

Brief Description

Infographic/visualisation of EU Structural and Cohesion funds spending in central and eastern Europe

Delivery dates

TBC - we will present the information during a press conference in Brussels. Depending on the determined scope of the project, this will include a printed product and potentially an interactive web presentation to supplement the offline version.

Contact details

David Hoffman, coordinator of new media
skype: davidhoffman_voice
email: david.hoffman@bankwatch.org

1. Full Description

In each of the last few years, Bankwatch and Friends of the Earth - Europe have produced in cooperation an online and printed map of controversial projects in central and eastern Europe that have been financed by the EU's Structural and Cohesion Funds. This map is used as an advocacy and outreach tool to show the vast amount of Cohesion funds, which in theory should be used to achieve the many ambitious goals of the EU, but in reality are being used to finance environmentally damaging projects in CEE. The purpose of the tool is to help us reach the goals outlined within our strategic plan, which for the period 2011-2015, are defined as the following for our work related to the greening of EU funds:

One third of Cohesion Policy Funds after 2013 will go to energy efficiency, new renewable energy sources and adaptation; and unsustainable transport is phased out.

This is an ambitious objective, and to achieve it we've developed a number of advocacy and outreach activities both on the national and international level. The map has become a recognisable product by European officials, parliamentarians and media in our ongoing campaign.

2. Objective/s

With this product we would like to achieve are the following:

- to raise awareness among decision-makers, especially at the Brussels level, and as well among the 'informed general public' that EU funds are being used for environmentally unsustainable purposes i.e. for projects like incinerators, motorways passing through national parks and so on that run counter to the main EU objectives on climate change.
- to show decision-makers at both the national and EU level that there is enough money in the EU budget for positive environmental measures – like energy efficiency, biodiversity protection, sustainable mobility and so on – but too often portions of this money are spent on damaging, unnecessary projects.

In terms of process, right now the EU is in the process of adopting the next seven-year EU budget totalling 1 TRILLION euros, and a proposal from the Commission has been drafted and needs to be approved by the European Council and Parliament and then implemented by Member States. **The current proposal is not strong enough to prevent such harmful spending** and at the same time to **guarantee good spending**.

So we want the European Council and the Parliament to amend the Commission proposal in such a way that such projects are no longer possible. We will additionally use this map to shame national governments into avoiding such investments in the next EU budget.

3. Background to the project

In the coming year, the EU budget will be approved for the period 2014-2020. This fall a draft proposal by the Commission about how the budget should look and be used to promote the EU's so-called 2020 strategy, the main EU strategy aimed at tackling climate change through reduce emissions, improve resource efficiency, improve energy efficiency). Next year the Council and Parliament must approve this text and at the the same time Member States will be working on their national plans about how they'll spend this money. Bankwatch together with a coalition of European NGOs published [a recommendation paper about how the EU budget should be designed to ensure that it is in line with the EU 2020 strategy](#).

With this visualisation we want to underline that, as currently proposed by the Commission, this type of bad spending that we've seen in the previous budget period can still happen in the next budget. Harmful subsidies have not been eliminated from the Commission's proposal. This visualisation will be an important tool as we advocate the Council and the Parliament to revise the text of the proposal to eliminate harmful spending.

4. Data / sources available for us to use

For this year, we have a number of brief case studies of projects from across the CEE region (4 in BG, 1 in MK, 6 in PL, 6 in SK, 2 in EE, 9 in CZ, and 4 HU) in different sectors including transportation, waste incineration and water management and energy production.

We have also produced two studies in the last year related to the topic:

[Funding Europe's Future: How Cohesion Policy 2014-2020 can deliver for Europe's people and environment](#)

[Changing Perspectives: How the EU Budget can Shape a Sustainable Future](#)

5. Target Audience

Target audiences for the product will be three fold:

- the primary audience is decision makers at the European level (including Members of Parliament and European Commission officials) with a general interest in issues related to the EU budget, Cohesion policy and central and eastern Europe but who are not specialists in the topic
- the secondary audience will be media, particularly national outlets, that covering topics related to Cohesion Policy and the EU budget
- the tertiary audience will be the 'general public', to drive new users to our site and social media

6. Desired perceptions

There is no logic that in times of crisis precious public finances like the EU Budget are being wasted on projects that are contradictory to current EU legislation and strategies to address climate change e.g. a sense of outrage.

We need to ensure that establishing legislation in the next EU budget does not permit any more of this kind of bad spending e.g. for decision-makers.

7. Key messages

The current proposal is not strong enough to prevent such harmful spending and at the same time to guarantee good spending.

The most secure energy is the energy you don't need to use.

The new EU member states present the best opportunity to not use more energy by improving energy efficiency. On average, these countries need more than three times more energy per GDP than countries of the original EU 15. Targeting investments from regional funds to improve energy efficiency in buildings and heating systems in the region is one of the easiest ways for the EU to achieve its 2020 climate targets.

Transport is the only sector of the EU's economy where greenhouse gas emissions have increased since 1990.

But in the current budget period, half of the current EU money for transport goes to the most carbon intensive modes of transport (aviation and road). Such harmful subsidies must stop.

CEE countries have been systematically using regional funds to build incinerators, which are dirty, do not help address overconsumption and create fewer jobs than cheaper recycling measures.

Only a higher, 70 percent recycling target for the whole EU alongside targeted regional funds promoting the EU waste hierarchy (prioritising prevention of waste production as well as reuse

and recycling over disposal) can prevent such bad practices and help Europe meet its resource efficiency targets.

8. Desired outcomes

There will be media coverage when we launch the map, in Brussels and as well as some national media.

Our audience readily recognises that this product is the newest installment in a continuation of previous editions e.g. increasing Bankwatch's profile as an authority on EU funds and at the same time branding this product as an annual occurrence.

The visualisation becomes a reference point for the most informed decision-makers i.e. at least among Green party parliamentarians.

9. Supporting Evidence

N.B. how does this differ from data/sources available to use? is the other more broad e.g. any data out there?

10. Tone

Not subtle but nonconfrontational.

Staggering/overwhelming/unbelievable (can these be tones?) creating such a reaction to the amount of EU budget money being wasted on such projects, while at the same time the very small minority.

11. Look and feel of the design

Clean, clear minimal presentation - something providing a stark, but much welcomed contrast to the turgid policy papers and documents typical of EU bodies.

12. Format

Depending on the scope given the available budget, we would like to produce a printed A1/ A2 visualisation for distribution, supplemented by an online, interactive website if possible. The online tool could provide expanded scope of the information presented in the

13. How will it be used?

The materials will be used to create media interest around relevant political decision making processes, as we will time the launch to coincide with a significant, high-level event in Brussels related to the Cohesion Policy. At this launch, our campaigners from CEE countries will be in

attendance to present case studies.

Throughout the next year, it will also be delivered to EU and national-decision makers during advocacy meetings.

14. Any sensitive issues?

Nothing that comes to mind initially

15. Inspiration

I quite [like this one, especially the relative circles at the top](#) and could imagine something similar as we start to disaggregate the total size of budget, proportion for Cohesion, amount for renewable energy etc. getting ever microscopically smaller with bits of elaboration around the perimeter

Also [very much like this one](#)