

polska pomoc

***EVALUATION OF POLISH DEVELOPMENT COOPERATION:
INFORMATION AND PROMOTIONAL ACTIVITIES IMPLEMENTED
UNDER MULTIANNUAL DEVELOPMENT COOPERATION
PROGRAMME 2016-2020***

FINAL REPORT

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EXECUTIVE SUMMARY

The aim of this study entitled *Evaluation of Polish Development Cooperation: Information and Promotional Activities Implemented Under 2016-2020 Multiannual Development Cooperation Programme (MDCP)* was to **assess the functioning and effects of information, educational and promotional activities carried out in specific areas of Polish Development Cooperation** (information, global education, promotion) in order to support the design and implementation of initiatives under the new multiannual programme. Much qualitative and quantitative research – along with expert analyses – has been conducted, including an analysis of the existing data, a structuring workshop with representatives of the Ministry of Foreign Affairs, in-depth interviews with development cooperation stakeholders, and a survey of Polish residents, that is the general public. The research also included case studies of promotional campaigns, the benchmarking of communication measures implemented by other countries, a SWOT analysis, a website usability study of <https://www.polskapomoc.gov.pl/>, an analysis of the content on development cooperation on the Internet, panels of experts, and an implementation workshop.

Assessment of the system of implementing communication activities under Polish Development Cooperation

The institutional system of implementing communication activities related to development cooperation is designed **in a coherent and adequate manner**. However, to increase the effectiveness and usefulness of the communication activities conducted, **it is necessary to introduce modifications that will further improve its operation**.

According to the organisational regulations of the Ministry of Foreign Affairs, the department responsible for carrying out development cooperation activities is the **Department of Development Cooperation (DDC)**. Its five-person **Social Communication Unit (SCU)** is responsible for carrying out tasks related to information, promotion and education. In the second half of 2018, the composition of the team was partially changed. New tasks were imposed on the Unit, the optics of communication activities was changed, and work on improving the efficiency and usefulness of communication was intensified, as exemplified, among other things, by this study. Currently, the SCU's tasks include contacts with the media, publishing materials, organisation of promotional events and photo exhibitions, running a website and social profiles, as well as awarding grants and concluding contracts, monitoring and evaluating project expenditure in the field of global education. During the implementation of the study, however, **two main barriers** were identified that significantly affect the effectiveness and efficiency of the SCU work. First of all, the Unit's personnel are engaged in **tasks that go beyond those related to conducting communication activities**. The results of the analysis indicate that the Unit periodically faces accumulation of tasks, including those that go beyond activities that are broadly understood as communication tasks. This necessitates extending the personnel's working time. Despite this, the quality of the tasks completed remains high. In addition, the specificity of work at the Ministry of Foreign Affairs is determined by a high staff turnover, which causes frequent vacancies for expert positions at the SCU. Secondly, during the study it was identified that social media is used in communication activities, but with the exception of Facebook which is important for communication with most target groups of *Polish Aid*. **Administering, running and managing a Facebook profile would at least require a reorganisation of the SCU's tasks, in order to focus the activity of part of the staff onto social media**.

PDC is conducted on the basis of three main documents, namely *the Development Cooperation Act, the MDCP, and the Annual Development Cooperation Plans*. However, the legislator did not specify the directions or the recipients of communication activities. Furthermore, the other two programming documents conditioning development cooperation contain only general information about communication, with the MDCP indicating that information and promotional activities regarding the implementation of Polish Development Cooperation will include initiatives **targeted at a wide audience and at selected groups of recipients**. The personnel of the Social Communication Unit are aware of target groups and know their characteristics. They use this knowledge on a daily basis to create the communication policy for PDC. **Generally speaking, recipients of communication activities can be divided into two categories, namely domestic and foreign recipients**. The first group is specific and highly diverse and includes both public opinion and information intermediaries (non-governmental organisations, schools – teachers, children and young people – universities, government and local government administration, volunteers, media) that are also its recipients. The group of foreign recipients includes direct recipients of activities carried out as part of ongoing projects, the societies of the countries where the projects are implemented, as well as the countries' local government and local administration units and the media.

The main channel for informational activities on PDC is the website www.polskapomoc.gov.pl. As shown by examples of communication activities conducted by other countries, such as Austria, Denmark and Ireland, which are subject to the benchmarking analysis, running a website is the starting point for other forms of communication. The *Polish Aid* website contains the most important information on development assistance, including a description of activities, particulars of calls for proposals and recipient countries, details on partners and various forms of cooperation. There is also a knowledge base which includes a great deal of information on the PDC activities, as well as explaining various issues about development assistance, like statistical data, publications, reports, and documents. Therefore, it can be concluded that the **site contains much useful information and many documents**. This was also emphasised in interviews conducted with representatives of organisations implementing *Polish Aid* projects. **The vast majority of interlocutors also described the site as 'transparent' and 'containing all the information needed for those interested in the projects'**. However, according to the interviews and the website analysis, there is **insufficient data on current project activities or such data is too difficult to locate**. Conclusions from the analysis of the site and assessment of some of the organisations implementing PDC projects indicate that people who are not involved in and who do not have information on development cooperation may have problems finding specific information on current activities carried out in individual countries. An analysis of the usefulness of the www.polskapomoc.gov.pl website has also shown several elements that can form an obstacle in effectively informing recipients; these are, however, mainly technical issues. **Users experience the greatest problems when moving around lower navigation levels**. This is due to the insertion of extensive information architecture in navigation, which is ultimately intended for flatter structures, based on a maximum of one navigation level.

The system of communication activities is consistent with documents of a "higher-order" at international and European levels which set the framework for development cooperation. When assessing the consistency of communication activities, it should be remembered that **relatively many partners/entities are involved**. The Ministry of Foreign Affairs is the main sender of messages, but, for example, NGOs may have their own information policy, quite independently of the Ministry. In addition, public administration bodies often conduct their own

communication policy without consulting the Ministry of Foreign Affairs in matters related directly to PDC and coordinated by the Ministry. In the structure of the Chancellery of the Prime Minister, for example, there is the Humanitarian Aid Department with its own Minister – member of the Council of Ministers. Pursuant to the Organisational Regulations of the Chancellery of the Prime Minister, one of the tasks of this department is to build and shape relations with public opinion and the media, including the promotion, dissemination and propagation of humanitarian aid and information policy regarding the Minister's activities. This is, therefore, another sender of messages about development cooperation (humanitarian aid is – in accordance with *the Development Cooperation Act* – one of the elements of development cooperation). Lack of any coordination of initiatives may lead to information noise. It is necessary to take measures to organise the institutional system in this respect.

Assessment of the effectiveness and usefulness of communication activities regarding Polish Development Cooperation

Television (74%) and the Internet (40%) are the most frequently indicated sources of information on the assistance provided by Poland to other countries; this was shown in a survey conducted among the residents of Poland. Among Internet sources, the respondents pointed primarily to popular news websites, such as Onet, WP, Interia, etc. (32%), as well as to social media, such as Facebook, Twitter, YouTube, Flickr, Issuu, etc. (8%). Official websites are very rarely a source of information about PDC for the public, as is evidenced by the low percentage of indications of these sources: the Ministry of Foreign Affairs website www.msz.gov.pl (2%) and the *Polish Aid* website www.polskapomoc.gov.pl (1%). An analysis of the Internet has shown that references to development cooperation are mostly neutral, approximately 83% in 2017 and 89% in 2018. The difference between positive comments and more negative comments is in favour of the latter. However, the percentage of negative comments is decreasing, as is shown by comparing data from 2018 with those from 2017; this can only be considered a positive trend. A large percentage of neutral comments indicates that these are mostly information messages and therefore do not cause much interaction with Internet users.

The graphic symbol for the Polish Development Cooperation programme – *Polish Aid* – was selected in a competition organised by the Ministry of Foreign Affairs in 2008. The logo with the **most positive associations, the purest graphic form, and the simplest to use** was chosen. All organisations and institutions implementing projects related to development assistance and humanitarian aid, as well as to global education and volunteering using financial resources from PDC, are **obliged to provide information on project financing and to use the *Polish Aid* graphic symbol**. The results of the survey conducted among Polish residents showed that recognition of the logo in Polish society is relatively low. Only 15% of respondents who had come across the names "Polish Development Assistance", "Polish Development Cooperation" or *Polish Aid* had also seen the *Polish Aid* logo; that equals 5.5% of the adult population of Poland. The largest percentage of people who had seen it were in the age category 50-59 years old (22%). The smallest number of respondents ever to have seen the logo were people in the 18-29 age range. They constituted only 7% of the respondents. However, individual interviews with representatives of organisations and institutions implementing projects as part of calls for proposals reveal **great awareness both of the obligation and the importance of using the logo at the location of the project** and in Poland (on elements of infrastructure projects, purchased devices, equipment, and promotional materials). The *Polish Aid* logo is legible. **Its graphic part is often identified as**

a Polish smile, a 'smiley' face, which contributes to creating a positive image of development cooperation and positively affects its acceptance. The conclusions of the study indicate that the motif used in the logo is recognisable and understandable both for Poles and foreigners.

As part of the study, the accessibility of the language of messages in information, promotional and educational activities regarding Polish Development Cooperation was analysed. Both materials financed under *Polish Aid* and materials concerning development projects/activities financed from other sources were selected for the analysis. All the analysed texts can be considered **moderately difficult, both in the case of materials financed under *Polish Aid* and materials related to projects/activities financed from other sources.** In both groups, the percentage of difficult words is 4-5%. The average values of the FOG index (entry and text forms) indicate that **12 to 14 years of education are needed to fully understand the message, that is it is necessary to have higher education, at least at Bachelor's level.**

Knowledge and Perception of Development Cooperation in Society

In 2019, 69% of the surveyed residents of Poland admitted that, at some point in their lives, they had seen some information about the assistance provided by Poland to other countries. The percentage of people who have seen such information increases with the age of the respondents; most people who have seen such messages are currently aged 50 years or older. Adults who are pensioners, the self-employed and full-time employees have come across such information much more often. **Most respondents (43%) indicated that the information they encountered concerned African countries,** including Ethiopia, Kenya, Senegal, Tanzania, Uganda, and Tunisia.

One important factor affecting the awareness of assistance provided by Poland are the attitudes of Poles towards the very idea of helping other countries and their own experiences related to this assistance. The survey results indicate that **79% of the respondents believe that Poland should support development assistance in developing countries.** Although Poles mostly believe that our country should support the development of other countries, **we are, to a small extent convinced that a single person can have an impact on the fight against poverty in developing countries (48%).** In 2018 in Poland as many as 80% of respondents declared a lack of personal involvement. 14% of Poles donate money to organisations and 3% do voluntary work.

Considering the above results, it is possible to **divide the society into the following groups:**

- **those aware of and supporting Poland's assistance to developing countries** – the most numerous group, constituting over 60% of all respondents. It is dominated by people aged 60 or more, women, city dwellers, and full-time employees. This is a group that draws information about the assistance provided by Poland to other countries from the television. What is interesting is that within this group there is almost the same percentage of persons who know and those who do not know the terms "Polish Development Assistance", "Polish Development Cooperation" or "*Polish Aid*". Most members of this group have not yet come across the *Polish Aid* logo and the vast majority in this category are people who think that Poland should rather support developing countries.
- **those unaware of but supporting Poland's assistance to developing countries** – a group constituting 25% of all respondents, dominated by young people (aged 18-29), women, city residents and full time working people. The vast majority are people who do not know the terms "Polish Development Assistance", Polish Development

Cooperation" or "*Polish Aid*", and who have not seen the *Polish Aid* logo. The vast majority in this category are people who think that Poland should rather support developing countries. It is a group with great potential in the context of communication activities under *Polish Aid*. The basic goal should be to reach these people with information on the ways and scope in which Poland provides assistance. This type of target group and the purpose of communication activities should be included in the communication strategy.

- **Opponents of Poland's assistance to developing countries** is the smallest group of respondents, representing less than 15%. This last group is dominated by young people (18-29 years of age) and older people (60 years of age and older), as well as by men and full-time employees. Only a slightly larger percentage in this category are city dwellers. Most of these people have seen information about the assistance provided by Poland to other countries, but the vast majority are those who do not know the terms "Polish Development Assistance", "Polish Development Cooperation" or "*Polish Aid*", and have not seen the *Polish Aid* logo. Interestingly, only in this group the majority of people assume that Poland allocates more than PLN 2 billion annually to help other countries. Almost 50% of this group admits that Poland should definitely not support developing countries.

Recommendations and suggestions

The conclusions of the evaluation led to the development of recommendations and suggestions, the implementation of which will contribute to increasing the effectiveness and usefulness of communication activities under PDC:

- **It is recommended that a communication strategy be developed** that uses the results of this study and is inclusive of the results for target groups, the effectiveness of communication channels and tools as well as public awareness of the development cooperation; above all, the experience acquired to date in implementing information, promotional and educational activities should be used. The strategy should cover Polish Development Cooperation in its entirety and be in line with the assumptions and objectives of the MDCP. Its coordination should be within the remit of the SCU. In addition, it is necessary to **strengthen the importance of communication policy regarding development cooperation in the DDC; however, this will not be practicable without strengthening the position of the SCU.**
- **One solution that could increase the coordination of communication activities under PDC may be to create a working/expert group, composed of at least representatives of ministries participating in the implementation of PDC, whose goal will be operational coordination of information and promotional policy on Polish development activities.** The group's work should be coordinated by the Ministry of Foreign Affairs and the group should include people who, at the operational level, deal with implementing the communication policy related to PDC. The frequency of the group's work should be determined in the context of the needs related to conducting information, promotional and educational activities.
- **It was recommended that the PDC website be rebuilt**, the website being the main information channel. It should be modernised, adjusted to the possibilities of mobile use, and then adapted to modern conditions and requirements of the recipients. The quality and attractiveness of the content posted should be improved, and technical errors should be eliminated, such as moving around the lower navigation levels.

- **Considering the participation of social media as sources of information and their large role as the space where people (including recipients of information on development cooperation) spend their free time, it is important to use social platforms to implement communication strategies.** The number of users of social networking sites is expected to grow. Facebook is the most-visited social networking site in the world with its 2.2 billion users. It offers many useful features, including creating events. When expressing interest in a given event, the platform users are notified about the upcoming date or new information about the event. In the case of *Polish Aid*, this could be used to promote various events in a wider way, especially among younger age groups and people from outside this environment. To ensure the rapid spread of information about an event from the moment it is created on Facebook, **it is worth engaging bloggers, opinion leaders, journalists and influencers who can inform their community about the event.** A part of this trend and an increasingly popular form of event promotion that is worth considering for *Polish Aid* are the so-called Igers, a term coined from the word 'Instagrammers', that is the community of Instagram fans and Instagram photos. Competitions and cyclical events can also be a good way to draw attention to development assistance. One noteworthy form of competitions may be the **poster**, as this genre has been revived in recent years and is now increasingly used as a form of transmitting content with a picture that is neither a photo nor a film. Posters can be used both as a carrier of specific messages for such ideas as global education, with a high degree of attractiveness and availability for society, and as an element of a bigger event such as a competition or an exhibition.
- **It is recommended to strive to simplify the language of communication about PDC.** A good practice of formulating a message is **its transparency** which allows for easy access to information, for example facts about the financial scale of PDC and its directions. This element of the MFA's communication activities has been positively assessed by representatives of NGOs and should be vigorously maintained in order to avoid misinformation and distortions in society about *Polish Aid*. Another good practice when creating a message is to include in it **an educational component** that increases awareness about PDC, its objectives and assumptions.

A desirable rule for creating messages about *Polish Aid* is to **talk about the advantages** that would justify the direction of assistance and indicate real benefits, both for the receiving country and for Poland.
- Issues regarding global education and its full use for the overall objectives of Polish Development Cooperation which are broader than communication alone, require further in-depth studies. At this stage, it was established that it is necessary to **further integrate global education activities into the formal education process, as part of the core curriculum at schools. It is also necessary that further groups of stakeholders such as libraries, parents and cultural centres, be involved in undertaken actions; this would enable an even more comprehensive promotion of PDC.**

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LIST OF ABBREVIATIONS

Abbreviation	Full name
CATI	Computer aided telephone interview
DDC	Department of Development Cooperation
FOG	Text readability index
MNE	Ministry of National Education
MIED	Ministry of Investment and Economic Development
MCNH	Ministry of Culture and National Heritage
MSHE	Ministry of Science and Higher Education
MIA	Ministry of the Interior and Administration
MFA	Ministry of Foreign Affairs
NGO	Non-governmental organisation
ODA	Official Development Assistance
UN	United Nations Organisation
EDC	Educational Development Centre
PIIA	Polish Institute of International Affairs
PDC	Polish Development Cooperation
RCID	Regional Centre for International Debate
EU	European Union
UNHCR	United Nations Refugee Agency
SCU	Social Communication Unit
MDCP	Multiannual Development Cooperation Programme

1. INTRODUCTION

The study concerning *Evaluation of Polish Development Cooperation: information and promotional activities implemented under MDCP 2016-2020* was carried out at the request of the Ministry of Foreign Affairs by the research team of IBC GROUP Central Europe Holding JSC, which was selected through a public tender procedure and operated from April to September 2019.

1.1. Objectives and subject of the study

The overall purpose of the evaluation study was to **assess the functioning and effects of information, educational and promotional activities carried out in specific areas of activity of Polish Development Cooperation** (information, global education, promotion) in order to support the design and implementation of initiatives under the new multiannual programme. **The specific objectives of the study included:**

- determining the extent to which information, promotional and educational activities were accurate and effective;
- determining the degree of coherence in documents (including annual plans, the multiannual programme and competition documents) regulating information, educational and promotional tasks;
- showing the level of complementarity in the information, educational and promotional tools used so far, including on websites, in publications, in social channels, in radio and television productions, and at information and promotional meetings;
- formulating recommendations for future information, promotional and educational activities.

The subject of the study were the information, promotional and educational activities implemented under Polish Development Cooperation that aims at increasing social and economic potential and supporting democratisation processes in partner countries. The communication activities carried out under the MDCP **since 2016** have been assessed, including the annual development cooperation plans prepared from 2016, reports on the implementation of projects related to global education, and materials from conducted information and promotional activities.

1.2. Evaluation criteria

The study was conducted using the following evaluation criteria:

- **relevance**, understood as a **reference to the objectives** of information, promotional and educational activities and the **actual needs** of the recipients of these activities, as well as the degree to which these activities and tools match the needs of the target groups defined in the MDCP;
- **efficiency**, understood as the **justification of the expenditure** incurred from development cooperation funds as being cost-effective – whether financial and human resources or the time spent were channelled into supporting projects that can potentially generate the greatest added value and offer a chance for long-term development; in short, whether or not the most preferable option was chosen;
- **effectiveness**, understood as the **achievement of objectives**, showing the degree of implementation of the objectives, that is, the extent to which the objectives of the MDCP have been achieved;

- **cohesion**, understood as the **comprehensiveness** of conducted activities and their mutual complementarity, as well as the **lack of contradiction** in communication and messages formulated as part of information and promotional activities, as well as in global education;
- **innovativeness**, understood as **matching** the activities undertaken and the latest tools available to the needs of a **changing environment**, in response to the changing domestic and international situation.

1.3. Research and methodological approach

The theory of social communication and theory of social attitudes

The theoretical bases for evaluation were the **theories of social communication and the theory of social attitudes**. According to the theory of social attitudes, each person has a relatively permanent disposition to respond in a certain way to the attitude and behaviour of others, to a social group, to events and situations, as well as to material and spiritual values.¹ Such a multi-dimensional social attitude has three components that relate to the subject of attitude, viz. cognitive, emotional and behavioural.²

An important aspect of constructing and manifesting attitudes are **social interactions**, whose key element is **social communication**³. It is one of the vital elements that can affect the change of social attitude in human beings. This is done by affecting the emotional component, which is the basis of **persuasion**, as well as by affecting the cognitive component, that is by **informing**. In the classical model of the process of social communication, the main actors of the communication process are the **sender and the recipient**, but this always occurs in a specific context which is the result of the differently conditioned conglomerate of attitudes of the sender, the recipient, and all those who can influence the attitudes of the first two. The context of the communication process can, in turn, be considered at various levels, that is psychological, historical, cultural, time, social, economic, physical, and technical. The basic components of the communication process are **messages** with specific content and information, and **channels of communication**⁴. The necessary sub-processes that must take place in such a model are **coding**, namely translating specific information into communication – the message and choosing an adequate communication channel, and then **decoding** the information – the decoding is effected when the recipient reads the message. The recipient's response to the received message is **feedback**⁵. It expresses the recipient's reaction (or the absence thereof), as shaped by the manner in which the message was decoded, understanding and assimilating the message. The existence of feedback proves the transactional and interactive nature of communication. A detailed analysis of the concept of attitude leads one to conclude that it is the attitude characteristic of **groups of recipients** that determines the perception of specific messages. In other words, each representative of a given group exemplifying a set of similar features, has a **decoding mechanism resulting largely**

¹ Stefan Nowak, *Teorie postaw* (Warsaw: PWN, 1973), 17-69; Bogdan Wojciszke, *Postawy i ich zmiana* (2000) in Jan Strelau (ed.), *Psychologia. Podręcznik akademicki, Volume 3 Jednostka w społeczeństwie i elementy psychologii stosowanych* (Gdansk: GWP), 79-106.; Eliot Aronson, Timothy Wilson, Robin Akert, *Social psychology: the heart and the mind* (Poznan: Zysk i S-ka Publishing House, 1997).

² M. J. Rosenberg, C. I. Hovland, *Cognitive, affective and behavioural components of attitudes* (1960).

³ John Fiske, *Introduction to communication studies* (Wroclaw: Astrum Publishing House, 1999), p. 21.

⁴ Claude E. Shannon, Warren Weaver, *The Mathematical Theory of Communication* (Illinois: University of Illinois Press, 1963).

⁵ It should be remembered that feedback may have the character of, for example, rebellion or withdrawal and in such cases it is possible that apparently no behaviour is observed.

from the attitude. Therefore, the **sender of the message** must firstly understand and, secondly take into account the impact of this mechanism in their message. The absence of such recognition and of appropriate adjustment of the message thereto, results in **information noise.**

Theory-based evaluation

An approach known as **Theory-Based Evaluation (TBE)** or Theory-Driven Evaluation, was used in the research process. Its fundamental features are:⁶

- focusing not only on whether the intervention – in this case the implementation of information, promotional and educational activities in the field of Polish Development Cooperation – was effective, but also focusing on how and why the intervention brought about the effects in the first place and what the sources of failures are;
- striving to understand the mechanisms that make intervention translate into effects as well as contextual factors;
- verification of the relevance of conducted activities from the perspective of the recipients;
- understanding "theory" as a cause-and-effect model or as a theory of change behind the intervention.

Participatory evaluation model

The **research process was based on a participatory evaluation model**⁷. Evaluation understood in this way meets two criteria for research quality: reliability and correctness of data collection methods, and appropriate integration of the evaluation process into the practice of institutions involved in this process, including the opportunity to refer to the conclusions and recommendations of the study.

A participatory evaluation model means inclusion in the research process of all vital stakeholders to whom the study relates in one way or another. Cooperation – in the course of designing, carrying out research and conducting analyses – with the widest spectrum of interested parties, fosters building a large-scale support for activities that will be undertaken as a result of the evaluation. Another advantage of this approach is that final conclusions, appearing as a result of an evaluation study, are seen as the result of the **joint work** of the evaluators and people involved in the evaluated project, programme or activities – in this case these include the Ministry of Foreign Affairs and organisations participating in the provision of development cooperation.

1.4. Research methodology

The study was carried out using **methodological triangulation**. The following presents a description of the research and analytical methods that were implemented as part of the evaluation.

⁶ Becky Carter, *Helpdesk research report: Theory-based evaluation approach*. Governance and Social Development Resource Centre (2012).

⁷ J. Bradley Cousins, Elizabeth Whitmore, "Framing participatory evaluation," *New Direction for Evaluation*, no. 80 (1998): 5-23; J. A. King, "Participatory evaluation," in: S. Mathison (ed.), *Encyclopaedia of Evaluation* (Thousand Oaks, California: Sage, 2005), 291-294; Robert Stake, "A Modest commitment to the promotion of democracy," *New Direction for Evaluation*, no. 85 (2000): 97-107; Marvin C. Alkin, *Evaluation roots: tracing theorists' views and influences* (Thousand Oaks, California-London: Sage, 2004).

Desk research

The starting point for the study was analysis of the existing data. The main goal of the *desk research* was to provide observations and conclusions to be verified and used later in the study, based on a review of existing information resources. In the course of conducting the study, data from existing sources was used, that is, data and information that was not generated for the purpose of the research. The list of analysed materials is presented in the annexe. Information on materials used to draw up this report is included in the footnotes and in the bibliography.

Structured workshop

The aim of the workshop is to determine the assumptions underlying communication activities related to PDC, recreating the logic of conducting these activities, as well as learning about resources (mainly organisational and human resources) involved in their implementation and identifying solutions planned for future implementation. This took the form of a meeting of specifically selected participants who conducted a moderated discussion on a given topic. The workshop was attended by **representatives of the Social Communication Unit in the DDC** who are responsible for information, promotional and educational activities in the field of PDC.

In-depth interviews

An in-depth interview is a conversation with a respondent based on a conversational scenario. The questions in the script were open, with the interviewer deciding about the order in which they were asked and how they were formulated. The interviews were conducted in the form of individual interviews or dyads; if it was impossible to conduct direct interviews, telephone contact was made. Implementers and coordinators of PDC projects participated in the interviews. The interviews were conducted with representatives of the following stakeholders of communication activities related to PDC: the government administration (Ministry of National Education, EDC, the Ministry of Science and Higher Education, the Ministry of the Interior and Administration, the Ministry of Investment and Economic Development, the Solidarity Fund PL, and the Polish National Agency for Academic Exchange – issues related to the Ignacy Łukasiewicz Scholarship Programme and the Stefan Banach Scholarship Programme), as well as Grupa Zagranica and organisations implementing projects as part of calls for proposals. **In total, 30 in-depth interviews were carried out.** The list of stakeholders participating in the interviews is presented in the annexe.

Surveys

As part of the evaluation, a telephone survey was conducted on a representative sample of Polish residents. CATI, or the Computer Assisted Telephone Interview, is a technique employed in quantitative research, which involves conducting telephone interviews with the use of a computer and is based on a questionnaire. The research tool in a CATI survey is a standardised questionnaire. It was subjected to consultations with the Contracting Entity **and a pilot trial on n = 17.**

The interviews were conducted on **a representative sample of adult Polish residents, that is persons aged 18 and over.** The study was carried out in one step, on a sample of **600 respondents**, which allows the study results to be averaged out over the entire population studied with a potential estimated margin of error of $e = 4\%$ but with a 95% confidence level. Sampling was stratified-random in character. The selection of the sample population was conducted within specific layers or voivodeships. The results of the selection are presented in the table below.

Table 1. Selection of CATI sample by voivodeship

Voivodeship	Number of adult residents	Number of CATI interviews
Dolnośląskie	2 411 938	46
Kujawsko-Pomorskie	1 706 717	32
Lubelskie	1 750 119	33
Lubuskie	833 141	16
Łódzkie	2 058 379	39
Małopolskie	2 748 924	52
Mazowieckie	4 367 086	83
Opolskie	832 240	16
Podkarpackie	1 739 900	33
Podlaskie	978 529	19
Pomorskie	1 869 825	36
Śląskie	3 777 436	72
Świętokrzyskie	1 040 435	20
Warmińsko-Mazurskie	1 170 623	22
Wielkopolskie	2 816 910	54
Zachodniopomorskie	1 410 704	27
Total	31 512 906	600

Source: Own study based on the most recent (2017) data of the Central Statistical Office (Local Data Bank) and CATI survey results.

In order to increase the representativeness of the CATI sample, the sample of residents was also monitored according to the following variables: **gender, place of residence (village-city) and the age of the respondents**. These are variables that may have significant statistical significance for respondents' answers; representativeness in this regard was, therefore, crucial for the success of the study and the validity of its conclusions.

Table 2. Selection of CATI sample by gender, place of residence and age of respondents

Sampling variable	Share in the population (adults)	Number of CATI interviews
Gender		
Men	47.7%	286
Women	52.3%	314
Total	100%	600
Place of residence		
Town	60.9%	365
Village	39.1%	235
Total	100%	600
Age		
18-29 years of age	18.0%	108
30-39 years of age	20.0%	120
40-49 years of age	17.0%	102
50-59 years of age	15.6%	93
60 years and above	29.5%	177
Total	100%	600

Source: Own study based on the most recent (2017) data of the Central Statistical Office (Local Data Bank) and CATI survey results.

The results of the CATI survey were primarily used to assess the effects of information, educational and promotional activities carried out under the MDCP. They also allowed to assess the state of public awareness of Polish Development Cooperation.

Linguistic and semiotic audit

In the process of communication, vital importance is attached not only to what is conveyed and what tools/media are employed in the process, but also to the language of the communication/message itself. The in-depth linguistic-semiotic analysis method is based on two basic steps/elements, which include:

- **analysis by means of the FOG readability index**

The FOG readability index is designed to determine the degree of text accessibility (text blur). It tells you whether the text is difficult or easy. Its value denotes the number of years of education needed to understand the text.

- **analysis of proportions between the nouns and verbs used in the text**

Proportions between these two basic parts of speech are another indicator of style characteristics. This time, however, it is about a tendency to make the narrative more dynamic. Verbs and nouns appear in every text, but they do not appear in the same proportions in every text. Difficult texts have many nouns and few verbs. In easy texts there are fewer nouns, and more verbs. Thanks to verbs texts are not static as verbs make them alive.

Sixteen selected materials, in text form, which constituted information and promotional publications for the Ministry of Foreign Affairs and cooperating institutions and which were published on websites, were subjected to linguistic and semiotic analysis.

Case studies

The *case study* method assumes a comprehensive description of the case. In this study, these were information, promotional, educational campaigns and actions, both in terms of internal conditions (case structure) and external conditions (case context). **Five case studies on communication campaigns were carried out.** The campaigns, subjected to a detailed analysis and evaluation, included both successful/unsuccessful and ineffective/failed campaigns. Identification of the campaigns was carried out with the use of an internet query and also through in-depth interviews.

Benchmarking

Benchmarking can be defined as 'learning from the best' by comparing oneself with the best. It is a method of seeking good practices in order to achieve the best results by learning from others and using their experience. In this case, benchmarking was based on the **identification of solutions and actions carried out as part of the information, educational and promotional activities conducted by Ireland, Austria, Denmark, and the UN Refugee Agency (UNHCR).**

SWOT analysis

The SWOT analytical technique consists in dividing obtained information about a given case into four groups, that is into four categories of strategic factors: Strengths, Weaknesses, Opportunities, and Threats. In this study, the information concerned the relevance, efficiency, effectiveness, coherence, and innovation of information, promotional and educational

activities. The SWOT analysis used information collected during desk research, surveys and qualitative research, such as interviews and workshops.

User Experience (UX)

User experience surveys measure and determine the sum of user experiences when using an interactive service. The research includes elements of psychology, ergonomics, graphics and industrial design as well as marketing. The UX study, conducted as part of this evaluation, consisted in **observing the behaviour of users who received specific tasks to perform on the <https://www.polskapomoc.gov.pl/> website.**

Multi-criteria analysis of content from the Internet

Analysis of internet resources included statements found on social networking sites, micro-blogs, internet forums, blogs, websites, video sites, and opinion comparison engines. The data came from two time periods, that is from 2017 and 2018. The results of monitoring and analysing internet resources have allowed the **number of statements** related to Polish Development Cooperation to be determined, among other things, as well as **sentiment of the statements, the most commonly used words, sources of the statements, and the gender of the authors.**

Expert panel

A panel of experts is grouping together specialists in a given field, usually appointed to solve specific problems. Their work is done in teams during closed meetings. In this evaluation, the panel of experts was asked to provide **a summary of the results of the analyses.** The panel consisted of both representatives of the Ministry of Foreign Affairs and entities involved in the implementation of Polish Development Cooperation, including representatives of non-governmental organisations and public administration who have knowledge and experience in conducting promotional activities, PR and advertising (six experts and two moderators).

Implementation workshop

The workshop method uses the resources of a group, that is, the knowledge, experience, and skills of its individual members which, when applied jointly, make it possible for the group to achieve results that the participants would not achieve individually. **The aim of the workshop was to develop implementation methods and solutions for communication policy related to PDC.** The basis for the workshop were the conclusions and recommendations developed as part of the study, which were presented and then discussed. The workshop was attended by representatives of the Ministry of Foreign Affairs, including the DDC staff, and totalled twelve participants and two moderators from the research team. The selection of the participants was planned and took place in consultation with the Contracting Entity.

2. EVALUATION OF STUDY RESULTS

2.1. Assessment of the system for implementing communication activities under Polish Development Cooperation

This chapter contains analyses regarding the following research issues:

- How can the effectiveness of intra-ministry communication regarding Polish Development Cooperation be increased? Which activities, in particular, require changes and why?
- Have the target groups of information, educational and promotional activities of Polish Development Cooperation been properly defined? Are corrections indicated? If corrections are indicated, in which segment are they indicated and what are those corrections?
- Do the communication tools cover all target groups of Polish Development Cooperation? Have they been properly adapted to these groups? In what area and at what level are changes required and what are those changes?
- What is the shape of the external coherence of the communication activities that have been conducted? To what extent is the content of the messages consistent with the official intervention logic, as adopted in strategic documents (the MDCP) and with the logic of stakeholders, as indicated in the MDCP?
- Are the various levels/areas/stages of information, educational and promotional activities coherent and complementary? If not, where and why are they not complementary? How can this consistency and complementarity be increased? What fosters/hinders the synergy and complementarity of the effects of information, educational and promotional activities implemented under Polish Development Cooperation?

2.1.1. Institutional system and resources involved

Polish Development Cooperation is conducted on the basis of the *Development Cooperation Act*, enacted on 16 September 2011 (Journal of Laws 2011, No. 234, item 1386). Pursuant to Art. 2 of the *Development Cooperation Act*, **development cooperation** is understood as all actions taken by government administration bodies to provide developing countries, or their societies, with development assistance and humanitarian aid in line with the principle of international solidarity. **Development assistance** consists, in particular, of promoting and supporting the development of democracy and civil society, including the development of parliamentarianism, the principles of good governance and respect for human rights, as well as supporting sustainable socio-economic development, taking actions to reduce poverty, improving the health of the population and raising the level of education and professional qualifications of the population. In turn, **humanitarian aid** denotes activities aimed at providing aid, care and protection to people who have been affected by armed conflicts, natural disasters or other humanitarian crises caused by nature or by man. As part of development cooperation, educational activities are also carried out to raise awareness and understanding of global problems and the interdependence between countries; this is known otherwise as **global education**.

Development cooperation is currently implemented based on the provisions of the *Multiannual Development Cooperation Programme for 2016-2020*, which defines the objectives as well as geographical and thematic priorities of Polish Development Cooperation. It is a government document encompassing the entire *Polish Official Development Assistance (ODA)* and is a continuation of the *Multiannual Development Cooperation Programme for 2012-2015*. The objectives and priorities presented in the MDCP are elaborated upon in the *Annual Development Cooperation Plans*. When developing the MDCP for 2016-2020, the experience gained from implementing the *Multiannual Programme for 2012-2015* and the *Annual Development Cooperation Plans* was used, as well as the experience of Polish Development Cooperation stakeholders, such as representatives of government administration bodies and other central administration institutions, social partners, and the private sector. The programme is consistent with strategic documents setting directions for development cooperation on a global and European scale; more on this subject, regarding coherence of conducted activities,

can be found in Chapter 2.1.4. Both the MDCP and the *Annual Development Cooperation Plans* contain very general references to the issue of communication activities related to Polish Development Cooperation. The MDCP indicates the main objectives to be implemented as part of communication⁸. It should be stated that in formal terms they are formulated correctly and meet the SMART criteria, that is they are specific, measurable, achievable, relevant and timed. However, they have not been specified, which seems necessary, considering the diversity of communication activities. These activities are targeted at Polish society, at recipients of development assistance in supported countries, and at organisations/institutions which are development cooperation partners, that is project implementers. The MDCP lists communication channels and tools, as well as target groups, but only to a very limited extent. In the case of target groups, it is only indicated that *information and promotional activities regarding the implementation of Polish Development Cooperation are to include initiatives addressed to a wide audience and to selected groups of recipients*. This is definitely too narrow a view of the subject, preventing proper execution of communication activities; in particular, this hinders intermediary groups, such as organisations and institutions implementing projects that do not have transparent information on the implementation of these activities. Therefore, conducting communication activities is not based on the objectives and assumptions set out in the strategic documents, but is based mainly on the current decisions of the DDC directors and the initiatives of the team directly involved in carrying out information, promotional and educational activities. **It is therefore necessary to develop a communication strategy that will contain at least:**

- a description of the initial situation – based on the results of research, analysis of the communication system and analysis of experiences in the implementation and management of communication activities,
- the objectives of communication activities,
- the characteristics of the target groups along with the assigned channels and communication tools,
- a description of how to manage and coordinate communication activities, including how to cooperate with partners on information, promotional and educational activities,
- a method for assessing the effects of the strategy, as well as monitoring and reporting,
- a framework schedule for implementing the activities and the estimated budget.

While preparing the strategy, it is a good idea to use examples of communication strategies related to development cooperation that were drawn up in other countries, such as Austria⁹, or by other organisations, such as UNHCR¹⁰. A good example of a strategy outside the area of development cooperation is the *Policy on Communications Strategy for Cohesion for 2014-2020*¹¹, which was developed using the extensive experience and research results of the implementation of European Funds from the financial perspectives of 2004-2006 and 2007-2013.

The strategy should be a multiannual document, developed for the same period as the MDCP. However, it should be a separate document from the MDCP, though developed in relation to

⁸ Chapter XI. MDCP information and promotion actions: *The main objectives of promotional and information activities will include increasing public awareness of the Polish Development Cooperation Programme, its objectives and priorities, as well as maintaining high social support for Polish Development Cooperation.*

⁹

https://www.entwicklung.at/fileadmin/user_upload/Dokumente/Publikationen/Strategien/Englisch/EN_Strategy_Development_Communication.pdf

¹⁰ <https://www.unhcr.org/excom/standcom/559644479/unhcrs-communications-strategy.html>

¹¹ https://www.funduszeuropejskie.gov.pl/media/5832/Strategia_komunikacji_PS_2014_2020_30_06_2015.pdf

the objectives and assumptions in the field of PDC that were formulated in the MDCP. The MDCP should contain only a general chapter indicating the necessity to conduct communication activities regarding PDC and their importance, as well as a recommendation that their implementation will be based on a communication strategy. It is also recommended to indicate that the Social Communication Unit in the DDC, with the necessary competences and experience, will be responsible for developing the communication strategy and for coordinating its implementation. The communication strategy should be developed and agreed upon no later than 12 months from the adoption of the MDCP by the Council of Ministers. It should be consulted with the stakeholders of the communication policy related to PDC (including government administration and non-governmental organisations) and put to the Development Cooperation Policy Council for its opinion.

According to the *Development Cooperation Act* (Art. 13), the Minister responsible for foreign affairs is tasked with the implementation and coordination of development cooperation. The Development Cooperation Policy Council was established as a consultative and advisory body to the Minister. The Minister's responsibilities related to development cooperation pursuant to the *Act* (Art. 13) include **carrying out information activities and undertaking or supporting activities in the field of global education**. According to the organisational regulations of the Ministry of Foreign Affairs, the department responsible for carrying out development cooperation activities is the **Department of Development Cooperation (DDC)**. Among the tasks assigned to the DDC (as stated in § 49) are also those related to the implementation of communication policy. They include collecting statistical data related to the volume of *Polish Aid* and preparing information materials, organising events promoting the Polish Development Cooperation programme, cooperating with the media in the field of PDC and the merit-based supervision of the www.polskapomoc.gov.pl website.

Within the DDC, the unit responsible for implementing these tasks is the **Social Communication Unit** whose tasks include contacts with the media, publishing materials, organising promotional events and photo exhibitions, running the website and social media profiles, as well as awarding grants for global education projects. The results of the study indicate that communication is based on three main pillars: information, promotion and global education. The unit consists of five people, i.e. the head, acting as team coordinator, and four people with specific tasks: 1/ running the website and social media and organising university lectures, 2/ cooperation with radio and television, printed publications, contacts with the Regional Centres for International Debates and the Polish Institute of International Affairs, 3/ tasks related to global education, 4/ promotional activities, exhibitions and competitions. In the second half of 2018, the composition of the team was partially changed. New tasks were imposed on the Unit, the optics of communication activities was changed, and work on improving the efficiency and usefulness of communication was intensified as exemplified, among other things, by this study. The personnel of the team have many years of experience, having worked both in foreign institutions and at the Ministry of Foreign Affairs, thus guaranteeing the use of institutional memory. They also have the necessary competences to conduct communication activities; moreover, there are two channels through which the team can improve their competences and qualifications. They can use the training offered by the MFA's Diplomatic Academy, a specialised unit that, in cooperation with the Bureau of Human Resources, prepares and implements the training strategy for the MFA. The second source is their own search for external training; in this case, granting the necessary funds depends on the reasons for participating in the training, its usefulness in performing official duties, as well as availability of financial resources.

However, during the implementation of the study, **two main barriers** were identified that significantly affect the effectiveness and efficiency of the SCU work.

Firstly, the Unit's staff are engaged in **tasks that go beyond conducting communication activities related to development cooperation**. This includes, among other things, verification of reports on the implementation of projects related to global education – inclusive of the financial part of those reports, as well as the execution of contracts concluded as part of communication activities (their legal aspects). On the one hand, these are tasks that go beyond the competence of people dealing with information and promotion, on the other hand, since they are time-consuming, they prevent team members from focusing on activities related to communication on development cooperation. The results of the analysis indicate that the Unit periodically faces accumulation of tasks, including those that go beyond broadly understood communication activities. This necessitates extending the team's working time. Despite this, the quality of tasks performed by the SCU remains high. In addition, the specificity of work at the Ministry of Foreign Affairs is determined by a high staff turnover, which causes frequent vacancies for expert positions at the SCU. **Therefore, the risk of reducing the team responsible for communication activities should be kept to a minimum.** A unique feature of communication about development cooperation is that it requires particular sensitivity and attention when formulating messages regarding Poland's support for partner countries and their citizens. Information and educational activities must take place with particular respect for the dignity of the inhabitants of developing countries and must take into account the complexity of development processes. This requires the SCU's strong position. In this case, the model organisational example is the functioning of the Department of European Funds Promotion at the Ministry of Investment and Economic Development, which is responsible solely for communication related to European Funds. It has a strong position in the organisational structure of the Ministry of Investment and Economic Development (as a department) and it also has significant financial resources enabling it to conduct various communication activities, from nationwide events – such as European Fund Open Days, through nationwide information and promotional campaigns on European Funds, to the coordination of all communication activities related to European Funds implemented at various levels, including the regional level.

Secondly, during the study, it was identified that social media is used in communication activities, though with the exception of Facebook which is important for communication with most target groups of *Polish Aid*. **Administering, running and managing a Facebook profile would at least require a reorganisation of the SCU tasks, focusing the activity of part of the team onto social media.**

In addition to communication activities directed at external recipients, such as public opinion, NGOs, journalists and universities, the Social Communication Unit also conducts **intra-ministry communication**. **In this context – and bearing in mind the barriers identified earlier – it is necessary to strengthen the Unit's role in the organisational structure of the DDC; this may be effected by clearly defining tasks, limiting them to the scope of communication policy related to development cooperation, and possibly by increasing resources, especially financial resources. This will overcome the barriers and also intensify communication activities within the institution, including preparing materials, studies and strategies that can be used, for example in crisis situations related to communication.** This practice is used by UNHCR, among other entities, where communication activities use templates that were developed to embrace communication and operational goals, including *Global Strategic Priorities*.

To sum up, it must be said that **the institutional system of implementing communication activities related to development cooperation is designed in a coherent and adequate manner**. However, to increase the effectiveness and usefulness of conducted communication activities, it is necessary to introduce modifications that will further improve the functioning of the system. **It is recommended that a communication strategy be developed** that uses the results of this study (with special regard to target groups, the effectiveness of communication channels and tools, as well as public awareness of development cooperation) but most of all the experience already gained in implementing information, promotional and educational activities. The strategy should be in line with the assumptions and objectives of the MDCP. In addition, it is necessary to **strengthen the significance of communication policy regarding development cooperation and the position of the Social Communication Unit**. Adopting these solutions will improve the quality of intra-ministry communication activities and will also contribute to increasing the efficiency and usefulness of activities directed at external recipients, such as public opinion, NGOs, schools and universities, etc.

2.1.2. Target groups for information, promotional and educational activities

Identifying and defining target groups – these being the recipients of communication activities – is an important factor that influences the effectiveness of conducted activities. In the case of an incorrectly defined target group (and therefore the use of inadequate communication channels and tools), the presented information will be ignored. It is also incorrect to address communication activities too broadly or too narrowly.

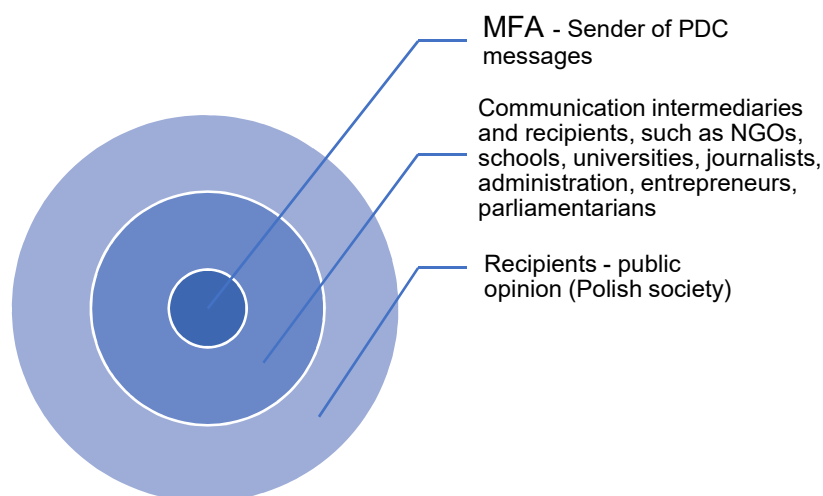
PDC is conducted based on three main documents, namely the *Development Cooperation Act*, the MDCP and *Annual Development Cooperation Plans*. The legislator did not specify the recipients of information activities. Moreover, the other two programming documents conditioning development cooperation contain only general information on communication. The MDCP indicates that information and promotional activities regarding the implementation of Polish Development Cooperation should include initiatives **targeted at a wide audience and at selected groups of recipients**.

In the legal act defining the framework of PDC and programming documents, no target groups for communication activities have currently been either characterised or diagnosed. The staff of the Social Communication Unit in the DDC are fully aware of target groups and their characteristics. They use this knowledge on a daily basis in order to create PDC communication policy. However, it is necessary to write this knowledge down since, as indicated earlier, **the solution recommended is to develop a communication strategy** where one of the elements should be to identify and describe target groups for communication activities. In characterising target groups, the results of this study and other sociological and evaluation studies should be used, as well as the experience gained in implementing PDC in the field of information, promotional and educational activities.

In the light of the research done, some dependencies can be distinguished regarding the communication policy. **Generally speaking, recipients of communication activities related to DCP can be divided into two categories, namely domestic and foreign recipients**. The former is a specific group, which includes both **public opinion** and **information intermediaries** who are also its recipients. Public opinion is a very important group, because messages sent to it and processed by it have an impact on the perception, image and general assessment of PDC. Society is an internally diverse category; three main groups can be distinguished, namely supporters who are aware of *Polish Aid*, supporters who are unaware of *Polish Aid*, and opponents of Poland's assistance to developing countries (more on society

as a target group is to be found in chapter 2.3). This creates the need to adapt messages to different types of recipients. On the other hand, information intermediaries include institutions implementing or planning to implement PDC projects as well as entities participating in activities carried out under PDC, or simply interested in this topic. The research shows that these are mainly non-governmental organisations, but also schools (both teachers and students), universities, government and local government administration bodies as well as entrepreneurs and parliamentarians. This group also includes volunteers (mainly people who have participated in the implementation of projects abroad), partner organisations or the media (journalists), and other entities interested in PDC.

Picture 1. Target groups for PDC communication conducted in Poland



Source: Authors' own research.

From the point of view of the communication policy, NGOs are a very important target group as they constitute the vast majority of entities participating in calls for proposals conducted under PDC. Since 2016, over 70 different NGOs have successfully applied for calls for proposals¹². They are both large organisations, such as PAH (Polish Humanitarian Action) and Caritas, as well as smaller, local organisations. The relatively low number of these organisations means that they can be reached with direct communication tools, such as meetings, e-mails and telephone conversations.

Schools and universities are also a special target group. In their case, it is recommended that activities be intensified, because they are important centres for conducting activities that are in line with the objectives of global education. They are also a source of good examples for learners (children and teenagers) and students. It is important to make them aware of problems, and to explain problems and the context as early as possible. To ensure the maximum effectiveness of educational and information activities, it is important to adopt a systematic approach to the issue, based primarily on cooperation with the Ministry of National Education and the Ministry of Science and Higher Education.

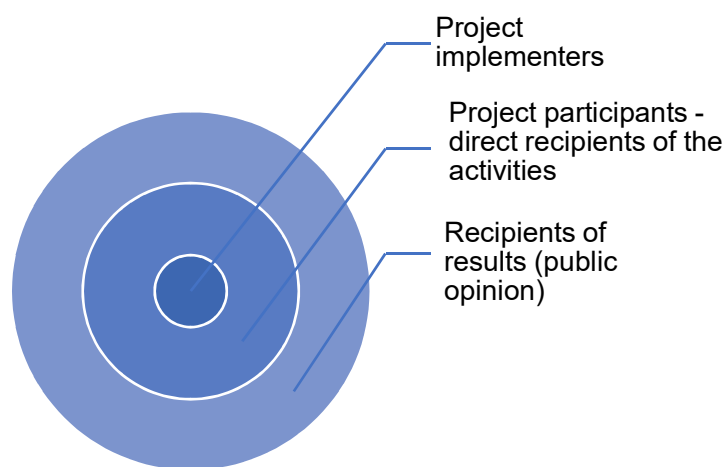
In order to reach the widest possible group of people, it is also recommended to establish cooperation with opinion leaders and influencers, including bloggers and

¹² Data estimated on the basis of results of calls for proposals from the period 2016-2019: <https://www.polskapomoc.gov.pl/Konkursy,dotacyjne,14.html>. Of nearly 90 applicants who successfully applied for at least one project, over 70 were NGOs.

vloggers, because they have a wide group of loyal recipients which they can activate in a very short time. Volunteers can be activated to set up their own blogs / vlogs and use this channel to provide messages, information and reports on their activities. An example of the involvement of bloggers/opinion leaders is the information and promotion campaign for the Regional Operational Programme of the Łódzkie Voivodeship for 2014-2020. Famous people and bloggers associated with the Łódzkie Voivodeship were involved in conducting activities; this included such names as Agnieszka Więdołcha – an actress, Joanna Matusiak from "Manufaktura Splotów", Michalina Grzesiak from "Krystyno, nie denerwuj matki" ("Krystyna, don't upset your mother"), Ilona and Milena Krawczyńska – "Siostry ADiHD" ("ADHD Sisters"), and Agnieszka Jasińska from "Kulinarne nawigacje" ("Culinary Navigations"). As part of the campaign, several promotional films were prepared. One should also pay attention to the series "Fundusze po prostu" ("Funds in a simple way"), in which the author of the blog titled "Krystyna, don't upset your mother" was engaged. In each episode, posted on the YouTube channel "Zmieniamy Łódzkie" ("We are changing the Łódź region"), she explains specific issues related to European Funds; these issues are, at times, rather difficult to understand but she presents them in a simple language.

On the other hand, the group of foreign recipients includes (a) direct recipients of activities carried out as part of ongoing projects, (b) societies of countries where the projects are implemented, and (c) the countries' local government and local administration entities and the media.

Picture 2. Target groups for PDC communication conducted abroad



Source: Authors' own research.

2.1.3. Communication channels and tools

The main channel of information activities for PDC is the www.polskapomoc.gov.pl website. Social media is also used, including Twitter (<https://twitter.com/polskapomoc>) and YouTube (<https://www.youtube.com/user/PolishAid>). Photo galleries of events and activities related to the implementation of PDC can also be found on the Flickr portal: (<https://www.flickr.com/photos/polandmfa/collections/72157620456685486/>). Thanks to cooperation with the MFA Press Office, articles on development assistance and humanitarian aid have appeared many times at www.polska.pl, a website promoting Poland, and on Facebook.

In addition to the above-mentioned channels, communication and promotion are conducted by institutions and organisations which implement PDC projects. Various forms of cooperation with other public institutions, NGOs, as well as media, opinion leaders, influencers and creators, are also undertaken.

Website

The www.polskapomoc.gov.pl website is the main source of information about *Polish Aid*. **As shown by the example of communication activities conducted by other countries which were subjected to the benchmarking analysis, running a website is a starting point for other forms of communication.**

The website presents the most important information on development assistance, including a description of activities, particulars of calls for proposals, recipient countries, details on partners and various forms of cooperation, as well as a knowledge base. This includes a wide range of information on conducted activities and explains various issues related to development assistance, such as statistical information, publications, reports and documents. Therefore, it can be stated that the **site contains much useful information and a wide variety of documents**, as was also emphasised in interviews with representatives of organisations implementing *Polish Aid* projects. **The vast majority of interlocutors described the website as transparent and containing all necessary information from the point of view of the beneficiary of the project.** However, according to the interviews and website analysis, **there is little information showing current activities in PDC projects, or the information is not well displayed.** Conclusions from the analysis of the site and assessment of some organisations implementing PDC projects indicate that people who are not involved in and do not have information on development cooperation may have problems finding specific information on current activities carried out in individual countries. Given the absence of a *Polish Aid* Facebook account, which could be a platform used to communicate current activities, it seems that this type of information should rather be fed into the website, on the home page or in the "News" section. It is also a good idea to consider dividing current information to indicate more clearly which countries supported under PDC it concerns. Attention was also paid to the inactive "Tags" section under the articles. Assigning tags would allow information on specific categories (for example broken down by country) to be found more easily; it would also reach a wider audience.¹³ Hashtags are particularly useful on social media, especially Twitter and Instagram, because they allow the published content to be accessed more easily.

Analysis of the usability of the polskapomoc.gov.pl website has shown several elements that can be an obstacle for the information to effectively reach recipients; these are mainly technical elements. **Users experience the biggest problems when moving around lower navigation levels.** This is due to the placement of an extensive information architecture in the navigation, which is ultimately intended for flat structures, based on a maximum of one navigation level.

The first place that most website users have contact with is the bar with the main menu tabs – however, these do not have affordances¹⁴ suggesting the possibility of displaying further options for selection. It is good practice to use a symbol that suggests that a list is expandable,

¹³ Eliza Wydych-Strzelecka's publication "E-book on hashtags" may be useful to understand the principles of the effective use of tags: <https://fashionelka.pl/produkt/e-book-o-hashtagach/>.

¹⁴ Affordance - a feature of an object that suggests its function.

such as an arrow (e.g. ▼) next to a menu option that displays a sub-menu when hovering¹⁵ over it, or clicking on it.

Another problematic element is how to display subsequent menu levels. During the UX test, participants very often closed the first, second or third level of the sub-menu by hovering, somewhat imprecisely, over the selected option, or by leaving the boundary of the selected option or the open sub-menu. This can be solved by using a cascading menu with different motor skills:

- opening and closing after clicking,
- opening the sub-menu after hovering and closing when clicking on the area outside the menu.

At this point, it would also be advisable to highlight the entire sub-menu option selected, along its entire path. The poor marking of selected fields is a big difficulty, especially in cases where there are many sub-menu options and it is necessary to look for the selection path.

In addition to the problematic elements in the main menu, the UX analysis showed that users have problems understanding their location on the website. The portal does not sufficiently explain to the user either the location or the path to the selected page. This is due to multi-level cascade navigation, which hides some of the options selected and also results from the poorly highlighted path of users' movement on the site, so-called 'breadcrumbs'¹⁶.

Some inconsistencies in the interface and problems with the **inoperative search engine** were also identified. Another really troublesome feature of the website is the **structure of articles that are often a uniform block of text, which exacerbates problems for users who need to delve into extensive content to find the information they are looking for**. This is particularly problematic for people who are making their first contact with the *Polish Aid* website; on the other hand, people who often use the website, looking for information about new calls for proposals, do not experience this problem.

Therefore, the website seems to be tailored primarily to the needs of entities that apply for funding in the MFA's calls for proposals. This information block was well evaluated by representatives of those entities who are implementing or have recently implemented PDC projects. **The website can also be positively assessed as a front element of PDC communication**, that is, a board containing basic information about PDC, such as PDC objectives, countries which receive assistance, and basic documents. However, it seems that in order to reach the general public, the website's content should be presented in a more interesting way, graphically – for instance in the form of info-graphics, and should contain more information about current project activities, including photographic documentation or very short videos.

Twitter

The *Polish Aid* account on Twitter is followed by 1,439¹⁷ people. **The profile maintains its current activity** by providing new information posts or sharing other users' messages, as well as by commenting on posts. Tweets are prepared both in Polish and English. **Messages**

¹⁵ Hover action - hovering over the interactive object, e.g. link, button, menu option, which results in a response from the system, e.g. changing the background colour, displaying a pointer cursor instead of an arrow, reducing the transparency of the link.

¹⁶ Breadcrumbs - breadcrumb navigation; this is displayed under the heading and informs about the path to reach information and the user's current location throughout the entire portal.

¹⁷ As of 12 August 2019.

regarding the most important activities related to PDC are marked with the #polskapomoc hashtag. The vast majority of tweets have been made more attractive with photos or links to articles that add to the information contained in the message; this has an impact on their appeal and attracts recipients' attention.

Due to its nature, Twitter is typically used by companies, organisations, institutions, people known in some industries, and journalists as a tool for transmitting very short messages – pieces of information or posts aimed at provoking discussion. The activity of the *Polish Aid* Twitter account should be assessed positively, due to, among other things, frequent profile updates. Twitter is growing in importance as a source of information about *Polish Aid*.

More on this can also be found in chapter "The effectiveness of communication channels and tools".

YouTube

The *Polish Aid* channel on YouTube is subscribed to by 1,367¹⁸ accounts. **Since June 2019, the frequency of publishing video materials on the *Polish Aid* channel has increased.** Unfortunately, the **viewership of the videos published** has noticeably **dropped** and recently ranges from around a dozen to several dozen views. The films mainly show situations in places where support is provided. The videos also aim to bring viewers closer to stories of people who have benefited from development assistance.

Videos are an effective tool for transmitting content via images. Due to their universal nature, the video materials on the *Polish Aid* channel are directed at the general public. Their purpose is to inform and also to educate people. This form allows people to better understand the situation of people who are provided with development assistance, but the small number of views indicates that reaching recipients is inefficient. The absence of – or a very limited number of comments under the videos – indicates there is no interaction with recipients. The reason for little interest in the films may lie in their insufficient promotion and their unattractive format; irregular posting of new material may also be a contributory factor to this lack of interest. **There are three elements that can ensure proper optimisation of materials published on YouTube: 1/ interesting film content, 2/ planned publication of the material, 3/ users' reception of the film.**¹⁹

The form and content of the video material is extremely important because, depending on whether recipients are interested, they will share and recommend it, and if interest is shown, recipients will return to watch subsequent materials. The technical side of the material should be spot-on, too; the video should be of good quality. Important elements have been provided on the *Polish Aid* channel, such as background graphics and avatars; the fields with external links have also been supplemented, and the "information" section has been completed. Such elements have a positive effect on the reception of the channel and ensure consistency with other channels on which activities are carried out. Moreover, this positively affects reception of the channel by the YouTube algorithm, which can provide higher positioning of the channel to website users. The *Polish Aid* channel has assigned videos to thematic playlists. A valuable element that is attractive to recipients is also the selection of video thumbnails which immediately indicate the subject of the film and make it possible for the viewer to guess what to expect in a given film; for the *Polish Aid* channel, these elements were provided in most cases.

¹⁸ As of 12 August 2019.

¹⁹ <https://www.bluerank.pl/seo-youtube-pozycjonowac-filmy-aby-zyskaly-ruchu-organicznym/>, accessed on 16 August 2019.

It is also important to properly choose a catchy video title to ensure a more effective search for the material – **it is vital to use key words in the video title and tags in the source code.** Video titles on the *Polish Aid* channel have an informative function, but one cannot always guess what type of film one may expect. A good solution in choosing titles would be to include a question to which the viewer will get an answer when watching the material. Search engine users most often start phrases with the word "how", so using it in the title of a film should ensure an increase in searches. Examples of such questions include: *"How do clothing industry employees in Cambodia work? What effects does global warming have on the Maldives? What are the consequences of the Chernobyl nuclear power plant failure?* For the YouTube algorithm, even the name of the file that is downloaded from the computer is important, so it is equally crucial that it is consistent with the title of the video that will appear later on the channel. In addition, it is worth remembering to use Real-Time Marketing activities, in order to react to the changing situation by providing materials on current topics that are widely discussed.²⁰

Current trends indicate that creators who already have their own audience and decide to regularly add films are more popular; this can be seen in figures presented beneath the films. By setting a specific time for adding videos, they ensure, at least in part, that their audience will know when new material is about to appear and will be waiting for it; thus the film creator can count on it being viewed as soon as it is published. **For a channel and its videos to achieve better positioning, the number of likes, comments, channel subscribers, video shares and the regularity with which content is added are also important. The most important element, however, is the content which must be interesting and attractive enough to engage the viewers and be watched eagerly.**

Communication within co-financed projects

Communication about *Polish Aid* also takes place as part of projects implemented by organisations and institutions. Each of them has developed its own unique way of reaching recipients. **Usually, this is done through the entity's website and via its Facebook page;** these are the two channels most commonly used by organisations. Content is also transmitted via YouTube, Instagram and Twitter. Live meetings are also very important for some organisations. Therefore, communication about *Polish Aid* is additionally carried out in the form of participation in fairs or similar events, meetings, exhibitions, lectures, as well as in the form of stories told in churches about missions and volunteering programmes. Various types of events are often prepared by organisations, along with notice boards, posters, information and photo walls, as well as other materials containing the logo or the name of *Polish Aid* aimed at promoting development cooperation activities. Organisations also prepare ready-made articles that are presented on various information websites.

Most organisations implementing projects direct their activities at the general public. Activities are also aimed at narrower groups, such as children, young people, and the pedagogical community in general, as in the case of the "Global Village" educational path; the film industry, as in the case of the annual HumanDOC International Documentary Film Festival; and the photography community, as in the case of the "Lens on development" photography competition

²⁰ For example, one can consider using the audience ratings of the "Chernobyl" series to promote materials on this topic on the *Polish Aid* channel. To this end, social media should be used to remind the viewers of this material and allow Internet users to recommend it.

organised by the Ministry of Foreign Affairs or the HumanDOC Proclub Camera photography competition; activities are also directed at business.

Cooperation with the media, opinion leaders, bloggers, etc.

Slogans related to *Polish Aid* are also addressed to the media. **Cooperation with various editorial offices has been established and information concerning development assistance is presented on television and in radio broadcasts as well as in the press and on the Internet.** There were also specially organised visits for journalists to places where projects were carried out. It was to be a promotion in the form of radio or television feature stories, prepared entirely by invited journalists. This form of communication makes it possible to reach a wider radio and television audience. A radio feature prepared in this way often ends with some very short material, which does not allow to fully take advantage of the opportunities offered by a stay on the project site²¹. In turn, television feature stories often bring much higher costs, due to the need to transport the equipment and crew to operate it. On the other hand, the following types of activities were identified as the most effective forms of cooperation with web creators: 1/ placing material with the creator on the brand's own channel, 2/ simultaneous cooperation with several influencers and promotion of the content on all their channels at the same time, 3/ special, cyclically posted episodes presenting specific topics on the influencer's channel, 4/ advertisement with the influencer's participation.²²

An example of successful cooperation with people that influence their recipients was the involvement of two ambassadors during the Warsaw Humanitarian Expo: the editor Michał Żakowski from the Polish Radio who specialises in foreign affairs and is acquainted with the situation in countries that receive assistance, and Nela The Little Reporter, a reporter and author of travel books for children who hosts featured programmes on Radio dla Ciebie (Radio for You) and TVP ABC. Opinion leaders and bloggers have their own community of recipients and report on most of their activities, so cooperation with well selected influencers can bring increased interest in activities implemented under *Polish Aid*.

Warsaw Humanitarian Expo

On 11-13 June 2019, the first edition of the Warsaw Humanitarian Expo took place. It was a unique global event, the first and so far the only such event in Central and Eastern Europe, bringing together and integrating humanitarian organisations and manufacturers of equipment designed for providing assistance at the highest level of security and rebuilding disaster-stricken areas. It was held under the auspices of the President of the Republic of Poland Andrzej Duda, and the event was co-organised by the Ministry of Foreign Affairs. Over 150 exhibitors from around the world took part in the Expo. The event created the opportunity for B2B meetings, establishing direct contacts, learning about the product offer, as well as acquiring knowledge through participation in conferences and numerous speeches in the Humanitarian Town. Institutions such as UNICEF, the European Commission, the Polish Red Cross, Caritas Poland, the Ministry of Foreign Affairs, the University of Warsaw, and the Polish Centre for International Aid delivered their speeches there.

The conference, as well as the entire Expo, focused on the role played by business in humanitarian situations, often stressing the need to involve the private sector in these activities. Conference participants tried to characterise the main challenges for humanitarian activities. It was also emphasised that the approach to the form which the aid takes is also

²¹ Based on in-depth interviews with organisations implementing projects under calls for proposals.

²² <http://media.lifetube.pl/66610-lifetube-i-talentmedia-standaryzuja-influencer-marketing-opracowali-4-rodzaje-najbardziej-efektywnych-narzedzi-i-metodologie-badajaca-ich-skutecznosci>, accessed on 12 August 2019.

changing; what is important is not only material help, but most of all educational assistance and the transfer of knowledge and skills.

The speeches and presentations held in the Humanitarian Town explored the subject of the modern face of humanitarian aid, drawing attention to the significance of cooperation between business and non-governmental organisations in this area. The importance of using innovations in development assistance was emphasised, support for human rights was discussed, and the key role of private companies was stressed. The spectators had the opportunity to learn about cultural differences in business contacts; many other issues were also discussed, including actions taken in the event of natural disasters and armed conflicts, as well as financing humanitarian aid and development assistance.

The Warsaw Humanitarian Expo was directed principally at the business sector and organisations dealing with humanitarian aid; however, young people and students, who could have come across interesting information during the conference and lectures in the Humanitarian Town, were noticeably absent. Additionally, participation in the event could have been the spark for school groups to encourage young people to engage in volunteering – especially that Nela The Little Reporter took part in the event, which showed that there were no age limits for participants of the expo. The absence of some organisations involved in *Polish Aid* activities was caused, among other things, by the location of the event. Interviewees pointed out that a more favourable location and format was the Global Education Town in the centre of Warsaw, as used to be the case in previous years. That location also attracted far more people unconnected with development and humanitarian aid, and thus offered more effective access to them.

2.1.4. Coherence of communication activities

Communication activities carried out as part of development cooperation have been planned in such a way as to **fit in with international assumptions regarding the implementation of this type of aid**. When preparing the MDCP for 2016-2020, the authors took into account challenges that face the Polish Development Cooperation system and concern changes taking place:

- on a global scale – the launching of the *2030 Agenda (Transforming our world: the 2030 Agenda for Sustainable Development²³)* adopted at the Summit of heads of state and government in September 2015 in New York. It is a programme of activities with a very large scope and significance, defining the model of sustainable development at the global level. Its framework goes far beyond the *Millennium Development Goals* implemented so far, which were adopted in 2000. According to the *2030 Agenda*, contemporary modernisation efforts should focus on eliminating poverty in all its manifestations, while achieving a number of commercial, social, and environmental goals;
- on a European scale – the new *European Consensus on Development*, adopted in 2017 in the form of a joint declaration by the European Commission, the European Parliament and the Council. It provides a comprehensive common framework for European development cooperation. For the first time, it applies in its entirety to all institutions of the European Union and to all member states. It has been confirmed that the eradication of poverty remains the main goal of European development policy. The consensus takes full account of the economic, social and environmental dimensions of

²³ <https://www.gov.pl/web/przedsiębiorczosc-technologie/agenda-2030>

sustainable development and thus aligns EU development activities with the *2030 Agenda*;

- on a regional scale – the need to accelerate transformation in Eastern Partnership countries, the situation in Ukraine.

When assessing the consistency of communication activities, it should be remembered that relatively many partners/entities (discussed in the chapter on target groups) are involved in these activities. The Ministry of Foreign Affairs is the main sender of messages, but for example NGOs may carry out their own communication policy independently of the Ministry. Although there is a consultative and advisory body, namely the Development Cooperation Policy Council which consists of representatives of ministries, members of parliament, a senator, non-governmental organisations, employers' organisations and a representative of the scientific community, its tasks do not include the coordination of activities related to communication policies pursued by various groups within the framework of development cooperation. Also, public administration bodies often conduct their own communication policy; however this is not done in consultation with the Ministry of Foreign Affairs in the scope related directly to PDC that is coordinated by the Ministry. Moreover, within the structure of the Chancellery of the Prime Minister, the Humanitarian Aid Department operates, with a minister who is a member of the Council of Ministers. Pursuant to the Organisational Regulations of the Chancellery of the Prime Minister, one of the tasks of this department is to **build and shape relations with public opinion and the media, including the promotion, dissemination and propagation of humanitarian aid and information policy on the minister's activities**²⁴. It is, then, another sender of messages related to development cooperation (humanitarian aid is, in accordance with the *Development Cooperation Act*, one of the elements of development cooperation). A representative of the Humanitarian Aid Department is not a member of the Development Cooperation Policy Council, although they may very well participate in its deliberations and may speak during meetings. The above-mentioned number of senders of messages may lead to the situation where the effect of communication carried out by different communication centres will be information noise. The recipient, that is public opinion, will receive further messages that may cause discomfort due to, for example, excess of or contradiction in the information provided, or the failure to comply with the Ministry of Foreign Affairs' communication policy regarding development cooperation. Another example of activities carried out within the framework of PDC communication which may adversely affect the coherence of communication policy, are concerts organised by the Ministry of Culture and National Heritage (*Polska pomaga / Poland helps*). They fall within the scope of PDC and it is for this reason that the requirements of the communication policy developed by the Ministry of Foreign Affairs should be applied to them. The above analyses lead to the conclusion that **it is necessary to create a working/expert group, which would at least be comprised of representatives of ministries (including a representative of the Humanitarian Aid Department of the Chancellery of the Prime Minister), whose objective would be to coordinate the communication policy conducted under PDC**. An example of such a group can already be found, since there is a working group on global education, where, in addition to the Ministry of Foreign Affairs, there are representatives of the Ministry of National Education, the Ministry of Science and Higher Education, the Ministry of the Environment as well as non-governmental organisations, including Grupa Zagranica. The group's work should

²⁴ <https://bip.kprm.gov.pl/kpr/bip-kancelarii-prezesa/podstawy-prawne/regulamin-organizacyjny/6023,Regulamin-organizacyjny-KPRM.html>

be coordinated by the Ministry of Foreign Affairs, and the group should include people who, at the operational level, deal with implementation of communication policy related to Polish Development Cooperation. The frequency of the group's work should be determined in the context of needs related to conducting information, promotional and educational activities (for example, when events are organised, the frequency should be increased).

The coherence of communication activities carried out by project implementers with the communication policy of the Ministry of Foreign Affairs is varied. As indicated earlier, NGOs sometimes have their own communication policy independently of messages presented by the Ministry of Foreign Affairs. In order to increase the coherence of information activities with the optics of the Ministry of Foreign Affairs, *Guidelines on providing information about Polish development cooperation projects and their labelling* have been developed and attached to the documentation of calls for proposals. The guidelines set out how to use the *Polish Aid* graphic symbol and the obligation to provide information on the source of financing and project activities. *Guidelines on preparing photographic material about development projects implemented under the Polish Aid programme* have also been developed; these contain technical and content-related requirements as well as a sample photo release form. These types of guidelines contribute to ensuring the internal coherence of conducted activities. A similar practice is used in areas where public funds are spent, such as under European Funds (where *Guidelines on information and promotion of cohesion policy operational programmes for 2014-2020*²⁵ apply). Enforcing implementation of the guidelines and verifying correctness of their application remains a significant problem. The recommended solution is to oblige project implementers, through reminders and promptings, to comply with the provisions of the guidelines, including the presentation of:

- concise, information material on the main activities of the project;
- media reviews on the implemented project, obtained from media operating in the country where the project is carried out;
- project descriptions after the project has been launched and after it has been completed for the purposes of the project repository, located on the www.polskapomoc.gov.pl website

The DDC staff responsible for implementing projects currently have a key role to play in carrying out these activities. With the current division of tasks, the correct implementation of information and promotional activities carried out within the framework of projects depends primarily on them. However, due to the number of tasks they undertake and the specific competences and regularity required by social communication, it is primarily the personnel of the Social Communication Unit that should have a real impact on the monitoring and reporting of call for proposals projects when it comes to information and promotional activities.

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https://www.funduszeuropejskie.gov.pl/media/28636/Wytyczne_w_zakresie_informacji_i_promocji_3_listopada_2016.pdf

2.2. Assessment of the effectiveness and usefulness of communication activities related to Polish Development Cooperation

This chapter contains analyses regarding the following research issues:

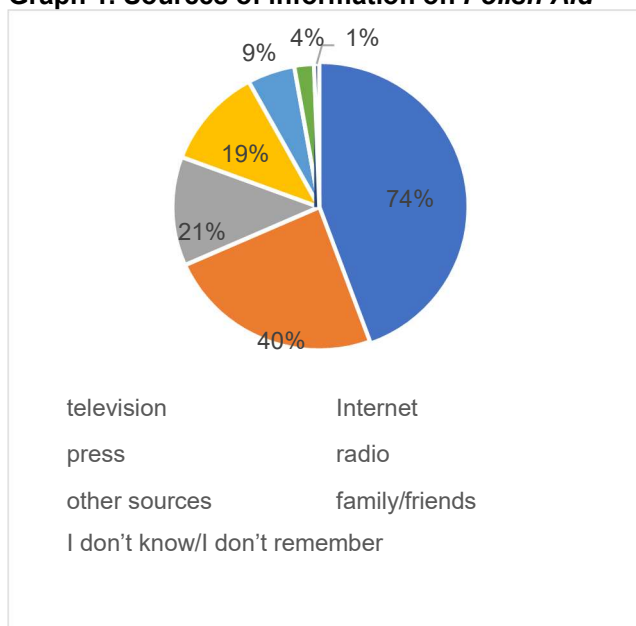
- Which communication tools are most effective in informing about and promoting Polish Development Cooperation? Do the communication tools used cover all significant problem areas? What actions should be taken to increase the effectiveness of information messages in cyclical publications of Polish Development Cooperation, including annual and evaluation reports?
- What sources of information on Polish Development Cooperation/*Polish Aid* were most often used by specific target groups? Why?
- How important is global education in communication activities related to Polish Development Cooperation? What are its greatest strengths/weaknesses? Which global education tools are the most effective?
- What solutions should be implemented to improve information and promotion activities in crisis situations?
- What role does the *Polish Aid* logo play in information and promotion? In what way did the use of the logo prove to be the most effective for promoting Polish Development Cooperation? How could it become recognised more easily?
- What language and forms of expression were adopted when communicating issues as part of information, promotional and educational activities related to Polish Development Cooperation and *Polish Aid*? How were the language and forms of expression tailored specifically to the target group at which the message was directed?

2.2.1. The effectiveness of communication channels and tools

Sources of information about *Polish Aid*

Television (74%), followed by the Internet (40%), are the most frequently indicated sources of information on the assistance provided by Poland to other countries, as specified by the surveyed Polish residents. Communication activities related to *Polish Aid* are therefore directed mainly at these channels as well as the radio. Television was indicated more often by residents of villages (village 82%, city 70%), while the Internet was indicated more often by city dwellers (city 46%, village 31%). Among Internet sources, the respondents pointed primarily to popular news websites, such as Onet, WP, Interia, etc. – 32%, as well as social media (Facebook, Twitter, YouTube, Flickr, Issuu, etc. – 8%). Official

Graph 1. Sources of information on *Polish Aid*



Source: Own study based on the results of the CATI survey of Polish residents, n = 412.

websites are very rarely a source of information about PDC for the public, as is evidenced by the low percentage of indications from these sources: the Ministry of Foreign Affairs website: www.msz.gov.pl – 2%, and the *Polish Aid* website: www.polskapomoc.gov.pl – 1%. **These results confirm the need to create and manage *Polish Aid* accounts on social networks, primarily Facebook.**

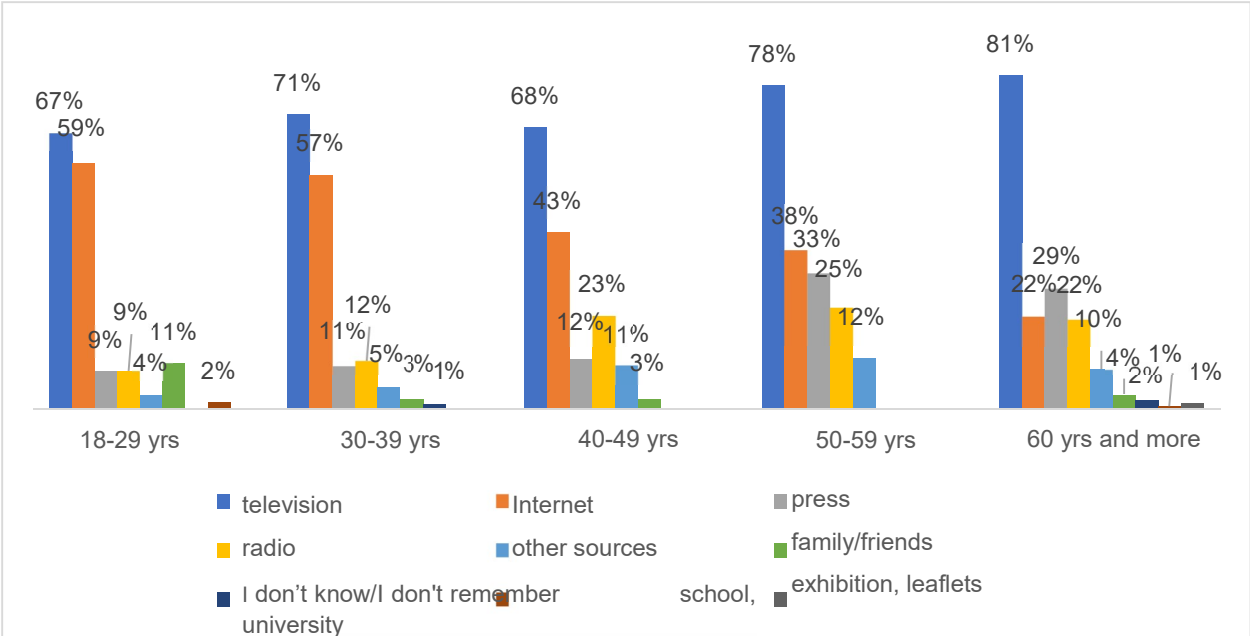
When it comes to diversity by gender, the percentages are similar (TV: men – 76%, women – 73%; press: men – 19%, women – 22%; family and friends – 4% each), while only in the case of the Internet and radio can any significant differences be indicated. The results of the survey showed that slightly more women receive information about *Polish Aid* from the Internet

(women 43%, men 36%). On the other hand, men learn more often from the radio (men 22%, women 16%). Among other sources, information obtained from church-related environments, such as during events and fundraising, predominated.

Television is an important source of information for all age groups, especially for people aged 50 and more. In the case of the oldest group of recipients, television significantly prevails over other sources of information, which is why it is worth considering introducing messages tailored to this age group. In addition to messages about activities that are being carried out, it could be useful to include in TV messages information on how 50+, and especially 60+, people can get involved in activities related to *Polish Aid*.

However, the Internet is used mostly by younger age groups (18-39 years of age) and, together with television, it has a significant share as a source of information about PDC. Due to the ageing television audience trend²⁶ and the transition of younger age groups towards the Internet, the most commonly used information channels in this medium, i.e. Facebook and Instagram, should be taken into account.

Graph 2. Sources of information by age group



Source: Own study based on the results of the CATI survey of Polish residents, n = 412.

Usefulness of sources of information

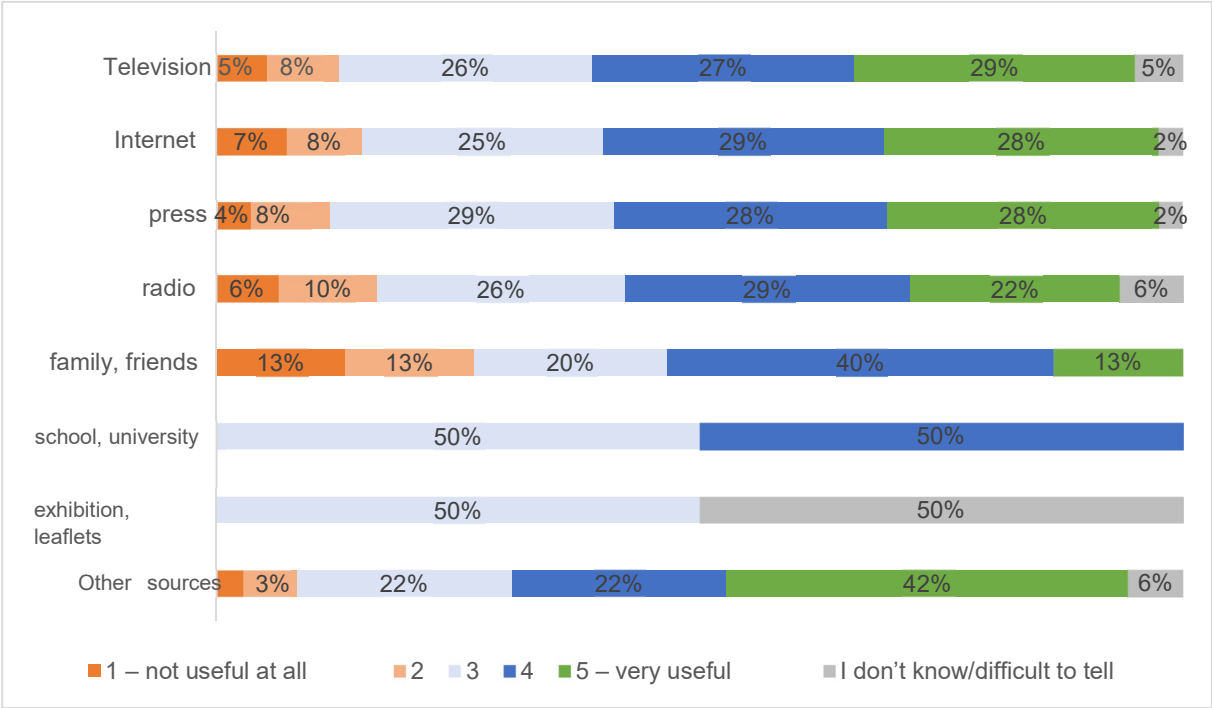
Television, the press and the Internet, as well as radio, were indicated as the most useful sources of information. Therefore, this assessment coincides with the most frequently declared sources of information on *Polish Aid*.

Exhibitions and leaflets were rated the lowest. The specificity of development assistance topics and the conclusions of in-depth interviews indicate that face-to-face meetings are often a more effective way to reach recipients. To improve the effectiveness of exhibitions, it could be useful to involve an animator who would tell visitors stories related to photos and provide a narrative to the content that is presented at an exhibition. In the case of leaflets, it could be helpful to

²⁶ <https://www.wirtualnemedi.pl/artukul/widzowie-linearnej-telewizji-sie-starzeja-mlodzi-odchodza-do-serwisow-vod>, accessed on 26 July 2019.

introduce more interesting graphic forms than those used to date, and to present information in a different way that would be easier for the recipient to understand.

Graph 3. Assessment of the usefulness of sources of information on PDC



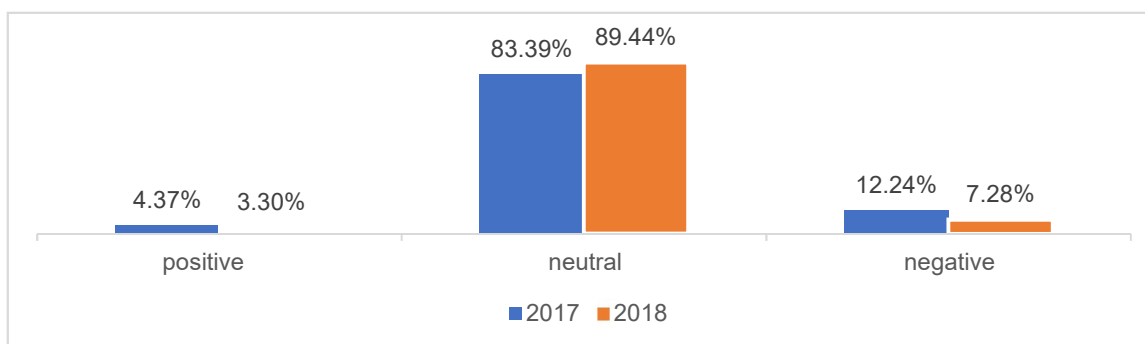
Source: Own study based on the results of the CATI survey of Polish residents, n = 85.

Mentions of Polish Aid on the Internet

In the second half of 2017, the slogan 'Polish Aid' enjoyed the greatest interest among Internet users in October and November. Significantly fewer searches were recorded in 2018. **Most mentions of Polish Aid were observed on various news websites, as well as on Twitter and Facebook.**

An analysis of the Internet showed that most of the mentions have a neutral overtone (approximately 83% in 2017 and 89% in 2018). The ratio of positive to more negative comments is in favour of the latter. However, the percentage of negative comments has decreased compared to data from 2017 and 2018, which can be considered a positive factor. The large percentage of neutral comments indicates that most of these articles could be information messages that did not trigger interaction with Internet users. However, **transforming some of the neutral comments into positive ones could contribute to building a more engaged community of recipients.** Such a community is more willing to share materials, articles and links with their friends, and could significantly contribute to increasing the reach of published content without incurring excessive expenditure.

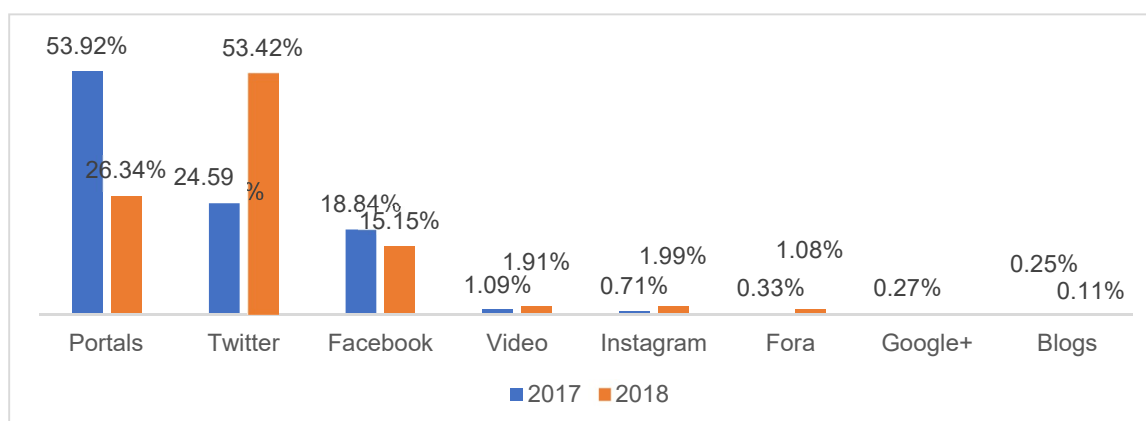
Graph 4. Division of Internet discussions, based on overtones



Source: Internet analysis.

Statements about *Polish Aid* usually appear on various news websites such as Onet, Wirtualna Polska, Interia, Polska Times, Radio Maryja, as well as on Twitter. The transfer of communication from portals to Twitter is noticeable, as is evidenced by the higher percentage of comments on this platform in 2018, compared to the previous year. This effect is certainly due to the great activity of the *Polish Aid* account.

Graph 5. Division of Internet discussions, based on the sources



Source: Internet analysis.

As for the characteristics of people participating in communication about *Polish Aid* on the Internet, men predominate in this group. However, both men and women are mostly neutral about PDC. Men, more often than women, are the first to comment on portals about PDC. In the case of women, communication is more frequent on Twitter than on portals²⁷. Interestingly, the participation of Facebook in the process of communicating about PDC has decreased both among men and among women. This is perhaps due to the fact that there is no *Polish Aid* Facebook account as well as the recent increase in activity on the Twitter account.

It can be assumed that setting up and actively managing a Facebook account would strengthen the role of this channel in communicating about *Polish Aid*. Moreover, due to the fact that the majority of organisations implementing PDC projects have Facebook accounts and most of these accounts are constantly updated, it would be easier to share the content they generate. As a result, Internet users would find current information on activities carried out in individual countries on the official *Polish Aid* channel. This seems important because **only some organisations have a Twitter account, yet most of them have a Facebook account**, which is why some content that could be used on an official account is not fully utilised – because there is no *Polish Aid* Facebook account. It is possible to share Facebook posts of individual

²⁷ Based on internet analysis.

organisations on the *Polish Aid* Twitter account; however, sharing content within one platform seems more natural and effective if the goal is to reach recipients from a given platform.

Positive mentions on the Internet relate primarily to successful actions carried out thanks to *Polish Aid*, such as training, the delivery of equipment and necessary materials. On the other hand, **negative statements mainly relate to the opposition to allocating money to help other countries, since, in the opinion of the authors of these statements, this money should be allocated to causes in Poland.** The main objections for historical reasons concern assistance provided to Ukraine, but there are also voices of opposition to helping African countries, claiming, instead, that this assistance ought to be targeted at domestic needs. This type of negative comments indicates the need to continuously educate the society with regard to providing development and humanitarian aid to countries in need of such assistance. As pointed out by representatives of organisations implementing PDC projects, it is a good idea to consider including in the messages arguments as to why, from an economic point of view, it is important for Poland to engage in assistance to selected countries.

The role played by social media

Considering the participation of social media as a source of information and its vital role as the space where people spend free time, it is important to use these platforms to implement an information and communication strategy. The number of users of social networking sites is expected to grow. **Facebook is the most often visited social networking site in the world** with some 2.2 billion users. Platforms like YouTube (1.9 billion users) and Instagram (1 billion users – ranked 6th in 2018) enjoy a slightly smaller, but also significant interest of Internet users.²⁸ Therefore, it is worth considering the introduction of communication about *Polish Aid* on Facebook and Instagram, taking into account the nature of both these platforms.

Creating events is a useful feature of Facebook. When expressing interest in a given event, platform users are notified about the upcoming date or new information about the event. In the case of *Polish Aid*, this could be used to better promote various events, especially among younger age groups, as well as among people from outside this environment. Events on Facebook have one more advantage, namely the platform offers events to friends of users who are interested in them and want to take part in them; thanks to this the message recipient network is growing without incurring much work. To ensure a rapid spread of information about an event from the moment it is created on Facebook, it is worth engaging bloggers, opinion leaders, journalists, and influencers who will inform their community about the event.

A similar effect of spreading information via the event's ambassadors can be obtained on Instagram. Instagram's strength are so-called 'reports of the day', or the Instagram Story²⁹. These are short, amateur videos placed on individual profiles. They are well-liked by viewers due to their nature, that is, their short format and direct communication which is often in the form of a casual message accompanied by daily activities. Although this form of communication is also known on other social networking sites, it seems to be most effective on Instagram. Companies use sponsored posts which are displayed to Instagram users for promotional and advertising purposes between the Instagram Story profiles that the users

²⁸ <https://socialpress.pl/2018/07/najnowsze-dane-na-temat-uzytkownikow-mediow-spolesznosciowych-na-swiecie>, accessed on 26 July 2019.

²⁹ See more at: <https://jbanaszewska.com/instastory-o-co-w-nim-chodzi>, accessed 26 July 2019.

follow; so in addition to cooperation with influencers, it is also possible to use Instagram in this way³⁰.

Instagram is also an effective medium that can ensure a wide reception of published posts, thanks to its skilful use of hashtags. Thematic hashtags allow specific target groups to be reached quickly. The use of unique hashtags, on the other hand, strengthens the brand³¹; one such example could be #zmieniamylodzkie. In terms of communication about PDC, one should praise the use of the #polskapomoc hashtag. Currently it is mainly used on Twitter, but in future it could prove to be an effective tool on Instagram, as a description of the content created there daily as well as for competitions carried out as part of PDC.

Nowadays, an increasingly popular form of promoting events are the so-called **Igers**, a term coined from 'Instagrammers' – the Instagram community and Instagram photo fans. Igers operate all over the world, but are divided into smaller, local communities. It is neither a new nor Polish initiative, as its origins go back to 2011 when it was started by Philippe Gonzalez, a Spaniard, who came up with a simple idea, namely to use Instagram to create a platform where fans could exchange knowledge, experience, and view other users' photos. Igers call this type of initiative 'instameets' or 'photowalks'. These are themed walks/rides, during which members of the community take photos of a specific area and then publish them on their social media, marking them with a special hashtag. Thanks to cooperation with Igers, specialists in promoting places and PR can therefore help to promote various events. Igers know their cities perfectly well and are highly credible. They willingly cooperate with anyone who wants to do something interesting. However, Igers do not want to be advertising columns. The photographers share a passion and their activities are not aimed at making a profit.

An example of using Igers to promote a given place is the POLIN Museum of the History of Polish Jews. Searching for ways to reach new viewers, an Internet promotion specialist at the Museum decided to invite Igers. They collaborated several times and the effects of the cooperation were very positive. After just one social media campaign, the information reached 160,000 recipients.

Cooperating with Igers to promote *Polish Aid* could take place during thematic events. It could also be an interesting form of promotion to organise a visit of a group of Igers to a site where a project is implemented, provided it did not come at significant financial cost and was feasible.

A good way to draw people's attention to development assistance are contests and regular events, such as the above-mentioned HumanDOC Documentary Film Festival, the MFA photo competition "Lens on Development", the HumanDOC Proclub Camera photo competition, and others. **A platform used to effectively run competitions are social networking sites, but it is also worth taking the effects of competitions out onto the streets.** In this context, the poster is a noteworthy idea to be used in contests; the genre has undergone a revival in recent years and is increasingly used as a form of transferring content with a picture that is neither a photo nor a film. An example of interesting contests involving poster designing is the competition to create a poster commemorating the 100th anniversary of Poland's independence³², or the social campaign "Eat carefully"³³. Posters selected as most interesting in these two competitions were then displayed at public transport stops; such displays were

³⁰ See: <https://www.spidersweb.pl/2016/10/instagram-stories-vs-snapchat.html>, accessed on 26 July 2019.

³¹ <https://www.spidersweb.pl/2017/11/hashtagi-na-instagramie.html>, accessed on 26 July 2019.

³² https://ipn.gov.pl/pl/aktualnosci/konkursy-i-nagrody/konkursy-dla-mlodziezy/40197_Rozstrzygniecie-konkursu-na-plakat-Mloda-grafika-polska-dla-Niepodleglej-Warszaw.html, accessed on 26 July 2019.

³³ <https://kampaniespoleczne.pl/jedz-ostroznie-fala-oburzenia/>, accessed on 26 July 2019.

guaranteed to reach a wide audience. The selected posters, in turn, ensured the public attention thanks to their interesting – and at times controversial – content. Another interesting example of the use of posters was the initiative of Netflix, the popular platform, which commissioned young Polish artists to prepare posters that would use artistic and unconventional graphics to promote Netflix original productions³⁴. The poster format could also be used to promote development assistance, for example as part of a thematic competition. **The results of the competition, that posters related to PDC, could then serve as a form of promotion at an exhibition or advertisements at public transport stops.**

2.2.2. The role played by the *Polish Aid* logo



The graphic symbol for the Polish Development Cooperation programme – *Polish Aid* – was selected in 2008, in a competition organised by the Ministry of Foreign Affairs³⁵. The sign with the most **positive associations, simple to use and with the purest graphic form** was chosen. Moreover, originality criteria were met and the logo was easy to remember. In 2018, the correct spelling of '*Polish Aid*' was discussed with a representative of the Spelling and Onomastics Team of the

Polish Language Council at the Presidium of the Polish Academy of Sciences.

All organisations and institutions implementing projects related to development and humanitarian aid, as well as global education and volunteering, that use financial resources from PDC, **are obliged to provide information on project financing and to use the *Polish Aid* graphic symbol**. The right to use the graphic symbol is granted for the duration of a given task, project or programme.³⁶ All promotional materials created as part of the project are marked with the logo. Implementation of the *Guidelines on providing information about Polish Development Cooperation projects and their labelling* is included in call for proposals procedures when assessing the cooperation of the tenderer with the Ministry of Foreign Affairs³⁷.

The results of the survey conducted among Polish residents show that recognition of the logo in Polish society is relatively low. Only 15% of respondents who had come across the terms "Polish development assistance", "Polish Development Cooperation" or "*Polish Aid*" had also seen the *Polish Aid* logo. That corresponds to approximately 5.5% of adult residents of Poland. The largest percentage (22%) of people who had seen it was in the age category 50-59 years old. The smallest number of respondents ever to have seen the logo were people in the 18-29 age range. This group constituted only 7% of the respondents.

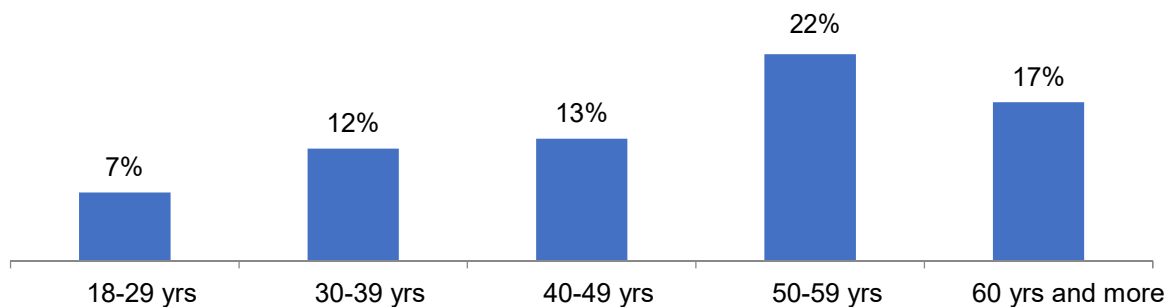
Graph 6. Level of recognition of the *Polish Aid* logo, by age of respondents who have come across the phrases "Polish Development Assistance", "Polish Development Cooperation" or "Polish Aid"

³⁴ <https://film.org.pl/a/renesans-autorskiego-plakatu-polscy-artysty-stworzyli-plakaty-dla-netflixa-171467/>, accessed on 26 July 2019.

³⁵ Competition for the graphic sign of the *Polish Aid* programme, Ministry of Foreign Affairs, website: <https://www.polskapomoc.gov.pl/Konkurs,na,znak,graficzny,programu,polska,pomoc,733.html>, accessed on 25 July 2019.

³⁶ Graphic sign of the Polish Development Cooperation programme, Ministry of Foreign Affairs, website: <https://www.polskapomoc.gov.pl/Znak,graficzny,programu,polska,wspolpracy,rozwojowej,805.html>, accessed on 25 July 2019.

³⁷ Guidelines on providing information about Polish Development Cooperation projects and their labelling, Ministry of Foreign Affairs, p. 1.



Source: Own study based on CATI survey results, n = 219.

Among professional groups, the greatest recognition of the logo was shown by pensioners, some 20% of whom had also been acquainted with the terms "Polish development assistance", "Polish Development Cooperation" and "*Polish Aid*". They have more free time than people who work professionally, so they also have more opportunities to come across such terms on television, in the press or on the Internet.

Research conducted in 2015 concerning Polish Development Cooperation shows that the logo was identified by 8% of Polish society³⁸. It can therefore be concluded that the extent to which the logo is recognised remains unchanged³⁹. It is difficult to compare the recognition of the *Polish Aid* logo with other logos. Commercial brand logos or – to limit the analysis to spending of public funds – European Funds logos are not an adequate source of comparison. It should also be remembered that one of the main goals of the logo is promotion of PDC abroad.

Individual interviews with representatives of organisations and institutions implementing projects as part of calls for proposals reveal **great awareness of the importance of the compulsory use of graphic symbols in countries where projects are implemented** (as well as in Poland), both on elements of infrastructure projects and on purchased equipment, devices or promotional materials. It is important to label everything, from pens to computers, that was purchased using *Polish Aid* funds. Employees of these organisations and institutions supervise the correct use of the logo – whether it is placed in the right resolution so that it can be read correctly. At the same time, some respondents pointed to the lack of specific information from the Ministry of Foreign Affairs regarding the exact location of the logo, for example on volunteers' T-shirts. It is suggested that familiarising organisations with PDC's visualisation standards take place simultaneously with discussing their practical application, taking into account the partners' needs. Providing such recommendations would greatly help implementers to carry out their activities. In turn, the uniformity of the message will contribute to increased effectiveness of PDC promotion. In addition, high quality promotional and marking materials of appropriate durability and visibility testify to the high level of assistance provided and will be the PDC flagship long after the project has been completed. Considering the need to take into account environmental protection and current ecological trends, as well as a positive reception of such items in other campaigns, it is worth ensuring that the materials meet these requirements. Examples of promotional products and materials that would strengthen the message about environment-friendly activities (as part of global education) and which, at the same time, would be a positive feature for partners or beneficiaries of *Polish Aid*, include reusable canvas bags, reusable mesh bags for fruit and vegetables, reusable water bottles, reusable coffee cups, or reusable straws made of metal or bamboo. In addition to the items

³⁸ Poles on Development Assistance, Results of the TNS Polska study for the Ministry of Foreign Affairs, Warsaw 2015

³⁹ Differences are within the margin of the statistical error.

listed, it is a good idea to consider making typical promotional materials with the *Polish Aid* logo; these could promote *Polish Aid* at various events and might include pens, briefcases, notebooks, USB flash drives, and durable umbrellas.

Additionally, during the interviews there were mentioned factors contributing to the recognition of assistance in the place where it is provided. The presence of various organisations from different countries, grouped together at the same location, means that recipients of assistance are not able to correctly identify who exactly provided the assistance. In addition, attention was drawn to the fact that west European countries larger than Poland – and those that had provided assistance to a given area over a longer period or to a greater extent – were more recognisable. The interlocutors also emphasised that marking the purchased equipment, devices and the created infrastructure is most likely to register in the consciousness of recipients of *Polish Aid*. Due to serious shortages of such equipment, devices and infrastructure in the recipient countries, they are more noticeable and more valued, and thus the *Polish Aid* logo becomes more recognisable.

During the expert panel it was assessed that the *Polish Aid* graphic sign is legible. It is often identified as a Polish smile, a 'smiley' face, which is also received positively abroad. It was emphasised that the logo is recognisable and understandable both to Poles and to foreigners. Therefore, there is no need to change its design. Moreover, the *Polish Aid* logo underlines the national nature of the assistance. Similar logotypes are used by the US Agency for International Development – USAID, the Slovak Bilateral Development Assistance Programme – SlovakAid, and even the Irish Aid Programme, which clearly indicates the assistance provided by these countries. Changing the '*Polish Aid*' caption would exclude Poland from this group of national agencies and ministries. At the same time, it would cause confusion and loss of brand which Poland has developed by providing effective assistance for many years.

The logo **positively presents the character of Polish Development Cooperation**. It is intended for a wide audience, both for high officials of international organisations and the direct recipients of PDC. Its presence in places where projects are implemented allows PDC and its country of origin to be quickly identified. Identification of the logo is closely connected with identifying activities related to it. It should be emphasised that the use of the graphic sign with the '*Polish Aid*' caption is considered by project implementers to be an essential promotional activity that has beneficial effects on the image of Poland abroad.

2.2.3. Language of communication

The content of messages presented by institutions and organisations under *Polish Aid* is, together with communication channels, one of the basic components of the communication process. As part of the study, **accessibility of the language of messages about information, promotional and educational activities regarding Polish Development Cooperation** was analysed. To this end, linguistic and semiotic analyses of selected online materials were carried out.

Accessibility and readability for a wide audience should be a characteristic feature of presented information and messages. To assess this feature, an analysis based on the FOG index was used, calculated according to the following formula:

$$FOG = 0.4 \left(\frac{\text{number of words}}{\text{number of sentences}} + 100 \left(\frac{\text{number of long words}}{\text{number of words}} \right) \right)$$

Its value denotes the number of years of education needed to understand a text. This index can have the following values:

- 1-6 – indicates very simple language that is understandable to primary school pupils;
- 7-9 – indicates simple language understood by junior high school students;
- 10-12 – indicates fairly simple language that is understandable to high school students;
- 13-15 – indicates quite difficult language, understandable to undergraduates;
- 16-17 – indicates difficult language, understandable to Master's students;
- 18+ – indicates very difficult language, understandable to people with at least a Master's degree.

Both materials financed under *Polish Aid* and materials concerning projects/activities financed from other sources were selected for the analysis. This kind of selection allowed **the language of messages to be compared and any possible differences in the message, as used by the Ministry of Foreign Affairs and NGOs, to be identified.**

The following sources of information were analysed:

1. The *Global education in Polish Aid*⁴⁰ brochure,
2. The *Polish humanitarian aid*⁴¹ brochure,
3. Cooperation of fire brigades participating in *Polish Aid* under the Eastern Partnership⁴²
4. Polish Aid and women's strength!⁴³,
5. PDC. Annual report 2017 – selected chapters: Development Cooperation; Polish Development Cooperation system; Bilateral Development Cooperation; Humanitarian aid⁴⁴
6. Palestine: We teach entrepreneurship⁴⁵
7. Cheap, ecological and durable. A roof over the head for Burkinabe people⁴⁶
8. Lebanon: help for Syrian refugees⁴⁷
9. PCPM (Polish Centre for International Aid) responds to the changing situation in Lebanon⁴⁸,
10. Helping without restrictions – or helping without restricting?⁴⁹,
11. What were the beginnings and history of development cooperation?⁵⁰
12. Coherent policy for development. A guide – selected materials: Case study: biofuels⁵¹,
13. Global education. Everyone is talking – selected chapters: Why is it worth it?; Global education in practice; Facts and opinions; Africa is...⁵²
14. How to avoid stereotyping when talking about people from all over the world?⁵³,
15. I bring help. Selected chapters: Principles of humanitarian aid; Factors aggravating humanitarian crises; First, do no harm⁵⁴

⁴⁰https://www.polskapomoc.gov.pl/download/files/Dokumenty_i_Publikacje/MSZ_EG_broszura_170x240_WEB.pdf

⁴¹https://www.polskapomoc.gov.pl/download/files/Dokumenty_i_Publikacje/MSZ_PPH_broszura_170x240_WEB.pdf

⁴²<http://www.polskapomoc.gov.pl/Wspolpraca,strazy.pozarnej,z.udzialem,Polskiej.pomocy,w.ramach.Partnerstwa,Wschodniego,2935.html>

⁴³ <http://www.polskapomoc.gov.pl/Polska.pomoc.i.sila.kobiet!.2915.html>

⁴⁴https://www.polskapomoc.gov.pl/download/files/Dokumenty_i_Publikacje/Raport_2017/raport_dwr_2018_v16.pdf

⁴⁵ <https://pcpm.org.pl/bezposrednie-wsparcie-operacji-humanitarnych/autonomia-palestynska>

⁴⁶ <https://pcpm.org.pl/tanio-ekologicznie-i-trwale-dach-nad-glowa-dla-burkinczykow.html>

⁴⁷ <https://pcpm.org.pl/pomoc-humanitarna/liban-pomoc-dla-uchodzcow-z-syrii-w-2018-r>

⁴⁸ <https://pcpm.org.pl/pcpm-odpowiada-na-zmieniajaca-sie-sytuacje-w-libanie.html>

⁴⁹ <https://pcpm.org.pl/pomagac-bez-ograniczen-czy-pomagac-i-nie-ograniczac.html>

⁵⁰<http://www.zagranica.org.pl/baza-wiedzy/podstawowe-informacje/jakie-byly-poczatki-i-historia-wspolpracy-rozwojowej>

⁵¹http://zagranica.org.pl/sites/zagranica.org.pl/files/attachments/Publikacje/PCD/grupa_zagranica_pcd_2016_rozkl.pdf

⁵²https://www.pah.org.pl/app/uploads/2017/10/2017_materiały_educacyjne_educacja_glob_kazdy_nawija.pdf

⁵³https://www.pah.org.pl/app/uploads/2018/02/2018_materiały_educacyjne_HANDOUT_jak_mowi_niestereotypowo.pdf

⁵⁴ https://www.pah.org.pl/app/uploads/2018/05/2018_05_broszura_niose-pomoc.pdf

16. A well for the south. Selected chapters: What does access to water look like in different countries? Why is it so? Selected issues related to access to water ⁵⁵.

⁵⁵ <https://www.pah.org.pl/app/uploads/2019/03/BROSZURA-STUDNIA-DLA-PO%C5%81UDNIA.pdf>

Table 3. Analysis of the language of selected materials regarding development cooperation

Material	Number of sentences	Number of words	The average number of words per sentence	Percentage of "difficult" words	The average number of syllables in a word	Ratio of nouns to verbs	Percentage of difficult nouns	Percentage of difficult verbs	FOG index: entry forms ⁵⁶	FOG index: textual forms ⁵⁷	FOG index: rare entries ⁵⁸
1	65	1115	17	5%	2,51	5,72	5%	1%	13,18	15,69	8,69
2	59	1299	22	7%	2,48	6,47	5%	1%	16,04	17,95	11,61
3	19	359	19	8%	2,55	5,24	5%	1%	14,13	15,36	10,9
4	56	1128	20	5%	2,36	4,54	4%	1%	12,92	15,36	9,9
5	216	878	4	6%	2,54	8,13	4%	1%	8,14	10,15	3,95
6	26	588	23	6%	2,55	6,97	5%	1%	15,58	18,16	11,43
7	29	481	17	4%	2,37	3,53	3%	2%	11,62	13,87	8,38
8	87	1147	13	4%	2,25	5,42	4%	1%	9,46	11,2	6,7
9*	32	668	21	4%	2,2	3,25	4%	2%	12,3	14,16	9,91
10*	148	2165	15	2%	2,07	1,85	3%	2%	8,46	10,14	6,79
11	24	578	24	5%	2,5	5,27	4%	1%	16,14	18,63	11,57
12*	163	3875	24	5%	2,46	5,82	8%	1%	16,48	18,74	11,45
13	128	1798	14	3%	2,4	3,88	5%	2%	10,47	12,67	6,64
14	76	1262	17	3%	2,27	2,97	4%	2%	10,67	12,95	7,85
15*	64	1141	18	5%	2,31	3,3	4%	1%	12,21	14,42	9,23
16*	121	2320	19	3%	2,24	4,23	4%	1%	11,27	13,24	8,84
Average	82,1	1300,1	17,9	5%	2,4	4,8	4%	1%	12,4	14,5	9,0

Source: Own study. The asterisk (*) refers to materials related to projects/activities financed from sources other than Polish Aid.

⁵⁶ The index was calculated on the assumption that difficult words are those whose entry forms have four or more syllables; if, say, the word "podmiotami" is used in a text, it is not treated as difficult, because the entry form has only two syllables: *pod-miot*).

⁵⁷ The index was calculated on the assumption that difficult words are those whose forms used in the text have four syllables or more; in this variant the form "podmiotami" will be treated as a difficult word.

⁵⁸ The index was calculated on the assumption that difficult words are those that are not commonly known and whose entry forms have four syllables or more. Commonly known words belong to the 5,000 words most often found in Polish texts or words with a high so-called 'subjective probability' – cf. J. Imińczuk (1987).

All analysed texts can be considered **moderately difficult, both in the case of materials financed under *Polish Aid* and materials related to projects/activities financed from other sources**. In both groups, the percentage of difficult words is 4-5%. The average values of the FOG index, both in entry and textual forms, indicate that **12 to 14 years of education are needed to fully understand the message, that is, it is necessary to have higher education, at least at Bachelor's level**. The average values of the FOG index for materials financed from *Polish Aid* (items 1-8, 11, 13-14) are slightly higher than the average values for texts related to projects outside *Polish Aid* (items 9-10, 12, 15-16).

An analysis of the ratio of nouns to verbs in both groups of materials indicates the advantage of nouns over verbs; this is higher in the case of materials financed from *Polish Aid* (5.3 vs. others – 3.7). Moreover, these language forms do not appear in the same proportions in every text. In the case of difficult texts, which require at least higher education to be understood, the proportion of nouns is higher.

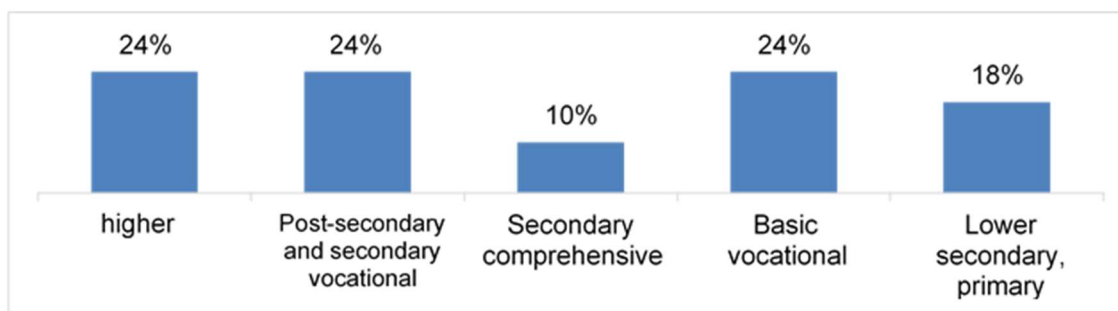
Comparing materials published on the *Polish Aid* website (items 1-5) and the content of articles on the websites of selected NGOs, regarding activities financed under *Polish Aid* (items 6-8, 11, 13-14), the average values of the FOG index, in both entry and textual forms, yield similar results, that is 12-14 years of education are needed to fully understand the content. The predominance of nouns over verbs was also noted, higher in the case of materials published on the *Polish Aid* website (6.0, NGOs: 4.7). **Therefore, the message published by the Ministry of Foreign Affairs and NGOs regarding activities directly related to *Polish Aid*, can be assessed as moderately difficult.**

Among the materials analysed, the messages published on the <http://polskapomoc.gov.pl> website contain, on average, a larger percentage (6%) of difficult and complex words, with the number of syllables per word averaging out at 2.5. **These results indicate potential barriers for the average recipient to fully understand the message.**

Moreover, it should be noted that unfavourable changes in the simplification of the language of communication have taken place over several years. An analysis of material related to *Polish Aid* indicates that in 2015-2019, the average values of the FOG index, both for entry and textual forms, remain at a high level, enabling people with higher education, or 12-14 years of study, to fully understand the content. **Therefore, simplification of the language of messages about PDC needs to be more effective in order to reach a wider audience.**

However, comparing the above results with data on the education of Polish residents enables one to conclude that a quarter of the residents should have no problems with understanding this content. It should be positively assessed that slightly more than one third of all analysed texts have the FOG index, both for entry and textual forms, at the level of 10-12 years of education, which means that they will be easily understood by people with secondary, post-secondary and higher education, that is by some 58% of residents. Among these materials, the content communicated by NGOs predominates.

Graph 7. Education level of Polish residents in 2018



Source: Own study based on BAEL data (Study of the Economic Activity of the Population) (2018).

The reception of communication activities conducted by the Ministry of Foreign Affairs regarding PDC was also analysed. The ministry's communication is generally assessed positively by NGO representatives, but it has several shortcomings. One negative aspect is the **low attractiveness** of the content presented by the ministry. In the opinion of the NGO representatives, messages formulated by the Ministry of Foreign Affairs regarding PDC are not very attractive due to the overuse of the so-called "officialese". It should be remembered, however, that these are mainly representatives of project implementers, including NGOs, who are responsible for providing materials on implemented projects and their effects.

One way to increase the attractiveness of information materials – used by NGOs – is to base communication strategies on **the testimonies of people who have experienced the effects of actions under Polish Aid**. Such materials, due to their higher reach and impact, are published via social media, for example Facebook, Twitter and YouTube, in both graphic and audio-visual forms. Because of their attractive, eye-catching format, the materials are a desirable alternative and supplement the information provided in the form of an article or note.

*If some dry facts were conveyed in various announcements, newsletters or quarterlies, and also if the Ministry of Foreign Affairs presented on its website only dry facts, such as the title of a project, the amount spent, and how many people were given assistance, it would seem boring to people in the age of social media, where [so much] happens. There must be news and it must stimulate interest. **It really has to be based on people's stories.***⁵⁹

The language of people's stories usually takes a more accessible form, because it is closer to the language of the average representative of the society, while information published via the Internet by the Ministry of Foreign Affairs and NGOs is often based on specialised vocabulary, understood only by a narrow circle of those interested in PDC as a subject. As a result, the reception of the presented content, resulting from the excluding nature of the language of the messages, can be negative and may discourage the average representatives of the society from taking interest in PDC. Taking all that into consideration, one should, when formulating messages, strive to differentiate the language, depending on the recipient (a segmentation of the society was carried out in section 2.3).

It is also crucial to identify potential communication barriers as part of communication activities. During the study, a number of disturbances (so-called 'external noise') were identified, based on a negative message questioning PDC activities. The results of the field study indicate a problem that is still prevalent and that relates to the **functioning of stereotypes and misinformation about the Eastern Partnership countries, as well as Africa, which may affect people's attitude to development assistance and may contribute to the**

⁵⁹ An interview with a representative of an NGO implementing projects under PDC.

consolidation of negative messages about PDC. To a large extent, they can also influence the general unwillingness to search for information or materials on development cooperation.

Negative aspects of communication activities that exacerbate the level of misinformation and at the same time affect the intelligibility of the message include factors such as **the failure to put the information in a wider context.** This can lead to a distorted message. A good practice, used by representatives of some NGOs, is to supplement messages with statistics and links to external reports, in order to provide the average recipient with a complete set of information on activities carried out under *Polish Aid*. Therefore, it is important for the sender to recognise potential interferences and their impact on the reception of messages, in order to tailor the message accordingly.

In order to increase the effectiveness of the message formulated through the Ministry of Foreign Affairs and NGOs, it is also important to distinguish the type of the recipient and adjust the form of the message to him/her. Within the framework of activities related to *Polish Aid*, two groups should be indicated, namely recipients in Poland and recipients abroad (that is beneficiaries of PDC). The recipient is defined both as a society and as representatives of authorities responsible for making and implementing policy in a given country. A common principle for both these groups of recipients and, at the same time, a good practice in formulating the message, is its **transparency**, which is associated, among other things, with easy access to information, for example on the amount of funds spent on PDC and support areas. This element of the MFA's communication activities is positively assessed among representatives of NGOs and should be maintained. This will allow the senders to avoid misinformation and distortions of facts about *Polish Aid* that exist in society,. The other desirable principle in creating messages is the **educational component**, increasing awareness about PDC, its goals and assumptions. The results of the study, both quantitative and qualitative, indicate a relatively low level of knowledge about PDC, so it is crucial to continue and intensify communication activities in order to fill this gap.

A desirable direction in creating messages about *Polish Aid* is to formulate them using the **language of benefits**; this would justify the direction of assistance and indicate real benefits for the recipient country, as well as for Poland. The use of this kind of communication language is associated with breaking the stereotypes – prevalent in Polish society – regarding countries of the Global South. Both representatives of NGOs and government administration unanimously emphasise that messages regarding projects implemented under *Polish Aid* should be based on **showing effects and successes through the testimonies of residents of countries covered by PDC.** Messages formulated in this way would present *Polish Aid* as an **instrument that has a real impact on the lives of people in developing countries.**

Messages addressed to the beneficiaries/stakeholders of *Polish Aid* should focus primarily on the **language of sensitivity**, aimed at increasing the feeling that help is needed. Representatives of organisations also pay attention to the use of the word "aid", which may arouse negative, often stigmatising connotations of passivity, pity, inertia and the resistance of the recipient. In communication it is therefore necessary to replace it with words that have a positive meaning, such as "support" or "investment". These words change the perception of project beneficiaries from passive recipients of assistance to partners actively cooperating with Poland.

*When talking about development cooperation, one should emphasise that it is also beneficial for us, so it is not just the help we give to someone, but it is a kind of investment, since we want this country to develop because it is beneficial for us as Poland*⁶⁰.

Messages emphasising partner relations indicate to a wider society that the effects of projects implemented under the *Polish Aid* aegis will not be temporary or a one-off event, but will contribute to strengthening good relations and cooperation with other countries.

In communication activities under *Polish Aid*, it is therefore crucial to balance the information, promotional and educational functions which should complement each other. This type of approach will make people more sensitive to problems occurring in the recipient country of *Polish Aid* and may also positively influence the perception of these phenomena in the society, thanks to the dissemination of knowledge about the underlying mechanisms.

*Neither information, social campaigns nor messages will have any effect if people do not understand. (...) **For people to understand the message, work must be done on the basis of sensitivity; this is what global education does**, because just advertising on TV, billboards or wherever... will go unnoticed and people will not pay attention to it*⁶¹.

In order to increase the effectiveness of messages about PDC, it is also crucial to verify compliance of communication activities carried out by NGOs and public media with guidelines, developed by the non-governmental sector, on how to present messages related to development cooperation and back them up with photographs and other materials. During the interviews it was pointed out that some communication activities, conducted by various entities, did not comply with the principles developed in the *Code of conduct on images and messages about countries of the Global South* prepared by non-governmental organisations dealing with development assistance and humanitarian aid. The non-compliance refers primarily to the use of photographic documentation of persons (for example children and their parents) in a manner that diminishes their dignity or is done without their consent. Therefore, efforts should be intensified to ensure the MFA's control of compliance with the guidelines and principles regarding the presentation of materials on *Polish Aid*. Representatives of NGOs also call on the Ministry of Foreign Affairs to enforce compliance with these guidelines in reporting on the results of projects and/or during monitoring visits.

The above-mentioned remedies would allow to avoid reinforcing and perpetuating stereotypes about development cooperation and countries of the Global South. It is recommended that the Ministry of Foreign Affairs provide adequate supervision as part of the reporting and monitoring process, that is it should be verified whether the materials used by NGOs, as well as public and commercial media comply with the guidelines. This is crucial due to the fact that traditional media are the most common source of information about PDC and therefore play an important role in shaping the society's attitudes towards *Polish Aid* and related activities.

2.3. Knowledge and perception of development cooperation in society

This chapter contains analyses regarding the following research issues:

- How does the knowledge and perception of Polish Development Cooperation and *Polish Aid* change? Which issues and target groups are affected to the greatest extent? Why?
- In relation to Polish Development Cooperation, how important is global education in communication activities? What are its greatest strengths/weaknesses? Which global education tools are the most effective?

⁶⁰ An interview with a representative of an NGO implementing projects under PDC.

⁶¹ An interview with a representative of an NGO implementing projects under PDC.

For years, it has been Poland's priority to increase public awareness and understanding of development problems, in order to build a strong foundation of social and political support for development cooperation.

In general, it can be claimed that Poles' willingness to help others is quite high. This is also confirmed by the results of social research. Nearly 75% of Poles think that nowadays an emphatic attitude of sensitivity and readiness to help is needed. Almost every second respondent thinks that helping others is everyone's responsibility. Poles most eagerly help the needy – both family and friends as well as strangers – in a direct way, by assisting them in their daily duties, such as cleaning and shopping, by offering psychological support and providing clothes, food and other items. If we engage in financial assistance, we prefer to donate 1% of our tax to a charity or take part in fundraising. More than half of adult Poles (53%) declared that over the past year they had assisted other people financially by making donations to charities or donating 1% of their tax to a public benefit organisation. Over half of us support others at least several times a month, of which 16% help every day or almost every day. "Helping is fun!" because it makes you feel needed, it gives you satisfaction and joy. However, a significant percentage of Poles (28%) still do not feel the need to help other people, or do not have sufficient financial resources to support others. Half of Poles declare that they help spontaneously when inspired by some charity event which they have learnt about in the media. A much smaller group of people (20%) show their own initiative and look for people or foundations that need help. 17% of people help in response to personal requests. Additionally, there were respondents saying that in their immediate vicinity there are no people needing help. Despite numerous charity campaigns, 23% of Poles also say that they do not know how they could help⁶². These results are positive, but they refer to helping other people, often those in the near vicinity. This chapter presents the results and conclusions regarding Poles' knowledge and perception of development cooperation, including supporting the development of other countries, over recent years. The analysis mainly used data from 2019⁶³, complementing data from 2018 and, for comparison, also from 2015.

In 2019, 69% of respondents admitted that they had, at some point in their lives, come across some information about the assistance provided by Poland to other countries.

In 2015, this percentage was only 33%.⁶⁴ However, it should be borne in mind that, at that time, the respondents were asked if they had seen any such information in the last 2-3 months prior to the survey. The current result is, therefore, largely connected with the period of time they were asked about. This is also confirmed by the results broken down by age – the percentage of people who have come across such information increases with the age of the respondents; most people who have seen such messages are currently 50 or older. Adults who are pensioners, self-employed, and full-time employees have come across such information much more often. The TNS report of 2015 indicated that **informing about Poland's aid to other countries is closely connected with people's interest in public life issues**. Among the respondents who declare that they are not interested in politics, the vast

⁶² Report from the survey 'Helping is cool!', Kantar Public commissioned by Bank BGŻ BNP Paribas, Warsaw 2018 (<http://media.bnpparibas.pl/pr/414480/pomagamy-bo-uwazamy-ze-to-nasz-obowiazek-wynika-z-badania-pomaganie-je>); The study was carried out for the ciekaweliczby.pl website on the Ariadna panel (source: <https://publicystyka.ngo.pl/jak-pomagaja-polacy-najbardziej-sklonni-do-pomocy-innym-sa>).

⁶³ In the case of charts and tables based on the CATI survey of Polish residents, all results were broken down into categories and age; differences due to age for each issue are statistically significant. In addition, the results were broken down into other socio-demographic variables (such as gender, place of residence, voivodship, occupational situation) when the differences were also statistically significant.

⁶⁴ Poles on development assistance, Results of the TNS Polska study for the Ministry of Foreign Affairs, Warsaw 2015.

majority are those who have not heard about our country's activities to support more needy countries.

Table 4. Knowledge of information about the assistance provided by Poland to other countries

		yes	no
Total, N = 600		69%	31%
Age	18-29 years of age, n = 108	50%	50%
	30-39 years of age, n = 120	63%	37%
	40-49 years of age, n = 102	74%	26%
	50-59 years of age, n = 93	78%	22%
	60 years of age and older, n = 177	76%	24%
Labour market status	I am at school/ I am a student, n = 29	48%	52%
	I work full time, n = 284	69%	31%
	I work part time, n = 24	63%	38%
	I run a business, n = 44	73%	27%
	I am a pensioner/old age pensioner, n = 165	75%	25%
	I am unemployed, n = 15 *	47%	53%
	I am a non-working person, n = 7*	86%	14%
	I run/my family runs a farm, n = 20*	70%	30%
	I manage a household every day, n = 10*	50%	50%
	Non-responder, n=2*	0%	100%

Source: Own study based on the results of the CATI survey of Polish residents.

* - insufficient sample size, which makes it impossible to draw conclusions.

Most respondents (43%) indicated that the information they encountered concerned African countries (including Ethiopia, Kenya, Senegal, Tanzania, Uganda and Tunisia). Significantly fewer people (24%) pointed to information about the Eastern Partnership countries (Belarus, Georgia, Moldova, Ukraine, Armenia, Azerbaijan) and the Middle East (including Lebanon, Palestine, Afghanistan). 26% of the respondents mentioned other countries/regions, including France, Ireland, Sweden, Great Britain, Brazil, Argentina, Italy and Germany, which indicates that these respondents were not fully aware what type of aid provided to other countries the question was about. In this group, however, the majority were people who mentioned countries other than those indicated in the survey though these were countries that really needed help and to which Poland, as well as various charity organisations, have provided such assistance in various forms over recent years.

Table 5. Countries/regions referred to in the information about assistance provided by Poland to other countries

		Eastern Partnership countries	Africa	South-eastern Asia	Middle East	other region/country	I do not know/I do not remember
Total	Total, n = 412	24%	43%	4%	24%	26%	16%
Gender	male, n = 198	19%	44%	5%	26%	31%	15%
	female, n = 214	28%	43%	3%	21%	22%	18%
Age	18-29 years of age, n = 54	41%	28%	2%	17%	17%	26%
	30-39 years of age, n = 76	21%	43%	4%	22%	24%	18%
	40-49 years of age, n = 75	20%	29%	7%	21%	28%	20%

		Eastern Partnership countries	Africa	South-eastern Asia	Middle East	other region/country	I do not know/I do not remember
	50-59 years of age, n = 73	21%	55%	4%	22%	32%	8%
	60 years of age and older, n = 134	22%	51%	4%	29%	28%	13%
Labour market status	I am at school / I am a student, n = 14 *	36%	43%	0%	14%	29%	14%
	I work full time, n = 196	24%	39%	5%	23%	23%	16%
	I work part time, n = 15*	13%	33%	7%	7%	40%	13%
	I run a business, n = 32	22%	44%	3%	28%	28%	22%
	I am a pensioner/old age pensioner, n = 123	20%	52%	4%	28%	29%	15%
	I am unemployed, n = 7 *	43%	43%	14%	0%	29%	29%
	I am a non-working person, n = 6*	17%	83%	0%	33%	17%	0%
	I run/my family runs a farm, n = 14*	29%	36%	0%	21%	29%	21%
	I manage a household every day, n = 5*	40%	20%	0%	0%	20%	20%

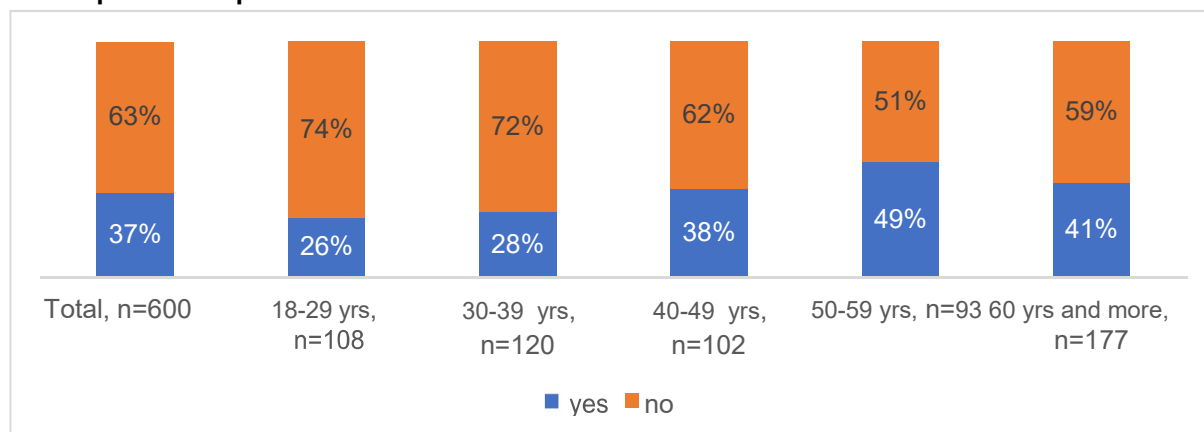
Source: Own study based on the results of the CATI survey of Polish residents. Respondents could give more than 1 answer.

* - insufficient sample size, which makes it impossible to draw conclusions.

Interestingly, significantly more women and young people (18-29 years old) were exposed to information on the Eastern Partnership countries. In turn, knowledge of information about Africa was declared more often by people advanced in years (50 and older), that is by pensioners and old age pensioners. This is perhaps due to the sources of information used. Women and young people are more likely to gain such information from the Internet, while older people are more likely to come across such information on television, which may suggest that these sources focus on information about various countries/regions.

The respondents were presented with the terms "Polish Development Assistance", "Polish Development Cooperation" and "*Polish Aid*", and asked if they had any associations with at least one of them. A positive response was given by 37% of the respondents, mainly people aged 50-59 (49%).

Graph 8. Assisted knowledge of the terms "Polish Development Assistance", "Polish Development Cooperation" and "Polish Aid"



Source: Own study based on the results of the CATI survey of Polish residents.

An important factor affecting awareness of the assistance provided by Poland to other countries are Poles' attitudes towards the very idea of helping other countries and their own experiences related to this.

The results of the latest survey indicate that **79% of respondents believe that Poland should assist developing countries**; this result is similar to what was indicated at the beginning of the chapter, namely the fact that almost 75% of Poles believe that nowadays an emphatic attitude of sensitivity and readiness to help is needed. In 2015, this percentage was 65%, which means a significant increase⁶⁵. It is also important that **the percentage of people with no opinion in this respect has significantly decreased**; in 2015 it was 13%, but in 2019 it was only 4%. The results in the table below also indicate that in each of the groups analysed, the moderate "rather yes" opinions prevail, with the largest number of strong opinions being among people aged 40 and over, including pensioners⁶⁶. **The net result⁶⁷ for supporting the organisation of Poland's assistance activities for developing countries is quite high, at a level of 62%**, when compared to 2015.

Table 6. Opinions on whether Poland should support developing countries

		definitely yes	rather yes	rather not	definitely not	I don't know / hard to say
Total	Total, N = 600	28%	51%	10%	7%	4%
Age	18-29 years of age, n = 108	19%	51%	17%	12%	2%
	30-39 years of age, n = 120	23%	53%	12%	9%	3%
	40-49 years of age, n = 102	32%	49%	3%	11%	5%
	50-59 years of age, n = 93	30%	55%	10%	3%	2%
	60 years of age and older, n = 177	33%	50%	10%	2%	6%
Labour market status	I am at school/ I am a student, n = 29	7%	69%	7%	17%	0%
	I work full time, n = 284	29%	51%	9%	7%	4%

⁶⁵ Poles on Development Assistance, Results of the TNS Polska study for the Ministry of Foreign Affairs, Warsaw 2015.

⁶⁶ No account was taken of cases where the sample size was too small.

⁶⁷ The difference between the sum of "definitely yes, rather yes" answers and the sum of "definitely no, rather not" answers.

		definitely yes	rather yes	rather not	definitely not	I don't know / hard to say
	I work part time, n = 24	21%	38%	29%	13%	0%
	I run a business, n = 44	25%	45%	16%	14%	0%
	I am a pensioner/old age pensioner, n = 165	30%	53%	10%	2%	5%
	I am unemployed, n = 15 *	27%	47%	13%	13%	0%
	I am a non-working person, n = 7*	29%	43%	0%	14%	14%
	I run/my family runs a farm, n = 20*	30%	50%	0%	10%	10%
	I manage a household every day, n = 10*	50%	30%	20%	0%	0%
	Non-responder, n=2*	0%	50%	0%	0%	50%

Source: Own study based on the results of the CATI survey of Polish residents.

* - insufficient sample size, which makes it impossible to draw conclusions.

The results presented in the Eurobarometer report of 2018⁶⁸ indicate that **even more Poles (91%) believe that helping people in developing countries is important** (EU average - 89%; in 2015 88% of Poles thought so). This may mean that **Poles are more willing to help specific people, rather than whole countries**. Perhaps the very messages should further emphasise the fact that specific individuals/citizens of individual countries are helped.

The respondents were asked why they should or should not support the development of vulnerable countries:

- **Arguments for support:** *Poland's better image; new sales markets for our companies – once they become developed countries, such an investment becomes profitable for us; their development will reduce population migration; these countries will be special "ambassadors" of Poland in that region; the poorer/worse off need to be helped; thanks to this, we can benefit ourselves; because others helped us; because maybe we will need help someday/maybe someday they will help us; in the name of social justice/because you have to help others/because it is the Christian thing to do; because we are richer than they are; if we can help, let us help; because now we can afford it; because these countries will not cope on their own; everyone should live in similar conditions in the world; their development will benefit everyone.*

The answers the respondents most frequently gave referred to the fact that Poland was helped once, so we should give back; that we are already a developed country, so we can help others now; that one should simply help, for helping's own sake and for no other reason.

- **Arguments against:** *Does anyone help us/has anyone ever helped us? In Poland there are plenty of poor and needy people/plenty of problems; no one helps me; because Poland is poor/still developing; because Poland still needs help; there are countries that only want to extort money; because such help will not benefit us; I do not know who will ultimately take that money out there; let them deal with it themselves; Poland has lost too much as a result of the war, we are the ones who need help; let's*

⁶⁸ EU citizens and development cooperation - 2018.

take care of ourselves here first; because we have examples that we offer help and they slander us; we help strangers more than our own people – they are taking the jobs from us.

The most frequent answers were that Poland is still underdeveloped and that we have too many economic and social problems to solve at home.

The 2018 Eurobarometer report indicated that in the opinion of 75% of Poles (the EU average - 71%), the fight against poverty in developing countries should be one of the EU's main priorities. However, fewer respondents believe that this goal should be achieved by our government. Among the main challenges affecting the future of developing countries, Polish respondents indicated peace and security (41%), health (36%), education (25%), and democracy, along with human rights (24%). In comparison, in 2015 Polish respondents selected three priorities, namely peace and security (44%), health (43%), and employment (42%). The table below shows **the areas in which Poland – according to the respondents – could support other countries; these are education** (mainly women and people aged 40-49 as well as those aged 60 and more thought so), **health care** (most often indicated by people aged 60 and more) **and agriculture** (most often indicated by men). The first two items are identical to the results of the 2015 report, moreover, in previous years both these items were also indicated as the most important. The development of agriculture, however, was much less frequently indicated four years ago than at present⁶⁹.

Table 7. Areas in which Poland can – in the opinion of the surveyed Polish residents – support developing countries

	Total	Gender		Age				
	Total, n = 474	male, n = 215	female, n = 259	18-29 years of age, n = 75	30-39 years of age, n = 91	40-49 years of age, n = 83	50-59 years of age, n = 79	60 years of age and older, n = 146
improving the level of education	62%	57%	66%	60%	58%	66%	58%	66%
health care	59%	54%	63%	59%	47%	54%	63%	67%
agricultural development	47%	52%	43%	41%	45%	46%	51%	50%
infrastructure development (e.g. construction of roads, bridges, waterworks, etc.)	42%	47%	38%	37%	33%	47%	42%	47%
supporting economic growth	36%	39%	34%	33%	35%	40%	30%	39%
environmental protection	35%	33%	36%	35%	24%	34%	39%	40%
supporting democratic reforms	31%	29%	33%	27%	31%	31%	32%	33%
others	13%	16%	11%	4%	12%	18%	19%	12%
I don't know / hard to say	3%	4%	3%	5%	3%	2%	3%	3%
in none of these fields	0%	0%	0%	0%	1%	0%	0%	0%
	0%	0%	0%	0%	0%	0%	0%	0%

Source: Own study based on the results of the CATI survey of Polish residents. Respondents could indicate more than 1 answer.

Although Poles mostly believe that Poland should support the development of other countries, **we are to a small extent convinced that just one individual can have an impact on the fight against poverty in developing countries (48%). In 2018, as many as 80% of Polish**

⁶⁹ Poles on development assistance, Results of the TNS Polska study for the Ministry of Foreign Affairs, Warsaw 2015.

respondents declared their own lack of personal involvement. 14% and 3% of Poles, respectively, donate money to organisations and do volunteer work. On the other hand, 73% of Poles agree that providing financial assistance to developing countries is an effective way to combat illegal migration, and 71% believe that it is an effective way to combat poverty in these countries⁷⁰. These results point to two conclusions. First of all, **Poles are not willing to incur additional expense to support aid organisations**, while approving of state support for such activities at the same time; this means that **they are willing to accept the allocation of part of the budget (taxes) for such purposes**. In 2015 (the TNS report for the Ministry of Foreign Affairs), 57% of surveyed Poles agreed that our government would allocate specific amounts from taxes to development assistance for poorer countries. Secondly, the **propensity for financial support to other countries can be increased by formulating messages appropriately**, emphasising, for example, that assistance provided on the spot will mean fewer problems in our country resulting from factors such as illegal migration.

Considering the above results, the Polish residents (n= 600) that were surveyed using the CATI method, were subjected to **detailed segmentation using the cluster analysis and the k-means method. The classification was carried out on the basis of three variables corresponding to the following questions from the questionnaire:**

A1. Have you ever come across information about the assistance provided by Poland to other countries?

A3. Have you ever come across the terms "Polish Development Assistance", "Polish Development Cooperation" or "*Polish Aid*"?

A5. Do you think Poland should support developing countries?

The variables were standardised, followed by analyses determining the optimal number of clusters in terms of significance.

Three groups were distinguished:

- **Those who are aware of and support Poland's assistance to developing countries** – the most numerous group, constituting over 60% of all respondents. It is dominated by people aged 60 and more, women, city dwellers, and those in full-time employment. This is a group that obtains information about the assistance provided by Poland to other countries from television. With regard to the terms "Polish Development Assistance", "Polish Development Cooperation" or "*Polish Aid*", this group, interestingly, is almost equally divided percentage-wise into people who know and people who do not know these terms. The vast majority of this group have not yet come across the *Polish Aid* logo and most of these people think that Poland should rather support developing countries.
- **Those who are unaware of but, nevertheless, support Poland's assistance to developing countries** – this group constitutes 25% of all respondents. It is dominated by young people (aged 18-29), women, city dwellers, and those working full time. The vast majority of this group are people who do not know the terms "Polish Development Assistance", "Polish Development Cooperation" or "*Polish Aid*", and have never seen the *Polish Aid* logo. Most of these people think that Poland should rather support developing countries. This is a group with great potential in terms of conducted communication activities. The basic goal should be to reach these people with

⁷⁰ Special Eurobarometer: EU citizens and development co-operation - 2018.

information on the ways in which Poland assists other countries within the framework of *Polish Aid* and the extent of the support. It is recommended that such a goal – and the target group defined in this way – be included in the communication strategy that is to be developed. It seems that in this case, achieving the goal will be much less costly and less time-consuming than in the case of the third group which is described below.

- **Opponents of Poland's assistance to developing countries** – this is the smallest group of respondents, representing less than 15%. This group is dominated by young people (18-29 years of age) and older people (60 years and older), as well as by men and full-time employees. Only a slightly bigger percentage in this category are city dwellers. Most of these people are aware of the assistance provided by Poland to other countries, but the vast majority are, however, those who do not know the terms "Polish Development Assistance", "Polish Development Cooperation" or "*Polish Aid*", and who have never seen the *Polish Aid* logo. Interestingly, only this group is clearly dominated by people who assume that Poland allocates more than PLN 2 billion annually to help other countries. Almost 50% of this group admits that Poland should definitely not assist developing countries. In the case of this group, it will be necessary to take information and educational measures; these should focus on changing the people's attitudes to support for Poland's assistance to other countries. To this end, messages should be formulated in response to the most frequently indicated arguments against the provision of such assistance.

The above-mentioned segmentation result should be supplemented with key conclusions from the 2018 Eurobarometer report, indicating relationships based on selected socio-demographic variables.

- **Age.** Respondents aged 15–24 are most likely to agree to financial assistance to developing countries that contributes to a more peaceful and fairer world (77%), especially when compared to people aged 55 and more (69%). Moreover, the younger the respondents, the more likely they are to agree that financial assistance given to developing countries is an effective way to combat poverty. People aged 15-24 believe that spending on financial assistance for developing countries should increase; 33% of them think so, compared to 27% of those aged 55 and older. Younger respondents are also more optimistic about the role of the individual: 61% of the youngest respondents agree that, as individuals, they can play a role in combatting poverty, compared with 46% of those aged 55 and older. However, these are respondents aged 40-54 who are most probably personally involved in helping developing countries (48%) along with those aged 25-39 (44%).
- **Education.** The higher the education, the more favourable opinions about development cooperation, the potential impact of individuals and personal involvement in assistance to developing countries.
- **Political orientation.** Results show that the further to the left the respondents put themselves in politics, the more likely they will be to support the idea of providing assistance to people in developing countries. People with leftist views are also most likely to increase spending on financial assistance for developing countries.

Global education has an impact on the above-mentioned attitudes as well as on the public knowledge of the goals and principles of *Polish Aid*. **Global education consists of activities directed at Polish society and conducted by, among others, the Ministry of Foreign Affairs in cooperation with the Ministry of National Education and the Ministry of**

Science and Higher Education, as well as by other institutions and entities such as museums or NGOs. These activities are aimed at preparing the society, especially young people, to understand the globalised reality, by making them aware of the causes of global problems and related challenges, international interdependencies, coexistence and the interpenetration of political, cultural and social systems. Global education is designed to support the pursuit of the seventeen Sustainable Development Goals announced by the UN. For example, in 2017 the supported projects included, among others, teacher training, preparation of teaching materials (including the further development of the e-globalna.pl database which contains the largest number of ready-made lesson plans, summaries and materials for teachers), as well as HumanDOC, a documentary film festival about social issues, and campaigns for conscious consumption. The Ministry of Foreign Affairs organised the "Global Education 2017" competition, during which funds were awarded to ensure own contributions for projects financed from funds other than the Polish budget, that is, from European Commission (DEAR) programme. Modular projects selected in 2016 were also continued, including a re-granting project run by the Education for Democracy Foundation and aimed at co-financing projects implemented in towns with less than 500,000 residents. A year earlier, as part of the "Global Education 2016" competition, projects were selected to increase public awareness of global issues. Support was also given to educational initiatives of a systemic nature and multiplier effect, and to initiatives in the field of global education financed from sources other than Poland's budget⁷¹. One interesting global education initiative indicated during the interview with the EDC was the Global Education Week, organised regularly, during which various types of events are held, such as discussion meetings, social campaigns, field games, workshops, lectures, exhibitions, happenings, films, and concert shows.

The target groups of such activities testify to the importance of global education in shaping social attitudes and in increasing the recognition of *Polish Aid*. It is primarily a learning environment, with schools, teachers, students, but also parents who often participate in actions, especially those that are part of the Global Education Week. The recipients also include Teacher Training Centres and the entire teacher training system, which is interested in supporting teachers in the implementation of global issues by participating in the preparation of school curricula⁷². Global education is important because the beneficiaries of this type of activity include children and young people, that is, groups that can become information carriers for adults (the effect of the scale of conducted activities). Its effectiveness can be demonstrated by the results of the 2018 Eurobarometer report described above, where people aged 15 and over were surveyed. These are the youngest respondents who have the most positive attitude towards supporting other countries; they also see a greater impact of individuals on changes in their surrounding world. In the opinion of EDC representatives, it will be necessary in future to continue activities in this area, **by increasingly incorporating them in the process of formal education, as well as by including subsequent groups of stakeholders, such as libraries and parents, in the activities, so that their results are promoted as widely as possible.**

Research has shown that the majority of Poles (53%) help others financially. Among the reasons for this help, they indicate that such actions allow one to feel needed and bring satisfaction and joy. Poles usually help on an impulse, inspired by external factors, for example a charity campaign that is publicised in the media. An even larger percentage of Poles (79%) agree that Poland should help other countries, in particular developing countries, with the

⁷¹ 2017 Report – Polish Development Cooperation; 2016 Report – Polish Development Cooperation.

⁷² IDI with an EDC representative.

largest percentage (91%) of Poles considering it important to help people in other countries. This data indicates that, broadly speaking, Poles are more willing to help individual people rather than whole countries. It is also important to provide impulses that will encourage and remind people to help others; this might translate into an increase in donations to aid activities directed at residents of other countries. The information provided also shows that communication regarding development assistance should further emphasise the fact that assistance is provided to specific individuals/citizens of individual countries and indicate the results of this assistance. Communication related to development assistance should also emphasise elements that are the reason for providing the assistance, that is, it should indicate that helping others gives satisfaction and joy and also satisfies the desire to be needed. It is also recommended that communication should highlight the impact of a single person on changes in other countries. It is necessary to convince the society that assistance provided on the spot, will mean fewer problems in our country. Moreover, information should be presented in response to the arguments, identified in the study, against providing assistance to developing countries. This information could underline the fact that Poland was a beneficiary of similar activities for many years; that Poland is a country so developed that now it can help others; that in many countries the social situation is much more difficult than in Poland, etc. Global education should also continue to be used to build positive attitudes towards *Polish Aid*, by further including it in the process of formal education and also by involving additional stakeholders, such as libraries and parents.

It is recommended that the communication strategy should include – as target groups – both those who are unaware of the existence of PDC but who at the same time support Poland's assistance to developing countries, and those who oppose such assistance. In the first case, the goal of communication activities should be primarily to provide information on the existence, goals and scope of *Polish Aid*; in the second case, the goal should be to change the attitude from opposing to supporting Poland's assistance to developing countries.

3. CONCLUSIONS AND RECOMMENDATIONS

No.	Conclusion (chapter and page in the report)	Recommendation	Addressees of the recommendation	Deadline for implementation	How to implement the recommendation
1.	<p>Both the MDCP and the Annual <i>Development Cooperation Plans</i> contain very general references to communication activities regarding Polish Development Cooperation. The MDCP indicates the main objectives to be implemented as part of communication. It should be assessed that in formal terms they are formulated correctly and meet the SMART criteria. However, they have not been specified, which seems necessary, considering the diversity of communication activities which are targeted, among others, at Polish society, at recipients of development assistance in supported countries, and at organisations/institutions that are development cooperation partners – project implementers. The MDCP lists communication channels and tools as well as target groups, but only to a very limited extent. This is definitely too narrow an approach to the subject, preventing proper communication activities, in particular by intermediary groups (such as organisations and institutions implementing projects) that do not have transparent information on the directions of implementation of these activities. Therefore, the implementation of communication activities is not based on the objectives and assumptions set out in strategic documents, but it is based mainly on the decisions and ideas of the team directly involved in carrying out information, promotional and educational activities.</p> <p>Chapter 2.1.1 (page 18-20) and 2.1.2 (p. 22-24).</p>	<p>It is recommended that a communication strategy be developed that uses the results of this study (including those referring to target groups, the effectiveness of communication channels and tools, public awareness of development cooperation) and, above all, the experience of implementing information, promotional and educational activities. The strategy should be in line with the assumptions and objectives of the MDCP.</p>	<p>The Department of Development Cooperation of the Ministry of Foreign Affairs with the leading role taken by the Social Communication Unit</p>	<p>Within 12 months of the adoption of the MDCP by the Council of Ministers</p>	<ol style="list-style-type: none"> 1. Including a chapter on communication in the MDCP, indicating that a communication strategy will be developed and the SCU will be responsible for coordinating communication activities. 2. Developing a communication strategy, including consultation with PDC partners on proposed communication activities. 3. Giving opinions on the communication strategy by the Development Cooperation Policy Council. 4. Implementation and completion of the communication strategy.
2.	<p>During the implementation of the study, however, two main barriers were identified that significantly affect the effectiveness and efficiency of the SCU work. First of all – the Unit's staff are engaged in tasks that go beyond communication activities related to development cooperation. The results of the analysis indicate that the Unit periodically faces accumulation of tasks, including those going beyond broadly understood communication activities, which necessitates extending the team's working time. Despite this, the quality of tasks performed by the SCU remains high. In addition, the specificity of work at the Ministry of Foreign Affairs is determined by a high staff turnover, which causes frequent vacancies for expert positions at the SCU. Secondly, during the study it was identified that social media are used in communication activities, with the exception of Facebook, which is important for communication with most target groups of <i>Polish Aid</i>. Administering, running and managing a Facebook profile would require at least a reorganisation of the SCU tasks, focusing the activity of part of the team on social media.</p>	<p>It is recommended that the significance of the communication policy regarding development cooperation and the position of the Social Communication Unit in the DDC be strengthened.</p>	<p>The Department of Development Cooperation at the Ministry of Foreign Affairs, in cooperation with other departments of the MFA and the MFA Press Office</p>	<p>Until the end of the second quarter of 2021</p>	<p>Strengthening the role of the Unit in the organisational structure – by clearly defining tasks, limiting them to the scope of communication policy related to development cooperation – and increasing resources, for example financial resources.</p>

No.	Conclusion (chapter and page in the report)	Recommendation	Addressees of the recommendation	Deadline for implementation	How to implement the recommendation
	In addition to communication activities directed at external recipients, such as the public opinion, NGOs, journalists and universities, the Social Communication Unit also conducts intra-ministry communication. Chapter 2.1.1 (page 20-22) and 2.1.4 (p. 33).				
3.	The coherence of communication activities carried out by project implementers with the communication policy of the Ministry of Foreign Affairs is varied. In order to increase the coherence of these communication activities with the optics of the Ministry of Foreign Affairs, <i>Guidelines on providing information about Polish development cooperation projects and their labelling</i> have been developed and attached to the calls for proposals documentation. The guidelines set out how to use the <i>Polish Aid</i> graphic symbol, the obligation to provide information on the source of financing and on project activities. <i>Guidelines on preparing photographic material about development projects implemented under the Polish Aid programme</i> have also been developed; these contain technical and content-related requirements as well as a sample photo release form. Enforcing the implementation of these guidelines and verifying the correctness of their application remains a significant problem. Chapter 2.1.4 (page 32-33).	It is recommended that the DDC staff responsible for project implementation force project implementers to comply with the provisions of the applicable guidelines by reminding and prompting them to do so. Due to, among other things, the number of tasks undertaken by the DDC staff responsible for project implementation, as well as specific competences and the regularity required by communication in social media, the control of project monitoring and reporting in terms of information and promotional activities should primarily be exerted by the personnel of the Social Communication Unit.	The Department of Development Cooperation at the Ministry of Foreign Affairs	Permanent (standing) task	Reminding project implementers about the provisions of the guidelines, including the obligation to present: <ul style="list-style-type: none"> • concise information material on the main activities of the project, • media review on the implemented project, obtained from media operating in the country where the project is carried out, • project descriptions according to the template, presented within required deadlines.
4.	When assessing the consistency of communication activities, it should be remembered that relatively many partners/entities are involved in these activities. The Ministry of Foreign Affairs is the main sender of messages, but, for example, NGOs may conduct their own communication policy, independently of the Ministry of Foreign Affairs. Although there is a consultative and advisory body, namely the Development Cooperation Policy Council, which consists of representatives of ministries, members of parliament, a senator, non-governmental organisations, employers' organisations, and a representative of the scientific community, its tasks do not, however, include the coordination of activities related to communication policy pursued by various social groups as part of development cooperation. Administration bodies often conduct their own communication policy, without consulting the Ministry of Foreign Affairs, in the scope related directly to PDC that is coordinated by the Ministry. For example: 1) there is the Humanitarian Aid Department in the structure of the Chancellery of the Prime Minister with a minister – a member of the Council of Ministers. Pursuant to the Organisational Regulations of the Chancellery, one of the tasks of this department is to build and shape relations with public opinion and the media, including the promotion, dissemination and propagation of humanitarian aid issues and information	Establishing a working/expert group which will include at least representatives of ministries participating in the implementation of PDC, whose goal will be to coordinate and supervise communication policy regarding PDC.	The Department of Development Cooperation at the Ministry of Foreign Affairs in consultation with members of the Development Cooperation Policy Council	Until the end of the second quarter of 2020	The group should be coordinated by the Ministry of Foreign Affairs and should include people who, at the operational level, deal with the implementation of communication policy related to PDC. The frequency of the group's work should be determined in the context of the needs related to conducting information, promotional and educational activities.

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	<p>policy regarding the minister's activities, 2) The Ministry of Culture and National Heritage organises concerts directly falling within the scope of PDC. The lack of coordination of such activities may adversely affect the coherence of communication policy regarding PDC.</p> <p>Chapter 2.1.4 (page 31-32).</p>				
5.	<p>The number of users of social networking sites is expected to grow. Facebook is the most often visited social networking site in the world, with the estimated number of users of 2.2 billion. A useful feature offered by Facebook is creating events. When expressing interest in a given event, the platform's users are notified about the upcoming date or new information about the event. In the case of <i>Polish Aid</i>, this could be used to better promote various events, especially among younger age groups, as well among people from outside this environment. Facebook is also often used by non-governmental organisations implementing PDC projects.</p> <p>Chapter 2.2.1 (page 36-39).</p>	<p>Considering the participation of social media as a source of information and its large role as the space where people (including the recipients of information on development cooperation) spend their free time, it is important to use social platforms to implement the communication strategy. It is recommended to create a Facebook account for <i>Polish Aid</i>.</p>	<p>The Department of Development Cooperation at the Ministry of Foreign Affairs in cooperation with the MFA Press Office, with the leading role taken by the Social Communication Unit</p>	<p>Together with the implementation of the communication strategy for the MDCP</p>	<p>Creating, then administering, running and managing the <i>Polish Aid</i> profile on Facebook.</p>
6.	<p>The vast majority of interviewees described the PDC website as transparent and containing all necessary information relevant to those interested in the projects. However, according to the interviews and website analysis, there is little information showing current activities in PDC projects and it is not very noticeable. The analysis of the site and assessment of some organisations implementing PDC projects indicate that people who are not involved and do not have information on development cooperation may have problems with finding specific information on current activities carried out in individual countries.</p> <p>The analysis of the usefulness of the polskapomoc.gov.pl website has shown several, mainly technical, elements that may prove to be an obstacle for the information to effectively reach recipients. Users experience the biggest problems when moving around lower navigation levels. This is due to the insertion of an extensive information architecture in the navigation, which is ultimately intended for flat structures based on a maximum of one navigation level.</p> <p>Chapter 2.2.1 (page 25-27).</p>	<p>It was recommended that the PDC website, which is the main information channel, be rebuilt. It should be adapted to the possibilities of mobile use, with the quality and attractiveness of the content posted there being improved. Technical errors should also be eliminated, such as those occurring when moving around lower navigation levels.</p>	<p>The Ministry of Foreign Affairs</p>	<p>Until the end of the fourth quarter of 2020</p>	<p>Commissioning an experienced external entity to rebuild the website.</p>

No.	Conclusion (chapter and page in the report)	Recommendation	Addressees of the recommendation	Deadline for implementation	How to implement the recommendation
7.	<p>As part of the study, the accessibility of the language of messages in information, promotional and educational activities regarding Polish Development Cooperation was analysed. Both materials financed under <i>Polish Aid</i> and materials concerning projects/activities financed from other sources were selected for the analysis. All these analysed texts can be considered moderately difficult, both in the case of materials financed under <i>Polish Aid</i> and materials related to projects/activities financed from other sources. In both groups, the percentage of difficult words is 4-5%. The average values of the FOG index, that is, entry and textual forms, indicate that 12 to 14 years of education are needed to fully understand the message, in other words it is necessary to have higher education, at least at Bachelor's level.</p> <p>Chapter 2.2.3 (page 42-49).</p>	<p>The language of communication about PDC should be simplified as far as possible.</p> <p>A good practice in formulating a message is its transparency, which primarily contributes to avoiding misinformation and distortions about <i>Polish Aid</i>. The principle of transparency is associated with easy access to information, for example on the financial scale of PDC and its directions. Another good practice in creating messages is the educational component, increasing public awareness about PDC, its goals and assumptions. A desirable rule for creating messages related to <i>Polish Aid</i> is to formulate them by talking about the advantages that would justify the direction of the assistance and indicate real benefits both for the receiving country and for Poland.</p>	The Department of Development Cooperation at the MFA with the leading role taken by the Social Communication Unit	Until the end of the second quarter of 2020	It is necessary to create guidelines for creating text materials, indicating the need to control the difficulty of the language for example by using popular FOG analysis tools. The guidelines should be addressed to all partners involved in communication activities.
8.	<p>In 2019, 69% of the surveyed Polish residents agreed that at some point in their lives they had come across some information about the assistance provided by Poland to other countries. The percentage of people who have seen such information increases with the age of the respondents. Most people who have come across such messages are currently 50 years or older. This means that adults who are pensioners/old age pensioners, self-employed and full-time employees have seen such information much more often. About 15% of Polish society are against Poland's assistance to developing countries. This group is dominated by young people (18-29 years of age) and older people (60 years of age and older), as well as men and full-time employees.</p> <p>Chapter 2.3 (page 50-59).</p>	<p>Issues regarding global education and its full use for the overall objectives of Polish Development Cooperation which are broader than communication, require further in-depth studies. At this stage, it was established that it is necessary to further integrate global education activities into the formal education process, as well as involving further stakeholder groups in undertaken activities, which will enable an even more comprehensive promotion of PDC.</p>	The Department of Development Cooperation at the MFA in cooperation with the Ministry of National Education and the Ministry of Science and Higher Education	Until the end of the fourth quarter of 2020	<p>Firstly, consultations with representatives of the Ministry of National Education and the Ministry of Science and Higher Education should be carried out regarding the steps necessary to integrate global educational content into the system of lower and higher education.</p> <p>Then, the content that can be used by teachers and lecturers should be provided.</p> <p>As a result, the volume of global education content in the core curriculum should be increased both in schools and at universities.</p>

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ANNEXES

In a separate document