

newsLaunch of the European project 'PERCEPTIONS' in Vienna

10 Sep 2019

On 11 September, the Euro-Arab Foundation will attend the presentation of 'PERCEPTIONS', a research project aimed at identifying and understanding (mis)accounts and perceptions of the EU abroad, evaluating possible cross-border and external security issues to plan and outline reactions and countermeasures.

- **[PERCEPTIONS: Understand the Impact of Novel Technologies, Social Media, and Perceptions in Countries Abroad on Migration Flows and the Security of the EU & Provide Validated Counter Approaches, Tools and Practices \[1\]](#)**

Narratives on a “better life” that can become reality somewhere else has always been shaping **human migration**. The **image or idea of a “promised land”**, however, **might not be real**, and newcomers are often faced with obstacles and challenges. These false images can produce **frustration and impotence in the newcomers**, and even lead to **radicalization processes, threatening the security** of the destination country.

This is the case in Europe: certain **narratives and perceptions of Europe influence migration aspirations**, are formed in the country of residence and are **massively spread by new media and social networks**. It is, therefore, of the utmost importance to understand and investigate narratives about Europe, how these can lead to problems and threats, how they are distributed, and, in a next step, find ways to react and counteract on them.

Due to new communication technologies, false or incorrect claims become a life on their own, raise expectations or disapproval. At the same time, however, these technologies and communication networks might also provide **a channel to set an exaggerated image straight and to promote a more realistic narrative**.

In order to identify and understand (mis)accounts and perceptions of the EU abroad, the project will conduct research on the **narratives and the myths that are circulating about the EU in countries West- and Central Mediterranean area**. Based on the research insights, the consortium will develop a **PERCEPTIONS framework model including policy recommendations, action plans and a policy**.

The Euro-Arab Foundation, as a member of the PERCEPTIONS consortium, will work for the next 3 years with other 24 organizations from: Germany, Austria, Belgium, Bulgaria, Cyprus, Egypt, Spain, France, Greece, Israel, Italy, Kosovo, Netherlands and United Kingdom.

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