

INTERCULTURAL TRENDS IN THE EURO-MED REGION

3RD EDITION | 13 COUNTRIES SURVEYED | 13,000 INTERVIEWS

Investment in **youth-led initiative** and **education** is perceived as the best response to conflict and radicalisation.

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Intercultural Trends Survey carried out by Ipsos



3rd edition
of the Intercultural Trends Report
of the Anna Lindh Foundation



13,000 interviews
1,000 completed in each of the
countries/territories covered



Target population
All individuals,
aged 15 or older



Fieldwork
took place between
19 September 2016 and
8 November 2016



measuring trends
Attractiveness of countries to live
Interest in news and information
Cross-cultural encounters
Key values when bringing up children
Perceptions about diversity
(...)



CATI
In most countries, a
Computer Assisted
Telephone Interviewing
methodology
was implemented



face-to-face
interview in Israel
and Palestine



A pioneering resource for the Euro-Med agenda

The Intercultural Trends Survey of the Anna Lindh Foundation, first established in 2010, presents scientific data on what people see as critical aspects of life in this Euro-Mediterranean region, their expectations, concerns and values:

- **Clash of Ignorance:** The Survey exposes that the region is not victim of a clash of civilisations but rather a ‘clash of ignorances’ based on historical stereotypes and the ‘culturalisation’ of conflicts promoted by certain media and political narratives.
- **Euro-Med vision:** The Survey shows that the appraisal of citizens for a common Euro-Mediterranean project will depend on its capacity for enhancing cultural diversity and fostering innovation, entrepreneurship and youth participation.
- **Med Forum Beyond:** The data validates the long-term programming pillars of the Anna Lindh Foundation recently backed by the Maltese EU Presidency and created on the back of the Foundation’s landmark Mediterranean Forum.

The latest survey is being launched during the Maltese Presidency of the European Union that has Mediterranean dialogue as a central focus, and is contributing to shaping new policies and programming in the framework of a renewed EU Southern Neighbourhood Policy in the face of unprecedented regional challenges.

Investment in youth-led initiative and education is perceived as the best response to conflict and radicalisation

When asked to evaluate the efficiency of various mechanisms to prevent and deal with conflicts and radicalisation in the Euro-Mediterranean Region, 81% of respondents in the European countries thought that education and youth programmes that foster youth-led dialogue initiatives would be “very efficient” or “somewhat efficient”. Similarly, 80% believed that supporting youth participation in public life would be at least somewhat efficient. The remaining measures were considered efficient by smaller shares of respondents in Europe.

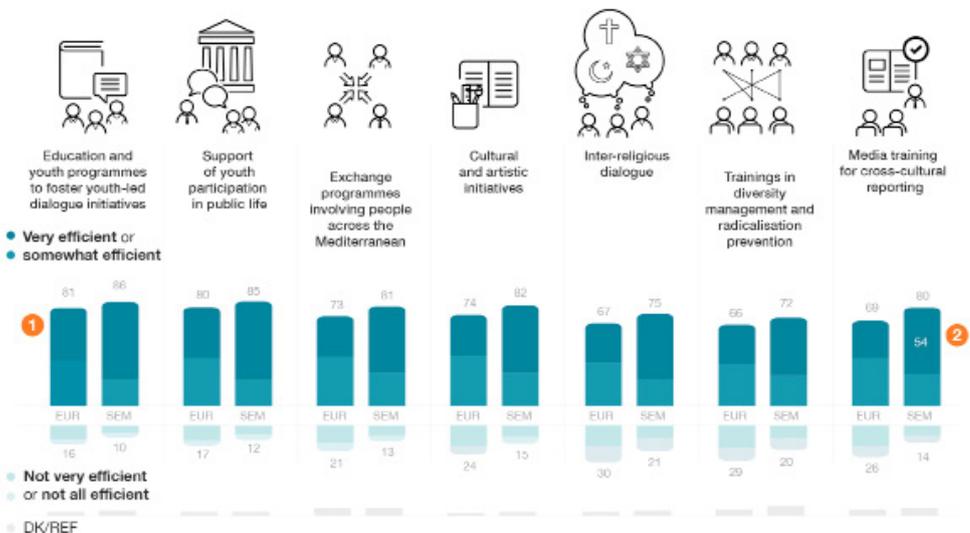
More than 80% of respondents in the SEM countries thought that education and youth programmes that foster youth-led dialogue initiatives and supporting youth participation in public life would be effective measure to deal with conflicts and radicalisation. The results for the SEM countries show that respondents in these countries appeared to be more likely than respondents in European countries to believe that each of the mechanisms presented to them would be “very efficient” or “somewhat efficient”. It should, however, be noted that this higher level of support was mainly observed in Algeria, Jordan and Tunisia.

One observation could be made across almost all countries surveyed: the proportions of “very efficient” responses were highest for the mechanisms focusing on young people in preventing and dealing with conflicts and radicalisation.

Efficiency of mechanisms to prevent and deal with conflicts and radicalisation in the Euro-Mediterranean Region

1 think that education and youth programmes that foster youth-led dialogue initiatives would be “very efficient” or “somewhat efficient”.
8 out of 10

2 5 out of 10 in SEM countries believe that Media training for cross-cultural reporting is a very effective mechanism. While in EUR countries, only 3 out of 10 have the same opinion.



Migration: an issue but not the most important

Positive perceptions of the Mediterranean region outscore negative ones

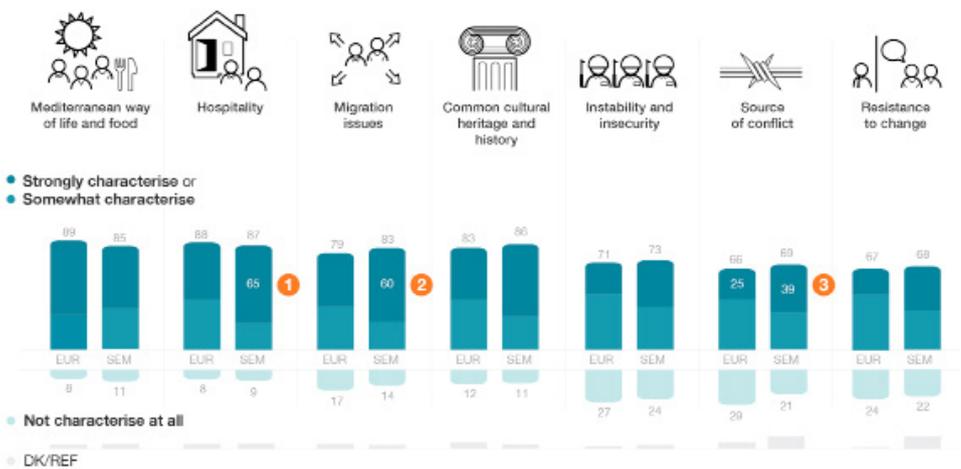
The key qualities associated with the Mediterranean region are shared history, shared heritage, and shared way of life – especially cuisine. These were chosen by interviewees for the Anna Lindh Foundation intercultural trends survey from a list of possible characteristics in defining the region. Migration, instability and conflict were also acknowledged as relevant aspects but to a much lesser degree.

There are some differences in perceptions on the two sides of the water, with interviewees in the south focusing on migration more than their counterparts in the north. In the north, 61% strongly associated the Mediterranean with ‘way of life and food’ while 44% saw strong association with migration issues. In the south the relevant figure for migration was 60% but there was a 65% strong association with ‘hospitality’, 59% with common cultural heritage and history, and 52% with way of life. The aspect ‘source of conflict’ – which is a focus for much of the media - rated only 25% for strong association in the north and 39% in the south.

This common accord on the shared values argues that there is resistance to the pressure exerted by groups on both sides of the Mediterranean to focus purely on the negatives and the factors that differentiate. At the same time, it highlights areas that policy makers should tackle to reduce the tensions, while giving them encouragement that there is much else that will bind the region if problem areas can be improved. As a general picture it is some way from the often discussed – and much desired by those with extreme views - clash of civilisations.

Characteristics of the Mediterranean region

Migration: an issue but not the most important



Media trust: sources vary, and have impact

Shared preference for TV across the region, but print still important in the north.

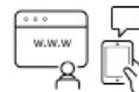
When looking for information about the Mediterranean region, its current events and key concerns, interviewees north and south in the Anna Lindh Foundation intercultural trends survey chose television as their trusted source. While the gap between TV and print media in the north is close, print comes well down the rankings in the south, with preference for online sources high. This difference is even stronger when the answers are analysed by age group.

Figures for trust in TV show 40% of those aged 15-29 in the north responded positively compared with 46% of those aged 30+. In the south the difference is greater at 48% in the younger group and 64% in the older. When online and social media are examined, the young outnumber their elders: 37% for both online and social media trust among those aged 15-29 compared to 29% and 20% for the older group. The numbers in the south are higher for the younger for online media (42%) but lower for social media (29%). The older group in the north lags well behind the young, with only 15% placing trust in social media.

Irrespective of the media concerned, the effects on perceptions are notable. Asked whether anything in the media had changed their opinions in the last 12 months about, 8% in the north said they had more positive views of the south while 18% said they were more negative. In the south, perceptions of the north were 21% more positive and 26 % negative. While 55% in the north said that the media had not changed their perceptions of the south at all, only 12% in the south said this of the north, though 38% said they had not seen anything in the media about the north.

Most trusted media source for information about SEM/European countries

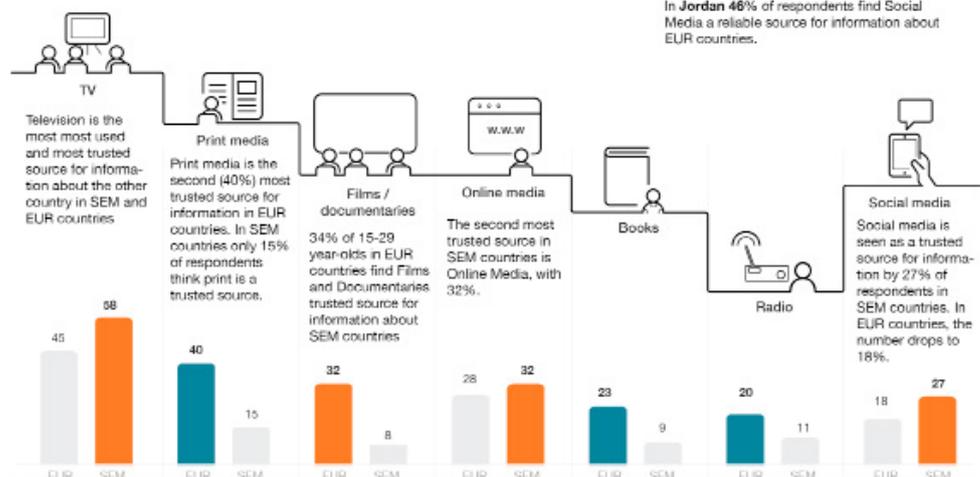
Media trust: sources vary, and have impact



37% of 15-29 year-olds

in SEM countries find Online Media and Social Media trusted source for information about EUR countries.

In Jordan 48% of respondents find Social Media a reliable source for information about EUR countries.



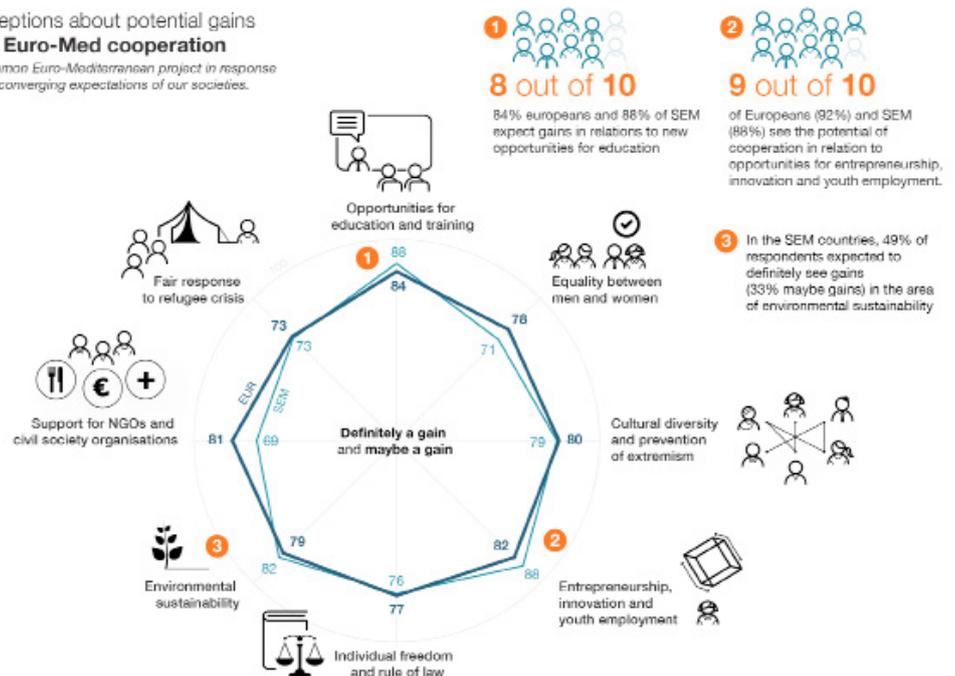
A Common Euro-Mediterranean project in response to the converging expectations of our societies

For all potential gains of Euro-Med cooperation presented to respondents, the majority view in both country groups was that there might be gains from reinforcing cooperation, while a minority of respondents did not expect to see any gains for their society. 84% of Europeans and 88% of SEM expect gains in relations to new opportunities for education and training and 92% of Europeans and 88% of SEM see the potential of cooperation in relation to opportunities for entrepreneurship, innovation and youth employment. When looking at the definite expected gain, we see for example, in the SEM countries, 49% of respondents expected to definitely see gains in the area of environmental sustainability while 33% thought there might be gains in this area, compared to 12% who were convinced there would be no environmental gains from cooperation.

As with the previous editions since 2010, the Intercultural Trends Survey shows that the appraisal for a common Euro-Mediterranean project will depend on its capacity for enhancing opportunities for education and fostering entrepreneurship. In order to increase the ownership among the societies of the Euro-Med process, the challenge is to respond to bottom-up visions and expectations.

Perceptions about potential gains from Euro-Med cooperation

A Common Euro-Mediterranean project in response to the converging expectations of our societies.





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