

This video discusses European identity in the context of the EU's cohesion policy, particularly in light of developments like Brexit and shifting political landscapes. It emphasizes the importance of a shared European identity for the sustainability of the EU and examines how various factors contribute to the formation of this identity.

Key points include:

1. **Cohesion Policy's Role**: The EU cohesion policy is highlighted as a significant redistributive policy that shows solidarity by allocating funds to less developed regions, thus playing a vital role in enhancing European identity.
2. **Research Focus**: The study aims to explore what drives European identity, particularly through three mechanisms: cognitive mobilization (awareness of EU actions), instrumental benefits (material advantages from EU policies), and communication (media and public acknowledgment of EU contributions).
3. **Survey Findings**: A survey of 8,559 citizens from 17 EU regions revealed that awareness of EU funding significantly correlates with a stronger sense of European identity. Participants who recognized EU funding initiatives were more likely to identify with Europe.
4. **Identity Types**: The study describes identity as a spectrum, ranging from national identity to a mixed identity (both national and European) to a full European identity. It suggests that individuals' perceptions of benefits from EU funding influence their identification as Europeans.
5. **Communication Strategies**: This video advocates for improved communication about what the EU does and how it benefits citizens, emphasizing the impact of symbols and public acknowledgment of EU funding on enhancing European identity.
6. **Conclusion and Recommendations**: The authors recommend that the EU focus on effective communication strategies to raise awareness of its cohesion policy and the benefits it brings to its citizens, which could foster a stronger European identity.

Overall, the text conveys that understanding and promoting European identity is crucial for the EU's political and social cohesion, particularly through effective public engagement and acknowledgment of the EU's contributions to local communities.