

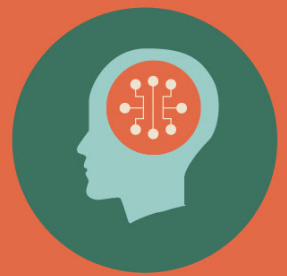
S O U
● 4 ●
Y O U



FINAL REPORT

FIESOLE
8 MAY

#SOU4YOU- Bringing
The State of the Union
Closer to Citizens



Organised by



THE STATE
OF THE UNION

Co-funded by
the European Union



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EXECUTIVE SUMMARY

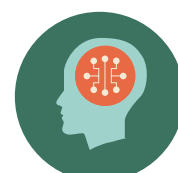
The 2021 edition of **The State of the Union** concluded on the afternoon and evening of Saturday **8 May** with a special in-person event **#SOU4YOU – Bringing the State of the Union Closer to Citizens** dedicated to youth and civil society engagement. Organised by the European University Institute and co-funded by the European Union, the initiative aimed to inspire young people and European citizens to act as protagonists within the European democratic process.

#SOU4YOU took place outside on the ancient steps and stage of the **Roman Theatre** in the charming setting of the Archaeological Area of Fiesole in full compliance with COVID-19 security protocol after **14 months** of COVID-19 restrictions. The initiative engaged participants on pertinent political topics through a variety of formats which facilitated dialogue and audience interaction. Almost **500** students, young people, representatives from Civil Society Organisations (CSOs) and minority groups attended the event in person while The State of the Union homepage where the event was live streamed received over **2,900 views**.

#SOU4YOU's objective was to broaden the outreach of The State of the Union, whose usual audience is composed of academics and policymakers, to young people aged **15-29** and civil society actors. This was achieved by bringing the public into conversation with **95 personalities** including representatives from local, national and European institutions, influencers, activists, musicians and actors, all of whom took to the stage to share their expertise and experiences.

Climate, Gender Equality, Artificial Intelligence, Public Health and Integration, several of the main topics of **SOU2021** "Europe in a Changing World", were debated on stage and with the audience. Other sessions celebrated inclusion and diversity through music, talks, interviews, quizzes, and award ceremonies. In the final session of the day **"Time to retreat?"** a company of young EUI actors explored the role of the EU and its values through a tragicomedy on Europe and its role in the world. The play incorporated audience engagement via the use of Mentimeter - a web tool for live polls. The play was performed in English with the aim of delivering a key message on the importance of civic participation to an audience of European citizens. The rest of the programme was delivered in Italian.

The success of **#SOU4YOU** was achieved thanks to the collaboration and the support of the European Parliament Liaison Office and Representative Office of the European Commission in Italy, Municipalities of Fiesole and Florence and PRG, responsible for the production of the event.



PROGRAMME

The **programme**, running from **15:00 to 21:00**, engaged civil society, youth and minorities through an array of dynamic formats. Until **19:00** the show was delivered in Italian while the last session – **“Time to Retreat?”** – was performed in English.



[Photo Gallery](#)



[Rewatch all sessions](#)

DEBATES



AUDIENCE ENGAGEMENT



MUSIC



PRESENTATIONS



THEATRE PLAY “TIME TO RETREAT?”



PARTICIPATION

In-person participation was a central feature of **#SOU4YOU** given the importance of bringing CSOs, youth and minorities together in one place. The location of the Roman Theatre was chosen given its symbolism as a historic site of exchange and civic participation. The event was also live streamed in order to outreach citizens across Italy and Europe. Participants from **40 different countries** attended the event due to the international background of the EUI.

IN PERSON PARTICIPATION – ROMAN THEATRE

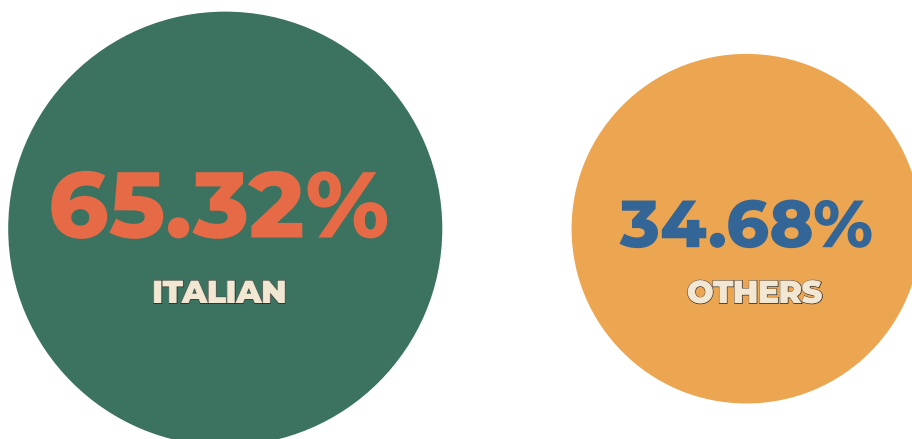


GENDER OF PARTICIPANTS

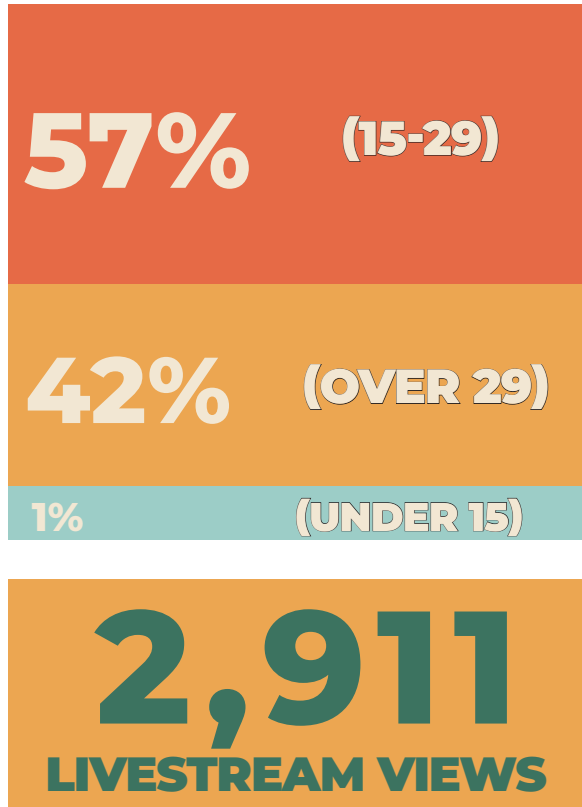


FEMALE MALE PREFER NOT TO SAY OTHERS

NATIONALITIES



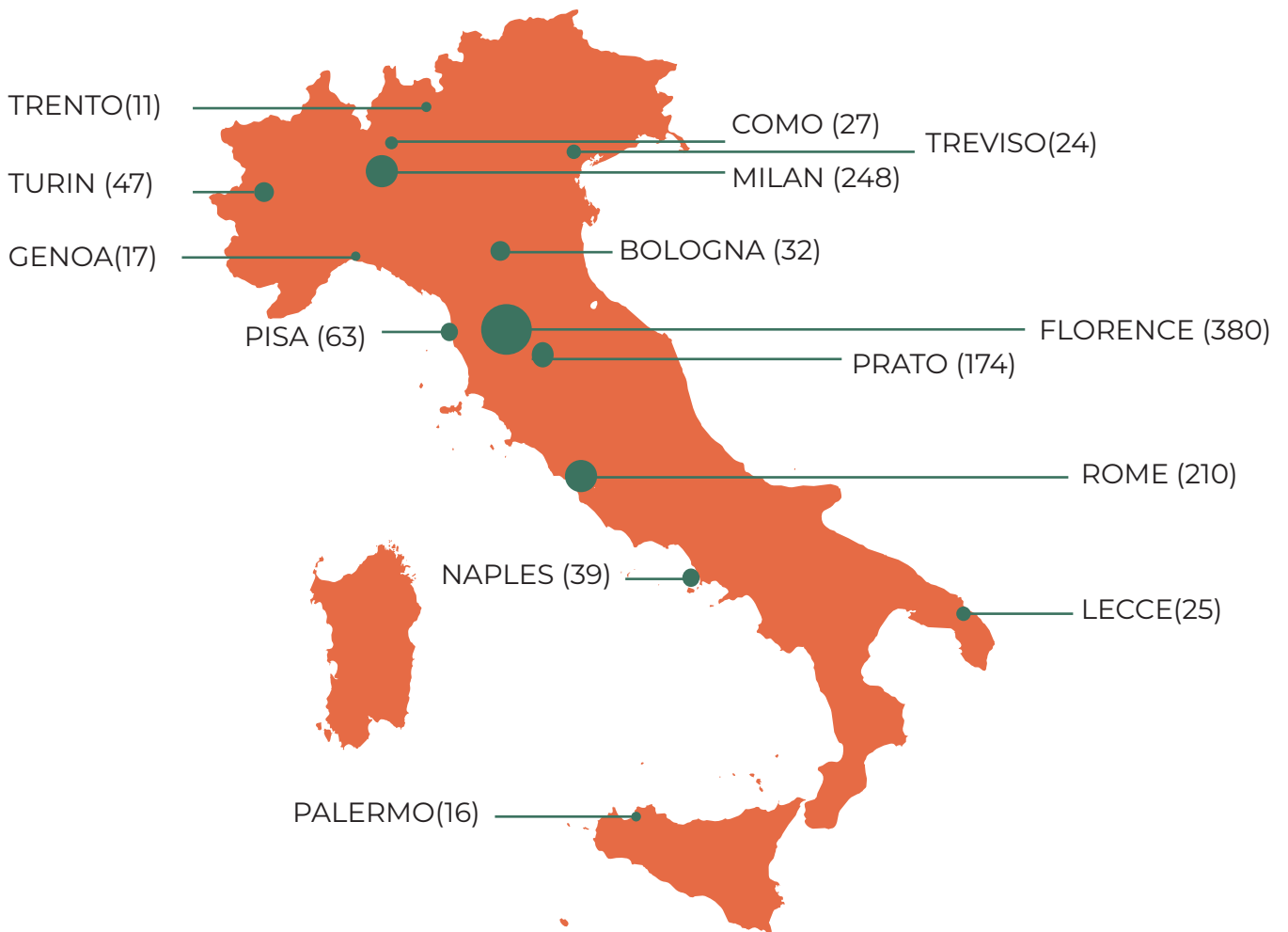
AGE GROUP



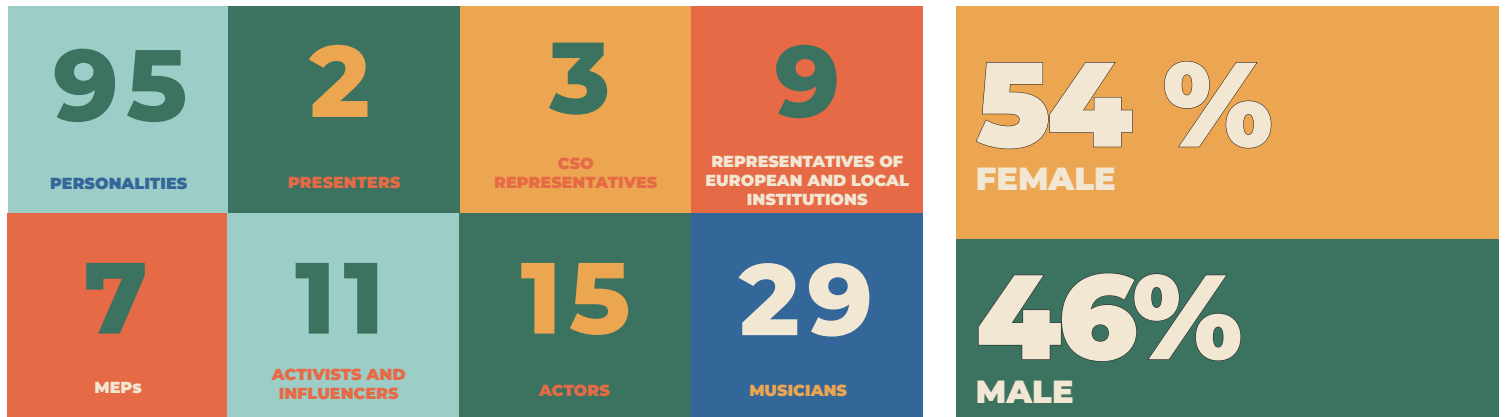
AFFILIATION



LIVESTREAM VIEWS - ITALY



PERSONALITIES



Claudia Fusani, Journalist
#SOU4YOU Presenter



Carlo Nicoletti, Radio DJ
#SOU4YOU Presenter



Carlotta Vagnoli
Influencer and Activist



Lorenzo Baglioni
Songwriter, Author and
Presenter



Piero Pelù
Songwriter, Rocker and
Activist



Simona Bonafé
MEP



Brando Benifei
MEP



Jennifer Guerra
Journalist and Writer



Emma Nolde
Songwriter



Norma's Teaching
Influencer and Teacher

COMMUNICATION

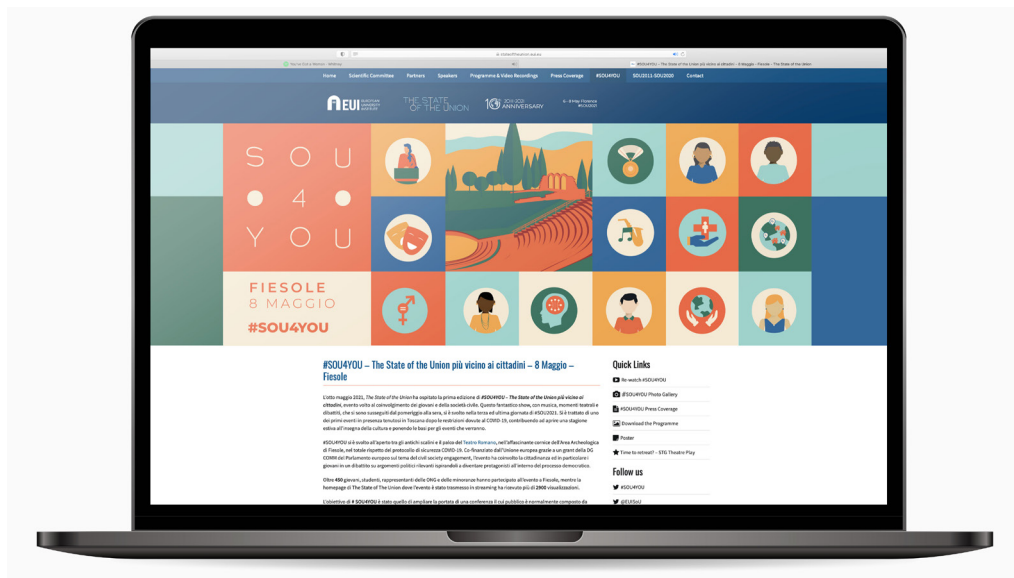
The **#SOU4YOU** communication campaign was launched two weeks before the event once national regulations allowed for in-person cultural events after a long period of lockdown.

The implementation of each communication action was challenged by the uncertain scenario and the impossibility to confirm the forecasted date of **8 May** until the last week of April.

This impacted the organisation of the advertising campaign as budget commitments were delayed until the last minute. In light of this short timeframe the quality of outreach was impressive and aided by partners, high profile speakers and influencers who promoted the event on their social media channels, website and newsletters.

WEBSITE

The first deliverable of the communication campaign was the creation of dedicated **#SOU4YOU** webpages on the **SOU2021** website.



124

Average number of the daily unique views

46,332

Webpage views

3/3/2021

Date of launch of the website

7

Webpages published

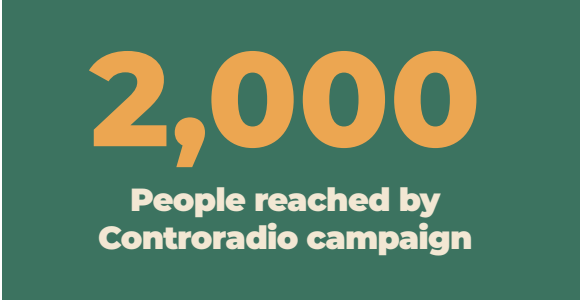
ADVERTISING

The advertising and promotion of the event was implemented with the support of **#SOU4YOU** Partners.

Adverts in the city centre: **one digital tower, 12 billboards (6x3m), 150 posters (70x100cm) and 30 A3 Posters** were visible in tourist hot-spots, institutional venues, universities, schools, libraries and shops.

Digital advertising banners were inserted in partners' newsletters and webpages.

An advertising campaign was organised in partnership with Controradio – independent local Radio - consisting of social media posts, banners on their webpages, promotion in their newsletter and a dedicated news article.



PRESS

The first edition of **#SOU4YOU** produced a successful amount of media coverage in the local and national press as well as in a number of international outlets.

Coverage included online and print articles and radio and video reports. A total of **40 articles** including interviews and radio broadcasts were published from renowned outlets such as **La Repubblica – Firenze, TGC24, La Nazione** and **ANSA** in both English and Italian.

La Nazione celebrated the central themes of **#SOU4YOU** highlighting the importance of 'youth engagement,' 'democratic dialogue,' 'citizens' participation' and promoting the presence of speakers such as Piero Pelù, Iacopo Melio, Lorenzo Baglioni and Norma's Teaching.

PROMOTIONAL VIDEO

A promotional video was released one week after the event to publicise the highlights and extend the time span and impact of the initiative.



Circulation
15,000

La Repubblica – Firenze

Circulation
68,000

La Nazione



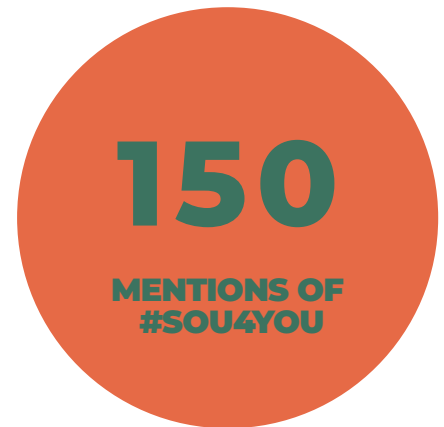
Full press coverage



Promotional video

SOCIAL MEDIA

The social media campaign - run through the EUI's Twitter, Facebook and Instagram accounts - was structured in a series of posts that focused on the link with The State of the Union, the setting of the Roman Theatre and the speaker line up. A final post releasing the promotional video was published following the event.

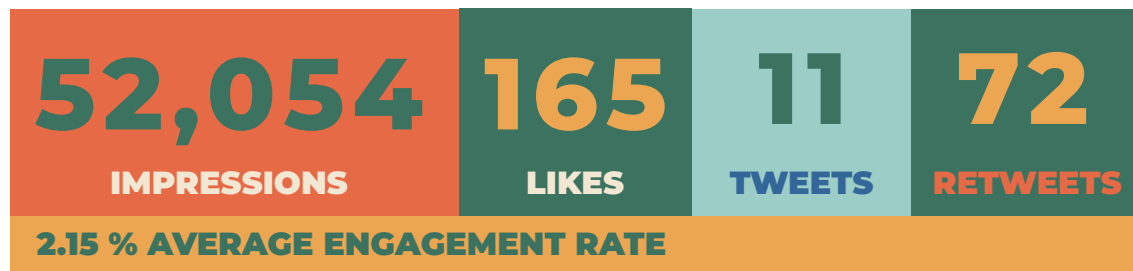


The Social Media Campaign was implemented with the support of **#SOU4YOU** Partners and Speakers.



SOCIAL MEDIA | TWITTER

@EUISoU and @EUI_EU to live tweet



#SOU4YOU

Top Mentions

PE Italia @PE_Italia · May 15

☀️ I nostri amici di [insieme-per.eu](#) hanno partecipato a [#SOU4YOU](#) per la Festa dell'Europa!
💡 Per vincere insieme la sfida del futuro!

❓ Vuoi saperne di più ed unirti alla 🗣️👥 community?

👉 Clicca [together.europarl.europa.eu/it/](#), iscriviti e partecipa! [#insiemeper](#) [#EUiamoci](#)

The Florentine @TheFlorentine

On Saturday, May 8, book a spot at [#Fiesole's](#) Teatro Romano for a play written by students at the [@EUI_EU](#). "Time to Retreat?" is a satirical story about "a burned-out EU president" named Christine. [#theatre](#)

Time to Retreat?: A play after lockdown by EUI students
"Time to Retreat?" is a satirical play written by EUI students about "a burned-out EU president" named Christine.
[@theflorentine.net](#)

Martina Ferracane @Martina_F · 29 mag

Ecco il dibattito che ho avuto il piacere di ospitare con [@NormasTeaching](#), [@ValeriaCagnina](#), [@Frao92](#), [@DantiNicola](#) e [@MaxSalini](#) in occasione dello State of the Union dell'Istituto Universitario Europeo! [@EUI_EU](#) [#SOU4YOU](#) [youtube.com/watch?v=I6JLP2...](#)

Openpolis @openpolis

Alle 17.30 al teatro romano di Fiesole insieme a [@OxfamItalia](#) interveniamo a [#SOU4YOU](#) per parlare di integrazione e migranti.

Translate Tweet

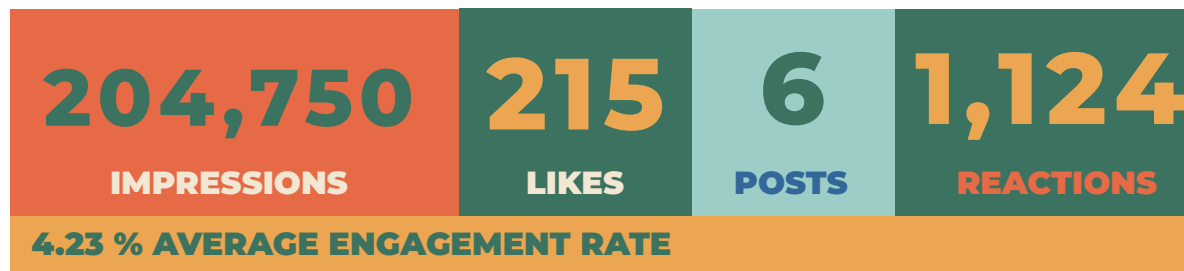
SOU4YOU - The State of the Union 2021 - Openpolis
Sabato 8 maggio alle 17.30 saremo al teatro romano di Fiesole per parlare di integrazione, migrazione e resilienza ...
[@openpolis.it](#)

UE in Italia @europainitalia · 4 mag

🇪🇺 [#SOU4YOU](#): portare l'UE più vicina ai cittadini, soprattutto ai più giovani.
Questo l'obiettivo dell'edizione 2021 dello State of the Union organizzato dall'[@EUISoU](#)
📅 [#8maggio](#), ore 15
📍 Teatro Romano di Fiesole.
📄 Info [loom.ly/Del3-bU](#)
[#EuropeDay](#) [#FutureOfEurope](#)

SOCIAL MEDIA | FACEBOOK

EUI FB Channel



#SOU4YOU

Top Mentions

Parlamento europeo in Italia si trova presso Teatro Romano Fiesole.
8 maggio alle ore 22:52 · Fiesole · 🌐

👉👏🇪🇺 L'emozione di tornare dal vivo, la bellezza di discutere temi importanti per i cittadini con i parlamentari europei, attivisti, musicisti, influencer, YouTuber... oggi @parlamento europeo in italia a @europeanuniversityinstitute per #SOU4YOU, con tanti giovani per iniziare insieme a riflettere sul Futuro dell'UE, alla vigilia dell'inaugurazione al Parlamento europeo di Strasburgo della Conferenza sul futuro dell'Europa 🇪🇺👏

👉 Il momento è adesso...
👉 Fai sentire la tua voce!
#IlFuturoèTuo #CoFoE #9maggio #insiemeper #parlamentoeuropeo #IamEuropean

Lo Spiegone
7 maggio alle ore 16:42 · 🌐

🇪🇺 Mancano meno di 24 ore all'inizio dell'evento #SOU4YOU, organizzato dallo [European University Institute](#) e co-finanziato dall'Unione europea, e noi de Lo Spiegone ci saremo!

Scopriremo insieme i cinque temi fondanti dell'evento:
 🇪🇺 #IntelligenzaArtificiale
 🌍 #Clima
 🌐 #Integrazione
 🗺️ #ParitàDiGenere
 🏥 #SalutePubblica

Potete seguire l'intero evento in streaming sul sito ufficiale ➡️ <https://stateoftheunion.eu.eu/sou4you/>

Scopri il programma! ➡️ <https://loom.ly/i70ApyE>

Comune di Fiesole
8 maggio alle ore 20:07 · 🌐

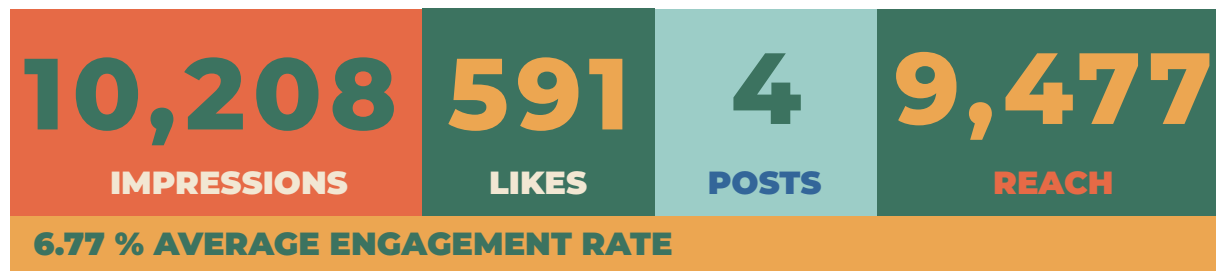
Il primo evento del 2021 al Teatro Romano. Insieme all'Istituto Universitario Europeo per un pomeriggio dedicato all'Europa con dibattiti, musica e teatro. Per parlare d'Europa ai cittadini ma soprattutto per avvicinare l'Europa ai cittadini.

European University Institute
8 maggio alle ore 17:18 · 🌐

Una giornata bellissima per #SOU4YOU!
Influencer, attivisti, ricercatori, professori, europarlamentari, giornalisti e Youtuber insieme per discutere 5 temi cru... Altro...

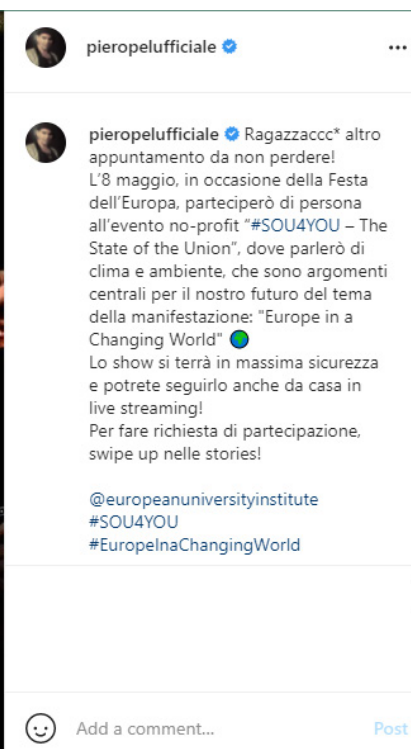
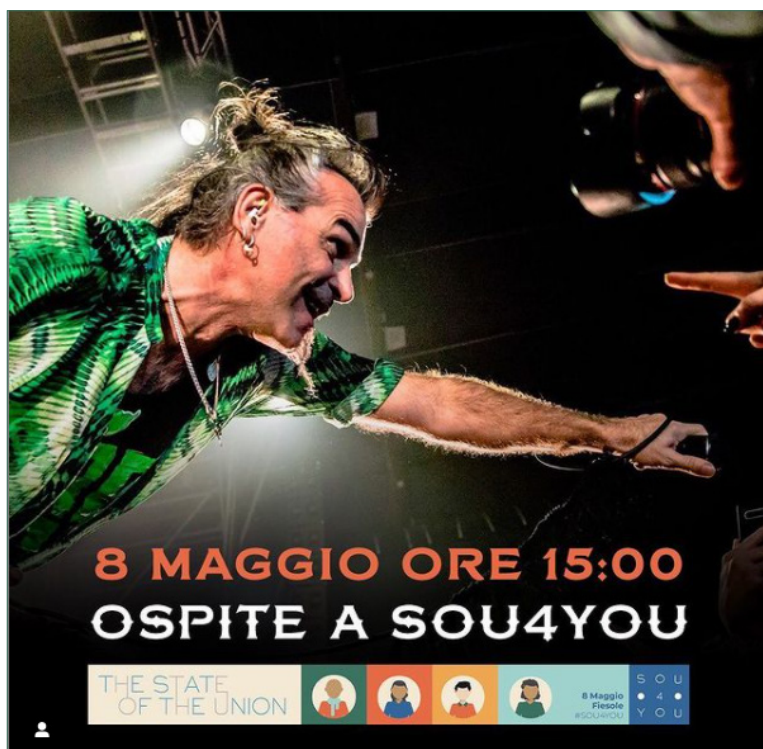
SOCIAL MEDIA | INSTAGRAM

EUI Instagram channel



#SOU4YOU

Top Mentions



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Partecipa a un dialogo con influencer, musicisti, giornalisti, parlamentari e associazioni locali.
Fai sentire la tua voce!

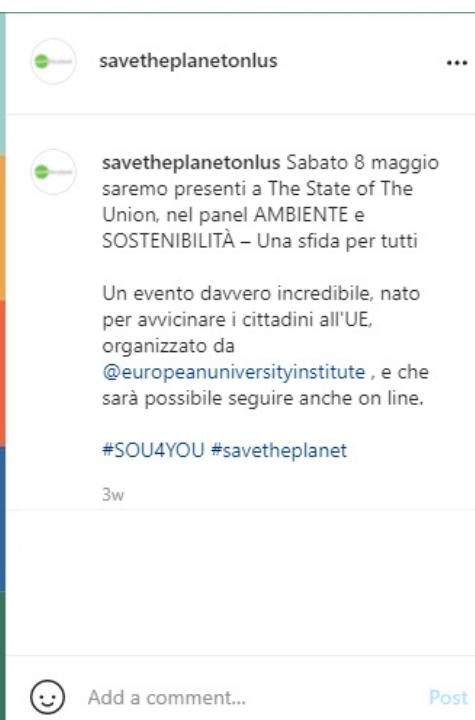
FIESOLE
8 MAGGIO
ore 15:00

Organizzato da

Cofinanziato dall'Unione europea

EUI EUROPEAN UNIVERSITY INSTITUTE

THE STATE OF THE UNION



S O U
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Y O U

#SOU4YOU

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