarian assistance after the cyclone Sidr? n=249</i>	46
31	<i>Did you know that Brussels supported Georgia during the organisation of democratic elections? n=244</i>	47
32	<i>What is your opinion about the fact that the European Union supported Georgia in the organisation of democratic elections? n=244</i>	48
33	<i>Did you know that Brussels is working on removing the trade barriers in the European Union for Cameroon? n=271</i>	49
34	<i>What is your opinion about the European Union working on removing the trade barriers in the European Union for Cameroon? n=271</i>	50

## Introduction

NCDO has expressed the intention to have a study performed of the opinion and knowledge of the Dutch citizen about Europe and the European development cooperation. This study falls within the framework of the Europe Programme, a subsidised programme aimed at providing information and the forming of opinions about European international cooperation and Europe in a North-South context.

### *Main question of the study*

The main question of the study is:

***‘What are the opportunities and threats for a broader public support of development cooperation activities carried out under the European banner?’***

In order to answer this question, we need information about the *positioning of the European Union as a player in the field of Development Cooperation in the eyes of the Dutch citizen.*

### *Structure of the study*

Four qualitative group sessions were organised in order to clarify what the ingredients for this positioning and for possible public support are. During these sessions, citizens were asked for their opinions about the term development cooperation, the organisation they envision when talking about development cooperation, the topics that should fall under the development cooperation heading and the (personal) efforts that spring to mind when thinking about development cooperation. Afterwards, the European Union was introduced into the discussion, and the conversation turned to the extent to which the European Union fits the structure of development cooperation and if so, for which issues the European Union has a role. The results of these qualitative sessions have been formalised in the report ‘Report for the NCDO from qualitative to quantitative’. The results of the qualitative study are the basis for the quantitative part of the study. This report describes the quantitative study.

### *Phrasing of the question for the quantitative study*

We focused on the following questions in the quantitative study:

- What is the positioning of development cooperation in general (to which extent are people familiar with development cooperation and what are the most important issues that development cooperation should focus on)?
- What are suitable issues for centralised European development policy?
- How efficient and effective is this policy?
- What is the position of Europe in relation to other actors in the field?
- What is the respondents’ opinion about the EU having its own development policy?
- What are the strengths and weaknesses of this policy?
- What do the respondents know about the budget that the European Union has for development cooperation, and on which geographic regions and which issues does Europe spend its development budget?

- What do Dutch citizens know about a number of topical issues related to development cooperation in which Europe has a role, and what is their opinion about this role?
- Which communication channels are suitable for communicating with different groups of citizens?

We distinguish different groups of citizens in this study. This gives us insight into the differences in opportunities and threats for a larger public support for European policy between groups. This gives us a tool for developing a directed communication strategy.

### **Structure of the study**

A total of 1,035 persons were questioned using CASI research<sup>1</sup>. The respondents have been selected from the TNS NIPO database and make up a representative sample of the Dutch population of age 18 and above. The sample was weighed for sex, age, level of education, family size and region, for which the specifications can be found in appendix 1.

The fieldwork took place between the first of February and the sixth of February 2008.

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<sup>1</sup> Please refer to the appendix for more information regarding this method.

# 1 WIN model <sup>TM</sup>

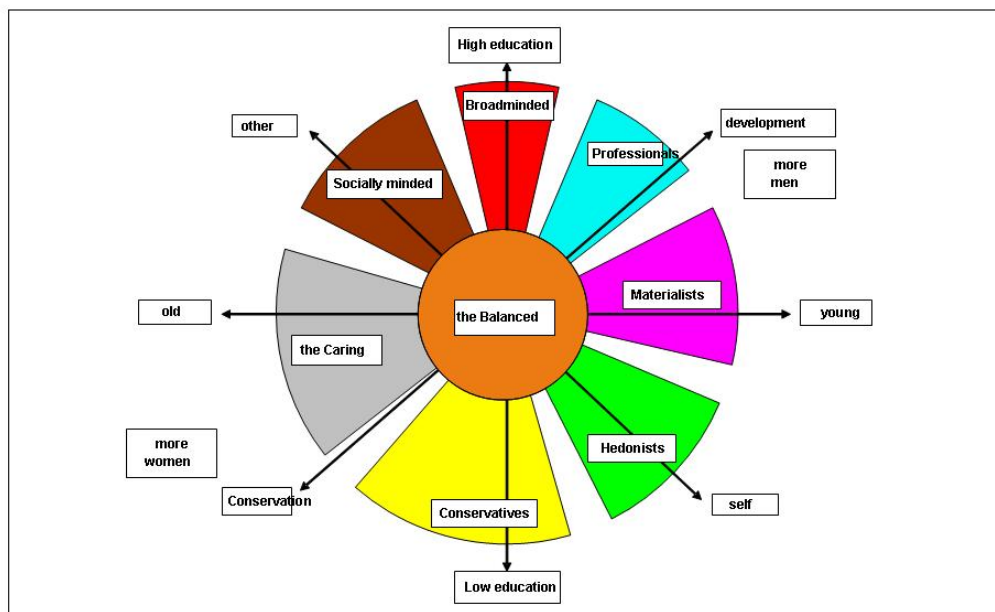
There is no such thing as ‘the’ citizen: people are very different in, for instance, their voting choices, the interior decoration of their houses, their beliefs, ideas and preferences. TNS NIPO has subdivided the Dutch population into eight social groups that each has its own style, knowledge and desires<sup>2</sup>. This subdivision is called: “Waardensegmenten-In-Nederland” (Value segments in the Netherlands), or the WIN model <sup>TM</sup>. The model is based on the ranking that people assign to the 36 most important values in life.

We will include the WIN model in the analysis in this report because it can be interesting to see how different people feel about development cooperation. The eight groups are represented in figure 1.

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1 | TNS NIPO's WIN model <sup>TM</sup>

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Source: TNS NIPO, 2007

The top of the figure shows the groups with a higher level of education, and the bottom those with a lower level of education. The people are relatively old to the left, and young to the right. The most important axes are the ‘self-other-axis’ and the ‘preservation-

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<sup>2</sup> The model was developed by Ellen Helsing-Couvret, TNS NIPO, and Albert Reuling, Reuling Research. The model is the result of a five-year research cooperation. The optimisation of the model was in part made possible by an order from RIVM.

development-axis'; these are the basic axes of the model. Consequently, we see that the Socially minded, Broadminded and Professionals lie in the area where development and orientation on others are important values. The orientation on others is not only social, but also global, while the segments in the lower side of the model are oriented more towards the self and the direct living environment of family, friends and neighbours. All segments that lie next to each other have similarities, while segments that are opposite of each other, indeed, differ diametrically.

Politically, the Broadminded and Socially minded are the most 'left-wing or social democratic', while the Professionals and the Materialists are the most 'right-wing liberal'. The groups further down in the model often do not vote or vote on the more populist politicians, such as Pim Fortuyn or Geert Wilders. These segments feel unsafe in a country in which more and more non-western immigrants are settling, and have a considerable fear of terrorism and Islamic fundamentalism.

All in all, the eight segments have very different opinions about development cooperation. They also differ in their knowledge, attitude and behaviour regarding the issues that this study focuses on.

By including the segmentation in this study, we can not only determine where the current public support for a centralised European development policy lies, but also where the *potential* public support lies. In other words, which groups should NCDO focus on to *increase* public support?

## **2 Positioning of development cooperation**

Politicians and participants in the public debate regularly warn of the rise of provincialism. Where the Netherlands once enjoyed the reputation of a country that was very internationally minded, the vision of the Dutch would now reach only as far as their own dykes. Is this image correct in relation to development cooperation? How well do the Dutch think to be informed? Also: on which issues should development cooperation be focused?

### **2.1 The Dutch feel that they are moderately informed about development cooperation**

The cliché image of the introspective Dutch seems to be somewhat confirmed. The Dutch do not speak highly of their knowledge of development cooperation. On average, approximately one in three respondents (31%) indicated to be reasonably well-informed or very well-informed about the development cooperation issue. A small number of citizens (1%) stated that they were 'very well-informed', three in ten (30%) opted for 'reasonably well-informed'. Almost seven in ten Dutch citizens admit to be 'not too well-informed' (61%) or 'not at all well-informed' (8%) about development cooperation. Figure 2 shows the percentage of people that indicated to be 'reasonably well-informed' or 'very well-informed' about development cooperation. We distinguished the scores of the eight social groups from the WIN model.

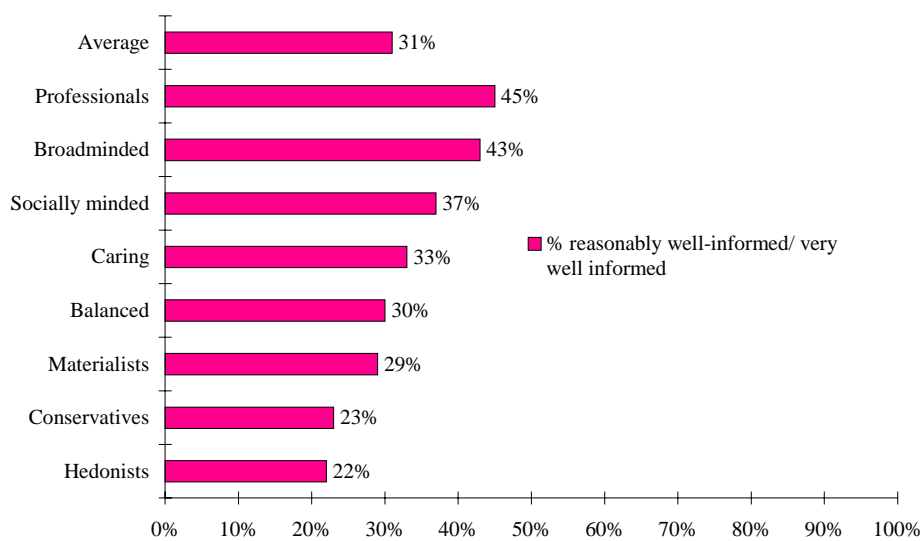
On average, Professionals (45%), Broadminded (43%), Socially minded (37%) and to a lesser extent the Caring (33%) are more informed about development cooperation than groups such as the Balanced (30%) and Materialists (29%). Of all WIN segments, Conservatives (23%) and Hedonists (22%) award the lowest scores to their knowledge of development cooperation.

We also considered the factor of age. The elderly (55+) more often feel to be well-informed about development cooperation than the younger segment (18-34 years): 36% versus 26%.

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## 2 | How well-informed are you about development cooperation?

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Source: TNS NIPO, 2008

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## 2.2 Dutch citizens advocate a focus on independence and schooling

On which facets should development cooperation be focused? Should development cooperation only be focused on ‘peace keeping’? On human rights? On greasing the wheels of the world economy? On the side-effects of globalisation? Alternatively, should development cooperation be seen in a much broader context?

This was put to the respondents in an open question. We have categorised the answers.

### 2.2.1 The Dutch feel that aid should primarily be activating

All in all, the Dutch advocate an **activating** function of aid: ‘independence’ or ‘self-sufficiency’ has the highest score, followed closely by ‘schooling and education’. Elements such as ‘healthcare’, ‘food supply’ and ‘drinking water’ follow at a sizeable distance. Almost one quarter of the Dutch citizens (24%) does not give an answer to this question.

The most commonly listed issues<sup>3</sup> are:

1. Independence, not only financial aid (25%)
2. Schooling and education (24%)
3. Healthcare (16%)
4. Food supply (14%)
5. Drinking water (12%)
6. Infrastructure, buildings (6%)
7. Human security (5%)
8. Aid for youth and children (5%)

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<sup>3</sup> Given by 5% or more of the respondents. Refer to the tables for a complete list.

### 2.2.2 Professionals and Socially minded are involved, Hedonists are less involved

If we consider the WIN segments, we can see a number of differences in the priorities given. These largely coincide with what one would expect based on the profiles of the segments.

*Hedonists* leave the question on which issues development cooperation should be focused unanswered relatively often (44%). Only one in ten *Professionals* and *Socially minded* do so (both 11%).

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3 | Percentage that a certain aspect was given (percentage) per WIN segment<sup>4</sup>

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Aspect	The Caring	Conser-vatives	Hedo-nists	The Balanced	Materia-lists	Profes-sionals	Broad-minded	Socially minded
Independence	27% (1)	22% (1)	14% (1)	29% (1)	15% (3)	27% (2)	<b>36% (2)</b>	35% (1)
Schooling and education	24% (2)	18% (2)	11% (2)	25% (2)	17% (1)	30% (1)	<b>42% (1)</b>	31% (2)
Healthcare	16% (4)	13% (4)	11% (2)	17% (3)	13% (4)	18% (3)	18% (3)	<b>23% (3)</b>
Food supply	<b>22% (3)</b>	12% (5)	11% (2)	12% (5)	16% (2)	13% (4)	11% (4)	16% (4)
Drinking water	12% (5)	14% (3)	8% (5)	13% (4)	12% (5)	4% (7)	11% (4)	<b>15% (5)</b>
Infrastructure	5% (7)	2% (8)	4% (6)	9% (6)	5% (8)	<b>11% (5)</b>	4% (7)	5% (5)
Human security	<b>10% (6)</b>	5% (6)	2% (8)	3% (8)	8% (6)	7% (6)	2% (8)	5% (5)
Aid for youth/ children	3% (8)	4% (7)	4% (6)	5% (7)	<b>8% (6)</b>	4% (7)	7% (6)	4% (7)
No answer	21% (5)	27% (2)	<b>44% (1)</b>	25% (4)	26% (3)	11% (7)	19% (6)	11% (7)

Independence and schooling and education take first or second place for almost all segments. The extent to which certain aspects are given sometimes varies greatly between the segments of citizens, but generally follow the blueprints of the profiles. Socially minded and Broadminded tend to think in structural solutions that are related to people (independence and schooling and education). In addition to schooling and education, Professionals list infrastructure more than other segments. Materialists consider aid for youth and children slightly more often. The Caring are more focused on food supply and human security than others are. Hedonists are not very involved, and are often unable to answer the question. The answers of the Conservatives and the Balanced do not really stand out.

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<sup>4</sup> The figure between brackets is the *ranking*: the position of the aspect in relation to the other aspects for the related WIN segment. The percentages of the WIN segment that score highest on a certain aspect are printed in bold characters.

### **3 Insight into the positioning of development cooperation in a European perspective**

In this chapter we will discuss the attitude of Dutch citizens concerning development cooperation in general and the role of Europe in particular. Which role should the EU have in development cooperation?

#### **3.1 Dutch attitude regarding the EU barely different than that in other European countries, but there is too little attention for Europe in the media, and the attention is too negative**

Although the Dutch may have voted against the European constitution in 2005, in comparison to other Europeans, their knowledge of and attitude towards the European Union are better. With one considerable exception: the news coverage of the various media about the EU. The results of the fall measurement of the Eurobarometer 2007 have led to the following conclusions:<sup>5</sup>

- Where knowledge about the functioning of the EU is concerned, the Dutch seem to be better informed than the average EU citizen is. In the fall measurement of 2007, 55% of the Dutch citizens indicated that they know how the EU is structured and functions (the average in the 27 EU member states is 40%). In the spring measurement 2007, 48% of the Dutch citizens indicated to be well-informed. This increase may be due to the attention to the Reform Treaty.
- The image that the Dutch have of the EU is slightly less positive than that of the average European. More than four in ten Dutch citizens (43%) indicated in the fall measurement of the Eurobarometer that their image of the EU is reasonably to very positive.<sup>6</sup> Approximately half of the citizens of the EU (49%) have a positive image.
- Just like the average European, the large majority of the Dutch (70%) advocate a joint European foreign policy. This means that the Netherlands has approached the European average: in the spring measurement of the Eurobarometer, the percentage of proponents in the Netherlands was 65%.
- At the time of the fall measurement of the Eurobarometer, 37% of the Dutch citizens were of the opinion that the EU sufficiently considers the interests of our country (similar to the spring measurement, when the result was 38%). On average, the citizens of other EU countries had more or less the same opinion (38%).
- A majority of the Dutch citizens believes that there is insufficient news coverage of the EU on Dutch television (66%) and radio (55%). The coverage of the EU by the printed press is deemed better: 47% believe it to be just enough, 44% too little.

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<sup>5</sup> Source: Eurobarometer 67, spring measurement 2007 and Eurobarometer 69, fall measurement 2007, National Report the Netherlands.

<sup>6</sup> This image was more positive amongst the Dutch citizens (46%) in the spring measurement of the Eurobarometer 2007.

- Apart from that, the Dutch are comparably likely to other Europeans to have the opinion that the news coverage by television (29% versus an average of 13%), printed press (24% versus an average of 13%) and radio (18% versus an average of 10%) is too negative. The Dutch are more negative than any other European people about the tone of the national television, while only the traditionally Eurosceptic British have a more negative perception of the tone of their national radio and printed press.

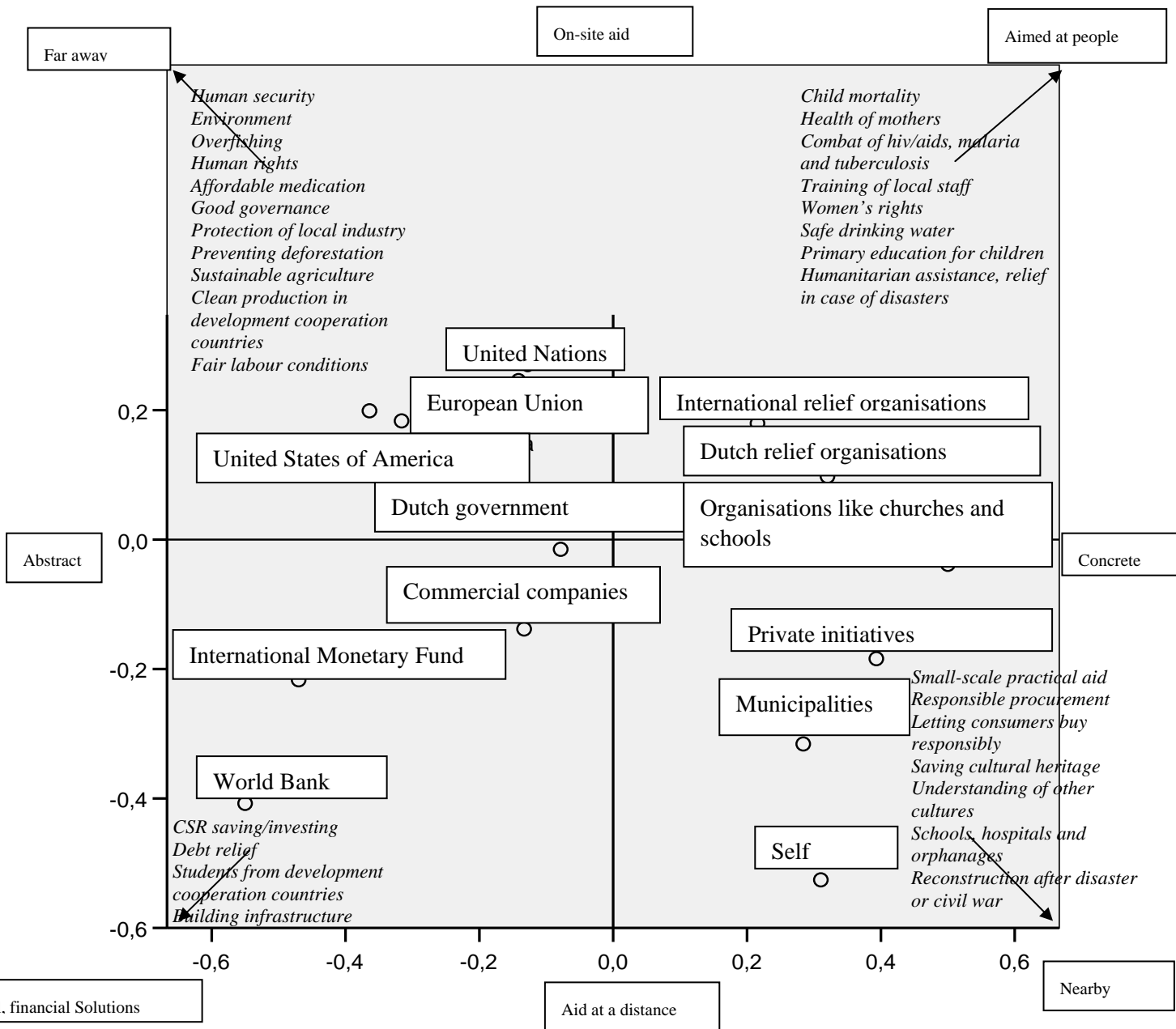
## **3.2 The prevention of overfishing, the promotion of fair trade and sustainable agriculture are often associated with Europe**

### **3.2.1 Europe: large, abstract that should offer structural measures**

The respondents were asked to which extent they felt that certain aspects of development cooperation fit with a certain 'actor'. The respondents were able to choose between 13 actors, varying from small and concrete ('yourself') to large and abstract ('United Nations'). A total of 33 issues were listed. The respondents were divided into two groups (split run), where each group was asked to work with half of the issues.

Using a statistical technique (correspondence analysis) we determined how the actors and aspects are positioned in relation to each other.

4 | *Insight into the positioning of development cooperation of actors and aspects respectively*



3.2.2 Linking aspects to actors

The European Union is located in the upper left quadrant, together with two other large and abstract geopolitical actors: the United Nations and the United States of America.

The upper right quadrant holds the large charities: international and Dutch relief organisations.

In the lower right quadrant we find concrete and local actors: citizens themselves, municipalities and private organisations. In between are (semi-)idealistic organisations from the social centrefield (churches and schools).

The lower left is the quadrant of large-scale commerce: the World Bank, the International Monetary Fund and (more towards the centre) commercial companies are clustered there. The Dutch government is located at the boundary of the more commercial quadrant and the quadrant with the large and abstract geopolitical actors.

Upper left aspects:

- Promoting human security
- Protection of the environment
- Reducing overfishing
- Human rights
- Affordable medication
- Good governance
- Protection of local industry against bulk-purchase prices
- Preventing deforestation
- Sustainable agriculture
- Compliance with clean production processes in developing countries
- Promoting fair labour conditions in developing countries
- Distribution of the proceeds of raw materials
- Promoting fair trade, there are issues that are situated in this corner.

Upper right aspects:

- Reducing child mortality
- Improving the health of mothers
- Combating diseases such as hiv/aids, malaria and tuberculosis
- Training local staff
- Promoting women's rights
- Access to safe drinking water
- Good primary education for children
- Humanitarian assistance, relief in case of disasters

Lower right aspects:

- Small-scale practical aid
- Conscious and socially responsible procurement
- Influencing consumers to buy in a conscious and socially responsible manner
- Maintenance of cultural heritage
- Increasing understanding of and insight into other cultures
- Constructing facilities such as schools, hospitals and orphanages
- Aid for reconstruction after a disaster or civil war

Lower left aspects:

- Socially responsible saving and investing
- Debt relief
- Providing opportunities to students from developing countries, by giving them study grants, for instance
- Developing infrastructure

### **3.2.3 Dimensions: far away versus nearby, aid directed towards humans versus structural and financial solutions, abstract versus concrete, on-site aid versus aid at a distance**

We can draw a number of conclusions after having made the link between the actors and aspects.

It is striking that the axes related to the positioning of actors and aspects can be determined in several ways. Roughly stated, the diagonal from the upper left to the lower right represents the difference between **'far away'** (upper left) and **'nearby'** (lower right). The diagonal from the upper right to the lower left can also be interpreted: from **'aid aimed at people'** (upper right) to **'structural, financial solutions'**. The x-axis and the y-axis differentiate. The x-axis represented the difference between **'abstract'** (left) and **'concrete'** (right). The y-axis shows the difference between **'on-site aid'** (above) and **'aid at a distance'** (below).

### **3.2.4 EU: does focus on reducing overfishing, promoting fair trade and sustainable agriculture; does not focus on responsible saving and investing and small-scale practical help**

The correspondence analysis discussed above clearly shows the relationships between actors and aspects. However, since the analysis includes 13 actors it is possible to lose sight in the analysis of the fact that certain aspects can be allocated to certain actors in an *absolute* sense.

Figure 5 shows the percentage of respondents that allocated a certain aspect to an actor. The possible answers 'none' and 'don't know' have been included in this.

The figure largely confirms the results of the correspondence analysis, but has added value in a number of fields.

It is striking, for instance, that the United Nations are mentioned often for a majority of the aspects. The most extreme example is the association of the UN with the promotion of human security (78%).

The correspondence analysis did not provide clear results regarding which aspects are specifically allocated to Europe, due to the fact that the United States of America and the United Nations were close together in the figure. The matrix does provide clarity about the following: for the aspects of reducing overfishing and promoting fair trade, almost half of the respondents mentioned Europe (47%). The prevention of overfishing is the only aspect that is associated more often with Europe than with other actors (47%). A third aspect for which Europe is mentioned a lot in comparison to other actors is sustainable agriculture: 39% of the respondents opted for the United Nations, 34% for the European Union. Other aspects for which the EU had a high score, but relatively low compared to the UN, are protection of the environment (39%), human rights (35%), good governance (35%), reconstruction (33%), protection of local industry against bulk-purchase prices (31%), promotion of human security (31%) and humanitarian assistance (30%).

Aspects that are hardly associated with Europe at all are the construction of schools and hospitals (15%), safeguarding of the health of mothers (13%), training local staff (13%), responsible saving and investing (9%) and small-scale practical aid (5%).

For comparison: the following aspects scored highest in the qualitative study:

- Environment (reason: it is not possible to tackle this problem as a single country, as a bloc against the rigid US and 'booming' Asia). The fall measurement of the Eurobarometer 2007 also showed that a majority of the Dutch citizens (65%) has a positive attitude towards European involvement in the field of environmental protection. The same applies to slightly more than half of the Europeans (52%).<sup>7</sup>
- Immigration (reason: to develop regions outside of Europe because otherwise 'they' will come here).
- Coherence (reason: using the combined power of several countries where this is necessary).
- Education (reason: transferring knowledge, we have extensive technical knowledge, let people go to college here and help them develop their country).
- Women's rights/human rights (reason: Europe is strong in women's rights, we could propagate this via, for instance, microcredits and providing information).
- EU as a role model for polity or form of government (reason: moral advantage when compared to the US and Asia).

The aspects 'environment', 'human rights' and 'EU as a role model for polity'<sup>8</sup> are also allocated to the EU in the quantitative report (refer to figure 4).

'Coherence' will be mentioned explicitly later in this document as an argument in favour of the EU being involved in development cooperation (see 3.1.6).

'Women's rights' and 'education' are also allocated to the EU somewhat in the quantitative part of the study. But if respondents are able to choose between several

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<sup>7</sup> Source: Eurobarometer 69, fall measurement 2007, National Report the Netherlands.

<sup>8</sup> 'Good governance' and 'EU as a role model for polity' more or less define the same issues.

actors, these aspects are allocated more frequently to the UN, churches and schools and (inter)national relief organisations.

The issue of immigration was not explicitly mentioned in the quantitative study.

---

*5 / The extent to which an aspect is allocated to an actor<sup>9</sup>*

---

	EU	UN	US	IMF	WB	NL	Int	NL	Munici-	Church/	Commerc	Private	Self	None	Don't
						gov	relief	relief	palities	School	company				know
Reducing overfishing	<b>47</b>	<b>42</b>	21	11	9	<b>33</b>	21	10	3	3	18	7	3	4	16
Fair trade	<b>47</b>	<b>49</b>	29	<b>32</b>	<b>35</b>	<b>35</b>	15	8	3	4	17	6	2	2	16
Environmental protection	<b>39</b>	<b>58</b>	27	13	9	<b>36</b>	28	14	10	7	19	11	6	3	13
Human rights	<b>35</b>	<b>70</b>	28	13	10	<b>37</b>	<b>42</b>	27	9	26	9	16	14	2	7
Good governance	<b>35</b>	<b>60</b>	23	19	18	<b>38</b>	27	14	13	15	9	7	8	2	11
Sustainable agriculture	<b>34</b>	<b>39</b>	15	16	18	28	<b>39</b>	22	10	12	26	23	7	2	13
Reconstruction	<b>33</b>	<b>59</b>	28	<b>31</b>	<b>33</b>	<b>42</b>	<b>72</b>	<b>54</b>	16	<b>37</b>	27	<b>37</b>	16	1	4
Protecting local industry against bulk-purchase prices	<b>33</b>	<b>45</b>	18	21	20	28	<b>30</b>	19	4	9	22	9	5	4	17
Promoting human security	<b>31</b>	<b>78</b>	<b>31</b>	10	10	<b>36</b>	<b>30</b>	16	10	19	5	7	12	2	5
Humanitarian assistance	<b>30</b>	<b>56</b>	26	21	22	<b>46</b>	<b>74</b>	<b>58</b>	19	<b>39</b>	20	<b>35</b>	23	1	5
Preventing deforestation	29	<b>50</b>	21	17	18	<b>32</b>	<b>33</b>	22	11	11	26	21	16	3	15
Poverty relief	28	<b>51</b>	23	<b>32</b>	<b>41</b>	<b>37</b>	<b>54</b>	<b>41</b>	17	<b>38</b>	17	26	17	2	6
Study grants for developing countries	27	<b>34</b>	15	22	22	<b>38</b>	<b>32</b>	19	8	25	29	22	4	3	12
Women's rights	26	<b>53</b>	15	10	7	<b>30</b>	<b>42</b>	27	11	<b>30</b>	11	17	12	3	13
Clean production in developing countries	25	<b>45</b>	18	19	20	22	<b>42</b>	24	3	11	<b>35</b>	16	7	4	14
Distribution of the profits of natural resources	24	<b>51</b>	19	<b>30</b>	<b>32</b>	20	20	10	2	5	18	6	2	4	17
Debt relief	24	<b>36</b>	24	<b>49</b>	<b>60</b>	22	14	8	2	5	11	5	2	2	11
Fair labour conditions in developing countries	23	<b>51</b>	13	19	18	19	<b>37</b>	19	2	14	24	12	3	3	13
Developing infrastructure	23	<b>34</b>	10	23	22	<b>34</b>	<b>35</b>	19	18	6	<b>32</b>	13	3	3	12
Access to drinking water / sanitary facilities	22	<b>49</b>	12	15	14	26	<b>64</b>	<b>42</b>	11	25	20	24	9	2	7
Affordable medication	22	<b>43</b>	14	12	15	<b>32</b>	<b>48</b>	<b>30</b>	4	13	25	15	4	1	10
Influence on consumers	21	20	7	8	10	<b>47</b>	24	24	14	22	25	22	24	3	16
Increasing cultural understanding	19	<b>34</b>	9	8	9	<b>39</b>	<b>41</b>	28	18	<b>44</b>	9	26	26	4	13
Socially responsible procurement	19	25	10	13	19	<b>33</b>	28	19	22	17	<b>31</b>	21	<b>33</b>	3	15
Primary education	18	<b>44</b>	10	10	9	<b>39</b>	<b>48</b>	<b>34</b>	19	<b>45</b>	7	24	10	1	6
Combating diseases	18	<b>51</b>	17	11	11	26	<b>76</b>	<b>50</b>	7	<b>34</b>	13	27	13	1	7

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<sup>9</sup> Percentages over 30% are printed in bold characters, aspects have been sorted on the highest percentage allocated to the EU.

Maintenance of cultural heritage	17	<b>31</b>	5	10	10	<b>42</b>	12	13	<b>36</b>	20	9	29	7	4	15
Reducing child mortality	17	<b>50</b>	12	14	11	22	<b>69</b>	<b>44</b>	5	<b>32</b>	7	21	8	2	11
Construction of schools / hospitals	15	<b>41</b>	11	17	19	28	<b>64</b>	<b>43</b>	17	<b>44</b>	23	<b>35</b>	6	1	5
Health of mothers	13	<b>37</b>	7	8	6	19	<b>61</b>	<b>46</b>	6	<b>32</b>	7	24	8	2	11
Training of local staff	13	<b>41</b>	7	12	8	19	<b>67</b>	<b>46</b>	4	<b>44</b>	15	29	4	2	5
Responsible saving / investing	9	11	6	<b>31</b>	<b>49</b>	23	12	9	8	8	17	14	27	4	13
Small-scale practical help	5	13	3	5	6	14	<b>37</b>	<b>39</b>	22	<b>57</b>	22	<b>57</b>	<b>36</b>	2	7

### 3.2.5 Hedonists list fewest organisations, Broadminded and Socially minded the most

The involvement of the Socially minded and Broadminded is apparent from the fact that they list most organisations as fitting a certain aspect. Consequently, the EU is mentioned most often by the Socially minded and Broadminded (as are the other actors). Hedonists mention the fewest organisations. If we rank the WIN segments in accordance with the number of suitable organisations mentioned, the ranking would be:

1. Socially minded
2. Broadminded
3. the Caring
4. the Balanced
5. Professionals
6. Conservatives
7. Materialists
8. Hedonists

### 3.2.6 Why the EU should be involved in development cooperation

The respondents that had the opinion that a certain development aspect could be allocated to Europe were then asked *why* they had this opinion. We considered all aspects of the answers, and the list below shows the most commonly given reasons for the suitability of the EU for all aspects.

1. The EU is an influential body
2. This is a task for everyone (solidarity, role model)
3. The EU has the means
4. This is one of the tasks of the EU
5. This is in the interest of everyone
6. The EU can take measures, make laws
7. We stand stronger united, international cooperation (also explicitly mentioned in the qualitative report)
8. The EU can take a coordinating and/or supervisory role

### 3.3 Opinions about European development policy

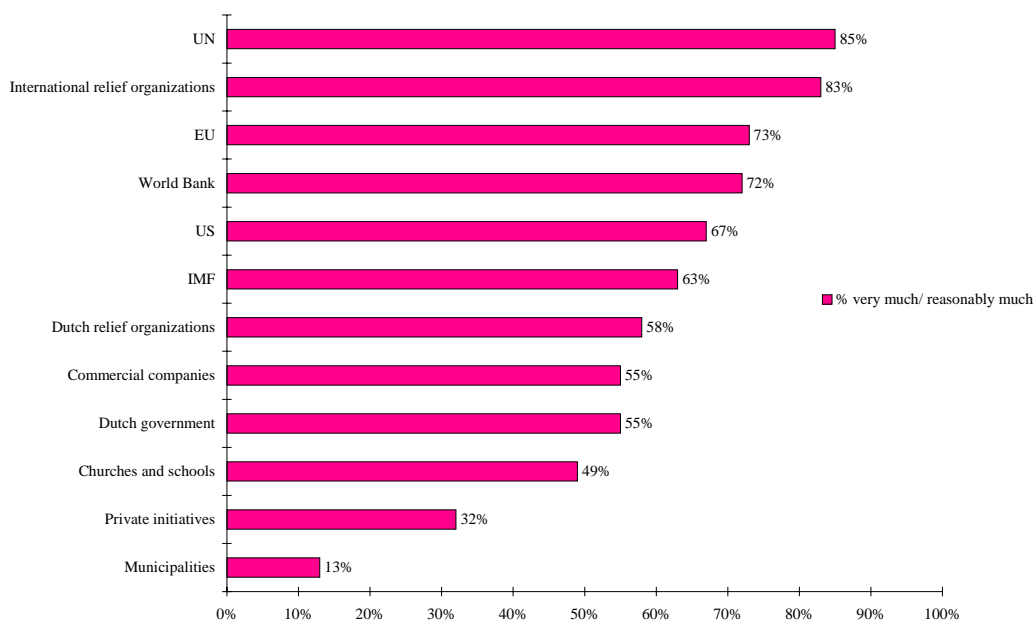
#### 3.3.1 UN is perceived to be able to achieve most, the European Union is ranked third of the thirteen parties

We discussed earlier which aspects of development cooperation should be allocated to which actor from the perspective of the citizen. The respondents were also asked how much impact these actors have, in the sense of what they could *achieve* in the field of development cooperation.

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6 | How much can the following actors achieve in the field of development cooperation?

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Source: TNS NIPO, 2008

No less than 85% of the respondents are of the opinion that the *United Nations* could achieve reasonably much or very much in the field of development cooperation, followed closely by *international relief organisations* (83%). The *European Union* is ranked third: 73% of the respondents believe that the EU can achieve reasonably much or very much in the field of development cooperation. 20% has little to no confidence in the effectiveness of the EU. The confidence in the effectiveness of *private initiatives* and *municipalities* is the lowest: respectively 32% and 13% of the respondents of the respondents believes that these actors are able to achieve reasonably much or very much in the field of development cooperation.

### **3.3.2 Socially minded have a high degree of confidence in the effectiveness of actors in the field of development cooperation, Hedonists do not**

For more than half of the actors, the Hedonists have the least confidence in the effectiveness of development cooperation of all WIN segments. The Socially minded have most confidence in the effectiveness of development cooperation – for more than half of the actors. It does not matter much for the confidence in the effectiveness of the European Union whether one is male, female, old or young or to which WIN segment one belongs. The more optimistic one is about development cooperation by other actors, the more likely one is to be confident in the effectiveness of the EU<sup>10</sup> as well.

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<sup>10</sup> We considered whether the confidence in the EU correlated with gender, age, level of education, WIN segment and confidence in other institutions using an AID analysis. Only the latter turned out to be true.

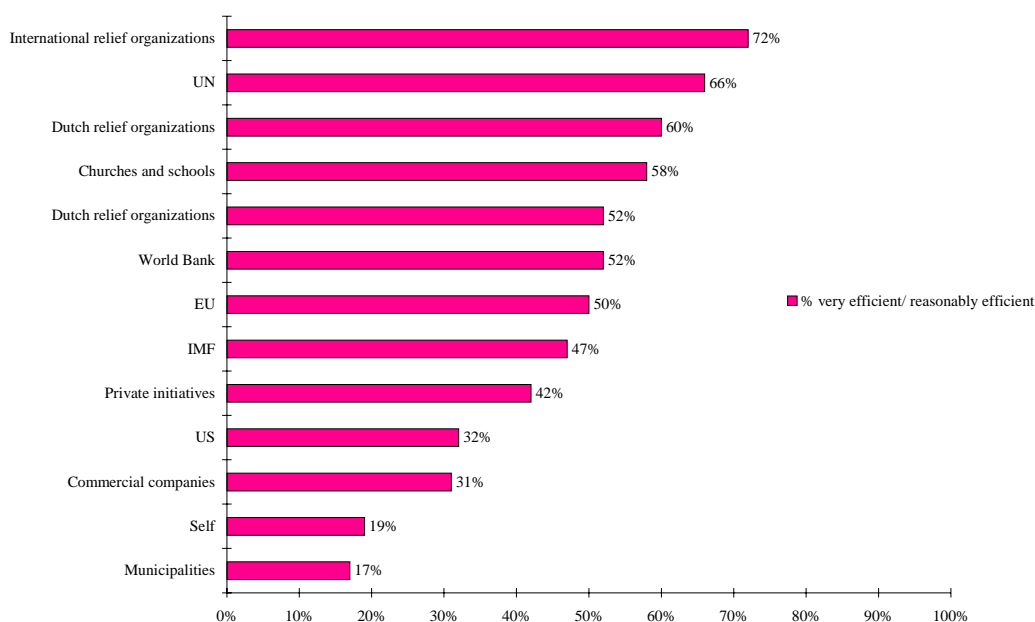
### 3.3.3 International relief organisations deemed most efficient, half believe the EU to be efficient

We have also asked how *efficient* these actors could function in the field of development cooperation in the perspective of the respondents. We included the actor ‘yourself’ in this question.

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#### 7 | How efficient are the following actors in the field of development cooperation?

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Source: TNS NIPO, 2008

*International relief organisations* (72%) are considered most efficient, followed at some distance by the actor that is considered most effective, the *United Nations* (66%). The *Dutch Government* takes third place (60%), a low score in the middle bracket of efficiency. ‘*Yourself*’ (19%) and (again) the *municipalities* (17%) are considered least efficient. Exactly half of the respondents (50%) believe that the *European Union* is (very) efficient in the field of development cooperation.

### 3.3.4 The Caring have more confidence in the efficiency of the EU, Broadminded are most sceptical about the EU

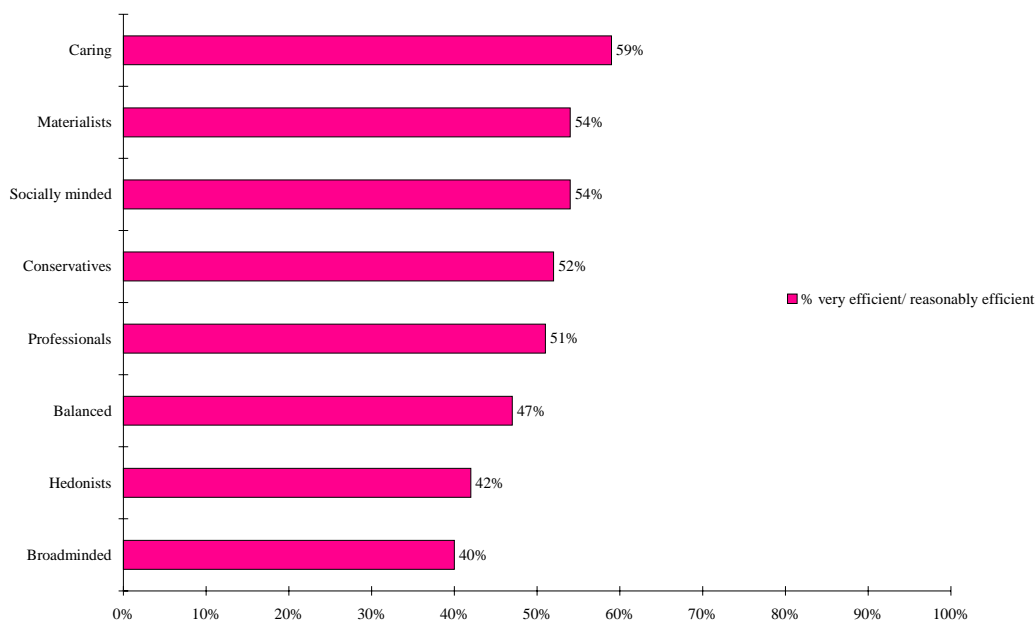
Once again, the Hedonists have the least confidence of all WIN segments in the efficiency of development cooperation of more than half of the actors. *The Caring* have most confidence in the efficiency of the actors mentioned where development cooperation is concerned. They are the most positive of all segments for more than half of the actors.

Figure 8 shows the scores of all WIN segments for their confidence in the EU in the field of the efficiency of development cooperation. Exactly half of the respondents believe that the EU is efficient where development cooperation is concerned. The Caring are the most positive (59%), Hedonists (42%) and Broadminded (40%) are least positive.

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8 | Percentage WIN segments that believes the EU is efficient in the field of development cooperation

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Source: TNS NIPO, 2008

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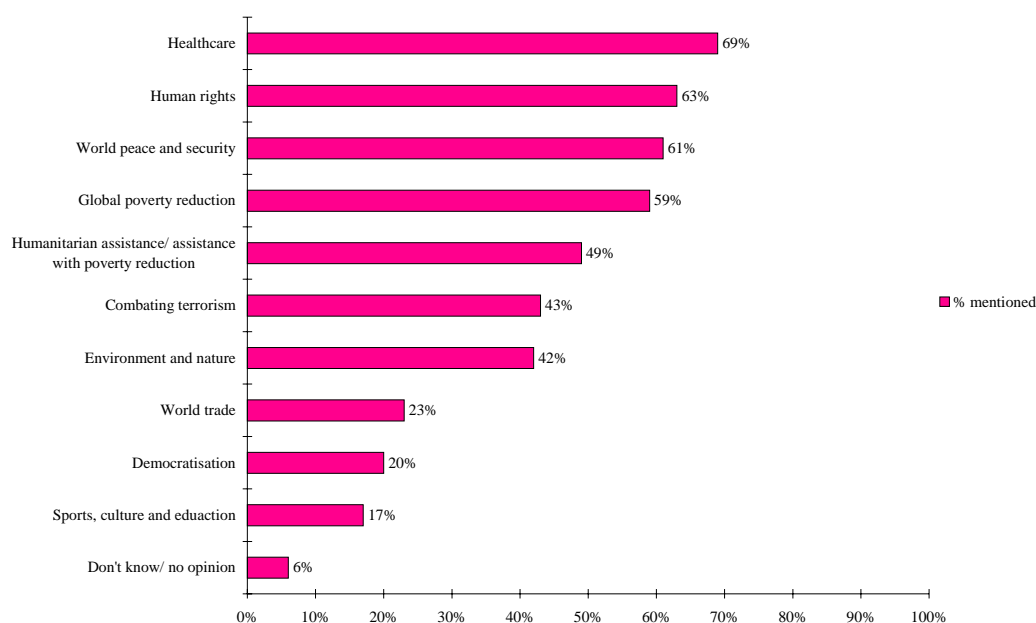
### 3.3.5 According to citizens, the EU should focus on healthcare, human rights, global human security, global poverty relief and humanitarian assistance in its foreign policy

The respondents were also asked on which five issues Brussels should focus its ‘foreign policy’.

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#### 9 / Which five issues should be the priority in Brussels’ foreign policy?

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Source: TNS NIPO, 2008

Healthcare (69%), human rights (63%), global human security (61%), global poverty relief (59%) and humanitarian relief after natural disasters (49%) are the five aspects mentioned most. Democratisation (20%) has a low score, as do sports, culture and education (17%). 6% of the respondents did not answer this question.

Hedonists most often did not answer this question (16%), Socially minded least (1%). Socially minded propagate healthcare (79%), human rights (75%) and global poverty relief (69%). To the Conservatives, global human security (74%) is more important. The Balanced are in favour of humanitarian relief and humanitarian assistance in case of natural disasters (55%). Professionals often mention combating terrorism (53%), the environment and nature (58%) and world trade (31%). Broadminded also frequently mention world trade (31%) and democratisation (33%). Materialists (24%) are the proponents of sports, culture and education being the spearheads of foreign policy.

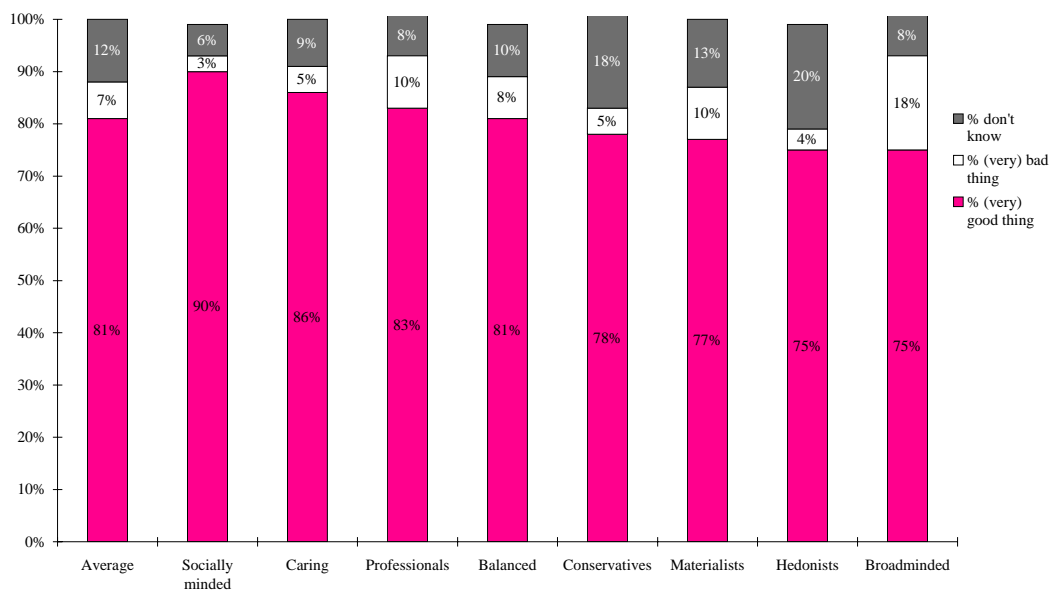
### 3.3.6 Development cooperation by Brussels is considered a good thing

The respondents were also asked what their opinion is about Brussels being active in development cooperation at all. More than eight in ten citizens (81%) believe this is a good or even very good thing, only 7% believes this to be a bad or very bad thing. The Socially minded (90%) and the Caring (86%) are most positive; Hedonists and Broadminded (both 75%) are least enthusiastic. It is striking that a considerable group of Broadminded (18%) is relatively outspoken in its opposition.

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10 | *Is the fact that Brussels is active in development cooperation a good thing?*

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Source: TNS NIPO, 2008

### 3.3.7 Proponents believe that the EU is an authoritative institution, opponents believe it is 'redundant' (member states already do it)

We asked for the motivation of people that answered that they believed it to be a reasonably good or very good thing that Brussels is active in development cooperation. More than one quarter (26%) of the respondents explains that they consider the EU to be an authoritative institution. Almost a quarter (24%) states that development cooperation is 'a task for everyone'. Equality in Europe (3%) and the fact that the EU can pose conditions are hardly mentioned at all (1%).

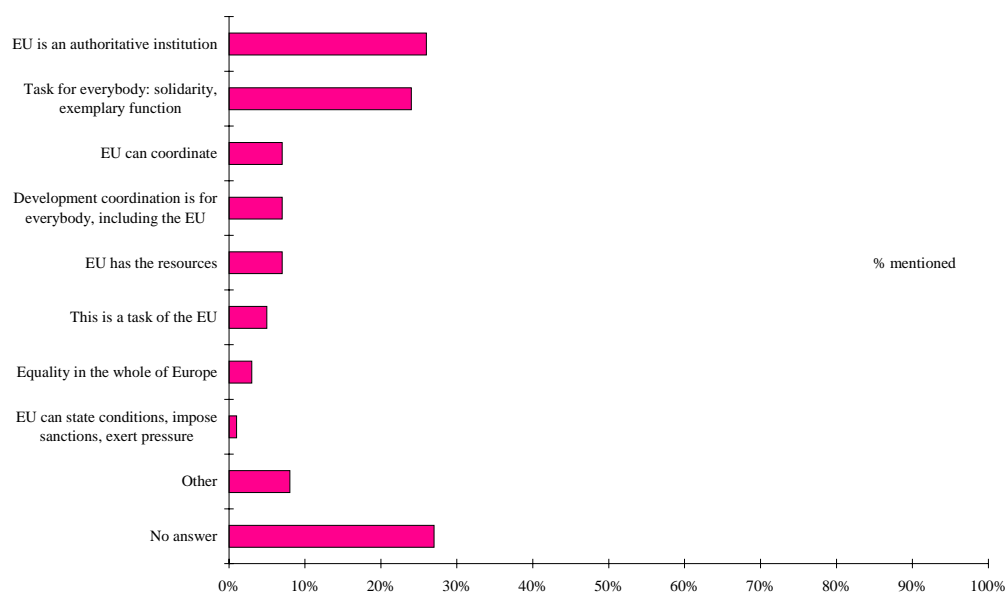
It is striking that more than one quarter of the respondents (27%) that believe it is a 'good' thing that Brussels is active in development cooperation does not want to or cannot elaborate on this. This is true in particular of Hedonists (40%) and least for the Broadminded (11%).

Professionals (40%) are more sensitive to the argument that the EU is an authoritative institution than Conservatives (19%) and Hedonists (15%). The Balanced and Socially minded (both 27%) believe more often than Conservatives that development cooperation is 'a task for everyone'.

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#### 11 | Why is it a good thing that Brussels is active in development cooperation?

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Source: TNS NIPO, 2008

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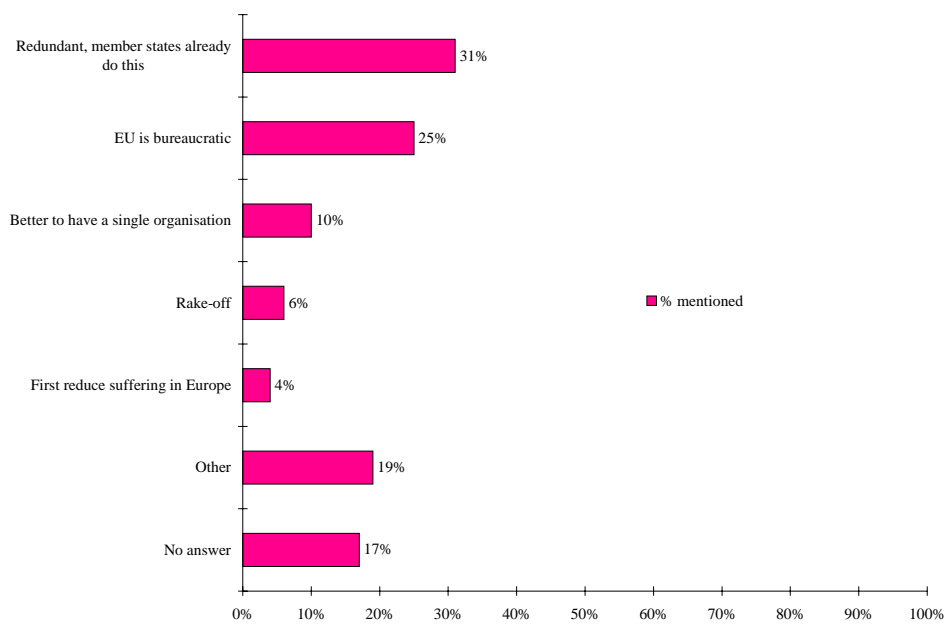
We also asked the people that indicated that they believed it a reasonably bad or very bad thing that Brussels is active in development cooperation to motivate this.

31% of the respondents explained that the development aid from Brussels is 'redundant' because the separate member states already provide it. A quarter (25%) states that the EU is 'bureaucratic', most often the Materialists (56%). Another 10% believes that development cooperation should be organised by a single organisation. 17% does not motivate their earlier negative answer.

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*12 / Why is it a bad thing that Brussels is active in development cooperation?*

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Source: TNS NIPO, 2008

### 3.3.8 Strengths of a separate European development policy: more influence by cooperation

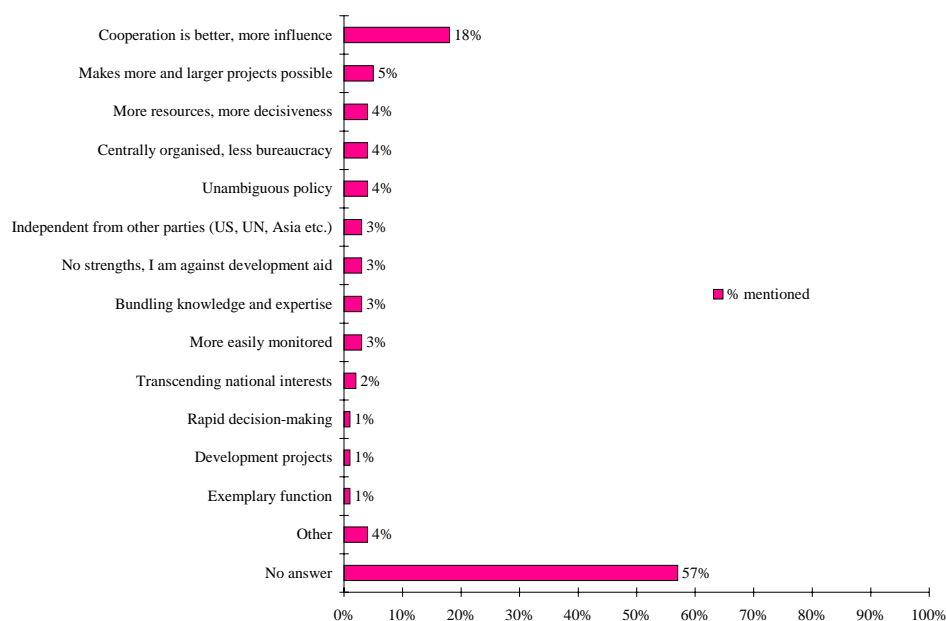
The respondents were asked explicitly to state the strengths and weaknesses of a separate development policy of the European Union. Approximately six in ten respondents (57%) are not able or willing to list strengths. The same is true of six in ten respondents (60%) for the weaknesses.

Hedonists do not give strengths most often (73%). More than half of the Professionals, Broadminded and Socially minded did answer the question. Professionals (33%), Socially minded (25%) and Broadminded (23%) state more often than other segments that cooperation increases the EU's influence. Professionals (13%) also state more often than other segments that a European policy makes it possible to realise more and larger projects. Broadminded (7%) and men (5%) state more often than other segments and women (2%) that they are opposed to development aid.

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#### 13 | Strengths of a European development policy

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Bron: TNS NIPO, 2008

Source: TNS NIPO, 2008

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### 3.3.9 Weaknesses of a separate European development policy: fragmentation, complexity

‘Fragmentation, complexity’ is mentioned by 13% of the respondents, simple ‘bureaucracy’ by 6% of the respondents.

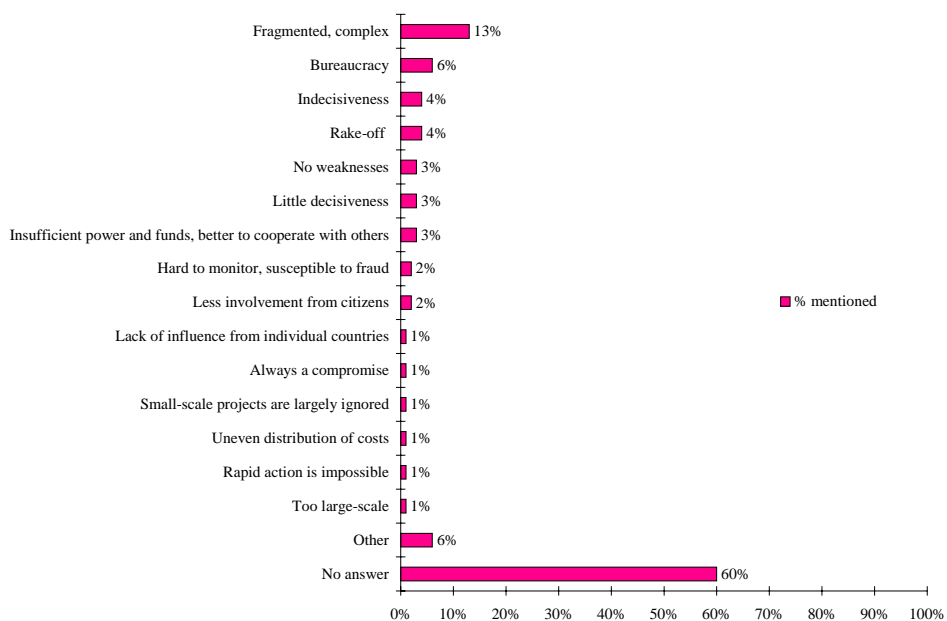
Many other motivations were given, but hardly any to a significant extent. 3% states there are no weaknesses, but six in ten people (60%) were unable or not willing to answer the question. Amongst the Hedonists this is even three in four (76%). Women (64%) are more often unable to give a weakness than men (56%).

The Broadminded (22%) mention the weakness of fragmentation and complexity more often than others do. Professionals (7%) have a relatively strong emphasis on ‘lack of decisiveness’. Socially minded (5%) fear that European development policy will lead to citizens being less involved. ‘Always a compromise’, the Broadminded (5%) and Socially minded (4%) complain. Conservatives (4%) state that ‘rapid action is impossible’. Men (4%) feel more often than women (1%) that European development policy is susceptible to fraud.

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#### 14 | Weaknesses of European development policy

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Bron: TNS NIPO, 2008

Source: TNS NIPO, 2008

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### **3.3.10 The Dutch perceive the EU's motives for being active in development cooperation as reasonably altruistic**

Does the European Union have a double interest in its development cooperation activities? The respondents were asked to give what they feel are the EU's two most important motives.

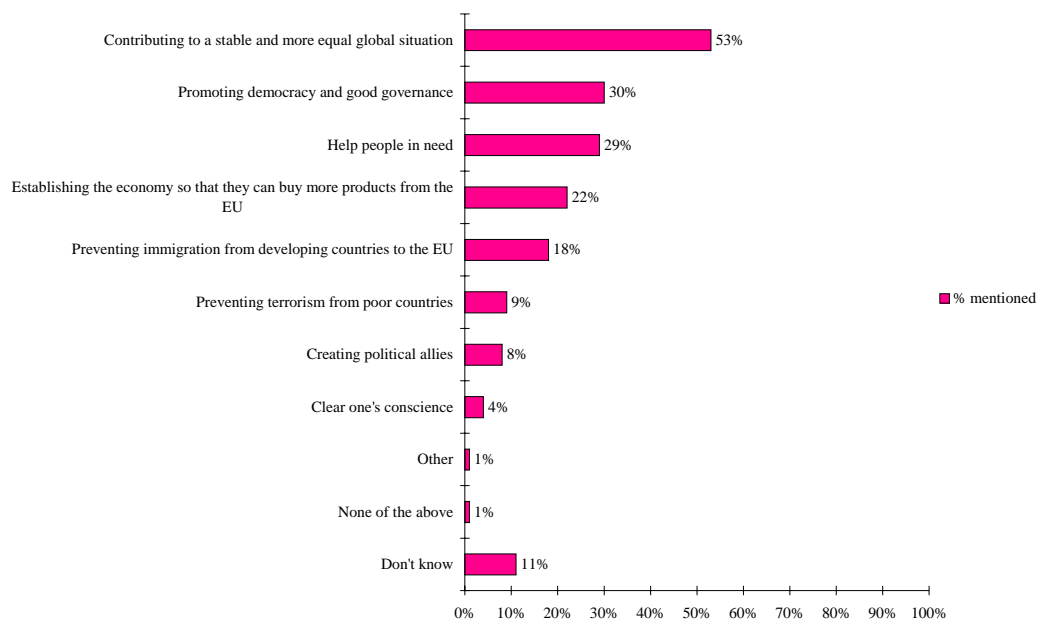
Many citizens experience the EU's motives to be active in development cooperation as reasonably altruistic. More than half of the respondents (53%) mention the contribution to a stable and more equal global situation. The promotion of democracy and good governance are mentioned by almost one in three respondents (30%), followed closely by helping people in need (29%). The motives that are related more to self-interest, such as creating a market (22%), preventing immigration (18%), preventing terrorism (9%), creating political allies (8%), or simply clearing one's conscience (4%) are ranked below these. 11% of the respondents could not answer this question. This percentage was highest amongst the Hedonists (21%).

Socially minded (60%) often mention the stable and more equal global situation. The Caring (41%) often emphasise the promotion of democracy and good governance. Hedonists (37%) and Conservatives (36%) stick to the more traditional helping of people in need. Hedonists (13%) also mention the prevention of terrorism from other countries frequently. Materialists (12%) often believe that development cooperation is about creating political allies. The Broadminded are more cynical. More than other segments, they mention the creation of a market (31%), prevention of immigration (25%) and the clearing of one's conscience (7%).

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15 | *Perceived motives of the European Union to be active in development cooperation*

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Source: TNS NIPO, 2008

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### 3.3.11 Citizens are in favour of joint decisions concerning the development budget destination by the member states

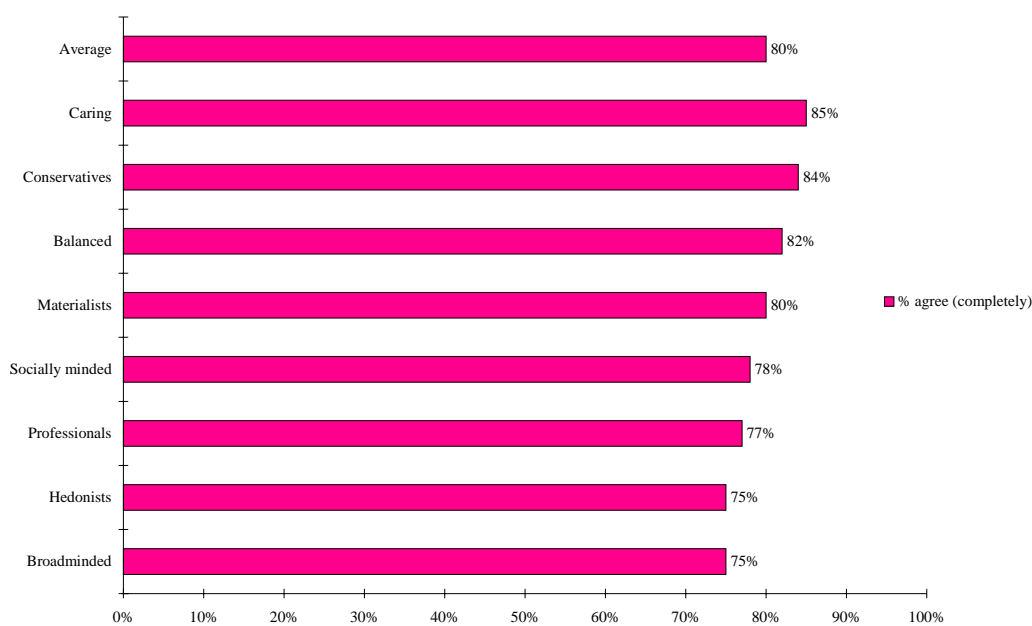
The respondents were then presented with four propositions concerning the European Union and development cooperation.

The proposition that Brussels should ensure that member states make joint decisions about the use of their development budgets found approval from most people: eight in ten respondents (80%) agrees or agrees completely with this. This is particularly true of the Caring (85%). Broadminded are most critical about this cooperation (75%).

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16 | Proposition: 'The European Union has to ensure that the member states make joint decisions about the use of their development budgets'

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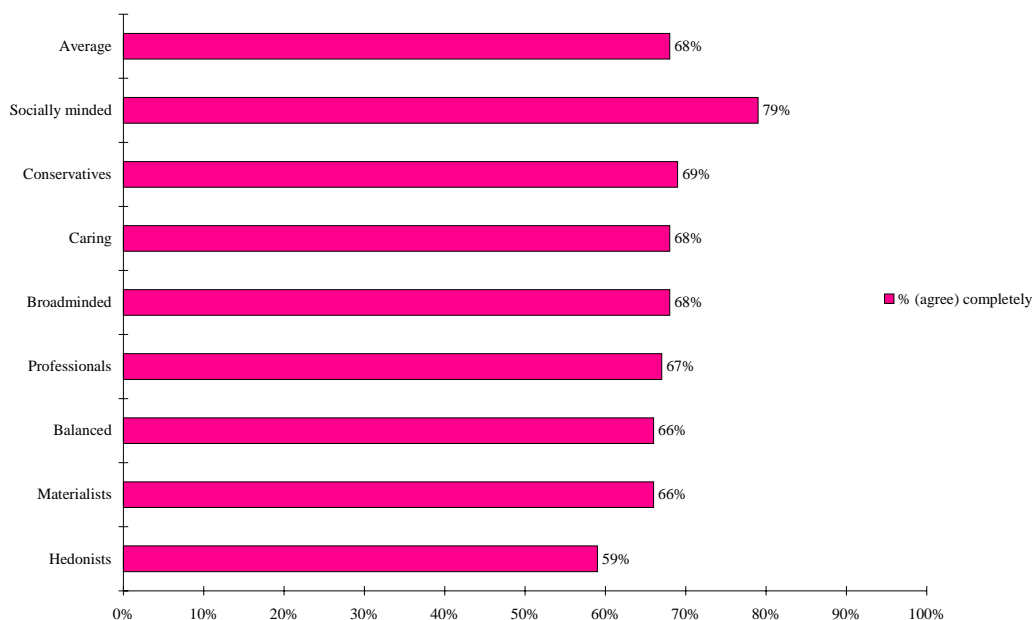
Source: TNS NIPO, 2008

In line with the fall measurement of the Eurobarometer 2007 mentioned before: more than two in three respondents (68%) agrees with the proposition that the EU should have a Minister of Foreign Affairs in order to project its common position. Socially minded (79%) are the most fervent proponents of this; Hedonists (59%) are least enthusiastic. Almost a quarter of the Hedonists (24%) did not answer this question.

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*17 | Proposition: The European Union should have its own Minister of Foreign Affairs, who acts as a representative in order to project the common position of the European Union*

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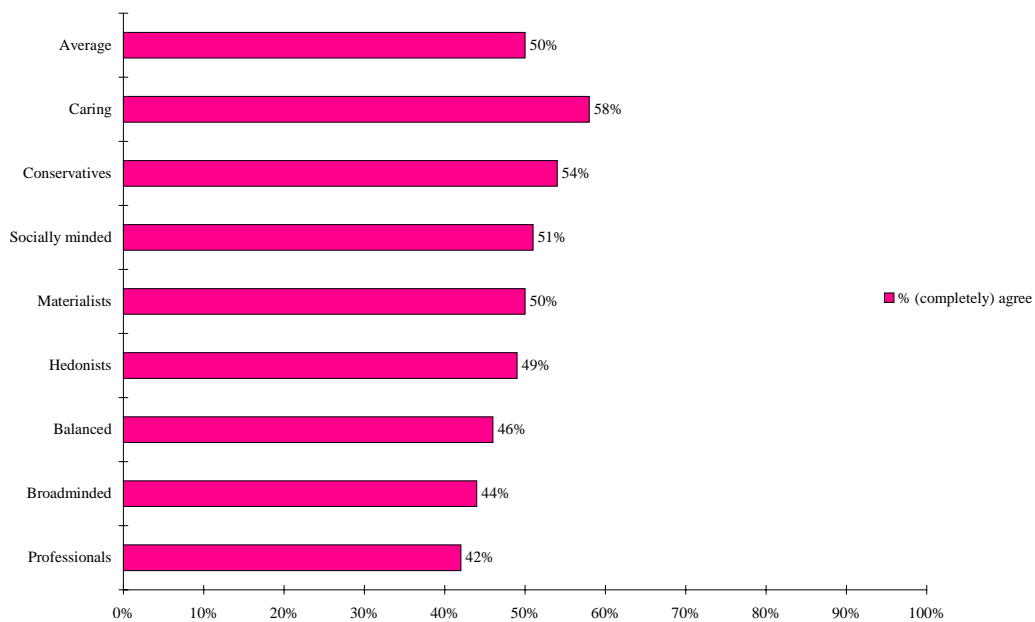
Source: TNS NIPO, 2008

Exactly half (50%) of the respondents is in favour of a more precise distribution of tasks for each member state per developing country. The Caring (58%) are more in favour of this than (strikingly enough) Professionals (42%). Relatively more Hedonists have not reacted to this proposition (26%).

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*18 | Proposition: 'In the future, member states of the de European Union should divide tasks: one EU state should be in charge of the activities in each developing country'*

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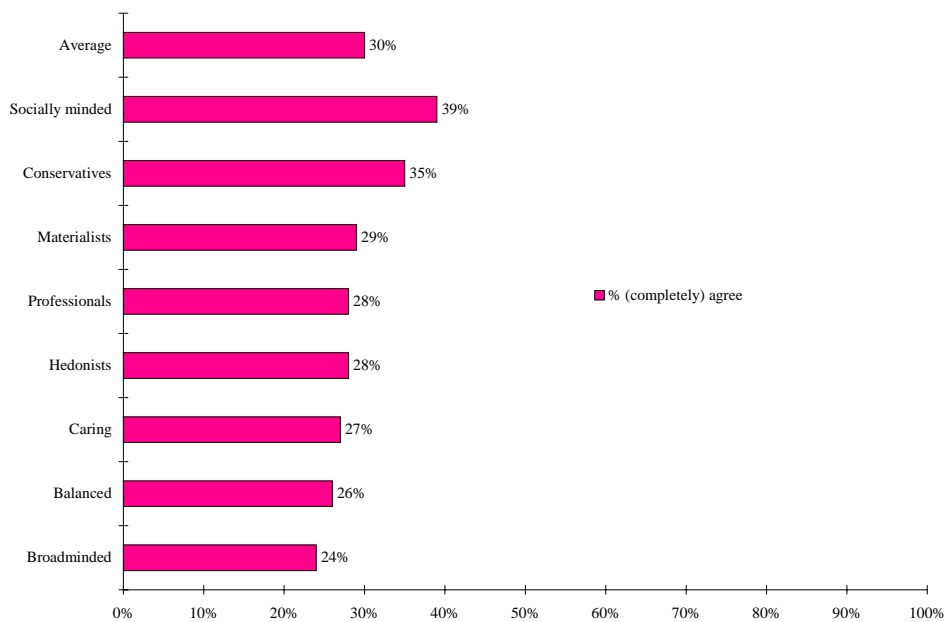
Source: TNS NIPO, 2008

Three in ten citizens (30%) agree with the proposition that former colonies are being given preferential treatment over other developing countries where access to the European market is concerned. Socially minded (39%) are most likely to mention the historic ties as an argument for preferential treatment, Broadminded (24%) least. Once again, Hedonists (24%) were the ones that most often did not provide an answer.

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*19 | Proposition: 'Former colonies of European countries are entitled to better access to the European market than other developing countries'*

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Source: TNS NIPO, 2008

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## 4 European development policy budget

The fall measurement of the Eurobarometer 2007 showed that the Dutch not only *think* that they are better informed about how the EU functions, but that they actually *are*. But what about the knowledge of the Dutch concerning the amounts that the EU spends on development cooperation? And what do they think about these amounts? On which issues should the EU spend its funds? The answers to these questions will be discussed in this paragraph.

### **4.1.1 The Dutch believe that, considered globally, the EU spends most on development cooperation per citizen**

Which geopolitical actor spends most on development cooperation per capita: the EU, the US, Japan, Canada or Australia? We asked our respondents.

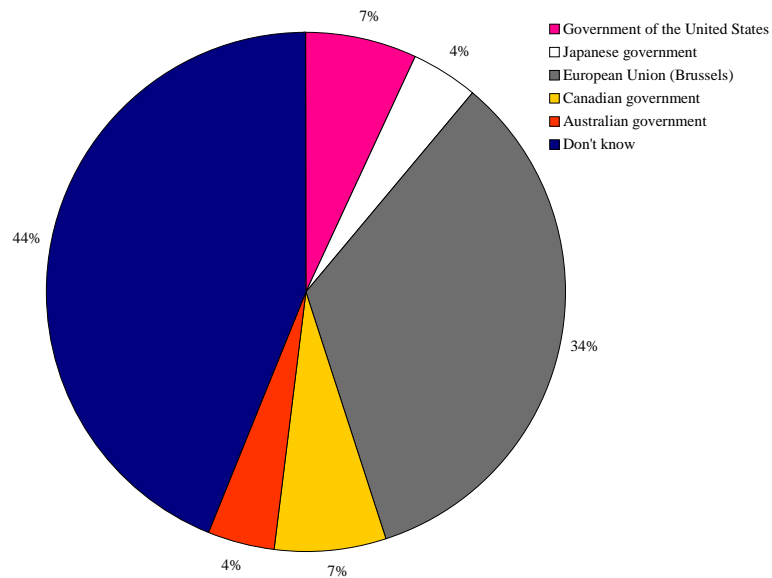
One in three respondents (34%) believes that the EU spends most per capita. The government of the US and the government of Canada (both 7%) follow at considerable distance. A large group of respondents (44%) states not to know.

Of the WIN segments, the Balanced (40%) and Professionals (39%) most often believe that the EU spends most on development cooperation per capita. Socially minded and – strikingly enough – the Caring (both 29%) are least likely to believe this. The Caring, Materialists (both 10%) and Hedonists (9%) most often choose the US, Broadminded (2%) least often. On the other hand, broadminded (13%) choose the government of Canada more often. The Balanced (6%) and Conservatives (4%) do this least. Materialists (8%) most often select the government of Australia.

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20 | *Which government spends most on development cooperation per capita per year?*

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Source: TNS NIPO, 2008

#### 4.1.2 Most Dutch citizens have no idea about the percentage of the Dutch development budget that goes to Brussels each year

The respondents were then asked to estimate the percentage of the Dutch development budget that goes to Brussels each year. The correct answer (10%) was given to the respondents after they had answered the question.

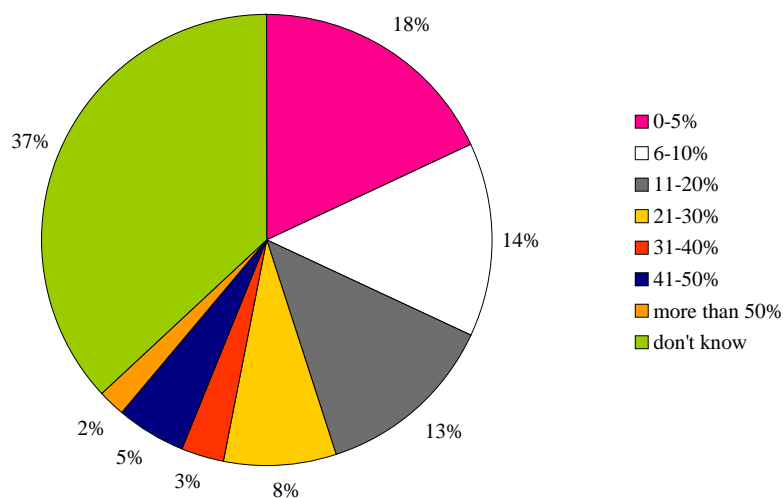
37 % of the respondents thought this question was too difficult. Still: the most common (and correct) answer was 10, which was given by 10% of the respondents. The average of the answers was 18.2%, higher than the actual percentage.

Of all WIN segments, the Professionals (21.3%) and the Hedonists (20.8%) made the highest estimates. The Caring (16.5%) and the Socially minded (16.0%) gave the lowest estimates. Conservatives are most prudent in their judgement: 47% did not dare to make an estimate.

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21 | Which percentage of the Dutch development budget do you believe goes to the development budget of Brussels?

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Source: TNS NIPO, 2008

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How to interpret this?

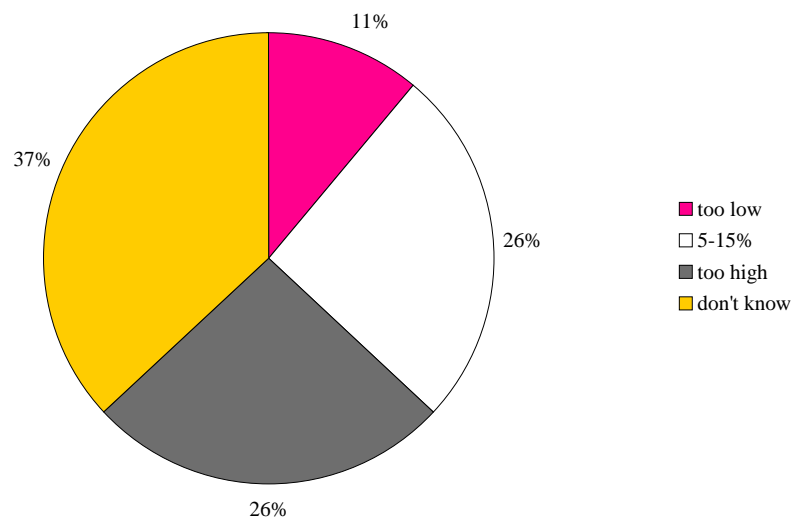
We have distinguished respondents that fall within the so-called margin of 50% and 150% of the correct answer (between 5% and 15%) and respondents that gave either no answer or one that was too high or too low.

26% of the respondents gave a percentage falling within the margin. 11% was too low, 26% too high. 37% did not know.

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22 | Which percentage of the Dutch development budget do you believe goes to the development budget of Brussels? (within vs. outside of margin)

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Source: TNS NIPO, 2008

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### 4.1.3 One third of the Dutch citizens perceive the percentage of the development budget that is turned over to Brussels to be high

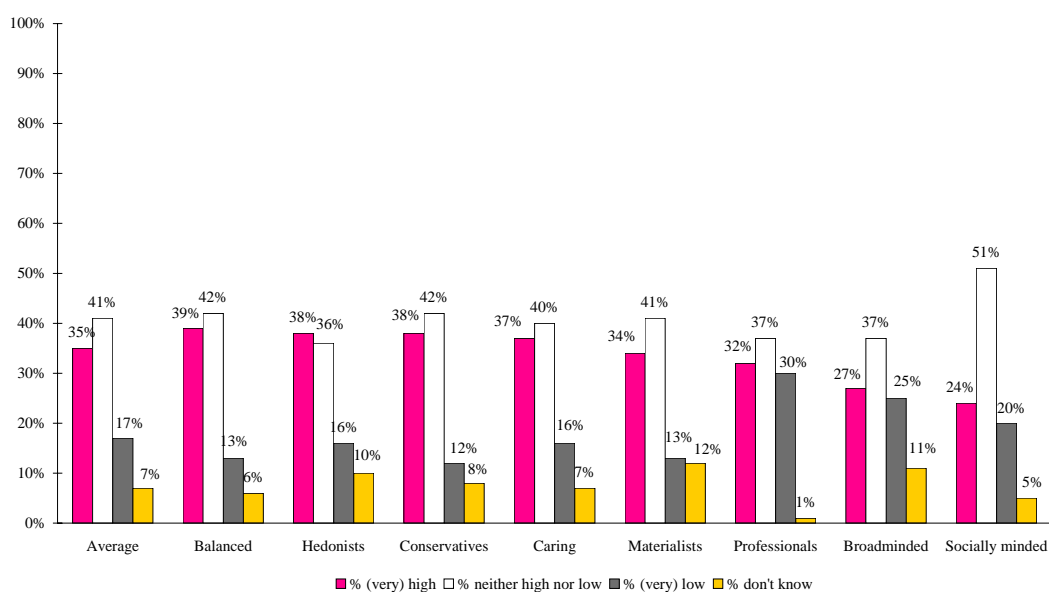
One third of the Dutch citizens feel that the percentage of 10% of the Dutch development budget going to Brussels each year is high (35%) rather than low (17%). A large group (41%) does not consider percentage low or high.

All WIN segments generally believe that the percentage turned over to Brussels is high rather than low. The Balanced (39%), Hedonists (38%) and Conservatives (38%) are most likely to feel the percentage to be high, while not even a quarter of the Socially minded (24%) believes this. A relatively large number of Professionals (30%) think the percentage is low.

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23 | *The Netherlands turns over approximately 10% of its development budget to the European Union (Brussels). Do you feel this percentage to be ...*

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Source: TNS NIPO, 2008

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#### 4.1.4 Two in three Dutch citizens believe that Brussels should spend its development budget on the very poorest countries

The respondents were also asked on which regions Brussels should spend its budget. It was possible to select several answers.

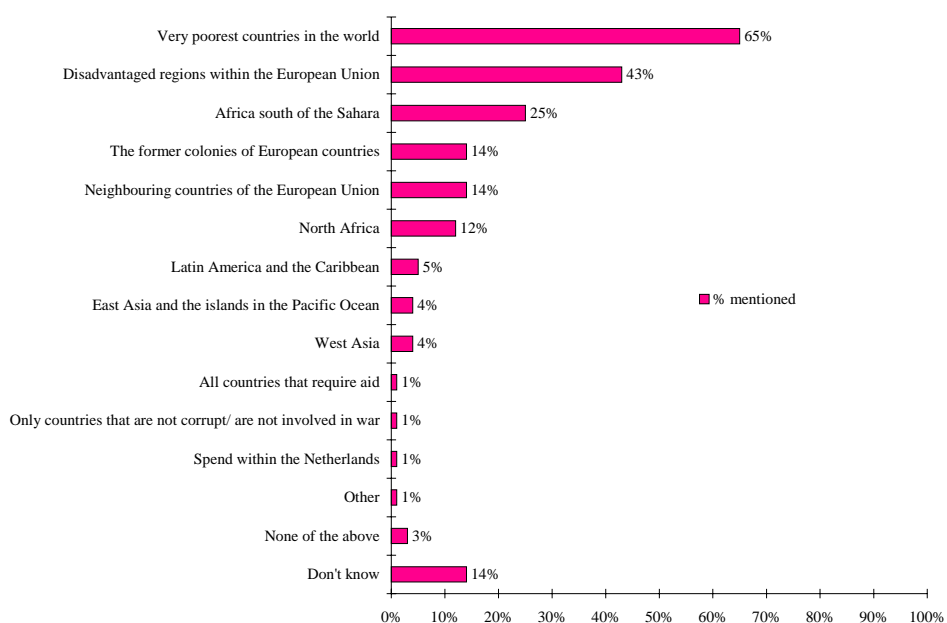
‘On the very poorest countries in the world’, two out of three respondents (65%) said. The second in the list, at a suitable distance and closer to home are disadvantaged regions within the European Union (43%). The third is once again further from home: Africa south of the Sahara (25%). 14% States that they have no idea, 3% does not wish to choose any of the options provided, and 1% feels that it should be spent within the Netherlands.

Of all WIN segments, the *Socially minded* mention most different regions.

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#### 24 | On which kind of regions should the European Union spend its budget for development cooperation?

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Source: TNS NIPO, 2008

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#### 4.1.5 One in three Dutch citizens believes that the EU's budget for development cooperation is spent on the very poorest countries in the world

Almost one in three Dutch citizens (30%) thinks that the European development budget is *actually* spent on the very poorest countries in the world. Respondents did not have to think that the funds are used for these regions *exclusively*, because once again it was possible to select several answers. The disadvantaged areas within the EU take second place (22%) and the third region is Africa south of the Sahara (21%). Almost half of the respondents (47%) states that they do not know on which areas Brussels spends its development budget.

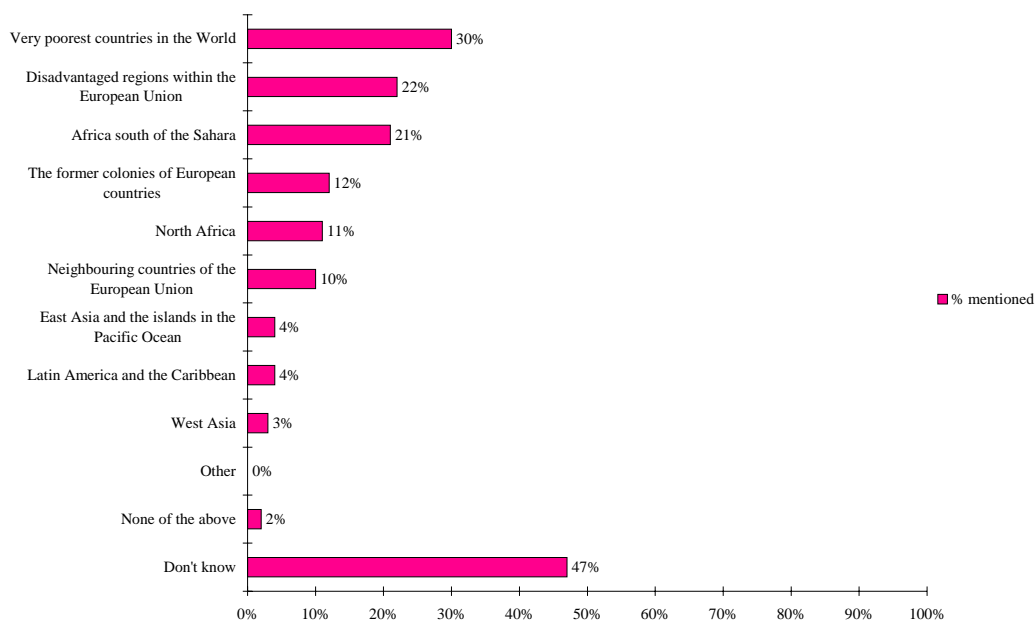
Of all WIN segments, the Hedonists (56%) most often neglect to answer the question on which regions Brussels spends its development budget.

According to the Ministry of Foreign Affairs, more than half of the European development budget (51%) goes to Africa south of the Sahara.<sup>11</sup> A much smaller portion goes to Asia (17%), North Africa and the Middle East (14%) and Latin America and the Caribbean (11%). 8% of the budget is spent within Europe. According to these statistics, 42% of the European budget is invested in 'the least developed countries'.

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#### 25 / On what kind of regions does the European Union spend its budget for development cooperation?

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Source: TNS NIPO, 2008

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<sup>11</sup> Source: <http://www.minbuza.nl/nl/themas/europese-samenwerking/ontwikkelingssamenwerking-in-europees-verband/Alle-feiten-op-een-rij.html>.

#### **4.1.6 Dutch citizens overestimate the development cooperation budget of the EU that is invested in ‘production’, and underestimate the budget for ‘social needs’**

The Dutch citizens were also asked on which *fields* of development cooperation they believe that the European Union spends most. The respondents were provided with a number of possible answers from which they could select a maximum of two.

The promotion of the economy by means of agriculture, fishing, industry, mining, trade and tourism, and humanitarian assistance and reconstruction after large-scale disasters and civil war were selected most often (both 31%). The provision of social needs such as education, health and water are also selected often (29%). Ensuring a good environment (3%) and equal rights and opportunities for women (2%) are issues that few people believe the EU spends a large amount of money on. Two in ten respondents (20%) state they have no idea.

*Actually*, the EU spends most funds on the ‘social sectors’ (education, health and water): 41%.<sup>12</sup> This is followed at a large distance by ‘humanitarian assistance and reconstruction after large-scale disasters’ (15%), ‘budget support, food relief and food security’ (14%) and ‘infrastructure’ (14%). The category ‘other’ (support of NGOs, administrative costs) take up 6% of the European budget, ‘production’ (agriculture and forestry, fishing, industry, mining, trade and tourism) and the ‘multi-sector’ (environment, women and development) come last with 5%.

In a nutshell: many Dutch citizens *overestimate* the share of the development budget of the EU going to ‘production’. The budget for the ‘social sectors’ is *underestimated*.

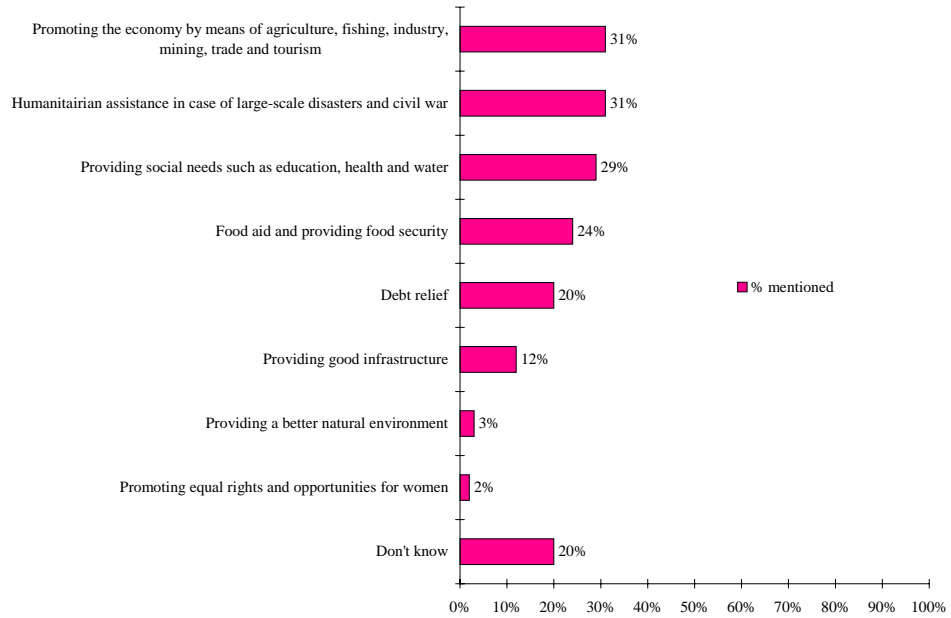
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<sup>12</sup> Source: <http://www.minbuza.nl/nl/themas/europese-samenwerking/ontwikkelingssamenwerking-in-europees-verband/Alle-feiten-op-een-rij.html>.

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26 / Which sectors do you believe Brussels spends most money on?

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Source: TNS NIPO, 2008

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## 5 Europe in the news

For many citizens, European development cooperation seems far away and abstract. The news coverage of the Eurobarometer 2007 showed that many citizens feel that news coverage about the EU is concise and too negative. But how about the news coverage about development cooperation by the EU? What do people know of a number of issues in which development cooperation by the EU came into the news, and what is the citizens' judgement about the role of the EU (after having been informed)?

We presented four cases (one per respondent).<sup>13</sup> In all cases we first asked whether the respondent was informed about the relevant EU activity, and afterwards – regardless of whether or not they were informed – how he/she judged the involvement of Brussels. In this chapter we will discuss the differences between the WIN segments again. One should however be reluctant here, as the size of most segments is generally so small that the conclusions can only be considered indicative. They can however give an impression.

### **5.1.1 Half of the Dutch citizens informed about the presence of EU representatives during the elections in Kenya, almost three quarters considers this a good thing**

Half (51%) of the respondents stated to be aware of the presence of representative of the European Union during the elections in Kenya. The differences between the WIN segments are considerable: almost seven in ten Socially minded (69%) know this, as opposed to slightly over one quarter (27%) of the Hedonists.

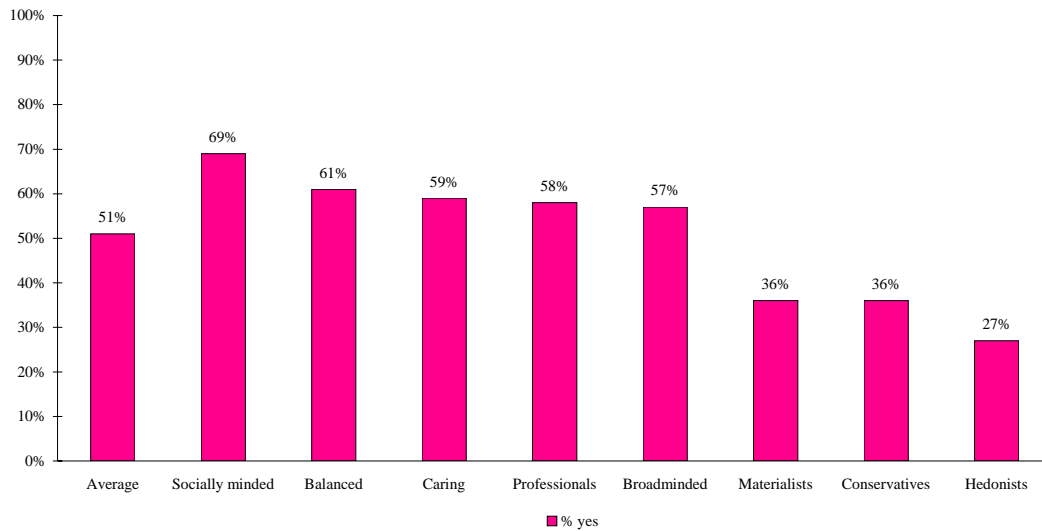
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<sup>13</sup> This question was presented *split run*: consequently, the number of respondents that answered these questions is smaller.

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27 | *Did you know that representatives of the European Union were present during the elections in Kenya? n=271*

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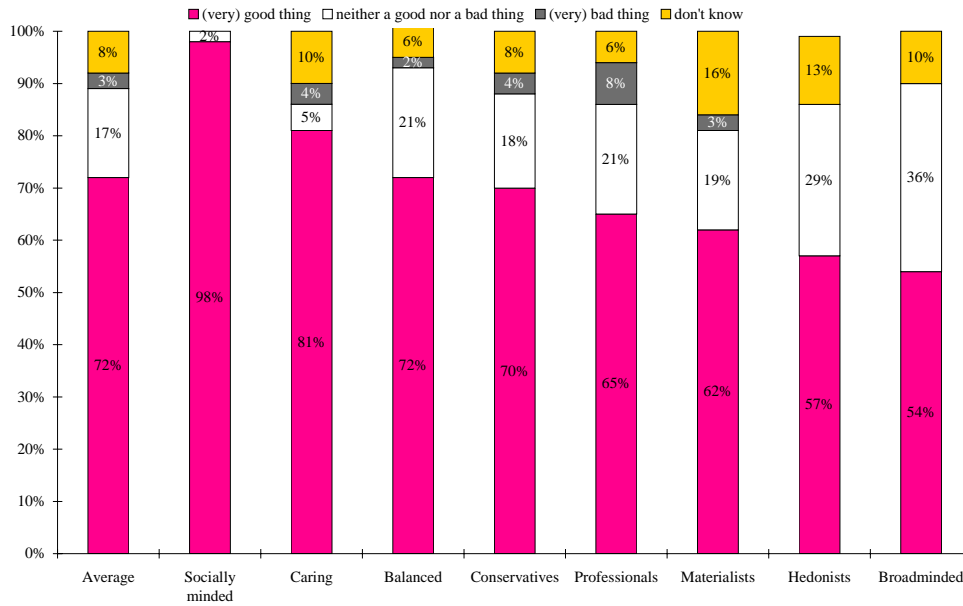


Source: TNS NIPO, 2008

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Almost three quarters of the respondents feels that the presence of EU representatives during the Kenyan elections was a good to very good thing. Almost all Socially minded (98%) feel this is a good thing, as opposed to 'only' 54% of the Broadminded.

28 / What is your opinion about the presence of representatives of the European Union during the elections in Kenya? n=271



Source: TNS NIPO, 2008

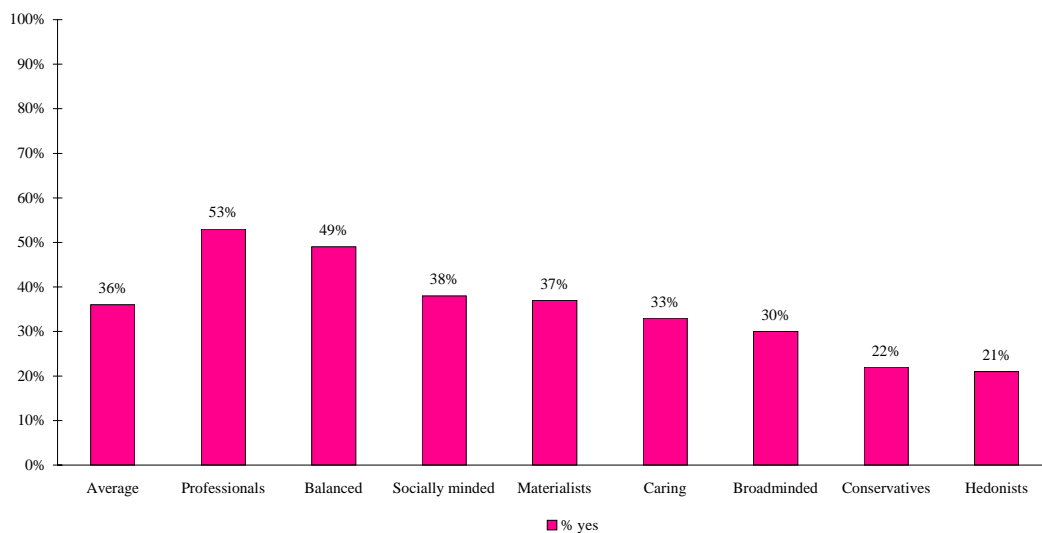
### 5.1.2 One in three Dutch citizens has knowledge of the humanitarian assistance provided to Bangladesh by the EU, more than eight in ten feel this is a good thing

Just over one in three Dutch citizens (36%) states to be informed about the fact that the EU made funds available for humanitarian assistance to Bangladesh after the cyclone Sidr. The differences between the WIN segments are once again considerable: slightly over half of the Professionals (53%) stated to be informed, as opposed to just over two in ten Conservatives (22%) and Hedonists (21%).

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29 / *Did you know that Brussels made funds available to Bangladesh for humanitarian assistance after the cyclone Sidr? n=249*

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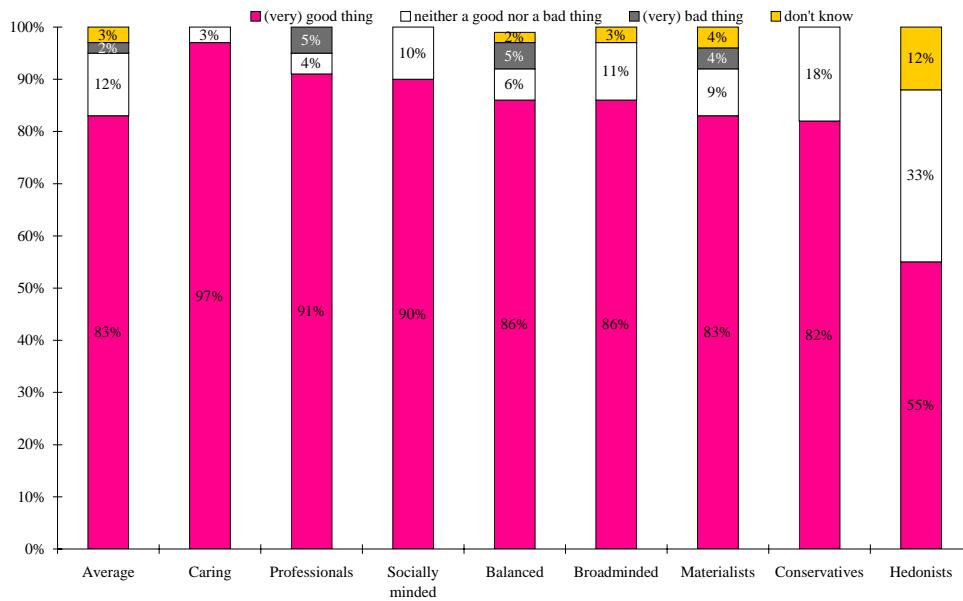


Source: TNS NIPO, 2008

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No less than 83% of the respondents felt that the humanitarian assistance to Bangladesh after the cyclone Sidr was good to very good. This time, almost all the Caring (97%) believe this EU initiative to be a good thing. The large majority of all other segments also feel that the humanitarian assistance to Bangladesh is a good thing, with the exception of the Hedonists: their enthusiasm is significantly less abundant with 55%.

30 | *What is your opinion of Brussels making funds available to Bangladesh for humanitarian assistance after the cyclone Sidr? n=249*



Source: TNS NIPO, 2008

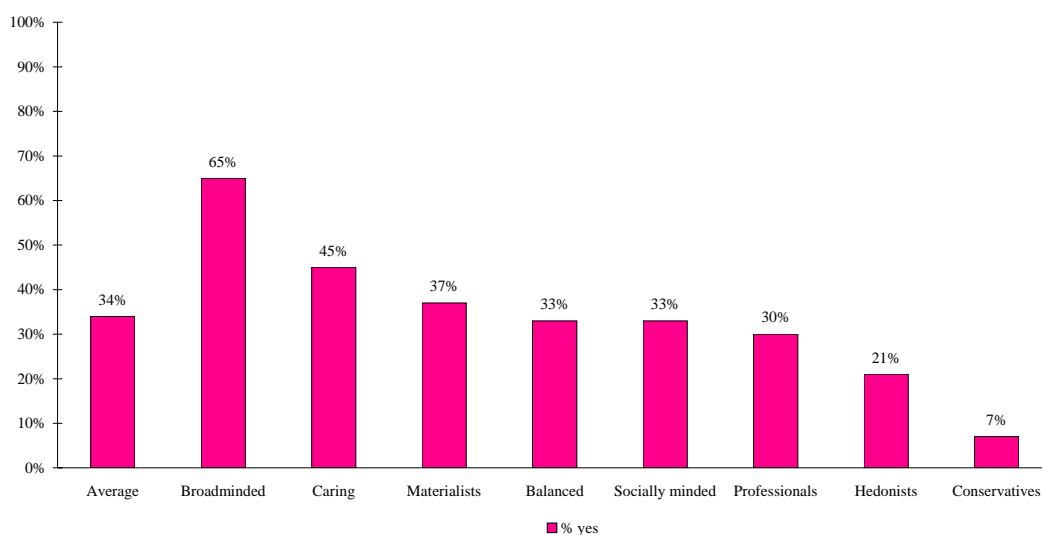
### 5.1.3 One in three Dutch citizens is aware of the European support of democratic elections in Georgia, almost three quarters believe it to be a good thing

Just over one in three Dutch citizens (34%) states to be aware of the fact that the EU supported the democratic elections in Georgia. The Broadminded (65%) are best informed about this. They are the only WIN segment of which more than half of the respondents is informed. The Caring come second (45%). The Conservatives are least informed: only 7% states to be aware of the support of the Georgian elections.

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31 | *Did you know that Brussels supported Georgia during the organisation of democratic elections? n=244*

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Source: TNS NIPO, 2008

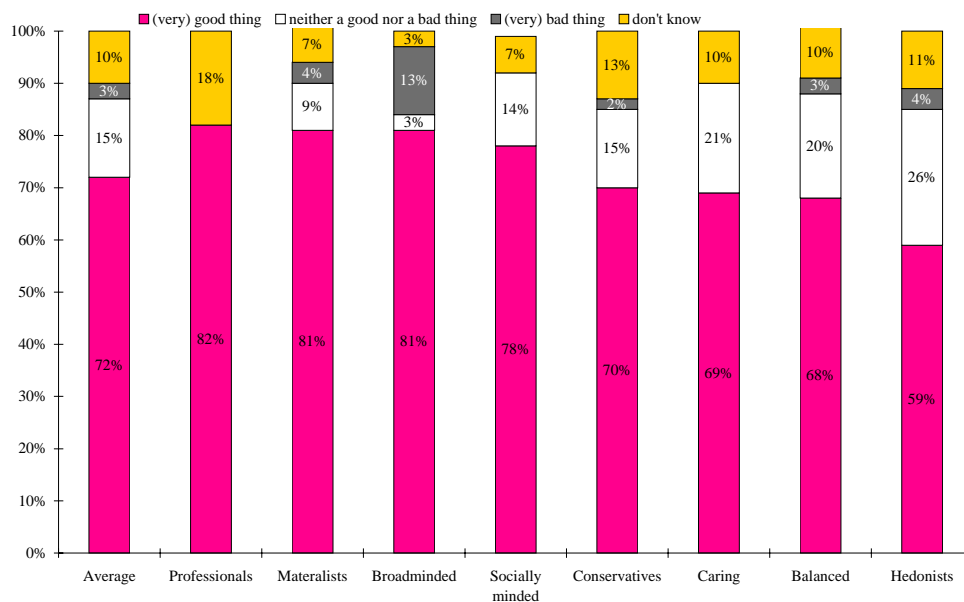
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Almost three quarters of the respondents feels that the support of the (democratic) Georgian elections are a good or very good thing. The differences between WIN segments are generally not very significant. Professionals (82%), Materialists (81%) and Broadminded (81%) are most supportive of the EU initiative in Georgia. The Hedonists are again somewhat less enthusiastic (55%). It is striking that the percentage of Broadminded that believe the European involvement is a bad thing is significantly larger than that of other segments (13%).

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32 | *What is your opinion about the fact that the European Union supported Georgia in the organisation of democratic elections? n=244*

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Source: TNS NIPO, 2008

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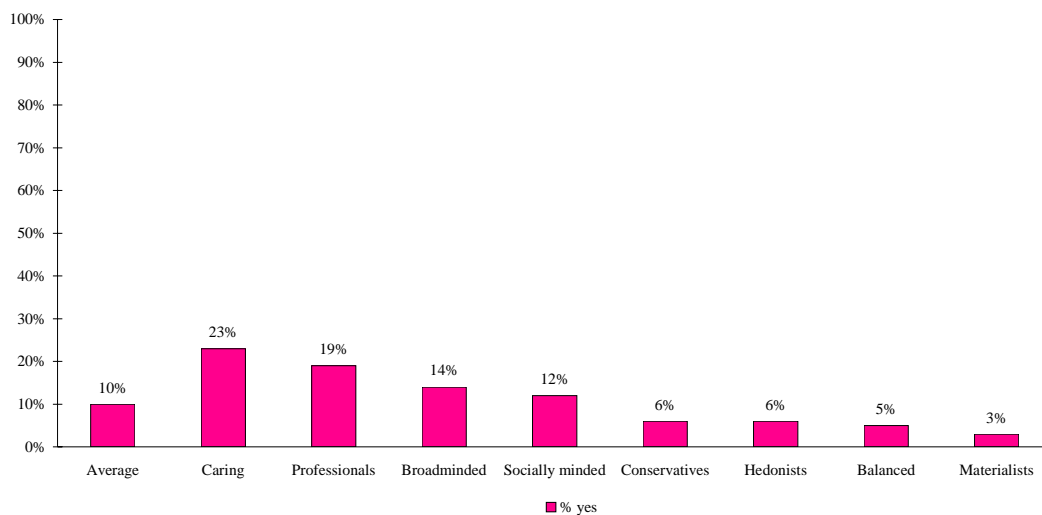
#### 5.1.4 Only one in ten Dutch citizens knows that the EU is working on removing trade barriers in Cameroon, slightly more than half believe this is a good thing

Of the four propositions, the purely economic issue in a faraway country, being the attempts to remove the trade barriers between the EU and Cameroon, is the least known: only one in ten respondents is aware of it. Almost a quarter of the Caring (23%) and almost two in ten Professionals (19%) knows this, but the percentage is much lower amongst the other WIN. Only 3% of the Materialists stated that they were aware of this.

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33 / *Did you know that Brussels is working on removing the trade barriers in the European Union for Cameroon? n=271*

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Source: TNS NIPO, 2008

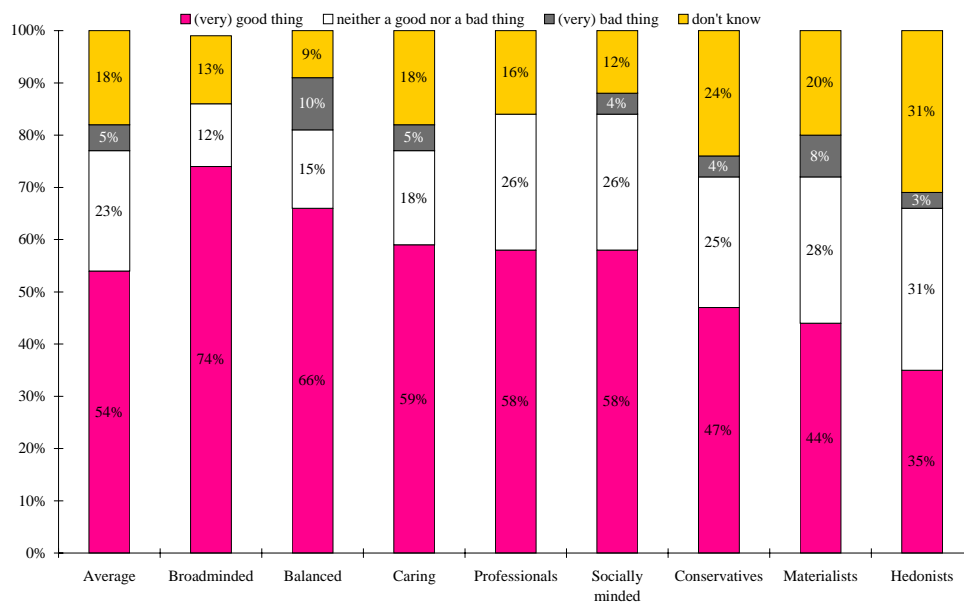
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The attempts of Brussels to remove the trade barriers with Cameroon are not only less known amongst the respondents than the activities in Kenya, Bangladesh and Georgia, they are also considered less positive: slightly over half of the respondents appreciated the EU initiatives. The largest support for the removal of the trade barriers with Cameroon can be found amongst the Broadminded (74%), the Hedonists are least supportive (35%). The percentage of proponents in all segments is still much larger than the percentage of opponents. The percentage of respondents that could not answer the question is relatively large in all segments.

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34 | *What is your opinion about the European Union working on removing the trade barriers in the European Union for Cameroon? n=271*

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Source: TNS NIPO, 2008

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## 6 Communication

### 6.1 Television is the primary source of information about development cooperation

Naturally, the way in which information about development cooperation reaches citizens is of importance. It is important to know which channels have the longest range (several answers are possible).

The fall measurement of the Eurobarometer 2007 showed that many Dutch citizens feel that the amount of information that the printed press provides concerning the European Union is sufficient, but that television and radio lag behind. In addition, the *tone* of the news coverage related to the EU on television, radio and in newspapers was considered to be too negative by a large part of the respondents.

The information channels mentioned for development cooperation are:

1. Television (85%)
2. Newspaper (s) (70%)
3. Magazines (39%)
4. Radio (35%)
5. Internet (34%)
6. Conversations with colleagues, family, friends (33%)
7. Brochures or newsletter in the letterbox (24%)
8. Because you went on vacation in a developing country (14%)
9. School (12%)
10. Work (11%)
11. Newsletters received by email (10%)
12. Posters in the street (10%)
13. Church (3%)
14. (Voluntary) work in development cooperation (2%)
15. Other (1%)

The distribution of the information channels differs per WIN segment. The Caring, for instance, receive their information more often than other groups via conversations with family, friends, acquaintances or colleagues, newspaper (s) and brochures or newsletters in the letterbox. Professionals relatively often mention the internet and magazines, Materialists radio and work, and Hedonists school. Broadminded are the most active in their gathering of information: they stated relatively often to have received the information by means of a holiday in a developing country. Television has a significant reach amongst all groups.

Youth relatively often mention school, conversations with family, friends, acquaintances or colleagues, the internet and posters in the street. The elderly mention newspapers, television and church relatively often.

## **6.2 Regional newspaper more important in information provision than national newspapers**

The people that stated that they receive information either exclusively or partly from newspapers were asked which ones these were.

The newspapers mentioned are:

1. Regional newspapers (44%)
2. De Telegraaf (24%)
3. De Volkskrant (24%)
4. Het Algemeen Dagblad (22%)
5. Metro (21%)
6. SpIts (20%)
7. NRC Handelsblad (15%)
8. Trouw (9%)
9. NRC.next (8%)
10. Dag (8%)
11. De Pers (7%)
12. Nederlands Dagblad (3%)
13. Het Parool (3%)
14. Reformatorisch Dagblad (2%)
15. Other (4%)
16. Do not know (1%)

Materialists mentioned a regional newspaper and De Telegraaf more often than the other segments, Broadminded De Volkskrant, Conservatives Het Algemeen Dagblad and Metro, Hedonists SpIts, Professionals NRC Handelsblad and Socially minded Trouw. Men more often mentioned NRC Handelsblad, youth more often mentioned Metro, De Volkskrant, SpIts and NRC.next than the elderly.

## **6.3 Information provision concerning development cooperation by magazines is very diverse**

The people that stated that they receive information either exclusively or partly from magazines were asked which ones these were.

The magazines mentioned are:

1. Elsevier (21%)
2. Libelle (12%)
3. Margriet (12%)
4. Internationale Samenwerking (9%)
5. Vrij Nederland (8%)
6. Panorama (6%)
7. HP/ De Tijd (5%)

8. Onze Wereld (3%)
9. Plus (2%)
10. Samsam (2%)
11. Flair (2%)
12. Vriendin (2%)
13. Zin (2%)
14. Other (29%)
15. Do not know (30%)

The information received about development cooperation via magazines is very fragmented. Elsevier (21%) is mentioned most often, but the category 'other' (29%) and 'do not know' (30%) is larger. The Balanced and the Caring indicated relatively often to receive their information via Margriet.

#### **6.4 Public broadcasting organisations (television and radio) are the most important provider of information in the field of development cooperation**

People that stated that they receive information either exclusively or partly from television were asked via which channels this occurred.

The TV channels mentioned most often are:

1. Nederland 1 (77%)
2. Nederland 2 (65%)
3. Nederland 3 (53%)
4. RTL 4 (36%)
5. SBS 6 (18%)
6. RTL5 (12%)
7. National Geographic (12%)
8. Discovery Channel (12%)
9. RTL7 (10%)

The public broadcasting organisations are clearly the most important sources of information. Nederland 1 is most popular amongst the Caring, Nederland 2 amongst the Balanced and Nederland 3 amongst the Conservatives. The Conservatives also mention RTL4 and RTL5 more often than other groups. Hedonists often mention RTL7 and SBS 6. Generally speaking, the elderly mention the public broadcasting organisations slightly more often, while youth mentions commercial channels more often.

The same procedure was performed for radio stations. The public stations are again the most popular where information about development cooperation is concerned.

The radio stations mentioned most often are:

1. Radio 1 (57%)
2. Radio 2 (33%)

3. 3 FM/ Radio 3 (15%)
4. Regional Radio (13%)
5. Radio Veronica (8%)
6. Sky Radio (8%)
7. Radio 538 (7%)
8. Radio 5 (5%)

Radio 1 is most popular amongst the Caring, radio2 amongst Socially minded and 3 FM/ Radio 3 amongst Materialists. The elderly receive more information via radio 1 and radio 2, youth mentions 3 FM/ Radio 3 more often.

## 7 Conclusions

What is the state of the traditionally cosmopolitan view of the Netherlands? Is it true that politics and citizens are turning their gaze more and more inwards into their polder landscape? Moreover, *if* we do look outside, is it with the mindset of the frugal tradesman? Has the Dutch citizen become hard and uncaring in his judgement of distress and possibilities elsewhere in the world?

This survey shows that many Dutch citizens are still reasonably to quite sympathetic to development cooperation, although the accents are different per type of citizen. In order to map these differences, we used the WIN model (see chapter 1), which separates citizens into eight segments, each with its own value profile. Where the main question of this study is concerned, the opportunities for a development policy under the European banner: there certainly are opportunities, which will be elaborated in the next chapter (recommendations).

We will now list the conclusions from this report.

- One in three Dutch citizens stated to be well-informed or very well-informed about development cooperation. Professionals and Broadminded estimate their own knowledge highest, Conservatives and Hedonists lowest.
- On which issues should development cooperation be focussed? Measures with activating effects (independence and schooling and education) are mentioned most. As for all questions, the Hedonists most often have no idea. Otherwise, the beliefs of the various segments correspond with what one would expect based on the profiles. Socially minded and Broadminded are more focussed on structural solutions. Professionals have a striking emphasis on infrastructure, Materialists on aid for youth and children, the Caring prefer attention to primary necessities of life: food and security.
- Which issues are associated with the European Union? In the absolute sense, these are reducing overfishing, fair trade, environmental protection, human rights, good governance, sustainable agriculture, reconstruction, the protection of local industry against bulk-purchase prices, promoting human security and humanitarian assistance. Issues such as responsible investing and small-scale practical help are explicitly *not* linked to the EU. It is however true that many of the issues that are linked to the EU, are also related to actors such as the United Nations and the United States of America. The results of a correspondence analysis showed that the EU, the UN and the US can all be categorised as follows: large, abstract actors that have to take structural measures and offer on-site aid.
- Why is the EU mentioned? The EU is an influential institution, has the means, has the ability to take measures and make legislation. Respondents also mention that one 'stands stronger united' and that the EU can act in a coordinating capacity.

- Respondents state that the EU is an influential institution, has the means, can act in a coordinating capacity and can take measures. The aspects mentioned are often considered simply a task for everyone, including the EU.
- The *effectiveness* of the EU development policy is ranked high when compared to that of other actors: only the United Nations and international relief organisations are considered more effective.
- The opinion about the efficiency of the EU policy is different: only half of the respondents states to have confidence in this. In comparison with other actors, the EU has an average score. The Caring, who are in many cases the most loyal Europeans, are most positive; Broadminded – who are well-informed but often critical of the EU – are most negative.
- The respondents were reasonably positive about a European approach to development cooperation. Socially minded and the Caring are most sympathetic, Hedonists and Broadminded the least. Why is a European approach good? Because the EU is an authoritative institution and this is a task ‘for everyone’, the respondents state. Why would a European approach be bad? Issues that are mentioned include that such policy is redundant and also bureaucratic.
- The question as to what the strengths and weaknesses of an EU policy are is not easy to answer for most respondents. Six in ten do not answer this question. The *strength* that is mentioned most is that cooperation increases influence (primarily by the ‘down to earth’ segments such as the Professionals, Broadminded and Socially minded). The *weaknesses* of an EU policy mentioned by the respondents are complexity (primarily by the Broadminded) and bureaucracy.
- Almost half of the respondents has no idea whether or not the EU spends more on development cooperation than other governments. The percentage of the development budget that the Netherlands turns over to Brussels each year (10%) is generally estimated a bit too high (18,6%). One in three respondents feels this budget is too high, but many respondents do not consider it low or high. Dutch citizens believe that the EU should spend its budget on the very poorest and disadvantaged countries within the EU and Africa south of the Sahara. Citizens believe that the EU applies the same priority. In contrast with the qualitative study, the close-by North Africa does not appear in the top three of regions mentioned. People believe that the EU spends its funds on promoting the economy, humanitarian assistance and providing social necessities. Issues that do not coincide completely with the preference of the citizen described above.
- The cases ‘Europe in the news’ showed that Dutch citizens are more informed about issues that are related to European involvement in disasters (Bangladesh) and violence (Kenya) than about issues related to elections (Georgia) and economy (Cameroon). Three of these measures have the approval of a large majority, with the exception of the issue concerning Cameroon.
- Television (in particular public broadcasters) and newspapers (primarily regional newspapers) are the most effective means of communication.

## 8 Recommendations

The question we should ask ourselves is: is it desirable and feasible to realise a firm positioning of the European Union in the minds of citizens, and if so, how?

### 8.1 Is a Development Cooperation positioning for the EU desirable and feasible?

Why would citizens want the EU to be active in development cooperation? Because citizens believe that the EU is certainly an organisation that has the ability to achieve much in this field. More than 80% approves of Brussels being active in development cooperation.

#### 8.1.1 Expectations are high

Where the expectations concerning the effectiveness of the EU are concerned, only the UN and international NGOs are considered more effective, and the EU has a higher score than the World Bank, the US and the IMF. The Dutch government and Dutch NGOs have a significantly lower score. Expectations do exist. The EU is considered an authoritative institution that can have a major impact by organising cooperation. Europe can have an exemplary function in the field of solidarity.

The aspects that the EU has a significantly lower score for is the sense of efficiency, which clearly shows room for improvement in communication. There are some differences between the Dutch citizens. Hedonists, as is usual for this type of issue, have little confidence. It is striking that the Broadminded have even less confidence in the efficiency of development cooperation by the European Union than the Hedonists. The Caring (which include a strong following of the Christian Democratic Appeal, for instance) have most confidence.

It is also striking that the Broadminded are very critical towards the EU, but actually towards the entire development cooperation sector. This shows that there is mistrust amongst the higher echelons in the Netherlands, also because this group has the perception that it has more knowledge about development cooperation than average. Credibility should be reinforced towards the Broadminded (and the Professionals) by providing reliable information about the effectiveness of policy and controlling the fear of compartmentalisation and bureaucracy. Transparency of objectives, organisation and results are crucial. Newspapers such as the NRC and the Volkskrant and current affairs sections on TV and radio are effective PR channels for this. As witnessed by the results from successive Eurobarometers, radio and TV in particular should spend more attention on the European Union. The news coverage about the European Union by media such as television, radio and printed press could also be quite a bit more positive.

### **8.1.2 Familiarity with EU activities should be much greater**

The fall edition of the Eurobarometer 2007 showed that Dutch citizens are relatively well-informed about how the European Union functions. However, when we ask for the familiarity with the EU budgets for development cooperation and examples of activities in this field, the results in this study fall short.

Citizens overestimate the budget that the member states turn over to the EU considerably: the average estimate is more than 18% instead of the actual 10%.

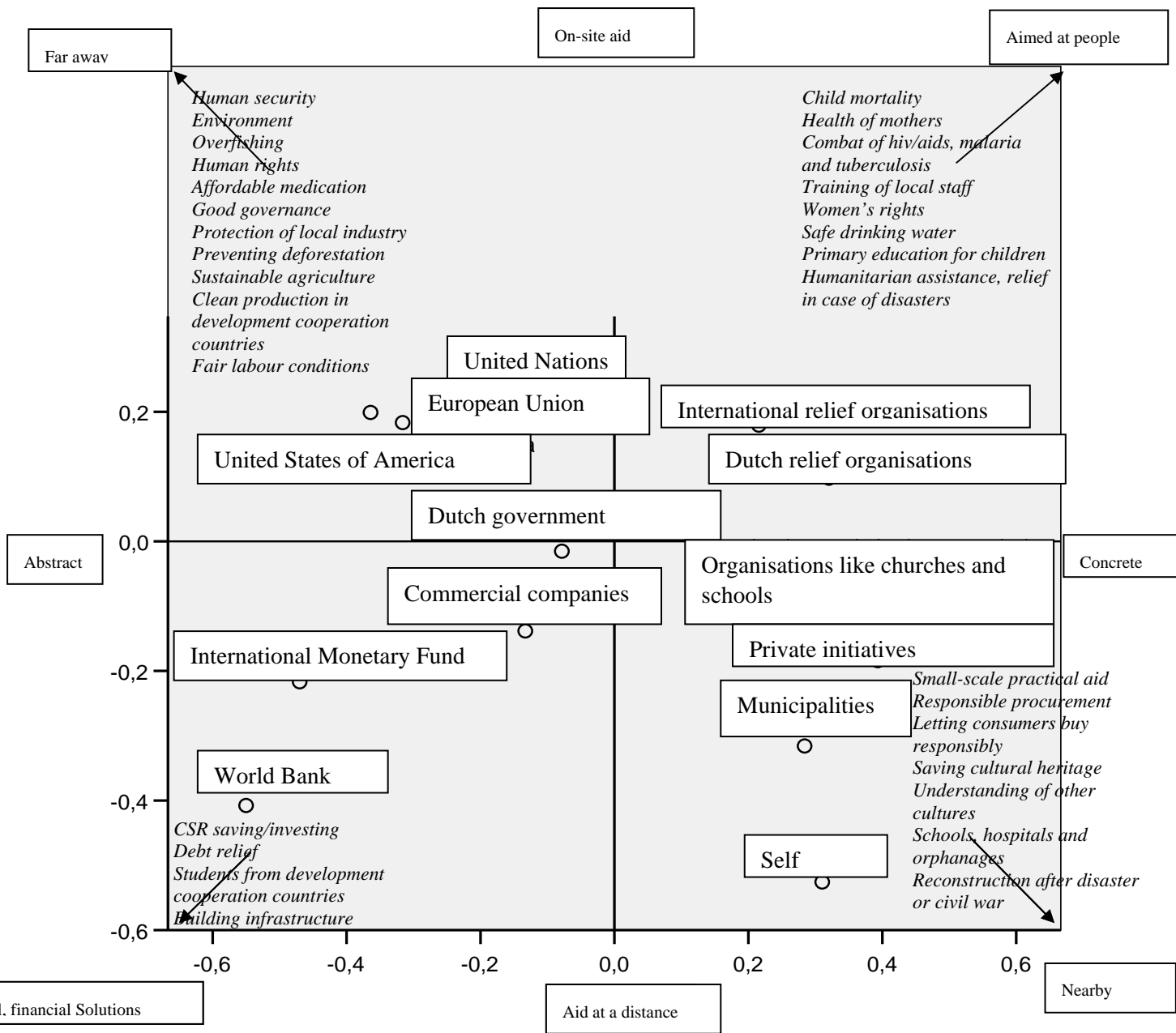
When asked about the familiarity with and appreciation of some activities, one third has knowledge of it, while three quarters state that they feel these are good things when asked for their opinion. Only 10% is familiar with a typical EU activity such as the removal of trade barriers (in this case for Cameroon)!

All of these are missed opportunities for communication that certainly need to be redressed in order to prevent that citizens only see the problems and not the results. Other parties already bring the costs and organisational problems into the limelight spontaneously.

## **8.2 What could be the positioning of the EU?**

### **8.2.1 Which issues are a good fit for the EU?**

The development cooperation priorities of citizens towards the EU are: healthcare in first place, followed by human rights, global peace, security, poverty relief and humanitarian aid. The figure below shows which activities are a fit for which organisation.



This figure shows that most issues that are currently associated with the EU correspond with reality, which is a good result.

There is one exception: healthcare. Healthcare is part of the issue of affordable medication, but citizens associate other issues related to healthcare more with other relief organisations. The EU could show more in this field.

### 8.2.2 At whom should European development cooperation be aimed?

Citizens expect the EU to aim its development cooperation relief at the poorest countries in the world, and particularly at the sub-Sahel countries. There is a gap in perception regarding aid for poor EU regions. Citizens explicitly believe that these regions should be

give considerable support. It is possible that they see too little of the support provided to other EU regions or that they do not consider this support to be development cooperation. Economically weak regions receive considerable support, but this is not expressed as development cooperation. This is an image problem that should be redressed. It will have to be made more public by being more transparent about the realised results.

### **8.2.3 What are possible threats?**

As stated, expectations are high, but the familiarity with activities, budgets and results is too low. The relative scepticism of segments such as Broadminded is an urgent image problem, which revolves mainly around a lack of trust in the efficiency of the organisation. In the absolute sense, confidence is reasonable, but the trend in this influential group will have to and can be turned around.

## **8.3 In conclusion**

There is a considerable need of, and more expectations concerning a role for the EU than we had expected. The gap between the nature of the expectations and activities is small. There are some misunderstandings, but these are not insurmountable. As successive measurements of the Eurobarometer showed already: the amount of information about the EU is generally regarded as too concise, and the tone of the information is experienced as too negative.

If the tone of news coverage and the familiarity with activities, and the results in particular, are improved, the EU can be considered a strong global player by its citizens.

## **Appendices**

## Appendix 1 Study summary

In this appendix we will discuss the research method and the rounding off of percentages.

### Random check

From 1 February to 6 February 2008, TNS NIPO performed a study at the request of the NCDO. The random sample was taken from Dutch citizens of 18 years and older from the TNS NIPObase. In total, 1035 persons participated in the CASI research and filled in the questionnaire. The response percentage is 69%. This means that 69% of all respondents that received the questionnaire completed it.

The random sample was weighed for gender, age, level of education, family size and region, so that the results for these characteristics are representative for the Dutch population.

<i>Variable</i>	<i>Unweighed %</i>	<i>Weighed%</i>
<b>Gender</b>		
Man	48,3	49,0
Woman	51,7	51,0
<b>Age</b>		
18-34 years	26,3	26,9
35-54 years	38,8	39,0
55 years and older	34,9	34,1
<b>Education</b>		
Low	31,6	28,7
Medium	40,7	40,7
High	27,7	30,7
<b>Family size</b>		
1 person household	20,8	19,6
2 person household	35,8	36,0
3 person household	17,2	17,0
4 person household	18,3	18,5
5 or more	8,1	8,9
<b>Region</b>		
Three large cities	20,1	15,0
Rest West	26,7	29,0
North	10,9	11,0
East	20,6	21,0
South	21,7	24,0

### **Research method**

The respondents were approached via the TNS NIPObase. This is a database with approximately 200,000 respondents that have indicated that they wish to participate in research by TNS NIPO. A large number of data is available about the respondents.

The respondents were approached via the CASI instrument. With CASI (Computer Assisted Self Interviewing), respondents participate in all kinds of research via their own (multimedia) pc. Questionnaires about the most diverse subjects are sent to the respondents or a selected group of respondents via modem or the internet.

### **The advantages of CASI**

As a research tool, CASI offers all advantages of the traditional CAPI research, such as optimal random checks, errorless routing in the questionnaire and direct data output. The following advantages can be added:

- A high response. The respondent can complete the questionnaire at a convenient time.
- Strongly improved quality of gathered data. The freedom offered means that the respondents are more motivated, and that they will take the time to answer open questions more precisely by stating what their reasons are.
- Optimal objectivity and privacy. There is no interviewer that can exert any influence; the questions can be answered in complete anonymity.
- Neutral instructions are provided via a help window. The software is easy enough to use that the elderly and those with a lower level of education can use it without problems.
- Speed. The questionnaire is directly sent to the respondent in digital form after it has been approved. The first results can be available within a few days.
- No atypical behaviour, because a household will only be approached with a limited frequency and is remunerated for its participation.

### **Explanation of the tables**

#### *Rounded off*

All percentages mentioned in the report have been calculated using a fixed rounding off instruction. A possible result of this is that additions of the separate percentages are not exactly equal to the separately mentioned sum of these percentages. If such a small difference occurs, it is due to the rounding off of values.

#### *Multiple percentages*

In some cases, respondents can give several answers to a question, which means that the answer total will exceed 100%.

## **Appendix 2 Questionnaire**

# Questionnaire

## Development cooperation in a European context

---

22 | *How informed are you about the topic of development cooperation?*

---

1. Very well-informed
2. Reasonably well-informed
3. Not well-informed
4. Not informed at all

<if question 1 = 1,2>

---

23 | *How did you gain the information about development cooperation?*

---

*Show in random order*  
*Multiple answers possible*

1. school
2. work
3. conversations with family, friends, acquaintances or colleagues
4. newspaper(s)
5. magazines
6. television
7. radio
8. internet
9. newsletters received via email
10. posters in the street
11. brochures or newsletters received in the letterbox
12. by going on holiday to a developing country
13. other, being
14. I do not know

<If question 2=4>

---

24 / Which newspaper(s)?

---

*Several answers possible*

1. Algemeen Dagblad
2. NRC Handelsblad
3. NRC.Next
4. Het Parool
5. De Telegraaf
6. Trouw
7. De Volkskrant
8. Metro
9. Sp!ts
10. De Pers
11. De Dag
12. A regional newspaper
13. Other, being
14. I do not know

<If question 2=5>

---

25 / Which magazine (s)?

---

Open question

<If question 2=6>

---

26 /Which channel (s)?

---

*Several answers possible*

1. Nederland 1
2. Nederland 2
3. Nederland 3
4. RTL 4
5. RTL5
6. RTL 7
7. SBS6
8. Net 5
9. Nickelodeon
10. Veronica
11. Yetix
12. BBC1
13. BBC2
14. België 1
15. Ketnet

16. Canvas
17. ARD
18. ZDF
19. TV5
20. CNN
21. National Geographic
22. Regional TV
23. Discovery Channel
24. TMF
25. MTV
26. Eurosport
27. Other channel, being
28. I do not know

<If question 2=7>

---

27 / *Which station (s)?*

---

1. Radio 1
2. Radio 2
3. 3 FM\Radio 3
4. Radio 4
5. Radio 5
6. Radio 8
7. 747 AM
8. Radio 538
9. City FM
10. SBS FM
11. Sky Radio
12. RTL FM
13. Radio Veronica
14. Regional Radio
15. Radio 10 Gold
16. Yorin\Yorin FM
17. Classic FM
18. Caz
19. Q-Music
20. Slam FM
21. Arrow Classic Rock
22. Arrow Jazz FM
23. Other, being
24. I do not know

---

28 / *What, in your opinion, are the most important issues that development cooperation should focus on?*

---

OPEN

**You will now be presented with a number of issues that are related to development cooperation.**

---

29 | Which organisation is a good fit for <issue>? You can click on several answers

---

*Issues (split run: 2 groups are given half of the issues each)*

*Show in random order*

1. Promoting human security
2. Humanitarian assistance, relief after disasters
3. Reconstruction after a disaster or war
4. Good primary education for children
5. Maintenance of cultural heritage (historic buildings, language, tales etc.)
6. A more honest distribution of the proceeds of natural resources such as oil or diamonds
7. Improving human rights
8. Reducing poverty
9. Promoting good governance and democracy, reducing corruption
10. Realising fair trade systems, removing barriers to import
11. Women's rights, equal opportunities for women
12. Preventing deforestation
13. Promoting sustainable, environmentally conscious agricultural methods
14. Promoting environmental laws that are advantageous to developing countries, for instance for preventing the dumping of toxic substances
15. Debt relief for developing countries
16. Development of infrastructure (such as roads, communication and electricity provision)
17. Protecting local companies in developing countries against the dumping of cheap western products
18. Reducing overfishing by supertrawlers which leads to local fishers catching fewer fish
19. Opportunities for students from developing countries, for instance by providing grants
20. Influencing consumers to buy consciously and socially responsible
21. Conscious and socially responsible procurement
22. Reducing child mortality
23. Improving the health of mothers
24. Combating diseases such as HIV/AIDS, Malaria and TBC
25. Access to safe drinking water and sanitary facilities
26. Availability of affordable medication
27. Training local staff in developing countries, such as teachers and nurses
28. Building facilities such as schools, hospitals, orphanages
29. Small-scale practical help (pens, books, clothing, giving money)
30. increasing understanding of and insight in other cultures

31. Fair labour conditions in developing countries
32. Clean production processes in developing countries
33. Socially responsible saving and investing

*Answer categories:*

*<the list below is given in a different order per respondent >*

*<several answers possible>*

1. The United Nations (UN)
2. The government of the European Union (EU)
3. The United States of America (US)
4. The International Monetary Fund (IMF)
5. The World Bank
6. The Dutch Government
7. International relief organisations
8. Dutch relief organisations
9. Municipalities
10. Organisations such as churches and schools
11. Commercial companies
12. Private initiatives
13. You yourself
14. I do not know

**Each time that the European Union is selected:**

---

*30 / Why do you feel this issue is a good fit for the European Union?*

---

OPEN

**You will now again be given a list of the parties that are active in development cooperation. Could you indicate for each one how effective you think they are when taking initiatives in the field of development cooperation?**

---

*31 / How much can <party> achieve in the field of development cooperation?*

---

*<the list below is given in a different order per respondent >*

1. The United Nations (UN)
2. The government of the European Union (EU)
3. The United States of America (US)
4. The International Monetary Fund (IMF)
5. The World Bank
6. The Dutch Government
7. International relief organisations
8. Dutch relief organisations
9. Municipalities

10. Organisations such as churches and schools
11. Commercial companies
12. Private initiatives

*Answer categories:*

1. very much
2. reasonably much
3. reasonably little
4. very little
5. I do not know

---

32 | *How efficient do you consider <party> when taking initiatives in the field of development cooperation?*

---

*<the list below is given in a different order per respondent >*

1. The United Nations (UN)
2. The government of the European Union (EU)
3. The United States of America (US)
4. The International Monetary Fund (IMF)
5. The World Bank
6. The Dutch Government
7. International relief organisations
8. Dutch relief organisations
9. Municipalities
10. Organisations such as churches and schools
11. Commercial companies
12. Private initiatives
13. You yourself

*Answer categories:*

1. Very efficient
2. Reasonably efficient
3. Reasonably inefficient
4. Very inefficient
5. I do not know

**In addition, can you indicate for each of the following parties how much you think they can achieve in the field of development cooperation?**

**Just as the government of the Netherlands, the European Union also has foreign policy. It consists of various components.**

---

33 / Which five issues should be the priority in the foreign policy of the government of the European Union:

---

<show in random order >

1. Reducing global poverty
2. Combating terrorism
3. World trade
4. Democratisation
5. Human rights
6. Environment and nature
7. Healthcare
8. World peace and security
9. Humanitarian aid and humanitarian assistance in case of natural disasters
10. Sports, culture and education
11. I do not know/have no opinion

**The individual member states of the European Union each have their own development policy and their own development budget. In addition, the government of the European Union is also active in development cooperation.**

---

34 / What is your opinion of the fact that the government of the European Union is also active in development cooperation?

---

1. A very good thing
2. A reasonably good thing
3. A reasonably bad thing
4. A very bad thing
5. I do not know

---

35 / Why do you feel it is a <answer Q12> that the government of the European Union is also active in development cooperation?

---

Open

---

36 / Which of the governments listed below spends most on development cooperation each year per capita? (For instance, if the Dutch government were to spend € 16 million, this would be €1.- per citizen)

---

1. The government of the United States
2. The government of Japan
3. The government of the European Union
4. The government of Canada

5. The government of Australia
6. I do not know

---

37 | *How many billion Euros do you think the government of the European Union spends on development cooperation each year? If you do not know, please make an estimate.*

---

Approximately ... billion Euros

I do not know

**The government of the European Union spends seven billion Euros on development cooperation each year.**

**The individual member states turn over a portion of their development budget to the government of the European Union.**

---

38 | *How many percent of the development budget of the Dutch government do you think is turned over to the development budget of the government of the European Union each year?*

---

..%

I do not know

---

39 | *The answer is 10%. Do you feel this percentage is...*

---

1. very high
2. reasonably high
3. Neither high nor low
4. reasonably low
5. very low
6. I do not know

---

40 | *What do you believe to be the strengths and weaknesses of a separate European development policy?*

---

Open question

---

41 | *And what do you feel are the weaknesses of a separate European development policy?*

---

Open question

---

42 | *What do you think are the two most important reasons for the government of the European Union to be active in development cooperation in poor countries?*

---

*<Show in random order>*

1. Self-interest, for instance by helping poor countries to set up their economy so that they can buy more products from countries in the European Union
2. Preventing terrorism from poor countries
3. Contributing to a more stable and equal global situation
4. Promoting democracy and good governance (preventing corrupt governments)
5. For a clear conscience
6. Creating political allies
7. Preventing people from developing countries from emigrating to Europe
8. Helping people in need
9. Other, being
10. I do not know

---

43 | *On which type of region should the government of the European Union spend its budget for development cooperation?*

---

*<Show in random order, several answer possible >*

1. the very poorest countries in the world
2. the former colonies of European countries
3. neighbouring countries of the European Union
4. disadvantaged areas *within* the European Union
5. Africa south of the Sahara
6. East Asia and the islands in the Pacific Ocean
7. West Asia
8. North Africa
9. Latin America and the Caribbean
10. Other, being
11. I do not know

---

44 | *And on which areas do you believe is the government of the European Union currently spending its budget for development cooperation?*

---

*<Show in random order, several answer possible >*

1. the very poorest countries in the world
2. the former colonies of European countries
3. neighbouring countries of the European Union
4. disadvantaged areas *within* the European Union
5. Africa south of the Sahara
6. East Asia and the islands in the Pacific Ocean
7. West Asia

8. North Africa
9. Latin America and the Caribbean
10. Other, being
11. I do not know

---

45 / *On which of the fields in development cooperation listed below do you believe the government of the European Union spends most funds? You can select a maximum of two answers.*

---

*<Show in random order, maximum of two answer possible >*

1. Food aid and ensuring food supply
2. Realising a good infrastructure, such as roads, communication and electricity provision
3. Realising a better environment
4. Promoting the economy by means of agriculture, fishing, industry, mining, trade and tourism
5. Providing social needs, such as education, health and water
6. Promoting the equality of women
7. Cancelling debts of governments
8. Humanitarian assistance in case of large-scale disasters and civil war
9. I do not know

---

46 / *We will list a number of propositions below. To which extent do you agree with these propositions?*

---

*The propositions are given in random order*

*Options:*

1. I agree completely
  2. I largely agree
  3. I largely disagree
  4. I disagree completely
  5. I do not know
- 
- a. The European Union should have its own Ministry of Foreign Affairs, which would act as a representative to carry out the common position of the European Union
  - b. Former colonies of European countries are entitled to a better access to the European market than other developing countries
  - c. The government of the European Union should ensure that the member states decide jointly what their development budgets are spent on
  - d. In the future, the member states of the European Union should agree on a distribution of tasks: in each developing country receiving aid, one EU country should be in charge.

Case 1 to 4 are presented split run (each case is presented to circa 250 respondents).

Case 1.

**In late 2007 there was an election in Georgia. The country has little experience with democratic elections. The European Union helped Georgia to build up the knowledge and experience for this, and supported the organisation of the elections.**

---

47 / *Did you know that Brussels supported Georgia during the organisation of democratic elections?*

---

1. No
  2. Yes
- 

48 / *What is your opinion about the fact that the European Union supported Georgia in the organisation of democratic elections?*

---

1. A very good thing
  2. A reasonably good thing
  3. Neither a good nor a bad thing
  4. A reasonably bad thing
  5. A very bad thing
  6. I do not know
- 

Case 2:

**When the cyclone Sidr hit Bangladesh, thousands of people were killed and more than a quarter million become homeless. Immediately after the disaster, the European Commission made funds available for humanitarian assistance for the affected region.**

---

49 / *Did you know that Brussels made funds available to Bangladesh for humanitarian assistance after the cyclone Sidr?*

---

1. No
  2. Yes
- 

50 / *What is your opinion of Brussels making funds available to Bangladesh for humanitarian assistance after the cyclone Sidr?*

---

1. A very good thing
2. A reasonably good thing
3. Neither a good nor a bad thing
4. A reasonably bad thing
5. A very bad thing
6. I do not know

Case 3:

**The so-called ACP countries (Africa, the countries in the Caribbean and around the Pacific ocean) have been working on removing trade barriers and promoting cooperation in the field of trade for the past years. Cameroon is one of the first countries that has finalised an agreement about these issues with the European Union. The removal of the trade barriers for countries such as Cameroon is advantageous for Cameroon, but may be disadvantageous for producers from the European Union. It can also lead to higher prices for certain products in the Netherlands.**

---

51 / *Did you know that Brussels is working on removing the trade barriers in the European Union for Cameroon?*

---

1. yes
2. no

---

52 / *What is your opinion about the European Union working on removing the trade barriers in the European Union for Cameroon?*

---

1. A very good thing
2. A reasonably good thing
3. Neither a good nor a bad thing
4. A reasonably bad thing
5. A very bad thing
6. I do not know

Case 4:

**In December 2007, Kenya held presidential elections. The official result was that the current president won. However, the opposition claims that the elections were tampered with and that it has won. Serious riots broke out after the elections between the proponents of the current government and those of the opposition. Observers of the European Union were present during the elections in Kenya. They expressed their doubts as to the fairness of the elections. On January the 4<sup>th</sup> of 2008, the European Commission called upon the Kenyan leaders to take the concern about the fairness of the elections seriously.**

---

53 / *Did you know that representatives of the European Union were present during the elections in Kenya?*

---

1. yes
2. no

---

54 / *What is your opinion about the presence of representatives of the European Union during the elections in Kenya?*

---

1. A very good thing
2. A reasonably good thing
3. Neither a good nor a bad thing
4. A reasonably bad thing
5. A very bad thing
6. I do not know

## **Appendix 3 Qualitative report**

# Report for the NCDO from qualitative to quantitative

E9854 | 4 January 2008

For: NCDO, Europe Programme Project team

## Table of contents

- 1. Sections A and B of the qualitative session – Current positioning of OS**
  - 1.1 General image of development cooperation
  - 1.2 Problems related to development cooperation or that people associate with development cooperation
  - 1.3 Organisations that are focused on development cooperation (which are visible, and *which* organisations are best suited to do *what*);
  - 1.4 What do people do for development cooperation themselves, and via which channels do they gather information about development cooperation?
- 2. Section C of the qualitative session – The added value of Europe in the field of development cooperation**
  - 2.1 Knowledge about Europe’s current development cooperation activities?
  - 2.2 The role of the European Union in the field of development cooperation
  - 2.3 Preference for the European Union
  - 2.4 Difference between Europe and other comparable parties
  - 2.5 How should Europe approach development cooperation?
- 3. Conclusion of the qualitative study**
- 4. Recommendations/starting point for the quantitative study**
  - 4.1 Questions for sections A and B ‘Current positioning of development cooperation’
  - 4.2 Questions for section C ‘the added value of Europe in the field of development cooperation’

### **Appendices**

Qualitative guidelines

Questionnaire

Blanks Exercise development cooperation organisations versus issues

---

## Introduction

The NCDO expressed the wish to have a study performed of the opinion and knowledge of the Dutch citizens about Europe and European development cooperation. This study falls within the framework of the *Programma Europa* (Europe Programme), a subsidy programme aimed at providing information and the forming of opinion about European international cooperation and Europe in a North-South context.

### *Main research question*

The main research question of the study is: *'what are the opportunities and threats for a larger public base of support for development cooperation realised under the European banner?'*

In order to answer this question we will require insight into the *positioning of the European Union as a player in the field of development cooperation (development cooperation) in the eyes of the Dutch citizen.*

### *Structure of the study*

Four qualitative group sessions were organised in order to gain a clear image of the ingredients for this positioning and for possible public support. During these four sessions we discussed the term development cooperation with citizens, as well as the organisations they associate with development cooperation, the issues that fall under development cooperation and the (personal) efforts they relate to development cooperation. Afterwards, the European Union was introduced into the discussion and we attempted to determine to which extent the European Union matches the structure of development cooperation, and if so, for which issues the European Union has a role.

The results of the qualitative sessions are the basis for the quantitative part of the study.

### *Effective study process*

There was extensive consultation between the TNS NIPO research team and the project members of the NCDO that were involved. The objective of this consultation was to set up, perform and report an effective quantitative study that will answer the questions that the NCDO gave to TNS NIPO.

### *How to read this report*

This report presents the result of the qualitative study and provides the research team with a starting point for the quantitative study. This starting point will be discussed during the first meeting in the new year.

We will first describe the process of the qualitative sessions as they occurred in accordance with the qualitative guidelines. The main structure will be:

1. The general perception that people have of development cooperation and the definition given to development cooperation
2. Problems related to or associated with development cooperation

3. Organisations that are focused on development cooperation (which are visible and *which* organisation is best suited to do *what*)
4. What do people do themselves for development cooperation, and via which channels is information about development cooperation gathered?

The objective of this approach is to show the reader step by step how citizens think about development cooperation and how their thought processes work. In order to present a clear division in these thought processes and to 'label them clearly'; we will define 'dimensions' that occur during the conversations. The conversations with citizens have led us to distinguish a number of 'dimensions' in the thoughts about development cooperation, that can help us understand the way in which citizens position development cooperation. The knowledge about this development cooperation thinking and the way in which citizens state to think about the role of the European Union jointly reveal to us the opportunities and threats for the European Union.

In the conclusion of the report we will provide a list of the opportunities and threats as they will be tested in the quantitative study. It will also provide a starting point for the quantitative questions that will be part of the main questionnaire.

*Next step*

Based on this document, the starting point for questions in the last chapter and the results of the follow-up meetings earlier this year, TNS NIPO will draw up a so-called 'concept questionnaire' for the quantitative study, which will be finalised in close deliberation. The finalised questionnaire will then be presented to 1,000 citizens aged 16 and over.

# 1. Sections A and B of the qualitative session – Current positioning of OS

For citizens, development cooperation seems to stand for many organisations that are working on a variety of issues. A separate organisation matches each issue and/or target group. The ‘construction of a school’, for instance, is a good match with the efforts of a church and its congregation. However, where the provision of funds to a country ruled by a corrupt government is concerned, the government that provides these funds from its tax revenue is the better party to take the initiative.

In order to answer the main question we first have to create order in this complex whole of organisations and issues related to development cooperation. We will be able to determine the best place for the EU afterwards. A good way to do this is to distinguish ‘dimensions’.

During the qualitative sessions we discovered seven dimensions that are involved when people make decisions or certain statements. If we label these dimensions, we will have a steppingstone to formulating our questions for the quantitative study. This will result in an ordered whole, which is the basis for an effective study.

In this first chapter you will find the results of section A and section B of the qualitative guidelines (please refer to the appendices for the qualitative guidelines). The dimensions that we encountered will be listed before each paragraph.

## General image of development cooperation

*development cooperation dimensions: concrete aid (food, money, etc) versus abstract aid (knowledge, technology, creating conditions, etc), ad hoc aid (relief in case of disasters) versus structural aid (changing the situation permanently, ensuring that the knowledge will remain available in the country, etc),*

One could expect that people tend to stick to the ‘narrow’ definition of development cooperation, the provision of funds. However, the group conversations showed that this is not the case at all. Citizens seem to be very creative in this field, and rapidly make the connection from ‘giving money’ to ‘developing’, ‘cooperation’ and ‘sustainable cooperation’.

The people in the qualitative groups first relate development cooperation to things such as giving money (“*that you give money to countries that need it, that they believe need it*”) and direct (aid) resources (“*resources for schools and hospitals. As long as they benefit from them. And I do not only mean money, but that type of thing as well*”), initiating projects and supporting small-scale initiatives (“*building wells, setting up small projects for farmers using subsidies*”) and charities.

The groups relatively rapidly and spontaneously arrive at the ‘development’ of countries instead of purely providing funds. Not “*giving money then running away, but providing real and lasting support so that they will become able to make their own way.*” Someone else went one step further by stating that, where at first the issue was ‘development’, it now often is also ‘cooperation’. Cooperation in a sustainable manner. (“*We used to speak of development aid while now we speak much more of cooperation and sustainable development. You can begin projects, but if the environment is polluted as much as in China, economic development will occur, but not in a sustainable manner.*”)

### **Problems related to development cooperation or that people associate with development cooperation**

*development cooperation dimensions: small-scale versus large-scale initiatives, private versus government, ad hoc versus structural aid, geographical dimensions, respectability or reliability of the organisation, visibility or effectiveness of initiatives.*

During the conversations, the issue of the salaries for top managers of large organisations is mentioned as well. As are the ‘rake-off issue’, ‘corruption of government leaders in other countries’, ‘the sluggish structure of the UN’ and the ‘convention mentality of the UN and the European Union’ (a lot of meetings and nice agreements, but few visible results).

People often feel that large initiatives are difficult to monitor. Especially where these are organised via the government. It appears helpful if a ‘famous Dutchman’ shows the citizens what the aid is being used for. Another thing that helps to show people that aid actually arrives at the right place is the presentation of a ‘cheque of the lottery’. People do not actively look for the results of development cooperation. They trust small-scale projects to be (reasonably) effective because people put their enthusiasm and time into these projects.

Some of the reasons that could give people a negative ‘overall’ image of development cooperation that have emerged from the conversations are:

- Bad experiences with donating funds in the past
- Negative news coverage in the media
- Because ‘large organisation’ stand for ‘bureaucracy’ and ‘consultative structure’
- Because developing countries that receive the aid are often governed by a corrupt regime, which naturally causes problems
- It is already quite exceptional to hear where the funds will go, and the actual expenditure and monitoring are not mentioned at all
- The anti-government feelings people have
- Anti-globalist influences

**Organisations that are focused on development cooperation (which are visible, and *which* organisations are best suited to do *what*);**

*development cooperation dimension: private versus government, geographical dimensions, small-scale versus large-scale initiatives, concrete versus abstract aid, visibility or effectiveness of the organisation.*

Organisations that are mentioned spontaneously are, amongst others: Novib, Unicef, Memisa, WarChild, Doctors without Borders, Heifer Association, Hivos, WHO, the Ministry of Foreign Affairs, organisation that builds homes, UN, Polish food parcels.

The Ministry of Foreign Affairs and the UN are mentioned only seldomly. People have to be helped along by making mention of churches and schools, but people are then able to give many examples of the aid they can provide.

The government is mentioned only once or twice as a provider of relief, and mostly in relation to ‘giving money’, usually straight to other governments and often related to relief after a disaster. The control of these things is labelled as ‘difficult’ and what goes where is unclear for the citizens. If the chairperson asks what the Dutch government does in development cooperation, no one really knows how to answer this. (“*There is only little communication about this; I think you would really have to look that up. It is not just presented on the news*”). A striking amount of people indicates that, where donations by the Dutch government are concerned, the funds often go to governments in other countries.

***Defense report and development cooperation***

**Most people say no to the question of whether sending peace troops is also a part of development cooperation. Nor is military intervention an issue that is related to development cooperation. There can only be a link to development cooperation where infrastructure or the support of elections is concerned.**

Europe is almost never mentioned ‘spontaneously’.

After the ‘spontaneous’ familiarity with development cooperation organisations has been ascertained in the discussion, the chairperson takes the initiative to map the knowledge of and opinion about a number of specific organisations. He draws a line with organisations ranging from ‘global’ to ‘local’. On this line, this axis, he then places a number of organisations that (can) be active in development cooperation (see figure below).

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55 | Schematic representation of development cooperation organisations from global to local

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The participants were then asked to indicate on a piece of paper (see appendix 'blanks exercise') which organisations match best with the various development cooperation issues in their opinion. *'Who matches what?'*

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56 | List of issues

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- import barriers/fair trade, - fragile/unstable states
  - healthcare, - affordable medication
  - promoting hygiene, - healthy drinking water for everyone
  - education, - women's rights
  - reducing child mortality, - reducing poverty
  - environment, - combating hiv/aids
  - malaria prevention, - distribution of energy/fuels
  - (im-) migration, - consumer behaviour / buying behaviour
-

The United Nations were mentioned most often by a large margin. Many of the issues are (related to) Millennium Development Goals as described by the United Nations. The United Nations also has a separate organisation for everything. This is perceived to be very 'ordered', you know *which* part does *what* within the UN. At the same time, having a separate organisation for the various development cooperation issues is also regarded as 'bureaucratic'.

People do not have a clear idea of what the Dutch government does, except for providing aid to governments and humanitarian assistance in case of disasters. It is however mentioned sometimes that Dutch citizens are generous donors (partly via government expenditures/taxes).

Where the European Union is concerned, some individuals are able to come up with examples such as providing humanitarian assistance (*"The European Commission provides humanitarian assistance. If there is an earthquake or a flood somewhere, they provide aid. At least that's what I heard"*.) Another participant is able to tell us that the European Union offers aid to the Palestinian regions. (*"To set up the Palestinian government, for instance, for its own Palestinian state, the EU supports that quite a lot. That also is development cooperation"*.)

The European Union is mainly mentioned for issues such as '(im-) migration', 'import barriers', 'environment', 'distribution of energy', 'human rights' and 'education'.

There are also people that do not think the EU should have a role in development cooperation. Europe is still too *"fragmented"*, *"insufficiently united"* where development cooperation is concerned. Some of the participants believe that all countries have to reach agreement before a development cooperation activity can be initiated, and that this process is too slow and inefficient. It was also stated that the European Union does not have an organisation that focuses on development cooperation issues. (*"I am not passing judgement, they are good institutions, but I do not know a European institution for development cooperation"*.)

### **What do people do for development cooperation themselves, and via which channels do they gather information about development cooperation?**

*development cooperation dimension: small-scale versus large-scale initiatives, private versus government, ad hoc versus structural aid.*

When asked to which organisations the participants themselves donate, they mostly mention small-scale initiatives or organisations that have a personal aspect to them. Plan Nederland (*"I have a Plan child in Sri Lanka"*), cancer control, the Red Cross, the Juliana Foundation, Ophthalmologists in Medan (*"mother is Indonesian, small-scale on-site project"*), the State lottery, Flying Doctors, KLM's Wings of Support, Jantje Beton, grote clubactie (a charity lottery) (*"I often donate to the children that come by our door"*), in cases of disasters, collections, sponsor activities and blood donations. One of the

participants also collect (*"I have a Plan child in Sri Lanka, a friend of mine lives there, and I help her collecting glasses from a number of opticians. I also collect for the heart foundation and the cancer foundation. And also for smaller charities that we hear of via school and scouting"*). Various groups also mention the contributions by churches: both their annual contributions and their weekly church collection.

A striking number of business sector initiatives are mentioned, both from the companies participants are employed by and from others. KLM's Wings of Support was mentioned, for instance, in which Fokker and the Dutch government donate airplanes to countries. Another example was that one of the employers collected funds for fishing boats for Tsunami victims.

Things such as 'conscious nutrition' are also considered personal contributions to development cooperation. Being a 'vegetarian', 'eating in accordance with the seasons'. But also buying FSC wood, Max Havelaar and Fair Trade and saving via the Triodosbank and ASZ Bank. Although participants do sometimes comment on the 'controllability of these initiatives'. (*"It is difficult, very difficult, to check whether it is actually so. For the average man it is just like with free range meat, impossible to check"*).

Only few people in the groups actively look for information about development cooperation. People are only willing to take the trouble to go on to the internet where projects are concerned that either they themselves or the employer has a connection to.

Most information is received via television or via the (local or national) newspapers. The personal network (family, friends, schools, churches, companies, etc.) is also of considerable importance.

In the next chapter we will introduce the EU into the development cooperation arena.

## 2. Section C of the qualitative session – The added value of Europe in the field of development cooperation

Before we described the steps of the qualitative guideline for this section, we would first like to provide an image of the Europe-mindedness of the Dutch citizen and the experiences during the conversations for this study.

*In favour or against the EU where development cooperation is concerned?*

The experience of the research team is that the government often assumes that the Dutch citizen is ‘anti-Europe’. This feeling is stubborn and an obstruction to many developments of the Netherlands related to Europe. Participants were asked about their opinion about the European Union at the end of the conversations. All groups stated that the European Union still has work to do to become a ‘close-knit club’ and that European decision-making is a slow process. It is important for the Union to stay away from ‘local issues’ and ‘patronising behaviour’. The European Union certainly has a prominent task where ‘environmental issues’ or issues such as ‘immigration’ are concerned, and participants realise the power of the Union. The idea is that where ‘development cooperation as a whole’ is concerned, the Union is most likely to be very sluggish because all countries have to contribute to the decision-making process before funds are available for a certain project.

Overall, the qualitative conversations have shown that the average citizen is not unilaterally anti-Europe where development cooperation is concerned. People are just unaware *that* the European Union is active in the field of development cooperation, and even more so *what* the EU is doing, and what the link is between Dutch development cooperation policy and the policy of the European Union.

When we state the amounts that the European Commission has to spend (and how much is provided by the member states) the general reaction is ‘why did we not know this’. Or, as one of the participants exclaimed in surprise: “*But I haven’t heard this before tonight, so I think: why are they keeping this secret? It seems to me that this is very interesting to know*”.

*Back to the ‘realisation’ of the qualitative conversation guideline.*

On the scale of organisations we talked more in-depth about the possible role of Europe in the field of development cooperation.

### **Knowledge about Europe’s current development cooperation activities?**

Most of the general public knows next to nothing about concrete initiatives, European budgets or national contributions to development cooperation at the European level. People are unable to come up with concrete examples.

Most participants of the group conversations are completely surprised when the chairperson mentions the European expenditures (at the end of the conversations). The big question is: *Why do we not know anything about this*

### **The role of the European Union in the field of development cooperation**

The European Union can create a profile for itself in the world with its technology, education (“...allowing students from poorer regions within Europe to go to richer areas and giving them a grant to study there for 1 or 2 years”), human rights, women’s rights (via Microcredits, for instance), environmental and moral issues. These fields distinguish the countries of the European Union from power blocks such as the United States, the Far East and a country like Russia.

Where the (im) migration issue is concerned, the European Union has little choice but to offer aid to the countries from which the immigrants come, even if only to prevent them from coming here en masse. People do not mention the ‘historic ties’ with former colonies, but they indicate that it is completely normal to be active in poverty reduction in African countries as well. Participants do mention the historic activities of missionaries, which some citizens now consider ‘a moral duty’.

Next to all the good initiatives *outside* of Europe, there are also voices calling for limiting the development cooperation policy of the European Union in favour of its *own* territory. There is enough suffering in the Union itself. Let us help there first, and contribute with the rest of the world at UN level.

### **Preference for the European Union**

The top spot of the list is for ‘Europe’s own issues’. There are still many poor regions, and we have to focus aid there. The underdevelopment of ‘neighbouring’ North Africa is also an issue that the European Union cannot ignore.

The aid to other African countries is seen more as a task for the European Union, even if only because help in the rest of the world is hardly mentioned as development cooperation for the Netherlands or for the European Union.

Europe can be a spearhead in comparison to other ‘power blocks’, particularly where ‘moral’ issues are concerned. Trade opportunities are another of our strengths if we as Europe want to move towards a fair distribution of trade and resources. The European Union is also much more progressive than the United States where ‘the environment’ is concerned, and more sustainable than the booming economies in the Far East. ‘Human rights’ (and more specifically ‘woman’s rights’) is another issue the European Union can identify with. It is too small, too politically sensitive for the United Nations, and too extensive for the Dutch government.

## **Difference between Europe and other comparable parties**

### *European Union versus the Dutch government*

Most of the groups share a similar view of this comparison: the European Union is not a true unity yet. The Dutch government spends a large amount on development cooperation, is closer to home and can make decisions more rapidly than the European Union. It is also beneficial for the image of an individual country to give aid, a factor that disappears if you centralise it. People are also less willing to give in that case. Or, as someone in the group states: *“It depends on who will be distributing the money. If someone is distributing the money, they will get all the appreciation. I think that that causes people to have less goodwill for making a donation. Or there has to be good commission that will distribute the funds”*.

For some issues, a joint approach by the European Union would prevail over an initiative by the Dutch government. These are the issues related more to the ‘environment’, ‘trade initiatives’ and (im) migration.

### *European Union versus de United Nations*

The policy of the United Nations is clearly structured. There is a separate organisation for everything. The disadvantage is that there is a lot of deliberation and few concrete and visible results. Many issues require a large-scale approach in order to have effect, but something like ‘women’s rights’ are also considered by some as ‘too big’ for the United Nations and more fitting for the European Union.

### *European Union versus United States*

The United States have a large military force, and can come up with large amounts of funds to *“throw over the fence”*. The European Union on the other hand relies more on its trading power, knowledge economy and cultural values and norms.

### *European Union versus the rest of the world*

The European Union would be a good example for ‘democracies in the making’. Unlike the United States, which characterises itself with power, the European Union is a success story of various cultures coexisting peacefully and reaching broad consensus. Countries within the Union can keep their own identity.

## **How should Europe approach development cooperation?**

According to the participants in the conversations, Europe needs time to become more of a unity. If the European Union needs to do something in the field of development cooperation, an organisation should be established for it. There should be ‘visible’ development cooperation policy at the European level.

There are a number of issues that the European Union could very well focus its development cooperation on, in addition to participating with the UN members in global initiatives. For instance, the European Union could concentrate on issues such as education (knowledge transfer to other countries by having people study here), woman’s

rights and human rights (issues that Western cultures care about greatly), the environment and fair trade, more than other organisations or power blocks. An issue that cannot be ignored is the immigration problem.

However, many people have the opinion that Europe currently has more than enough work to do within Europe itself where development cooperation is concerned. Consider the new member states and the countries currently nominated for accession. The differences in development between the newcomers and the first twelve EU members are considerable, and with our slow decision-making process it will take quite a lot of energy to bring 'our home in order'.

### 3. Conclusion of the qualitative study

On the one hand, the results of the qualitative study provide information about the way people think about development cooperation, which organisations they consider suitable for certain activities and which role Europe could play in the international development cooperation field.

#### *General development cooperation image*

Citizens consider the development cooperation field as very varied. There is a different solution for each problem. There is a different initiator for each solution. This is considered no more than logical because no two problems are the same, and not everyone can excel at everything. Sometimes it is necessary to opt for an ad hoc solution, and at another time a more structural solution is preferred.

That development cooperation inevitably also leads to less visible performance is often seen as par for the course, although it does prevent people from providing help to larger initiatives. People generally have the idea that, where government initiatives or an initiative from a very large organisation (such as the UN) are concerned there is no control on the effectiveness of the aid. It seems as though people consider this less annoying when it is ad hoc help than when it is structural help.

The provision of aid to the African continent is generally thought of as 'logical', and disadvantaged regions in Europe are also a natural choice for providing aid. Other regions are only mentioned where they are related to an initiative with which one is closely familiar (via family, friends or employer) or which are related to humanitarian assistance (Tsunami) or environmental issues (rapid economic growth of China and its consequences for the environment).

In a nutshell, all issues above can be reduced to the dimensions that people (unconsciously) use for development cooperation thinking. They are also used as the 'label' in the chapter about the positioning of development cooperation (chapter 1).

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#### *57 | Dimensions for thinking about development cooperation*

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1. Concrete aid versus abstract aid
2. Small-scale versus large-scale initiatives
3. Visibility or effectiveness
4. Ad hoc versus structural aid
5. Reliability and trustworthiness of the de organisation
6. Geographical dimension
7. Private versus government

#### *development cooperation organisations*

A wave of the most diverse organisations is mentioned when the participants are asked which development cooperation organisations they are familiar with. Both national and international organisations, government initiatives and private initiatives. small-scale and large-scale. Where poverty reduction, healthcare and education are concerned, the UN (and its underlying organisations) are mentioned most often. Governments are spontaneously mentioned for humanitarian assistance as well. ‘The government’ is also often associated with development cooperation that goes directly to the government of the country in need. The European Union is hardly mentioned spontaneously at all.

When asked about structural help, participants often mention small-scale initiatives from their direct environment (schools, churches, family, employer, etc). People have confidence that these initiatives will provide effective aid.

### *European Union and development cooperation*

Why should Europe be active in development cooperation? According to the participants, migration from Africa is a greater ‘burden’ for the European Union, which is therefore compelled to provide aid to these regions in need. It would also be good for the European Union to, in addition to all the aid that we provide, also ensure that trading barriers are removed in order to provide developing countries more opportunities to build something structural. Although it was not mentioned too explicitly in the conversations, Europe also has a historic connection to the former colonies.

Issues that are mentioned as possible development cooperation initiatives for the European Union are primarily focused on the following:

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#### *58 | Issues for development cooperation via Europe*

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- The environment (impossible to do as one single country, as a block against the stubborn US and ‘booming’ Asia)
- Immigration (develop regions outside of Europe, or ‘they’ will migrate here)
- Coherence (use the power of several countries where this is needed)
- Education (knowledge transfer, we have a lot of technical knowledge, have people study here and help them develop their country)
- Woman’s rights/human rights (Europe strong in woman’s rights, express this and promote these rights via Microcredits and information, for instance)
- EU as a role model for polity (moral advantage when compared to US and Asia)

The countries that people feel are a match for Europe are listed below.

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#### *59 | Countries that are a match for development cooperation via Europe*

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- The poor regions in Europe itself (there is enough suffering within Europe, let us solve that first)
- The North African countries that border the European Union (they are already coming over in boats, and their numbers will increase)

- Poor African countries (not mentioned specifically, but is related mainly to the ‘colonial’ past of the EU, missionary aspect, generous donor)
- Countries that require humanitarian assistance after disasters

In comparison to other international parties or power blocks, Europe has a more natural role for development cooperation where issues are concerned such as: norms and values (especially when compared to the US), the environment (the EU is very progressive during environmental conferences), geographical proximity (of the African continent), fair trade (more progressive in the WTO than the US where opening up our market is concerned) and human rights (where women’s rights in particular are more developed here than in many other parts of the world). According to the participants, the European Union could also take a strong position in the dissemination of knowledge and technology to the less developed areas of the world.

Furthermore, the strength of the European Union could lie in the fact that it is a collection of individual countries and cultures that could jointly achieve remarkable things. This is also a bridge to the weaknesses of the European Union in the development cooperation arena. The European Union is thought to be insufficiently united to reach decisions about development cooperation rapidly and effectively. An individual country may also wish to create a profile for itself in a certain development cooperation field, and be less inclined to do this under a ‘joint banner’. In addition, the citizens believe that the European Union does not have the necessary organisational structure for development cooperation, which is clearly present in the UN (a separate UN organisation for each development cooperation issue).

We also want to state that people currently have no idea what the European Union is doing in the field of development cooperation. The lack of knowledge about this is a formidable barrier for development cooperation thinking in a European context. People feel insufficiently informed, which leads to suspicion. Why would the EU not speak out about good initiatives?

## **4. Recommendations/starting point for the quantitative study**

### *Starting point for the questionnaire*

We hereby provide you with a starting point for the quantitative questionnaire. The questionnaire will have an average length of 15 minutes. This stands for 55 to 60 question units.

### *Comment related to the length of the questionnaire*

The quantitative study will consist of a questionnaire of approximately 15 minutes. This length is sufficient to ask a large number of questions, but also represents the limitation that we have to answer the research question within a delineated area. The research team considers a questionnaire of 15 minutes sufficient for answering the research question. The 15 minute length is also advantageous in light of the attention span of the respondents and the fact that both the research team and the NCDO provide over extensive knowledge about development cooperation, which leads to a reduced number of required questions in this research.

Experience shows that, in this type of research, more research questions are formulated than is strictly necessary. The research team will ensure that the length will remain limited to these 15 minutes, for the reasons mentioned above and for cost-related reasons (budget was based on 15 minutes). Should it become apparent in a follow-up meeting that the NCDO has the express wish to ask the respondents more questions than were budgeted, then this will pose no organisational problems at all. We will however need to perform a supplemental calculation for the additional interview time for 1,000 respondents, as well as the additional reporting costs that a larger study would entail.

The TNS NIPO project team currently assumes that possible 'open answers' will be provided in verbatim. The costs for encoding have currently not been included in the calculation.

### **Questions for sections A and B 'Current positioning of development cooperation'**

Question. Which of the issues do you believe to be related to development cooperation and which are not related to development cooperation?

#### Add local, national and European issues to the list

- import barriers/fair trade
- fragile/unstable states
- healthcare
- affordable medication
- promoting hygiene
- clean drinking water for everybody

- education
  - woman's rights
  - reducing child mortality
  - poverty reduction
  - environment
  - fight against hiv/aids
  - prevention of malaria
  - distribution of energy/fuels
  - (im-) migration
  - consumer behaviour / buying behaviour
- add

- Peacekeeping force
- humanitarian assistance after flood
- aid to disadvantages regions within Europe
- study grants for foreign students
- etc (supplement)

In the next question, the examples listed above (the same!) have to be ranked.

Question. Which of the following issues do you feel should have priority when considering the provision of development aid, and which ones do you believe to be less important? We would like you to put the list in order. Begin by selecting your first choice, then your second choice, etc.

(optional) Question. We can divide the world into a number of development cooperation regions. We would like to ask you to indicate which aid you believe these regions require in the field of development cooperation (using the list you made before).

1. Asia
2. Africa
3. South America
4. Europe
5. The Netherlands

Question. It is possible for problems to arise where the help provided via development cooperation is concerned. Which problems related to development cooperation do you believe occur? It is possible to select several answers, in order of importance.

1. Lack of insight into the effectiveness of the aid provided
2. Corruption of governments in the countries receiving aid
3. Corruption of organisations/charities that provide aid
4. Complex coordination of those that render assistance to get aid to the correct place
5. Bureaucratic structure of many relief organisations
6. other, being ...OPEN....
7. Does not apply, problems do not occur
8. I do not know/have no opinion

Question. In the last 12 months, have you done the things listed below often, regularly, sometimes or never?

1. Making a donation to a charity
2. Voluntary work (see GIN definition)
3. Buying Fair Trade products (provide a definition of Fair Trade products)
4. Buying Max Havelaar products
5. Collecting clothing for people or organisations that need it
6. Travelling to a developing country
7. ...supplement

Spontaneous and assisted (make list)

Question. Make a spontaneous and assisted helped list with issues and organisations. This has to be the same list as in question 1 (Supplement this list with more local, national and European issues). Which organisation (United Nations, EU, Dutch government, International relief organisations, national relief organisations, individual initiative (schools, churches, companies, etc) are most suited for each issue? It is possible to give several answers.

Question. Where do you hear, read or see information about development cooperation?

1. Television
2. Newspaper
3. Magazine
4. Radio
5. Internet
6. Via an initiative in my environment (family, school, church, employer. etc)
7. Via politics
8. Other, being...

### **Questions for section C ‘the added value of Europe in the field of development cooperation’**

Question. How suitable do you believe the European Union to be to provide aid in the field of <issues> (see list for question 1)?

Question. Why do you think Europe is suitable /not suitable for this issue?

Question. Do you believe the European Union regularly spends money on this development cooperation issue (see list for question 1)?

1. yes, certainly
2. yes, probably
3. no, probably not
4. no, certainly not

5. I do not know/do not wish to say

We will now present a number of propositions about development cooperation and the European Union. To which extent do you agree or disagree with each of these propositions?

Do you...

1. agree completely
2. agree for the most part
3. disagree for the most part
4. disagree completely
5. I do not know/have no opinion

*Propositions:*

The provision of development cooperation by the European Union is a good thing.

An individual country of the European Union is better able to provide aid *rapidly* in case of an emergency than if this aid would be provided in a centralised manner by the European Union (SPLIT RUN)

The European Union is better able to provide aid *rapidly* in case of an emergency than if this aid would be provided by an individual country of the European Union (SPLIT RUN)

An individual country of the European Union is better able to provide aid *effectively* in case of an emergency than if this aid would be provided in a centralised manner by the European Union (SPLIT RUN)

The European Union is better able to provide aid *effectively* in case of an emergency than if this aid would be provided by an individual country of the European Union (SPLIT RUN)

There are still sufficient regions within Europe that require assistance. Let the European Union focus on these *internal* regions, and not with aid *outside* of the European Union.

I would like to be informed about the development cooperation help that the European Union provides.

If the answer is agree completely/agree for the most part: via which party would you like to be informed about this? (it is possible to give several answers)

1. Via the European Union
2. Via the Dutch government
3. Via politicians
4. Via national relief organisations
5. Via the municipality
6. Other, being....OPEN
7. I do not know/have no opinion

If the answer is agree completely/agree for the most part: via which medium would you like to be informed about this? (it is possible to give several answers)

1. Television
2. Newspaper
3. Magazine
4. Radio
5. Internet
6. Via an initiative in my environment (family, school, church, employer. etc)
7. Via politics
8. Other, being.....OPEN
9. I do not know/have no opinion

## **Appendices**

## **Qualitative guidelines**

## Conversation guideline NCDO

### Introduction

**Objective:** insight into the perception and the expectation of citizens concerning development cooperation and the role of various related parties, ranging from the citizen himself to the United Nations and everything in between. The customer is a department of the Ministry of Foreign Affairs that focuses on development cooperation.

**Focus group,** please discuss amongst each other: we are allowed to have different opinions, as long as we can explain them. The session will last for two hours. There will be a short break halfway through, and one shortly before the end. This will allow the customer to provide a bit of direction to the discussion.

**Anonymous:** we are looking for good ideas, and the names of people are unimportant. The customer is watching, and we are recording the conversation, but that is purely for the report. The tape will not be published in any way.

**Remuneration:** to be collected after the session from the secretary, if you will sign for it.

**Introductions:** we will call each other by our first names. Please state your name, education, work and family situation.

### A. Current positioning of development cooperation (30 minutes)

- 1 What do you associate with development cooperation?
2. What are the most important problems in development cooperation countries?
  - List issues (write on flip-over)
3. What is development cooperation actually? What kinds of activities does it entail?
4. Which organisations do you know in the field of development cooperation?
  - Who does what? (write on flip-over) (development cooperation in a narrow sense)
5. Which other types of organisations are also active in the field of development cooperation?
  - (consider governments, shops, churches, schools, companies)
  - Who does what? (write on flip-over)
  - Try to expand the development cooperation issue
6. Personal behaviour: what do you do for development cooperation yourself?
  - donation behaviour
  - other behaviour (buying behaviour, etc.)
7. Communication behaviour

- how do you receive information about development cooperation? Do you look things up sometimes?
- (RTV: which programmes?)
- print: which media?
- Internet: which websites etc.
- Other media/channels

**8. What is your assessment of development cooperation?**

- Total
- Strengths
- Weaknesses

**B. Current positioning of development cooperation (Assisted)  
(30 minutes)**

**Exercise**

If we draw an axis from the UN to you as a citizen, which issues and activities match to whom? (provide the axis with stickers to be filled in by participants)

**1. Spontaneous exercise**

**Example**



**2. Offer stickers and a list of issues and activities**

- import barriers/fair trade
- fragile/unstable states
- healthcare
- affordable medication
- promoting hygiene
- clean drinking water for everybody
- education
- woman's rights
- reducing child mortality
- poverty reduction
- environment
- fight against hiv/aids
- prevention of malaria
- distribution of energy/fuels
- (im-) migration
- consumer behaviour / buying behaviour

### **C. The added value of Europe in the field of development cooperation (50 minutes)**

**On the scale of organisations, we would like to talk more about the possible role that Europe could have in the field of development cooperation.**

**1. What is your opinion about the idea that the European government can play a role in the field of development cooperation?**

- **Spontaneous?**
- **Do you already know something about European development cooperation activities?**
- **What could be the disadvantages?**
- **What could be the advantages?**

**2. Which problems could typically be handled better by Europe than by other parties? Why these problems?**

**3. What types of activities are related?**

- Coherence in internal legislation
- Decisiveness / 1 donor instead of all separate countries)
- For conflict control
- As a trade block
- Migration problem

**4. What is the difference here between Europe and the other comparable parties?**

**5. How should Europe tackle it?**

## **6. Summary added value of Europe**

### **Closing**

**We would like to thank you on behalf of the customer**

**Signature / remuneration**

## Questionnaire

Project number: E 9854  
 Date: Monday 17 December 2007  
 Times: 17.30 to 19.30 and 20.00 to 22.00  
 Duration: 2 hours per group  
 Location: TNS NIPO, Grote Bickersstraat 74 in Amsterdam

<b>Nr.</b>	<b>Gender Age</b>	<b>Profession</b>	<b>Target Group</b>
1	V / 52	Dutch Teacher	Socially minded
2	V / 57	Housewife	Socially minded
3	V / 60	Telephonist	Socially minded
4	V / 53	Animal relief worker	Socially minded
5	M / 40	Pedagogic social worker	Socially minded
6	V / 57	Recipient of disablement insurance benefits	Broadminded
8	M / 66	Social worker	Broadminded
9	V / 42	Information employee	Broadminded

<b>Nr.</b>	<b>Gender Age</b>	<b>Profession</b>	<b>Target Group</b>
1	V / 47	Housewife	Conservative
2	V / 38	Medical Secretary	Conservative
3	M / 64	Former administrative employee	Conservative
4	M / 63	Pensioner	Hedonist
5	M / 28	Radiodiagnostic lab assistant	Conservative
6	M / 70	Pensioner	Hedonist
7	V / 48	Purser	Conservative

Project number: E 9854  
 Date: Thursday 20 December 2007  
 Method: groups  
 Times: 17.30 to 19.30 and 20.00 to 22.00  
 Duration: 2 hours per group  
 Location: TNS NIPO, Grote Bickersstraat 74 in Amsterdam

<b>Nr.</b>	<b>Gender Age</b>	<b>Profession</b>	<b>Target Group</b>
1	47 / M	Marketing manager	Professional
2	37 / V	IT Consultant	Materialist
3	56 / V	Library employee	Balanced
4	55 / V	Teacher (naturalisation)	Professional
5	59 / V	Policy official	Materialist
6	48 / V	Visual artist	Professional
7	59 / M	Ex director of KBB	Professional
8	24 / M	IT Operator	Professional

<b>Nr.</b>	<b>Gender Age</b>	<b>Profession</b>	<b>Target Group</b>
1	55 / V	Administrative employee	Caring
2	43 / V	Subway operator	Conservative
3	39 / V	Administrative employee	Conservative
4	60 / V	Early retired	Conservative
5	54 / M	Independent entrepreneur	Caring
6	53 / M	Bank employee	Caring
7	43 / M	Presentation specialist	Conservative
8	32 / V	Stewardess	Caring
9	43 / M	Healthcare manager	Caring

## **Blanks Exercise development cooperation organisations versus issues**

	<b>Organisations, to be filled in (several organisations possible per activity)</b>
<b>A</b>	United Nations (UN),
<b>B</b>	Internationale (Relief) Organisation, such as the Internationale Red Cross, WarChild, etc
<b>C</b>	European Union (EU)
<b>D</b>	Dutch government
<b>E</b>	National (Relief) Organisation, such as Jantje Beton, the Aids Foundation, etc
<b>F</b>	Municipalities
<b>G</b>	Individual initiative / from a community (church, schools, sports club, companies, etc
<b>H</b>	Self
<b>I</b>	Other, being...

	<b>ACTIVITIES IN THE FIELD OF development cooperation</b>	<b>ORGANISATION(S)</b>
1	Removing import barriers / promoting fair trade	
2	Helping fragile/ unstable states	
3	Promoting healthcare	
4	Making affordable medication available	
5	Promoting hygiene	
6	Providing clean drinking water for everybody	
7	Providing education for everybody	
8	Promoting woman's rights	
9	Reducing child mortality	
10	Reducing poverty	
11	Protecting the environment	
12	Combating hiv/aids	
13	Preventing malaria	
14	Distribution of energy/fuels	
15	Regulating (im) migration	
16	Promoting conscious consumer behaviour / procurement buying behaviour	