

Insights for Impact:

**Attitudes of the base, civil
society audience in Germany of
the war in Ukraine**



RESEARCH: Two focus groups were conducted in Germany in April 2023

AUDIENCE: Recruited using segmentation questions pioneered by the Comms Hub in Germany over the last five years



GOAL #1: Explore the **attitudes** of a base, civil society audience of Germans toward the war in Ukraine

GOAL #2: Test the efficacy of **different frames, messages, and visuals** with the target audience



APPLICATION: With our Ukrainian Member Hub, **Common Sense Communications**, apply focus group learning to an **evidence-based, collective communications campaign** to bolster public support for Ukraine and Ukrainian refugees in Germany



Key learnings

The war is ever present BUT, in the background, as news coverage has flagged, and emotional fatigue has kicked in.

Germans **blame Putin (not Russia).** The Russian people are not part of the problem for them. It is the autocratic, old, and unpredictable Putin who bears responsibility.

Germans are **supportive and emotionally connected** to Ukrainian refugees. They want refugees to know they are *“safe here”* and *“can count on us [Germany].”*



Key learnings

Germans believe that **Germany hasn't done enough** to help Ukraine. They understand **Europe is stronger together, but there is a capacity dilemma.** Several participants mentioned the importance of Europe working together: *"We're only strong when we're united."* But they worry that Germany, and Europe in general, does not have the capacity to resist Russia.

The brutal, continuing carnage and destruction in Ukraine has left **Germans feeling powerless.** This feeling of powerlessness is disempowering and feeds their need to distance themselves from thinking about the war.



Applying the learnings

Messaging should tell Germans that,

It is not too late to act and make a difference in the lives of Ukrainians and in the future of Ukraine;

There is a **need for Germany to do more and do it faster.**

Messages must present Germans with **practical actions – simple, clear calls to action** – they can take right now to improve things for Ukrainians living in Germany and Ukraine.



Top testing communications

"I never thought that I would be hiding from the Russians in Germany. I was greeted here with such warmth. I want my grandchildren not to see war and live in a free Europe. Please, support Ukraine"



The visual and language resonated really well. Acknowledging what **Germany has done for Ukraine and Ukrainians is a powerful way** to create a human bond with this audience.



Top testing communications

Ukrainian children are forcefully RUSSIFIED in special camps. Europeans can't allow it to continue.



Images and references to children and the future came across as quite powerful. Reminding Germans that innocent children are swept up in this war creates a human, responsive chord in messaging.





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