



9th Edition
2 - 4 MAY 2019
FLORENCE
#SOU2019

THE STATE OF THE UNION

21st - Century Democracy in Europe

FINAL REPORT

Executive Summary

More than **800 participants** attended The State of the Union 2019, the ninth edition of the annual conference organised by the European University Institute, which was held 2-4 May at Villa Salviati and Palazzo Vecchio. This year's theme, "**21st-Century Democracy in Europe**," encouraged high-level reflection on such issues as the rule of law, intergenerational inequalities, the Single Market, and disinformation in elections – all critical topics that led up to the European elections later the same month.

The schedule featured **87** prominent speakers, including [Klaus Iohannis](#), President of Romania, [Giuseppe Conte](#), Prime Minister of Italy, [Enzo Moavero Milanesi](#), Minister for Foreign Affairs and International Cooperation, Italy, [Jean-Yves Le Drian](#), Minister of Europe and Foreign Affairs, France, [Věra Jourová](#), Commissioner for Justice, Consumers and Gender Equality, European Commission, and [Cecilia Malmström](#), Commissioner for Trade, European Commission, [Hans Dahlgren](#), Minister for EU Affairs, Sweden, [Riina Siikut](#), Minister of Health and Labour, Republic of Estonia, and [Ana Paula Zacarias](#), Secretary of State for European Affairs, Portugal.

Also among the distinguished visitors were [Ska Keller](#), [Frans Timmermans](#), [Guy Verhofstadt](#), and [Manfred Weber](#), four lead candidates for the position of European Commission President, who faced off in a [Spitzenkandidaten Debate](#). The debate, like the rest of the programme, was livestreamed, making the content available to viewers worldwide. To date, [the debate video](#) has received almost **12,000 views**.

Interest was strong among local, national and international press. Including representatives from the four outlets that served as knowledge partners of the conference – **ANSA, El País, The Financial Times, and Frankfurter Allgemeine Zeitung** - there were **150 national and international registered journalists**. EUI's social media accounts helped heighten awareness, in particular through Twitter where the number of impressions doubled from last year.

The State of the Union concluded with an **Open Day** at Villa Salviati, which welcomed a record crowd of almost **5,000** to the property – home to the Historical Archives of the European Union -- for tours, concerts, dancing, children's activities, and food samples. The [Open Day](#) was also part of the accompanying 10-day **Festival d'Europa**, which organized another **34 events** around Florence. These discussions, roundtables, performances, exhibits and more were open to the general public, and engaged a total of **more than 14,000 participants**.

Table of Contents

SOU2019 - Organisation and Content	5
• Scientific Committee	6
• Programme	7
• Speakers	8
• Spitzenkandidaten Debate	9
• Voting Advice, Surveys and Data	10
Communications	11
• Advertising - Print	12
• Advertising - Web	13
• Press	14
• Social media	15
• Website	16
Participation	17
• SOU2019 Attendees - Nationalities and Gender	18
• SOU2019 Attendees - Sectors Represented	19
• Attendees comparison 2016-2019	20
Open Day - Porte Aperte	21
Partners	22
Festival d'Europa	23
• Events	24 - 27
• Speakers	28
• Communications and Press	29
• Partners	30

SOU2019 - ORGANISATION AND CONTENT

Scientific Committee

Programme

Speakers

Spitzenkandidaten Debate

Voting Advice, Surveys and Data

Scientific Committee

The [Scientific Committee](#) is formed of influential experts and academics from within the EUI community. Drawing on their expertise and the expertise of the EUI, the Committee designs the content of the conference and invites the speakers focusing on topical issues and ensuring the discussions are both engaging and accessible to all.



Stefano Cappiello

Director General, Directorate “Legal Affairs – Banking and Financial System”, Italian Ministry of Economy and Finance



Madeleine de Cock Buning

Part-time Professor, School of Transnational Governance, EUI



Renaud Dehousse

President, EUI



Vincenzo Grassi

Secretary General, EUI



Gábor Halmai

Professor of Comparative Constitutional Law and Director of Graduate Studies (Law Department), EUI



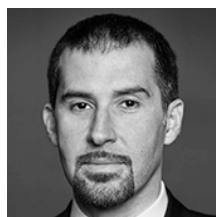
Juho Härkönen

Professor of Sociology, EUI



Andrea Ichino

Professor of Econometrics, EUI



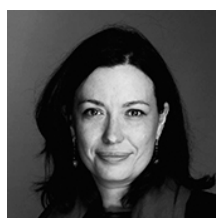
Marco Incerti

Director of the Communications Service, EUI



Brigid Laffan

Director and Professor at the Robert Schuman Centre for Advanced Studies, EUI



Joanna Wawrzyniak

Part-time Professor of History of 20th-century Central and Eastern Europe, EUI

Programme

21st - Century Democracy in Europe

The 2019 edition had a special emphasis on “[21st-Century Democracy in Europe](#)”, a theme of particular relevance in the run-up to the European elections held at the end of May 2019. Participants therefore debated and reflected on the democratic functioning of the European Union, its member states, and their capacity to respond to the aspirations and needs of future generations. 30 years on, we also assessed the significance of the democratic transition in Eastern Europe. This edition also featured a debate amongst the candidates for the position of president of the European Commission, “[Spitzenkandidaten](#)”, broadcast across the continent.

Among the topics of this edition:

Democracy and the European elections;

The rule of law and the legal powers of the EU;

Disinformation and fake news;

30 years since the start of the democratic transition in Eastern Europe;

Democratic legitimacy of immigration policies;

Youth, a European Union fit for the next generation;

Trust in the Single Market for banking and finance;

Democratising the EU's external action;

Global Governance trends to 2030.

All sessions were [live-streamed](#) and uploaded to the EUI's YouTube channel on the same day. [Photos](#) of all of the conference's proceedings were also uploaded to the website in real-time. The conference days were:

Thursday 2 May Conference at Villa Salviati, EUI 📷

Friday 3 May Conference at Palazzo Vecchio, Florence City Council 📷

Saturday 4 May Open Day at Villa Salviati, EUI 📷

Speakers



87 expert speakers

14 parallel sessions

9 plenary sessions

Speakers gathered in Florence from all over Europe and beyond, representing academia, national and EU institutions, civil society, the private sector and the international press, to discuss “**21st-Century Democracy in Europe**”.

Select sessions highlighted the work of conference partners. These included the Voting Advice Application [euandi2019](#), designed to help users determine which political party platforms align with their views, [YouGov](#), which collaborated with EUI Professors to poll European citizens on 21st-Century Democracy, and [GlobalStat](#), which provided a data dossier probing relevant trends.

Spitzenkandidaten Debate

On the evening of Thursday 2 May 2019, all eyes turned to Villa Salviati's Sala del Consiglio for the eagerly-awaited [Spitzenkandidaten Debate](#), which featured [Ska Keller](#), European Green Party, [Frans Timmermans](#), Party of European Socialists, [Guy Verhofstadt](#), Alliance of Liberals and Democrats for Europe, and [Manfred Weber](#), European People's Party. Moderator [Martin Sandbu](#), European Economics Commentator for the Financial Times, led a spirited discussion that including questions from the EUI's very own researchers and had a focus on five topics:

- **Migration policy**
- **Socio-economic policies**
- **Climate Change and Sustainability**
- **Security**
- **EU Foreign Policy EU governance**

The [YouTube video](#) of the debate has received almost **12,000 views** and counting. The debate was co-hosted by the EUI and the Financial Times who promoted the event in articles written before and after receiving almost **40,000 views** in total.



Voting Advice, Surveys and Data

In light of this year's theme "**21st-Century Democracy in Europe**", three of our partners put their expertise to work in order to contribute to discussions through applications, surveys and statistics.



Given 2019 is a European election year, the euandi2019 project, which is a large-scale Voting Advice Application (VAA) collaborative endeavour co-created by the EUI, had a significant presence at the conference. In addition to a dedicated parallel session which discussed the impact of ICTs such as VAAs on political behaviour and turnout, euandi2019 also held a press conference and had information stations at the conference to promote and demonstrate the application and feed discussions on the topic.



Once again the EUI continued its partnership with YouGov to discover what Europeans think about 21st-Century Democracy. In collaboration with EUI Professors, YouGov polled almost 12,000 European citizens in 12 countries: Denmark, Finland, France, Germany, Greece, Italy, Lithuania, Poland, Romania, Spain, Sweden and the United Kingdom. Furthermore, in addition to a parallel session on basic income, YouGov developed a dedicated set of survey questions to understand more directly views on this emerging phenomenon, particularly in countries such as Finland and Italy where the concept is being implemented.



The EUI's GlobalStat project which offers a database of publicly available information on developments in a globalised world took this year's theme of 21st-Century Democracy in Europe and its respective topics to give a 'beyond the GDP perspective'. In close cooperation with various partners, this year GlobalStat created both a data dossier and an informative three-minute video on the topics of The State of the Union 2019.

COMMUNICATIONS

Advertising - Print
Advertising - Web
Press
Social Media
Website

Advertising - Print

Visibility for The State of the Union was elevated in the weeks leading up to the event through a combined print and online advertising campaign. This included a total of **14 print adverts** distributed across Europe and beyond in 3 languages through our Knowledge Partners. This is a record number for the conference with **4 more** than in 2018.

EL PAÍS

4 half-page



Frankfurter Allgemeine ZEITUNG FÜR DEUTSCHLAND

4 third-page



FT

FINANCIAL
TIMES

5 quarter-page and 1 junior page

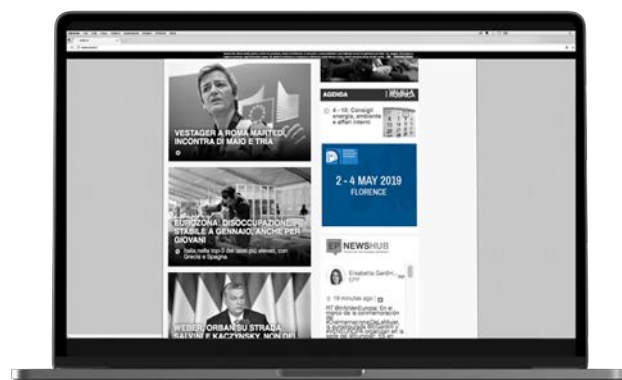


Advertising - Web

Furthermore, ANSA launched a **nine-week** online campaign across 4 of their most visible platforms, while El País ran **400,000 impressions** and the Financial Times **526,315 impressions** of The State of the Union banner in the weeks leading up to the conference.



Nine-week campaign

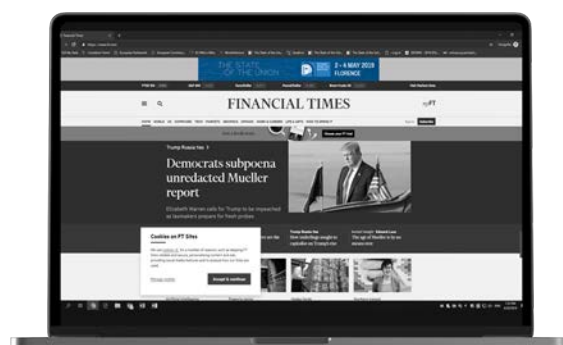
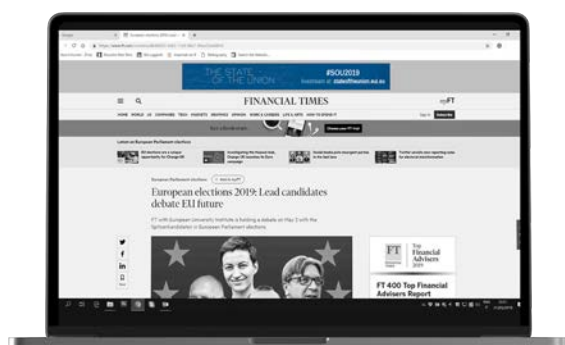


EL PAÍS Impressions: 400,000



FINANCIAL
TIMES

Impressions: 526,315



Press

The State of the Union 2019 was well-attended by the press this year too, with roughly **100** members of the national and local press and **50** members of the international press.

There were [144 articles](#) and reports across a broad range of Italian outlets, including:



la Repubblica **LA NAZIONE**



Internationally, there were [47 articles and reports](#) published some of which were featured in:



POLITICO

Frankfurter Allgemeine
ZEITUNG FÜR DEUTSCHLAND

NewStatesman

Bloomberg

EL PAÍS



Le Monde

The presence of several TV and radio stations was also remarkable, in particular for the [Spitzenkandidaten debate](#), with several foreign, national and local broadcasting companies present at Villa Salviati such as **Euronews**, **RAI**, **Mediaset** and **RTV38**.

The Financial Times in particular covered the conference extensively, publishing an article on the **Spitzenkandidaten debate** before the event, and seven articles in total which mentioned The State of The Union. Our partnership with them as co-hosts of the Spitzenkandidaten debate proved fruitful in boosting awareness and encouraging further media coverage of the debate.

Also popular were the speeches of [Klaus Iohannis](#) and [Jean-Yves Le Drian](#). For Le Drian, a Francophone press conference was held at Palazzo Vecchio on 3 May, which was well attended by the French press, including some journalists travelling from Rome on the day just for it.

For the Italian media, the appearances of political figures such as [Enzo Moavero Milanesi](#), [Enrico Rossi](#), [Andrea Enria](#) and [Giuseppe Conte](#) attracted the most coverage by some distance.

The conference confirmed to be an established and well-recognised event with a strong presence of Florence and Tuscany-based outlets, but with also an increasing participation of the national and international press, in particular with more and more foreign correspondents attending from Rome and Milan.

Social Media

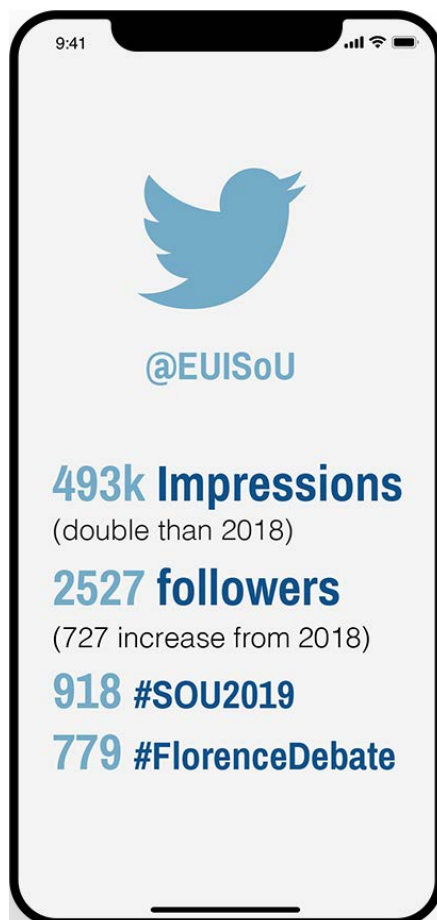
As in previous years, the majority of the conference's social media activities were through the [@EUISoU](#) Twitter account. This account was the most active from the earliest point, and we primarily directed stakeholders' wanting to engage with us here.

Other accounts, such as the EUI Instagram account ([@europeanuniversityinstitute](#)) and EUI Facebook account ([European University Institute](#)) were activated in the final weeks before the conference to optimise its reach.

The EUI Twitter account ([@EuropeanUni](#)) was utilised to direct attention towards the [@EUISoU](#) Twitter by retweeting and posting tweets encouraging people to follow the account. All accounts were constantly promoting the conference and the live-streaming of the Spitzenkandidaten debate, which proved to be very effective.

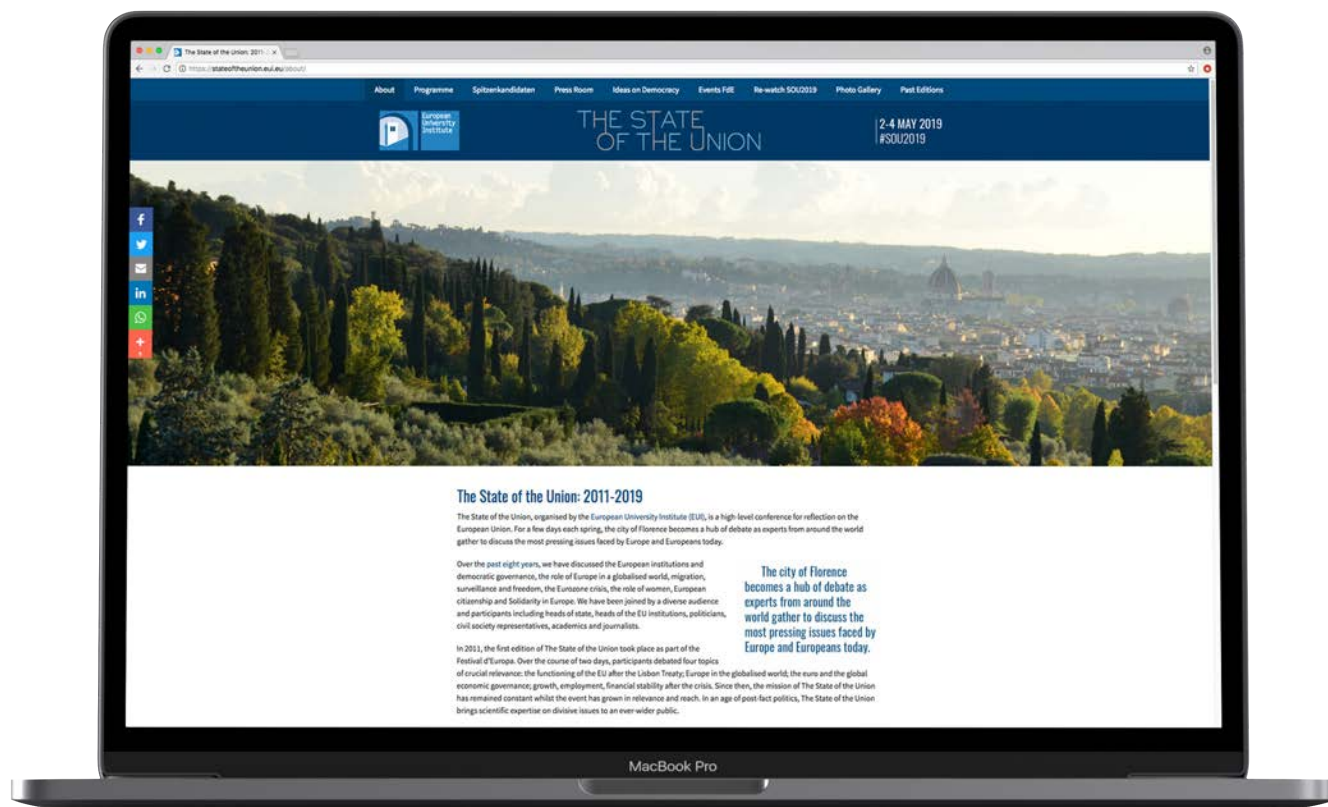
Through paid campaigns on Twitter and Facebook, this year's impact on these platforms was further enhanced. Facebook advertising was highly effective, greatly increasing the page and event views. Twitter advertising equally generated a higher level of engagement.

An innovation this year was the production of social media posters promoting the relevant hashtags and handles and encouraging people to interact with our social media visible at all conference venues. These posters were animated and displayed on screens in between sessions, including the live-stream, and were included in the press packs.



Website

This year The State of the Union website was further enhanced in comparison to previous years and used as a valuable tool to spread the word about the conference, as demonstrated by the impressive figures below.



11,598 Views
2nd May

98,074 Views
(1 March - 14 May)
↑ 66%
than in 2017/18

16,000 Views
Programme page

3,500 - 4,500 Views
Open day, Spitzenkandidaten and
Festival d'Europa pages

PARTICIPATION

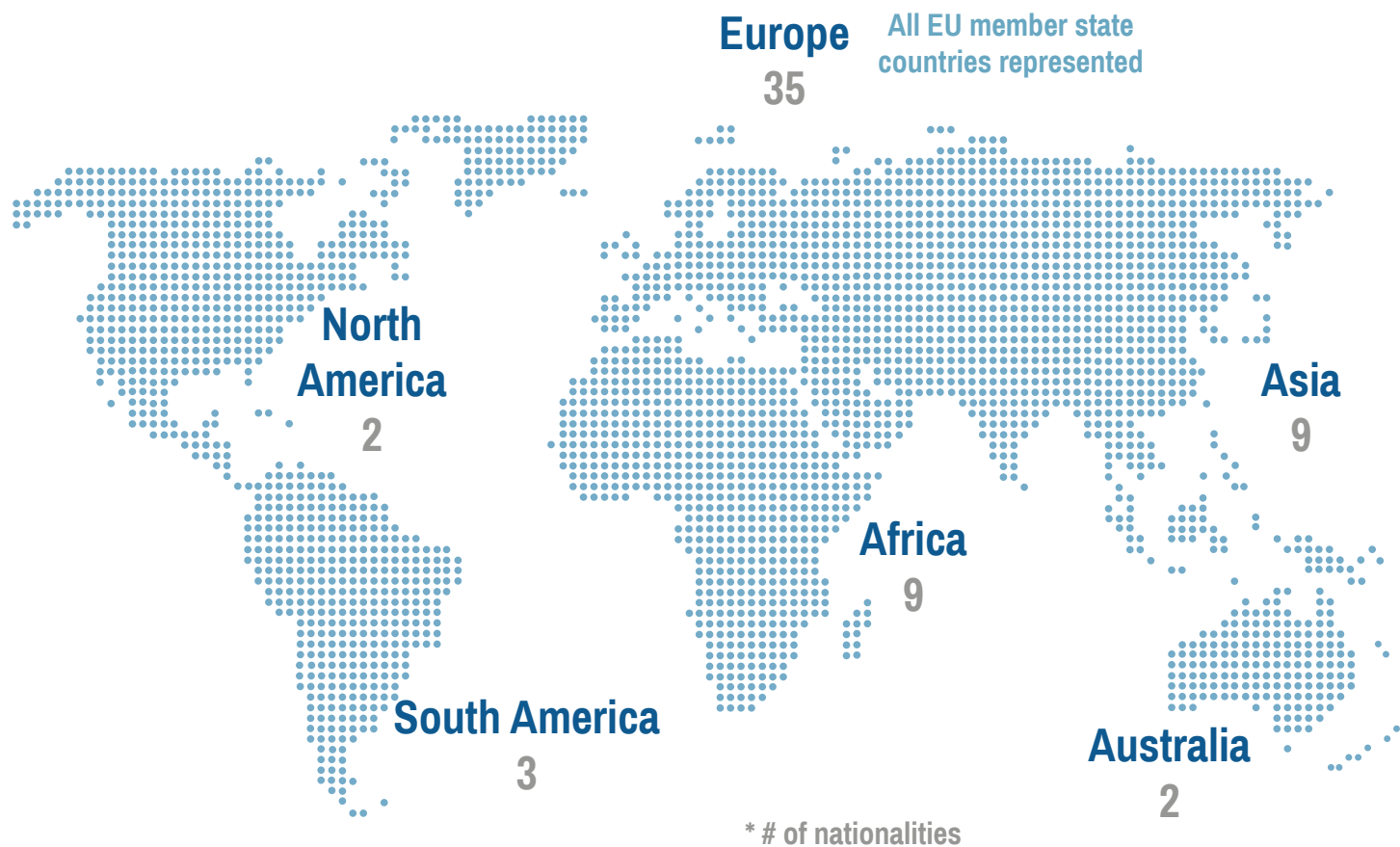
SOU2019 Attendees - Nationalities and Gender

SOU2019 Attendees - Sectors Represented

Attendees comparison 2016-2019

SOU2019 Attendees - Nationalities and Gender

The State of the Union attracted an impressive group of attendees from **6 of the 7 continents** in the world. This led not only to an increase in reach in terms of nationalities represented, but also an improvement on the gender balance of participants compared to 2018.



60 nationalities in total
(54 in 2018)

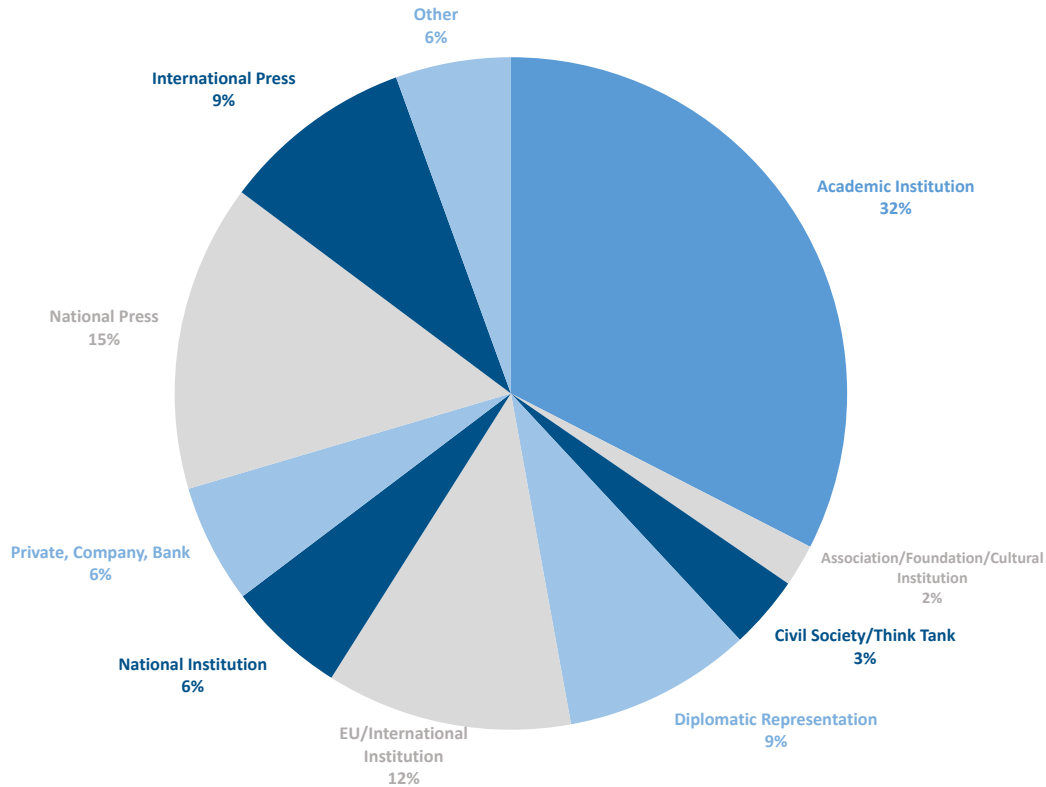
43% Female
(40 % in 2018)

57% Male
(60 % in 2018)

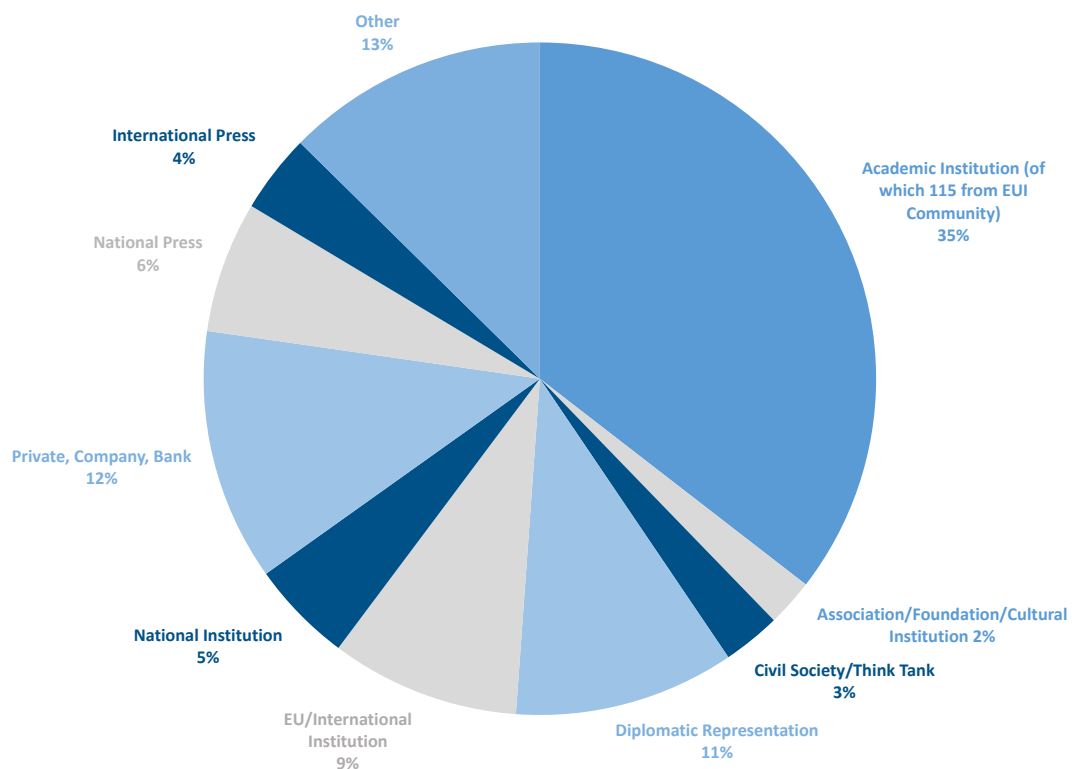
SOU2019 Attendees - Sectors Represented

The State of the Union attracted a wide variety of representatives from academia, the world of policy making, civil society, the press, the private sector and politicians.

2 May - Villa Salviati

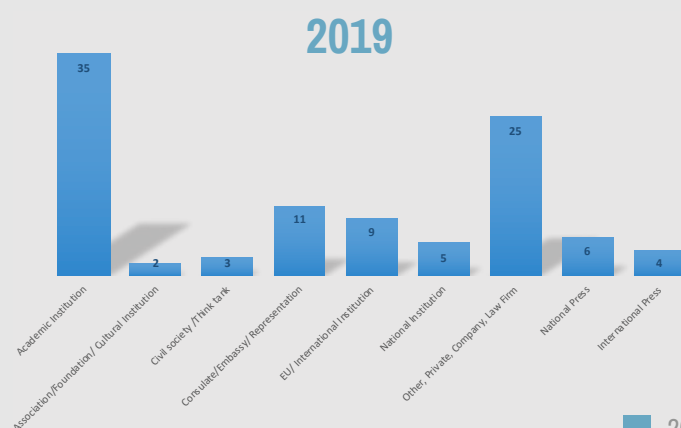
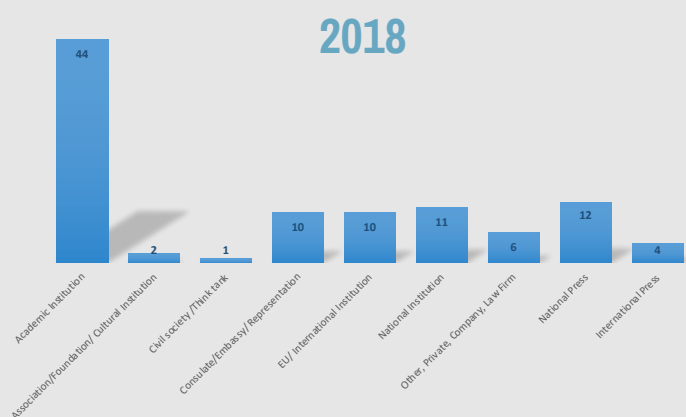
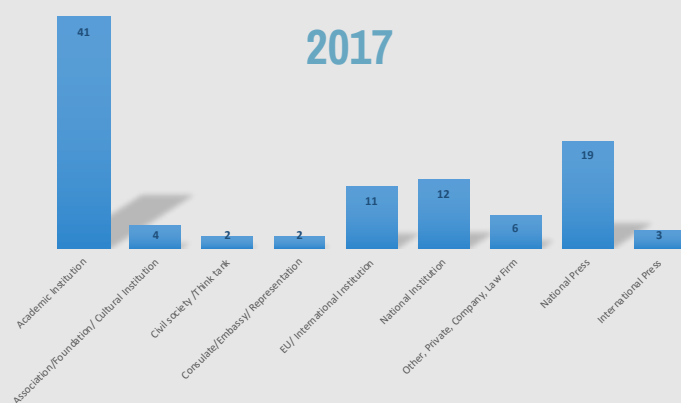
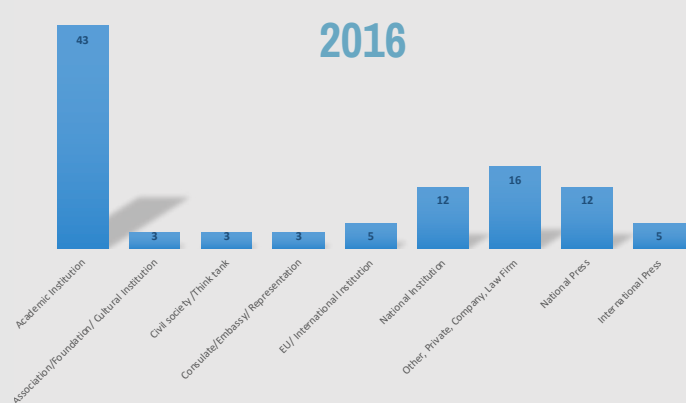
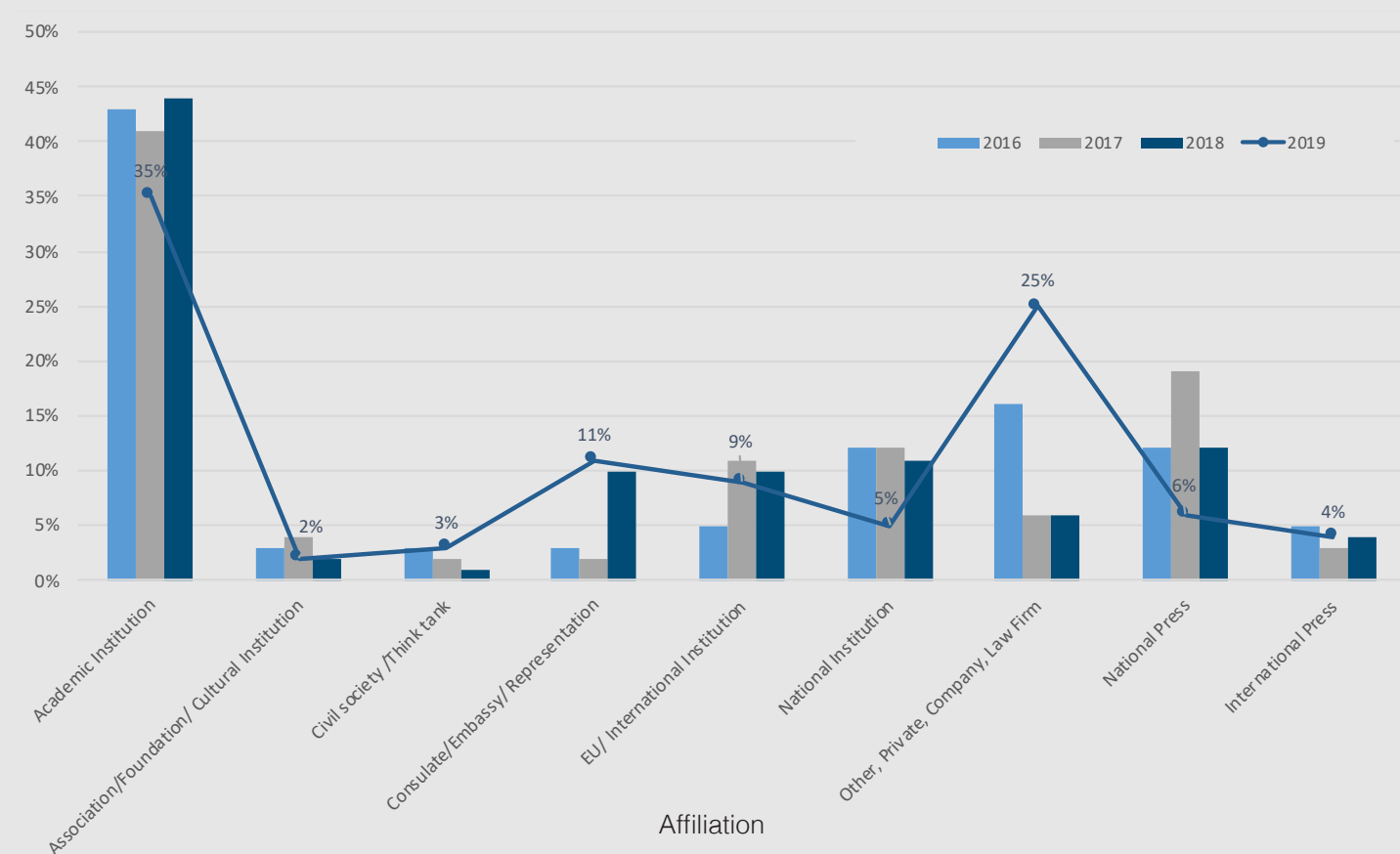


3 May - Palazzo Vecchio



Attendees Comparison 2016-2019

The trend of sectors represented remains relatively solid, though this year we did well to attract a more diverse audience in terms of those coming from the private sector.



PORTE APERTE

SABATO 4 MAGGIO 2019
10:00 - 18:00

As the concluding day of [The State of the Union 2019](#) and in the framework of the [Festival d'Europa](#), Villa Salviati once again opened its doors to the public to showcase the [Historical Archives of the European Union](#) and put on activities for all. The programme of the [Open Day](#) celebrated Europe and its diversity, which is both a symbol and objective of the EU, through exhibitions, guided tours, circus performances, popular dances, food tastings and concerts. The event continues to be a great success as evidenced by the upward trend of visitors over the years.

Attendees



Through [promotional materials](#), the Open Day was advertised with **5 billboards** (6x3m) and **70 posters** (70x100cm) visible around Florence, as well as the distribution of **3200 brochures** and **224 posters** to local schools.



The EUI thanks all of the Open Day [partners](#).

Partners

The State of the Union was coordinated by the [SOU Secretariat](#) based within the Communications Service and received the support of the entire EUI, in particular the Historical Archives of the European Union and the Real Estate and Facilities Service. The State of the Union would not be possible without help of our [partners](#), of which there were very many for this edition, both long-standing and new. We are very grateful to each and every one of them:

Under the patronage of

*Alto Patronato del
Presidente della Repubblica*

Knowledge Partners



EL PAÍS



Frankfurter Allgemeine
ZEITUNG FÜR DEUTSCHLAND

With the contribution of



Technical Partner

In collaboration with



Supporting Partners



The EC supports the EUI through the EU budget

The EC supports the EUI through the EU budget



thistimeimvoting.eu




This year, the **5th edition** of the [Festival d'Europa](#) took place in Florence, from 1 to 10 of May 2019, and was promoted by the **European University Institute** in collaboration with **Regione Toscana, Comune di Firenze and Città Metropolitana di Firenze**. A novel feature of this year's edition was the fact that it was directly organised by the EUI in the context of [The State of the Union](#) 2019 and around the conference's theme "21st Century Democracy in Europe". Coordinating the Festival allowed the EUI to improve the work undertaken in 2018 to offer a wider array of theme-related side events. Over the 10-day period, the Festival d'Europa included a total of **34 events** and welcomed around **14,000 participants**.

In particular, a greater presence of events dedicated to the dialogue between institutions and citizens was observed, many of which promoted interactive debates and opted for roundtable formats with registrations open to the public. During the Festival, some of the most important buildings in Florence echoed the EU's framing of inclusion and democratic participation as integral, core values of our shared future.

With a total of **34**, this year's edition of The State of the Union experienced a steep increase in the number of events orbiting around the conference as part of the [Festival d'Europa](#), when compared to the 2018 edition, which included **10** side events.

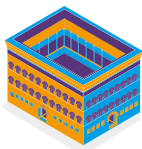
Similarly, this year there was a twentyfold increase in the number of participants from the 2018 edition of The State of the Union's side events, totalling more than **14,000** compared to **700**. Being centrally coordinated, both the Festival d'Europa and The State of the Union benefited from the mutual visibility.

The [full videos](#) of those events live-streamed were uploaded and a [photo gallery](#) highlighting some of the Festival's key moments are available on the website. 

Events

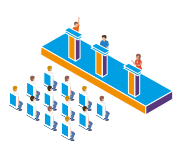
The Festival d'Europa included **21** “**Debating Democracy**” events and **13** “**Cultural, Leisure and Art**” events.

1 - 9 May

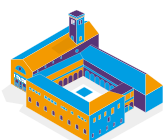


A Dream Called Europe
ANSA and Fondazione Palazzo Strozzi
2000 participants
 Cortile di Palazzo Strozzi, Piazza Strozzi 1, Florence

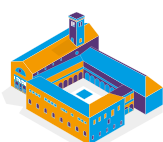
2 May



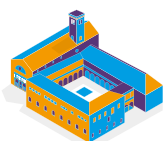
EU - Africa relations and future challenges: Closing the gap between rhetoric and reality?
University of Florence
100 participants
 Building D 15, room 004, University of Florence, Polo di Novoli, Piazza Ugi di Toscana 5, Florence



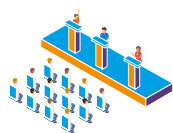
Exploring democracy in the 21st century from the perspective of the past: Can the liberty of the ancients be combined with the liberty of the moderns?
EUI, Max Weber Programme
15 participants
 Seminar Room 2, Badia Fiesolana, EUI, Florence



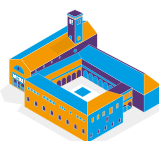
Punching above its weight? European Parliament's diplomacy in support of democracy in the EU's Eastern Neighbourhood since 2014
Directorate General for External Policies, European Parliament and RSCAS, EUI
20 participants
 Emeroteca, Badia Fiesolana, EUI, Florence



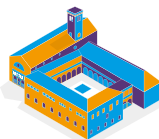
How should education approach the European project in a rapidly changing world? - 30 years of Jean Monnet Activities
Directorate General EAC, European Commission and the EUI
70 participants
 Refettorio, Badia Fiesolana, EUI, Florence



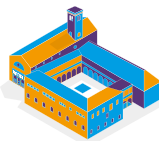
Trust in the single market? The case of the EU emissions trading
FSR Climate, RSCAS, EUI and European Association of Environmental and Resource Economists (EAERE)
40 participants
 Sala Europa, Villa Schifanoia, EUI, via Boccaccio 121, Florence



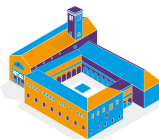
Launch of the Voting Advice Application 'euandi2019'
Robert Schuman Centre for Advanced Studies, EUI
510 participants
 Sala del Camino, Villa Salviati, Florence



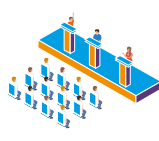
For an ever more democratic European Union
HAEU Educational Programme and Città Metropolitana di Firenze
67 participants
 Sala Alcide de Gasperi, Villa Salviati, Florence



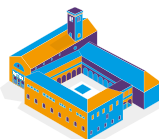
Space and democracy
HAEU and European Space Agency
51 participants
 Sala Alcide de Gasperi, Villa Salviati, Florence



Non-majoritarian institutions under political pressure
EUI, Max Weber Programme
4 participants
 Seminar Room 2, Badia Fiesolana, EUI, Florence



Towards a circular economy: European ambitions and local contributions to improve the lives of citizens
Tuscany Region
101 participants
 Presidency, Palazzo Guadagni Strozzi Sacratì, Sala Pegaso, Piazza Duomo 10, Florence



Il Futuro della democrazia
Fondazione Ernesto Balducci
60 participants
 Emeroteca, Badia Fiesolana, EUI, Florence



Quale genere di democrazia? Un dialogo sulle diversità
EUI, Engaged Academics and EuropeDirect
50 participants
 Sala Ketty La Rocca, Le Murate Progetti Arte Contemporanea, Florence

Events

The Festival d'Europa included **21** “**Debating Democracy**” events and **13** “**Cultural, Leisure and Art**” events.

3 May



40 Years of European Parliament Direct Elections - Exhibition

Historical Archives of the European Union

200 participants

Cortile di Michelozzo, Palazzo Vecchio, Piazza della Signoria, Florence



Three Priorities for EU Climate Action in the Coming Five Years - Online Debate

School of Transnational Governance (STG) and Florence School of Regulation (FSR), EUI

60 participants

Online

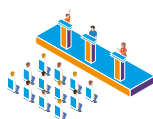


Illiberal challenges to the future of the political union

Institute of Human Sciences (IWM), Vienna

40 participants

Sala di Lorenzo il Magnifico, Palazzo Vecchio, Florence

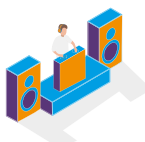


Stavolta Voto! L'Europa, non solo un esempio di globalizzazione riuscita, ma un baluardo di pace, rispetto dei valori e diritti democratici - Citizens Dialogue on Human Rights

Tuscany Region

67 participants

Presidency, Palazzo Guadagni Strozzi Saccati, Sala Pegaso, Piazza Duomo 10 - Florence



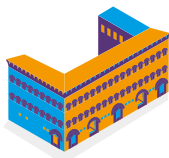
La Fura dels Baus - Free Bach 212

Fabbrica Europa

700 participants

Stazione Leopolda, Viale Fratelli Rosselli 5, Florence

4 May



Microcosm and macrocosm: the legacy of Leonardo in the children's hospital

Meyer Children's Hospital, Meyer Foundation, European Children's Hospitals Organisation (ECHO), Carano 4 Children

60 participants

Sala Luca Giordano, Palazzo Medici Riccardi, Florence



Open Day at Villa Salviati

Historical Archives of the European Union

4900 participants

Villa Salviati, EUI, Florence

5 May



Wim Vandekeybus / Ultima Vez - TrapTown

Fabbrica Europa

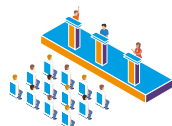
700 participants

Teatro della Pergola, Via della Pergola 12/32, Florence

Events

The Festival d'Europa included **21** “**Debating Democracy**” events and **13** “**Cultural, Leisure and Art**” events.

6 May



Territorial Processes and Community Participation: the Democratic Lesson of the European Landscape Convention

University of Florence

50 participants

Sala Rossa, Villa Ruspoli, Piazza Indipendenza 9, Florence



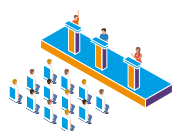
“A Scuola d'Europa - Piccoli Ambasciatori: Confronto e Gioco” - PON sulla Cittadinanza Europea

Istituto Comprensivo Statale Ghiberti

50 participants

Sala Luca Giordano, Palazzo Medici Ricardi, Florence

7 May

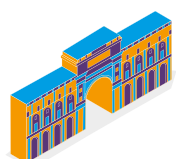


Little Fun Palace

Fabbrica Europa and EUI Engaged Academics

75 participants

PARC Performing Arts Research Centre, Piazzale delle Cascine 4/5/7, Florence



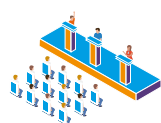
Erasmus4ever and Erasmus4Future - Infopoint

Erasmus+ National Agencies INDIRE, INAPP and ANG

700 participants

Piazza della Repubblica, Florence

8 May

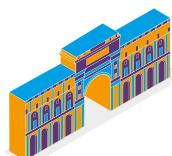


Mindfulness for Digital Era 4.0

TLEX and The Student Hotel

50 participants

The Student Hotel Lavagnini, Via Spartaco Lavagnini 70-72, Florence

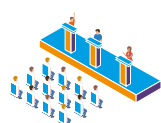


Erasmus4ever and Erasmus4Future - Erasmus Ambassadors for a Day

Erasmus+ INDIRE, Agence Erasmus+ France Education & Formation and University of Florence

1200 participants

Universities, schools and institutions and Piazza della Repubblica, Florence

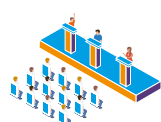


Back to University with EC

University of Florence

25 participants

Aula Magna, Plesso Didattico Morgagni, University of Florence



Erasmus4ever and Erasmus4Future – Concert by Erasmus+

Erasmus+ INDIRE

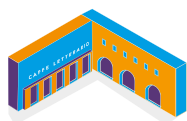
300 participants

Chiesa di Santo Stefano al Ponte, Piazza Santo Stefano 5, Florence

Events

The Festival d'Europa included **21** “**Debating Democracy**” events and **13** “**Cultural, Leisure and Art**” events.

9 - 10 May



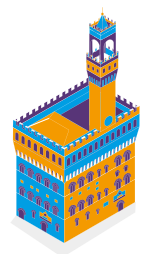
Notte Blu

Europe Direct Firenze and Fondazione Sistema Toscana

350 participants

Complesso delle Murate, Florence

9 May

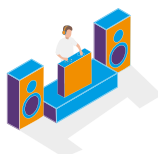


United in diversity – Erasmus4ever and Erasmus4Future - Conference

Erasmus+ Italian National Agencies INDIRE, INAPP and ANG and Agence Erasmus+ France Education & Formation

320 participants

Salone dei Cinquecento, Palazzo Vecchio, Piazza della Signoria, Florence



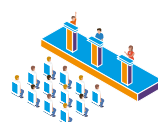
Michel Portal and Théo Ceccaldi – Concert

Fabbrica Europa

120 participants

Teatro della Pergola, Via della Pergola 12/32, Florence

10 May



The Role and Powers of the European Parliament in the Legal Perspective: Representativeness and Principle of Democracy

University of Florence

120 participants

Villa Ruspoli, Piazza Indipendenza 9, Florence



Global March for Human Rights

Tuscany Region and Oxfam Italia Intercultura

700 participants

From Piazza d'Azeglio to Piazza Santa Croce, Florence

Speakers

The events of the Festival d'Europa 2019 involved around **150 speakers** representing many different sectors, geographical locations, age and gender. Amongst the many speakers, Florence was delighted to welcome some prominent institutional representatives, including the following:



**Stefano
Manservigi**

Director-General,
DG DEVCO,
European
Commission



Martina Lubyová

Minister for
Education, Slovakia



**Lorenzo
Fioramonti**

Vice Minister,
Italian Ministry
of Education,
Universities and
Research



Pietro Ducci

Director General
for External
Policies of the
Union and Director
for Democracy
Support, European
Parliament



Jan Wörner

Director General,
European Space
Agency



**David-Maria
Sassoli**

Vice-President
of the European
Parliament



Enrico Rossi

President of
Tuscany Region
and Member of
the European
Committee of the
Regions



Emma Bonino

Member of
Italian Senate,
former European
Commissioner



Alberto Zanobini

CEO, Meyer
Children's Hospital
and President,
European
Children's Hospitals
Organisation
(ECHO)



Luigi Dei

Chancellor,
University of
Florence

Communication

The Festival d'Europa had an extensive communication plan consisting of [promotional materials](#) including **5 billboards** (6x3m), **70 adverts** (70x100cm) and **160 posters** (A3) visible around Florence at tourist hot-spots, institutional venues, all of our partners' HQs, Universities and public spaces.



Press

The Festival d'Europa attracted a high level of [media attention](#), from a variety of news outlets. ranging from articles online and in print, to TV and radio reports. In terms of online coverage, with respect to the number of activities organised. there was an increase of in the ratio of articles published per event, with **2.8 for 2019** as opposed to **1.6 for 2017**.



Articles (on the web)

95



Tv/Radio

40



Newspapers

41

Partners

The organisation of the Festival d'Europa would not have been possible without the contribution of our partners. This year's edition of the Festival d'Europa saw a stark increase in [partners](#) taking part with a total of **37** compared to **12** in 2015 and **17** in 2017:

Promoted by



Partners



In collaboration with



