



# **Poland in Brussels: Controversial Partner and/or Opinion Leader?**



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# Goal and methodology

The goal of this research project was to understand how opinion leaders in Brussels and Warsaw:

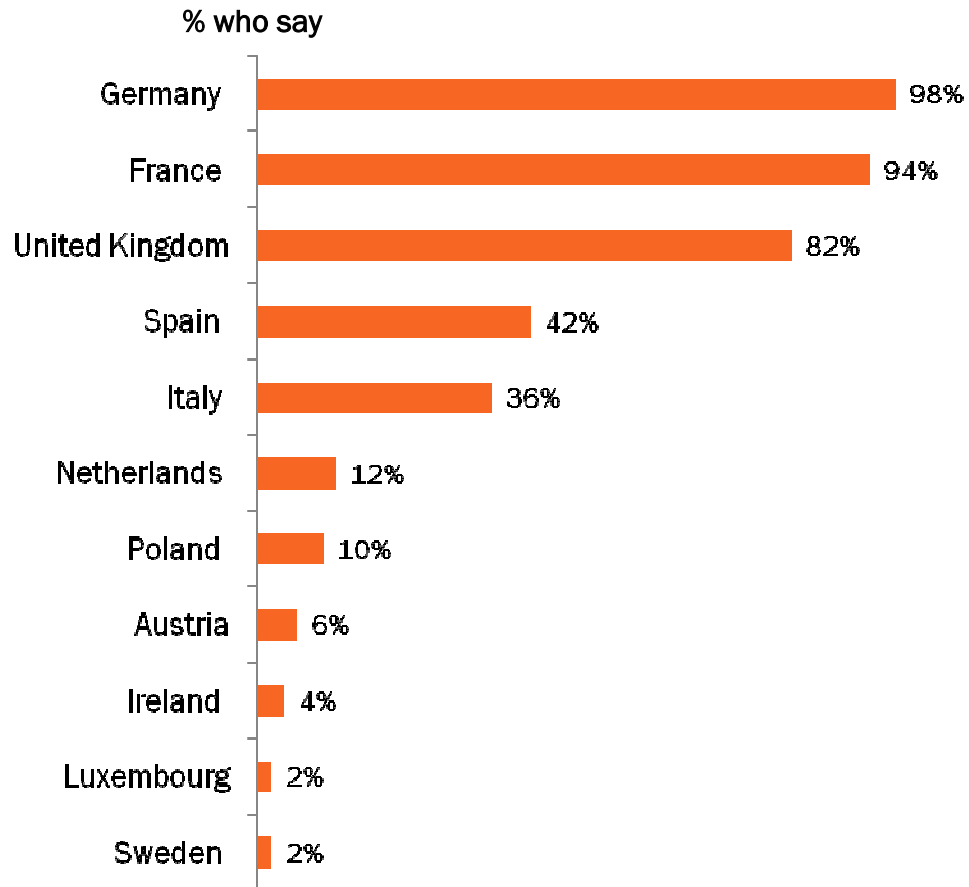
1. View Poland's position in Brussels compared to other countries
2. Perceive Poland in terms of getting its message across and influencing policy in Brussels
3. Think Poland could be more efficient and effective in Brussels

➤ To explore these issues, APCO Insight conducted a telephone survey of 50 key opinion leaders (including politicians, officials and media representatives) in Brussels (n=25) and Warsaw (n=25) about Poland's engagement in the EU. The survey was conducted 4 June - 28 July 2008.

*Please note, totals do not always add to 100% because some response options (e.g., "Don't know") are not shown and for some questions, multiple responses are allowed. Also, please note the summary includes selected findings of the research. The comments in each section are based on the graphs we have included as well as on other findings of the research which we have not included in the summary.*



# Which Member States are effective in Brussels?



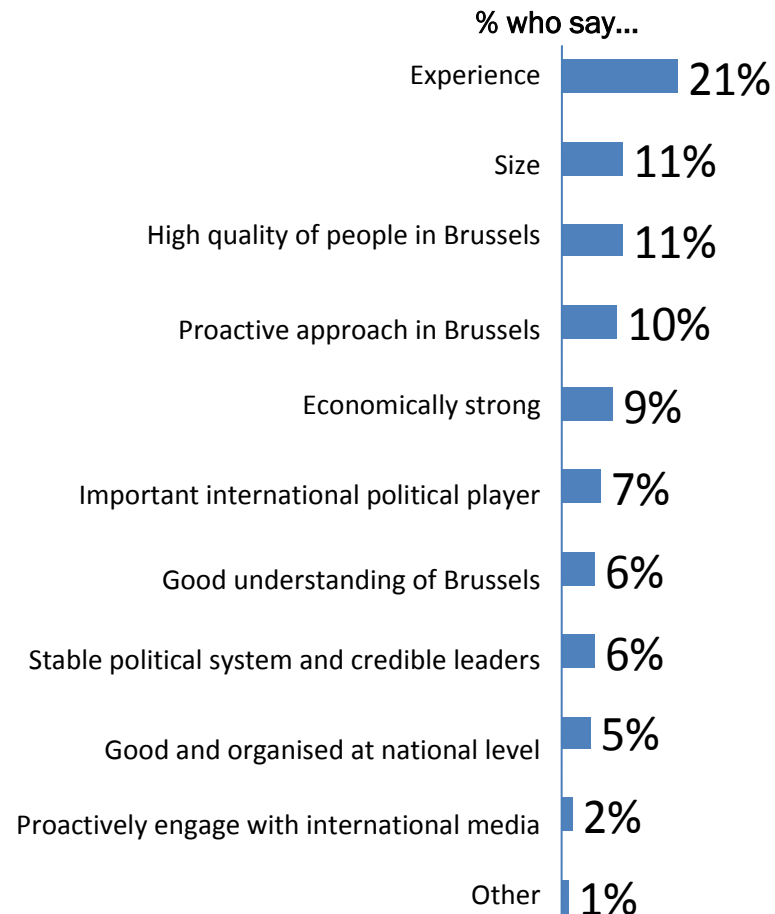
- Nearly all respondents say Germany (98%) and France (94%) are especially effective at influencing EU policy and four in five (82%) say the UK
- Nearly one in five (18%) says none of the EU member states apart from the big five is especially effective at influencing EU policy
- One in ten volunteers Poland as being especially effective



N.B. Total % adds to more than 100% as multiple responses allowed

Q. Firstly, which of the 27 EU member states do you think are especially effective at influencing EU policy? [accept up to five responses]

# What makes Member States effective?



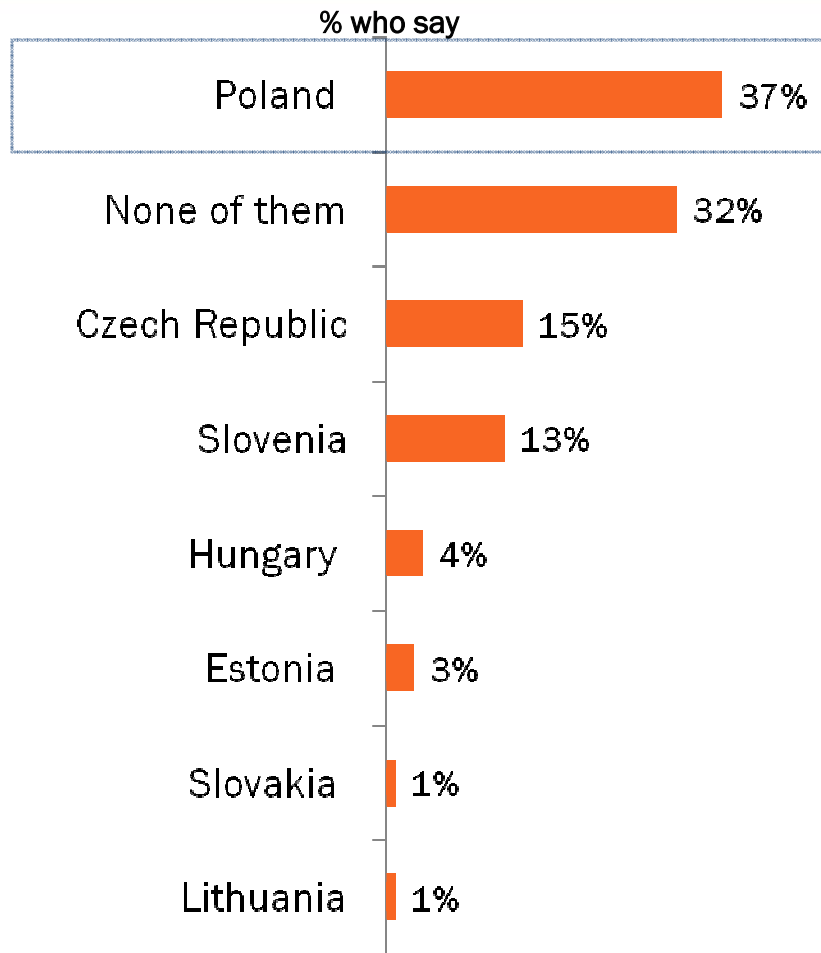
- One in five (21%) says having years of experience in the EU makes member countries more effective at influencing policy
- One in ten (11%) say size is what makes these countries so influential



N.B. Total % adds to more than 100% as multiple responses allowed

*Q. What is it about these countries that makes them so effective? [Probe: Anything else?]*

# Most effective influencers among new member states



- When looking at the 12 new member states, respondents are most likely to volunteer Poland (37%) as being especially effective at influencing EU policy
- The Czech Republic, which ranks second received only 15% responses
- Of note is that 1/3 of respondents think that none of the new member states is effective
- Respondents in Brussels are more likely than those in Warsaw to see Poland as especially effective at influencing EU policy



N.B. Multiple responses allowed

*Q And, just thinking about the most recent 12 countries to join the EU in the past few years, which ones do you think are especially effective at influencing EU policy?*

# What makes new member states effective?



- Respondents say country size (15%) and a stubborn approach (9%) are qualities that make new member states effective in influencing EU policy
- Interestingly, a “stubborn approach” was not mentioned when looking at qualities that make all member states effective

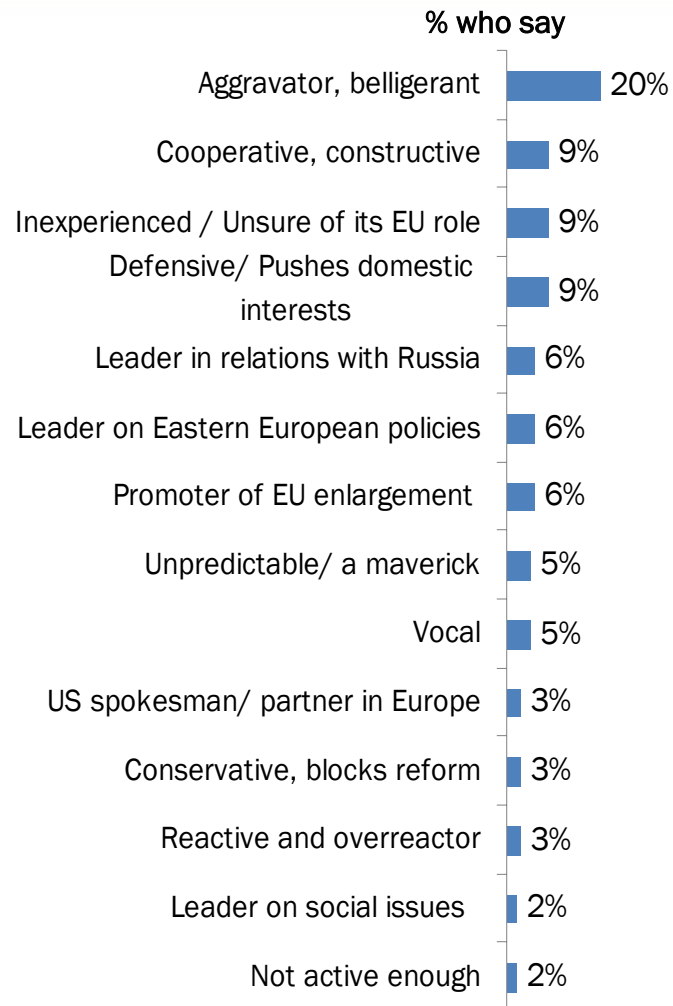


N.B. Multiple responses allowed

Q. What is it about these [new member] countries that makes them so effective? [Probe: Anything else?]

# Poland in Brussels – controversial partner and/or opinion leader?

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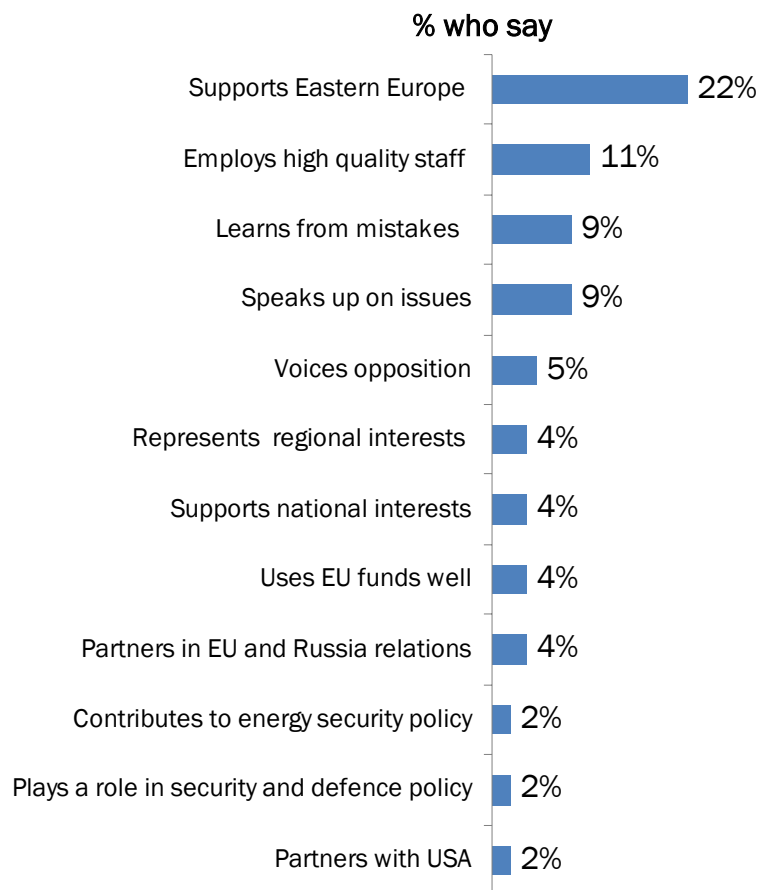
- One in five (20%) characterizes the role Poland plays in the EU as an aggravator, with a hostile or belligerent stance. Respondents in Brussels (48%) are more likely than those in Warsaw (4%) to characterize Poland in this way
- Almost one in ten each says Poland is cooperative and constructive (9%), is inexperienced and unsure of its role in the EU (9%) or focuses on defending domestic interests in the EU (9%)
- Respondents in Warsaw are especially likely to say that Poland is trying to lead Eastern European countries in the EU



N.B. Multiple responses allowed

Q. How would you characterize the role Poland plays in the EU? [PROBE: Anything else?]

# Poland: areas of good performance



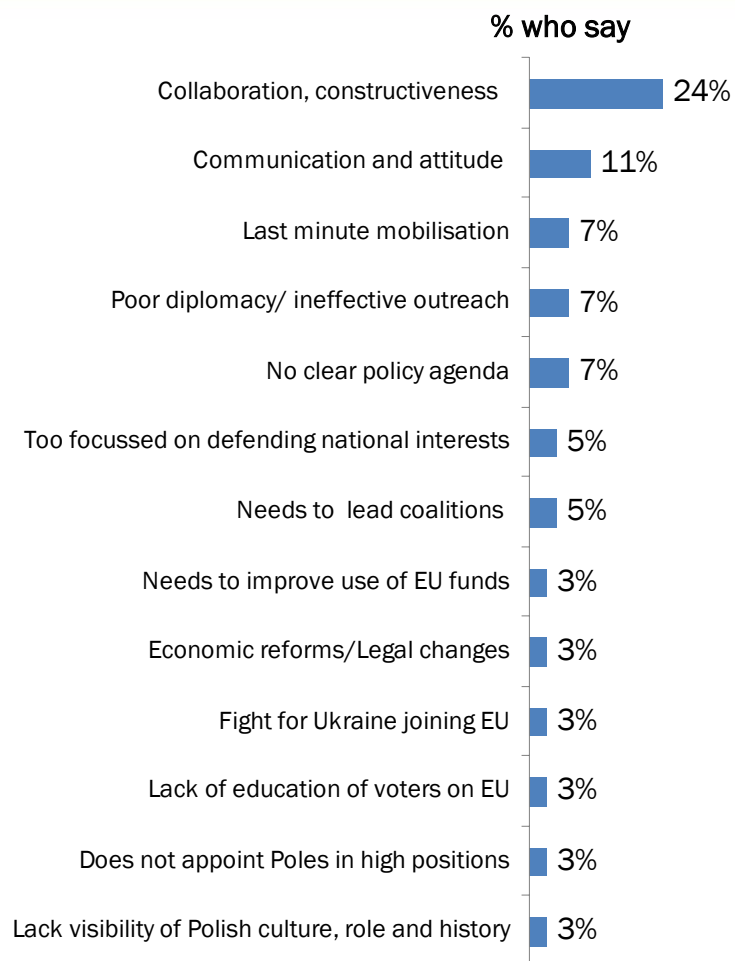
- When asked to say what Poland does well in terms of being a member of the EU, respondents are most likely to say Poland is a good supporter of Eastern Europe in Brussels (22%)
- One in ten each says Poland has high quality staff and representatives in Brussels (11%), learns from its mistakes (9%), and speaks up on issues in the EU (9%)
- Brussels responses: one in five respondents in Brussels says Poland does well at speaking up on issues (20%) and having high quality staff in Brussels and institutions (20%)
- Warsaw responses: a quarter of respondents in Poland (25%) says that their country does particularly well in issues relating to EU enlargement especially relating to the Ukraine



N.B. Multiple responses allowed

Q. What would you say Poland does well in terms of being a member of the EU?

# Poland: areas for improvement



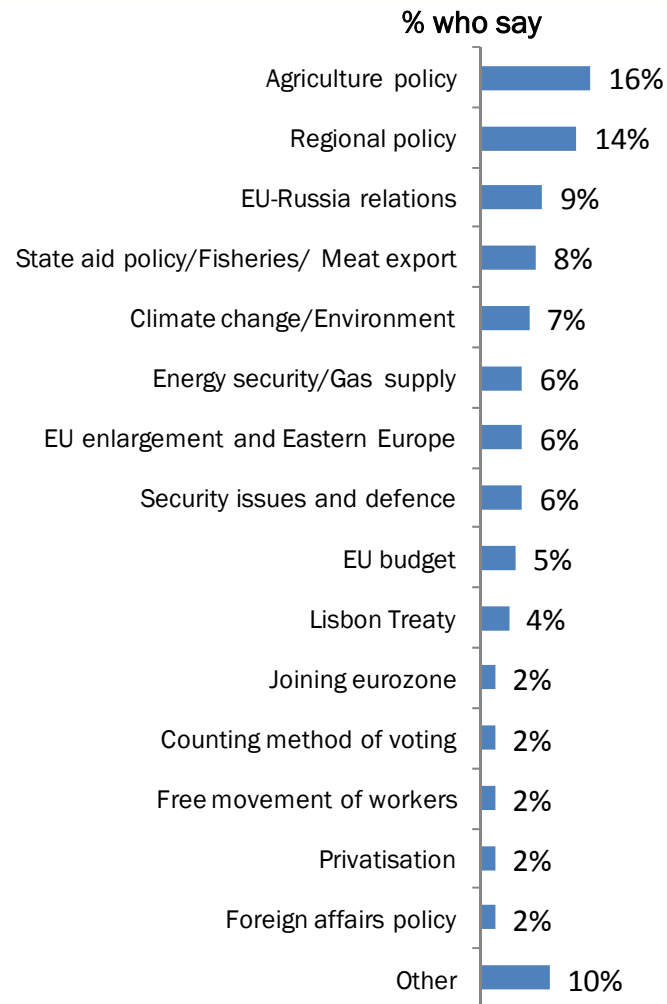
- Respondents volunteer a variety of issues that Poland doesn't do so well or could improve on in terms of being a member of the EU. They are most likely to say Poland is not viewed as collaborative or a constructive partner in the EU (24%)
- One in ten respondents (11%) says that Poland needs to improve its communication and attitude
- Respondents in Brussels are more likely than those in Warsaw to say that Poland could do better at collaborating and being a constructive partner in negotiations (40% vs. 20%) and intervening more quickly on policy issues (16% vs. 0%)



N.B. Multiple responses allowed

*Q. And what would you say Poland does not so well or could do better in terms of being a member of the EU ?*

# Main issues associated with Poland in Brussels



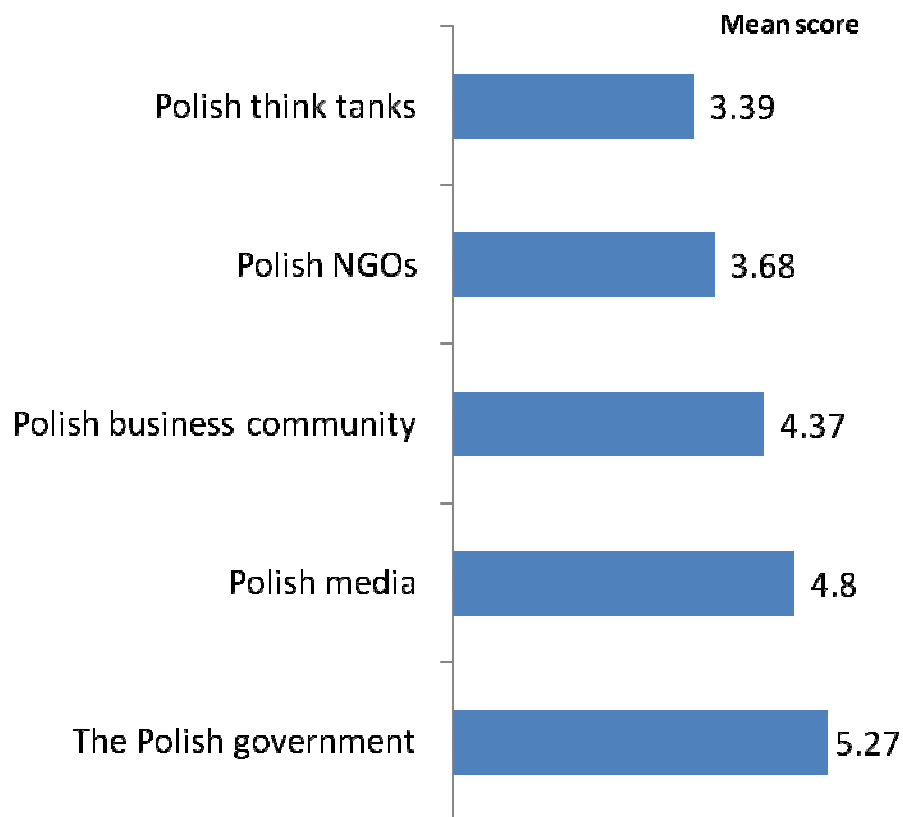
- Overall respondents are most likely to volunteer agriculture (16%) and regional development (12%) as the main issue associated with Polish interests
- In Warsaw, Poland is mostly seen to be associated with agriculture and regional policy
- In Brussels, energy and environment are the two main issues associated with Poland



N.B. Multiple responses allowed

Q. What would you say are the main policy issues associated with Poland or Polish interests? [Why do you say that?]

# Polish stakeholders in Brussels

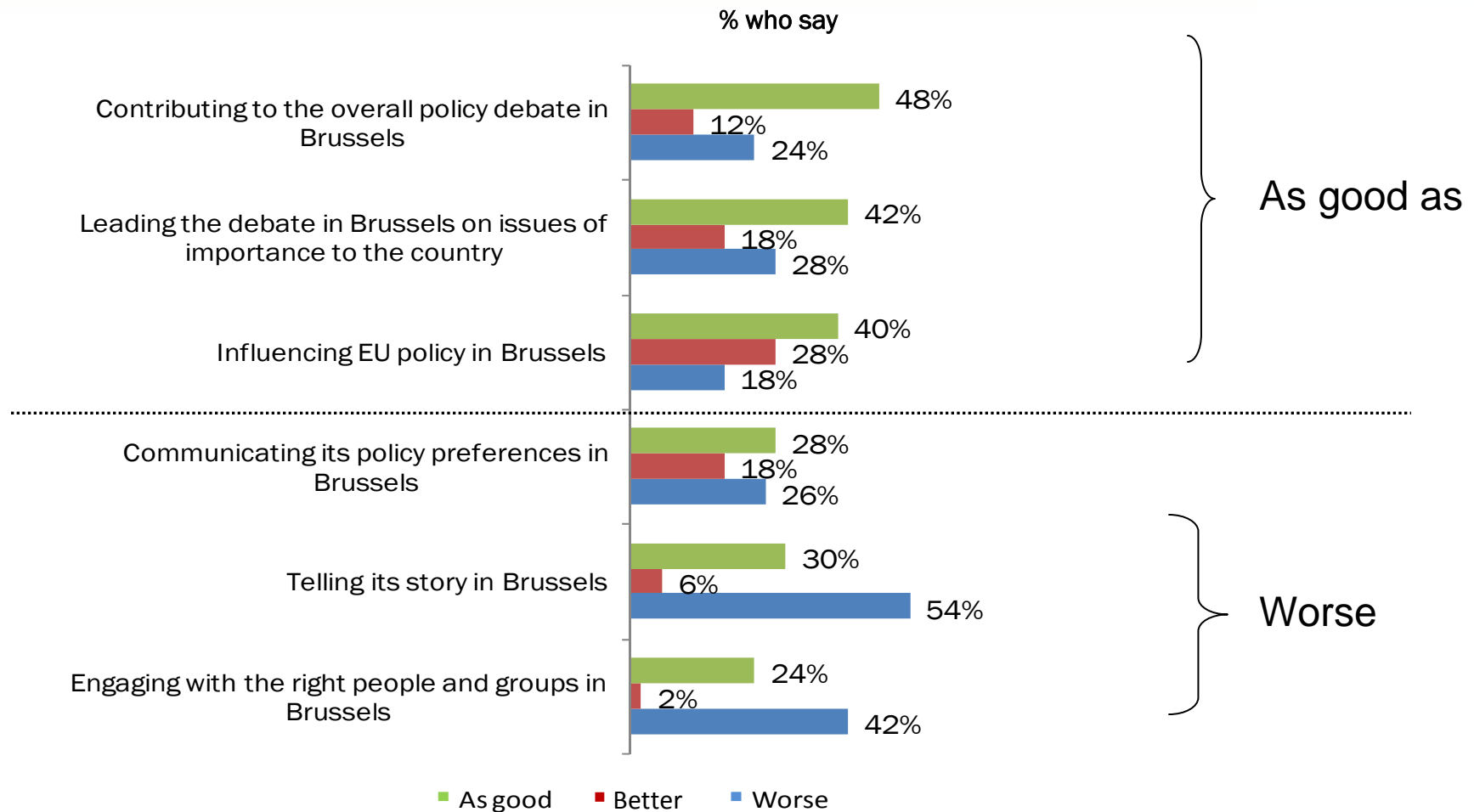


- In general, respondents rate Polish stakeholder groups as doing an average or below average job operating in the Brussels community compared to their counterparts in other EU countries with mean scores mostly below the mid-point of five on a one to ten point scale (*where one means they do a very bad job and ten means they do a very good job compared to other EU counterparts*)
- Of the five groups asked about, respondents give their highest rating to the Polish government (mean score 5.27), followed by Polish media (4.8). Nevertheless, the ratings are average in comparison to their counterparts in other EU countries
- Polish NGOs (3.68) and Polish think tanks (3.39) are given the lowest ratings compared to their counterparts



*Q. For each of the following Polish groups, please tell me how good of a job you think they do operating in the Brussels community compared to their counterparts in other EU countries using a one to ten point scale where one means you think they do a very bad job and ten means you think they do a very good job compared to other EU counterparts.*

# Poland: a comparison to other new member states



*Q. In general, would you say Poland does a good, better, or a worse job than the other 12 new EU member states in each of the following areas*

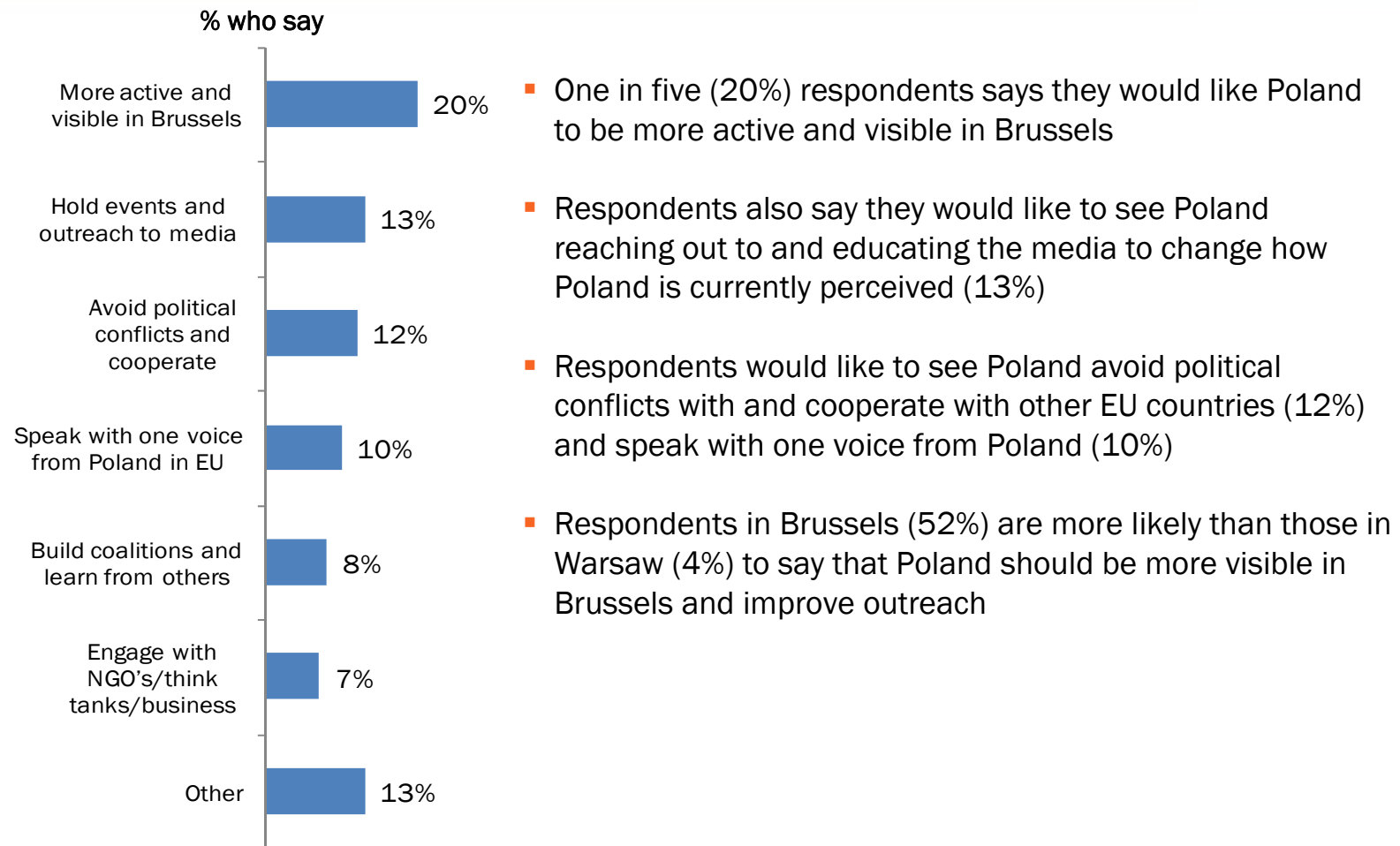
# Warsaw and Brussels: diverging views

In general, Brussels respondents appear to be more optimistic than those in Warsaw about Poland's abilities and efforts in the EU

- Respondents in Brussels are more likely than those in Warsaw to say Poland is better than other new EU member states
  - In influencing EU policy in Brussels (48% vs. 8%)
  - At communicating its policy preferences in Brussels (32% vs. 4%)
  - At leading the debate in Brussels on issues of importance to Poland (28% vs. 8%)
- Respondents in Warsaw are more likely than those in Brussels to say Poland is worse than other new EU member states
  - At influencing EU policy (28% vs. 8%)
  - At engaging with the right people and groups in Brussels (52% vs. 32%)



# Respondents would like Poland to be more visible in Brussels



N.B. Multiple responses allowed

*Q. Is there anything else that you think Poland and Polish groups from business to the media should be doing to have a bigger, more constructive impact in Brussels? [PROBE: Anything else?]*

