



Panel Discussion

“2014 National Survey on the European Perspective of Albania - Perceptions & Realities”

27 March 2015, EU Info Center

Rr. “Ismail Qemali”, Nr 32, Tirane

Since June 2014, Albania is an official EU member candidate. Improving common perceptions of the EU and fostering a wider understanding of its institutions, values and decision-making processes is an important immediate, medium and long term project. The great majority of the Albanian population continues to be strongly in favour of European integration. Albanian authorities and the EU have worked together already to address these issues. Progress has been made in raising awareness and understanding of the EU among Albania's target audiences.

During May – October 2014, the EU Delegation to Albania commissioned the Open Society Foundation for Albania to undertake the “2014 National Survey on the European Perspective of Albania - Perceptions & Realities”.

The study provides insights on Albania’s citizen level of knowledge and understanding about the European Union, knowledge and understanding of its business, and what the integration process means. The study sheds light on the information channels mostly used by them when seeking information about the EU and European integration and explains the factors that influence shaping Albania’s public opinion with regard to EU affairs. In addition, the study provides an insightful analysis of these factors, with recommendations about how to improve the communication about EU.

The results of Albania are compared with the results of other European countries' primary sources by using the raw data of five standard Eurobarometers, specifically Eurobarometer 76.1 (2011), Eurobarometer 77.4 (2012), Eurobarometer 79.1 (2013), Eurobarometer 79.2 (2013) and Eurobarometer 80.1 (2013).



Program

10.50 h	Registration
Welcoming & Introductory notes	
11.00 h	<ul style="list-style-type: none">• Andi Dobrush, Executive Director, Open Society Foundation for Albania• Ambassador Romana Vlahutin, Head of European Delegation to Albania• Klajda Gjosh, Minister of Integration, Ministry of Integration
11.30 h	<ul style="list-style-type: none">• Klodjan Seferaj, Project Manager, Open Society Foundation for Albania• Comments & questions by participants
12:30 h	Refreshments