

10th 2011-2021
ANNIVERSARY

THE
STATE
OF
THE
UNION

**EUROPE IN A
CHANGING WORLD**

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

FINAL REPORT

EXECUTIVE SUMMARY

SOU2021 A Hybrid Edition

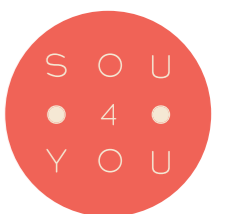
10,000 virtual participants from **146 countries** joined the 2021 edition and tenth anniversary of *The State of the Union*, the EUI's annual summit for high-level reflection on the European Union on **6 and 7 May 2021**. For the first time in its history the event adopted a hybrid format with **44 sessions** taking place on stage in the EUI's custom-built production studio and online for a virtual global audience.

The theme **"Europe in a Changing World"** fostered high-level debate discussion and audience engagement on 8 key topics: [Artificial Intelligence](#), [Climate](#), [Geopolitics](#), [Global Economy](#), [Multilateralism](#), [Peace and Human Rights](#), [Public Health](#) and [Strategic Autonomy](#). The programme also included **11 Fringe Events** organised by The State of the Union's partners and internal and external stakeholders.

161 speakers of **44 nationalities** shared their expertise including [Josep Borrell Fontelles](#), High Representative of the Union for Foreign Affairs and Security Policy and Vice President for a Stronger Europe in the World, European Commission, [Kristalina Georgieva](#), Managing Director, International Monetary Fund, [Christine Lagarde](#), President, European Central Bank, [Ngozi Okonjo-Iweala](#), Director-General, World Trade Organisation, [Edi Rama](#), Prime Minister, Albania, [Frans Timmermans](#), Executive Vice-President for the European Green Deal, European Commission, [Margrethe Vestager](#), Executive Vice-President for A Europe Fit for the Digital Age, European Commission, [Vangelis Vitalis](#), Deputy Secretary, Trade and Economic Affairs, New Zealand and [Ursula von der Leyen](#), President, European Commission.

The event generated substantial attention in the international and national press with over **200 clippings** in top-tier media. [ANSA](#), [Euronews](#), [Financial Times](#) and [Frankfurter Allgemeine Zeitung](#), the conference's Media Partners, covered the event closely with in-depth articles, on-site interviews and video reports. Awareness of the event was amplified by a strong social media campaign which led to an impressive increase in visibility evidenced by Twitter, Facebook and LinkedIn serving as the three top traffic sources to the [website](#) and livestream. The social media campaign consisted of **513 posts** and, for the first time in 10 years, resulted in **2.9M impressions**.


The 2021 edition of The State of the Union (**SOU2021**) concluded with a special in-person event [#SOU4YOU – Bringing the State of the Union Closer to Citizens](#) at the [Roman Theatre in Fiesole](#) on the afternoon of **8 May**. Co-funded by the European Union, the initiative engaged civil society and young people in discussion on pertinent political topics including climate, gender equality, artificial intelligence, public health and integration. The [programme](#) of panel debates, audience Q&A, music and theatre drew almost **500 in-person participants** while the homepage where the event was livestreamed received over **2900 views**. As one of the first in-person events in Tuscany following 14 months of COVID-19 restrictions, [#SOU4YOU](#) contributed to the opening of the summer season of culture and set a precedent of inclusion for events to come.



Read the
[#SOU4YOU report](#)


10,000
PARTICIPANTS



146
COUNTRIES


2 DAY
PROGRAMME

200
CLIPPINGS
in top tier media

8 TOPICS

2.9M
IMPRESSIONS


513
SOCIAL MEDIA
POSTS

44 SESSIONS


3 PARALLEL STREAMS

45
RECORDING HOURS


161
SPEAKERS
from 44 countries


24 PARTNERS

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SCIENTIFIC COMMITTEE

The Scientific Committee is composed of influential experts and academics from the EUI community who shape the content of the conference from start to finish. The Committee is responsible for designing the programme, inviting speakers and ensuring the scientific quality of sessions.



Giacomo Calzolari
Professor of Economics
EUI



Bernard Hoekman
Robert Schuman Chair and Dean
of External Relations
EUI



Madeleine de Cock Buning
Professor, School of Transnational
Governance
EUI



Marco Incerti
Director, Communications Service
EUI



Renaud Dehousse
President
EUI



Sarah Nouwen
Chair and Professor of Public
International Law
EUI



Jos Delbeke
European Investment Bank Climate
Chair and Professor, School of
Transnational Governance
EUI



George Papaconstantinou
Professor of International
Political Economy and Director
of Executive Education, School of
Transnational Governance
EUI



Marco Del Panta
Secretary General
EUI



Alexander Stubb
Director, School of Transnational
Governance
EUI



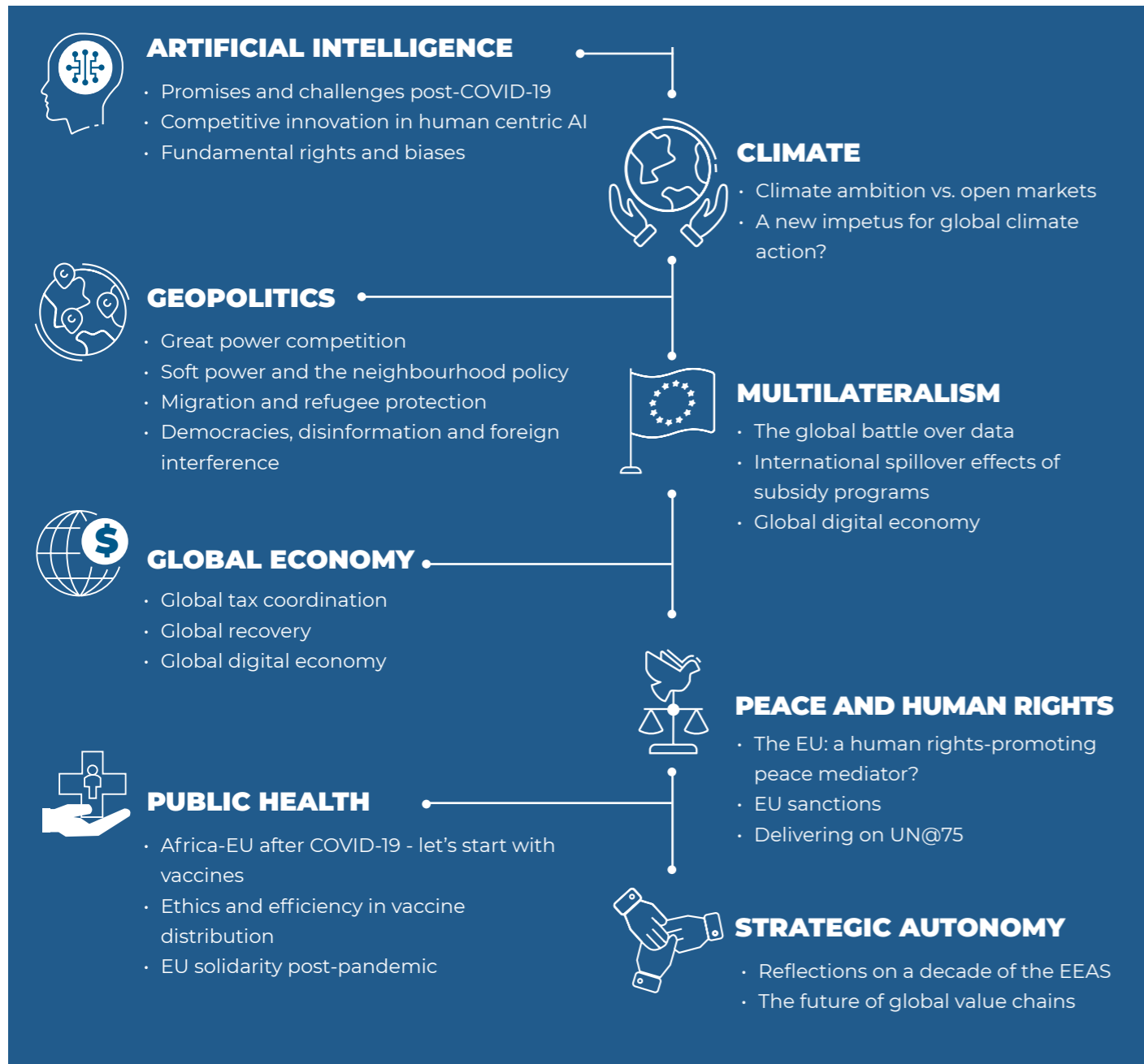
Philipp Genschel
Joint Chair in European Public Policy,
Department of Social and Political Sciences and
Robert Schuman Centre
EUI

CONTENT

PROGRAMME

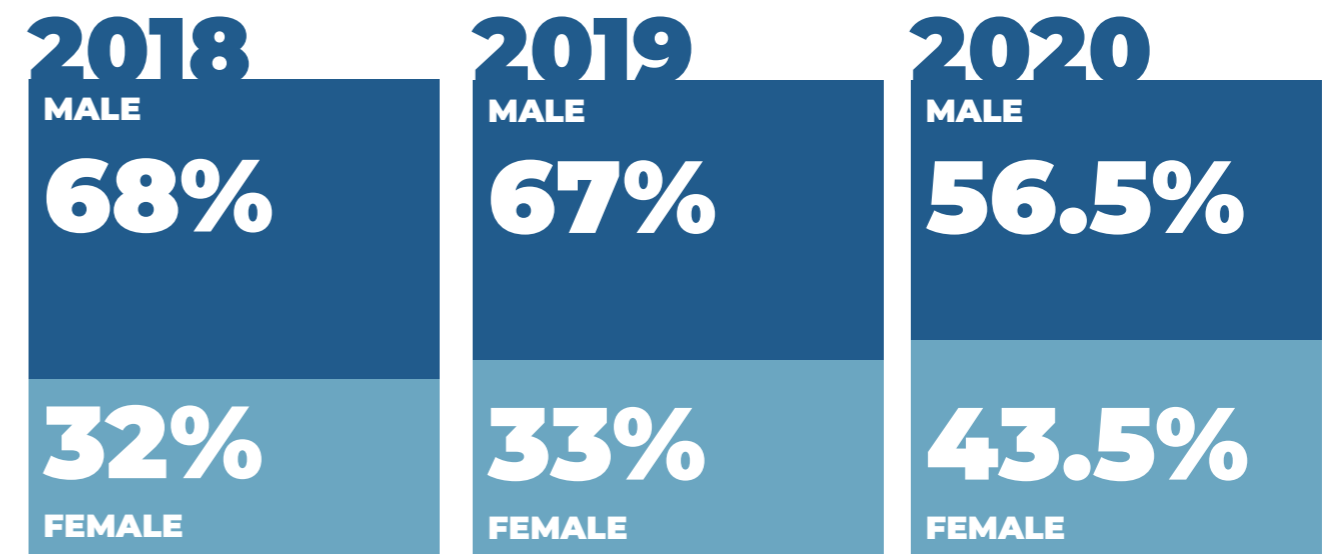
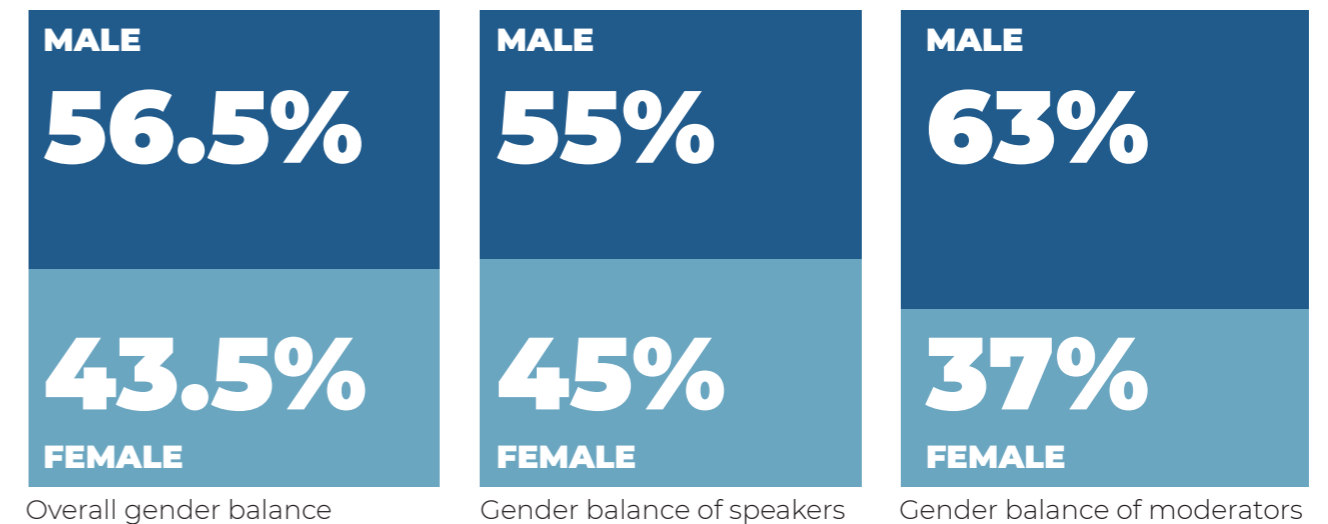
The programme, which totalled **44 sessions** and **45 recording hours**, was concentrated on **6 May** in **3 parallel streams** giving viewers an extensive choice of hybrid and online sessions. **7 May** was focussed on **1 stream** with the majority of sessions taking place in the EUI's production studio.

“Europe in a Changing World,” the overarching **theme** of the 2021 edition, sought to address the challenges and opportunities for Europe amidst rising concerns over global commons and the climate emergency, a shifting economic and geopolitical power balance, major challenges to multilateralism and the ongoing global battle against COVID-19. While sessions were grouped thematically to foster in-depth analysis from different perspectives and disciplines, the interconnected nature of many of the issues shone through in the discussions.



SPEAKERS

161 speakers, including moderators, represented academia, government, national and EU institutions, transnational organisations, civil society, the private sector and the international press. Diversity of opinion is a central tenet of The State of the Union and a key driver when it comes to selecting speakers. Women constituted **43.5%** of the speakers highlighting a wealth of **female policy expertise**, often underrepresented at high-level policy events. **44 nationalities** were represented resulting in a global meeting of minds and expertise rooted in different contexts.



Year on year comparison: gender balance of speakers

SPEAKER HIGHLIGHTS



Vincenzo Amendola
Undersecretary of State for European Affairs
Italy



Kristalina Georgieva
Managing Director
International Monetary Fund



Edi Rama
Prime Minister
Albania



Francisco André
Secretary of State for Foreign Affairs
and Cooperation
Portugal



Werner Hoyer
President
European Investment Bank



Ayşe Cihan Sultanoğlu
Assistant Secretary-General
United Nations



Josep Borrell Fontelles
High Representative of the Union for
Foreign Affairs and Security Policy and Vice
President for a Stronger Europe in the World,
European Commission



Christine Lagarde
President
European Central Bank



Frans Timmermans
Executive Vice-President for the
European Green Deal
European Commission



Thierry Breton
Commissioner for Internal Market
European Commission



Luigi Di Maio
Minister of Foreign Affairs
and International Cooperation
Italy



Margrethe Vestager
Executive Vice-President for A Europe
Fit for the Digital Age
European Commission



Mariya Gabriel
Commissioner for Innovation, Research,
Culture, Education and Youth
European Commission



Mairead McGuinness
Commissioner for Financial
Services, Financial Stability
and Capital Markets Union
European Commission



Vangelis Vitalis
Deputy Secretary, Trade and
Economic Affairs
New Zealand



Christina Gallach Figueras
State Secretary for Foreign Affairs and
for Ibero-America and the Caribbean
Spain



Ngozi Okonjo-Iweala
Director-General
World Trade Organisation



Ursula von der Leyen
President
European Commission



FRINGE EVENTS

The programme also included **11** Fringe Events **sessions** organised by The State of the Union's partners and internal and external stakeholders which were intellectually independent from the main programme. Fringe Events were broadcast on **6 May** on a dedicated stream from 09:00 to 21:30.

The **focus of the panels** reflected the expertise and networks of the lead organisations, offering in-depth analysis on specific issues relating to **"Europe in a Changing World"** Among the topics covered were:

- Alliances for better protecting the rule of law and civic space in the EU
- EU-African digital partnership in a changing world
- The role of modal shift in achieving transport decarbonisation objectives
- EU, China and US on their way to carbon neutrality: will their implementation strategies converge?
- 80 Years on – is the Ventotene Manifesto still relevant for today's Europe?
- The social contract in Europe after the pandemic, will the pendulum swing back?
- Engaging Iran – European and transatlantic perspectives on the JCPOA and security in the Gulf
- Trends and shifts in Global Governance and the role of the EU
- Sustainable and ethical banks in the European Union
- The Geopolitics of EU Enlargement and Democracy
- 'Please unmute yourself' – How to amplify European voices



Full Fringe Events Programme



Re-watch all conference sessions



View event highlights in the photogallery

Lead organisations



SPEAKER HIGHLIGHTS

Speakers included ministers, MEPs, business leaders, policy makers, academics, journalists and civil society activists.



Khalid Azizuddin
Journalist
Responsible Investor



Srdjan Cvijic
Senior Policy Analyst
Open Society European Policy Institute



Gwendoline Delbos-Corfield
MEP and Vice-President of Greens/EFA
European Parliament



Florence Gaub
Deputy Director
EU Institute of Security Studies



Dorothy Gordon
Chair, Information for All Programme
UNESCO



Valerie Hopkins
South-East Europe Correspondent
Financial Times



Piia Karjalainen
Secretary General
Mobility as a Service Alliance



Onica N. Makwakwa
Head of Africa, Alliance for Affordable Internet
World Wide Web Foundation



Duan Maosheng
Professor and Director
China Market Centre



Seyed Mohammad-Kazem Sajjadpour
Deputy Minister of Foreign Affairs
Islamic Republic of Iran



Jacques van den Broek
CEO
Randstad



Ivan Vevjoda
Permanent Fellow
Institute for Human Sciences

THE FIRST HYBRID EDITION

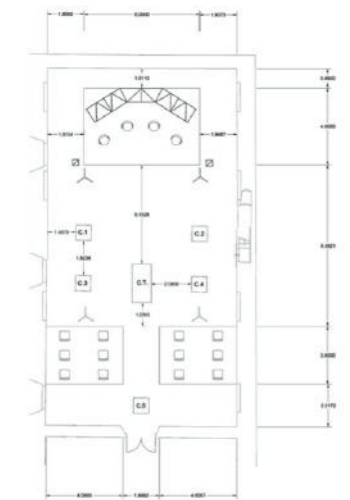
PRODUCTION

The defining feature of **SOU2021** was a state-of-the-art **TV production setting**. A custom-built production studio framed by a 17th century fresco was set up at the EUI 10 days before the conference. This facilitated hybrid sessions where one or more speakers in a session took to the stage in-person. A production team of production and digital experts from across the EUI and external technicians ensured the smooth delivery of this new format.

Stage design



Floor plan



This format contributed significant added value to the conference from a visual point of view for the virtual audience and attracted several speakers to Florence including [Edi Rama](#), the Prime Minister of Albania.



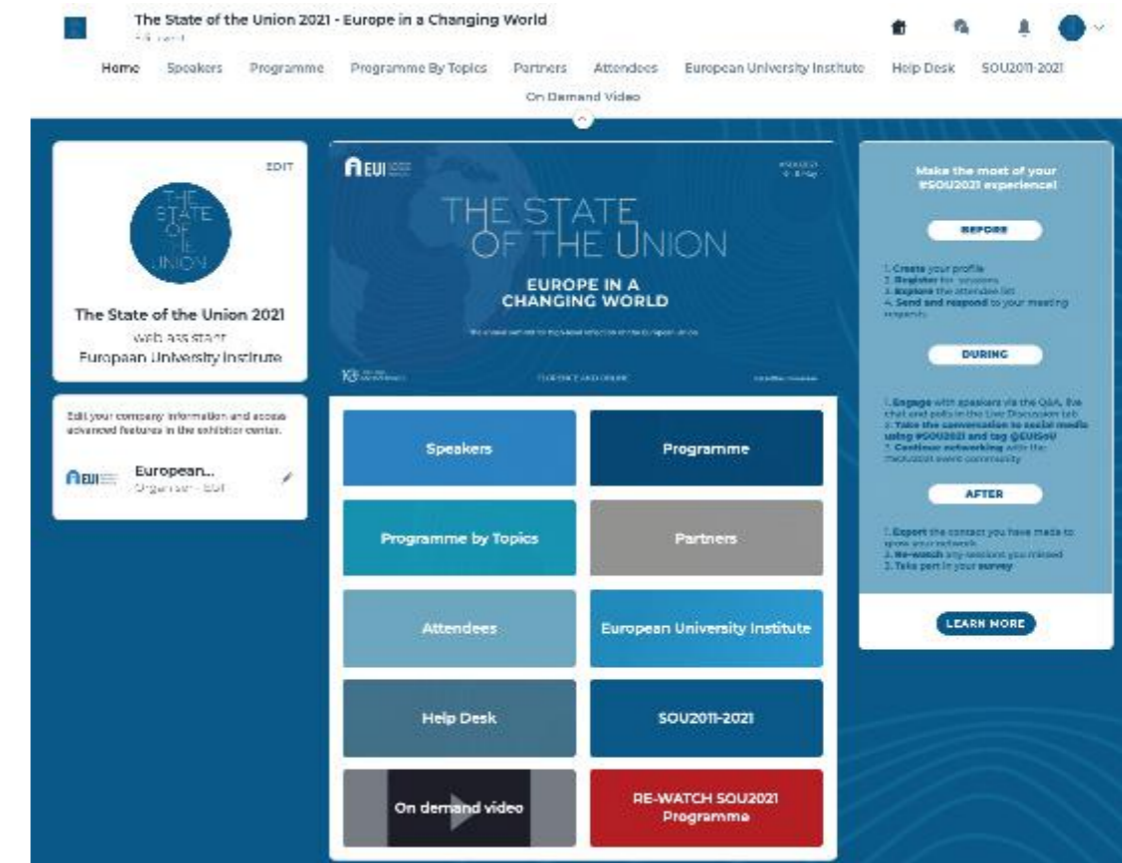
The stage also served to host EUI Fellows, PhD researchers and Masters students who posed questions to high-level speakers including [Margrethe Vestager](#), [Ngozi Okonjo-Iweala](#) and [Bengt Holmström](#) who were projected onto the LED wall. This dynamic hybrid approach and the inclusion of younger experts in the programme showcased the questions of the policy makers of tomorrow and highlighted the context of the EUI as leading global research institute.



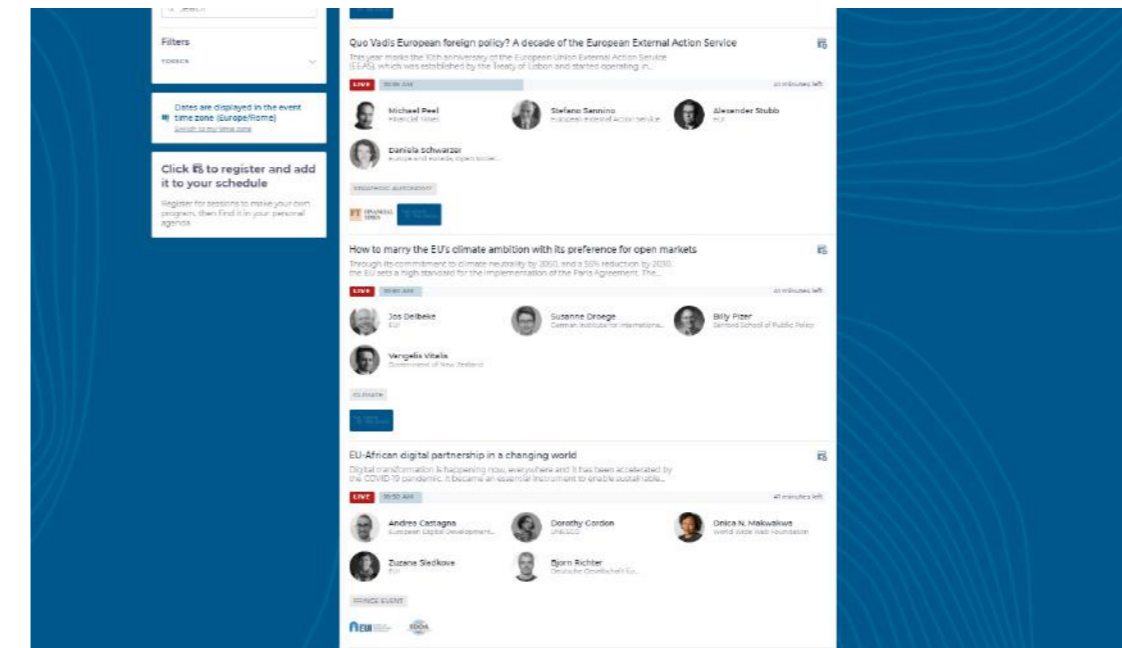
DIGITAL EVENT PLATFORM

Virtual participants of the conference accessed the event from two separate platforms. The livestream audience joined via the [SOU2021 website](#) while the specialised audience, identified experts on the 8 topics of the conference, was invited to take part via Swapcard, the leading digital event platform for online, hybrid and in-person events. This guaranteed a state-of-the-art experience and elevated engagement and networking opportunities with speakers and fellow participants.

Digital event platform homepage

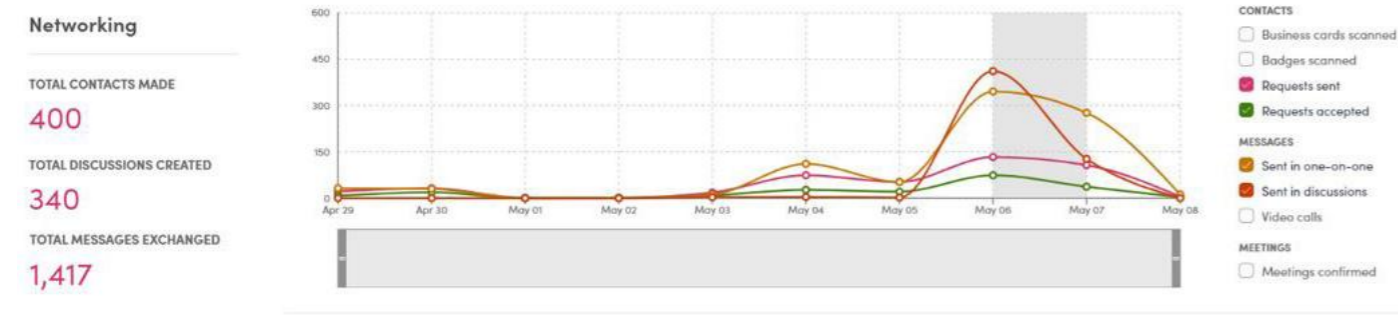


Programme



Networking

The platform fostered a dynamic and networked event community through smart matchmaking powered by artificial intelligence that analysed and matched the profiles of participants based on their expertise. Participants were invited to join the virtual space two weeks before the start of the conference allowing them to begin networking before, during and after the event. In the pre-event period participants also accessed exclusive content from partners and created their personalised event calendar.



Audience engagement

Sessions were underpinned by a high level of audience live discussion via interactive tools such as Q&As, polls and chats. Audience engagement was highly enhanced thanks to the role of EUI content moderators who managed the chat and fed the best and most relevant questions and poll results to the moderator throughout the panel.

Content moderators welcomed the audience of each session in the live chat and signposted them to the interactive tools.

The State of the Union 2021 - Europe in a Changing World

Home Speakers Programme Programme By Topics Partners Attendees European University Institute Help Desk SOU2011-2021

On Demand Video

Information

This presentation will report on the results of the April 2021 wave of the EU-YouGov European Solidarity Survey and compare them to previous years. Did COVID-19 enhance or erode trust in national governments? Did it boost or undermine public support for the EU and for European integration? How did it affect the willingness to share resources – money, medical equipment, intensive-care beds, or vaccines – across European borders? How did...

Presenters

- Philipp Genschel**
Joint Chair in European Public Policy, Department of Social and... EUI
- Anton Hemerijck**
Chair in Political Science and Sociology EUI
- Mohamed Nasr**
Ph.D. Candidate, Department of Political and Social Sciences EUI

Attendees

- Ragha Abushahia**
Protection and Neutrality UNRWA
- Chiara Adamo**
- Astrid Amodeo**
Columnist Magazine LiguriaToday

Live discussion

Chat Questions Polls

Flaviana Vitian: How do you explain the fact that France is low on wanting vaccinations but high on wanting vaccinations to be compulsory (if I read your graphs correctly)?

Flaviana Vitian: I agree with the point that vaccination and pandemic restrictions are highly politicized. This is particularly true in Romania! People blame the government for everything! Many see both vaccination and restrictions as imposed from above! It's sad, but true.

Thank you!

Write a message...

The State of the Union 2021 - Europe in a Changing World

Home Speakers Programme Programme by Topics Live Sessions Partners Attendees European University Institute Help Desk

SOU2011-2021

EUROPE IN A CHANGING WORLD

Quo Vadis European foreign policy? A decade of the European External Action Service

Thursday, May 6, 2021 10:35 AM to 11:35 AM

STRATEGIC AUTONOMY

ENTER FULL SCREEN

Information

This year marks the 10th anniversary of the European Union External Action Service (EEAS), which was established by the Treaty of Lisbon and started operating in January 2011. Since then, the European Union's diplomatic service has been helping the EU's foreign affairs chief carry out the Union's Common Foreign and Security Policy and played a unique role as the interface between Europe and the wider world. But the record of this first decade of operation...

You may also like

Delivering on UN@75: towards a reinvigorated multilateralism for the...

Speakers

- Alexander Stubb**
Director, School of Transnational Governance EUI
- Stefano Sannino**
Secretary General European External Action Service

Live discussion

Chat Questions Polls

Flaviana Vitian: Question: As Alexander Stubb put it, the EU seems to be too tolerant with China... and I'll add so right with Russia... Could one of you say something about the external relations with Russia, how important are they for the EU?

enlla molina-morad: Thank you for participating to our session on 'A Decade of the European External Action Service', and apologies if we could not pass all questions received. And of course stay tuned for the next session!

Write a message...

Live poll results were discussed in real time during the sessions. Speakers' statements could be supported or challenged by audience opinion bringing in a level of democratic interaction and offering speakers the opportunity to reply directly to the audience.

The State of the Union 2021 - Europe in a Changing World

Home Speakers Programme Programme by Topics Live Sessions Partners Attendees European University Institute Help Desk

SOU2011-2021

EUROPE IN A CHANGING WORLD

A new impetus for global climate action?

Friday, May 7, 2021 9:35 AM to 10:25 AM

CLIMATE

ENTER FULL SCREEN

Information

Introduction by Jos Delbeke

Conversation between Piliata Clark and Frans Timmermans

The EU adopted ambitious climate targets that will be implemented through its Green Deal policy. At the 2020 UN General Assembly, China declared its intention to become carbon neutral by 2060. Since then, similar ambitious targets were adopted by Korea, Japan, South...

You may also like

- Trends and shifts in global governance and the role of the EU Thu, May 6, 2021 5:55 PM
- Regulating the global digital economy: What role for international cooperation? Thu, May 6, 2021 7:50 PM
- What is the future of global value chains? Fri, May 7, 2021 11:30 AM
- Sustainable and Ethical Banks in the European Union Thu, May 6, 2021 6:55 PM
- Is Europe Falling Behind in the Global Digital Economy? Fri, May 7, 2021 4:15 PM

Speakers

- Jos Delbeke**
European Investment Bank Climate Chair and Professor, School of... EUI
- Piliata Clark**
Associate Editor and Business Columnist Financial Times
- Frans Timmermans**
Executive Vice-President for the European Green Deal European Commission

Attendees

- Chiara Adamo**
Head of Unit European Commission
- Netta Ahituv**
- Ilham Akbarov**

Live discussion

Chat Questions Polls

China will be carbon neutral:

11 minutes ago

- 50% By 2060
- 8% Before 2050
- 42% Never

24 votes · 3 days left

The EU's pledge to cut emissions 55% by 2030 will be:

11 minutes ago

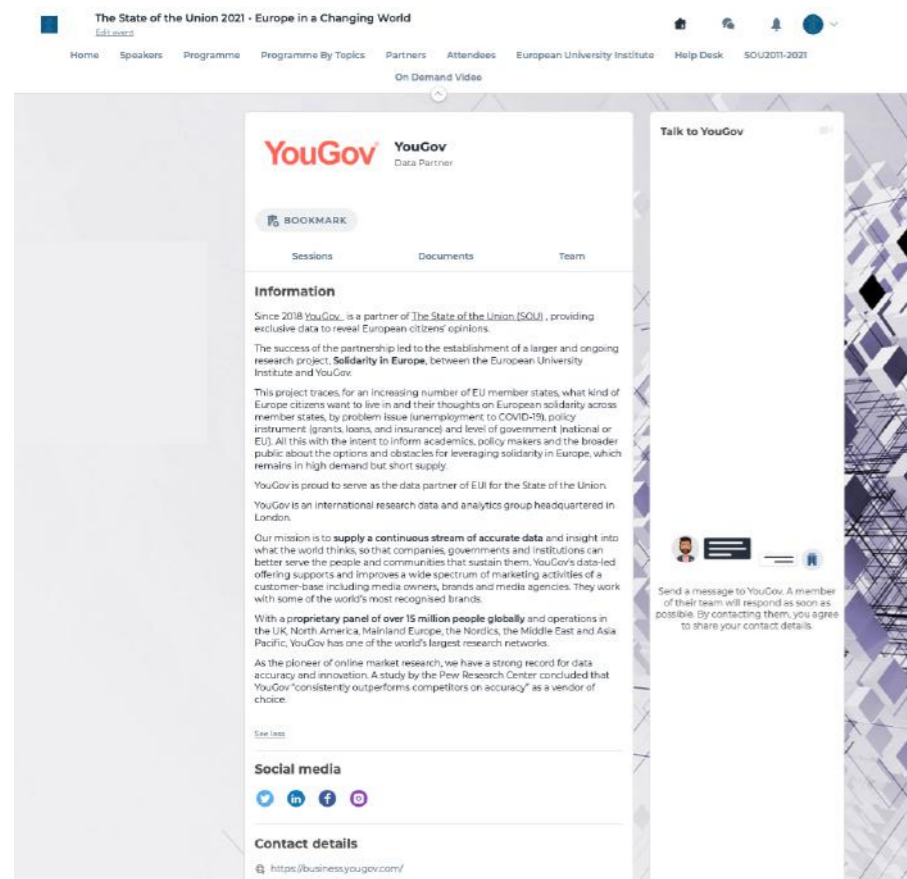
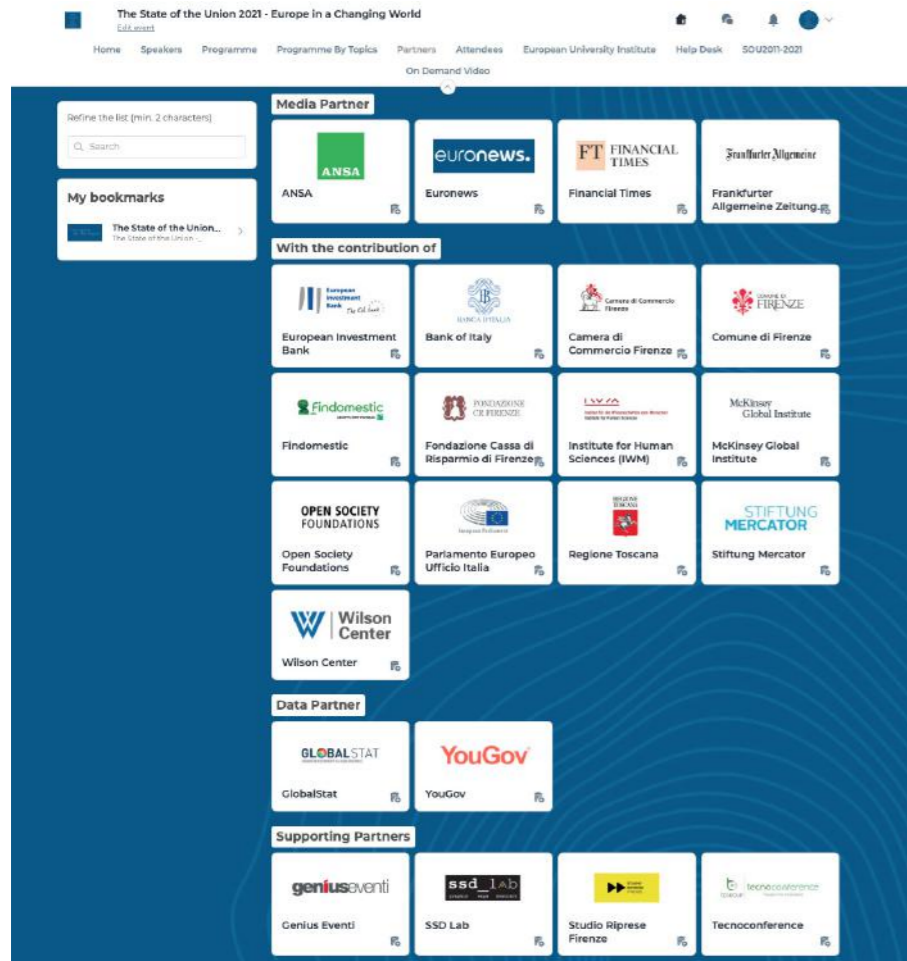
- 13% Met ahead of time
- 33% Reached on time
- 54% Not met

24 votes · 3 days left

CREATE POLL

Partner booths

All SOU2021 Partners were given a dedicated virtual booth, populated with a range of written and multimedia content to promote their organisation's output, services, core business.



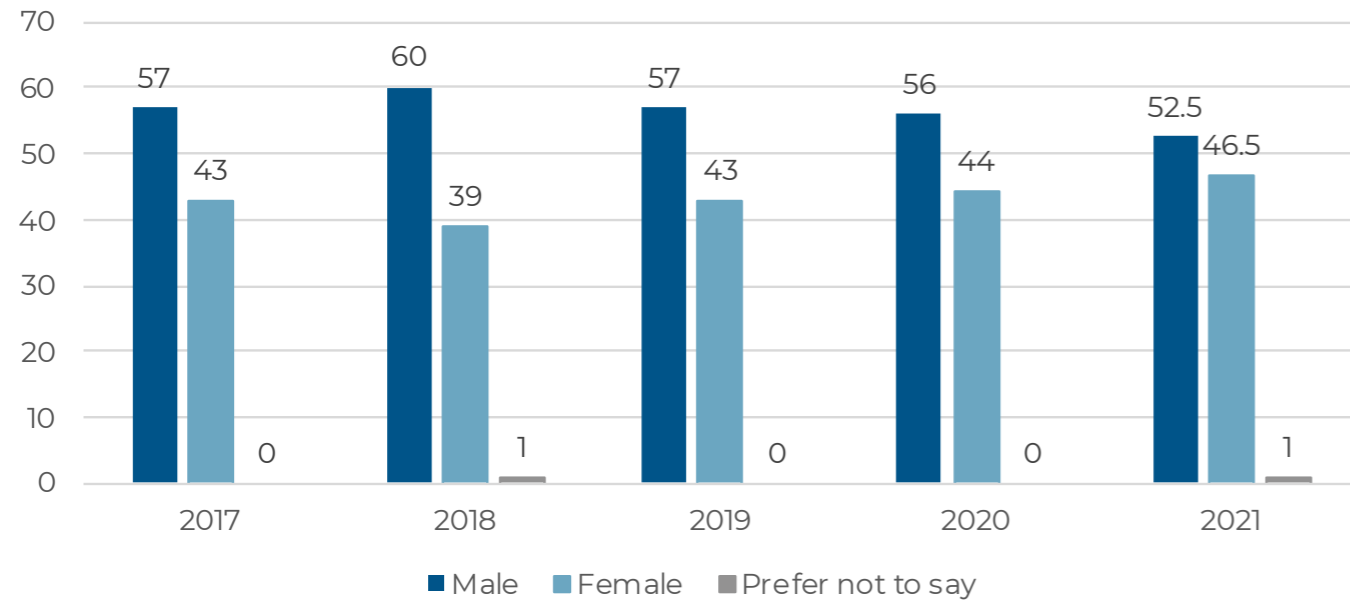
PARTICIPATION: DATA AND BEHAVIOUR

SPECIALISED AUDIENCE

2012¹ experts registered on the digital event platform to join the invitation only specialized audience. **985** joined on the day of the event accounting for a **49%**² **registration-attendance conversion rate**. In 2020 **564** joined on the day of the event resulting in a **27.2%** increase. **1337** users in total were active before, during or after SOU2021 to experience the features of the platform.

46.5% of the experts who registered for the digital event platform were women, an increase from 44% in 2020 and the most balanced result of the last 5 years.

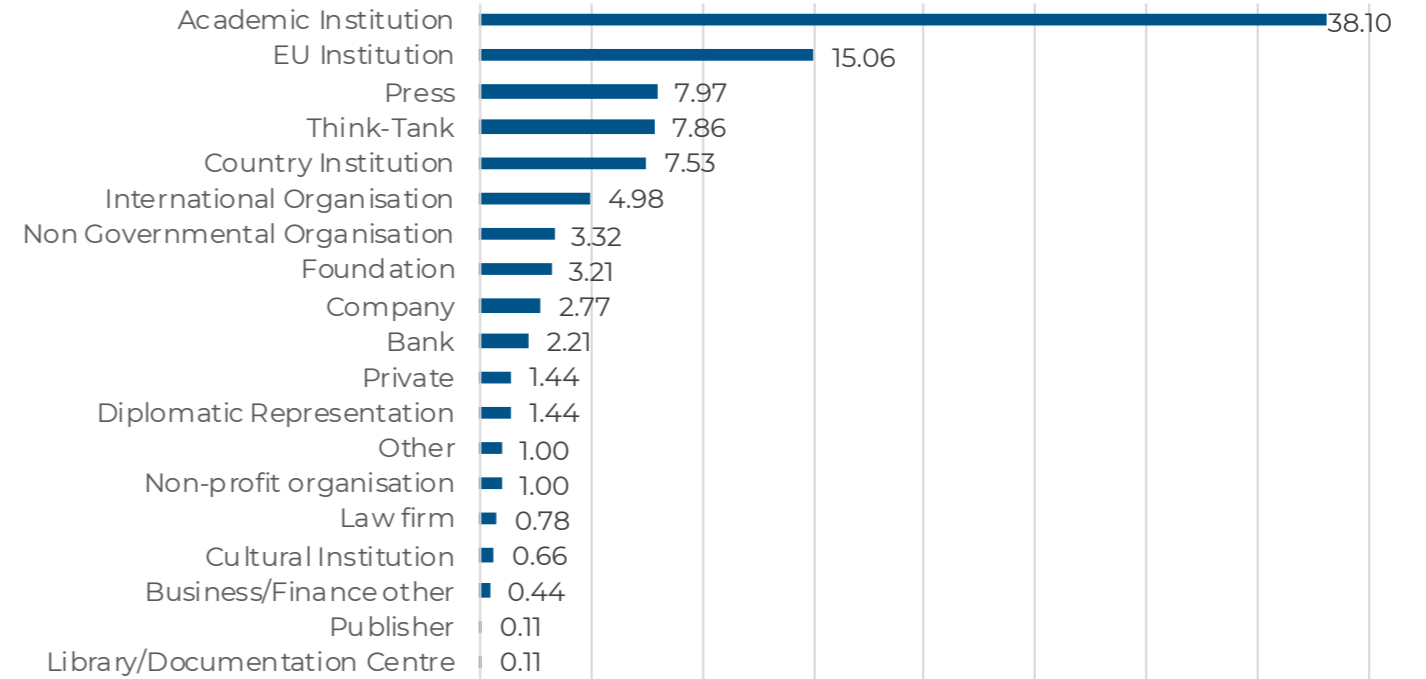
Gender balance %



Experts invited by the EUI to join the specialised audience included academics, EU representatives, policy makers, diplomats, business and opinion leaders and civil society representatives.

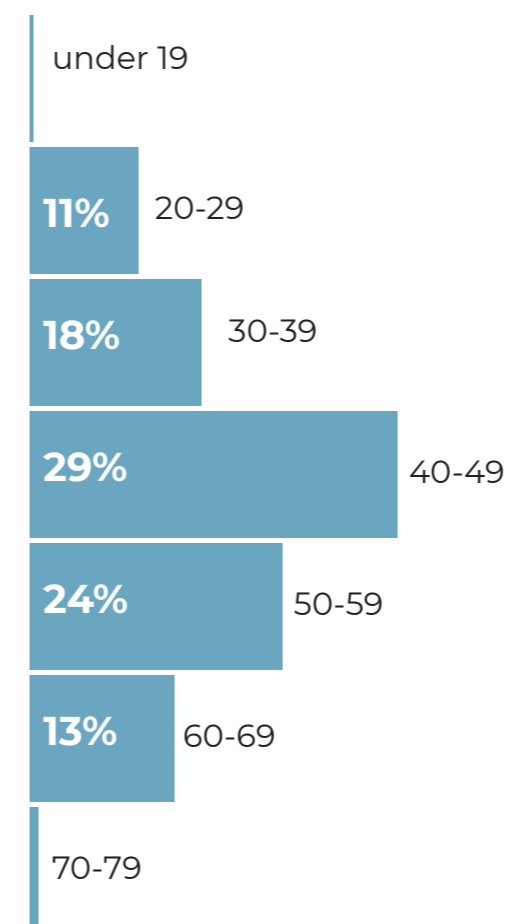
The SOU2021 communication strategy outlined several key targets for increasing diversity of opinion among the audience through higher representation of the press, civil society and youth. Journalists constituted **8%** of the audience, doubling the original objective of **3-5%** while civil society representatives made up **7.53%** achieving the aim 5-10%

Type of affiliation



Participants **aged 20-29** constituted **10.9%** of the audience satisfying the 10-15% objective outlined in the strategy.

Age range



¹ Objective: 1500-3000.

² Objective: 50-70%.

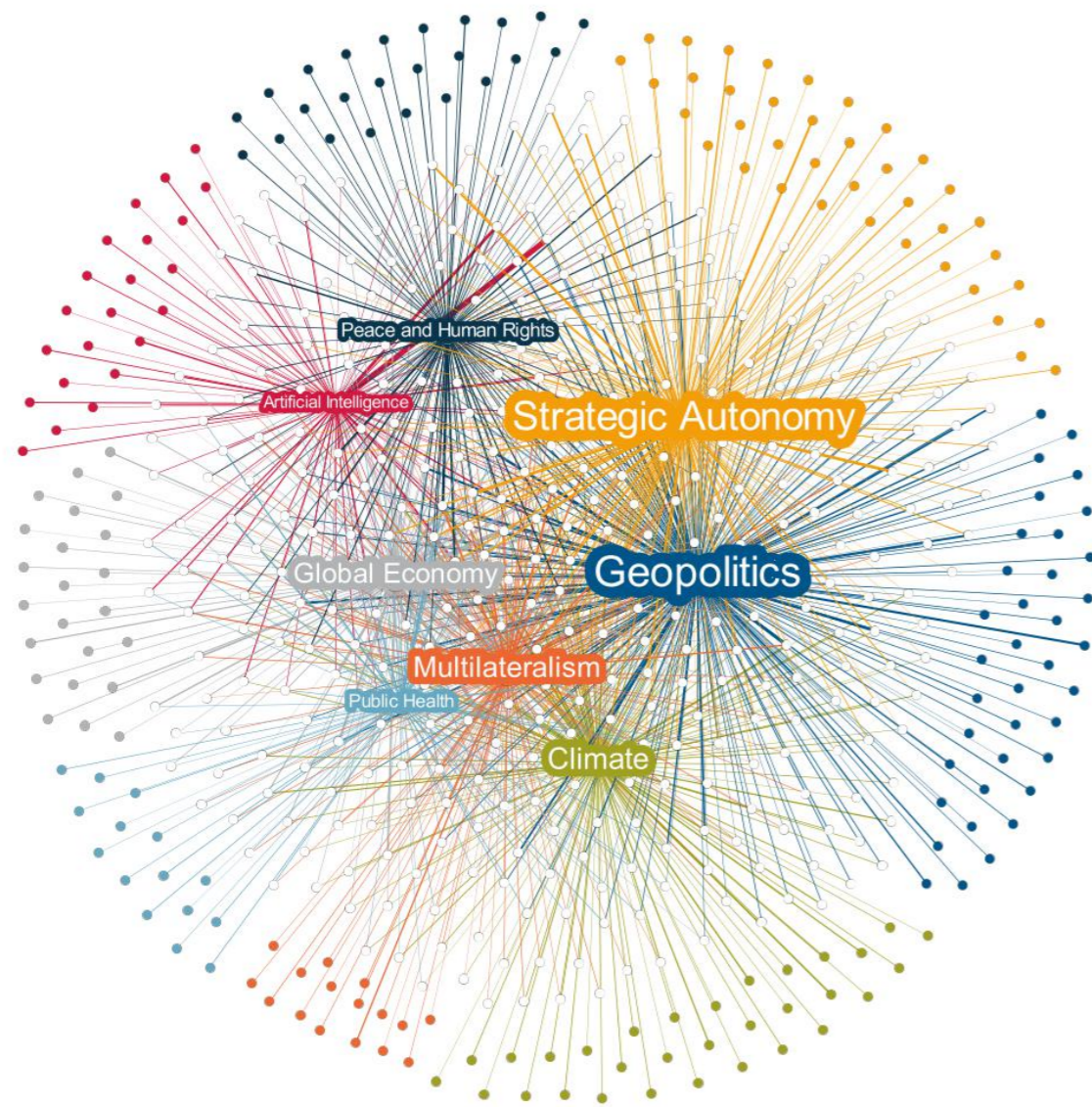
³ Civil Society Organisations is defined as encompassing Non-Governmental Organisations, Foundations and Non-Profit Organisations

User Behaviour

The graph shows that the **Geopolitics** topic obtained the highest audience engagement rate out of all 8 topics. Strategic Autonomy, Multilateralism and Geopolitics shared many of the same viewers evidenced by the high concentration of dots connected to all of these topics.

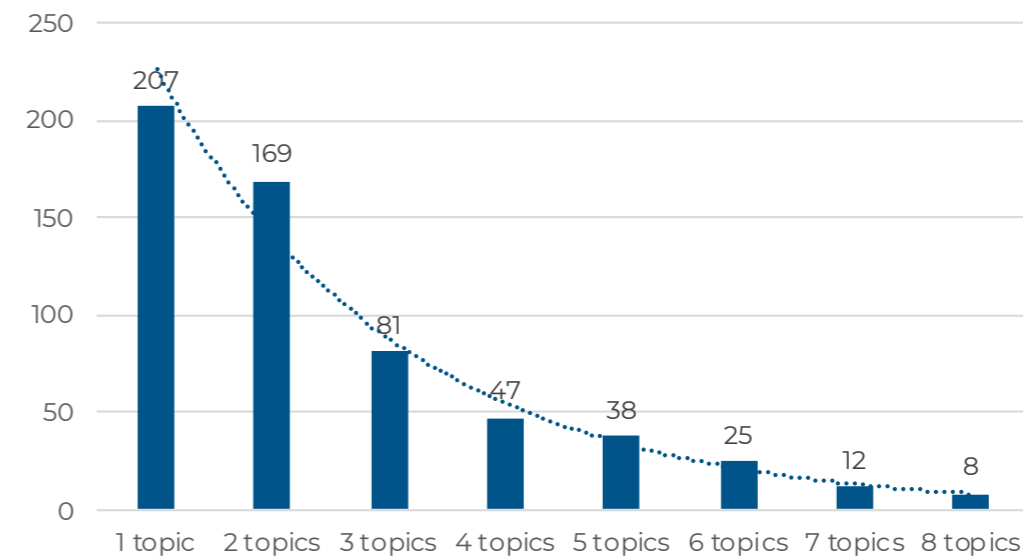
Other topics had more polarised audiences, for example the majority of people who participated in Climate sessions did not attend sessions on Human Rights. Awareness of overlapping (and diverging) audience interest in multiple topics is useful data as programmes of future editions can be structured in such a way that these topics do not clash. The coloured peripheral dots show that a high proportion of people, 35%, participated in sessions of only one topic. Finally, the number of viewers reveals that just over half of the audience on the digital platform only watched sessions that were not linked to a specific topic such as high-level addresses and Fringe Events.

Views per topic



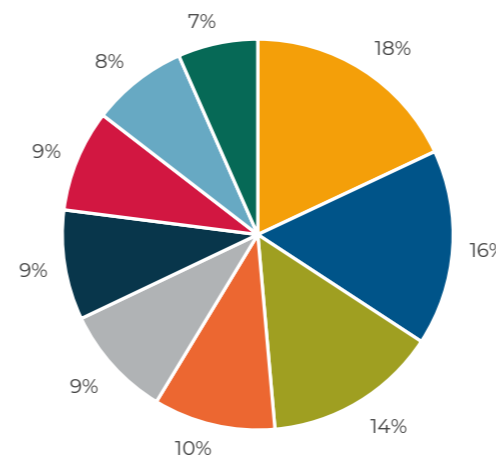
As the following bar chart shows, the vast majority of viewers participated in sessions of 1 or 2 topics. This indicates that a high degree of choice in subject matter did not result in higher attendance of multiple topics as due to time or interest constraints, people did not generally engage with more than a couple of topics.

Views of the expert audience

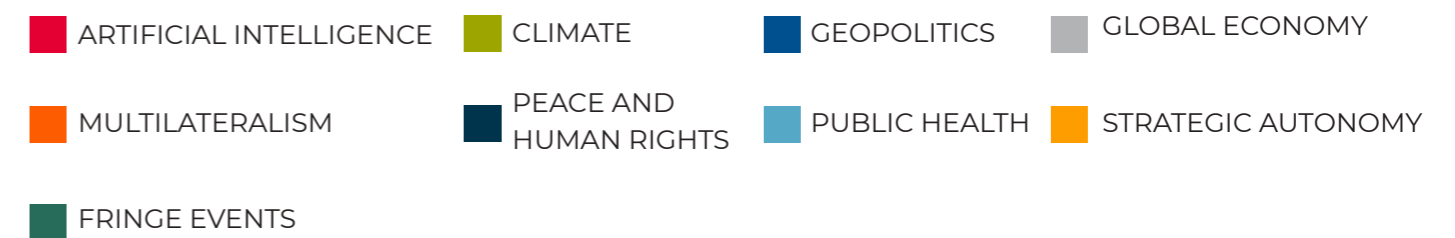
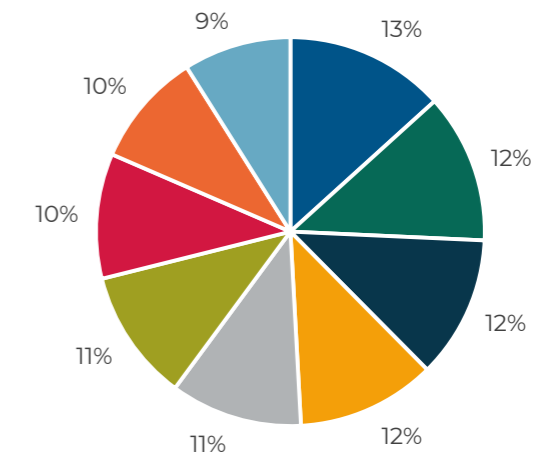


After normalising the number of views of a topic by the number of its sessions, Strategic Autonomy obtained on average a larger audience than the rest of the topics

Average number of viewers per session of topic



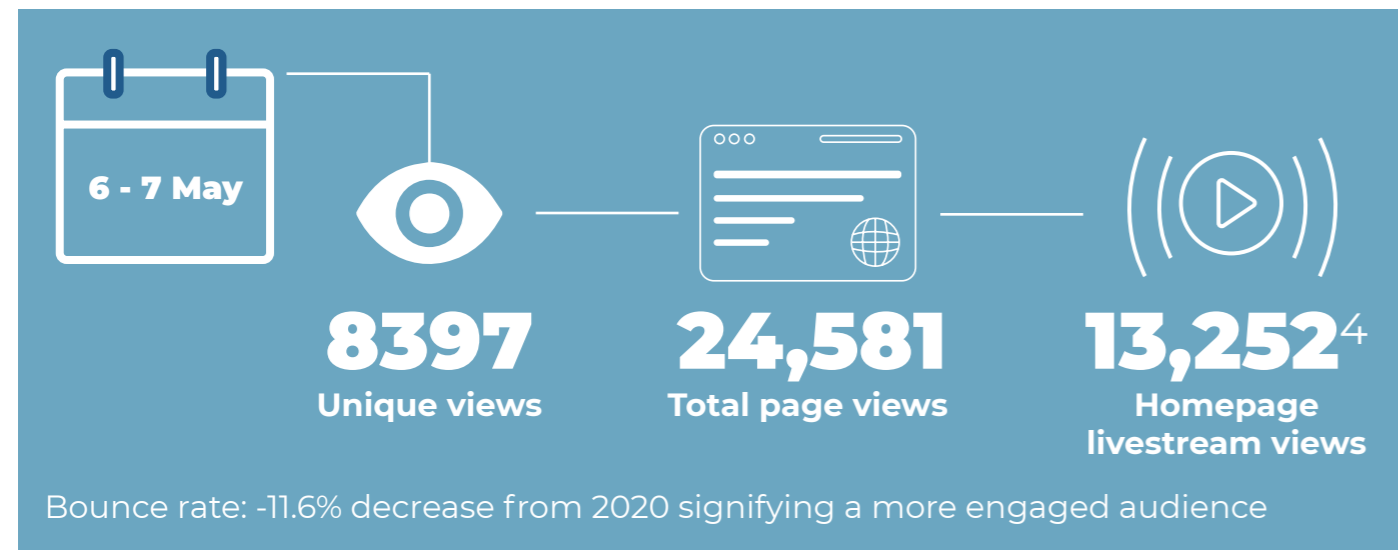
Watching duration (% of total watching time)



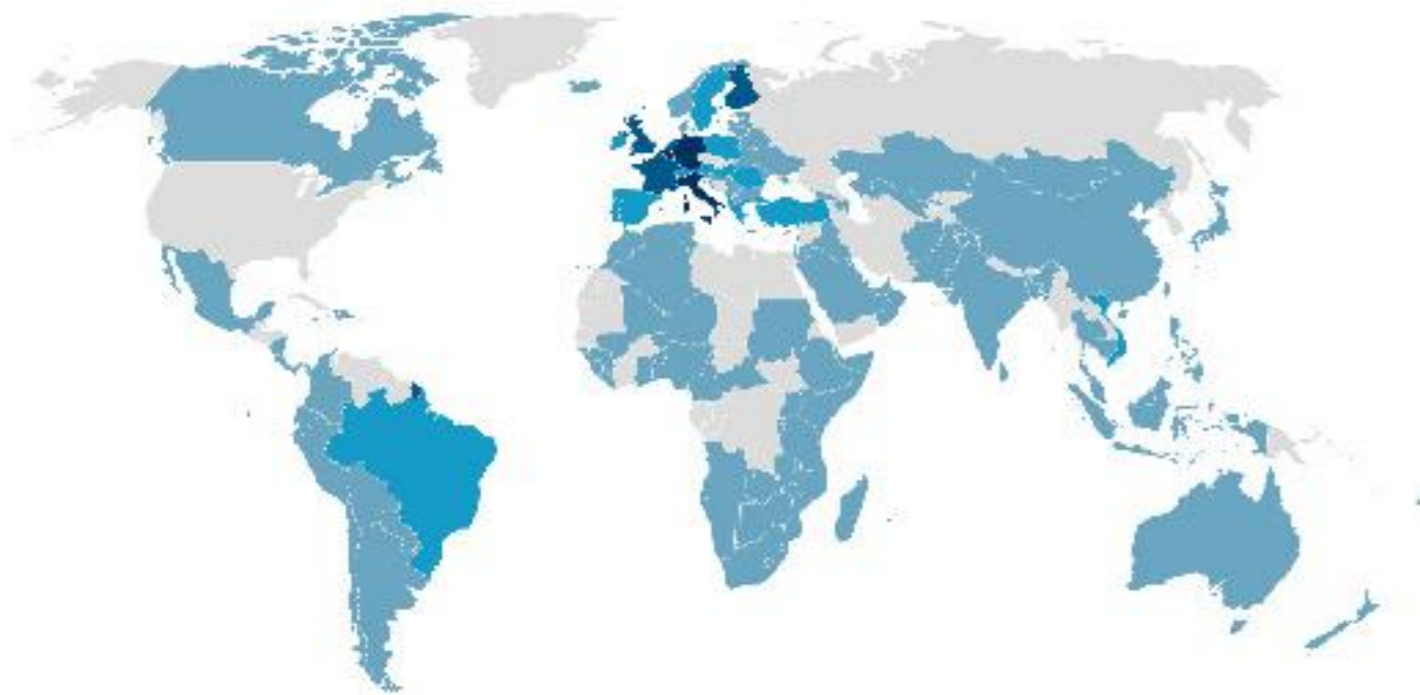
While the number of viewers per topic varies, this is not true for the time spent watching the sessions which is fairly homogeneous. It is also worth noting that while Fringe Events secured comparatively less views, those who joined spent a substantial amount of time watching the sessions suggesting quality targeting of these sub-audiences.

LIVE STREAM AUDIENCE

www.stateoftheunion.eui.eu

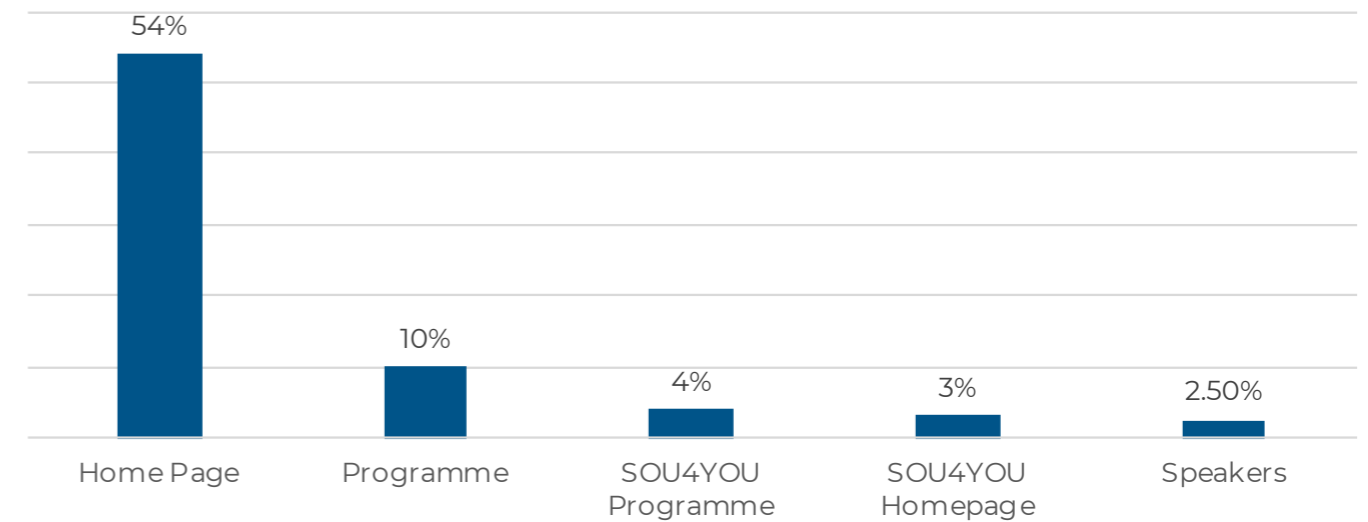


Users' country of origin 6-7 May



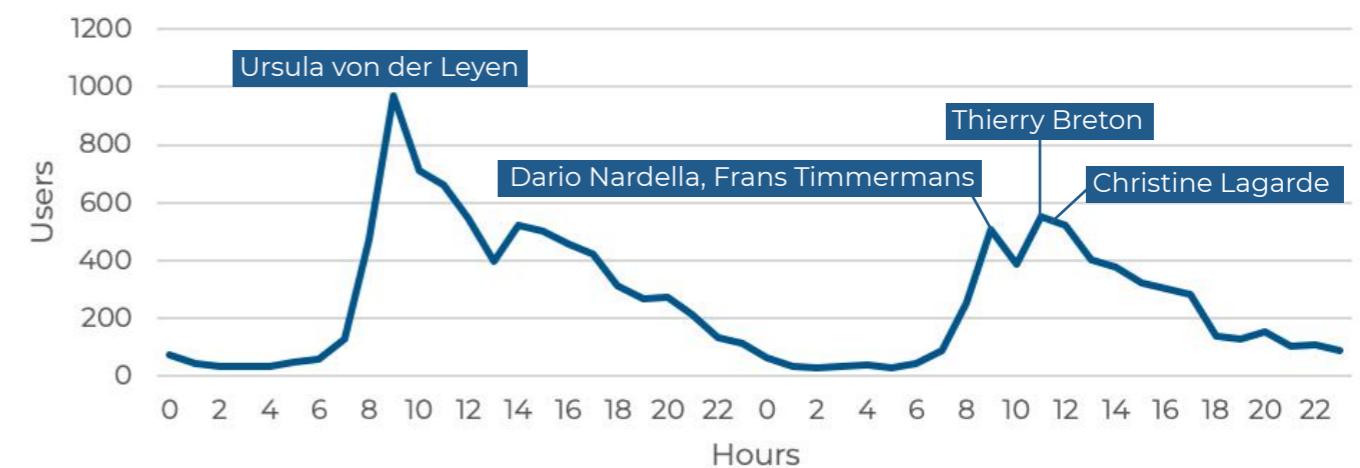
The most visited webpage, receiving more than half of the total views, was the homepage where the livestream was embedded.

Top 5 visited webpages 6-7 May



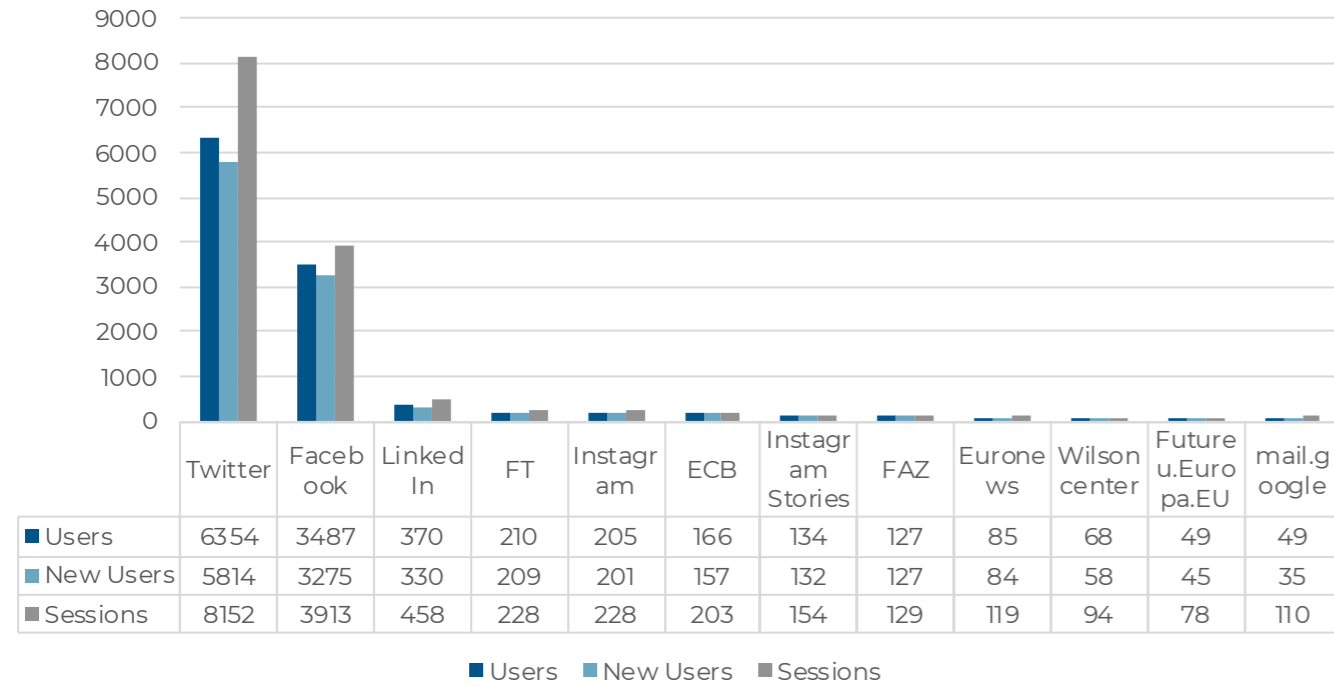
Audience interest peaked during the interventions of high-profile personalities from the European Commission and European Central Bank, as well as during the intervention of Dario Nardella, Mayor of Florence.

Peak website activity 6-7 May

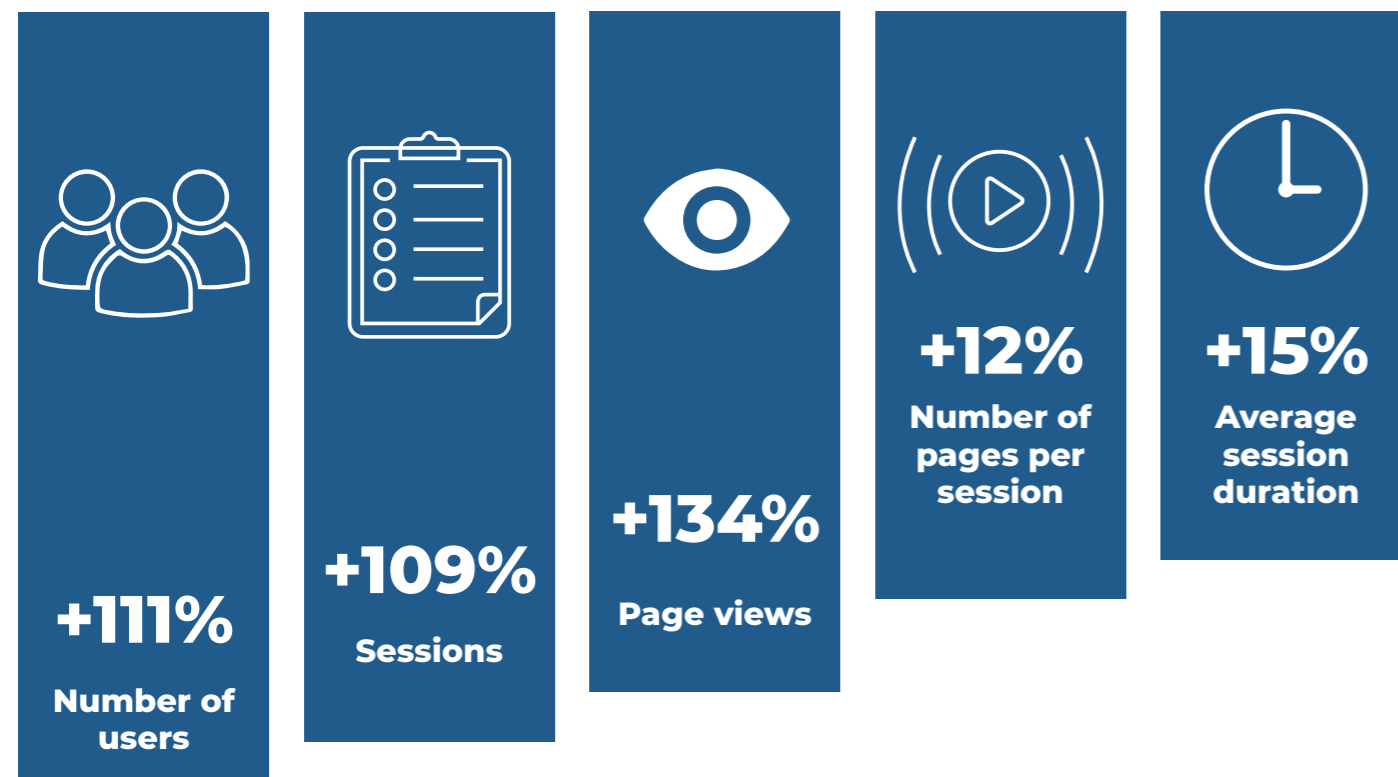


An analysis of the top traffic sources to the website in the period **29 April-7 May** highlights the success of the social media campaign as all four channels appear within the top 5 drivers. Twitter continues to be the most important platform for creating interest and directing people to the website, the result of high quality and longer term organic and paid campaigns. Promotion by FT, ECB, FAZ, Euronews and Wilson Center was also key in creating traffic.

Top traffic sources to the website
29 April - 7 May



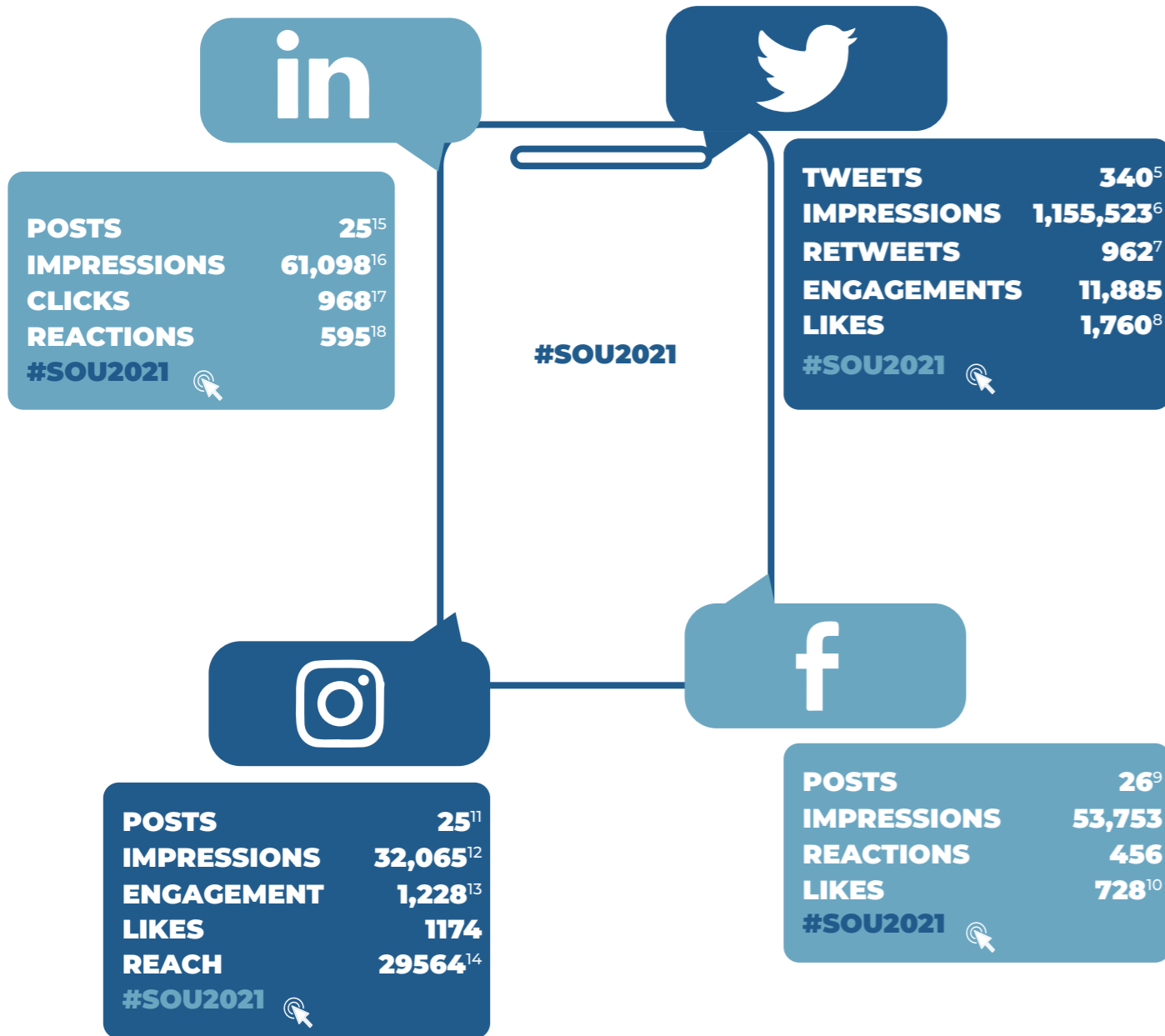
Website activity during the social media campaign
2021 vs 2020 (19 February - 17 May)



The **SOU2021** website performed excellently with **100% uptime** and **0,6 sec. average load time** from all over Europe. This ensured accessibility both on desktop (60% of all visits) and mobile devices (40% of all visits).

COMMUNICATION

SOCIAL MEDIA



⁵ +243% compared to 2020. ⁶ +171% compared to 2020. ⁷ +83.6% compared to 2020. ⁸ +74% compared to 2020. ⁹ +116.6% compared to 2020. ¹⁰ +2.5% compared to 2020. ¹¹ +150% compared to 2020. ¹² +125.8% compared to 2020. ¹³ +94.3% compared to 2020. ¹⁴ +63.3% compared to 2020. ¹⁵ +150% compared to 2020. ¹⁶ +179% compared to 2020. ¹⁷ +117.5% compared to 2020. ¹⁸ +133.3% compared to 2020.

ORGANIC CAMPAIGN

The organic SOU2021 social media promotion, consisting of 416 organic posts and resulting in more than 1 million impressions, was run between 19 February and 17 May on the following four channels.

- Twitter (@EUI_EU, @EUISoU, @EUI_Schuman, @STGEUI)
- Facebook
- Instagram
- LinkedIn

The conference's social media promotion was 'officially' launched on 19 February with a series of tweets featuring the hashtag #SOU2021, setting a countdown to the actual date of the conference. Content for the pre-conference campaign centred around 3 types of posts:

1. Topic posts

The 8 main conference topics were explored in dedicated posts over the 8 weeks leading up the conference. All four social media channels published one short video per topic promoting all of the speakers in the related sessions. The hashtags used for this series were #8weeks8topics and the name of the topic e.g. #Climate.



Click for example



2. Session Posts

The @EUISoU account also published one dedicated video for each individual session.



Click for example

3. 10th Anniversary posts

The hashtags #TBT and #ThrowbackThursday were used to promote the 10th anniversary of the conference celebrating one specific occasion from previous editions. This content was published once a week for 10 weeks.



Click for example

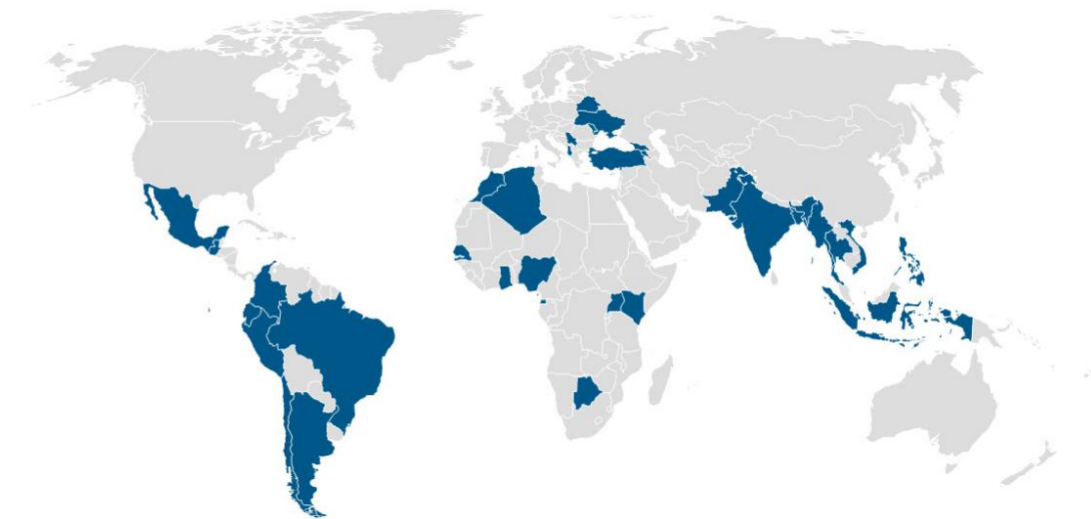


PAID CAMPAIGN

The paid campaign, consisting of **97 posts** and reaching over **1.5 million people**, was conducted in parallel through all channels of the Institute from **16 March-7 May** using the same content as the organic campaign.

Target group

Young women aged 15-29 from **40 countries** across 4 different continents: Africa, Asia, Europe, South America. The selection of countries was based on the frequency of use of the above-mentioned social networks.



Objectives

Twitter: **100,000 clicks** leading to the SOU webpage.
Facebook and Instagram: **35,000 clicks** on leading to the SOU webpage.
LinkedIn: **1,000 engagements.**

Outcomes

- **Twitter (@EUI_EU)**: reached **871,279** people and resulted in **116,053¹⁹** clicks leading to the SOU homepage.
- **Facebook and Instagram**: reached **714,265** people²⁰ and resulted in nearly **70,000²¹** clicks leading to the SOU homepage. In 2020 the paid campaign reached 800,000 people but resulted in only 30,000 clicks, meaning that the 2021 campaign targeted a better researched and more interested audience. Moreover, with half of the 2020 budget, the social media paid campaign on Facebook obtained more than 2 times the results reached in 2020 resulting in an impressive optimization of the budget. In addition, a paid event-post was also promoted on the 26 April reaching 7191 people and resulting in 11,998 impressions.
- **LinkedIn**: reached **84,910** people and resulted in **549** clicks leading to the SOU homepage and **1,076²²** engagements (i.e. reactions, shares, clicks).



¹⁹ Objective: 100,000

²⁰ Number of people who watched the ads at least once (it is different from "impressions", which may include multiple views by the same people).

²¹ Objective: 35,000

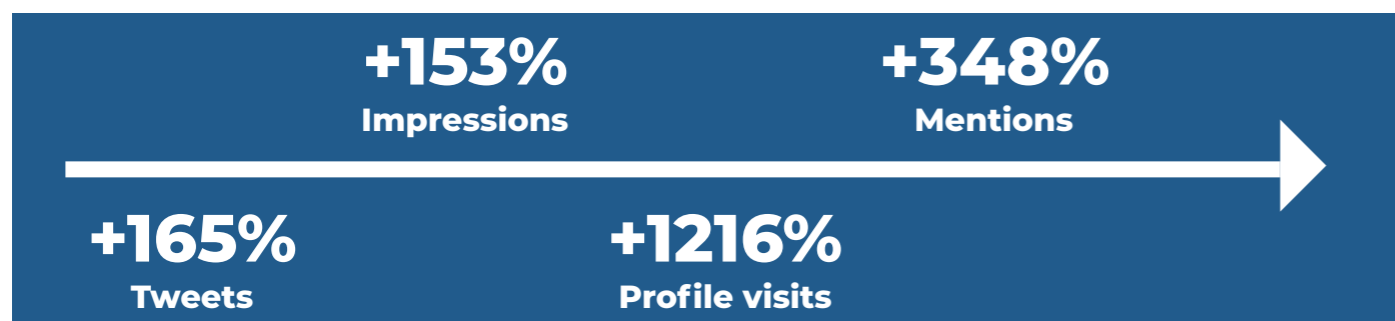
²² Objective: 1,000 reactions, shares, clicks.

TWITTER

@EUISoU  (The State of the Union Twitter account)		@EUI_EU  (Official EUI Twitter account)	
TWEETS	191	TWEETS	31
IMPRESSIONS	531.6k	IMPRESSIONS	325.8k
RETWEETS	498	RETWEETS	245
ENGAGEMENTS	5361	ENGAGEMENTS	3478
LIKES	862	LIKES	491

Results (19 February – 17 May)

The increased activity of the @EUISoU account **doubled** all parameters with respect to the 2020 campaign.



The increase in profile visits to the @EUISoU account was also boosted by the mentions of high-profile speakers such as Ursula von der Leyen, Maryia Gabriel, Margrethe Vestager and Mairead McGuinness. The improvement in account activity is also testified by the fact that several verified accounts started following @EUISoU during the social media campaign.

Top tweet



IMPRESSIONS 28,360
ENGAGEMENTS 795

Verified followers



Live tweeting

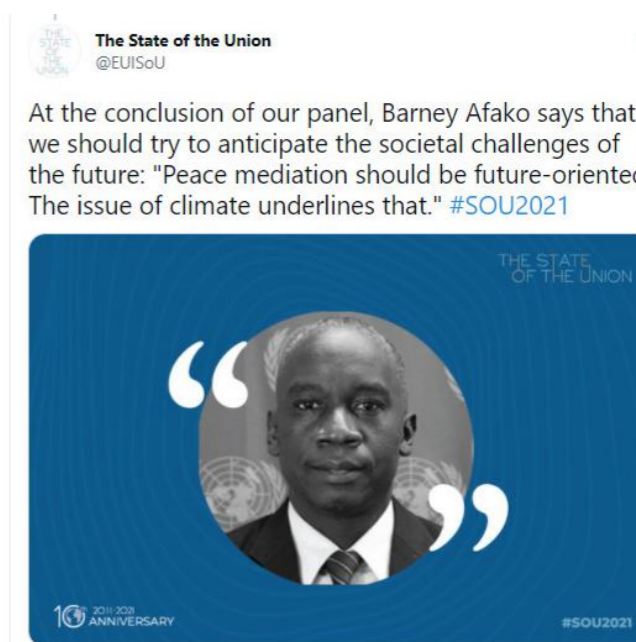
The EUI live tweeted the entire event from a number of accounts with the aim of promoting the highlights of each session.

1. The State of the Union @EUISoU
2. Robert Schuman Centre @EUI_Schuman
3. School of Transnational Governance @STGEUI

If a panel or conversation concerned a specific topic or featured speakers affiliated with either the EUI's research branch, the Robert Schuman Centre, or its teaching and training hub, the School of Transnational Governance, it was covered by the respective channels. All additional live tweets ran through the SOU Twitter account. Live tweets focused on the 2 streams of the main programme. Fringe Events organised by internal stakeholders were promoted by the respective programme accounts at the Robert Schuman Centre and by external stakeholders on their own channels.

The majority of live tweets highlighted key speaker quotes. They were published on a pre-prepared template with the speaker photo and quotation marks or a screenshot from the session.

To vary the visual component of the threads, screenshots of online panels and the hybrid sessions in the production studio interspersed the speaker quote posts.



Top tweets

SOU Account

The State of the Union
@EUIsoU

Welcome to #SOU2021, to our speakers and to our participants. This is our 10th anniversary, and we are so happy to have you with us!

We invite you to follow the programme on our website: stateoftheunion.eui.eu

Follow us here, we will be live tweeting the entire event.



9:01 AM · May 6, 2021 · Twitter Web App

TWEETS	146
IMPRESSIONS	318,767
RETWEETS	330
ENGAGEMENTS	3,553
LIKES	575

● **IMPRESSIONS 28,360**
ENGAGEMENTS 795

School of Transnational Governance Account

School of Transnational Governance
@STGEUI

Just started: conversation on global economy between @Lagarde @ecb and our @gpapak.

📺 Don't miss it: stateoftheunion.eui.eu
#SOU2021



12:05 PM · May 7, 2021 · Twitter Web App

TWEETS	70
IMPRESSIONS	138,464
RETWEETS	87
ENGAGEMENTS	1,549
LIKES	169

● **IMPRESSIONS 46,641**
ENGAGEMENTS 299

Robert Schuman Centre Account

The Robert Schuman Centre
@EUI_Schuman

Join us for live coverage of the #SOU2021 #Geopolitics session starting now!

Our Director @BrigidLaffan will lead a panel featuring @n_roettgen, Xinquan Tu & @londonvinjamuri to discuss power competition in #Europe

📺 youtu.be/hAji9X0LA-U



You and 6 others

TWEETS	48
IMPRESSIONS	159,639
RETWEETS	132
ENGAGEMENTS	1497
LIKES	238

● **IMPRESSIONS 28,360**
ENGAGEMENTS 795

Top mentions

Ursula von der Leyen

Ursula von der Leyen
@vonderleyen

La storia d'Europa è una storia di Rinascimenti. Europe is a story of new beginnings.

Today in my address @EUIsoU, I will talk about ending the pandemic and shaping a new beginning for Europe.

A story of a hopeful future. A new European Renaissance



Christine Lagarde

Christine Lagarde
@Lagarde

George Papaconstantinou @gpapak asked me what I had learnt about managing crises. I've said it before – when there's a crisis, women are often brought in. See some highlights of our conversation or watch our full conversation youtube.com/watch?v=qijWVY...

#SOU2021

School of Transnational Governance @STGEUI · May 7
Just started: conversation on global economy between @Lagarde@ecb and our @gpapak.

📺 Don't miss it: stateoftheunion.eui.eu
#SOU2021
Show this thread



ANSA
 ANSA Europa @ansaeuropa

"È arrivato il momento che gli Stati membri introducano il #voto a 16 anni. Stiamo decidendo per il loro #futuro" e "senza i #FridaysForFuture il #Greenddeal europeo non ci sarebbe stato". @TimmermansEU a @EUISoU di @EUI_EU



Timmermans, Paesi Ue diano il diritto di voto ai 16enni - Europa (ANSA)
 ansa.it

EIB
 European Investment Bank @EIB

#ComingUp at #SOU2021: President Hoyer will discuss, with @sashavakulina, about our role as the #EUclimateBank, our Climate Bank #Roadmap and its implications for our activities inside the EU. Follow #LIVE eib.org/en/events/eib-...



Mariya Gabriel
 @MariyaGabriel

Do you want to know what role #ArtificialIntelligence can play in #education #research #innovation & in our post-#COVID19 #recovery?

Join us for the 10th edition of @EUISoU #StateoftheUnion 2021 to learn more!

6-8 May
 Register: stateoftheunion.eui.eu #SOU2021



Cristina Gallach Figueras
 @cristinagallach

Spain is committed to a stronger, reformed and reinvigorated rules-based #multilateralism, with a more inclusive UN at its core.

Thanks @EUI_EU for such a great panel & inspiring conversation - State of the Union

#SOU2021 @SpainMFA @SpainUN



Thierry Breton
 @ThierryBreton

A competitive, clean and resilient #EUindustry gives the excellence and confidence to be a global leader.

Thank you @EUI_EU for organising this timely debate with Prof. @GloboTics & @peggyhollinger at the @EUISoU about the future of global value chains. #SOU2021

School of Transnational Governance @STGEUI · May 7
 .@thierrybreton: "The lesson learned is that it is more and more about a balance of power. We need pillars, like a bridge, and you need them in all the countries and you need to know how to build them." #SOU2021



Euronews
 Euronews Press Office @euronewspress

On 6th and 7th May, Euronews is one of the media partners of the State of the Union, a summit organised by the @EUI_EU, featuring speakers such as Ursula @vonderleyen and Christine @Lagarde. #SOU2021

Find out more: stateoftheunion.eui.eu



IMF
 IMF @IMFNews

Join @KGeorgieva and @alexstubb at the @EUI_EU's #SOU2021 conference as they discuss the global economic outlook and strategies that can strengthen the recovery in Europe and beyond. Today at 2:45PM. stateoftheunion.eui.eu @EUISoU



WTO
 WTO @wto

Replying to @wto

WTO Director-General @Ngoleweala on trade and sustainability at #SOU2021. @EUI_EU @EUISoU

“Trade can contribute substantially to lower carbon emissions globally, helping to decarbonise our world and make it greener. There are many opportunities that we can explore at the WTO.”

Dr. Ngozi Okonjo-Iweala, WTO Director-General
 Key Speaker at the European University Institute's State of the Union 2021



José Manuel Barroso
 @JMDBarroso

It was a pleasure to participate in the @EUISoU in a conversation with Giorgia Giovannetti about @Gavi #COVAX and the challenges we face in helping lower income countries in the fight against #COVID19 and other diseases. bit.ly/2SeT5YE #SOU2021



McKinsey
 McKinsey Global Institute @McKinsey_MGI

[STARTING SOON] MGI partner Jan Mischke joins @LauBooneEco and Lee C. Buchheit for a discussion about who will pay for the global recovery—and how? #SOU2021 @EUISoU



GLOBAL ECONOMY - The State of the Union
 GLOBAL ECONOMY Global tax coordination: is there hope? 16:55 – 17:50 CEST – 6 May 2021 Moderator Philipp Genschel, Joint Chair in European Public Policy, ... stateoftheunion.eui.eu

Global Stat
 GlobalStat @GlobalStat_eu

According to @Europarl_EN #PublicOpinionMonitoring, 70% of #EU #citizens would like to get #COVID19 #vaccination at some point (if the vaccine was authorised by public authorities).

CHECK OUT MORE #DATA stateoftheunion.eui.eu/globalstat/

#SOU2021 @EUISoU #EU @EP_ThinkTank #solidarity

According to European Parliament Public Opinion Monitoring, 70% of EU citizens would like to get COVID-19 vaccination at some point (if the vaccine was authorised by public authorities). Since early 2021, public attitudes towards COVID-19 vaccination are increasingly positive. In Denmark, Finland and Sweden COVID-19 vaccination has the highest approval rates. Data: European Parliament


Would like to get vaccinated	70%
Worried to get vaccinated	17
Don't know	13



YouGov
 YouGov @YouGov

We're delighted to be an official data partner for the @EUISoU run #SOU2021 event on 6-8 May, which will be looking at the challenges and opportunities for Europe across a range of issues - including climate change, AI and public health

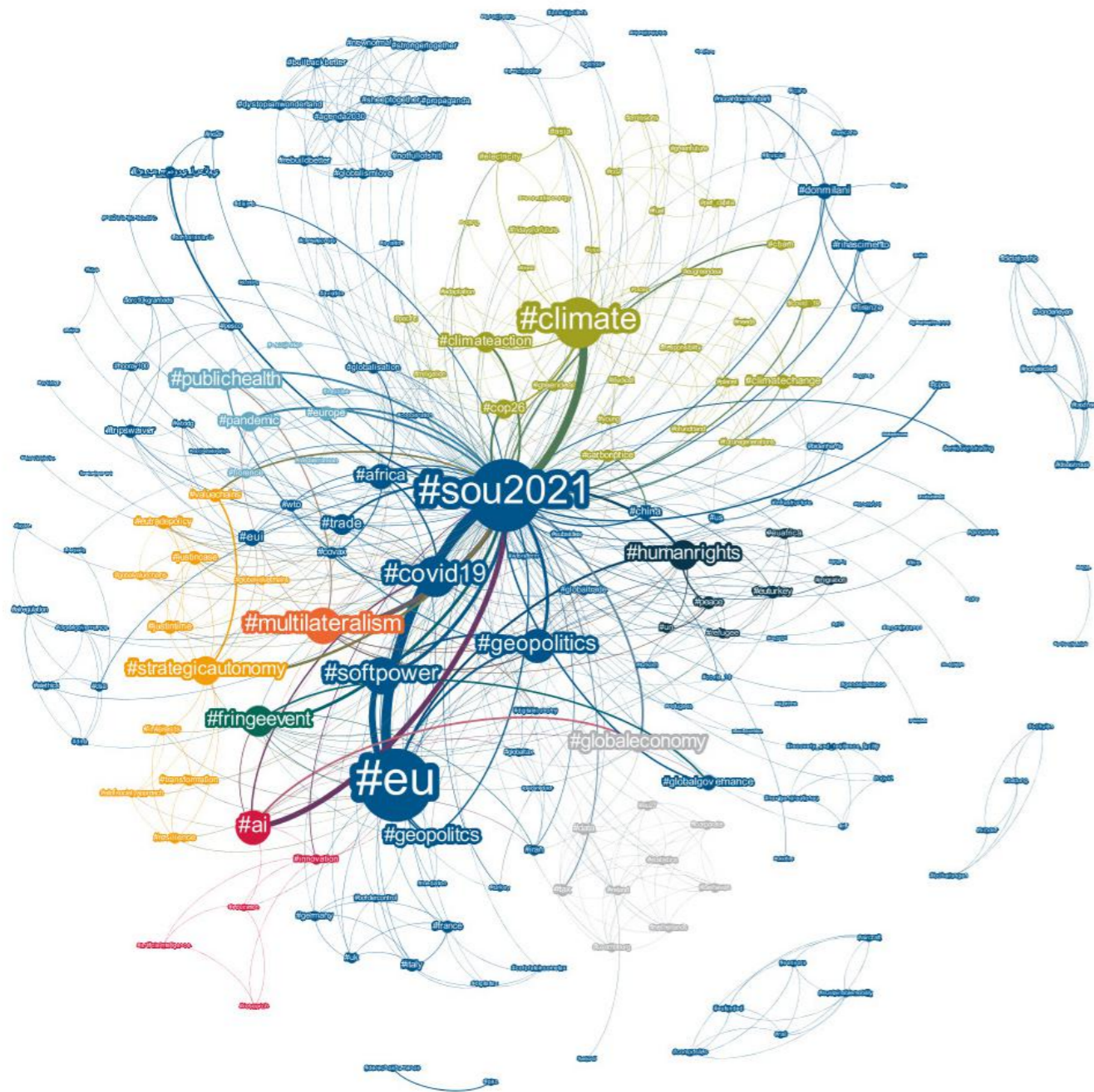
Register here: stateoftheunion.eui.eu/register-for-s...



Hashtag Usage

The **Twitter hashtags** most frequently used on **6 and 7 May** were the main event hashtag **#SOU2021** and the titles of the 8 topics. Each dot of the network on the below data visualisation represents a hashtag: the higher usage, the bigger the label and the arrow are. The most used hashtags on the two days of the conference were **#SOU2021** and **#EU**, proving the close link between the event and the European Union.

In addition, several topics were often used as hashtags in conjunction with others e.g. **#Multilateralism**, **#Strategic Autonomy**, **#Geopolitics** while others, such as **#Climate**, generated a completely new and more defined cluster of hashtags.



FACEBOOK

f @EuropeanUniversityInstitute	
POSTS	26²⁴
IMPRESSIONS	53.7K
SHARES	72
ENGAGEMENT	728²⁵
LIKES	456

Results (19 February – 17 May)

Top mentions: 202 posts including #SOU2021

Commissione europea – Rappresentanza in Italia 5 May · 🌐

👉 **AI** via la conferenza State of the Union **#SOU4YOU** con il discorso d'apertura della Presidente Ursula von der Leyen. Segui la diretta domani 6 maggio dalle 9 📺
<https://stateoftheunion.eu.eu/>
 📄 Programma e registrazioni loom.ly/Del3-bU
 #EuropeDay #FutureOfEurope

World Trade Organization - WTO 7 May · 🌐

Discussing trade and multilateralism at the European University Institute State of the Union 2021, WTO Director-General **Ngazi Okonjo-Iweala** highlights areas for action. **#SOU2021**.

Open Society Foundations 6 May · 🌐

Has the EEAS helped or hindered the EU's role as a global actor? Watch Live Now: Our Daniela Schwarzer joins the panel discussion "Quo Vadis European foreign policy? A decade of the European External Action Service" as part of the European University Institute's State of the Union. **#SOU2021**

Ministero degli Affari Esteri e della Cooperazione Internazionale 7 May · 🌐

Min. Luigi Di Maio interviene alla Conferenza "State of the Union" organizzata da European University Institute promuovendo l'imminente Conferenza sul futuro dell'Europa **#CoFoE** come "spazio pubblico europeo", per ridurre la distanza tra Istituzioni e cittadini **#SOU2021**
 ****... See more

I would like to thank the organisers for having invited me to wrap up discussions with a closing message. I will offer a few reflections on the Future of Europe in a changing world.

European External Action Service - EEAS 7 May · 🌐

Follow LIVE 📺 at ~13:10 (CET) the conversation with the HR/VP Josep Borrell on the State of the Union at the 10th annual summit for high-level reflection on the **#EU #SOU2021**
<https://stateoftheunion.eu.eu/>

²⁴ +116.6% compared to 2020.
²⁵ + 2.5% compared to 2020.

INSTAGRAM

f @EuropeanUniversityInstitute	
POSTS	25²⁶
IMPRESSIONS	32,065²⁷
ENGAGEMENT	1,228²⁸
LIKES	1174
REACH	29,564²⁹

Results (19 February – 17 May)

Top mentions: 202³⁰ posts including #SOU2021

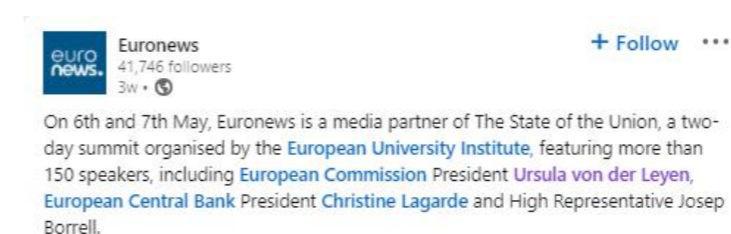


LINKEDIN

in @europeanuniversityinstitute	
POSTS	25³¹
IMPRESSIONS	61,098³²
SHARES	122
CLICKS	968³³
REACTIONS	595³⁴

Results (19 February – 17 May)

Top mentions: 202³⁵ posts including #SOU2021



- On Thursday at 11.40 CEST, Euronews Brussels correspondent Méabh Mc Mahon will moderate a conversation with European Commission Executive Vice-President Margrethe Vestager centred on the global battle over #data.

- On Friday at 10.30 CEST, Euronews' business editor Sasha Vakulina will talk with Ngozi Okonjo-Iweala, Director General of World Trade Organization, about #multilateralism.

Check out the full programme and follow live the event : <https://lnkd.in/drtQbt>



²⁶+150% compared to 2020.
²⁷ +125.8% compared to 2020.
²⁸ +94.3% compared to 2020.

²⁹ +63.3% compared to 2020. Objective: 20,000.
³⁰ NB. Not all of them deal with The State of the Union 2021.

³¹ +150% compared to 2020.
³² +179% compared to 2020.
³³ +117.5% compared to 2020.

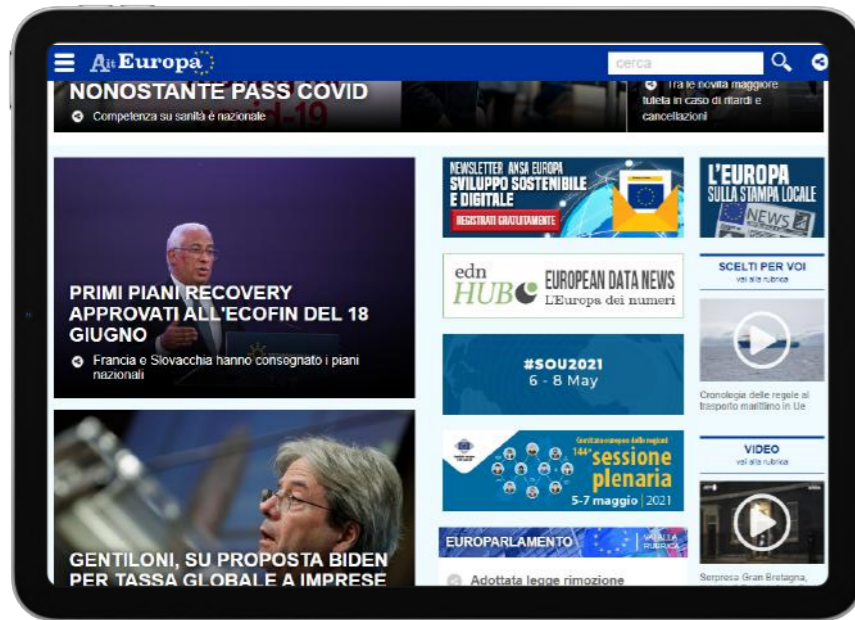
³⁴ +133.3% compared to 2020.
³⁵ NB. Not all of them deal with The State of the Union 2021.

ADVERTISING

Digital promotion

Media partners delivered extensive digital promotion across their webpages in the weeks leading up to the conference.

ANSA inserted banners linking to The State of the Union homepage from **2 April to 7 May** in 4 of the most visible sections of the ANSA website.



11,184,888
Total Page views

Mondo: 10,440,820,
Europa: 684,544,
Ansamed: 11,561
Nuova Europa: 47,943

Moreover, from **26 April to 9 May** an advertising banner was displayed in **Euronews'** daily **newsletter** which was circulated to **45,964 subscribers**. A **TV spot** of 20 seconds was also played **44 times** on all Euronews' 9 TV editions (French, English, Spanish, Italian, Portuguese, German, Greek, Hungarian, Russian) between **22 April and 7 May**.



Euronews inserted banners linking to The State of the Union homepage from **22 April to 7 May** on all 12 available editions of euronews.com (English, French, German, Greek, Hungarian, Italian, Portuguese, Russian, Spanish, Turkish, Arabic and Persian).

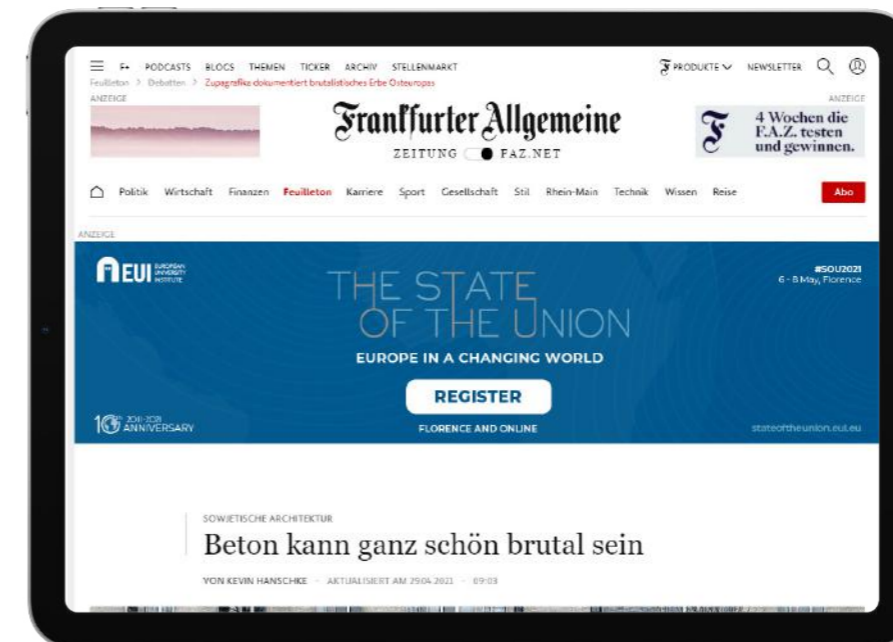
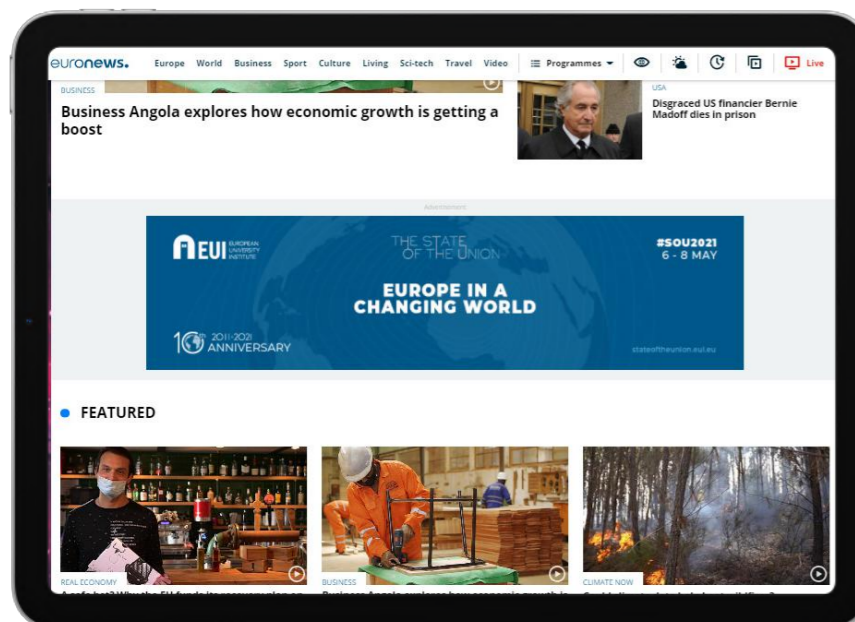


625,023
Impressions

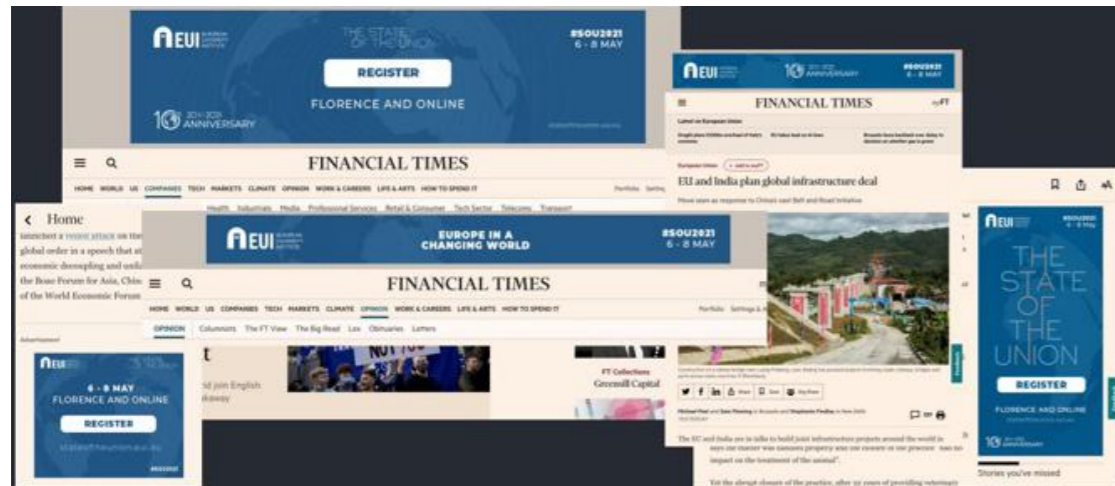
FAZ inserted banners linking to The State of the Union homepage from **23 April to 8 May** in 3 sections of their website: FAZ.Net, FAZ.Net Society/Health and FAZ.Net App.

Frankfurter Allgemeine

179,565
Impressions



FT inserted banners linking to The State of the Union homepage from **21 April to 8 May** on FT.com.



FT
FINANCIAL
TIMES
1,58,2195
Impressions

PRESS

SOU2021 attracted a **high level of media coverage** thanks to the unprecedented number of high-ranking international decision-makers and academics among the speakers and its dynamic approach to tackling the biggest social, political and economic questions of 2021.

The event generated over **200 clippings** in top tier international and national media in a range of formats including online and print articles, TV and radio reports and podcasts.

119 articles were published in **21 languages** by international outlets including:

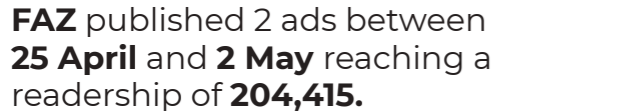


Print promotion

Frankfurter Allgemeine



FAZ published 2 ads between **25 April** and **2 May** reaching a readership of **204,415**.



FT
FINANCIAL
TIMES



FT published 2 ads between **26 April** and **3 May** reaching a readership of **421,514**.

Headlines featuring the **COVID-19 vaccine patent waiver** were prominent across all outlets including ABC News, Bloomberg, CGTN, The New York Times and the Financial Times. These focused on statements made in the opening address by President of the European Commission, **Ursula von der Leyen** as well as those by Director-General of the World Trade Organisation, **Ngozi Okonjo-Iweala**. The topic was covered in languages including French, Spanish, German, Polish and Hungarian.

Data was also hot topic evidenced by wide coverage of the conversation between Euronews' Europe Correspondent **Meabh Mc Mahon** and Executive Vice-President of the European Commission, **Margrethe Vestager** on the EU's standing in the **global battle over data**. ÖRF, the Austrian broadcaster, also produced a podcast dedicated to Noble Laureate, Economist and STG Part-time Professor **Bengt Holmström's** comments on Europe's role in the global digital economy and the EU's restrictive handling of data.

Also popular were remarks made by President of the European Central Bank, **Christine Lagarde** on the risks of investing in **cryptocurrencies** and the need for regulation given high cases of money laundering. Statements by Executive Vice-President of the European Commission, **Frans Timmermans** on the **new carbon border adjustment mechanism** and the date of the Commission's forthcoming **climate package** were also widely reported on.

The Prime Minister of Albania, **Edi Rama** was also **bilaterally interviewed** by Euronews Journalist **Giorgia Orlandi** at the EUI on the topic of **Albania's accession** to the EU.

THE GLOBAL CONVERSATION

"Europe is a religion and nobody can betray this religion in Albania," said Albania's Prime Minister

COMMENTS

By [Giorgia Orlandi](#) • Updated: 13/05/2021

88 articles were published by national and local outlets including:



Mirroring the international media statements by [Ursula von der Leyen](#) on the **European vaccination strategy** and the **patent waiver** garnered substantial attention, as did her emphasis on the importance of **collective responsibility** by citing the famous words of Don Lorenzo Milani: "I care." [Ngozi Okonjo-Iweala's](#) statements on "re-globalisation" and her suggestions for how Europe could play a positive role in the post-pandemic **global recovery** garnered coverage as did Christine Lagarde's statements on the need to address **economic inequalities** exacerbated by the crisis, the impact of **climate change on monetary policy** and the risks of investing in **cryptocurrency**. Frans Timmermans' vision for the EU's climate policy and the urgent need for international and aligned action also topped the headlines.

Local news outlets such as **Firenze Today**, **Nove da Firenze** and **In Toscana** emphasised the address made by the Mayor of Florence, [Dario Nardella](#) on the involvement of stakeholders at the national level in EU decision-making. The 10th anniversary of the conference and the success of the EUI in attracting key political players to Florence each year was also a key reference point.

PARTNERS

The conference would have been not possible without the contribution of our longstanding and new partners. Their support and endorsement is a source of pride and an integral part of the widely recognised success of The State of the Union.

MEDIA PARTNERS

Media partners of the conference [ANSA](#), [Euronews](#), [FAZ](#) and the [Financial Times](#) supported the event through promotional campaigns and coverage in articles. In addition Euronews, a new Media Partner for the 2021 edition and the Financial Times provided journalists to serve as panel moderators and interviewers in high-level sessions. Euronews Business Editor [Sasha Vakulina](#) acted as Master of Ceremony for the hybrid sessions and led two high-level conversations with [Ngozi Okonjo-Iweala](#) and [Werner Hoyer](#) and Europe Correspondent [Meabh Mc Mahon](#) led a conversation with [Margrethe Vestager](#). From the Financial Times, [Pilita Clark](#), [Peggy Holinger](#), [Valerie Hopkins](#) and [Michael Peel](#) contributed their respective expertise in business, climate and South-East Europe in their moderation of key sessions.

CONTRIBUTING PARTNERS

This year SOU welcomed three new contributing partners who were actively involved in the content and promotion of the event.

[McKinsey Global Institute](#) (MGI) offered expertise on the topic of the global economic recovery through the participation of [Jan Mischke](#), MGI Partner, as a speaker on the main programme. MGI also organised the Fringe Event “The social contract in Europe after the pandemic, will the pendulum swing back?”

[Stiftung Mercator](#) supported the organisation of the 2 Artificial Intelligence sessions and one Fringe Event: “Alliances for better protecting the rule of law and civic space in the EU.”

[Wilson Center](#), the US non-partisan policy forum, assisted with transatlantic promotion of the conference through their newsletter with a reach of **80,000 recipients**. They also embedded the conference live on their website which was viewed by **170 online participants**.

[Open Society Foundation](#) (OSF) continued to support The State of the Union’s mission to achieve diversity among both speakers and audience. **43%** of speakers were women for a second year in a row and **44 nationalities** were represented. Women in the expert audience on the platform increased to **46.5%** from 44.1% in 2020 and the livestream was viewed in **146 countries** demonstrating the effectiveness of the communication campaign co-designed with OSF.

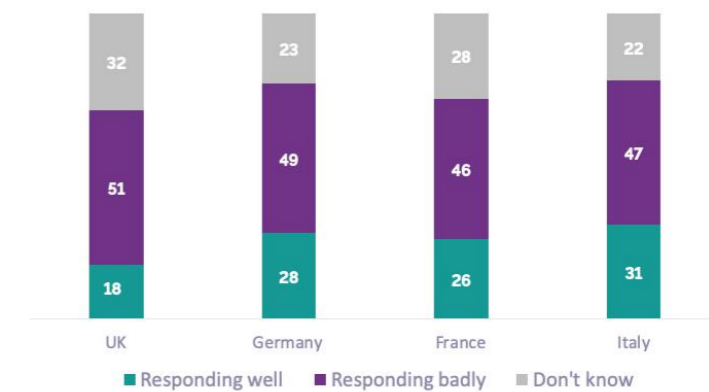
DATA PARTNERS

[YouGov](#) provided exclusive data on European public opinion through the ongoing collaborative research project [Solidarity in Europe](#) run by EU professors [Philipp Genschel](#) and [Anton Hemerick](#). A poll on “**Europe in a Changing World**” was also carried out in France, Germany, Italy and the UK among a representative sample of 1,500-2000 on the main topics of the conference. A video of the poll results were shown before and after relevant sessions during the event. YOUGOV’s regional **newsletters** also promoted SOU in mainland Europe and the UK reaching **6,059 people**.

Opinion on democratic countries responding to countries interfering in democratic process

On average, how well or badly do you think democratic countries are responding to the challenges posed by other countries seeking to interfere in democratic processes? (in %)

- Almost the majority of people in the countries of interest think that democratic countries respond badly to challenges posed by other countries interfering in democratic process

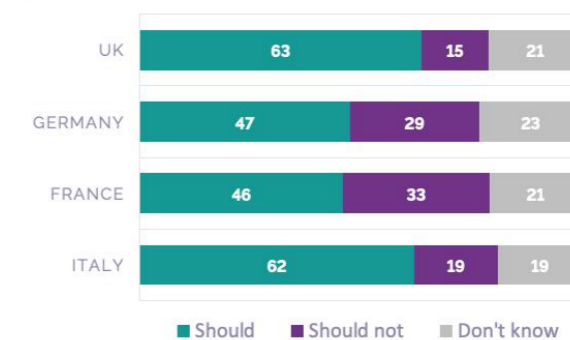


YouGov YouGov plc, weighted scores to be representative of the 18+ population in each of the respective country, survey period: April 23 to April 26, 2021, (unweighted base: UK n=2,007, Germany n= 2,159, France n = 1,003, Italy n= 1061) For more information contact Marcus.Roberts@yougov.com

EU cooperation with non-EU countries: Opinions on protection of refugees in the EU

The European Union is making efforts to increase its cooperation with non-EU countries on international migration and refugee protection. Do you think this co-operation should or should not aim to do the following? (in %)
Protect refugees in the EU

- Over 60 % of Britons and Italians agree that the EU should protect refugees in the EU
- While this trend is not as strong in Germany and France, almost half of respondents do also agree the EU should protect



YouGov YouGov plc, weighted scores to be representative of the 18+ population in each of the respective country, survey period: April 23 to April 26, 2021, (unweighted base: UK n=2,007, Germany n= 2,159, France n = 1,003, Italy n= 1061) For more information contact Marcus.Roberts@yougov.com

GlobalStat published a [data dossier](#) which adopted a macro-regional perspective on the 8 topics of conference. It highlighted major trends on the state of global affairs and the global role of the EU. GlobalStat's Director, [Gaby Umbach](#), also moderated the Fringe event: "Trends Governance and the Role of the EU."



Global CO2 emissions (from fuel combustion)

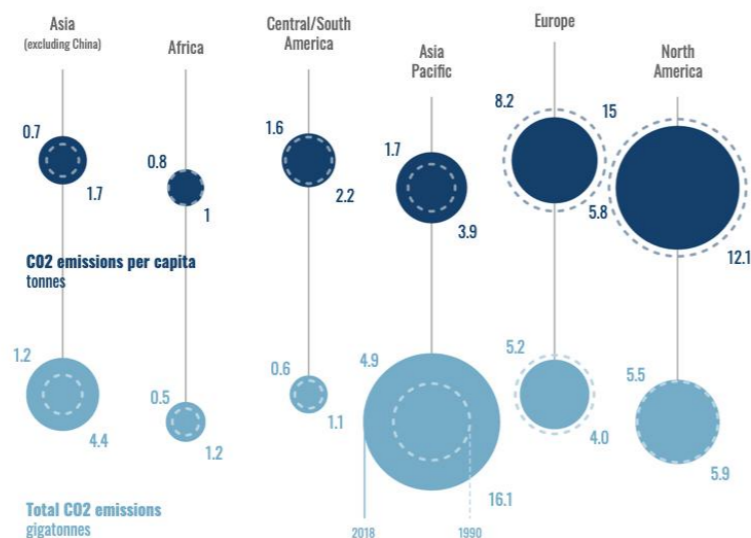
increased from 23,241Mt in 2000 to 33,513Mt in 2018.

Per capita emissions (from fuel combustion) increased from 3.8t in 2000 to 4.4t in 2018. While total emissions are an important indicator to identify key polluters in the fight against climate change, per capita emissions provide an assessment in terms of equity of the economic development of states.

In 2018, the biggest total emitters of CO2 are China (9957Mt), USA (5425Mt), India (2591Mt) and Russia (1691Mt). Germany is the biggest emitter within the EU. With 755Mt, it is the 7th largest emitter globally.

CO2 per capita emissions slightly increased from 4.17 ton CO2/cap in 2000 to 4.97 ton CO2/cap in 2018 globally. In EU28, per capita emissions decreased from 8.46 ton CO2/cap in 2000 to 6.78 ton CO2/cap in 2018. China has more than tripled its per capita emissions (7.95 ton CO2/cap in 2018) since 2000 (2.86 ton CO2/cap), while the US decreased from 20.98 in 2000 to 16.14 ton CO2/cap in 2018.

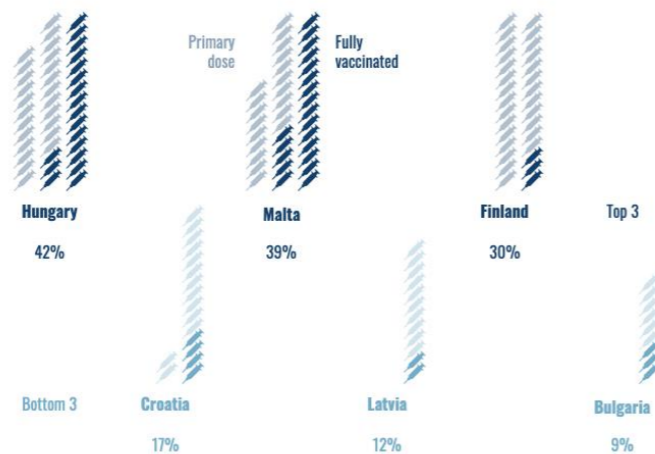
Data: International Energy Agency (IEA)



As of 23 April 2021, 8.7 % of the EU population has received **full vaccination against COVID-19**, while 23.7% have only received the first dose. **Malta (20%) and Hungary (18%)** have the highest percentage of full vaccination uptake, while **Bulgaria (2.5%) and Latvia (1.8%)** have the lowest.

The national vaccine uptake is calculated as follows: number of first doses cumulatively administered to individuals 18 and above divided by the size of population aged 18+. It is expressed as a % of population aged 18+ years. Population data are obtained from Eurostat/UN.

Data: European Centre for Disease Prevention and Control



The State of the Union was coordinated by the [SOU Secretariat](#) within the Communications Service and received the support of the entire EUI, in particular from the [Robert Schuman Centre](#) and Real Estate and Facilities Service, to whom we are extremely grateful.

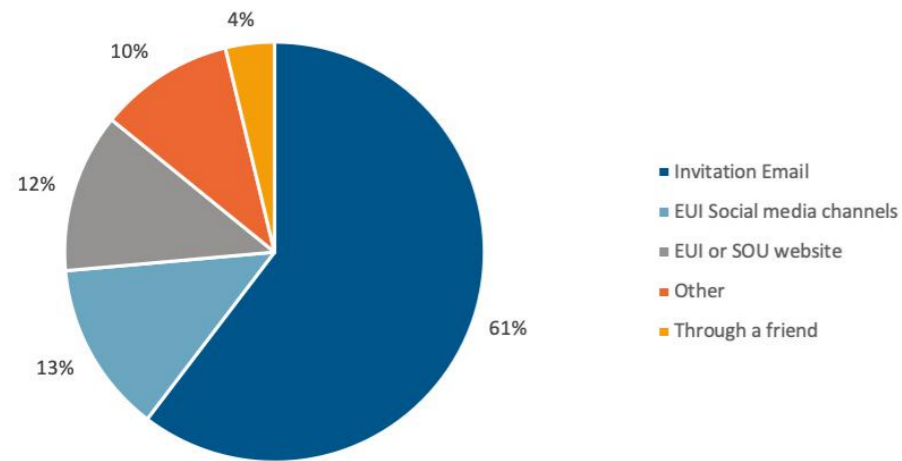
Become a Partner of the 2022 edition

[Partnerships](#) with The State of the Union offer a host of competitive benefits including advertising and content promotion, exclusive access to the event and unparalleled networking opportunities both virtually and in Florence. [Find out more.](#)

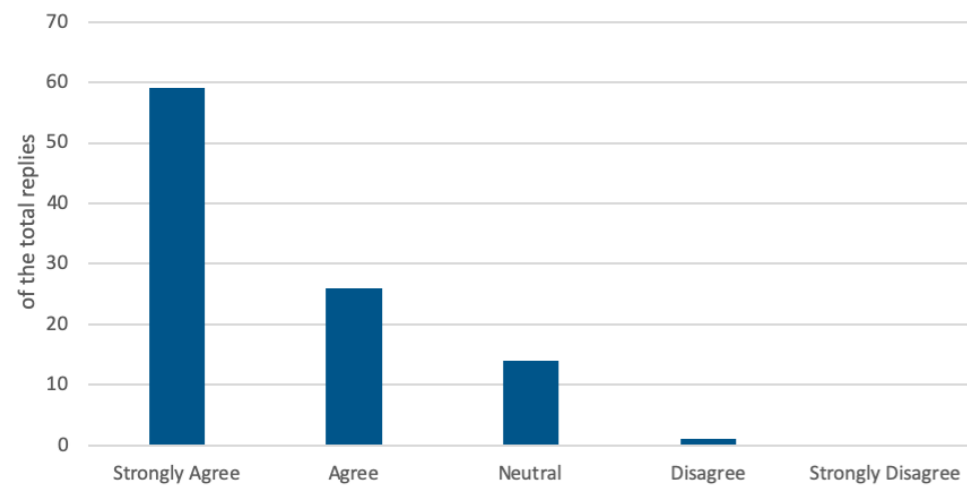
CONCLUSION

PARTICIPANT SURVEY

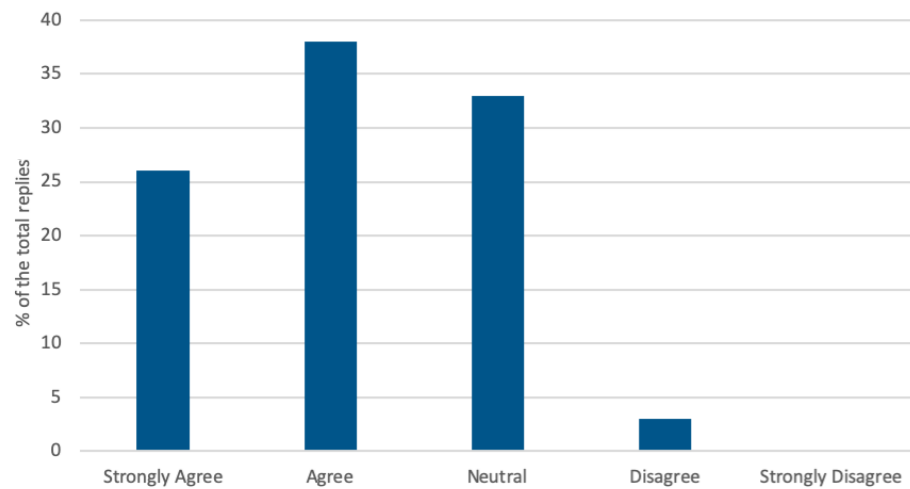
“How did you hear about The State of the Union conference?”



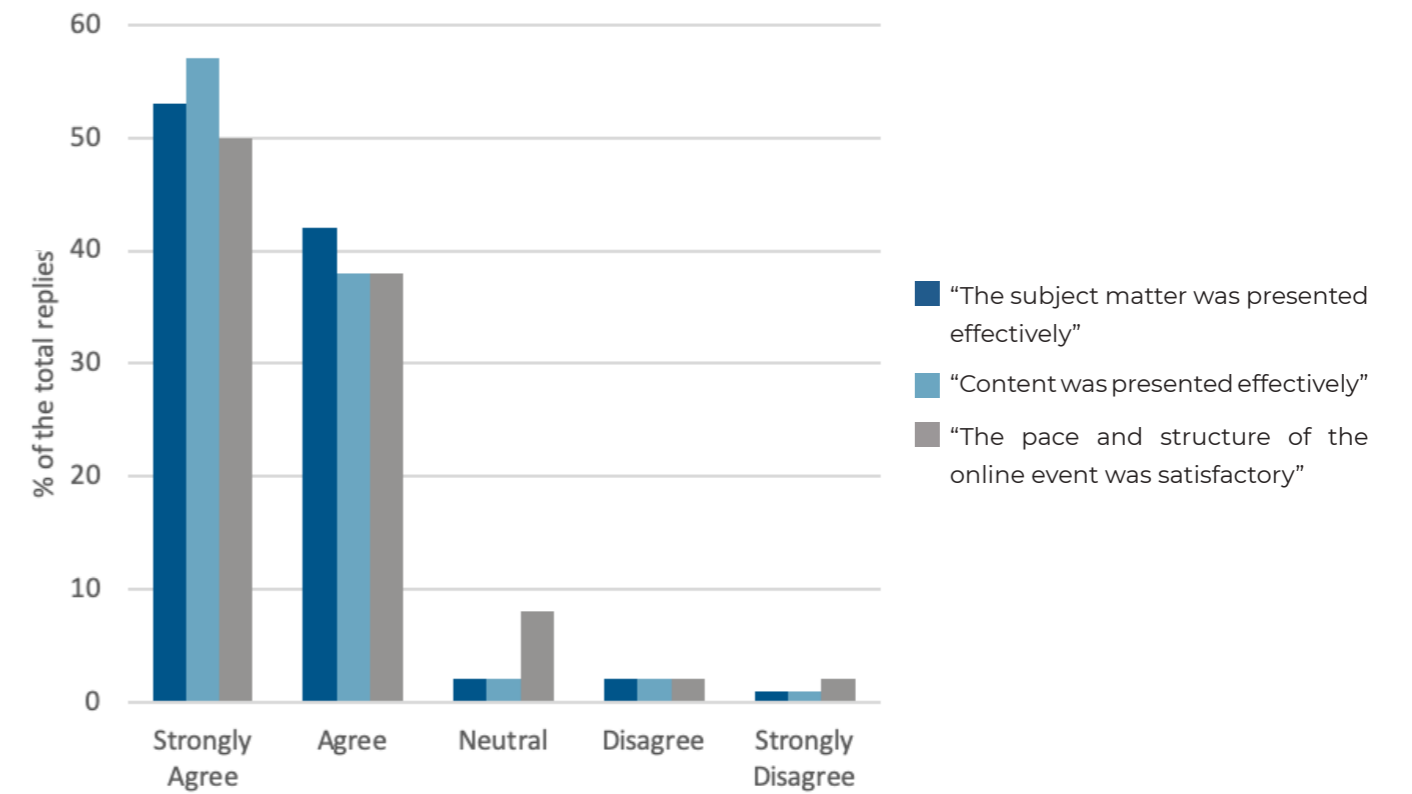
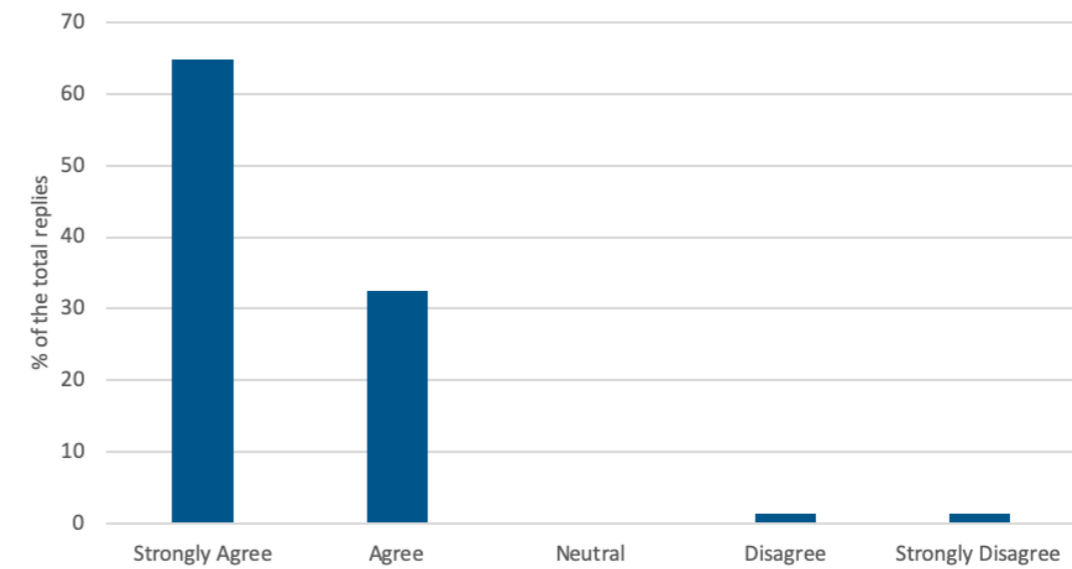
“The digital event platform chosen enhanced the SOU2021 event experience online”



“I was able to network and interact with relevant participants”



“The registration process was smooth and easy”



“How could your experience have been improved?”

“Panels were so interesting that I wish it could have lasted longer (maximum more 10-20 minutes) for panellists be able to answer more questions from the public.”

“More different guests.”

“Historical perspectives.”

“Three days of summit instead of one to have the chance to better follow everything.”

“I really enjoyed the event - perhaps inclusion of one or two American commentators giving a critical perspective / evaluation of the EU would have been good.”

“I wish it had been in person! But I recommend continuing to make the online experience available for those who cannot attend in person.”

“As real communication is more difficult with remote and if next year is also remote you should frame the sessions up-front with more info and background material distributed before the event.”

“Less panels, more time for discussion.”

“If the programme would have included more speakers from Central and Eastern Europe.”

“Some of the sessions were cut off only to sit to a blank screen and then a long wait before the next session. Seemed unnecessary.”

“It would be interesting to have a daily wrap-up received on the email, given the increased number of high quality interventions.”

“Some space to interact with other participants in the breaks.”

“Better timing of stream start.”

“To introduce side discussion events between participants.”

“Mentioning the live-streaming on the website in advance of the event, would have made it easier to share it with others.”

“It was remarkably well organized and the presentations were very informative.”

“Have direct access to live sessions rather than having to scroll down the programme each time.”

“My networking engagement experienced with other high level attendees were significantly impactful during the “State of the Union” presentation!!”

“Perfect experience! No suggestions for improvement.”

“It was well done and consumer friendly.”

“I see no room for improvements. Everything went smoothly. Congratulations on creating perfect event.”

The danger of fake news
Enlargement of the EU (risks and benefits)

Inclusive green transition

Youth engagement

Afghanistan and the lessons for a non-interventionist global policy

The impact of the pandemic on inequality

Equality and cultural diversity

Climate change and renewable energies

Working on site. Working off site. What has changed?

Public goods in the 21st century

EU start-up ecosystems

New European Bauhaus

The situation with Russia, Belarus, Hungary, Poland

Post-COVID debt and how to avoid a new sovereign debt crisis

The fight against global poverty

“Which topics should feature in the next edition of The State of the Union?”

Digitalization of the Euro

COVID-19 recovery - innovation, business and entrepreneurship in the global economy

Migration and global justice: the role of the EU

Rule of Law

Climate, climate, climate

European foreign policy

The EU's own narrative on the global stage vis-à-vis those of the USA, China, and Russia

Science policy and science governance

The significance of investing in Human Capital Development

The Conference on the Future of Europe - 1 year after - what does it mean for the EU?

The future of EU- Africa

Global diplomacy and governance

Rule of law

Transatlantic relations

Brexit/NI protocol in practice

Draghi's Italy

Gender and COVID-19 - addressing gaps within the union and beyond

Railway industry

Big data

Solidarity and support for vaccine equity

Governance and democracy

Europe-Caribbean relations

Indigenous peacebuilding and conflict resolution

CONCLUDING REMARKS

The programme received overwhelmingly **positive feedback** though a reduction in **parallel sessions** for future editions was advised in order to maximise participant attendance. The **digital event platform** was widely credited with enhancing the hybrid experience for the specialised audience given its advanced technology, opportunities for networking and interactive features. The platform would continue to be an added value for future editions given the dynamic and tailored experience it offered to virtual participants. Provision of more content on topics ahead of the conference and an even greater level of audience engagement was suggested.

Partners were given a high level of visibility in virtual booths on the platform and prominent placement of logos across a range of communication materials including in international **advertising campaigns** run by **Media Partners**. Partners delivered a wider range of promotion than in previous years incorporating their webpages, social media channels, newsletters and in the case of Euronews, providing advertising space on TV. **New partners brought valuable expertise, exposure and new audiences** from a range of sectors cementing the importance of fundraising efforts in the early planning stages of the event.

SOU's **ongoing diversity mission** shows good progress as **speaker gender balance** has stabilised at **43.5% female** and **56.5% male** for two years running. This could be boosted for SOU2022 by setting a target of **50-50** at the outset of planning and communicating this to all stakeholders including Fringe Event organisers. While **44** nationalities were represented among speakers, more representation from Africa, America and Asia would guarantee a truly global array of voices.

Greater gender, age and sectoral balance among the **specialised audience** was achieved and the setting of clear targets in the **SOU2021** Communications Strategy proved essential for implementing and tracking these targets. A higher proportion of business and industry leaders, as well as civil society representatives, would generate a greater array of audience opinion and offset the majority academic audience.

For the first time, a **90-day** organic and paid **social media campaign** was conducted across all main social networks – **Facebook, Twitter, Instagram, and LinkedIn** – and posts promoting SOU2021 were seen **2. million times around the world** resulting in a substantial increase of traffic on the website and optimisation of the budget. To improve the number of website livestream viewers, scheduled paid posts on the days of SOU2022 would create a higher conversion rate of people who previously reacted to the social media paid campaigns into event participants. **Twitter remains the most effective channel** to outreach new audiences for The State of the Union.

Overall, the **hybrid format** proved to be a **success** and was widely celebrated for having brought an extra level of professionalism and dynamism to the event. SOU's first foray into hybrid was a valuable experience as the **2022 edition** is likely to integrate a number of key elements: **in-person sessions** and speakers, a **restricted in-person audience**, a **state-of-the-art TV style production** and a **digital event platform to engage virtual participants**.

Stay tuned!

Media Partners



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The EC supports the EUI through the EU budget



