



Press release  
October 8<sup>th</sup>, 2018

**European identity and Cohesion Policy  
PERCEIVE Conference**  
Bucharest, October 25 - 26, 2018

The Institute of Agricultural Economics of the Romanian Academy (IEA), in collaboration with the World Bank, organizes on October 25-26, 2018 the International Conference on the theme: **Strengthening European identity through Cohesion Policy – First findings and policy recommendations from the PERCEIVE project.** The event will take place at Bucharest World Bank Office, Vasile Lascar Street 31, Bucharest, Romania.

The Conference is part of the research project "Perception and Evaluation of Regional and Cohesion policies by Europeans and Identification with the Values of Europe" ([PERCEIVE](#)), that is granted by the EU research programme Horizon 2020. The Romanian Academy through the Institute of Agricultural Economics is one of the eight partners taking part in PERCEIVE.

This event will bring together, at Bucharest, researchers from the seven countries that participate in the PERCEIVE project, together with policy makers, practitioners, as well as other stakeholders, both at the level of countries involved in the project and at EU level. During two days, the conference will host interactive debates on the preliminary results of the project and the public policy recommendations derived from these.

Thus, on 25 October 2018, three round tables will be organized on the following topics:

- **Governance of Cohesion Policy and the perceptions of Europeans**
- **Discourse on Cohesion Policy**
- **Policy recommendations for EU regional policies**

The second day of the conference will be dedicated to **testing the PERCEIVE Virtual Dynamics Simulation model** focused on analysing the interaction among Cohesion Policy implementation, regional specificities, communication, symbolic space and identification with EU project. This session will address, in particular, representatives from the project case-study regions.

Under the coordination of the University of Bologna, PERCEIVE project investigates the impact of Cohesion Policy in creating a shared sense of European identity and a wider adherence to the values of Europe among European citizens. On the other hand, PERCEIVE analyses the sense of European identity based on the regional differences in application and communication of Cohesion Policy.

The project has a pronounced applicative character, its results being based on the analysis of governance and communication of the Cohesion Policy in nine case-study regions, which are representative for the complex and heterogeneous reality of the European regions. In Romania, the Sud-Est development region is the PERCEIVE case study, and Sud-Est Regional Development Agency is our territorial partner.



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Within the project, the Institute of Agricultural Economics leads a task that targets the discrepancies between citizens' and practitioners' perception of the Cohesion Policy and programmes. Based on the analysis from the coordinated [task](#), IEA researchers reached certain preliminary conclusions, namely:

“there are significant disparities between citizens' and experts' perceptions of the regional needs, and mainly of their hierarchization. The analysis also proved that the assessment of the efficiency of interventions through the Cohesion Policy is also different by the two categories of regional actors. This can influence the adherence to the European values and the identification of citizens with the EU.”

On the basis of preliminary conclusions provided by the whole consortium, the PERCEIVE researchers will elaborate a set of proposals for public policies that will be debated with the participants at Bucharest PERCEIVE Conference.

The research project “Perception and Evaluation of Regional and Cohesion policies by Europeans and Identification with the Values of Europe” (PERCEIVE) is granted on Horizon 2020 EU Programme, it received an overall budget of 2.499.367 € and is implemented during 36 months, starting from September 2016 until August 2019.

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