



European  
University  
Institute

# THE STATE OF THE UNION

# REPORT

## Solidarity in Europe

10-12 May 2018 ▪ Florence

 #SOU2018

[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. In the course of just eight years, 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 2018 The State of the Union had a specific focus on *Solidarity in Europe*, an overarching theme of great relevance to all EU member states. Under this broad theme, specific attention was given to the following areas:

- Economic, monetary and fiscal policies;
- Social investment;
- European defence and security;
- Migration; and
- Climate change and energy.

The conference's scientific programme was planned and supervised by The State of the Union 2018 [Scientific Committee](#) composed of:

- **Renaud Dehousse**, President, EUI;
- **Andrew Geddes**, Director, Migration Policy Centre, EUI;
- **Jean-Michel Glachant**, Director, Florence School of Regulation, and Director, Loyola de Palacio Energy Policy Programme, EUI;
- **Vincenzo Grassi**, Secretary-General, EUI;
- **Anton Hemerijck**, Professor, Political and Social Sciences Department, EUI;
- **Marco Incerti**, Director, Communications Service, EUI;
- **Miguel Maduro**, Director, School of Transnational Governance, EUI;
- **Ramon Marimon**, Professor, Economics Department, and Pierre Werner Chair, EUI;
- **Joanne Scott**, Professor, Law Department, EUI; and
- **Corinna Unger**, Professor, History and Civilization Department, EUI.

The State of the Union was jointly organised by the EUI Communications Service, the Historical Archives of the European Union and the EUI Real Estate and Facilities Service, as well as the overall support and involvement of the entire EUI.

### 1.1. Programme

The eighth edition of The State of the Union conference took place over three days, **Thursday 10, Friday 11 and Saturday 12 May 2018** with a comprehensive [programme](#) that included an impressive array of high-level speakers. [Photos](#) and [video recordings](#) of all sessions are available on the website.

## Thursday 10<sup>th</sup> May:

The State of the Union 2018 started with a welcome of the President of the EUI, **Renaud Dehousse**, and was shortly followed by an introductory speech by the President of the Italian Republic, **Sergio Mattarella**. Later in the day, the Badia Fiesolana also hosted the President of Ireland, **Michael D. Higgins**, who gave an address, and the President of the Portuguese Republic, **Marcelo Rebelo de Sousa**, who took part in a conversation with Financial Times Europe Editor, **Tony Barber**, as part of the day's closing session. The first day of proceedings also included eight parallel sessions focusing on the following topics:

- *Reassessing the Fiscal and Monetary Framework of EMU in 2018;*
- *Platforms and Communities: New Forms of Markets and Solidarity Emerging in the EU Energy World;*
- *Social Investment in the Balance;*
- *Solidarity in Development? Historical Experiences and Present Concerns with Economic Stability and Political Security across Borders;*
- *Climate Change Solidarity within the EU;*
- *Cities and Asylum Seeker Integration: Innovative Practices and (Trans)national Approaches*
- *Limits of Solidarity? Narratives and Attitudes towards Migration; and*
- *European Union Foreign, Security, and Defence Policies: Solidarity or Separation?*



*President Sergio Mattarella giving his opening address in the Refettorio at the Badia Fiesolana.*

## Friday 12<sup>th</sup> May:

In chronological order, the second day held at Palazzo Vecchio featured keynote speeches and interventions from the following high-level personalities: **Antonio Tajani**, President of the European Parliament; **Jean-Claude Juncker**, President of the European Commission; **Maroš Šefčovič**, Vice President, European Commission in charge of Energy Union; **Prokopios Pavlopoulos**, President of the Hellenic Republic; **Corina Crețu**, European Commissioner for Regional Policy, European Commission;

**Karl-Heinz Lambertz**, President of the European Committee of the Regions; **Federica Mogherini**, High Representative of the European Union for Foreign Affairs and Security Policy and Vice-President of the European Commission; **Mario Draghi**, President of the European Central Bank; and **Paolo Gentiloni**, Prime Minister of Italy.

The panel sessions of the day were:

- *Climate Change and Energy Transition: Is Our 'Energy Union' Challenged by New Needs of Burden-sharing Solidarity?*
- *Solidarity and the EU Budget*
- *It's Time to Get the House in Order! How to Strengthen the Current EMU?*



*President Renaud Dehousse opening the the second day of proceedings at Palazzo Vecchio.*

### **Saturday 12<sup>th</sup> May:**

The State of the Union 2018 ended with the [Open Day](#) hosted by the Historical Archives of the European Union. Villa Salviati once again opened its doors to the public for a day of music, culture, guided tours, art exhibitions, activities for children, tasting of Tuscan specialties and concerts.



*2018 Open Day at Villa Salviati.*

## Side Events

Throughout the days of the conference, many local and regional partners of the EUI made use of the presence of so many high-level figures in Florence to organise side events complementing the main programme of The State of the Union and offering the city and region increased international exposure and reach in terms of diverse audiences, including in particular local citizens. A detailed summary of the side events that took place this year can be found in **Annex 3** of this report.

### 1.2. Chairs, Moderators and Speakers

This year The State of the Union gathered **74** [chairs, speakers and moderators](#) ranging from major political and institutional figures, policy makers, opinion leaders and expert academics through to national and international press representatives. A full list of speakers can be found in Annex 4.

### 1.3. Survey and Data

#### YouGov

In 2018, The State of the Union partnered with **YouGov** to discover what Europeans think about Solidarity in Europe. YouGov polled European citizens in 11 countries: Britain, France, Germany, Denmark, Sweden, Finland, Spain, Italy, Poland, Lithuania and Greece. Professors Philipp Genschel, Joint Professor of European Public Policy (EUI) and Anton Hemerijck, Professor of Political Science and Sociology (EUI), subsequently analysed and summarised the results in a [policy brief](#) which was also published and distributed at both Badia Fiesolana on 10 May and Palazzo Vecchio on 11 May. The raw survey data is available for all to interrogate and published on The State of the Union [website](#).

#### GlobalStat

[GlobalStat](#), based at the EUI's Robert Schuman Centre for Advanced Studies, is a database of publicly available information on developments in a globalised world. In close cooperation with various partners, GlobalStat created a [video](#) and two documents for The State of the Union 2018 and also ran an information desk at both Badia Fiesolana on 10 May and Palazzo Vecchio on 11 May informing delegates of their activities. The two documents were:

- [Data Dossier on Solidarity in Europe](#) – this data dossier offers key statistics and data visualisations on each of the topics of The State of the Union 2018 to provide an initial insight into each area; and
- [Mini Dossier on Solidarity towards Refugees and Asylum Seekers](#) – a data summary of relocation and settlements, asylum application requests, attitudes towards immigration and integration into the labour market.

## 2. ATTENDANCE AT THE STATE OF THE UNION 2018

As has been the case in previous years, the 2018 edition of The State of the Union saw high levels of registrations and attendance in all three days of the conference. A novelty for this edition was a more



targeted approach to invitations, with a specific focus on international academics, policy makers, and diplomats. This concerted effort to invite key figures proved successful, as reflected in particular by the high levels of registrations and attendance of diplomats from consulates, embassies and representations, a five-fold increase in comparison to 2016 and 2017 (Annex 1).

#### ***Thursday 10 May 2018, Badia Fiesolana***

On the first day of the conference a total of **825** participants were registered.

<b>Registrations 10 May 2018</b>		
Academic Institution	339	41%
Association/Foundation/Cultural Institution	21	3%
Civil Society/ Think Tank	12	2%
Diplomatic Representation	76	9%
EU/ International Institution	77	9%
National Institution	69	8%
Other, Private, Company, Law Firm	38	5%
National Press	148	18%
International Press	45	5%
<b>Total Number</b>	<b>825</b>	

**Figure 1:** Audience registrations on May 10 2018.

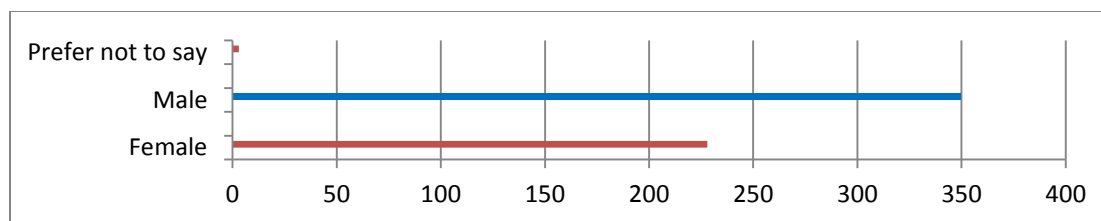
#### ***Friday 11 May 2018, Palazzo Vecchio***

On the second day of the conference there was a total of **696** attendees, most of which were representatives from academia.

<b>Attendees 11 May 2018</b>		
Academic Institution (of which 167 from the EUI Community)	306	44%
Association/Foundation/Cultural Institution	15	2%
Civil Society/Think Tank	9	1%
Diplomatic Representation	71	10%
EU/International Institution	65	10%
National Institution	74	11%
Other, Private, Company, Law Firm	41	6%
National Press	85	12%
International Press	30	4%
<b>Total Number</b>	<b>696</b>	

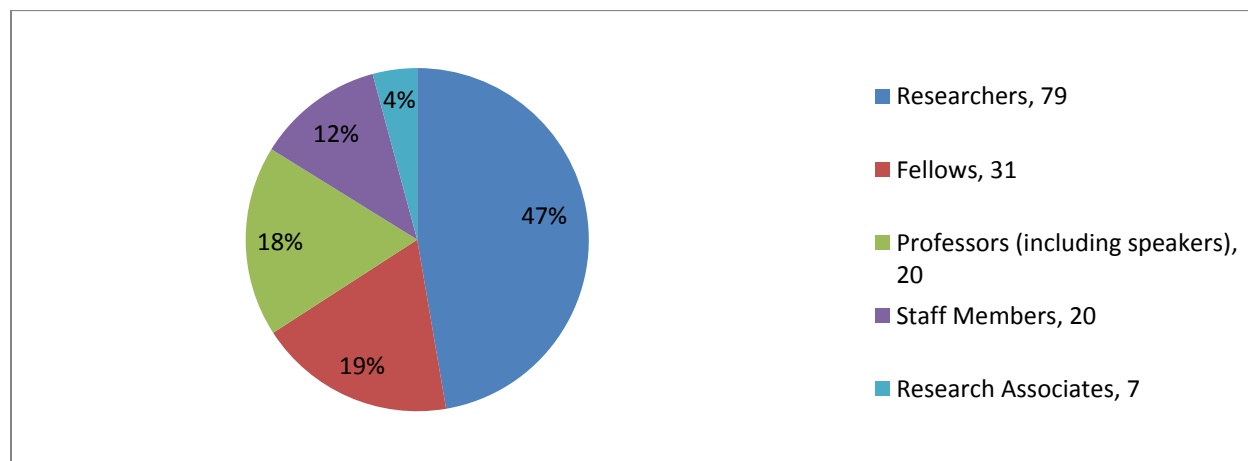
**Figure 2:** Audience participation on May 11.

Efforts to ensure a good gender balance amongst participants at The State of the Union continue. This edition saw a distribution of **60% male, 39% female** and **1% prefer not to say** on Friday 11 May 2018.



**Figure 3:** Gender of participants on May 11 2018.

**167 members** of the EUI Community attended sessions on 11 May 2018, almost half of which were researchers.



**Figure 4:** Participation of the EUI community on May 11 2018.

### **Saturday 12 May 2018, Badia Fiesolana**

This year, the Open Day organised and hosted by the Historical Archives of the European Union (HAEU) at Villa Salviati welcomed an impressive **4,000 visitors**.

## **3. PRESS COVERAGE**

### **3.1. International coverage**

More international journalists **attended** The State of the Union 2018, on both days, compared to the 2017 conference. In 2018, a total of **45** international journalists **registered** for the conference on 10 May at the Badia Fiesolana. On 11 May, around **30** members of the international press **attended** the conference at Palazzo Vecchio. This compares to 20 and 26 international journalist attendees respectively for the first two days of the 2017 edition.

Approximately **580 articles** were generated in the international press in the days around The State of the Union 2018, including in notable publications such as: **La Libre, the Financial Times, Frankfurter Allgemeine Zeitung, El País, Politico, Público, Agence Europe, Le Figaro, the Irish Times, El Confidential, CNBC and AFP**. This coverage reached countries including Brazil, France, Germany, Poland, Singapore, Spain, the UK, and the USA.



A number of foreign correspondents based in Rome registered for the second day at Palazzo Vecchio, but ultimately didn't come to Florence due to the Italian politics developments.

The presence of four Presidents contributed to a successful press coverage in their respective countries and a continuous presence of the press for the entire first day at the Badia. Beside the Italian press following President Mattarella (see National Press coverage section), two Irish journalists came from Brussels to follow President Higgins, 10 Portuguese journalists came from Brussels and Lisbon to follow President Marcelo Rebelo de Sousa and five Greek journalists for President Prokopi Pavlopoulos from Rome and Athens.

The fact that the Committee of the Regions financially supported ten journalists coming from Brussels, ensured a good coverage from the Brussels press corps for the entire duration of the Conference. On the second day, they also initiated the organisation of a press conference in the Press room of Palazzo Vecchio with their President Karl-Heinz Lambertz, Commissioner Corina Crețu, Senator Mario Monti and Brigid Laffan, that was very successful in engaging the press. This partnership could be beneficial for future editions.

### 3.2. National coverage

A total of **216** Italian journalists (national and local) registered for The State of the Union 2018, of which **148** registered for 10 May including **16 'Quirinalisti'** (journalists specifically following Sergio Mattarella, President of Italy) who were only present on the first day. On 11 May about **85** ultimately attended the Conference at Palazzo Vecchio

Approximately **1,250 articles** were generated in the national and local press in the days around the event, including the press conference coverage of 8 May. This edition of the conference achieved remarkable coverage in the Italian national press, including in newspapers such as **Il Sole 24 Ore**, **La Repubblica** and **Il Corriere della Sera**. There was also notable coverage from influential local media, such as **Il Corriere Fiorentino**, **il Tirreno** and the **La Nazione/Il Resto del Carlino** group. All Italian press agencies were present: **Agi**, **Ansa**, **Adnkronos**, **Lapresse**, **Reuters**, **Italtpress**, **Asknews**, **Dire**, which allowed the news to have extensive geographical coverage in the local press (from 'Brescia Oggi' to 'Cronache di Caserta').

The audio video coverage was also significant: on TV and radio, the conference was reported in **40 video and audio reportages** broadcast at the national (**RAI**, **RAI News 24**, **Canale 5**, **La7**, **Radio 24**, **Radio Rai 1**, **2** and **3**) and local level (**RAI Toscana**, **RTV38**, **Toscana TV**, **Controradio**). Two live broadcasts from **RAI News** took place in Palazzo Vecchio at the end of the conference: an interview with Professor Miguel Maduro and a half-hour interview in the well-known programme 'La Bussola' with President Dehousse and Beatrice Covassi, Head of Representation of the European Commission in Italy .

On the second day at Palazzo Vecchio a press conference with President Tajani was organised by his spokesperson in the Press room, receiving a good response from the journalists present. This is a formula that can be replicated in future editions as it allows getting media attention with minimum efforts.

This year we started to prioritise more our key press targets that are the international and national press, while we have been more selective with the local press. This is an approach to be further consolidated in future editions.

## 4. VISIBILITY AND ADVERTISEMENT CAMPAIGN

### 4.1. Knowledge partners

A partnership agreement was signed with the **Financial Times** granting two colour advertisements on their worldwide print edition on a run-of-paper basis (in a place at the editor's choosing) on Wednesday 21 February and Wednesday 14 March 2018. The Financial Times also provided online advertising in the form of mid-page units (MPU) with **292,000 impressions** running from 30 April to 11 May 2018.

**US business left shaken by Trump bar on Broadcom deal**  
Move against takeover of Qualcomm stokes fears of retaliatory action

**Closed circuit**

**Qualcomm Centriq**

**Significant deal blocked by US administration**

**Fitbit launches fitness tracker for children**

**The State of the Union**  
8th Edition  
FLORENCE  
10-12 MAY 2018

Figure 5: Print advertisement in the Financial Times newspaper on 14 March 2018.

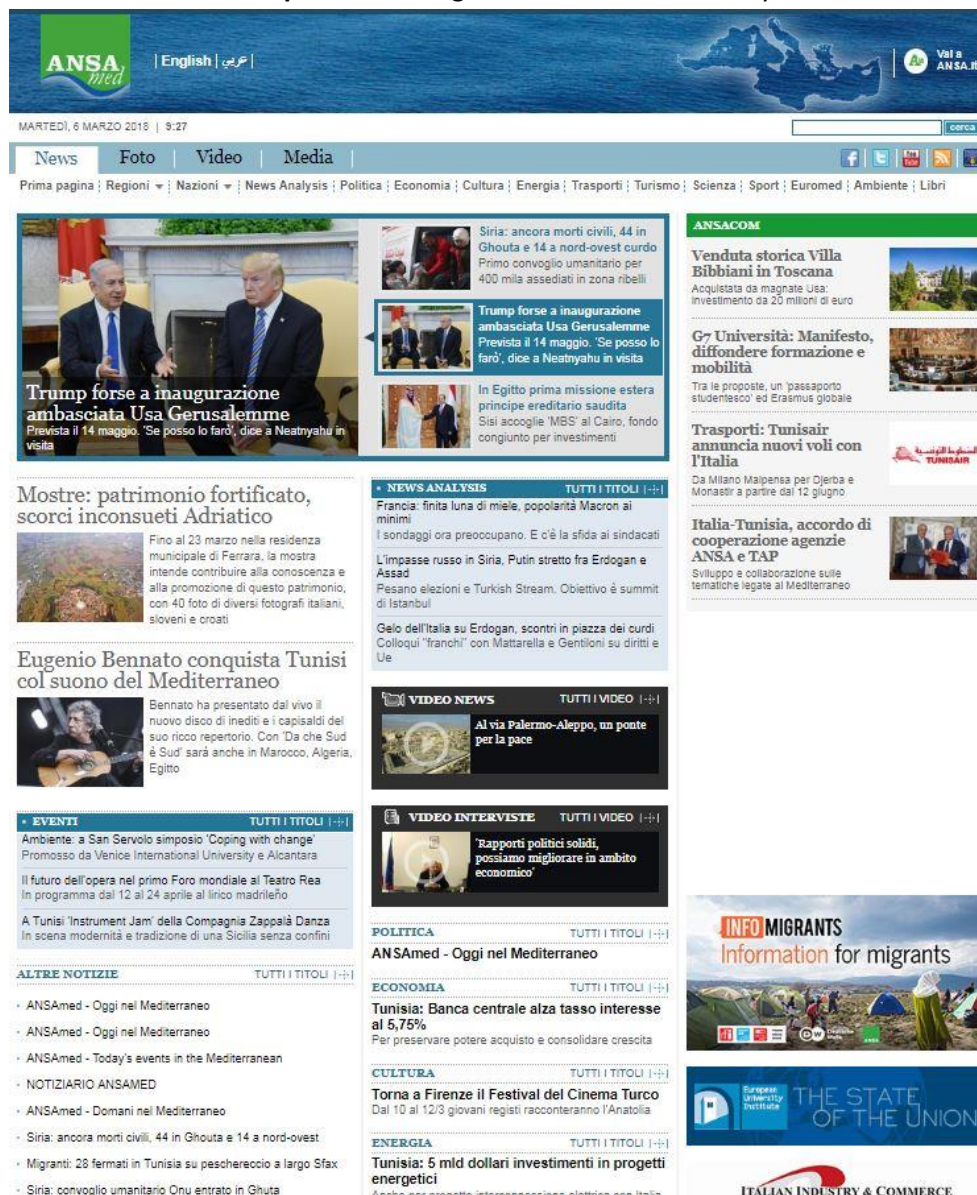




A partnership agreement was signed with **ANSA** including a banner on the following web pages during the 9 weeks leading up to the conference and are also still live at the time of writing this report.

- 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/))
- Ansa Mondo (<http://www.ansa.it/sito/notizie/mondo/mondo.shtml>)

ANSA also embedded the livestream on ANSA.it and ANSA Europa on Friday 11 May. In total, ANSA.it published **93 news items** and **132 pictures** during the three conference days.



**Figure 8:** Banner for The State of the Union on the ANSA Med web site, screenshot taken on 6 March 2018.



Figure 9: Banner for The State of the Union on the ANSA Europa website, screenshot taken on 6 March 2018.



Figure 10: Banner for The State of the Union on the ANSA Nuova Europa website, screenshot taken on 6 March 2018.



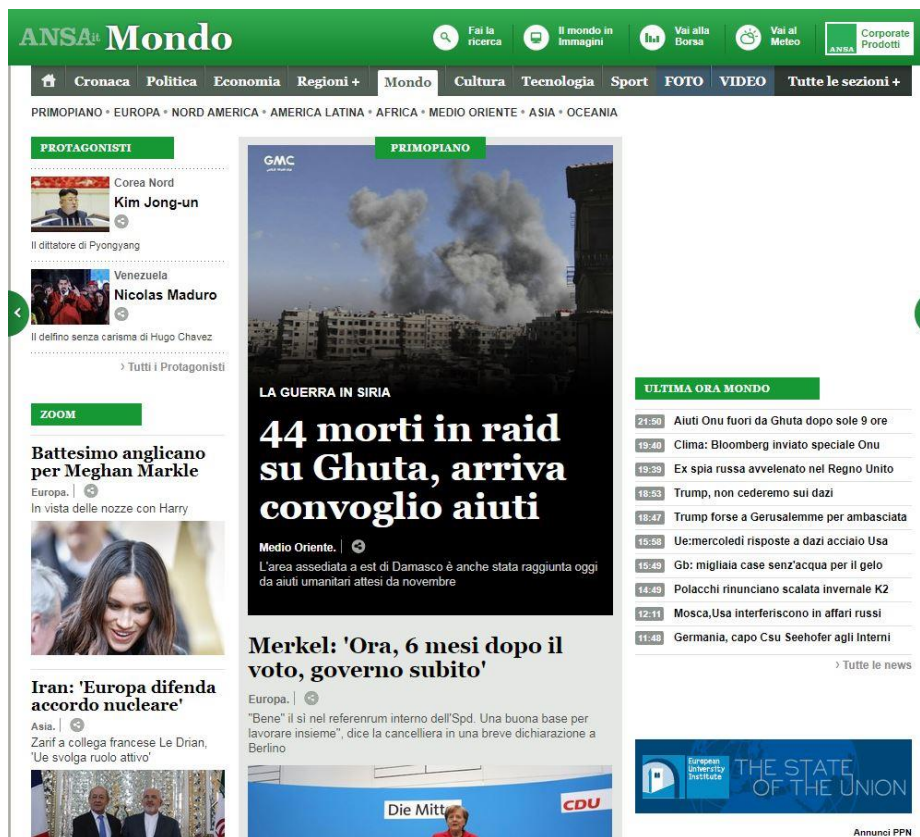


Figure 11: Banner for The State of the Union on the ANSA Mondo website, screenshot taken on 6 March 2018.

A partnership agreement was signed with **El País** granting 4 half-page print advertisements (Tuesday 3, Monday 16, Wednesday 25 April and Tuesday 8 May) in EL PAÍS. Online Advertisement was also granted on the **El País** website from 3 April 2018 until 9 May 2018. These adverts were on a run-of-site basis, targeting a worldwide audience.



Figure 12: Banners for The State of the Union on the EL PAIS website, online from 3 April to 9 May 2018.



Figure 13: Advertisement for The State of the Union on the EL PAÍS newspaper, 3 April 2018.

## 4.2. Open day promotion

The Open Day was promoted locally in a number of ways, including through billboards provided by the Comune di Firenze (10 large; 20 medium behind glass; 60 medium directly on the wall).



Figure 14: Billboard advertisement for Open Day 2018.



The Open Day was also promoted in the local newspapers **La Nazione**, **Il Corriere Fiorentino** and **La Repubblica**, as well as on the radio through **Radio RDF**, **Radio Mithology** and **Lady Radio**.

## 5. FUNDRAISING

**Our main partners:**

- **ANSA**
- **El País**
- **Financial Times**
- **Frankfurter Allgemeine Zeitung**
  
- **Banca d'Italia**
- **Camera di Commercio di Firenze**
- **Commissione Europea, Rappresentanza in Italia**
- **Comune di Firenze**
- **Fondazione CR Firenze**
- **Parlamento Europeo – Ufficio d'informazione in Italia**
- **Regione Toscana**

### **Goods and services provided by The State of the Union 2018's Partners**

- **Comune di Firenze:** offered 2 days at Palazzo Vecchio and an advertisement campaign throughout the Florence territory (video trailer and banners) and for the Open Day - 10 6x3m posters and 60 70x100 cm posters, plus the support of their staff.
- **European Committee of the Regions:** paid for travel and accommodation expenses of 10 international journalists so that they could participate in the conference.
- **Excellent Gusto:** provided 'Food Tasting' on Thursday 10<sup>th</sup> and on Saturday 12<sup>th</sup> May 2018.
- **GlobalStat:** provided data, infographic materials and a video for the conference.
- **Lungarno Collections:** provided accommodation for VIP guests.
- **Headline Giornalisti** offered their services as the official press office of The State of the Union.
- **Artigraf, Caffé Corsini, JD Events, Publiacqua, Studio Riprese Firenze, Tecnoconference** and **Villa Viviani** were supporting partners discounting 20%-25% from the quoted price.
- **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: **Blanca Teatro, Circo Libera Tutti, Scuola di Circo Passe Passe, Città Nascosta, Comune di Firenze, Excellent Gusto, Maggio Musicale Fiorentino, Publiacqua** and **ReMUTO**.

## 6. THE STATE OF THE UNION 2018 ONLINE

### 6.1. Statistics on The State of the Union website

Between 1 March and 17 May 2018 the website received **58,968 page views** (Figure 19). This is a slight increase compared to the same period for 2017 which received 57,685 views, an increase of **2.22%**.

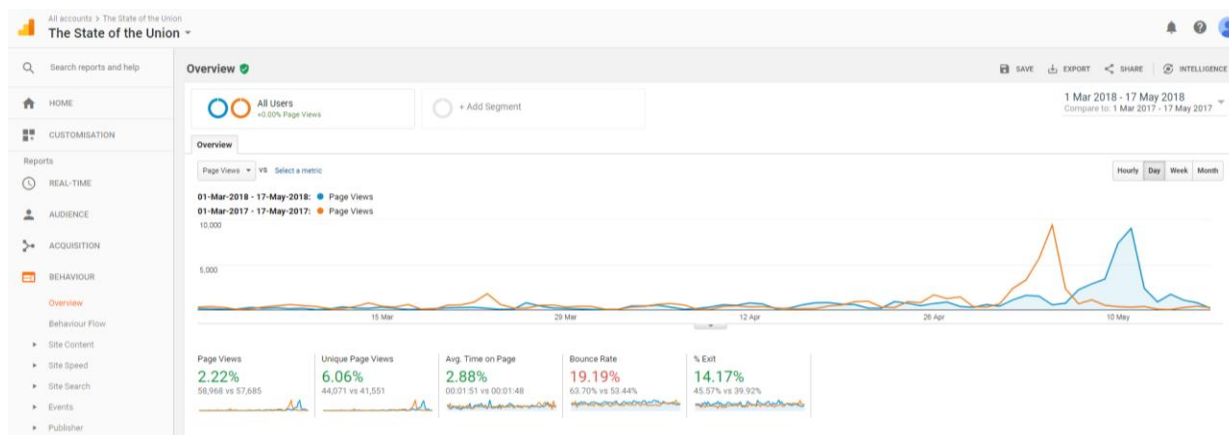


Figure 15: website page views during from 1 March to 17 May for 2017 and 2018.

On 10 May 2018, **7,378** views were recorded, compared to 5,700 in 2017 (4 May).

On 11 May 2018, **9,028** views were recorded, compared to 9,400 in 2017 (5 May).

On 12 May 2018, **2,396** views were recorded, compared to 2,350 in 2017 (6 May).

This represents an overall increase in page views of **7.78%**. The average time spent on the page dropped ever so slightly from 2.40 minutes to **2.37** minutes.

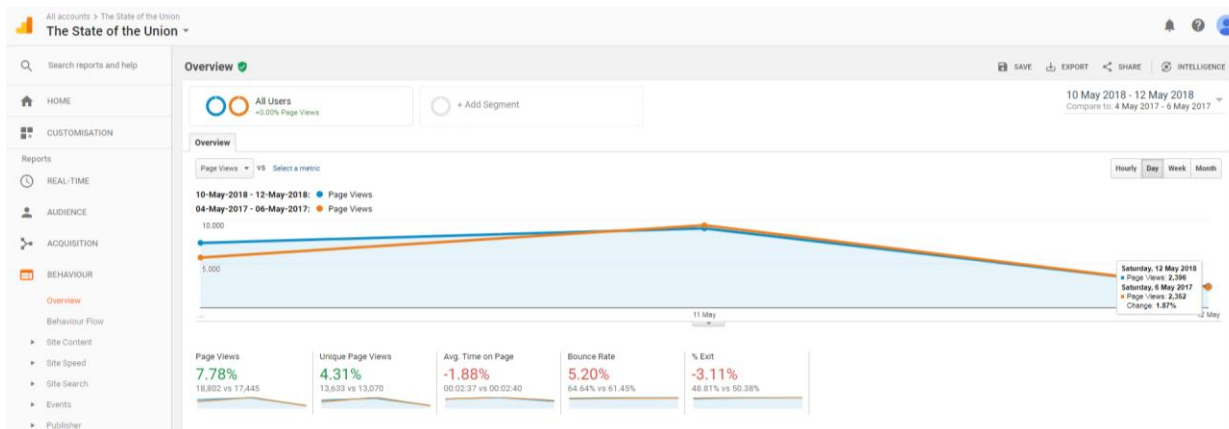
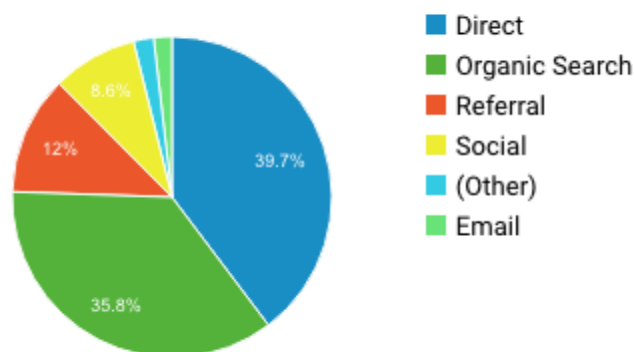


Figure 16: website page views during the three days of the conference in 2017 and 2018.

As indicated in figure 21, most routes to the website were either direct (**39.7%**) or as the result of an organic search (**35.8%**). The third and fourth most common routes to the website were the result of referrals or social media, **12%** and **8.6%** respectively.

## Top Channels



**Figure 17:** routes to the website.

Following the trend set in 2017, The State of the Union’s international reach continued in 2018, as indicated by the engagement of the top six countries: Italy; UK; Belgium; US; Germany; and France. Italy remains the country with the largest level of engagement, but this year is followed by the UK and then Belgium, rather than the other way around as was the case in 2017. The 2018 edition also shows a much strengthened level of engagement from the US, which had almost a **50% increase** in participation. In certain EU countries, namely Spain and Greece, there was a significant rise in interest, **78.41%** and **80.85%** respectively.

## 6.2. Statistics on Videos and Live Streaming

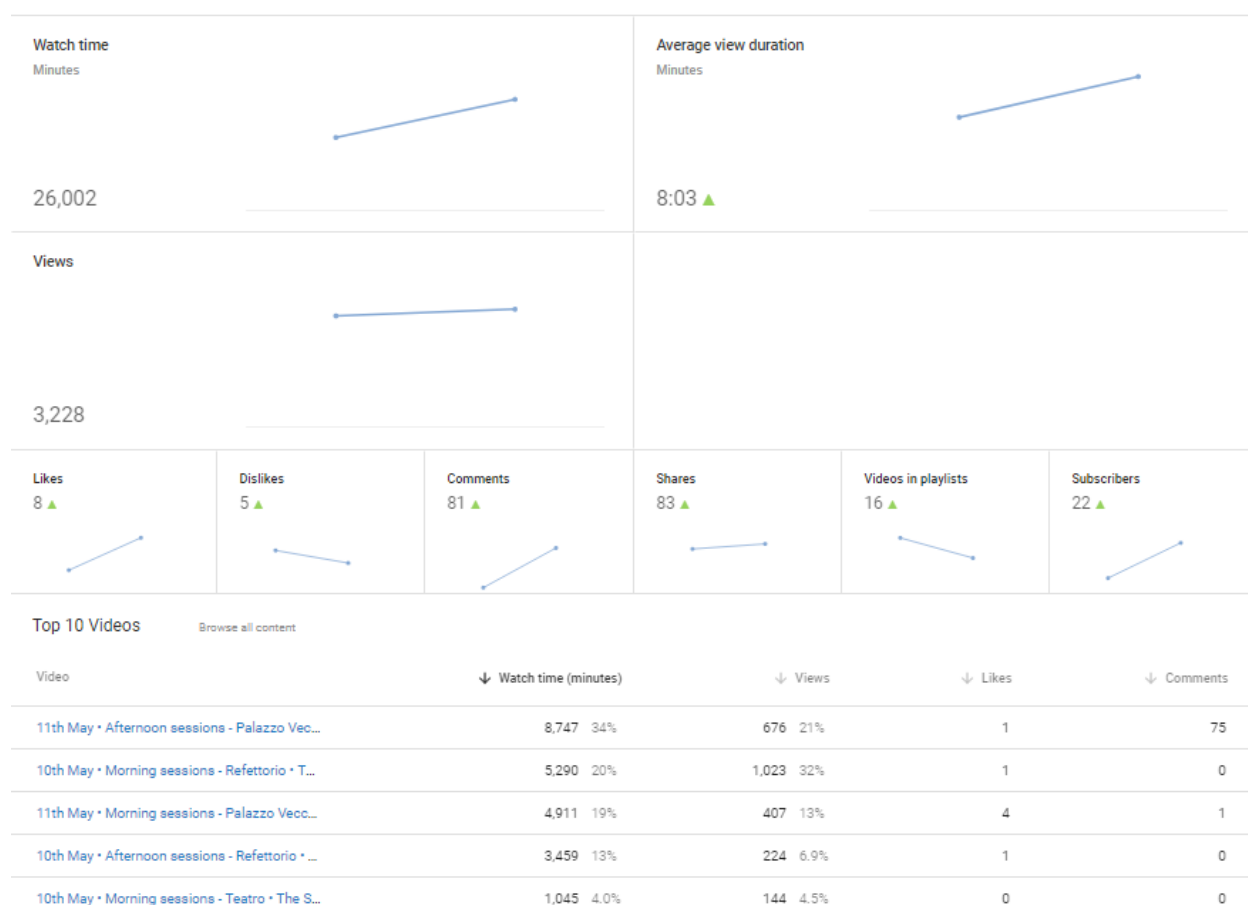
All sessions of The State of the Union 2018 were live streamed on YouTube and embedded on the conference website.

On the first day of the conference, the website was hosting two simultaneous streaming channels, one for the sessions taking place in the Refettorio and one for those taking place in the Teatro of the Badia Fiesolana. Two separate streaming, one for the morning sessions and one for the afternoon, were present on each channel. All the videos were accessible from any device, directly from the website.

On the second day, the live streaming of the sessions taking place at Palazzo Vecchio was available on the website, one video streaming for the morning sessions and one for the afternoon sessions. The video footage was available on a page of the website soon after the sessions were concluded. A selection of photographs, taken by two official photographers, was uploaded on the website soon after the sessions.

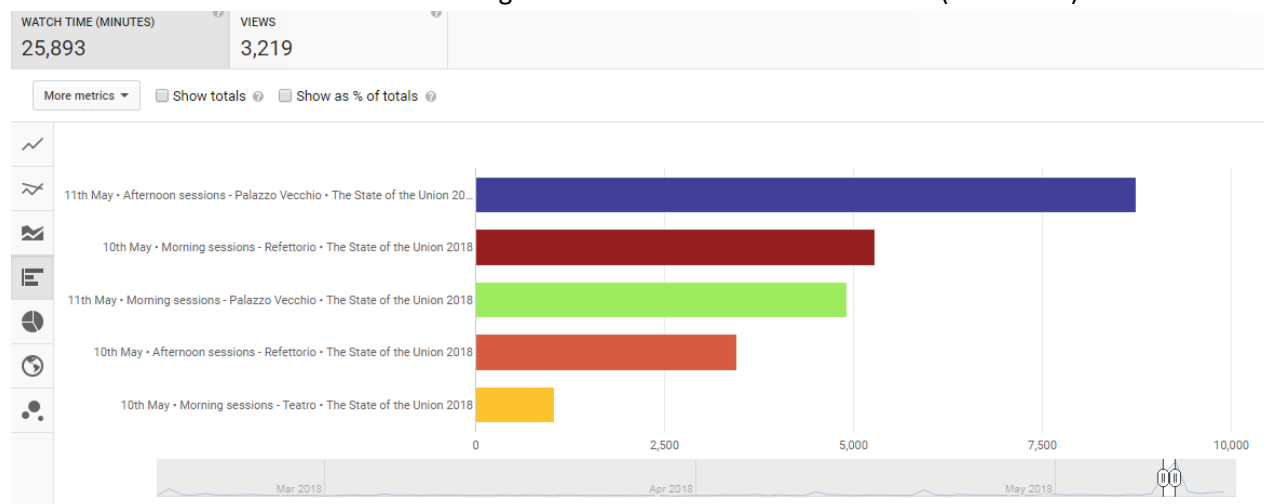
For the edition 2018, the minutes of livestreaming watched in the two days of the conference were **26,002**. The total views between 10 and 11 May 2018 were **3,228** and the average view lasted **08:03 minutes**.

10 May 2018 – 11 May 2018



**Figure 18:** Statistics on the numbers of views of the live streaming by session.

The most viewed session in 2018 was the afternoon session at Palazzo Vecchio, during which the interventions of **Federica Mogherini**, **Mario Draghi** and **Paolo Gentiloni** took place, with **8,747 views**. The second most viewed was the morning session held at the Badia Fiesolana (Refettorio).



**Figure 19:** Statistics on the number of views of the live streaming by session.

The majority of live views came from **Italy (60%)**, **Belgium (4,8%)**, the **US (3,8%)**, the **UK (3,7%)**, **Germany and France (both 3,3%)**. Australia had the highest average view duration (**26:56min. – 23 views**) followed by **Norway (25:47min/16 views)**, **Sweden (13:41min/22 views)**, **Spain (11:31/41 views)**, **Belgium (10:37/154 views)** and the United States (**10:36/121 views**).

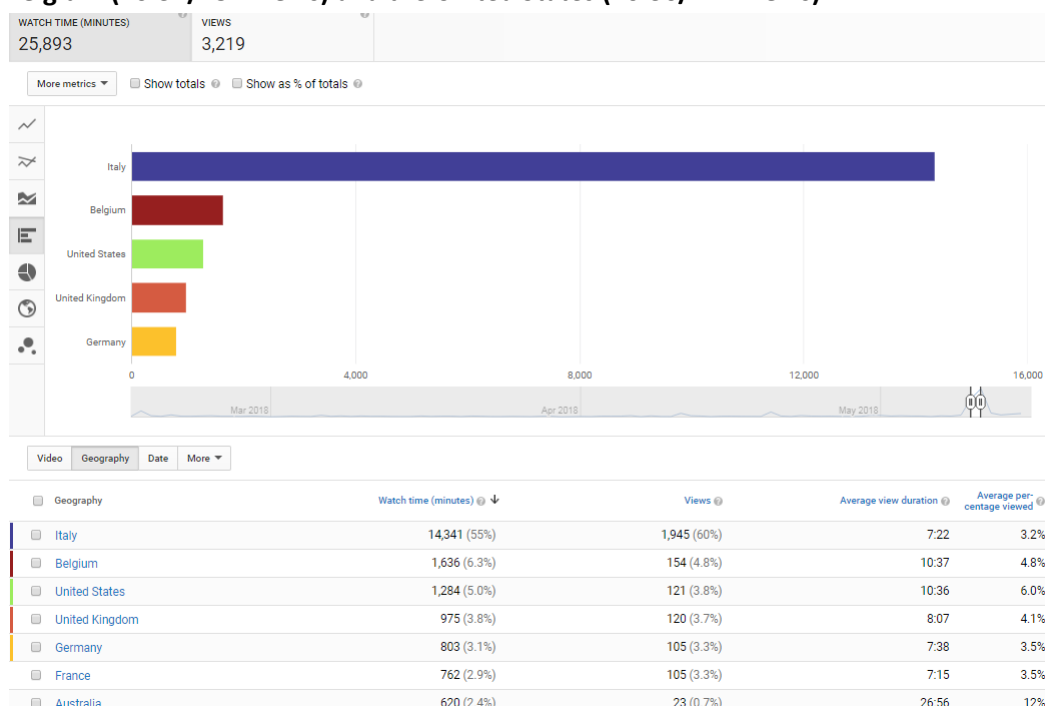


Figure 20: Live streaming view rates by country.

In terms of the demographics of viewers, **43%** of viewers were **25-34 years old**, followed by **16%** of **35-44** and **14%** of **45-54 years old**. The majority of the viewers were **male (84% against 16%)**.

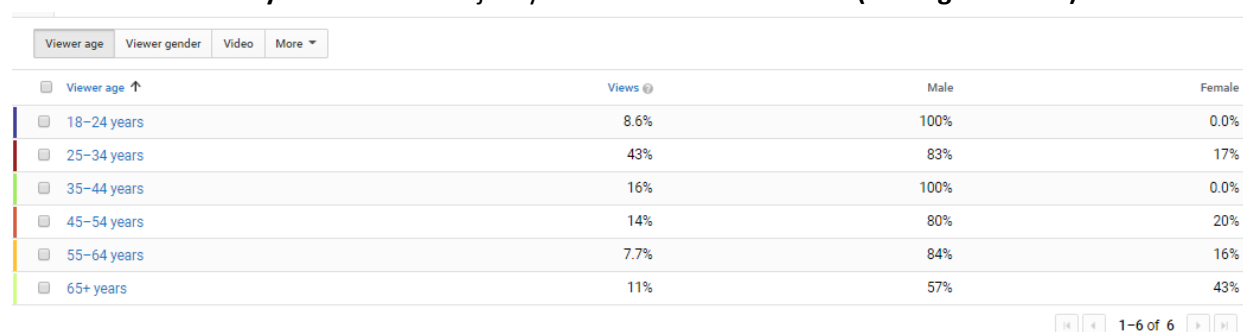


Figure 21: information on the age and gender of those watching the live stream.

### 6.3. POLITICO Homepage Takeover

During The State of the Union 2018, there was a two day 'Homepage Takeover' (HPT) of the Politico website promoting The State of the Union, ADEMU, the Florence School of Regulation (FSR) and the School of Transnational Governance (STG). This consisted of:

- A State of the Union skin, driving traffic to: <https://stateoftheunion.eui.eu/> ;

- A billboard showing the livestream of the conference proceedings, promotional videos of ADEMU and the Florence School of Regulation, and the side event of the School of Transnational Governance;
- Leaderboards of ADEMU, FSR and STG; and
- MPU advertisements of ADEMU, FSR and STG.

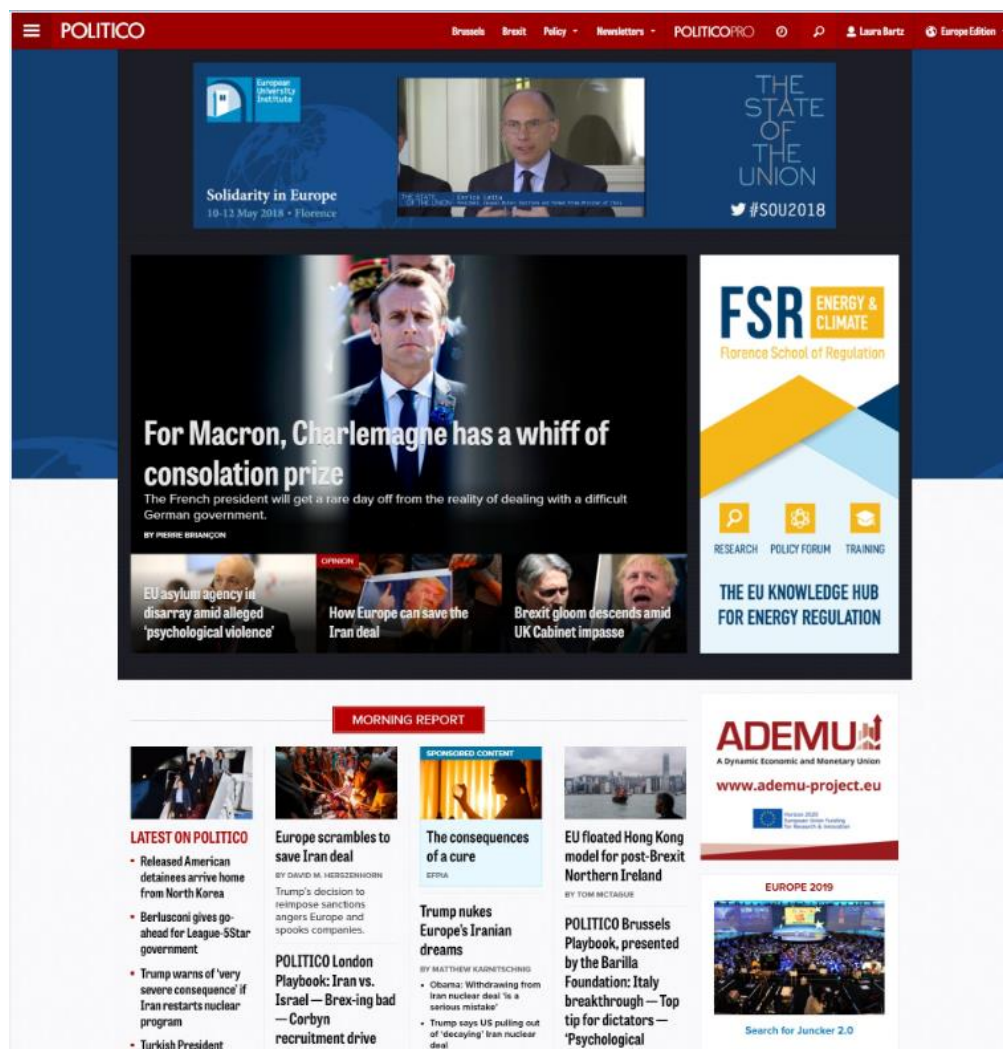


Figure 22: screenshot of The State of the Union 2018 Politico HPT

### Statistics on the homepage takeover

Over the two days, the homepage takeover generated **343,367 impressions** and **512 clicks** (0.15% CTR; higher than the POLITICO CTR average of 0.12%). On 10 May, the takeover achieved **168,051 impressions** and **239 clicks** (0.14% CTR) and on 11 May it achieved **175,316 impressions** and **273 clicks** (0.16% CTR).

### 6.4. Social media activity

## Official Twitter Account

### Summary of action taken:

The social media strategy largely revolved around the **@EUISoU** Twitter account which was relaunched before The State of the Union 2017. In the months leading up to this year's event, particularly from February 2018 onwards, we published content from last year, previews and pictures of speakers and links to relevant articles - in the international press and EUI Times. During the event, 'keynote' speeches were live-tweeted, as were panels - albeit less rigorously. The main aim of the Twitter page on the days of the conference itself was to direct followers to [stateoftheunion.eui.eu](http://stateoftheunion.eui.eu) to watch the livestream.

### Analytics:

- **Followers:** The @EUISoU account currently has exactly 1,800 followers; at the same point last year, that figure stood at 1,038. The account has gained 448 followers since the beginning of May - 379 of those were added during The State of the Union 2018.
- **Impressions:** From 9-12 May, @EUISoU generated 134,800 impressions. That is a significant drop from 2017, where the figure stood at 324,700.
  - On 10 May, @EUISoU tweeted 69 times, earning 46,359 'impressions', generating 223 link clicks, 236 likes, 136 retweets and 48 replies.
  - On 11 May, @EUISoU tweeted 113 times, earning 69,424 'impressions', generating 235 link clicks, 330 likes, 230 retweets and 105 replies.

### 28 day summary with change over previous period



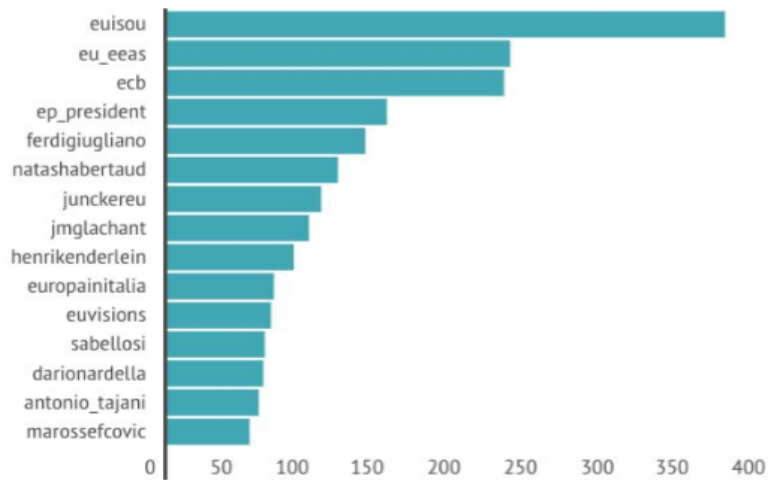
Figure 23: a summary of the month up to 15 May, including SoU.

### Twitter analytics

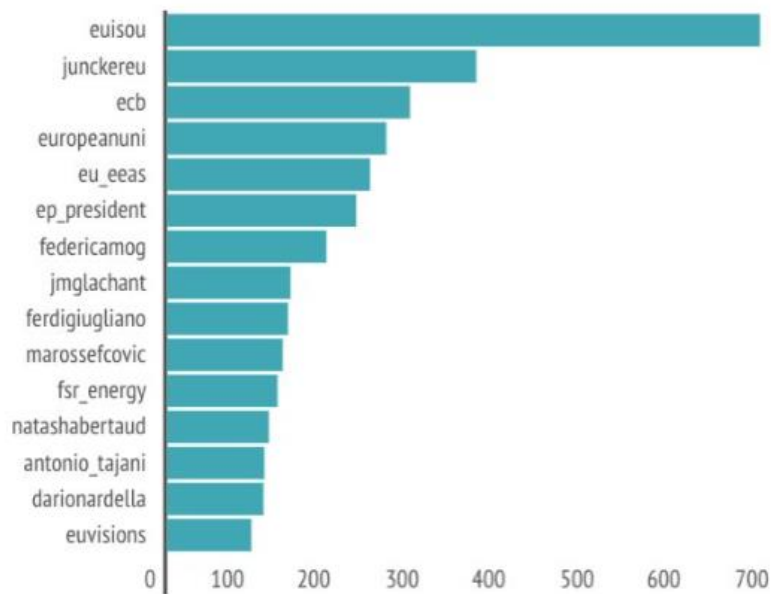
- **The #SoU2018 hashtag:** According to data collected by EuVisions, Twitter users sent 4,512 tweets containing the event hashtag: #SoU2018. Like last year, 'top influencers' - from speakers through to journalists and institutional accounts - were made aware of the hashtag in advance, in the hope that they would actively use it during the event. Some accounts, e.g. @europainitalia (the Commission's Italian branch) did this. Yet we were not mentioned by the main Commission page (@EU\_Commission, which has 942,000 followers) - as was the case last year. The chart below highlights the distribution over time of tweets using #SoU2018, the two peaks coming when Jean-Claude Juncker and Mario Draghi were speaking:







**Figure 27:** top retweeted accounts.



**Figure 28:** top mentioned Twitter accounts.

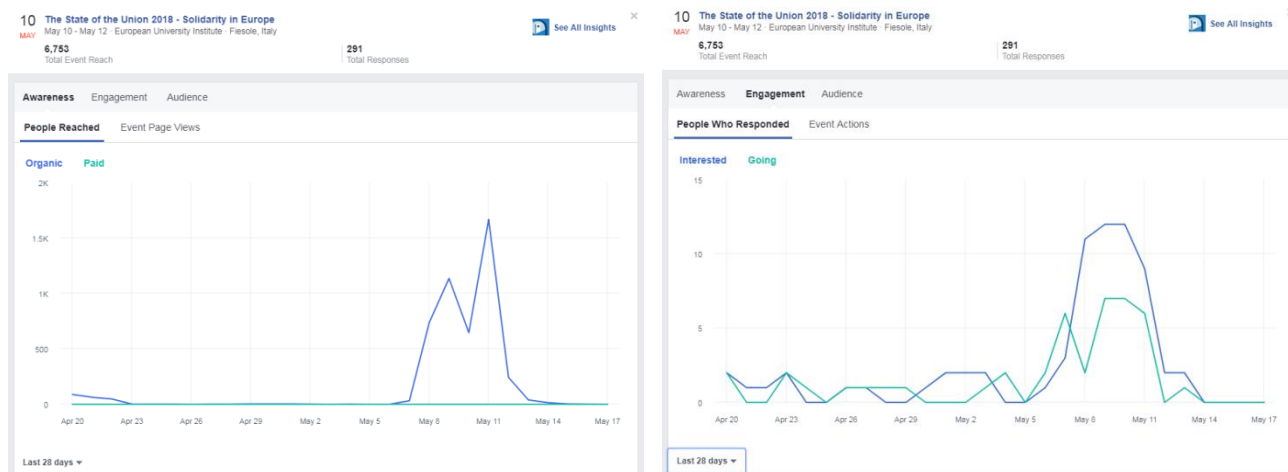
Many thanks to EuVisions for allowing us to use their data and analysis.

Powered by [EuVisions](https://euvisions.eu)



[info@euvisions.eu](mailto:info@euvisions.eu)

**Official Facebook Account:** A Facebook event was created on 20 February with a SAVE-THE-DATE.



**Figure 29:** data on people reached through Facebook.

The Facebook event reached nearly **6,800 people**. A total of seven posts were published on the Facebook event, three on the days preceding the conference, and four on the days of the conference. The total number of people who responded as “interested” in the event was **185**, while a total of **105** responded as “going” to the event. The peaks of engagement were registered on 10 and 11 May 2018.

This year more content was published on the main page (**60,231 followers** on 9 May). Follower numbers continue to increase steadily. The activity for the eighth edition of The State of the Union 2018 on Facebook was increased and improved compared to the past years. Starting from 7 March, a post embedding the trailer of The State of the Union 2018 was published and pinned to the top of the Facebook page.

### Overview of the posts

On the second day of the conference held at Palazzo Vecchio, twelve posts were published, all including the link to the conference website and the hashtag #SoU2018. The reach of the posts varied from **251** to **1,500** people. A very popular post was the one published on 12 May, during the open day at Villa Salviati, which reached **2,500** people and a very remarkable engagement (post clicks and reactions).

Two posts were published before 10 May, one was a reminder, the other one was addressed to the EUI community, containing logistical information.

During 10 May, a total of eight posts were published, following the live streaming. Each post included a link to the conference webpage and the hashtag #SoU2018 and highlighted the possibility to watch the event on streaming. The posts at the end and at the beginning of the day were the most successful in terms of reach and engagement, also because more text and pictures were included.

































05/10/2018 8:00 pm	 It has been a thrilling day. Solidarity in Europe has been discussed			2.9K		439 37	
05/10/2018 6:20 pm	 The first day of #SoU2018 at the Badia Fiesolana is almost over. I			683		18 9	
05/10/2018 4:40 pm	 #SoU2018 – Last round of parallel sessions. WATCH LIVE: http			1.1K		11 1	
05/10/2018 2:55 pm	 #SoU2018 - Third round of parallel sessions starting in 15 minute			757		11 4	
05/10/2018 2:25 pm	 #SoU2018 is in full swing! Michael D. Higgins, President of Ireland			923		10 0	
05/10/2018 11:50 am	 #SoU2018 - Soon on <a href="https://stateoftheunion.eu.eu/">https://stateoftheunion.eu.eu/</a> 			858		7 10	
05/10/2018 9:55 am	 #SoU2018 – The first two parallel sessions are starting! Watch LI			1.3K		53 7	

Figure 30: SOU official Facebook posts.

The hashtag was used on Facebook mainly by academics and speakers/participants, rather than by journalists.

### Official Instagram Account

This was the first edition where the Instagram account was also active. In addition to a post published on 9 May, which reached **1,033 people** (40 from the hashtag) and was liked by **121 people**, a series of Instagram stories were published and registered from **250 to 475 views**, both during 10 and 11 May, but also during the Open Day on 12 May. We kept the hashtag and the link to the conference website on the Instagram profile, while the stories were grouped and are still accessible.

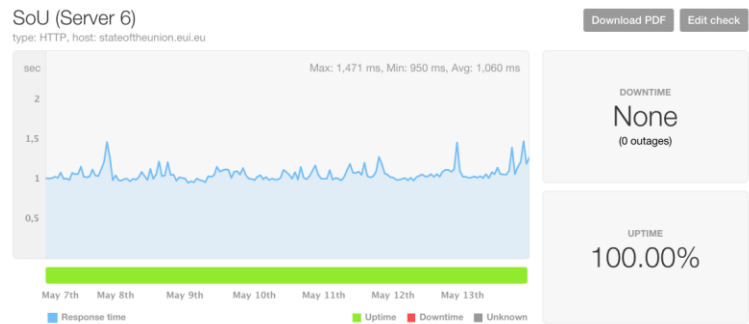
## 6.5. Security and performance

### Security

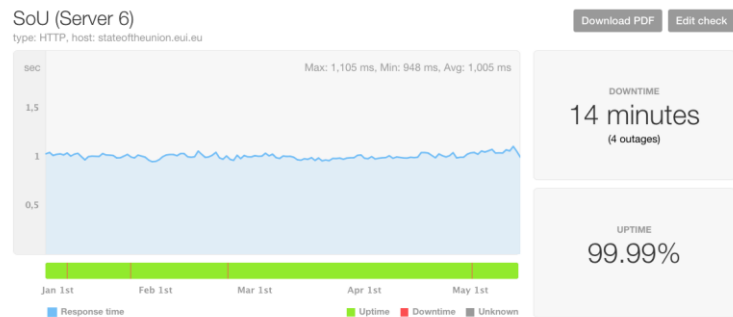
The State of the Union website is a custom project part of the EUI's Web Services network. It benefits from the EUI's up-to-date security policy including DDoS mitigation and data breach protection. The website complies with the latest Cookie laws (both Italian and European). In addition to the standard security measures applied to the EUI site, and given the importance of this event, the Web Unit established two further disaster-recovery procedures in the days that preceded the conference. As a result, the site was ready to migrate, in a matter of minutes, to a different location in case there were any incidents. The website was also ready to mitigate the impact of any targeted attacks on The State of the Union URL. This was in the form of a shadow copy of the website on the EUI's main CMS Contensis using a different URL ([www.eui.eu](http://www.eui.eu)). Fortunately, this was not required during the conference.

### Website Performance

The uptime of the website during the week of the conference was **100%** (Figure 17) and had an average loading speed time of **1,06 seconds** across Europe. The website’s uptime since January 1st 2018 has been **99,99%** with only 14 minutes of downtime and a similar page speed. There has been no negative impact of work carried out on the backup and security to the performance and average speed of the website.



**Figure 31:** server uptime during the conference days.



**Figure 32:** server uptime since 1 January 2018.

## Knowledge Partners

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Press Office

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With the Contribution of

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Supporting Partners

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## Annex 1: Attendance figures 2016 – 2017 - 2018

### Comparison between *The State of the Union* 2016, 2017 and 2018

The following tables compare the number of participants present at Palazzo Vecchio on the second day of *The State of the Union* 2016, 2017 and 2018.

2016 - Affiliation	N	%
Academic Institution	220	43%
Association/Foundation/ Cultural Institution	14	3%
Civil society /Think tank	17	3%
Consulate/Embassy/ Representation	13	3%
EU/ International Institution	25	5%
National Institution	59	12%
Other, Private, Company, Law Firm	80	16%
National Press	60	12%
International Press	24	5%
<b>Totale Palazzo Vecchio</b>	<b>512</b>	<b>*</b>
<i>*34% (174) of participants were members of EUI Community</i>		
2017 - Affiliation	N	%
Academic Institution	310	41%
Association/Foundation/ Cultural Institution	29	4%
Civil society /Think tank	14	2%
Consulate/Embassy/ Representation	19	2%
EU/ International Institution	87	11%
National Institution	90	12%
Other, Private, Company, Law Firm	42	6%
National Press	146	19%
International Press	26	3%
<b>Totale Palazzo Vecchio</b>	<b>763</b>	<b>*</b>
<i>*25% (192) of participants were members of EUI Community</i>		
2018 - Affiliation	N	%
Academic Institution	306	44%
Association/Foundation/ Cultural Institution	15	2%
Civil society /Think tank	9	1%
Consulate/Embassy/ Representation	71	10%
EU/ International Institution	65	10%
National Institution	74	11%
Other, Private, Company, Law Firm	41	6%
National Press	85	12%
International Press	30	4%
<b>Totale Palazzo Vecchio</b>	<b>696</b>	<b>*</b>
<i>*24%(166) of participants were members of EUI Community</i>		



## Annex 2: FUND RAISING - The State of the Union 2018

<b><i>Funds Raised for SoU2018</i></b>	<b><i>€ 205.126,00</i></b>
European Commission Representation in Italy	€ 43.683,00
Tuscany Region	€ 20.000,00
Fondazione Banca CR Firenze	€ 60.000,00
Camera di Commercio di Firenze	€ 40.000,00
European Parliament Information Office in Italy	€ 16.443,00
Banca d'Italia	€ 25.000,00
<b><i>Estimated value of goods and services provided by SoU2018's Partners</i></b>	<b><i>€ 582.500,00</i></b>
<b>Financial Times:</b> 2 quarter-page print adverts plus online mid-page units (MPU) with 292,000 impressions.	€ 135.000,00
<b>Frankfurter Allgemeine Zeitung:</b> 4 third-page print adverts.	€ 139.100,00
<b>El País:</b> 4 half-page print adverts online banner adverts.	€ 137.400,00
<b>ANSA:</b> Online banner adverts on several ANSA pages.	€ 3.000,00
<b>Comune di Firenze:</b> Use of Palazzo Vecchio for 2 days (10-11 May 2018).	€ 75.000,00
<b>Comune di Firenze:</b> Free advertising campaign.	€ 5.000,00
<b>European Committee of the Regions:</b> Coverage of expenses for 10 international journalists.	€ 10.000,00
<b>Excellent Gusto:</b> Provision of food tasting on 10 and 12 May 2018.	€ 15.000,00
<b>GlobalStat:</b> Provision of infographic materials and a video.	€ 10.000,00
<b>YouGov:</b> Provision survey and statistics across 15 countries.	€ 15.000,00
<b>Headline Journalists:</b> National press agency services for promotion of event and management of press office.	€ 5.000,00
<b>Lungarno Collections:</b> Provision of accommodations for VIP guests.	€ 3.000,00
<b>Artigraf, Caffè Corsini, JDEvents, Publiacqua, Studio Riprese Firenze, TecnoConference, Villa Viviani:</b> Provided discount on theirs service of 20 to 25%.	€ 30.000,00
<b><i>Total value of Fundraising SoU2018</i></b>	<b><i>€ 787.626,00</i></b>

### Annex 3: SIDE EVENTS - The State of the Union 2018

A total of **10 side events** took place over three days, between 9 and 11 May 2018. The presence of participants has been estimated of **approximately 700**. The events were started as follows:

#### Wednesday 9<sup>th</sup> May

- ***A Dynamic Economic and Monetary Union – ADEMU Final Conference.***

#### Thursday 10<sup>th</sup> May

- ***European Governance and Politics Programme, EUI: euandi, an Innovative Application Giving Advice to Voters in European Elections 2019***
- ***HAEU: Award Ceremony of the “Il Futuro dell’Unione” Competition (attendance of President Sergio Mattarella)***
- ***Florence School of Regulation – Climate: Equity and Solidarity in the EU Emissions Trading System: Any Lessons for International Climate Governance?***
- ***Fondazione Circolo Fratelli Rosselli (in cooperation with Fondazione ASTRID): Measures to Contrast Poverty – Comparative European Experiences***
- ***Florence School of Regulation – Energy: Digital Age and European Transition – the Launch of a Knowledge Hub.***

#### Friday 11<sup>th</sup> May

- ***Camera di Commercio di Firenze: Energy Efficiency of Companies – Good Practices and Concrete Cases***
- ***School of Transnational Governance, EUI: Putting the Greek Debt to Rest***
- ***Regione Toscana, European Committee of the Regions, European Commission: What Future for Cohesion Policy after 2020? A Citizens’ Dialogue***
- ***Engaged Academics, EUI: From Europe to Florence – Solidarity and Integration***

#### Camera di Commercio di Firenze

*Participation:* approximately 30.

This event took place at the *Camera di Commercio* building. The session was moderated by Isabella Alloisio, Research Fellow at the EUI, and included a discussion with Simona Bonafe’, Member of European Parliament, Simone Borghesi, Director of the FSR Climate, and Francesco Baldoni, PhD and EMAS certicator.

The audience was predominantly composed of high school and university students, as well as academic fellows.

#### Fondazione Circolo Fratelli Rosselli

*Participation:* approximately 40.

The side event at *Fondazione Rosselli* was organised in cooperation with *Fondazione ASTRID* and had a very positive outcome. In general terms, the initiative has been successful and that has aroused a lot of interest: many of the people who attended were not typical participants of the usual initiatives and, therefore, were moved by a sincere interest in the topic.

The audience was composed of university professors, professionals or managers of commercial and banking sectors, trade unions representatives, research fellows, doctoral candidates and public administrators. Most of the speakers belonged to academic environments, such as PhD candidates and post-doctoral researchers.

### **Regione Toscana, Committee of the Regions, European Commission**

*Participation:* approximately 400 citizens from all the Tuscan Region.

The main topics of this event, organized through collaboration between Regione Toscana, EC and CoR, were about cohesion policy, EU funding, training and territorial cooperation. The *Citizens' Dialogue* brought together politicians from the European Commission, Committee of the Regions and the Tuscany Region with people who worked with EU funds and programmes and who benefited from projects carried out with the help of EU support. The short interventions were followed by an open exchange with the audience.

Participants were interested in whether EU support for (vocational) training of young people would be also available after 2020. The audience was composed by 400 citizens and many media channels, such as RAI, ANSA, Radio24 and Sole24Ore. The event was followed on social media through 4416 views of Facebook Live, with a total estimated social media outreach of 700000 people.

### **ADEMU**

*Participation:* approximately 100.

ADEMU (A Dynamic Economic and Monetary Union) is part of the Horizon 2020 work program topic Resilient and sustainable economic and monetary union in Europe (EURO-1-2014). The primary focus of the project is on the dimension The impact of macroeconomic and social imbalances on economic stability. In response to the European debt crisis and associated deep recession, a number of important steps have recently been taken towards redesigning the institutional architecture of EMU, based on the roadmap outlined in the Van Rompuy Report (2012). But these institutional innovations – in particular, the ‘fiscal compact’, the ESM, the SSM and the SRM – retain relatively weak theoretical foundations. In particular, there is a noticeable gap between policy-oriented analyses of the precise EU challenges, and the major developments in dynamic macroeconomic theory of the past three decades. For more information, please visit the website.

This conference, coordinated by the Department of Economics at the EUI, took place from 9 to 11 May 2018 and tackled one of the most relevant topic of THE STATE OF THE UNION 2018.

### **Engaged Academics**

*Participation:* approximately 40.

The aim of the event was to bring the topics discussed at The State of the Union to the attention of the city of Florence. Amongst the five speakers were human rights activists, members of associations and academics. The speakers, all active in the fields of education, healthcare assistance, and human rights protection of migrants, shared their experiences and their suggestions for the future of solidarity and integration in Tuscany. Their inputs allowed for some critical reflection on discussion of the everyday challenges that migrants face. Furthermore, they criticised the top-down approach to integration and

some of the terms used in our everyday language to refer to migration and integration as these often imply a hierarchical relationship between the migrant and the receiving community.

Overall, the event was a great success; many people attended and engaged in the general discussion after the speakers' interventions.

## **Euandi**

*Participation:* approximately 20.

This event started with an interactive presentation by Prof. Alexander Trechsel and Dr. Diego Garzia, followed by a Q&A session. The event was also live streamed through the Facebook page of the Robert Schuman Centre for Advanced Studies, with the following statistics: Video views: 562; People reached: 1474; Post clicks: 142.

Euandi is an online Voting Advice Application (VAA) aimed at helping citizens make informed choices in their 2019 European Parliament (EP) vote. Euandi's major innovation is to inform users on how their views match with those of political parties throughout Europe and to advise them on how to exercise their voting rights. It indicates to every user what their rights are and what the practical procedures are to cast their ballot in the 2019 European election. Euandi is intended to be one of the largest public opinion measurement tools ever built. With the aim of attracting millions of users across Europe, it also looks at shedding light on public opinion of some key issues for Europe.

The event was open to all media representatives, as well as to participants to The State of the Union and members of the EUI community.

## **Florence School of Regulation (FSR) Climate**

*Participation:* 32.

Within the framework of The State of the Union 2018, FSR Climate organised a side event with the title *"Equity and solidarity in the EU Emissions Trading System: any lessons for international climate governance?"* Discussions at the event were around four topics of crucial relevance: the *equity-efficiency trade-off in climate policy context*, the *ETS solidarity analysis from the EU and China perspectives*, the *equity evaluation of the Paris Agreement* and *up-to-date information on the Phase 4 revision*. The event was organised as part of the policy dialogue carried out under the European Commission funded *LIFE SIDE* project. The *LIFE SIDE* project started on 1 September 2016 and is co-financed by the *LIFE Programme* of the European Union.

The audience included participants from the EUI and other Universities in Europe, representatives from the European Court of Justice and the European Commission, and some from academic institutions, such as Jacques Delors and the German Development Institute.

## **Florence School of Regulation (FSR) Energy**

*Participation:* 11.

The meeting, held at the FSR, considered the challenges policy-making in the field of energy faces today. The possibility of developing a partnership and creating a knowledge hub to support a sound decision-making process was investigated. The participants recognised the importance of this endeavour, though different views as to how to implement it emerged. Participants agreed that discussion would continue in the coming months and a further meeting for the beginning of the autumn has been planned. Participants were mainly representatives and research fellows of the European Commission, the EUI and the Jacques Delors Institute.

## **Historical Archives of the European Union (HAEU)**

*Participation:* approximately 100.

The side event at the HAEU was about the Award Ceremony of the *Il Futuro dell'Unione* competition organised for high schools of the metropolitan city of Florence. The event was reserved for high school students, families and ceremony organisers. The winners of the award have been three different classes from three different high schools; every class, supervised by a professor, provided different essays on the future of the European Union in the context of migration, nationalism and Brexit.

## **School of Transnational Governance**

*Participation:* approximately 25.

The discussion on “Putting the Greek Debt Problem to Rest” took place as a side event, organised by the School of Transnational Governance.

The discussants, who are also co-authors of the ‘Independent Report on the Greek Official Debt’, a Policy Insight for the Centre for Economic Policy and Research, presented new findings on future scenarios for Greece and its debt issue. They made a strong case for the necessity of implementing face value debt relief, explaining how according to their findings, even the full set of measures considered by the Eurogroup would not be enough to restore the sustainability of Greece’s debt. The need for the Eurogroup to act, rather than taking a ‘wait-and-see’ approach was emphasised, as well as a discussion on the legal aspect of the policy proposal, proposing that such assistance would be in line with the principle of solidarity between member states.

Participants to the side event were including approximately 6 from press, 4 internals, with the remaining as external participants to The State of the Union. The event was also live-streamed and had 162 views.

## Annex 4: FULL LIST – Chairs, Moderators and Speakers

Photos and biographies of all speakers are available on [The State of the Union website](#).

- **László Andor**, Former European Commissioner for Employment, Social Affairs and Inclusion and Senior Fellow, Hertie School of Governance
- **Tony Barber**, Europe Editor, Financial Times
- **Leonardo Bassilichi**, President, Chamber of Commerce of Florence
- **Catia Bastioli**, Chairwoman, Terna
- **Brando Benifei**, Member of the European Parliament, Committee on Employment and Social Affairs
- **Thomas Beukers**, Senior Legal Advisor, Ministry of Foreign Affairs, The Netherlands
- **Federica Bicchì**, Associate Professor of International Relations, London School of Economics and Part-Time Professor, EUI
- **Matteo Biffoni**, Mayor of Prato and Migration Delegate at the National Association of Italian Municipalities (ANCI)
- **Simona Bonafè**, Member of the European Parliament
- **Marco Buti**, Director-General for Economic and Financial Affairs, European Commission
- **Jasper Chalcraft**, Jean Monnet Fellow, Robert Schuman Centre for Advanced Studies, EUI
- **Pilita Clark**, Associate Editor and Business Columnist, Financial Times
- **Patricia Clavin**, Professor of International History, University of Oxford
- **Thomas Cooley**, Paganelli-Bull Professor of Economics, NYU Stern and Professor of Economics, NYU
- **Giancarlo Corsetti**, Professor of Macroeconomics, University of Cambridge
- **Corina Crețu**, European Commissioner for Regional Policy, European Commission
- **Renaud Dehousse**, President, EUI
- **James Dennison**, Research Fellow, Migration Policy Centre, EUI
- **Mario Draghi**, President, European Central Bank
- **Muna Duzdar**, Member of the National Council, Austria
- **Lars Peter Feld**, Director, Walter Eucken Institut, Professor of Economic Policy, University of Freiburg
- **Chiara Ferrari**, Group Director International, IPSOS Italy, Rome
- **Maurizio Ferrera**, Professor of Political Science, University of Milan
- **Klaus-Dieter Frankenberger**, Foreign Editor, Frankfurter Allgemeine Zeitung
- **Andrew Geddes**, Professor of Politics, University of Sheffield; Director, EUI Migration Policy Center
- **Paolo Gentiloni**, Prime Minister of Italy
- **Jean-Michel Glachant**, Director, Florence School of Regulation, and Director of Loyola de Palacio Energy Policy Programme, EUI
- **Leigh Hancher**, Professor of European Law, University of Tilburg and Director, Energy Law & Policy Area, Florence School of Regulation, EUI
- **Silja Hausermann**, Professor of Political Science, University of Zurich
- **Anton Hemerijck**, Professor of Political Science and Sociology, EUI
- **Michael D. Higgins**, President of Ireland
- **Ellen M. Immergut**, Professor of Political Sciences, EUI

- **Maria João Rodrigues**, Member of the European Parliament and former Portuguese Minister of Employment
- **Jean-Claude Juncker**, President, European Commission
- **Claire Kilpatrick**, Professor of International European and Social Law, EUI
- **Ivan Krastev**, Chairman, Centre for Liberal Strategies, Sofia and Permanent Fellow, Institute for Human Sciences, Vienna
- **Ulrich Krotz**, Professor of International Relations, EUI
- **Brigid Laffan**, Director of the Robert Schuman Centre for Advanced Studies (RSCAS) and Director of the Global Governance Programme, EUI
- **Karl-Heinz Lambertz**, President of the European Committee of the Regions
- **Enrico Letta**, President, Jacques Delors Institute and former Prime Minister of Italy
- **Miguel Maduro**, Director, School of Transnational Governance, EUI
- **Ramon Marimon**, Professor of Economics and Pierre Werner Chair, EUI
- **Sergio Mattarella**, President of the Italian Republic
- **Federica Mogherini**, High Representative of the European Union for Foreign Affairs and Security Policy and Vice-President, European Commission
- **Mario Monti**, President, Bocconi University and former Prime Minister of Italy
- **Dario Nardella**, Mayor of Florence
- **Michaël Neuman**, Director of Studies, Centre de Réflexion sur l'Action et les Savoirs Humanitaires (CRASH), Médecins sans Frontières, Paris
- **Heiko Nitzschke**, Research Commissioner, Policy Planning Unit, German Foreign Office
- **Michael O'Flaherty**, Director, EU Agency for Fundamental Rights
- **Virginia Passalacqua**, PhD Researcher, EUI Refugee Initiative, EUI
- **Prokopios Pavlopoulos**, President of the Hellenic Republic
- **Jean Pisani-Ferry**, Tommaso Padoa-Schioppa Chair, EUI
- **Nicola Pochettino**, Head of Division, Electricity Networks, European Investment Bank
- **Marcelo Rebelo de Sousa**, President of the Portuguese Republic
- **Lucrezia Reichlin**, Professor of Economics, London Business School
- **Teresa Ribera**, Director, Institute for Sustainable Development and International Relations, Paris
- **Davide Rodogno**, Professor of International History, Graduate Institute, Geneva
- **Enrico Rossi**, President, Tuscany Region
- **Martin Sandbu**, Economics Commentator, Financial Times
- **Monica Scatasta**, Head of Climate, Environmental and Social Policy, Projects Directorate, European Investment Bank
- **Laurent Schmitt**, Secretary-General, European Network of Transmission System Operators – Electricity (ENTSO-E), Brussels
- **Michael E. Smith**, Chair in International Relations, University of Aberdeen
- **Maroš Šefčovič**, Vice President, European Commission in charge of Energy Union
- **Rolf Strauch**, Chief Economist, European Stability Mechanism
- **Antonio Tajani**, President, European Parliament
- **Frauke Thies**, Executive Director, Smart Energy Europe, Brussels
- **Poul Thomsen**, Director, European Department, International Monetary Fund
- **Nathalie Tocci**, Director, Istituto Affari Internazionali, Rome
- **Laurence Tubiana**, CEO, European Climate Foundation, Paris
- **Claude Turmes**, Member of the European Parliament, Committee on Industry, Research and Energy



- **Corinna Unger**, Professor of Global and Colonial History, EUI
- **Frank Vandenbroucke**, Professor, University of Amsterdam
- **Androulla Vassiliou**, President, EUI High Council
- **Peter Vis**, Adviser, European Political Strategy Centre, European Commission

## Annex 5: PERSONNEL – Working on The State of the Union 2018

Throughout the three days of the conference, colleagues from a number of different organisations, including the EUI, worked in a wide variety of roles to support The State of the Union 2018.

*Thursday 10 and Friday 11 May 2018*

- **129 members of the EUI Community;**
- **7 former trainees** at the Communications Service;
- **12 members** of Headline Journalists;
- **247 members** of logistical staff (*Studio Riprese Firenze, Interpreters, TecnoConference, NuovaAga, Gamba Service Pulizie, JD Events, Tuscany Service, Excellent Gusto, Comune di Firenze, Caff Corsini, Villa Viviani, Publiacqua*); and
- **65 members** of security staff.

*Saturday 12 May 2018*

- Approximately **75 members** of the EUI community were involved in the Open Day; and
- Approximately **16 representatives** of the Open Day's partners managed the stands and entertainment on the day.