



European  
University  
Institute

THE STATE  
OF THE UNION

# REPORT

## Building a People's Europe

4-6 May 2017 ▪ Florence

 #SOU2017

[stateoftheunion.eui.eu](http://stateoftheunion.eui.eu)

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## 1. FORMAT AND THEMES

The State of the Union conference, organised by the European University Institute (EUI), is an annual event for high-level reflection on the European Union and the world. Across its seven editions, it has become a reference point in the EU agenda for policy-makers, civil society representatives, business and opinion leaders, and academics. Presidents, Prime Ministers, Foreign Ministers, as well as the President of the European Commission and the President of the European Parliament have taken part in the event over the years.

In 2017, The State of the Union, under the title *Building a People's Europe*, revolved around the theme of **European Citizenship**, a multi-faceted topic of acute relevance across all EU member states. Under this main theme, the debate was focused on the following topics:

- The Future of European Citizenship
- Direct Democracy, Referenda and Populism
- The Free Movement of Persons and Social Solidarity
- The Global Refugee Emergency
- The Economic and Monetary Integration of the EU
- State Secrecy and Security in Europe

The conference's scientific programme was planned and supervised by The State of the Union 2017 Scientific Committee: Rainer Bauböck, Professor of Social and Political Theory at the EUI; Deirdre Curtin, Joint Chair Professor of European Union Law at the EUI; Renaud Dehousse, President of the EUI; Vincenzo Grassi, Secretary-General of the EUI; Brigid Laffan, Director of the Robert Schuman Centre for Advanced Studies and Director of the Global Governance Programme at the EUI; Federico Romero, Professor of History of Post-War European Cooperation and Integration at the EUI; Dieter Schlenker, Director of Historical Archives of the European Union and Director ad Interim of the EUI's Communications Service; and Anna Triandafyllidou, Robert Schuman Chair, Global Governance Programme Research Area Director Cultural Pluralism at the EUI.

The State of the Union was organised by the EUI Communications Service, with the assistance of the EUI Real State and Facilities Service.

### 1.1. Programme

The seventh edition of The State of the Union conference took place over three days. On the **4<sup>th</sup> May**, parallel sessions were held at the EUI campus, in Badia Fiesolana. On the **5<sup>th</sup> May**, the event took place in the historical city hall of Florence, Palazzo Vecchio. On the **6<sup>th</sup> May**, Villa Salviati was open to the public in the occasion of the Open Day.

The programme of the event was as follows:

#### **Thursday 4<sup>th</sup> May:**

The State of the Union 2017 started with the Welcome of the President of the EUI Renaud Dehousse and the Introductory Speech of the President of the Italian Senate, Pietro Grasso. The conference day at Badia Fiesolana featured the plenary session *Letting the Citizens Decide – Plebiscites and Populists*, chaired by Prof. Brigid Laffan, the lunch session *The EUI Refugee Initiative: Leading by Example?* and the following six parallel sessions:

- *Nothing to Hide: Privacy and Surveillance in Europe*
- *Genuine Links and Useful Passports: A Decline of Citizenship?*
- *Free Movement vs. Social Solidarity: Does EU Citizenship Undermine European Welfare States?*
- *The Refugee Emergency: Assessing the Political and Policy Responses*
- *The EU and the Challenge of Economic and Monetary Integration*
- *Towards a People's Europe: What role for Parliaments in coming decades?*



#### **Friday 5<sup>th</sup> May:**

The sessions organized throughout the day at Palazzo Vecchio featured interviews keynote speeches by high-level personalities such as Antonio Tajani, President of the European Parliament; Jean-Claude Juncker, President of the European Commission; Michel Barnier, Chief Negotiator for the Conduct of Negotiations with the UK; Federica Mogherini, High Representative of the European Union for Foreign Affairs and Security Policy and Vice-President of the European Commission; Paolo Gentiloni, Prime Minister of Italy; Kersti Kaljulaid, President of Estonia; Werner Hoyer, President of the European Investment Bank; and Angelino Alfano, Italian Minister of Foreign Affairs; Ann Linde, Swedish Minister for EU Affairs and Trade; and Sandro Gozi, Italian Secretary of State for European Affairs.

In addition, the following panels took place:

- *The European Union at Sixty*
- *The Future of European Citizenship*
- *The Global Refugee Emergency and Europe's Response*



### **Saturday 6<sup>th</sup> May:**

The State of the Union 2017 ended with the Open Day hosted by the Historical Archives of the European Union. For the first time after intense renovations, the main corpus of Villa Salviati was opened to the public. It was a day dedicated to music and culture, with guided tours, art exhibitions, activities for children, tasting of Tuscan specialties and concerts.



## 2. PARTICIPATION

The first two days of The State of The Union 2017 hosted a total of about **1400 people** consisting of:

- About **800 delegates** attending the sessions at the Badia Fiesolana and Palazzo Vecchio
- **172 journalists** and media representatives
- **215 people** involved in the logistics of the event
- About **100 security officers**
- **110 staff** members and volunteers

The Open Day at the EUI Campus on May 6<sup>th</sup> hosted **2,100 participants**<sup>1</sup>, including people from the local community, members of the academic community, families, artists, musicians and accompanying guests who took part in the cultural activities promoted by the Historical Archives of the European Union.

### 2.1. Speakers

The event gathered **74** speakers and moderators – listed in alphabetical order:

- **Angelino Alfano**, Italian Minister of Foreign Affairs
- **Eugenio Ambrosi**, Regional Director European Economic Area, International Organization for Migration, Geneva
- **Andrea Baranes**, President, Fondazione Culturale Responsabilità Etica
- **Tony Barber**, Europe Editor, Financial Times
- **Monica Barni**, Vice-President, Tuscany Region
- **Michel Barnier**, EU's chief Brexit negotiator
- **Leonardo Bassilichi**, President, Chamber of Commerce of Florence
- **Rainer Bauböck**, Professor of Social and Political Theory, SPS Department, EUI
- **Magdalena Bernaciak**, Senior Researcher, European Trade Union Institute
- **Dorothee Bohle**, Professor of Political Science, Department of SPS, EUI
- **Simona Bonafè**, Member of the European Parliament
- **Mercedes Bresso**, Member of the European Parliament
- **Eric Bussière**, Jean Monnet Professor, University of Paris-Sorbonne
- **Youssef Cassis**, Professor of Economic History, Department of History and Civilization, EUI
- **Fabio Massimo Castaldo**, Member of the European Parliament
- **Doman Coulibaly**, Guest of the Refugee Initiative
- **Deirdre Curtin**, Professor of European Union Law, Department of Law, EUI
- **Loris De Filippi**, President of Médecins Sans Frontières, Italy
- **Renaud Dehousse**, President of the EUI
- **Jelena Dzankic**, Research Fellow, RSCAS, EUI
- **Maurizio Ferrera**, Professor of Political Science, University of Milan
- **Klaus-Dieter Frankenberger**, Foreign Editor, Frankfurter Allgemeine Zeitung
- **Francesca Galli**, Associate researcher, Faculty of Law; University of Maastricht

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<sup>1</sup> Data provided by the Historical Archives of the European Union.



- **Oliver Garner**, Researcher, EUI
- **Andrew Geddes**, Professor of Politics, University of Sheffield; Director, EUI Migration Policy Center
- **Bruno Gencarelli**, Head of International Data Flows and Protection Unit, Directorate-General Justice, European Commission
- **Paolo Gentiloni**, Prime Minister of Italy
- **Sandro Gozi**, Italian Secretary of State for European Affairs
- **Heather Grabbe**, Director, Open Society European Policy, Brussels
- **Vincenzo Grassi**, Secretary-General of the EUI
- **Pietro Grasso**, President of the Italian Senate
- **Paolo R. Graziano**, Professor of Political Science, University of Padua
- **Roberto Gualtieri**, Member of the European Parliament
- **Caterina Francesca Guidi**, Research Associate, RSCAS
- **Ryan Heath**, Senior EU Correspondent at POLITICO
- **Werner Hoyer**, President of the European Investment Bank
- **Swen Hutter**, Post-doctoral Research Fellow, Department of Political and Social Sciences (SPS), EUI
- **Věra Jourová**, Commissioner for Justice, Consumers and Gender Equality, European Commission
- **Jean-Claude Juncker**, President, European Commission
- **Kersti Kaljulaid**, President of Estonia
- **Eirini Karamouzi**, Lecturer in Contemporary History, University of Sheffield
- **Georgios Katrougalos**, Alternate Foreign Affairs Minister for European Affairs of Greece
- **Ayhan Kaya**, Jean Monnet Fellow, EUI and Professor of Politics, Istanbul Bilgi University
- **Roula Khalaf**, Deputy Editor, Financial Times
- **Brigid Laffan**, Director of the Robert Schuman Centre for Advanced Studies (RSCAS) and Director of the Global Governance Programme, EUI
- **Ann Linde**, Swedish Minister for EU Affairs and Trade
- **Mons. Andrea Lombardi**, Presidente del Capitolo della Cattedrale di Fiesole
- **Miguel Maduro**, Founding Director, Global Governance Programme, EUI
- **Alessandro Martini**, Director Caritas Firenze
- **Andreas Maurer**, Jean Monnet Professor, University of Innsbruck
- **Eleonora Milazzo**, Researcher, EUI SPS Department
- **Federica Mogherini**, High Representative of the European Union for Foreign Affairs and Security Policy and Vice-President, European Commission
- **Alina Mungiu-Pippidi**, Professor of Democracy Studies, Hertie School of Governance, Berlin
- **Dario Nardella**, Mayor of Florence
- **Tibor Navraicsics**, Commissioner for Education, Culture, Youth and Sport, European Commission
- **Fernanda Nicola**, Professor of Law at the Washington College of Law, American University
- **Michael O'Flaherty**, Director, EU Agency for Fundamental Rights

- **Georgia Papagianni**, Coordinator for Migration, European External Action Service, Migration and Human Security Division
- **Stefano Polli**, Vice-Director, Agenzia Nazionale Stampa Associata (ANSA)
- **Maciej Popowski**, Deputy Director-General for Neighbourhood and Enlargement Negotiations
- **Alexandra Ricard-Guay**, Research Associate, DemandAT, RSCAS, EUI
- **Federico Romero**, Professor of History of Post-War European Cooperation and Integration, Department of History and Civilization, EUI
- **Richard Rose**, Director of the Centre for the Study of Public Policy at the University of Strathclyde
- **Catherine Schenk**, Professor of International Economic History, University of Glasgow
- **Ayelet Shachar**, Director of the Max Planck Institute for the Study of Religious and Ethnic Diversity, Göttingen
- **Jo Shaw**, Director of the Institute for Advanced Studies in the Humanities, University of Edinburgh
- **Antonio Tajani**, President, European Parliament
- **Anthony Teasdale**, Director General of the European Parliamentary Research Service
- **Anna Triandafyllidou**, Robert Schuman Chair, Global Governance Programme Research Area Director Cultural Pluralism, EUI
- **Gaby Umbach**, Strategy and Coordination Unit, European Parliamentary Research Service and Director GlobalStat, EUI
- **Philippe Van Parijs**, Hoover Chair of Economic and Social Ethics, University of Louvain
- **Maarten Vink**, Co-Director of EUDO Citizenship, RSCAS, EUI
- **Joseph Weiler**, Professor, NYU Law School
- **Chiara Zilioli**, Director General, Legal Services, European Central Bank



### 3. ATTENDANCE TO THE STATE OF THE UNION 2017

#### 3.1. Personnel

Throughout the event:

**110 people** worked under the coordination of the Conference Secretariat over the course of the three days of the seventh edition of *The State of The Union*:

- 103 members of the EUI Community, including staff, people employed with auxiliary contracts and trainees.
- 7 former trainees at the Communications Service.

**215 people** had access to the conference venues for logistical and organizational purposes. This includes personnel from Headline, Euros Agency, photographers and video makers, technicians, personnel from the transport service, personnel from the catering service and other people involved in the logistics of the conference.

Over **100 police officers and security personnel** (Questura, Prefettura) were at the Badia Fiesolana and in service in Palazzo Vecchio on May 4<sup>th</sup> and May 5<sup>th</sup>.

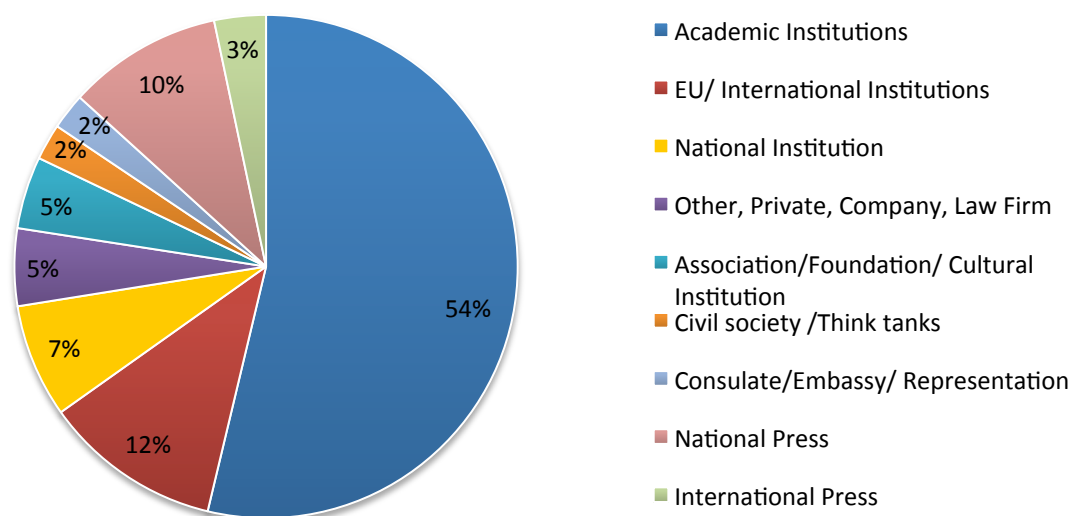
#### 3.2. Delegates

The State of the Union 2017 was attended during its two academic days by **more than 800 delegates**.

During the first day of conference at Badia Fiesolana the audience included more than **400 participants** and was mainly composed of academics. There was a remarkably strong attendance of members of European Institutions, such as Members of the European Parliament, and the Italian Government, such as the President of the Italian Senate.

The State of the Union 2017 – Registered participants May 4		
Affiliation	N	%
Academic Institutions	324	54%
EU/ International Institutions	69	11%
National Institution	44	7%
Other, Private, Company, Law Firm	30	5%
Association/Foundation/ Cultural Institution	28	5%
Civil society /Think tanks	14	2%
Consulate/Embassy/ Representation	14	2%
National Press	60	10%
International Press	20	3%
Total	603	

**Figure 1:** Audience registration on May 4th. Statistics are based on registration figures and have been divided per category.



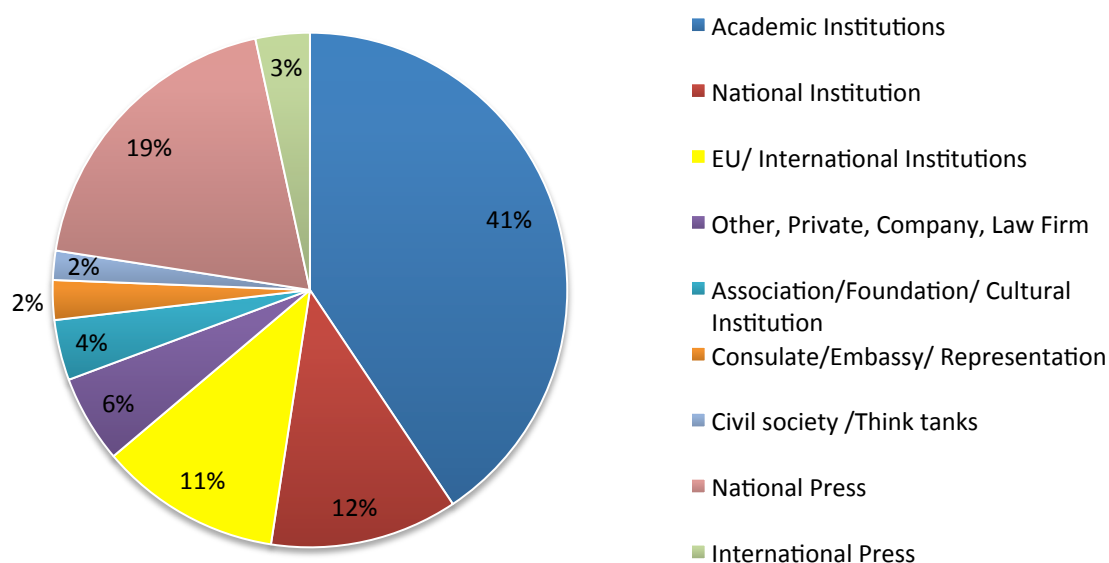
**Figure 2:** Audience registration on May 4th. Pie chart summarizing affiliations.

During the second day of the conference at Palazzo Vecchio on May 5<sup>th</sup>, there were **more than 700 participants**. Attendance was divided between academics and members of National, European and International institutions.

Participants from **53 different countries** attended the sessions.

The State of the Union 2017 – Participants May 5		
Affiliation	N	%
Academic Institutions	310	41%
National Institution	90	12%
EU/ International Institutions	87	11%
Other, Private, Company, Law Firm	42	6%
Association/Foundation/ Cultural Institution	29	4%
Consulate/Embassy/ Representation	19	2%
Civil society /Think tanks	14	2%
National Press	146	19%
International Press	26	3%
Total	763	

**Figure 3:** Audience participation on May 5<sup>th</sup>. Statistics are divided per category.



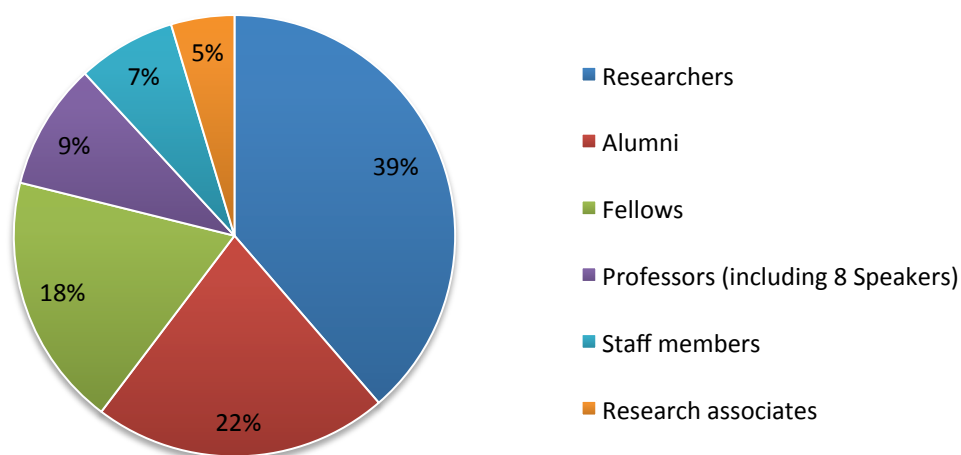
**Figure 4:** Audience participation on May 5th. Pie chart summarizing affiliations.

Altogether, almost **200 members** of the EUI Community attended the two days of the academic conferences. The majority of them were researchers (39%), followed by Alumni (25%), Fellows (14%), Professors (8%), Research Associates (5%), Staff members (3%) and other members of the EUI community (6%).

The State of the Union 2017 – EUI Community Participants 5th May		
Affiliation	N	%
Researchers	75	39%
Alumni	42	22%
Fellows	36	19%
Professors (including 8 speakers)	18	9%
Staff members	14	7%
Research associates	9	5%
Total	194	

**Figure 5:** Participation on May 5<sup>th</sup> from the EUI community. Statistics are divided per category.

\*EUI staff members who belong to the Alumni Association were counted as Alumni.



**Figure 6:** Participation on May 5<sup>th</sup> from the EUI community. Pie chart summarizing affiliations.

### 3.3. EUI Alumni

The 2017 edition of The State of the Union was attended by **42 EUI Alumni**. Among these, 6 were chosen to take part in the conference as first-row discussants, in panels strictly connected to their current employment and/or research fields. In addition, 7 Alumni gave their contribution to the conference as speakers.

During the two days of The State of the Union, the EUI Alumni Association was present with a stand which provided general information about the association and next alumni gatherings. Moreover, the EUI Alumni Association co-funded a side event, which took place on May 4<sup>th</sup> in the evening. The side-event, organized in collaboration with doctoral researchers from The Constitutionalism and Politics working group, revolved around the theme “European elections and the future of Europe: what to conclude, what to expect?”. It was attended by 40 to 50 people, and was followed by a social event.

The EUI Alumni Association was represented by two members of the Executive Committee at the Dinner for SOU Speakers, where they had the chance to network on behalf of EUI Alumni.

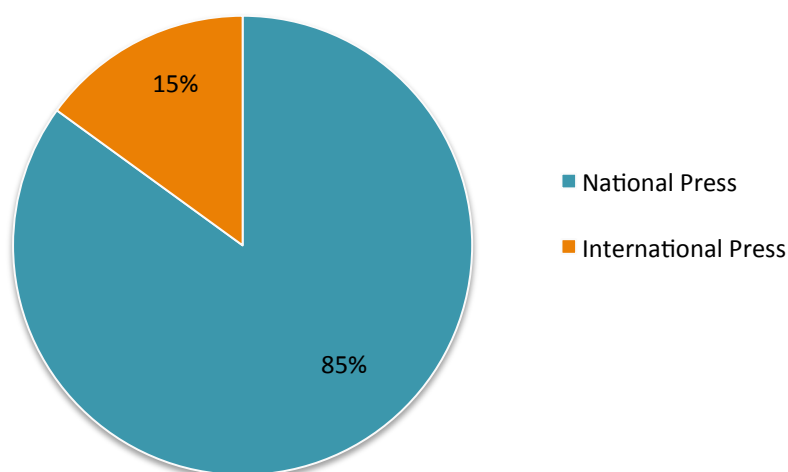
On May 5<sup>th</sup> the EUI Alumni Association organized an informal dinner in Sala d’Arme. The dinner was attended by most EUI Alumni present for SOU.

## 4. PRESS COVERAGE

In total, **172 journalists and operators** attended the two academic days of the conference, as follows:

The State of the Union 2017 – Press attendance	4th May	5th May
National Press	60	146
International Press	20	26
Total	80	172

**Figure 7:** Press attendance on May 4<sup>th</sup> and May 5<sup>th</sup>. Statistics are divided per category.



**Figure 8:** Press attendance on May 4<sup>th</sup> and May 5<sup>th</sup>. Pie chart summarizing affiliations.

This represents a considerable rise in attendance numbers compared to the previous edition, The State of the Union 2016, which was attended by a total of 97 journalists and operators.

### 4.1. International

A total of 119 articles were generated in the international press in the days around The State of the Union 2017.

A total of 3.51 billion people visited the international news websites on which The State of the Union is covered. Not everyone who visits those sites will see our coverage, but **an estimated 6.58 million individuals will see online coverage of The State of the Union 2017**. These pieces of coverage have been shared 72.9K times (70.5K on Facebook, 7K on Twitter, 193G+, 11 Pinterest, 1.49K LinkedIn).

Internationally, The State of the Union received more coverage than ever before. SOU was mentioned in, amongst others, POLITICO Europe, Deutsche Welle, Euractiv, EuObserver, El País, El Confidencial, Le Libre, Bloomberg, Frankfurter Allgemeine Zeitung, Die Welt, the BBC, The Telegraph, The Guardian, The Independent, The Financial Times, The New York Times, Fox News, The Washington Post, The China Post.

It was also mentioned in institutional press releases from: the European Investment Bank, the European Commission, the European Parliament, the website of the President of Estonia and Federica Mogherini's Blog. Additionally, it was mentioned in the public schedules of the European Commission and President Tusk of the Council on the Friday before SOU.

## 4.2. National

The State of the Union 2017 was widely covered by accredited national media representatives. **More than 800 articles** were generated in the national press in the days around the event.

The State of the Union 2017 had a remarkable presence in national newspapers such as La Repubblica and Il Corriere della Sera, the news sites for ANSA, Huffington Post, Euronews, EUnews and Il Messaggero, and major local newspapers La Nazione or Il Corriere Fiorentino.

In addition, about **19 video reportages** were broadcasted on national and local televisions, such as RAI, RAI News and RAI Toscana, Telecity 7 Gold, Italia7 Toscana, RTV38 and Toscana TV. In addition to these, RAI did a live report from the Salone dei Cinquecento during the event.

## 4.3. Visibility and Promotion

Knowledge Partners: The State of the Union 2017 was supported by The Financial Times, Frankfurter Allgemeine Zeitung and ANSA.

Media Partners: EUObserver

As a Media Partner of The State of the Union 2017, EUObserver delivered a one week banner campaign throughout the website and a one week newsletter campaign. They have agreed to also deliver a one week video campaign, now to take place in July 2017. The number of banner impressions prior to the event 'exceeded by far the initial provision'.

### ADVERTISING CAMPAIGN

Start Date	End Date	Banner Advert	Impressions	Clicks
09/02/2017	30/04/2017		569.546	344

### NEWSLETTER CAMPAIGN

Start Date	End Date	Newsletter	Clicks
09/02/2017	15/02/2017		130

In terms of coverage, EUObserver published three articles, two op-eds and four flash updates on EUObserver ‘ticker’ related to The State of the Union.

Press Office: Euroagency

Euroagency were intended to act as the ‘antennae’ of The State of the Union in Brussels. Their role involved:

- Communication and outreach to EU officials and influential stakeholders in Brussels before The State of the Union,
- Communication and outreach to the media in Brussels before The State of the Union
- Representation of The State of the Union in Brussels
- Press coordination onboard The State of the Union flight
- Press office assistance during The State of the Union
- Compilation of international press coverage after The State of the Union



15 ■ EUI

- The Frankfurter Allgemeine Zeitung signed a partnership agreement and granted 3 ADs of 1/3 page on the following dates: 15<sup>th</sup> and 25<sup>th</sup> March and the 19<sup>th</sup> April.

SEITE 22 - MITTWOCH, 15. MÄRZ 2017 - NR. 63

## Unternehmen

FRANKFURTER ALLGEMEINE ZEITUNG

### MENSCHEN @ WIRTSCHAFT

## Ein früherer Unilever-Mann als Ministerpräsident

Er ist ein Mann aus der Wirtschaft. Jetzt bastelt Mark Rutte daran, in den Niederlanden zum dritten Mal Regierungschef zu werden.

In der heißen Phase des niederländischen Wahlkampfes ging ein Wirtschaftsthema weitgehend unter, das Mark Rutte möglicherweise auch persönlich beschäftigt hat. Der amerikanische Lebensmittellieferer Kraft Foods und die hinter ihm stehenden Finanzinvestoren gaben ein Gehalt für Unilever ab, für 145 Millionen Dollar. Rutte sagte, was ein marktfähiger Politiker dazu sagen muss: „Es scheint mir, dass das in erster Linie eine Angelegenheit des Unternehmens ist, nicht des Staates.“

Nun ist der niederländische Ministerpräsident von der rechtswirksamen Partei VVD allerdings nicht nur Politiker, er hat auch in der Wirtschaft gearbeitet, mehr noch: Er war viele Jahre für Unilever unterwegs, jenes Unternehmen, welches zusammen mit Shell das koschere Jewel im niederländischen Unternehmensschiff ist. In Den Haag geboren und zur Schule gegangen, hatte Rutte im nahen Leiden Geschichte studiert. Anschließend trat er in den Dienst Unilevers, als Mitarbeiter der Personalabteilung. Er verantwortete Weiterbildungen von Beschäftigten und betriebliche Umstrukturierungen, so beschreibt es die VVD in Ruttes Lebenslauf. Die Nachricht aus Amerika wird dem Ministerpräsidenten schon daher nicht unbe-



Mark Rutte

zählt geblieben haben. Seinem nächsten offiziellen Kommentar folgte er hinzu, Unilever sei „sozial und wichtiger niederländischer Konzern“. Die Regierung werde die Angelegenheit verfolgen. Denn auch in Den Haag macht man sich Gedanken

über die Zukunft der heimischen Konzerne. Wirtschaftsinstitut Bank Kamp, ebenfalls VVD, hatte im Februar einen Gesetzesentwurf angekündigt, der Übernahmen zumindest in der Telekommunikationsbranche einschränken soll.

Auf diese Weise hat der Trend zu mehr Nationalismus eine betriebliche und volkswirtschaftliche Facette bekommen – auch wenn die Offerte für Unilever nach Widerstand des Konzerns jetzt abgeblieben ist. Es wird interessant sein zu verfolgen, ob Rutte an der marktfähigen Linie festhält. Die Debatte erschallte zwar laut, wurde nicht Wahlkampf und wäre dieser nicht von anderen Themen beherrscht.

Denn natürlich muss sich Rutte jetzt vor allem seines politischen Rivalen Geert Wilders erwehren. In seiner ersten Amtszeit 2010 bis 2012 hatte er den politischen Einseitigkeit noch als informellen Rivalen markiert an seiner Seite. Wilders „dialektisch“ die damalige Minderheitsregierung, kündigte aber die Zusammenarbeit auf. Rutte hat ihn das auch eigenen Worten nie verziehen, am Montagabend wiederholte er das im Fernsehduell der beiden. Kenner in Den Haag berichten aber, die zwei könnten persönlich sehr wohl miteinander, auch die Körpersprache während und nach der Fernsehdebatte kann man in diesem Sinne interpretieren.

Wilders hat sich allerdings mit seinen scharfen Worten gegen Mark Rutte und den Islam und mit seinem Kampf gegen die EU an den Rand gedrückt, vor allem mit der berechtigten Rede, in der er Anhänger dazu animierte, „weniger, weniger“ Mark Rutte im Land zu fördern. Rutte sagte ihm nun im Gespräch, er werde mit ihm „dialektisch“ mehr kooperieren. Aber Wilders hat so oder so schon viel erreicht. Auf seinen Druck hat Rutte wie viele andere Politiker seine Rhetorik verschärft. In einem offenen Brief ermahnte er Einwanderer: „Bleibst du normal, oder gehst weg.“ Über riefende junge türkischstämmige Niederländer sagte er in seinem persönlich gefärbten Interview, „müde, überreizt, sie sollten abhauen“, er

griff dabei auf Umgangssprache zurück, die Volkszunge suggeriert – wie sich Rutte bei passender Gelegenheit ohnehin gerne jodeln gibt.

Kritiker halten Rutte vor, doppelzüngig zu sein – etwa in der Europa-Politik. In einem Land, das gemäßigten Europapolitiker geben, in Brüssel dann doch wieder alles mitbringen, so lautet der Kern des Vorwurfs. Im Wahlkampf 2012 versprach er, nach fortwährenden Euro-Rettungen Justen Ceri“ mehr nach Griechenland zu schicken. Das heißt er erwartungsgemäß nicht ein. Wilders reißt ihn das auch am Montag wieder in die Wunde.

In Debatte ist Rutte schlafartig, wie viele Spitzenpolitiker seines Landes. Er lässt sich von Provokationen nicht leicht aus der Ruhe bringen, treibt außerdem viele mit seinem Dialekt zum Wahnsinn. So sehr, dass die VVD die Kritik an seiner Politik schon in einem Wahlkampf thematisierte. Wer Koe denn Probleme aber, so die rhetorische Frage, ein Pessimist oder ein Optimist?

Rutte kam nach seinen Jahren bei Unilever 2002 als Staatssekretär im Kabinett von 2008 als Fraktionsvorsitzender der VVD in der Zweiten Kammer, wurde 2010 mit seiner ersten Koalition Ministerpräsident und 2012 bestieg, diesmal im Bündnis mit den Sozialdemokraten. Er übernahm das Land in einer Wirtschaftskrise. Inzwischen macht ihm aber die Konjunktur Freude. Kurz vor der Abstimmung ist Rutte VVD an der Wilder-Partei PVV vorbeigewandert, führt die Unfragen an, allerdings mit gerade einmal 11 Prozent. Sollte er die Wahl am Mittwoch gewinnen, kann sich Rutte also auf schwere Koalitionsverhandlungen einrichten – mit vermutlich mindestens zwei oder drei ande-

### ANZEIGE

## MORGEN IM REISEBLATT

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Schnelle Route

Lückenschluss im Postfach:

Auf Stern quer durch die Doleimten

Wilde Jahre

Das Ende des Sozialismus:

Fotografien aus Jeltins Russland

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\* In jeder Ausgabe ein neues Thema (z.B. Politik, Kultur, Sport, Wirtschaft, Umwelt, Gesundheit, Wissenschaft, Kunst, Literatur, Musik, Film, Fernsehen, Internet, Mobilität, Energie, Ernährung, Mode, Design, Architektur, Sport, Reisen, Lifestyle, etc.)



## Banker Horst Schmidt macht's wie Pep Guardiola

Nach 10 Jahren an der Spitze der Bethmann Bank plant der Routinier mit 51 Jahren eine Auszeit und Neubestimmung – seine Söhne können es kaum glauben

In niederländischen Bankkonzernen ABN-Amro bleibt derzeit kaum eine Führungskraft auf ihrem Platz. Der im November 2016 in Amsterdam neu angestellte Konzernvorstand streicht gerade 60 von 100 Top-Positionen in der Bank, die acht Jahre nach Ausbruch der Finanzkrise noch mehrheitlich dem Staat gehört, die aber 2016 zu viel verdient hat wie in Deutschland nur die beste Geschäftsbank, die DZ Bank. Innerhalb 21 Millionen Euro Nettogewinn standen unter dem Strich zu Buche. Da überträgt es, wenn selbst Führungskräfte, deren Stelle nicht gestrichen wird, auf andere Posten innerhalb des ABN-Amro-Konzerns wechseln sollen. Doch genau das angestrebte: Jobrotation ist angesagt. Das will der bisherige Deutschland-Chef der Bank persönlich nicht mitmachen. Der Plan, jetzt das Dach zu reparieren, solange noch die Sonne scheint, hält Horst Schmidt aber für richtig.

Der 51-Jährige Schmidt hat als Vorstandsvorsitzender der Bethmann Bank Statthalter von ABN-Amro in Deutschland. Er hat ohne Studium eine Karriere hingelegt, wie es sie in der Kreditwirtschaft kaum noch gibt. Mit 16 Jahren trat

der gebürtige Düsseldorfler 1984 in die West LB ein und lernte dort das Wertpapiergeschäft von der Pike auf. Die damals führende Landesbank schickte ihn nach Hongkong. Nach sieben Jahren in der West LB wechselte Schmidt dann 1991 zur bayerischen Hypothek- und Wechselbank, einem Vorläuferinstitut der Hypo-Vereinsbank (HVB). Als er 2004, damals als stellvertretender Vorstandsvorsitzender, zusammen mit Rüdiger von Weidel die Debitel-Bank fusionierte, hatte Schmidt schon fünf Bankfissionen als Mitarbeiter erlebt. Seitdem er von Weidel 2007 an der Vorstandsspitze der Bethmann Bank ablöste, hat er weitere fünf Bankübernahmen als Vorstandsvorsitzender geleitet. Zuletzt kaufte Bethmann 2014 die deutsche Privatbankengruppe der Credit Suisse.

Schmidt-Credo lautet stets: Es braucht mehr kritische Masse an Kundenvermögen, um dem Margendeckel im Vermögensverwaltungsgeschäft für reiche Privatkunden zu begreifen. So ist die darauf spezialisierte Bethmann Bank mit derzeit 38 Milliarden Euro an verwaltetem Kundenvermögen ihrer deutscher Bank



Horst Schmidt

Commerzbank und noch vor der Schweizer UBS und Oldi BHF zur Nummer drei in Deutschland im Private Banking herangewachsen. Und ihre Effizienz kann sich für deutsche Verhältnisse durchaus sehen lassen. 64 Cent musste die Bethmann Bank 2016 abgeben, um einen Euro Er-

trag zu erwirtschaften. Viele Wettbewerber wären froh, können sie auf 70 Cent. Aber die Lage hinter Schmidt-Bank rückt nicht an. Nach dem anstehenden EFD-Zustimmungsgesetz müssen die Bankkreditlinien in der Bethmann Bank seit Jahren Sparantrag, es sind daher die Bankkreditlinien tendenziell zu viele Mitarbeiter an Bord. Auch jetzt, nachdem 2016 deutlich geworden, um vom Beruf Abstand zu gewinnen. Kurze Weiterbildungsabscheiter führen Schmidt zudem innerhalb an die berühmten Hochschulen Harvard nahe Boston und London in Fortsetzung bei Paris, wo er – der so viele Banken wie kaum ein anderer erfolgreich zusammengeführt hat – sich den akademischen Hintergrund für erfolgreiches Veränderungsmanagement holte.

Jetzt will sich Schmidt Zeit nehmen für sein Unternehmen. Macht er sich selbstständig? Übernimmt er eine neue Aufgabe in der anderen Bank? Die Abgang auf die Branche wird man von ihm zum Abschied jedenfalls nicht hören. Die vielen Neugründungen (FinTech) und das viel Geld, das dorthin fließt, passe nicht zu den vielen Multi-Talents, die seine Vorstandskollegen anderer Banken derzeit

dehlt ist, nicht nur aus der Bethmann Bank auszusteigen. Auch im ABN-Amro-Konzern will er nicht weitermachen. Ein klarer Schnitt also, nach 36 Jahren im Bank- und Finanzgeschäft. Schmidt ist 1. Juli 2017 51 Jahre alt und will sich den lebensschafflichen Koch und Leiter Schmidt orientieren. In den letzten 36 Jahren waren nur kurze Klosteraufenthalte möglich gewesen, um vom Beruf Abstand zu gewinnen. Kurze Weiterbildungsabscheiter führen Schmidt zudem innerhalb an die berühmten Hochschulen Harvard nahe Boston und London in Fortsetzung bei Paris, wo er – der so viele Banken wie kaum ein anderer erfolgreich zusammengeführt hat – sich den akademischen Hintergrund für erfolgreiches Veränderungsmanagement holte.

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im Grunde führen. Vielmehr zeige die rege FinTech-Szene, dass es auch im Private Banking künftig viel Geld zu verdienen gebe. Nur liegt eben ABN-Amro mit seiner Strategie richtig. Bisher, die es sich leisten können, wenn jetzt die Investitionen in die IT erhöhen, um damit Wettbewerber entscheidend abzuholen. Bethmann selbst werde sich auch bei zwei FinTechs engagieren. Schmidt Schmidt an. Er selbst allerdings will von Sommer an erst einmal Luft holen. Nach können seine beiden neun und elf Jahre alten Söhne noch nicht recht glauben, dass der Vater bald viel Zeit zum Fußballspielen mit ihnen hat – sie kennen ihn nur sieben Tage die Woche für die Bank arbeitend. Schmidt hat versucht ihnen zu erklären, der Papa mache es künftig wie Fußballtrainer, die auch mal längere Zeit keinen Posten haben. Der Papa auf den Spuren von Pep Guardiola? Nach können sie sich das zu Hause nicht so recht vorstellen. Aber Schmidt wirkt fast entschlossen, sich die Zeit für einen Neuanfang zu nehmen. Man darf gespannt sein, wann der Hobby-Kung-Fu-Kämpfer genug meditiert hat und wieder Energie für neue Aufgaben verspürt. HANNO MEISLER

European University Institute

7th Edition  
FLORENCE  
4-6 MAY 2017

# THE STATE OF THE UNION

## Building a People's Europe

The annual event for high-level reflection on the European Union

#EU2017 stateoftheunion.eu

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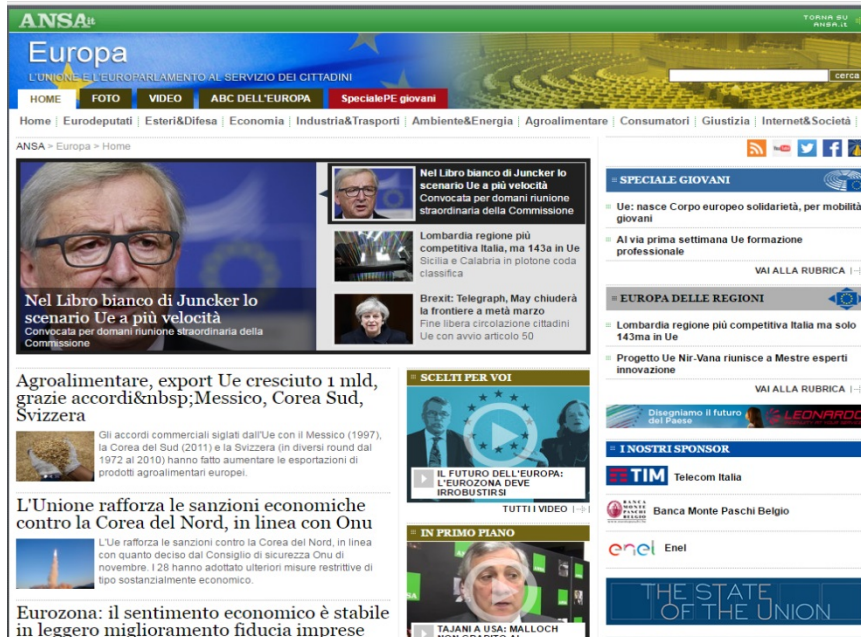
In the Framework of

Under the Patronage of

Figure 10: 1/3 page advertisement for The State of the Union published on the 15<sup>th</sup> March



- ANSA signed a partnership agreement and run a banner on the following web pages starting from the end of February (27<sup>th</sup>). It is still running today (11<sup>th</sup> May)
  - Ansa Mediterraneo (<http://www.ansamed.info/ansamed/it/>)
  - Ansa Europa (<http://www.ansa.it/europa/>)
  - Ansa Nuova Europa ([http://www.ansa.it/nuova\\_europa/it/](http://www.ansa.it/nuova_europa/it/))

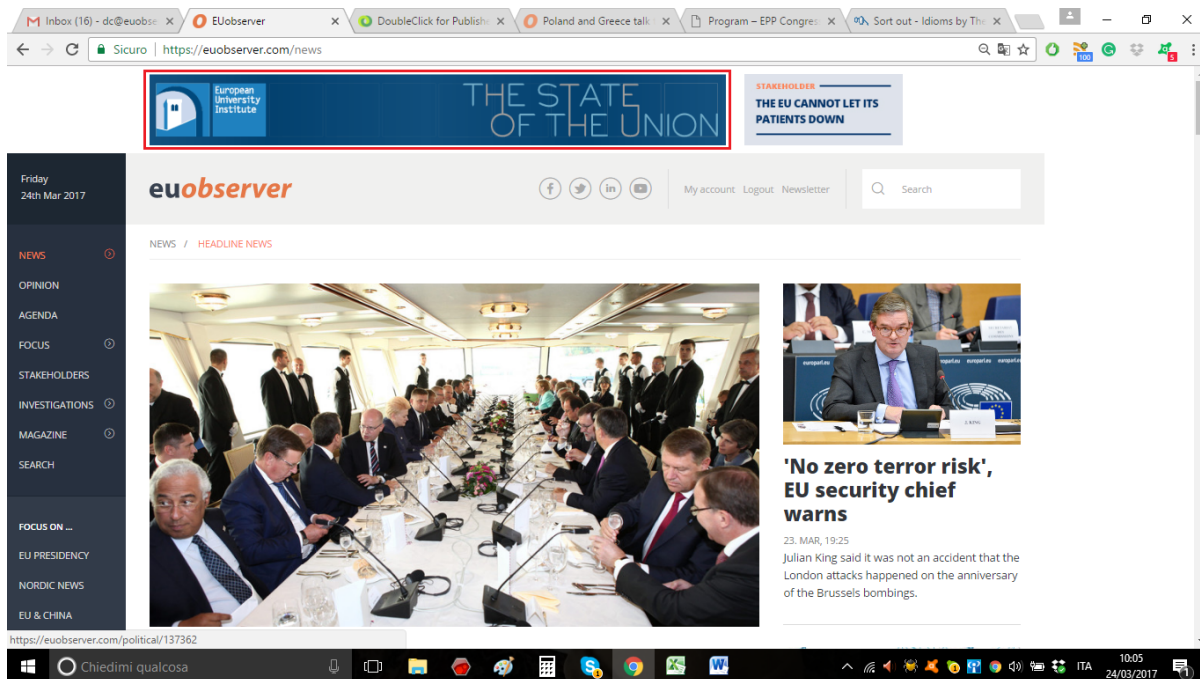


**Figure 11:** First banner for The State of the Union on the ANSA web site on the 27<sup>th</sup> February – screenshot taken on the 27<sup>th</sup> Feb.

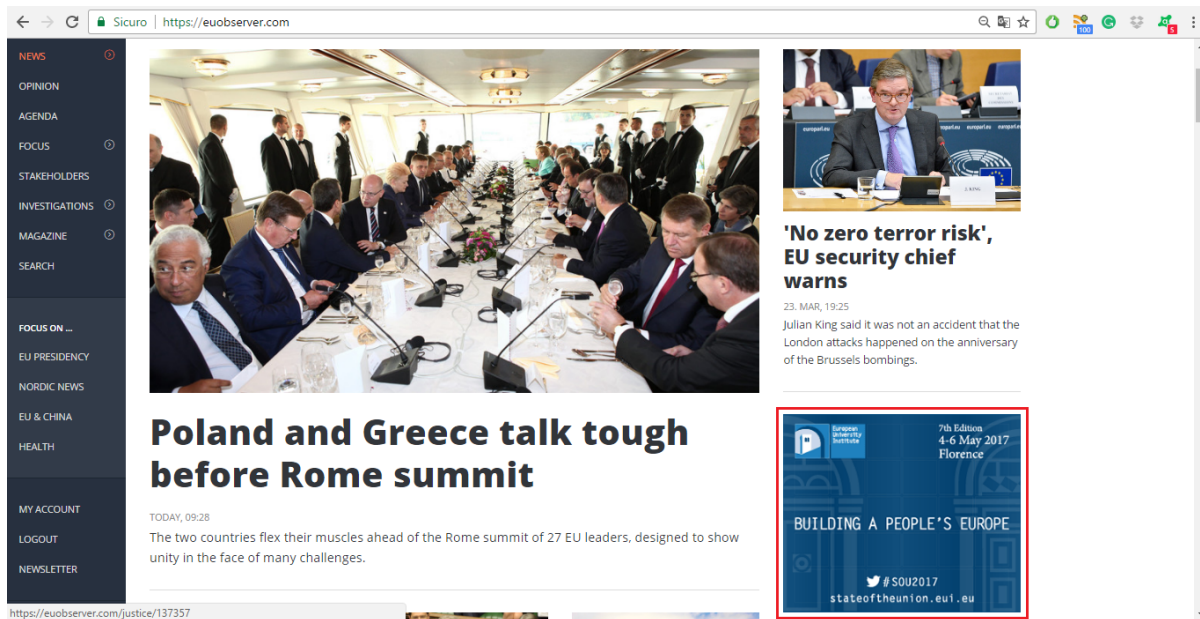


**Figure 12:** Banner for The State of the Union on the Ansa Nuova Europa web site on the 11<sup>th</sup> May – screenshot taken on the 11<sup>th</sup> May

- **EU Observer:** signed a media partnership agreement started on the 24<sup>th</sup> March until the 30<sup>th</sup> April.
  - 2 banners on their homepage
  - Publication of a video after the event.
  - The possibility of publishing up to five op-eds.



**Figure 13:** Banner for The State of the Union on the homepage of EuObserver. Screenshot taken on the 24<sup>th</sup> March 2017.



**Figure 14:** Rectangular banner for The State of the Union on the homepage of EuObserver. Screenshot taken on the 24<sup>th</sup> March 2017.

## 5.2. Technical partnerships

**Toscana Aeroporti** : promotional materials in Pisa Airport.

- a column measuring 165 x 255 cm placed in the arrivals area
- an advertising panel measuring 100 x 196 cm in the central hallway



**Figure 15:** Column 165 x 255 in the international arrivals area





**Figure 16:** Advertising panel measuring 100 x 196 cm in the central hallway

The agreement also allowed for a promotional video of the conference (30'') to be displayed on the monitors placed in various locations of the **Airport in Florence** , among their institutional videos and advertisement. It started running on the 24<sup>th</sup> March.

Comune di Firenze granted free advertisement for the *Open Day* in the following forms:

- Displaying of the video trailer (30'') for the conference, among their institutional videos on the 40 public information screens managed by the Comune and located throughout Florence.
- Displaying of 6 posters measuring 6 x 3 meters around Fiesole area advertising the Open Day (20<sup>th</sup> April to the 4<sup>th</sup> May)
- Displaying of 10 posters of 70x100 cm promoting the Open Day on shop windows in the city centre of Florence (15<sup>th</sup> to 30<sup>th</sup> April)



Figure 17: 6 x 3 m Poster advertising of the Open Day displayed on the Viale Volta

### 5.3. Brussels Airlines

Brussels Airlines chartered a VIP flight for top civil servants from the European Commission and representatives from the European Parliament, on the occasion of The State of the Union 2017. In addition, several journalists, communication specialists, academics, conference speakers, diplomats and professionals from national chancelleries had the occasion to socialise in air. The VIP flight also contributed to the visibility of the event, not least thanks to the in-flight address by European Commissioner for Transport Violeta Bulc. Finally, Brussels Airlines also provided advertisement for *The State of the Union 2017* in *B. Inspired*, the airline's in-flight magazine.



## 6. FUNDRAISING

### Our main partners:

- **Camera di Commercio di Firenze**
- **Rappresentanza della Commissione Europea in Italia**
- **Comune di Firenze**
- **European Investment Bank**
- **Fondazione Cassa di Risparmio Firenze**
- **Presidenza del Consiglio dei Ministri – Politiche europee**
- **Ufficio d'informazione in Italia del Parlamento Europeo**
- **Regione Toscana**
- **NCCR**
- **European Round Table of Industrialists**

### Gifts and services provided by SoU 2017's partners:

- **Comune di Firenze:** offered 2 days at Palazzo Vecchio plus the support of their staff.
- **Caffé Corsini:**
  - offered coffee points during the conference days at the Badia Fiesolana and in Palazzo Vecchio for the entire audience.
  - offered the *speakers dinner* at the **Ditta Artigianale Oltrarno** on the evening of the 4<sup>th</sup> May.
- **Headline Giornalisti** offered their services as official press office.
- **Artigraf, Lungarno Collection, Excellent Gusto, JD Events, Studio Riprese Firenze, Tecnoconference and Villa Viviani** were supporting partners granting a discount on their services or offering them free of charge.
- **Gelatieri Artigiani Fiorentini** and **Publiacqua** offered their products to the participants in Badia, Palazzo Vecchio and for the Open Day.
- The Open Day was organised in collaboration with **Circo en Piste, Città Nascosta, Excellent Gusto, Giunti Editore, Opera di Firenze** and **Orchestra Sinfonica Giovanile Cupiditas**.

## 7. PATRONAGE AND FRAMEWORK

The State of the Union 2017 received the **Alto Patronato del Presidente della Repubblica** and was celebrated in the framework of **60<sup>th</sup> Anniversary of the Treaties of Rome** and **Festival d'Europa**.

## 8. VISIBILITY ON THE WEB

### 8.1. Statistics about the website

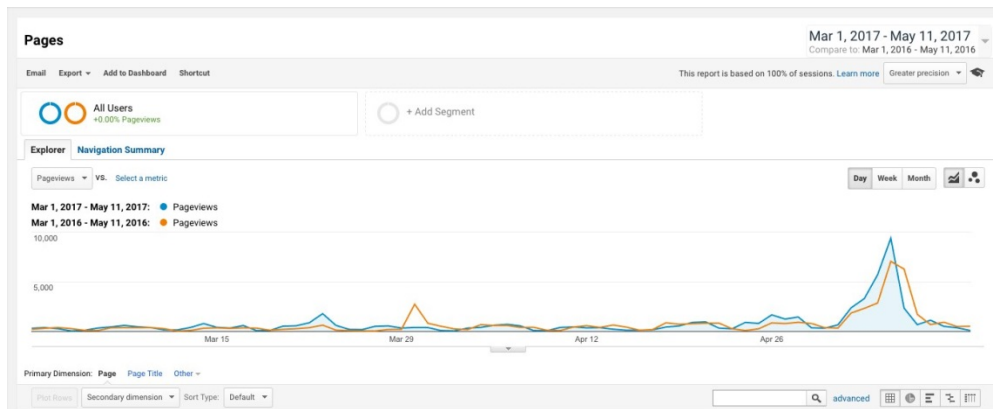
The official website of The State of the Union in 2017 featured an enhanced and revamped version of the architecture used in past editions, was entirely secured under SSL encryption and was optimized for speed and full accessibility with all kinds of devices.

To facilitate navigation and usability, most of the content was directly presented on the homepage, including live streaming of the conference sessions, presented in parallel.

During the days around the conference, the **uptime of the website was 100%** and average load time was around **1068 milliseconds**, an improvement from 1300 milliseconds in 2016. This is considered to be quite low given that the pages were heavily loaded with content including but not limited to such embedded videos and the twitter feed. This can be explained because of the change in hosting – last year the site was hosted in the EUI, but it has recently moved to a hosting in the Netherlands.



**Between 1 March and 11 May 2017 the website received 56 000 page views.** This is an improvement of 8.53% from the 51 000 views recorded during the same period last year.

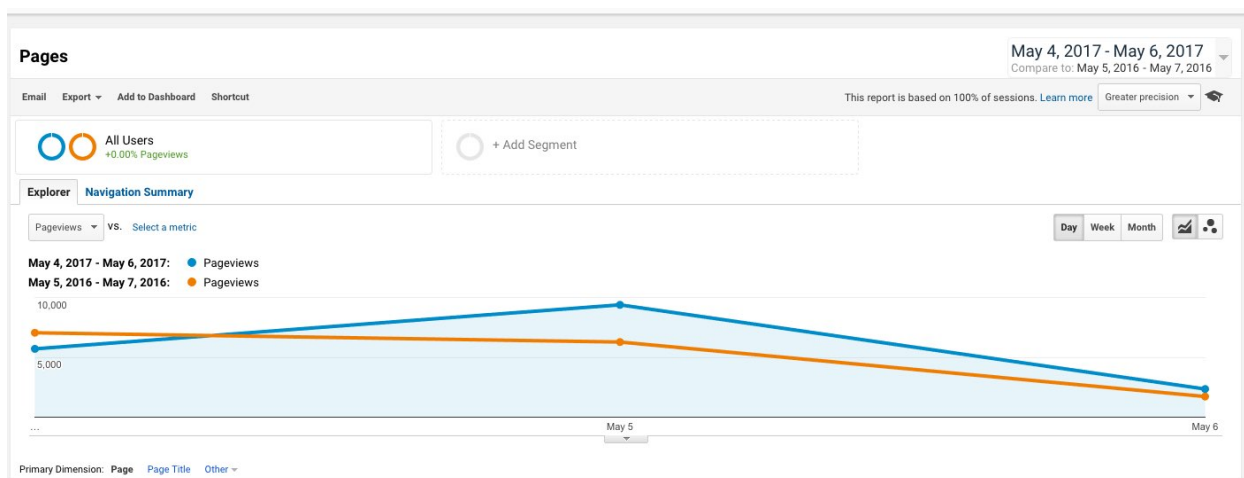


During the three days of 4-6 May 2017, the website received 17445 page views, a 15.89% improvement on the 15 053 recorded in 2016.

On 4 May 2017, 5700 views were recorded, compared to 7100 in 2016.

On 5 May 2017, 9400 views were recorded, compared to 6350 in 2016.

On 6 May 2017, 2350 views were recorded, compared to 1800 in 2016.

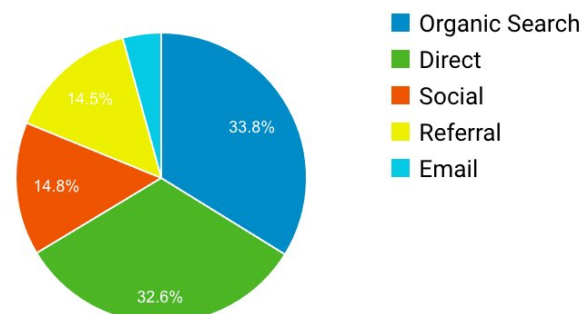


The average duration of each session was **02:37 minutes** in 2017. This is slightly lower than in 2016, when the average duration was 03:04, but the disparity can be explained by the far higher number of page views.

Views mostly came from desktop computers (70%), followed by mobile devices (25%) and then tablets (5%).







One third of acquisitions came from organic searches, one third were direct visits and 15% came from social media. Overall this is similar to

Top Channels



2016. A smaller proportion of referrals came from social media, but the number was much higher.

The State of the Union had a much wider international reach than previous editions. 53% of traffic to the website came from Italy. However 13.17% of sessions came from Belgium, an improvement of 334% on last year. Similar improvements were seen in sessions from the UK (237% increase) , Germany (39% increase) and the United States (73% increase).

Country ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	<b>18.31%</b> ↑ 22,249 vs 18,806	<b>10.10%</b> ↑ 60.12% vs 54.61%	<b>30.25%</b> ↑ 13,377 vs 10,270	<b>5.41%</b> ↑ 53.23% vs 56.27%	<b>8.26%</b> ↓ 2.51 vs 2.74	<b>11.97%</b> ↓ 00:02:44 vs 00:03:06
1.  Italy						
Mar 1, 2017 - May 11, 2017	<b>11,882</b> (53.40%)	48.52%	5,765 (43.10%)	48.32%	2.77	00:03:25
Mar 1, 2016 - May 11, 2016	<b>12,267</b> (65.23%)	45.65%	5,600 (54.53%)	52.26%	3.00	00:03:44
% Change	<b>-3.14%</b>	<b>6.28%</b>	<b>2.95%</b>	<b>-7.55%</b>	<b>-7.73%</b>	<b>-8.70%</b>
2.  Belgium						
Mar 1, 2017 - May 11, 2017	<b>2,931</b> (13.17%)	66.09%	1,937 (14.48%)	50.90%	2.54	00:02:21
Mar 1, 2016 - May 11, 2016	<b>676</b> (3.59%)	67.75%	458 (4.46%)	53.85%	2.66	00:02:15
% Change	<b>333.58%</b>	<b>-2.46%</b>	<b>322.93%</b>	<b>-5.46%</b>	<b>-4.56%</b>	<b>5.16%</b>
3.  United Kingdom						
Mar 1, 2017 - May 11, 2017	<b>1,760</b> (7.91%)	77.67%	1,367 (10.22%)	66.48%	1.89	00:01:31
Mar 1, 2016 - May 11, 2016	<b>523</b> (2.78%)	77.06%	403 (3.92%)	63.48%	2.37	00:01:27
% Change	<b>236.52%</b>	<b>0.80%</b>	<b>239.21%</b>	<b>4.72%</b>	<b>-20.24%</b>	<b>4.91%</b>
4.  Germany						
Mar 1, 2017 - May 11, 2017	<b>757</b> (3.40%)	73.05%	553 (4.13%)	52.44%	2.46	00:02:10
Mar 1, 2016 - May 11, 2016	<b>544</b> (2.89%)	75.92%	413 (4.02%)	57.35%	2.31	00:01:39
% Change	<b>39.15%</b>	<b>-3.78%</b>	<b>33.90%</b>	<b>-8.56%</b>	<b>6.40%</b>	<b>31.14%</b>
5.  United States						
Mar 1, 2017 - May 11, 2017	<b>638</b> (2.87%)	90.28%	576 (4.31%)	73.98%	1.58	00:01:04
Mar 1, 2016 - May 11, 2016	<b>367</b> (1.95%)	79.84%	293 (2.85%)	66.76%	1.88	00:01:46
% Change	<b>73.84%</b>	<b>13.08%</b>	<b>96.59%</b>	<b>10.82%</b>	<b>-16.05%</b>	<b>-40.04%</b>
6.  France						
Mar 1, 2017 - May 11, 2017	<b>541</b> (2.43%)	72.83%	394 (2.95%)	55.82%	2.30	00:02:16
Mar 1, 2016 - May 11, 2016	<b>579</b> (3.08%)	67.70%	392 (3.82%)	56.99%	2.69	00:02:25
% Change	<b>-6.56%</b>	<b>7.57%</b>	<b>0.51%</b>	<b>-2.06%</b>	<b>-14.37%</b>	<b>-6.29%</b>

## 8.2. Statistics about videos and live streaming

All sessions of The State of the union 2017 were live streamed on the conference website.

On 4 May the homepage offered two simultaneous streaming channels, one for each parallel session taking place at the Badia Fiesolana. All the videos were accessible from any device, without the need for user to open new pages or to continuously refresh them.

Immediately after each session concluded, the video footage was made available on a dedicated page. The same workflow applied to photographs, which were provided by the official photographers and loaded on the website during the sessions.

The overall number of minutes watched in 2017 was dramatically higher than in 2016. In total, **94 010 minutes of video footage were watched between 4-5 May 2017 alone**. There were **6184 views**, and the average view lasted 15:12 minutes.

In 2016, during the same period (5-6 May), 53 692 minutes of video footage were watched, there were 4722 views and the average view lasted 11:22 minutes.

## Overview

Comparison... Groups Export report

Search for content

Search for locations

04/05/2017 - 05/05/...

Videos Subscribed & not subscribed Live & on demand All YouTube products All devices Original language and translated



European University Institute

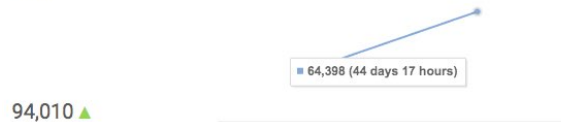
Created: 2 Sep 2010 • Videos: 679

CHANNEL

4 May 2017 - 5 May 2017

### Watch time

Minutes



### Average view duration

Minutes



### Views



### Likes

19 ▲



### Dislikes

3 ▲



### Comments

26 ▲



### Shares

43 ▲



### Videos in playlists

23 ▲



### Subscribers

18 ▲

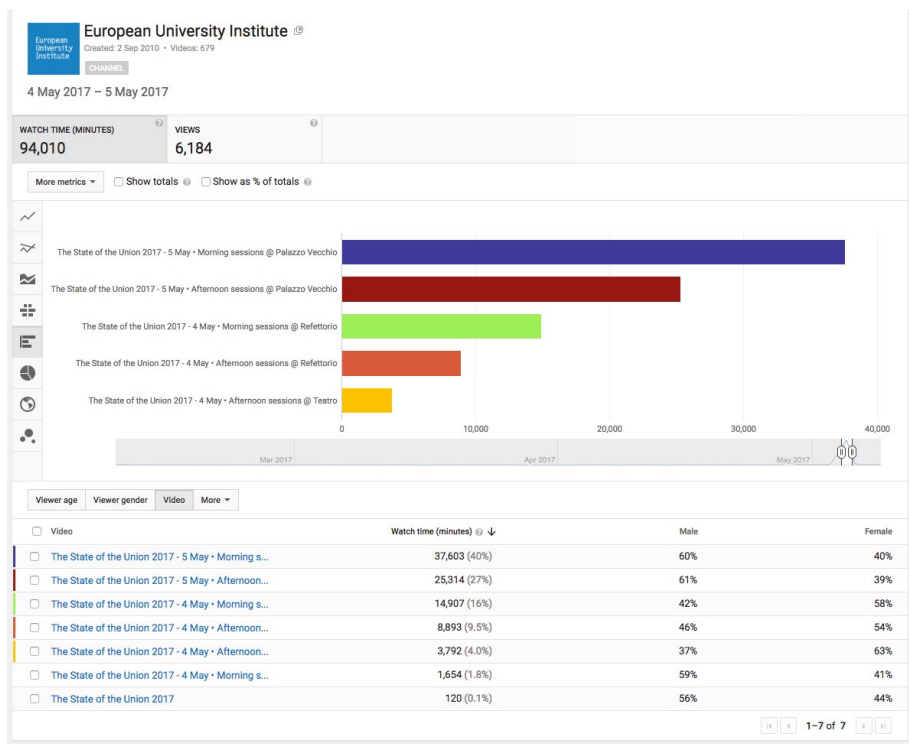


### Top 10 Videos

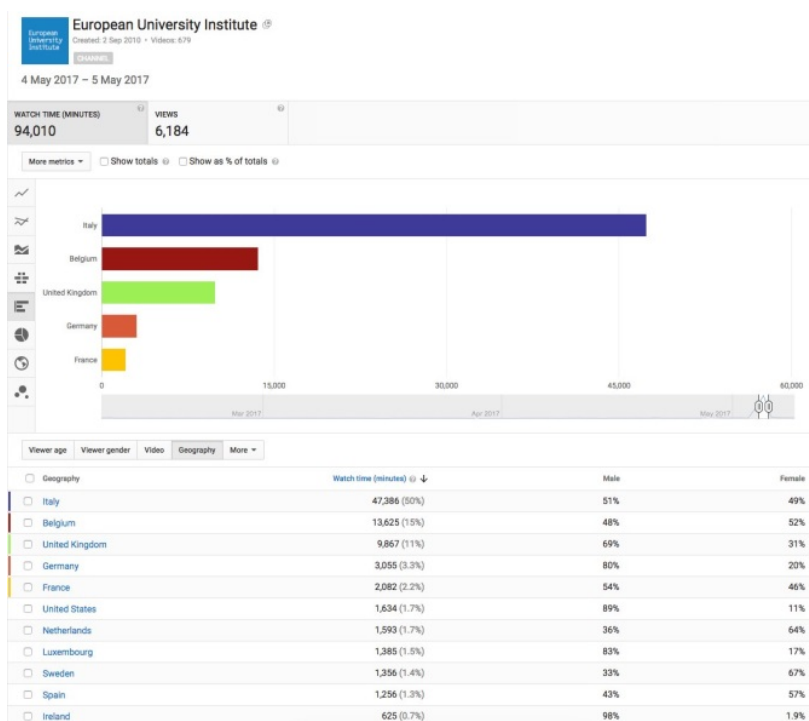
Browse all content

Video	↓ Watch time (minutes)	↓ Views	↓ Likes	↓ Comments
The State of the Union 2017 - 5 May • Mornin...	37,603 40%	2,024 33%	8	16
The State of the Union 2017 - 5 May • Afterno...	25,314 27%	1,165 19%	2	2
The State of the Union 2017 - 4 May • Mornin...	14,907 16%	1,182 19%	2	6
The State of the Union 2017 - 4 May • Afterno...	8,893 9.5%	651 11%	2	2
The State of the Union 2017 - 4 May • Afterno...	3,792 4.0%	351 5.7%	3	0
The State of the Union 2017 - 4 May • Mornin...	1,654 1.8%	258 4.2%	1	0

By far the most popular session in 2017 was the Morning at Palazzo Vecchio. 37 603 minutes of this session were watched between 4-5 May. This represents 40% of the total number of minutes watched.



Similarly to the improved geographical reach of the website, videos of The State of the Union have also reached a wider audience. Whilst the majority of live streaming views came from Italy, Belgium represented 15% of views and the UK represented 11%. The gender balance of views was fairly evenly split in most countries, but some outliers (Germany, US, Luxembourg, Ireland) showed a stronger male dominance.





### 8.3. POLITICO Homepage Takeover

During The State of the Union 2017, there was a two day ‘Homepage Takeover’ (HPT) promoting The State of the Union and the Young Policy Leaders Programme. This constituted:

- Double MPU with 2 Twitter feeds
- A billboard filled by:

#### DAY 1

- 9:30am – 1pm: livestream #1
- 11:45am – 1pm: livestream #2 => overlap with #1, displayed in rotation
- 14:45 – 17:45: livestream #3
- For the rest of the day the Young Policy Leaders billboard was used

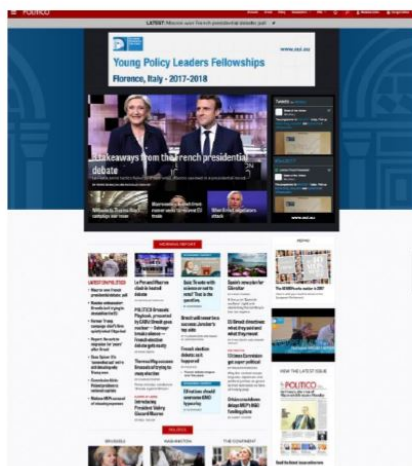
#### DAY 2

- 9:00 – 12:45: livestream #4
- 14:15 – 19:00: livestream #5
- For the rest of the day the Young Policy Leaders billboard was used
- An EUI skin, driving traffic to: <https://stateoftheunion.eui.eu/>
- A YouTube video MPU
- AN MPU with the Young Policy Leaders ad
- On mobile and tablet, the Young Policy Leaders leaderboards (320\*50 & 728\*90)

#### 8.3.1. Statistics on the Politico HPT

Over the two days 4-5 May, the POLITICO HPT delivered over 439 000 impressions and resulted in 1015 clicks.

### HOMEPAGE TAKEOVERS: OVERALL PERFORMANCE



#### BY THE NUMBERS: TWO-DAY TOTALS

##### Homepage takeovers on politico.eu during the State of the Union in Florence

- **Date: May 4**
  - **236K+** impressions delivered (POLITICO benchmark: 150K+ impressions/day)
  - **573** clicks
  - **0.24% CTR** (>industry avg.: .08%)
- **Date: May 5**
  - **203K+** impressions delivered (POLITICO benchmark: 150K+ impressions/day)
  - **442** clicks
  - **0.22% CTR** (>industry avg.: .08%)

The livestream on politico.eu generated 15 000 impressions on 4 May and 17 400 impressions on 5 May. Over the two days this resulted in 46 clicks.

## HOMEPAGE TAKEOVERS: LIVESTREAM



### BY THE NUMBERS: LIVESTREAM

Homepage takeovers on politico.eu during the State of the Union in Florence

- **Date: May 4 – 15K+ impressions**
  - **Livestream #1**  
6.6K+ impressions – 10 clicks – .15% CTR
  - **Livestream #2**  
1.6K+ impressions – 4 clicks – .24% CTR
  - **Livestream #3**  
7K+ impressions – 12 clicks – .15% CTR
- **Date: May 5 – 17.4K+ impressions**
  - **Livestream #4**  
8.4K+ impressions – 10 clicks – .12% CTR
  - **Livestream #5**  
9K+ impressions – 12 clicks – .13% CTR

Of the multi-media units, the embedded MPU was dedicated to the Robert Schuman Centre whilst the double Twitter feed promoted The State of the Union. This feed generated 68 000 impressions and 40 000 ‘engagements’, here including scrolls etc.

## HOMEPAGE TAKEOVERS: MULTI-MEDIA UNITS



### BY THE NUMBERS: MULTI-MEDIA UNITS

Homepage takeovers on politico.eu during the State of the Union in Florence

- **Double Twitter feed (May 4 & 5)**
  - **68K+** impressions
  - **.04%** CTR
  - **40K+** engagement (scrolls, livestreams, etc.)
  - **4.25%** Engagement Rate
- **Embedded YouTube MPU (May 4 & 5)**
  - **78K+** impressions
  - No click tracking available
  - **5.5K+** engagements (auto-plays, clicks, etc.)
  - **5.17%** Engagement Rate

## 8.4. Visibility on social media

Summary of actions:

- We revitalized the stagnant **Twitter** account, initially posting content from last year, links to relevant news or new content, created to link to SOU, on EUI Times. Later we developed a clearer strategy, with regular ‘Meet the speakers’ posts etc. We used Twitter to reach out to journalists and key influencers and to raise awareness of SOU and to promote the attendance of key speakers. During the event itself we live-tweeted the panels and speeches.
- We created a **Facebook** event, under the European University Institute page. It was co-hosted by the European Commission in Rome, allowing them to post content and meaning the event appeared at the top of their page. We posted content much less frequently than on Twitter, but after the event were able to share images. Our usage of Facebook could be greatly improved next year.

## 8.5. Statistics about Twitter

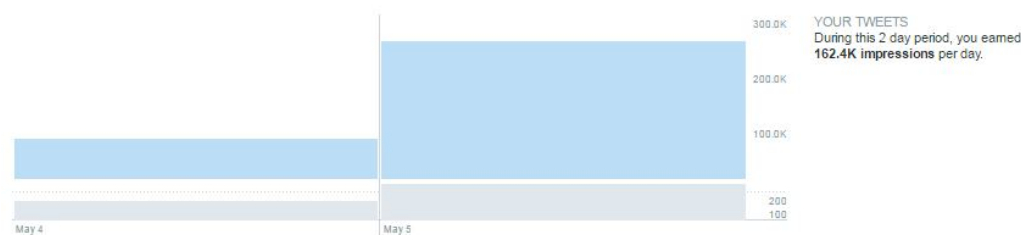
### Official Twitter Account

The Twitter account for The State of the Union **@EUISoU** was inactive from May-December 2016. When it became active again in mid-December 2016 there were 229 followers.

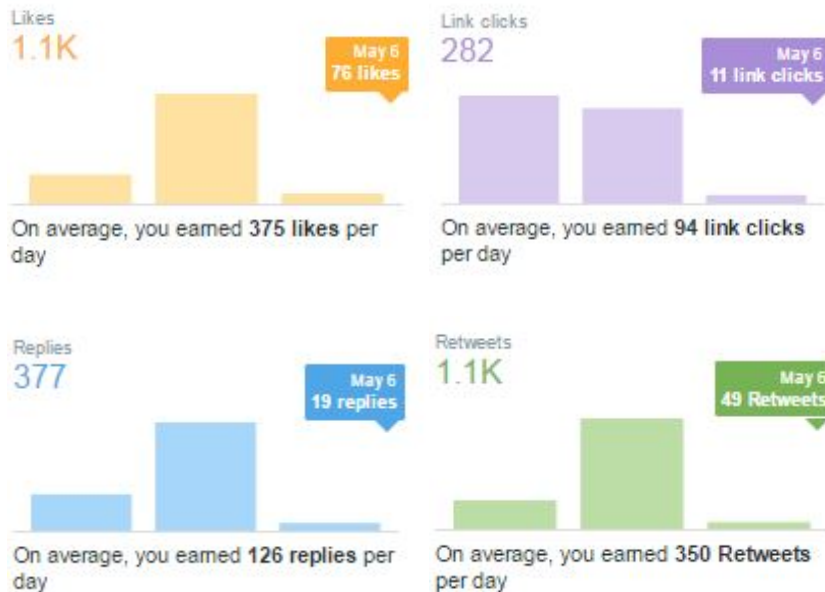
From mid-December until The State of the Union 2017, **the follower count increased by 809 to 1038**. Of those, 484 new followers were gained in the month before conference. 386 new followers were gained in the first week of May alone.

These new followers steadily increased the number of impressions. In total, on 4-5 May, **@EUISoU** generated **324 700 impressions**. This is a dramatic increase to **78 400** impressions in 2016.

Your Tweets earned **324.7K impressions** over this **2 day** period



Beyond impressions, @EUISoU also achieved high levels of engagement in the tweets.



On 4 May, @EUISoU tweeted 134 times, creating 72 930 impressions. **This generated 144 link clicks, 206 re-tweets, 220 likes and 90 replies.**











On 5 May, @EUISoU tweeted 255 times, creating 251 782 impressions. **This generated 127 link clicks, 795 re-tweets, 828 likes and 268 replies.** On average, the number of impressions and engagements were much higher on 5 May than on 4 May, although the single tweet with the highest number of impressions was posted on 4 May.

This success can be explained through the development and implementation of a Twitter strategy, including collaboration with key speakers and their institutions, and live tweeting of speeches throughout the day.

A summary of the month up to 8 May, including SOU:





Top Reach Twitter			Top Reach Web		
	<b>la Repubblica</b> Firenze: Alfano, Tajani e Juncker alla conferenza "The State of The	2,7M Reach		<b>yahoo.com</b> Ue, Hoyer (Bei): chiederemo aumento investimenti per	365,7M Reach
	<b>Ryan Heath</b> "Peace has a name as far as I am concerned: it is called the	1,3M Reach		<b>yahoo.com</b> Brexit, Hoyer (Bei): tutti pagheremo pegno, gli inglesi di	365,7M Reach
	<b>WELT</b> EU-Kommissionspräsident Jean-Claude Juncker am Freitag zu	1,2M Reach		<b>yahoo.com</b> Ue, Hoyer: politici smettano di sprecare soldi a fini elettorali	365,7M Reach
	<b>Ryan Heath</b> Italy's foreign minister schooling the UK at #sou2017 "I am aware of	1,1M Reach		<b>yahoo.com</b> Mogherini: Usa perdono leadership su dossier globali, Ue	365,7M Reach
	<b>European Commission</b> President @JunckerEU discusses EU #citizenship at @EUISoU	1,1M Reach		<b>yahoo.com</b> Brexit, Barnier: parlo in inglese per farmi capire da inglesi	365,7M Reach

Source: Euroagency

Throughout the day on 5 May, **#SoU2017** was trending in Belgium according to the website <https://trends24.in/belgium/>

On 4-5 May SoU2017 and The State of the Union were mentioned **8088** times on Twitter, Articles, Blogs and Facebook. **6740** of those mentions were on Twitter. Most mentions of The State of the Union or SoU2017 were in English.



Source: Euroagency





● <b>Anglais</b>	5555 (69.1%)
● <b>Italien</b>	1810 (22.5%)
● <b>Français</b>	368 (4.5%)
● <b>Turc</b>	66 (0.8%)
● <b>Autres</b>	239 (3.1%)

Source: Euroagency



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