

THE STATE OF THE UNION

5 - 7 May 2022

A EUROPE FIT FOR THE NEXT GENERATION?

FINAL REPORT

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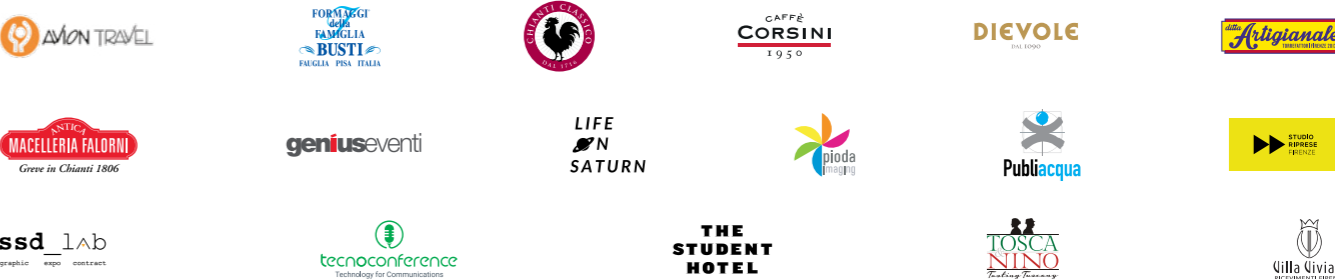
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SOU2022 – Executive summary

Titled **A Europe Fit for the Next Generation?**, the **12th edition of The State of the Union (SOU2022)** was held on **5-7 May** and counted **135 speakers, 43 sessions, five overarching streams** and **40 hours of recordings**.

Policy leaders and experts from academia and beyond gathered in Florence to discuss the most pressing issues on the European agenda, including the climate emergency, the digital transition, the future of transatlantic relations, and the war in Ukraine – specifically its complex geopolitical, economic, and legal ramifications. The Next Generation EU recovery plan was another key topic.

The first two days of the event were held in a **hybrid format**: while the majority of the speakers participated **in person in Florence (86%)** along with a selected audience, a group of participants engaged via the online platform Swapcard. The entire conference was also livestreamed to a public around the world.

Over **500 people** attended the event in person while nearly **11,500 people** attended via the **live stream**, the **digital event platform** and the **EUI YouTube channel**. SOU2022 was supported by **41 local and international partners**, whose collaboration was instrumental in its success.

The event gathered international high-level personalities including **Tedros Adhanom Ghebreyesus**, Director-General, World Health Organization; **Vincenzo Amendola**, Under-Secretary of State for European Affairs, Presidency of the Council of Ministers, Italy; **Josep Borrell Fontelles**, High Representative of the European Union for Foreign Affairs and Security Policy and Vice-President, European Commission; **Ana Brnabić**, Prime Minister, Republic of Serbia; **Petra De Sutter**, Deputy Prime Minister, Belgium; **Elisa Ferreira**, Commissioner for Cohesion and Reforms, European Commis-

sion; **Věra Jourová**, Vice-President for Values and Transparency, European Commission; **Eva Maydell**, Member, European Parliament and President, European Movement International; **Roberta Metsola**, President, European Parliament; **Teresa Ribera Rodríguez**, Deputy Prime Minister and Minister for the Ecological Transition, Spain; **Alexander Schallenberg**, Federal Minister for European and International Affairs, Republic of Austria; **Audrey Tang**, Minister for Digital Affairs, Taiwan; and **other policy leaders and academics**.

SOU2022 generated over **200 clippings** in top tier **international** and **national** media such as **ANSA**, **Euronews**, **Financial Times**, **Frankfurter Allgemeine Zeitung** and **TGcom24**, in a range of formats including online and print articles, TV and radio reports and podcasts.

International and European media demonstrated a particularly strong interest in this year's edition and the visibility of the event was also supported by the campaigns across EUI social media.

Three-day event

On the opening day of the conference, Thursday, **5 May 2022**, the sessions took place at the **Badia Fiesolana** (European University Institute), while participants reconvened in the historic setting of **Palazzo Vecchio** in the heart of Florence on the second day, Friday, **6 May 2022**.

The State of the Union concluded with an **Open Day** at **Villa Salviati** on Saturday, **7 May 2022**, welcoming a crowd of **1,000 people** who participated in the unique opportunity to visit the **Historical Archives of the European Union**. Guided by EUI partner **Fondo Ambiente Italiano (FAI)**, visitors toured the beautiful grounds and buildings of the historic villa and the state-of-the-art vaults where Europe's memory is preserved.

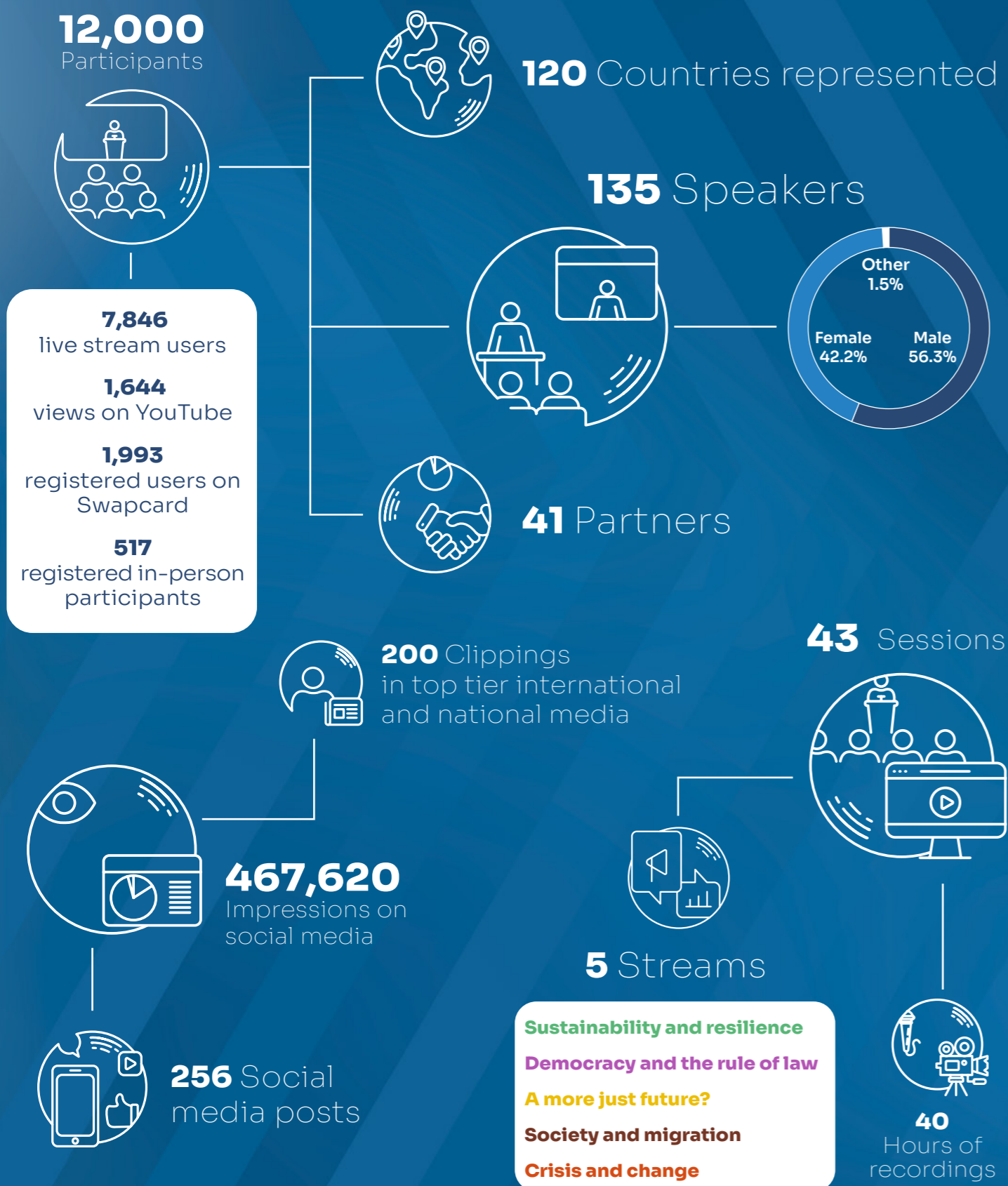


«We are proud to welcome such an impressive array of **top-level speakers** to **discuss the future of Europe**. As war rages in Ukraine, it is more important than ever **to focus on what unites us and identify common challenges**. Over the past decade, **The State of The Union** Conference has established itself as a **key forum for discussion on the most pertinent issues facing Europe and Europeans**. Policymakers and academics meet in Florence to come up with **innovative ideas for policymaking in challenging times**.»

Renaud Dehousse, President, EUI.

THE STATE OF THE UNION

2022 - QUICK OVERVIEW



Index

1	CONTENT	8
1.1	Scientific Committee	9
1.2	Speakers	10
1.3	Programme	16
1.4	Partner events programme	18
2	A SPECIAL HYBRID EDITION	20
2.1	Venues and format	21
2.2	Social and cultural events	30
2.3	Digital event platform	34
3	PARTICIPANT BEHAVIOUR	40
3.1	In-person participants	41
3.2	Online audience: Swapcard and live streaming	44
4	COMMUNICATION	50
4.1	Advertising: digital and print	51
4.2	Press	56
4.3	Social media	58
5	PARTNERS	70
6	SURVEY AND FEEDBACK	74
7	FESTIVAL D'EUROPA	78
8	CONCLUSION	80



CONTENT

1.1 Scientific Committee

The Scientific Committee is composed of influential experts and academics within the EUI community. Drawing on their expertise, the Scientific Committee designs the programme and the content of the conference and is responsible for inviting speakers and ensuring scientific quality.



Kenneth Amaeshi

Professor, Sustainable Finance and Governance, School of Transnational Governance, EUI



Edouard Challe

Professor, Department of Economics, EUI



Renaud Dehousse

President, EUI



Marco Del Punta

Secretary General, EUI



Franca Maria Feisel

Researcher, Department of Law and Co-Coordinator, Ponte Europa, EUI



Juho Härkönen

Professor of Sociology, Dean of Postdoctoral Studies and Director of the Max Weber Programme for Postdoctoral Studies, EUI



Simon Hix

Stein Rokkan Chair in Comparative Politics at the Department of Political and Social Sciences, EUI



Marco Incerti

Director, Communications Service, EUI



Erik Jones

Director, Robert Schuman Centre, EUI



Sarah Nouwen

Chair and Professor of Public International Law, and Co-Director of the Academy of European Law, EUI



Glenda Sluga

Joint Chair, Director of Research and Professor, Department of History and Civilisation, and Joint Chair, Robert Schuman Centre of Advanced Studies, EUI



Alexander Stubb

Director and Professor, School of Transnational Governance, and Former Prime Minister of Finland, EUI

1.2 Speakers

SOU2022 counted **135 speakers and moderators**, including representatives of national and EU institutions and governments, academia, the private sector, national and international press. The **diversity** in the affiliation of the speakers guaranteed different opinions and dynamic discussions. As for **gender diversity** (see Figures 1, 2 and 3), women - often underrepresented at high-level policy events - constituted **42.2%** of speakers and

moderators, while **56.3%** were male and **1.5%** diverse gender identities. To have an overview of the gender diversity in the past years of the conference, please refer to Figure 4.

39 nationalities were represented, resulting in a global meeting of minds and expertise rooted in different contexts. Regarding speaker participation, **86% joined in person** and **14% connected online**.

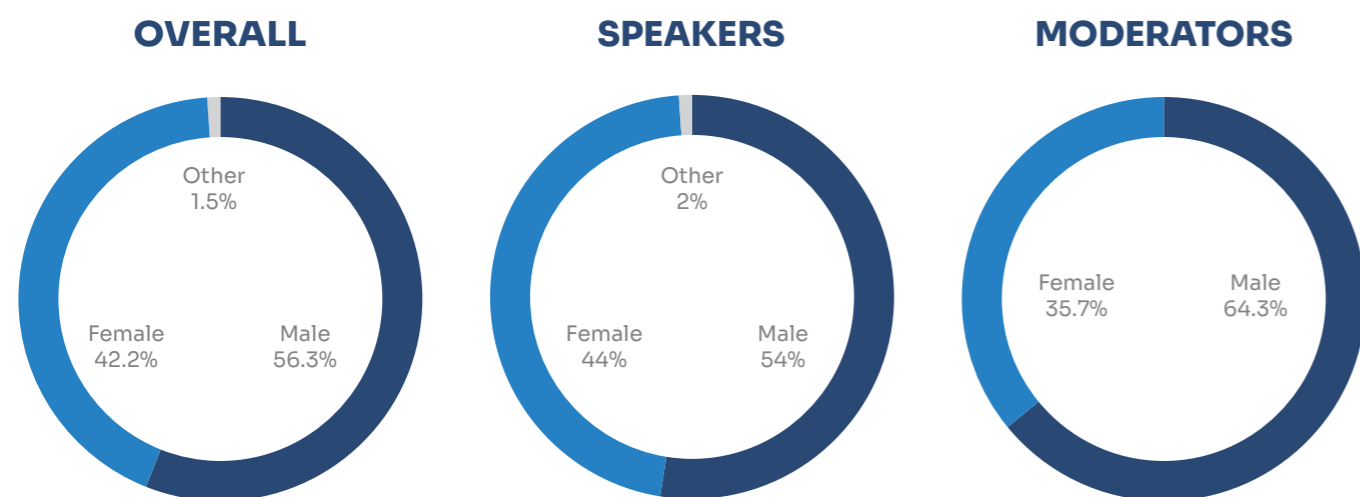


Figure 1: Overall gender diversity among speakers and moderators (The State of the Union 2022).

Figure 2: Gender diversity among speakers (The State of the Union 2022).

Figure 3: Gender diversity among moderators (The State of the Union 2022).

YEAR ON YEAR COMPARISON

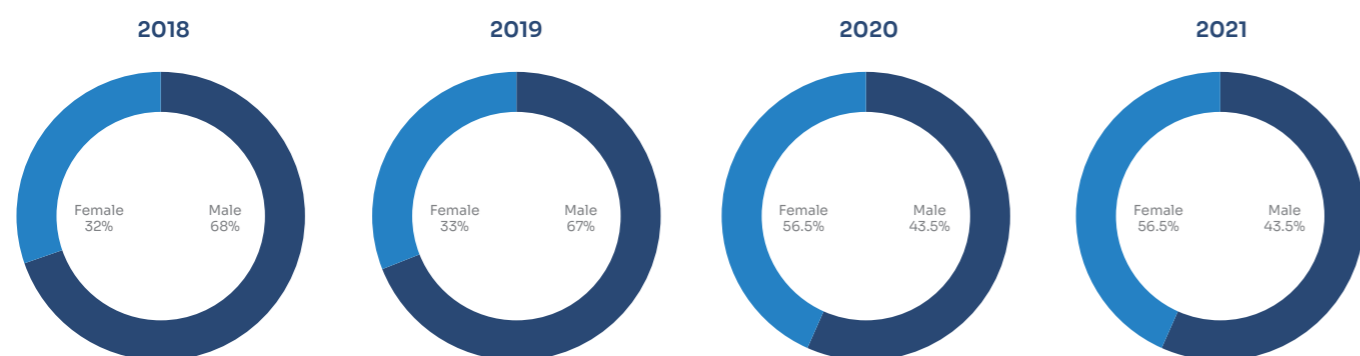


Figure 4: Year on year comparison: gender diversity among speakers and moderators.



Opening Remarks by Roberta Metsola, President, European Parliament on 6 May

Highlighted speakers – 05 May



Vincenzo Amendola

Under-Secretary of State for European Affairs,
Presidency of the Council of Ministers, Italy



Fatih Birol

Executive Director, International Energy
Agency (IEA)



Francesca Briá

President, Italian National Innovation Fund,
CDP Venture Capital



Petra De Sutter

Deputy Prime Minister, Belgium



Eamon Gilmore

Special Representative for Human Rights,
European Union



Marion Jansen

Director of the Trade and
Agriculture Directorate, OECD



Věra Jourová

Vice-President for Values and Transparency,
European Commission



Eva Maydell

Member, European Parliament and President,
European Movement International



Teresa Ribera Rodríguez

Deputy Prime Minister and Minister for the
Ecological Transition, Spain



Kadri Simson

Commissioner for Energy, European
Commission



Francesco Starace

CEO, Enel Group, Italy



Dubravka Šuica

Vice-President for Democracy and
Demography, European Commission



Audrey Tang

Minister for Digital Affairs, Taiwan



Gerassimos Thomas

Director-General, Taxation and Customs
Union Department, European Commission

Next page: The Secretary General of the EUI, Marco Del Punta, welcoming the Vice President of the European Commission in charge of Democracy and Demography, Dubravka Šuica and her delegation.

5 May – Panel on **Defending Democracy and the Rule of Law in Europe**



Highlighted speakers – 06 May



Tedros Adhanom Ghebreyesus
Director-General, World Health Organization



Leonardo Bassilichi
President, Chamber of Commerce, Florence



Josep Borrell Fontelles
High Representative of the European Union for Foreign Affairs and Security Policy and Vice-President, European Commission



Ana Brnabić
Prime Minister, Republic of Serbia



Luigi Di Maio
Minister of Foreign Affairs, Italy



Elisa Ferreira
Commissioner for Cohesion and Reforms, European Commission



Eugenio Giani
President, Tuscan Region



Miroslav Lajčák
Professor, School of Transnational Governance, EUI, and EU Special Representative for the Belgrade-Pristina Dialogue and other Western Balkan regional issues



Bernd Lange
Member, European Parliament and Chair, INTA Committee



Antonio Mazzeo
President, Regional Council of Tuscany



Roberta Metsola
President, European Parliament



Dario Nardella
Mayor, City of Florence



Alex Rogers
President, Global Affairs and Technology Licensing, Qualcomm



Alexander Schallenberg
Federal Minister for European and International Affairs, Republic of Austria

Next page: 6 May – Conversation on Geopolitical Order and Change of Security Architecture in Europe

6 May – Panel on What European Perspectives for the Western Balkans?





SUSTAINABILITY
AND RESILIENCE



DEMOCRACY AND
THE RULE OF LAW



SOCIETY
AND MIGRATION



A MORE
JUST FUTURE?



CRISIS
AND CHANGE

1.3 Programme

The overarching theme of the 2022 edition of the conference was **A Europe Fit for the Next Generation?**

The event counted **43 sessions**, including **24 panels**, grouped into **five main streams**. Leaders and experts focused on the most pressing issues on the European agenda, including the climate emergency, the digital transition, the future of transatlantic relations, and the war in Ukraine – specifically its complex geopolitical, economic, and legal ramifications.

The programme totalled **40 hours of discussion recordings** on the European Union's role as a global player in a constantly evolving landscape – a common thread among sessions dedicated to sustainability and resilience, democracy and

the rule of law, a more just future, society and migration, crisis and change. 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.

The event gathered insightful inputs on the overarching theme also through engagement in the format of **three main conversations** and powerful messages from high-profile personalities. The event also included the **SOU Lecture** by Professor **Kalypso Nicolaïdis**, Chair in International Affairs at the School of Transnational Governance (EUI), which was presented as a dialogue with the next generation, represented by EUI students, and acted to stimulate the discussion on the future of Europe.



6 May – SOU Lecture followed by Q&A.



1. Whatever it takes to **Decarbonise**
2. Whatever it takes to **Democratise**
3. Whatever it takes to **Decolonise**

Kalypso Nicolaidis,
Chair in International Affairs, School of Transnational Governance, EUI



1.4 Partner events programme

The conference also included a [partner events programme](#) structured in **five panels** on **5 May 2022** and **two trainings** on **6 May 2022**. Both the panels and the trainings contributed with alternative perspectives to the overarching theme **A Europe Fit for the Next Generation?** These events were organised by The State of the Union's contributing partners and focused on the following topics:

- “Safeguarding Europe’s Competitiveness and Strategic Autonomy”
McKinsey Global Institute
- “Greening and Digitalizing the European Economy: What’s in Store for Economic Cohesion in the EU?”
Bertelsmann Stiftung
- “Seizing the Digital Identity and Payments Opportunity: National and EU Experiences”
PagoPA
- “Offsetting and Carbon Emission Rights, a View on European Regulatory Approach and Business Practices”
Poste Italiane
- “The Geopolitics of Technology”: Standards and Tech Sovereignty”
Qualcomm

The **two trainings** were organised by **PagoPA** and **Findomestic**.

BertelsmannStiftung



McKinsey
Global Institute



Posteitaliane

Qualcomm

Highlighted speakers



Carme Artigas

Secretary of State for Digitization and Artificial Intelligence, Spain



Silvana Filippini

Head of Digital Identity, MITD, Presidency of the Council of Ministers, Italy



Sven Giegold

State Secretary, Federal Ministry for Economic Affairs and Climate Protection, Germany



Teemu Kääriäinen

Senior Adviser, Minister of Finance, Finland



Ivailo Kalfin

Executive Director, Eurofound



Ronny Khan

Seconded National Expert, DG Connect, European Commission



Miapetra Kumpula-Natri

Vice-Chair AIDA, European Parliament



Ángel Martín

Deputy Head of the Planning and Governance, Department of Digital Administration, Spain



Jan Mischke

Partner Zurich, McKinsey Global Institute



Cosimo Pacciani

Head of Research, Poste Italiane Group Research Hub



Marco Piccitto

Director and Senior Partner Milan, McKinsey Global Institute



Lucilla Sioli

Director, DG for Communications Networks, Content and Technology, European Commission



A SPECIAL HYBRID EDITION



The Badia Fiesolana campus, European University Institute (EUI)

2.1 Venues and format

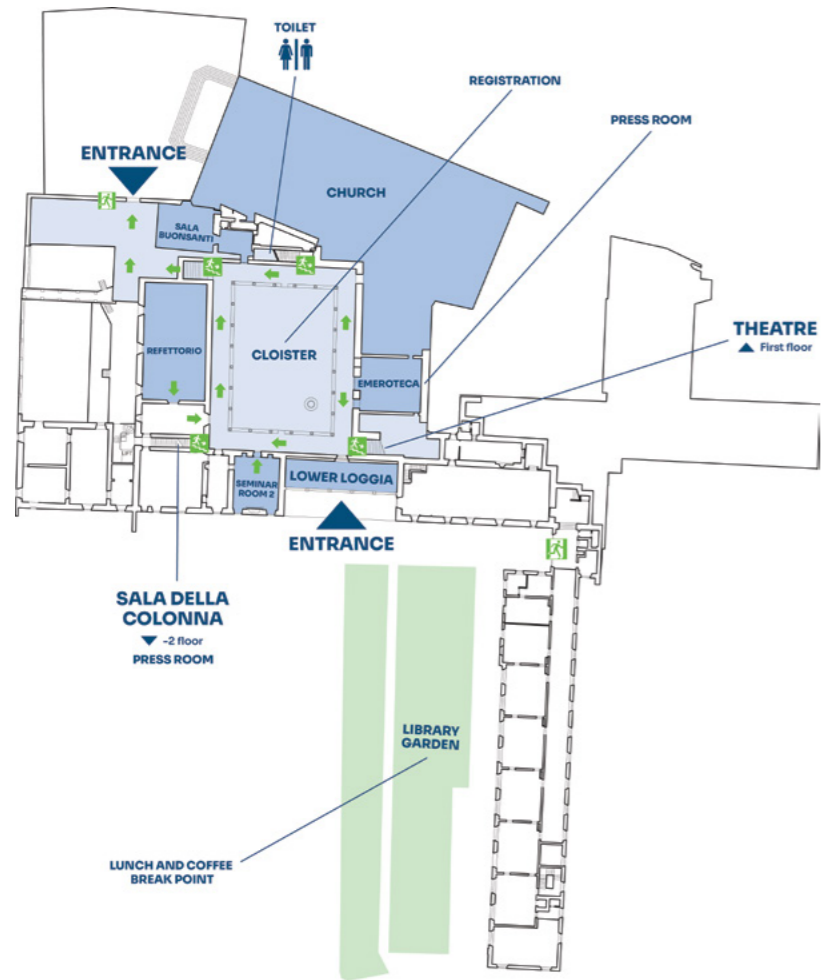
The conference took place over three days, with its opening on Thursday, **5 May 2022** at the Badia Fiesolana, the [EUI's stunning hilltop hub](#). The event largely consisted of in-person parallel panels exploring the main streams of the conference from an array of academic and policy perspectives.

The first day hosted **27 sessions** in **four locations** within the Badia Fiesolana campus: the **Church**, the **Theatre**, the **Refectory** and **Sala Buonsanti**. Each room was equipped with a custom-built hybrid production studio that allowed the possibility of a combination of on-site and online speakers. A team of production and digital specialists ensured the accurate delivery of this format.

In order to guarantee the smooth running of the event, each room had a direction team of three

persons to coordinate the various aspects involved in the broadcasting of the panels, liaising both with the speakers on the stage, with those connected online, and the guests present in the room. The direction team also oversaw the synchronisation of the panels streamed on the digital platform, ensuring that the online attendees could interact in the Q&A with the speakers.

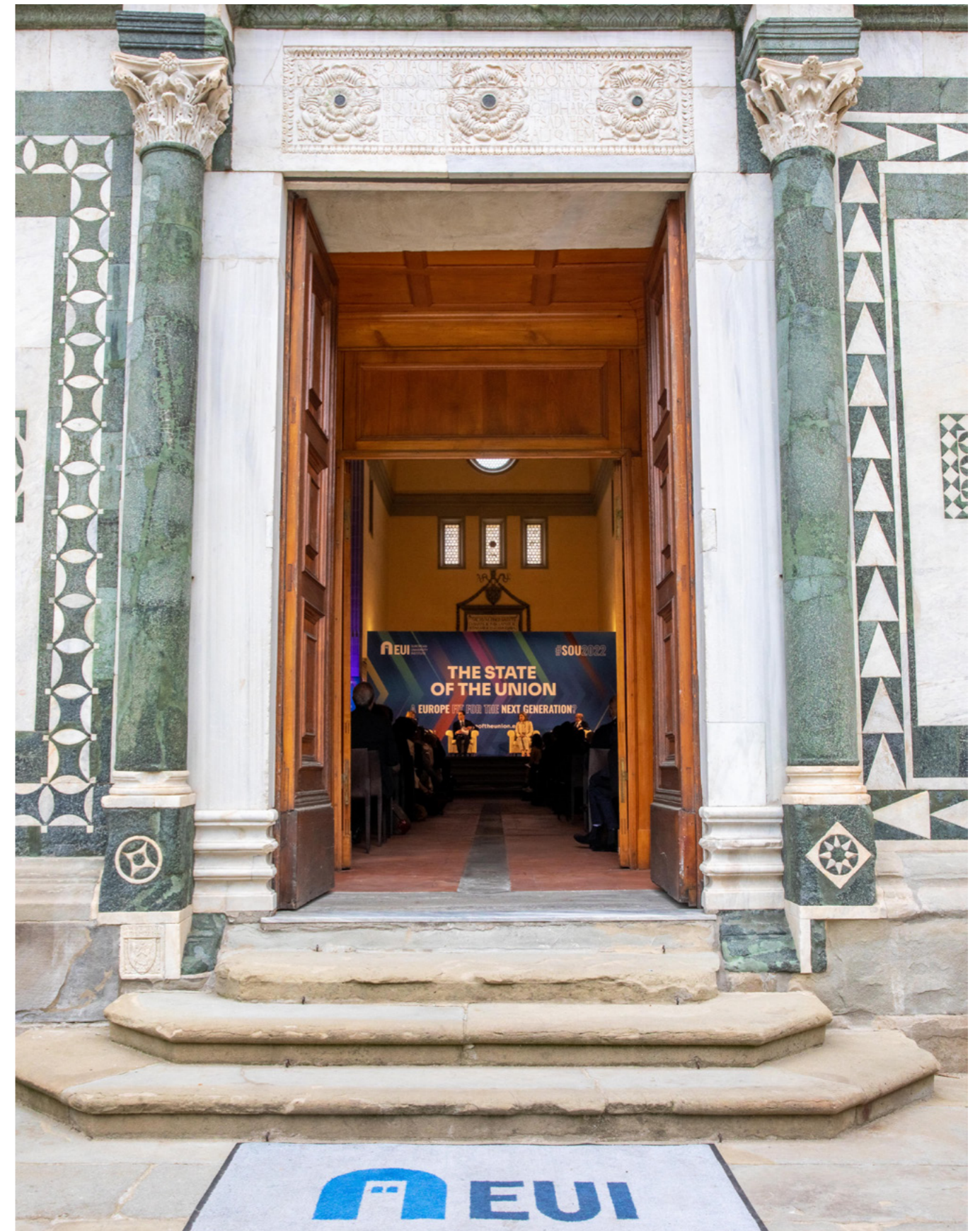
The splendid Renaissance-period **Church** hosted up to **200 participants** in full compliance with security and COVID-19 regulations. A self-supporting flat backdrop and two lateral 80-inch LED monitors served as a stage. The Church was the room designated for the opening and concluding speeches, and it hosted the musical interlude offered by the EUI choir.



The planimetry of the Badia Fiesolana campus, European University Institute (EUI).



5 May – Opening Remarks in the Church.



5 May – Panel organised in the Church

The same layout was reproduced in the **Refectory**, where the stage was made of a three-faced backdrop and two 80-inch monitors, all framed by a 17th century fresco. The room hosted up to **100 seated guests**.



5 May – Panel on Building Resilience: Digital Trade and the Digital Transition



5 May – Panel on The 'Brussels Effect': Governance vs Technology?

The **Theatre** presented a slightly different setting, but in line with the SOU2022 main graphic identity. The room hosted up to **140 guests**.



5 May – Panel on Demographic Change and Growing Population Diversity in Europe



5 May – Panel on Justice in a Geopolitical World

Sala Buonsanti was reserved for the partner events programme. The flat backdrop on the stage showed the dedicated SOU partner graphics. The room hosted up to **45 guests**.



5 May – Partner event on Safeguarding Europe's Competitiveness and Strategic Autonomy

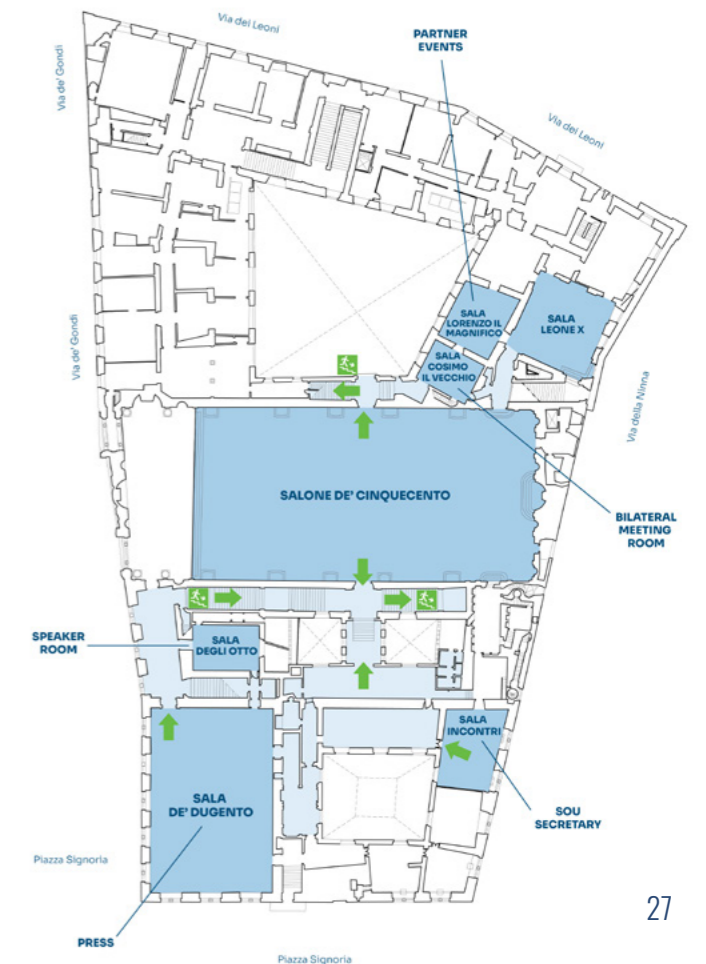


5 May – Partner event on The Geopolitics of Technology: Standards and Tech Sovereignty



6 May – Florence City Hall in Palazzo Vecchio

On Friday, **6 May 2022**, sessions reconvened in the historic setting of **Palazzo Vecchio**. The event featured conversations and high-level interviews, panels and an interactive lecture. Present were heads of state, EU leaders, diplomats, academics, civil society and business representatives, journalists, and opinion leaders from Europe and beyond.



The planimetry of the first floor of Palazzo Vecchio

The stage constructed in the magnificent **Salone dei Cinquecento** was a state-of-the-art TV style production setting, composed by a three-faced backdrop with an integrated rear widescreen on the left side.



6 May – Salone dei Cinquecento at Palazzo Vecchio



6 May – Panels organised in Salone dei Cinquecento at Palazzo Vecchio

Méabh McMahon, Political Reporter and News Anchor of Euronews, a media partner of the event, covered the role of the master of ceremonies on 6 May, introducing the speakers and presenting the different sessions.



Master of Ceremonies Méabh McMahon

2.2 Social and cultural events

In the framework of the conference, **three main social events** were organised, along with **two networking lunches**.

A **speaker's welcome cocktail**, co-organised together with The Student Hotel in Florence, opened the 2022 edition of The State of the Union on the

evening of **Wednesday, 4 May**. This networking opportunity between speakers and moderators allowed for an exchange of opinions on the content and key themes of the respective sessions, to foster a more substantive conversation during the days of the conference.

Current and next page: 4 May – Speaker's welcome cocktail at The Student Hotel in Florence



On **5 May 2022**, a **live performance** by the EUI Choir marked the conclusion of the first day of activities. This was followed by a **tasting of Tuscan products**. The latter was an opportunity to present products from the Tuscan territory to an audience of international guests within the EUI premises.



5 May – EUI Choir performance

5 May – Tasting of Tuscan products



Additional important brainstorming moments during the two days of the conference took place on two **networking lunches**, one on **5 May** at the **Badia Fiesolana** (EUI premises) and the second one on **6 May** at **Palazzo Vecchio** in Sala dei Gigli and Sala delle Udienze.



6 May – Speakers lunch at Palazzo Vecchio

The **Open Day** of the **Historical Archives of the European Union** (HAEU) was the concluding event of The State of the Union 2022, which took place on Saturday, **7 May**.

Around **1,000** people participated in the unique opportunity to visit the Archives, gardens and spaces of **Villa Salviati**, including distinguished guests and visitors such as **Josep Borrell Fontelles**, High Representative of the EU for Foreign Affairs and Security Policy and the Vice President, European Commission; the Mayor of Fiesole, **Anna Ravoni**; and the Deputy Mayor of Florence, **Alessia Bettini**.

The HAEU worked to engage **young people** from the Florence area to take part in the event: with the Florence delegation of the **Fondo per l'Ambiente Italiano (FAI)**, **45** high school students from the

Gramsci and Castelnuovo high schools prepared and led the guided tours of the villa, gardens and grottos as **Ciceroni apprendisti**. The tours were fully booked from 10:00 to 17:30, with around **100** people per hour taking part in both in Italian and English. HAEU archivists guided visitors through the vaults housing more than 9,000 linear meters of documents, while children in attendance worked on a group art project meant to stimulate reflection on the meaning of Europe.

An open-air sculpture exhibition curated by Andrea Mello was also inaugurated on 7 May at Villa Salviati, with works by Tuscan artists Kiki Franceschi and Andrea Chiarantini. The day concluded with a concert performed by musicians from **La scuola Toscana tra i suoni**, Tuscany's youth orchestra, coordinated by Luca Marino and directed by Gisella Cosi.



7 May – Open day at Villa Salviati

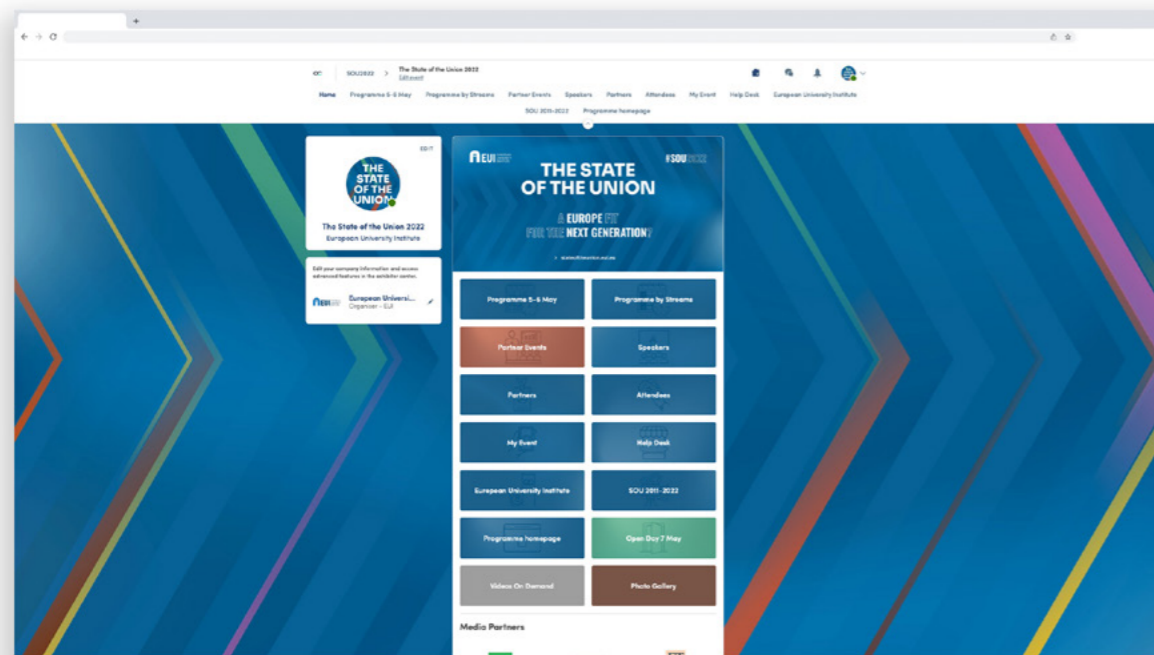
2.3 Digital event platform

The online audience participated in the conference via:

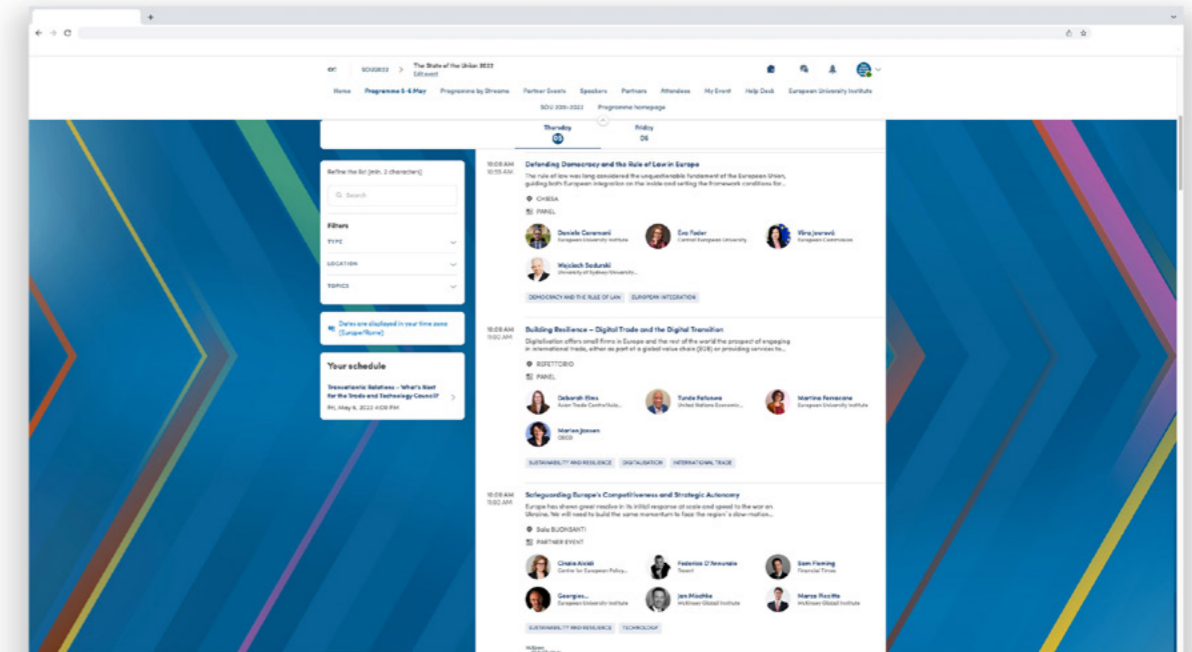
- the **live stream** on the SOU2022 website, which was also embedded on various **partner** websites
- the **EUI's YouTube channel**
- the **digital event platform, Swapcard**.

The digital event platform was accessible by **invitation only** and facilitated the **interaction** between the panellists and the specialised registered guests, who could network and actively take part in the conversation via different **interactive tools**, including **polling**, the **live chat** and the **Q&A**.

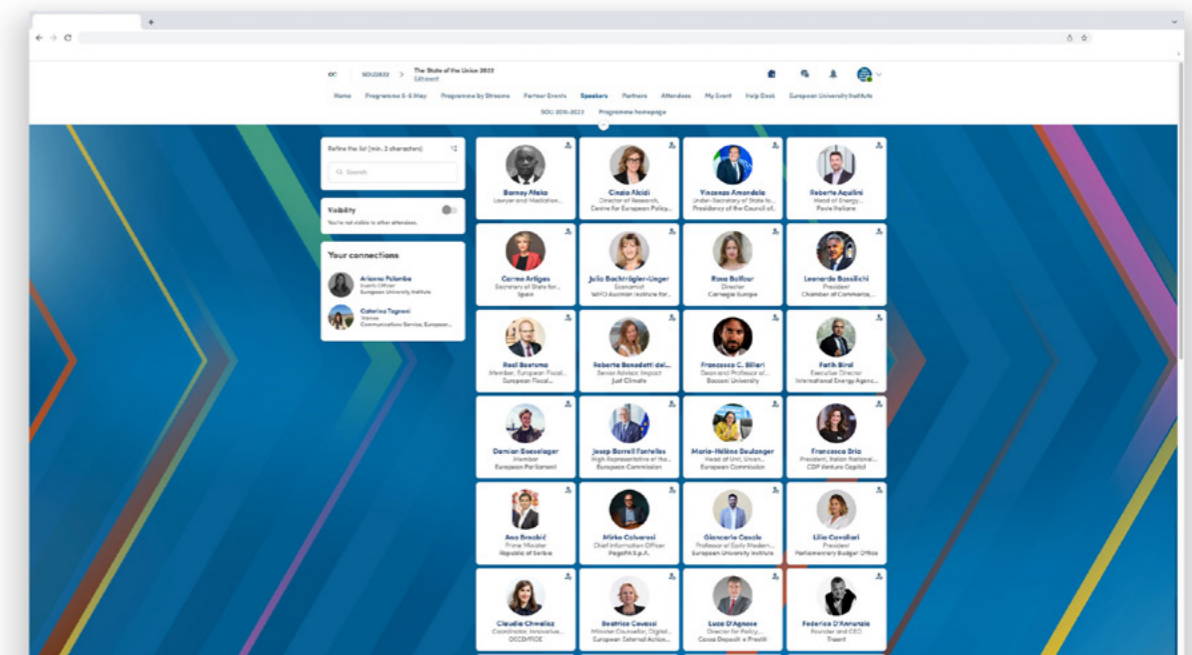
Swapcard – Homepage



Swapcard – Programme page

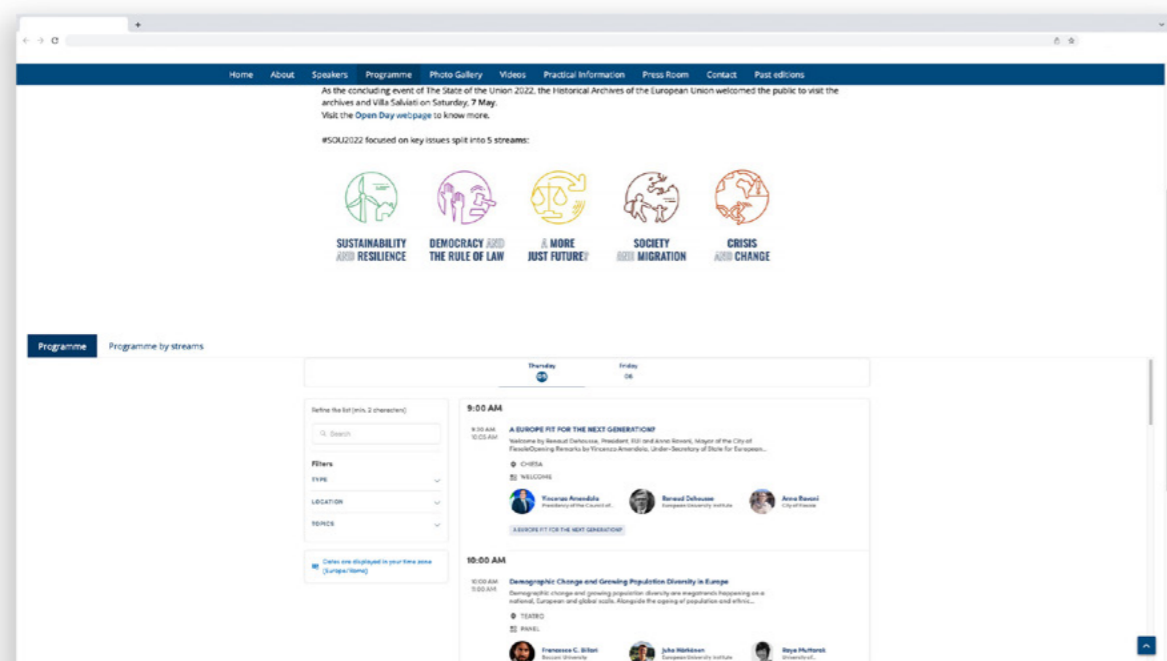


Swapcard – Speakers page



The **programme** and **speakers'** widgets were integrated into the **SOU2022 website** in order to maintain brand consistency across channels. The audience on the platform and in-person could respond to **polls** and ask **questions** using **Swapcard**.

Swapcard – Programme widget integrated to SOU website



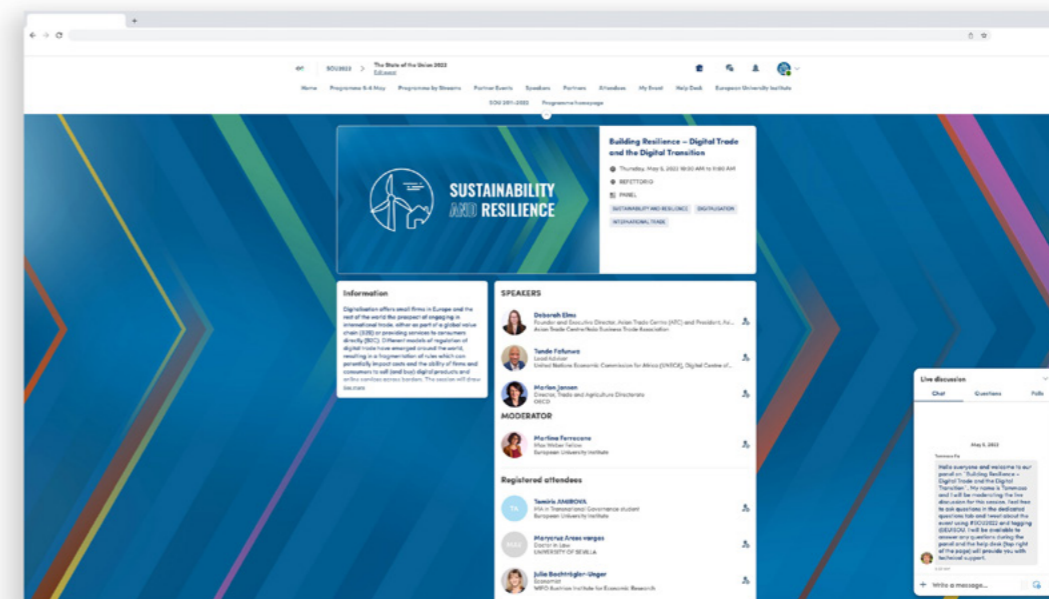
Audience engagement

These interactive tools were managed by the EUI content moderators, who supported the moderator in the delivery of the panel and actively engaged with the online audience. The main tasks of content moderators were:

- **introducing themselves** in the chat
- **collecting poll results** and the **most relevant questions** to be displayed to the moderator
- **keeping the conversation** going with online participants

The coordination between content moderator and moderators allowed both online and in-person audiences to join in the live discussion.

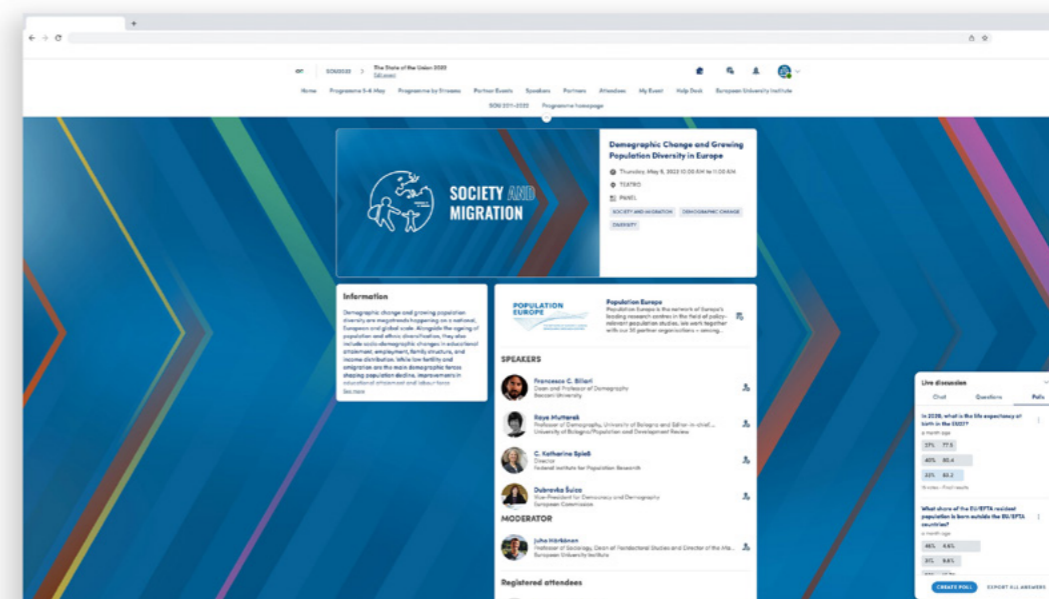
Swapcard – Content moderator engaging with the online audience



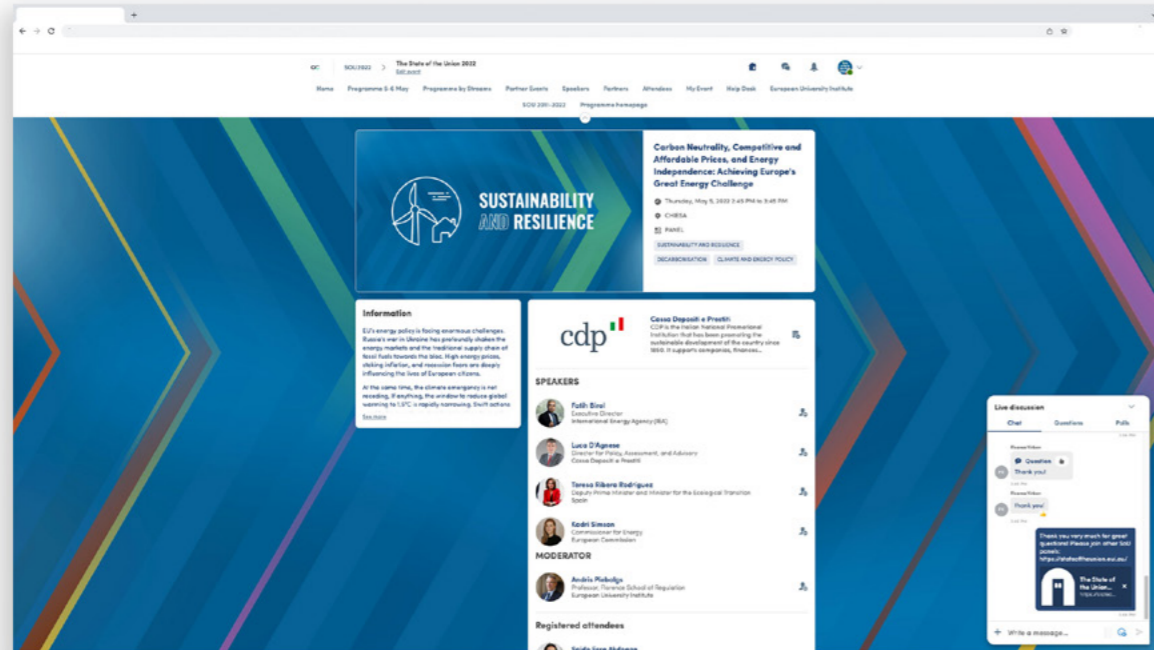
Polls

Live polls were launched before and during the conference as an important tool to trigger new reflections on the addressed themes or to wrap up the panel discussions. Some moderators used polls to start the **debate**, others used the polling results to open the **Q&A** session and further engage the audience.

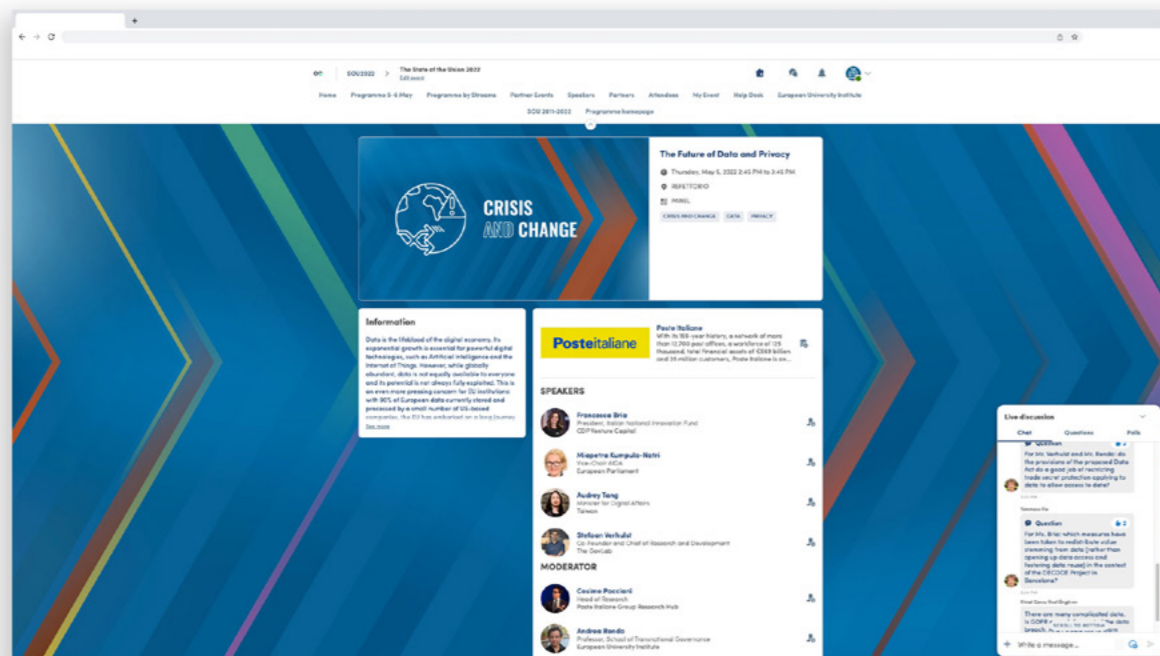
Swapcard – Example of live poll



Swapcard – Example of online chat



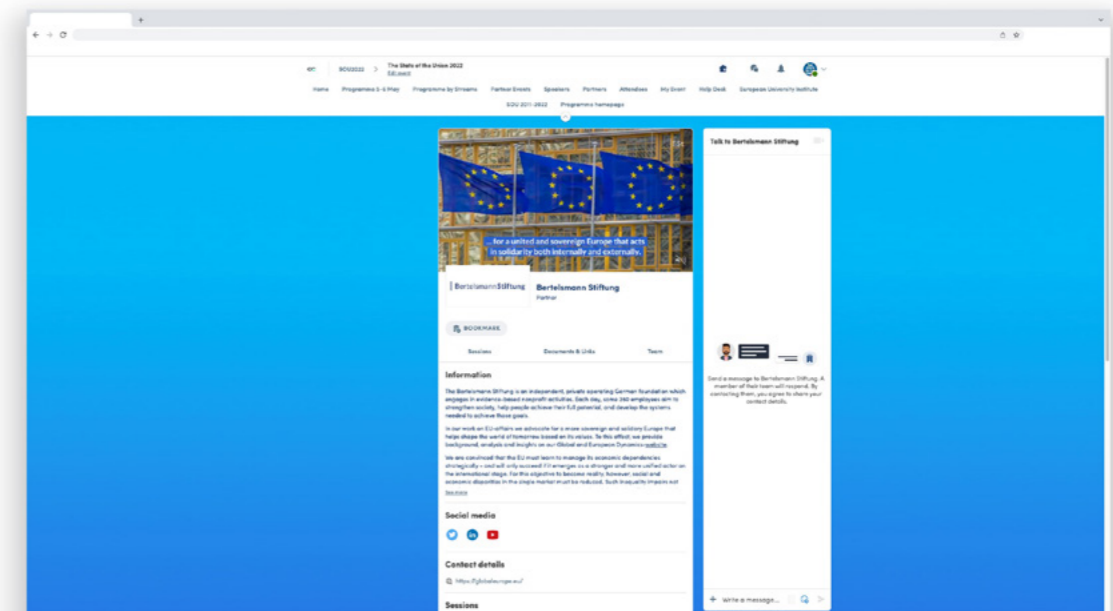
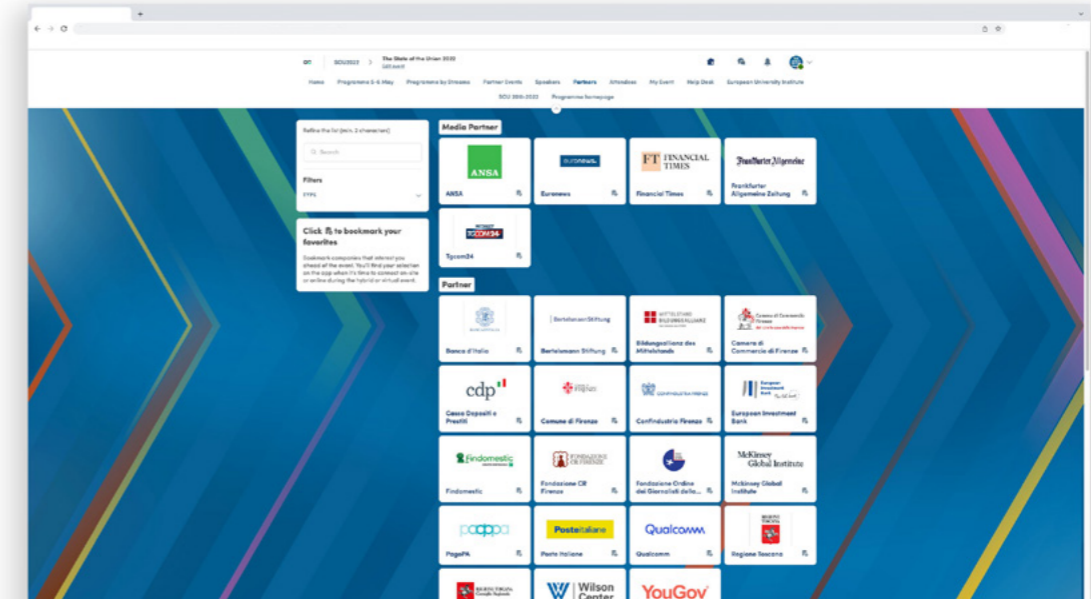
Swapcard – Example of online chat with reactions



Partner booths

All SOU2022 partners were actively present on the platform and populated their dedicated virtual booths with exclusive written and multimedia content to promote their organisation's values, services, and research activity.

Swapcard – Partners page





PARTICIPANTS BEHAVIOUR

3.1 Registered in-person participants

There were **517 registered in-person participants** throughout the first two days of the conference.

As for **gender diversity**, women constituted **44.9%** of the registered participants, while **54.7%** were male, and **0.4%** represented diverse gender identities. **46 nationalities** were represented resulting in a global conference in which people from **different cultures** could meet and engage. SOU2022 aimed at influencing the international debate concerning key EU themes to a well-informed audience at the local, national and international level.

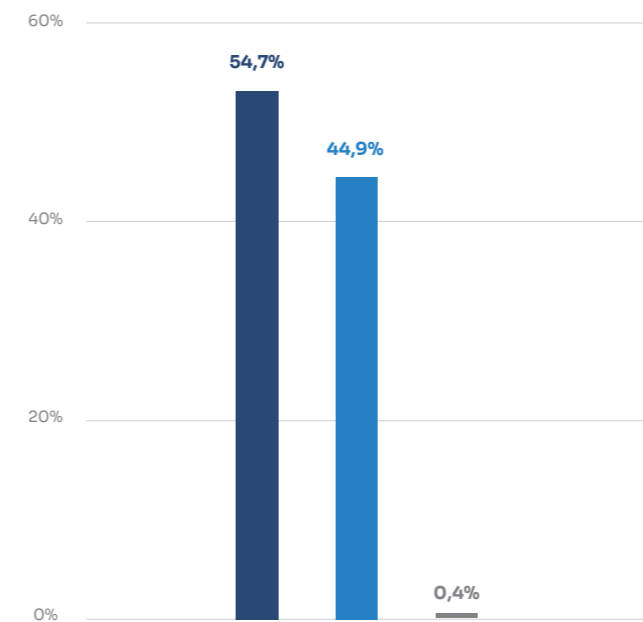


Figure 5: Gender diversity among registered in-person participants

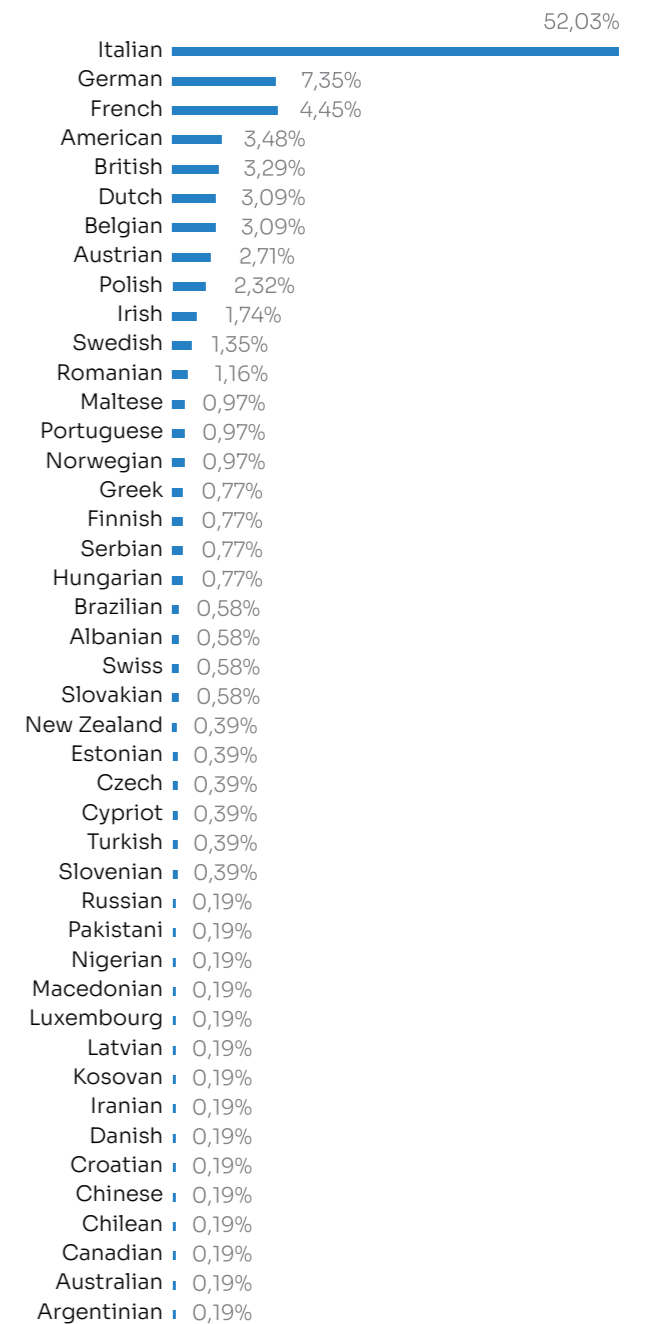


Figure 6: Nationalities of registered in-person participants

Inclusion played an important role in the 2022 edition, which aimed at ensuring **generational diversity**, including the representation of the younger generation in its registered in-person participants. As this edition was about the **Next Generation**, people aged between 20 and 29 represented 16% of registered in-person participants.

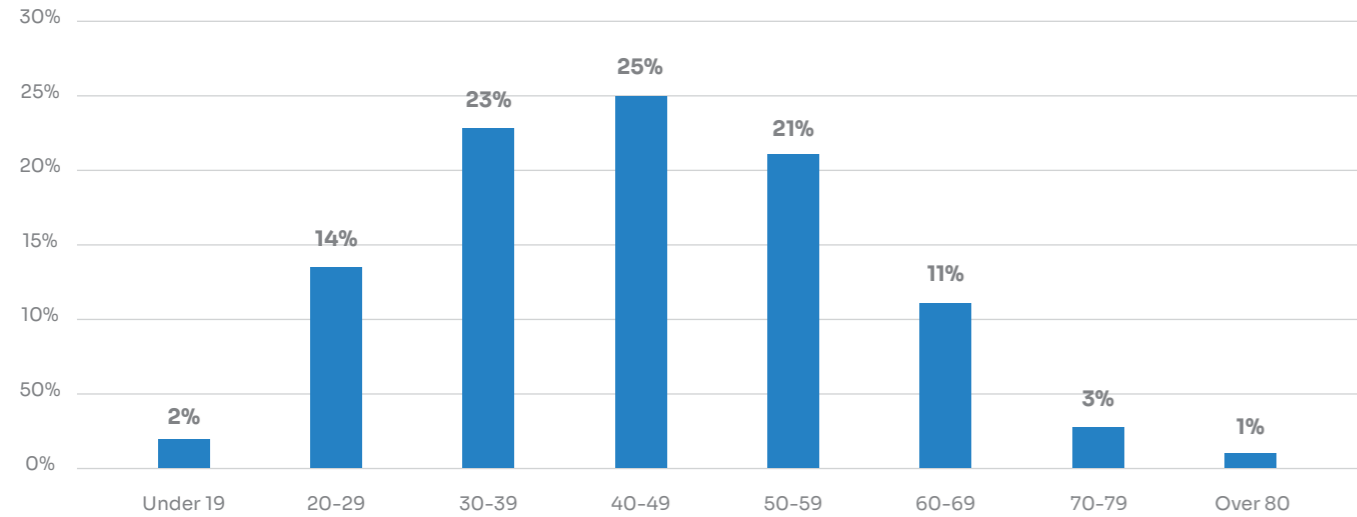


Figure 7: Age range of registered in-person participants

The objective of the event was to welcome guests of great institutional and academic relevance, as well as representatives of the private sector.

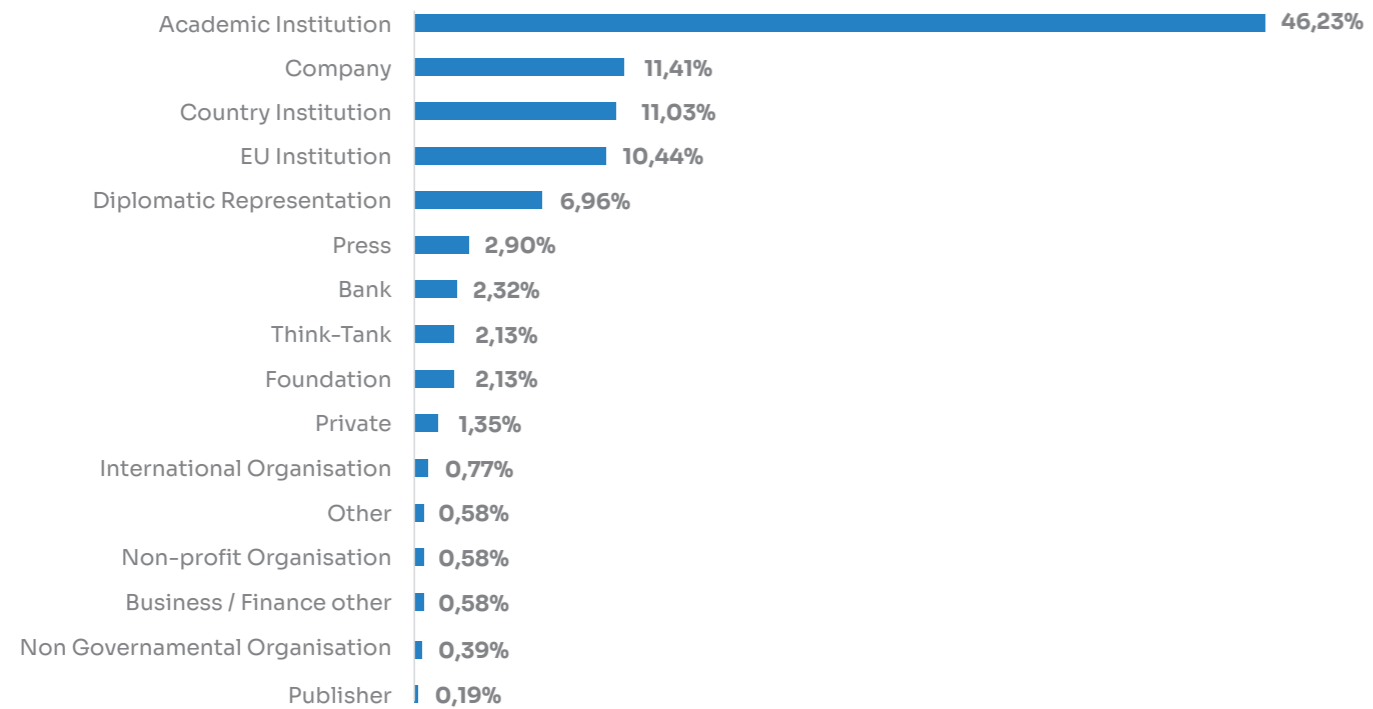


Figure 8: Type of affiliation of registered in-person participants

Next page: 5 May - Inclusion



4.2 Online Audience: Swapcard and Live Streaming



Main data – Online audience

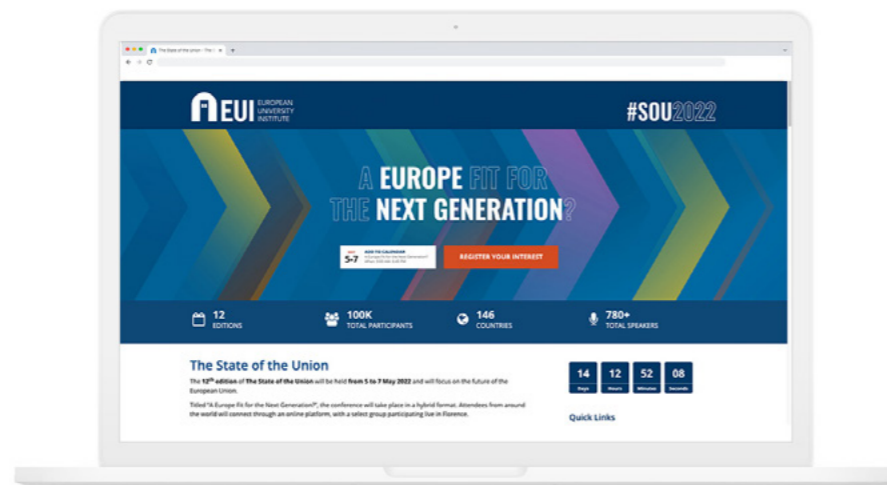
Engagement

For the 2022 edition, the specialised audience (see Figure 9) joining the conference through the digital platform was composed of:

- users registered via the **Register your Interest** button on the SOU2022 homepage who were selected in line with SOU diversity targets to boost underrepresented audience categories
- the lists of **invitees** provided by each **partner**
- EUI community** and **stakeholders**



Figure 9: Swapcard – Engagement



Website – Register your interest button

Top performing users

A EUROPE FIT FOR THE NEXT GENERATION?
most popular stream

Josep Borrell Fontelles
most popular speaker

YouGov
most popular partner's virtual booth

Kalypso Nicolaïdis
most contacted user

Franca Maria Feisel
best networker

Networking

Both in-person and online participants were invited to join the virtual space one week before the start of the conference, allowing them to begin networking ahead of the event (see Figure 10). The platform aimed at creating a **community-centred experience** allowing the expert audience to **network** and **interact** with partners through the dedicated virtual booths.

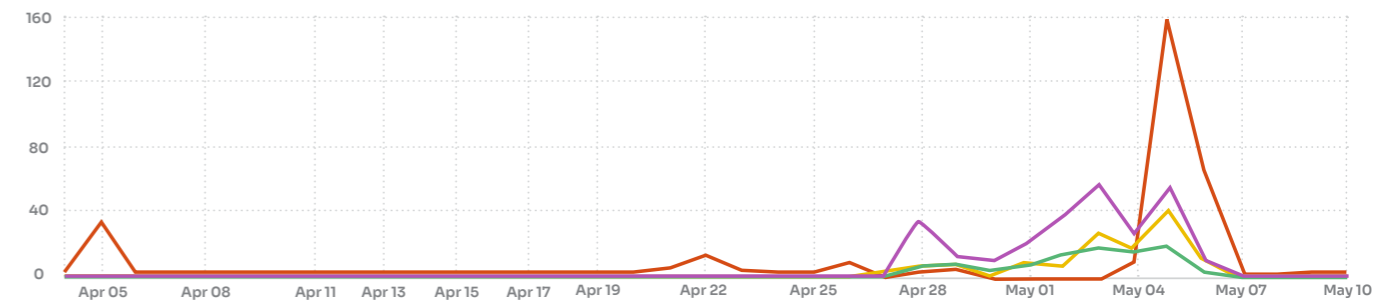


Figure 10: Swapcard – Interaction

180 total contacts made
390 total messages exchanged
102 total discussions created

- CONTACTS**
- requests sent
 - requests accepted
- CONTACTS**
- sent in one-on-one
 - sent in discussions

Registered attendees' behaviour

Figure 11 shows the sessions discussing the topic, **A Europe Fit for the Next Generation?**, that were the most watched during the two days of the conference. These sessions included the opening and closing remarks by European and Italian au-

thorities, the conversations, and the SOU Lecture. Among the five overarching streams of SOU2022, **Crisis and Change** obtained the highest audience engagement, followed by **Democracy and the Rule of Law** and **Sustainability and Resilience**.

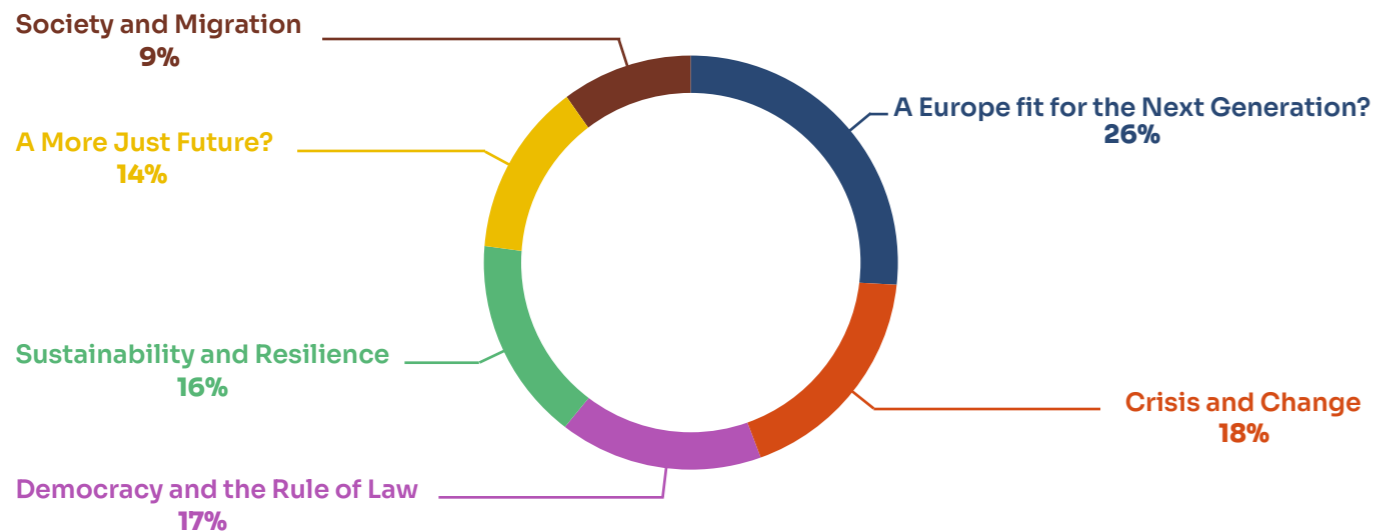


Figure 11: Topics of interest



6 May - In-person audience

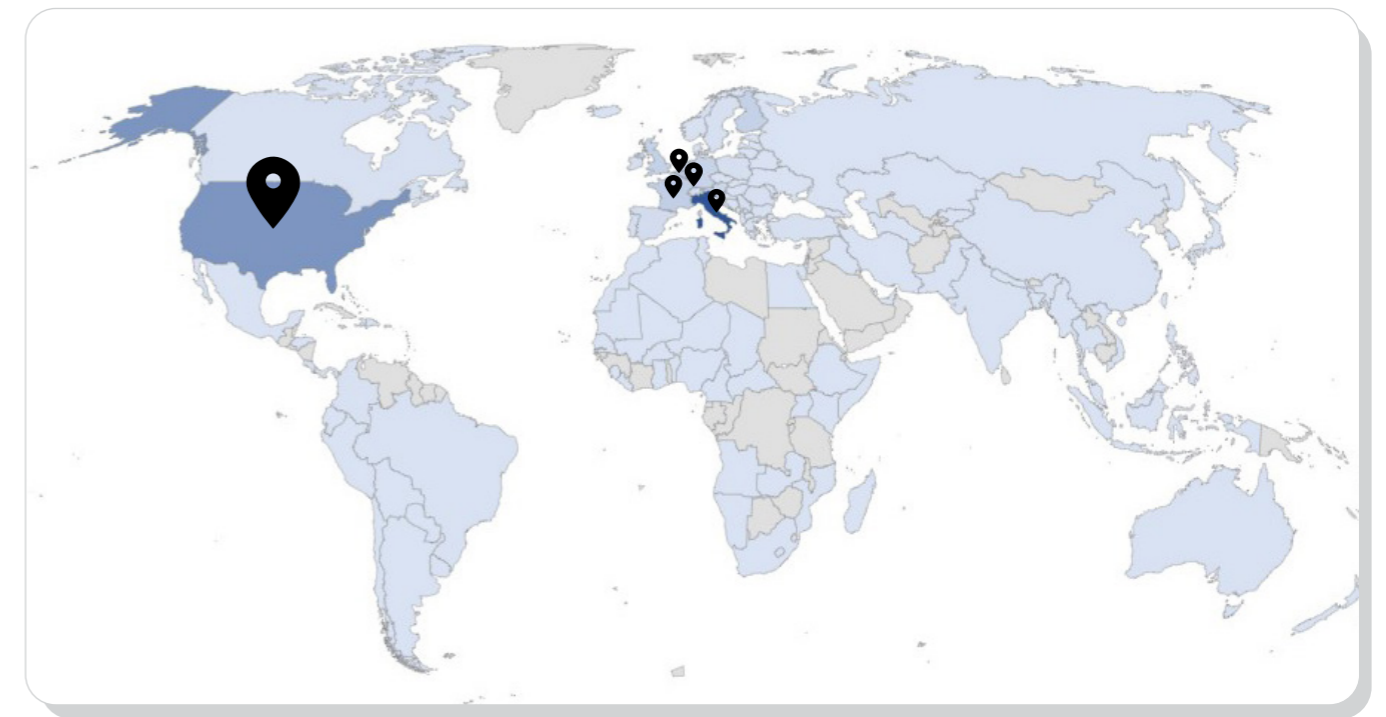


Live streaming



Web outreach

The live stream audience was made up of **7,846 users** across **120 countries**. The top five countries that participated were: **Italy, The United States, Belgium, The Netherlands, France**.



User geolocation

As shown in Figure 12, the **top visited webpage by users**, receiving more than half of the total views, was the **homepage** where the livestream was embedded. The most visited webpages also include the **videos on demand** and the **programme**.

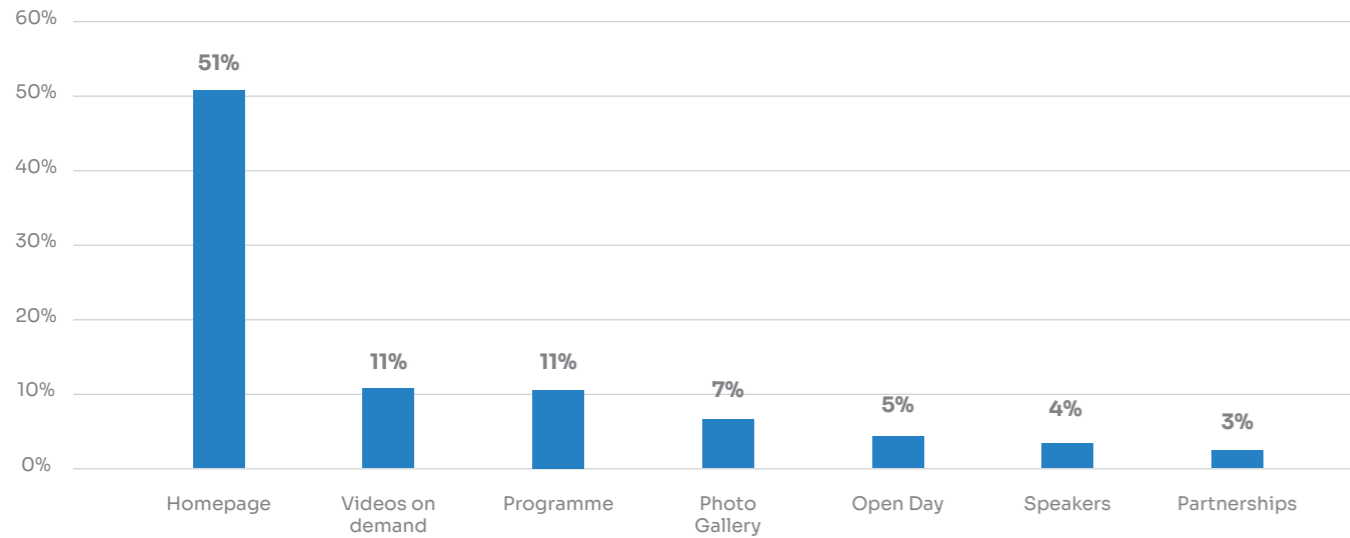


Figure 12: Top visited webpages on 5-6 May

Audience interest peaked during the interventions of **high-profile speakers** including the Italian Under-Secretary of State for European Affairs, **Vincenzo Amendola**; the European Parliament President **Roberta Metsola**; the High Representative and Vice-President of the European Commission **Josep Borrell Fontelles**; and the Italian Foreign Affairs Minister **Luigi Di Maio** (see Figure 13).

A peak on the first day of the conference was also registered when the first batch of on demand videos was published on the [SOU2022 website](#).

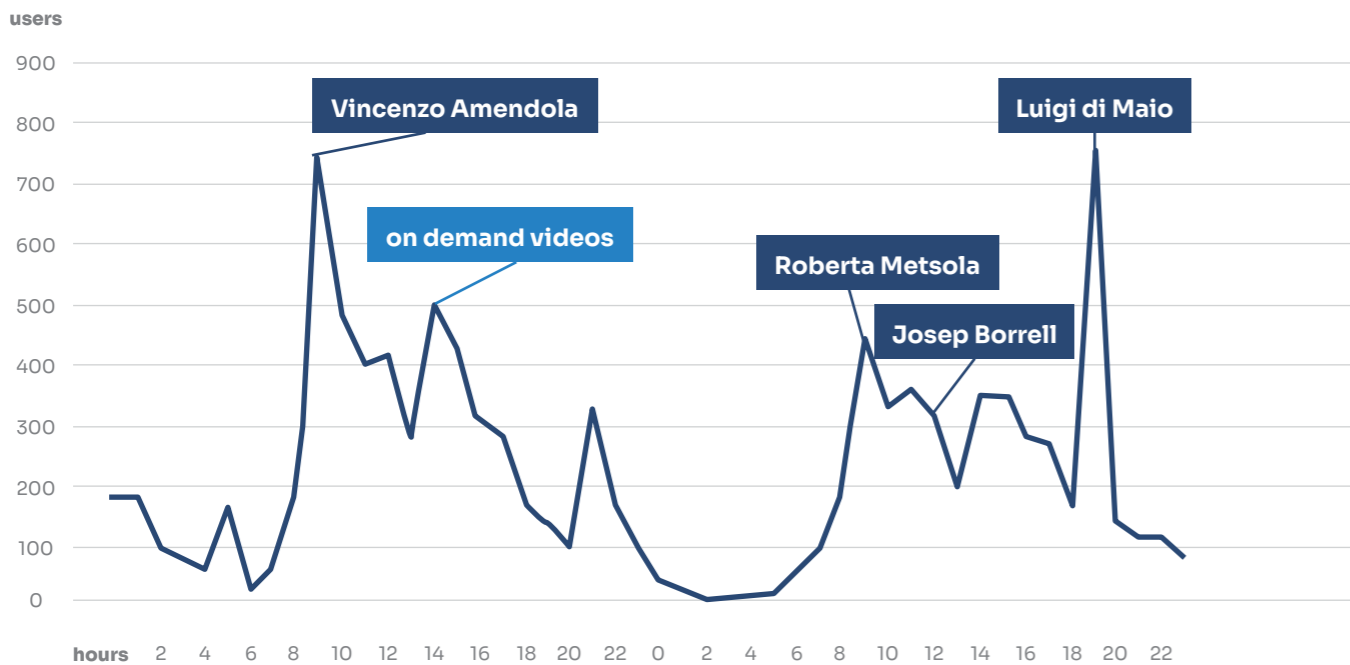


Figure 13: Peak website activity on 5-6 May

An analysis of the main traffic to the website in the period **29 April – 6 May** shows that the main source of organic traffic was Google. Figure 14 also highlights the success of mass mailings to drive traffic to the SOU2022 website. Between **5-6 May**, **six mass mailings**, promoting the live streaming, were sent to a mailing list of **13,385 recipients**. **Three press releases** were also issued during both days of the conference in English and in Italian language and sent to **over 2,000 contacts**.

The active promotion via EUI's social media and SOU's **partners** drove traffic to the SOU2022 webpage in the selected timeframe. For example, the **Wilson Center** promoted the conference on Twitter, sent four mass mailings to a list of 13,390 contacts and created a **dedicated webpage**. The digital advertisements published by SOU2022 media partners also contributed to the increase of website traffic (see Figure 14).

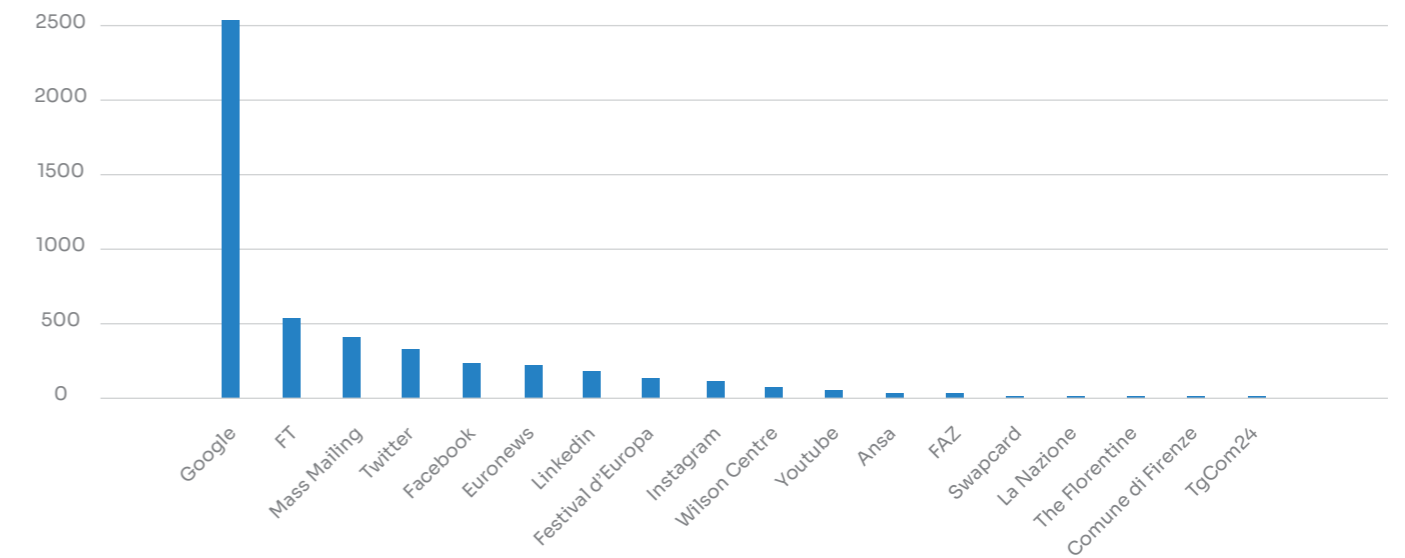


Figure 14: Top traffic sources to the website

Figure 15 shows that **Twitter** and **LinkedIn** were the main social media driving traffic to the SOU2022 website in the period **29 April – 6 May**.

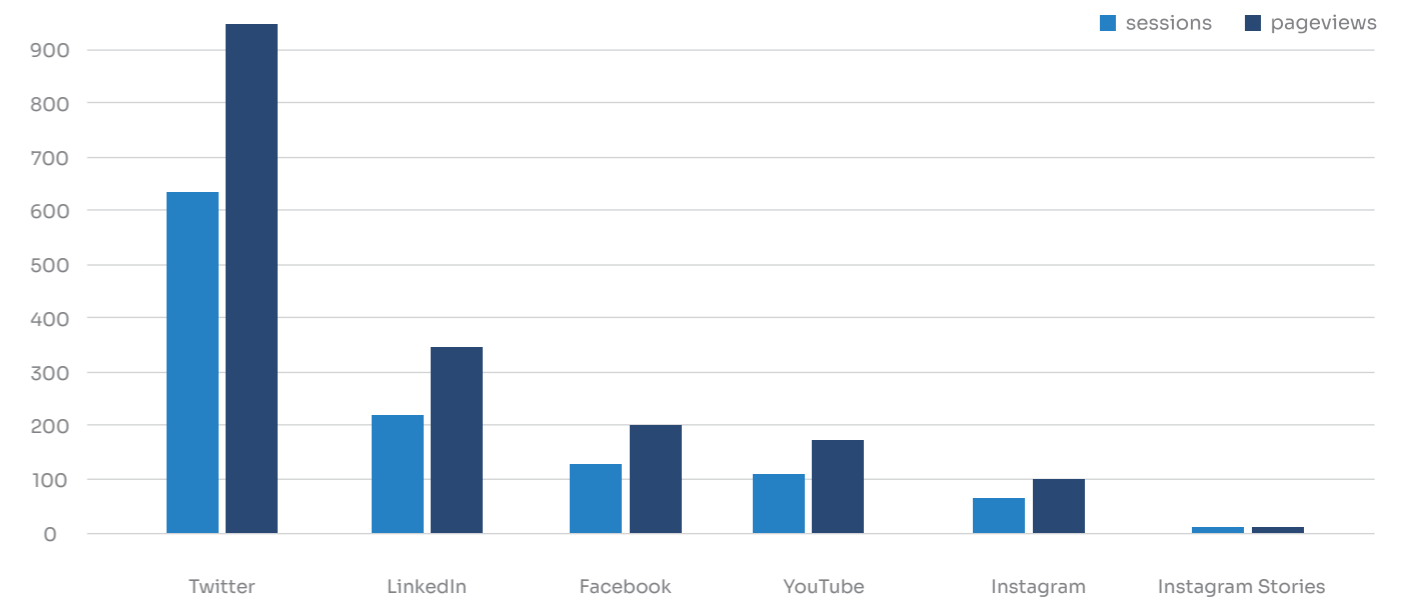


Figure 15: Social media sources to the website



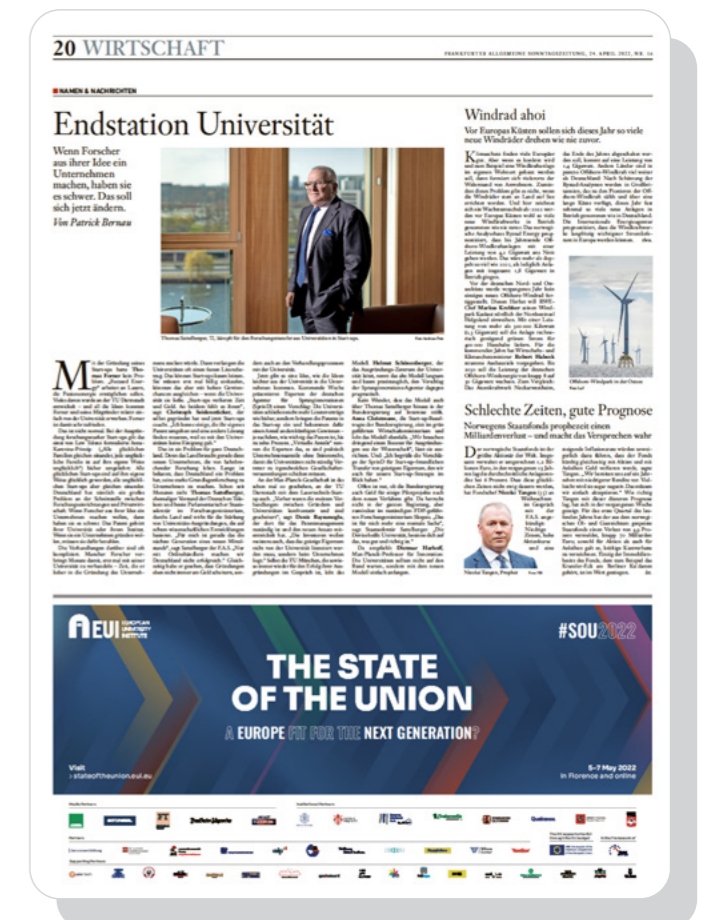
COMMUNICATION

4.1 Advertising: print and digital

Print promotion

Financial Times published **two** printed ads on **12 April** and on **25 April**. The total print circulation for the fourth quarter of 2021 was **1,200,000**.

Frankfurter Allgemeine Zeitung published **three** printed ads **between 12 April and 28 April**, including the FAZ Sunday newspaper on **24 April 2022**, reaching an average readership daily of **941,000**.



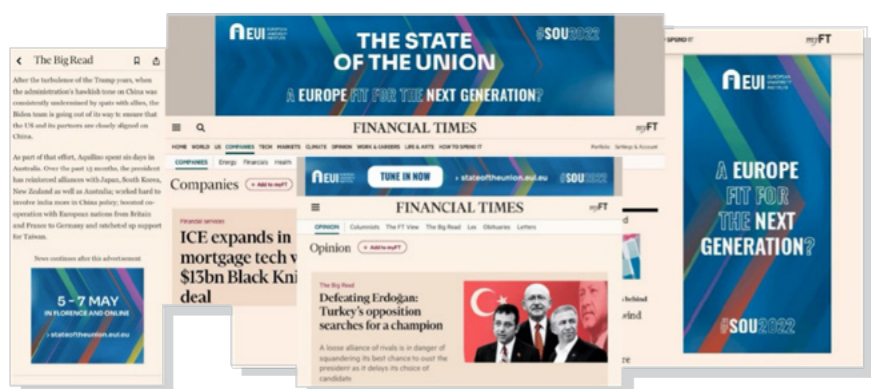
Digital promotion

Visibility of The State of the Union 2022 was elevated in the weeks leading up the conference, due to the media partners who delivered extensive digital promotion across their webpages.

International Media Partners

Financial Times

Financial Times inserted banners linking to The State of the Union 2022 homepage **from 14 March to 6 May** on [FT.com](#). An example of the banner is provided below.



Financial Times – Example of digital promotion

Advertising metrics

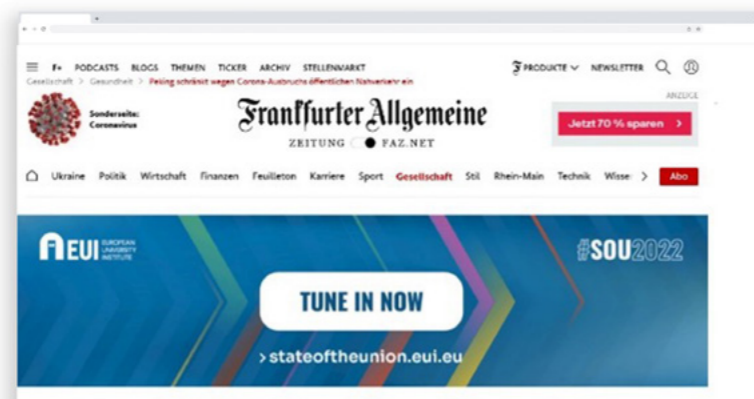
1,011,149 total ad server impressions
1,397 ad server clicks
0.14% ad server CTR

Frankfurter Allgemeine Zeitung

Frankfurter Allgemeine Zeitung inserted banners linking to The State of the Union 2022 homepage **from 11 April to 7 May** in **three** sections of their website: [FAZ.Net](#), [FAZ.Net Society/Health](#), and [FAZ.Net Mobile](#). An example of the banner is provided below.

Advertising metrics

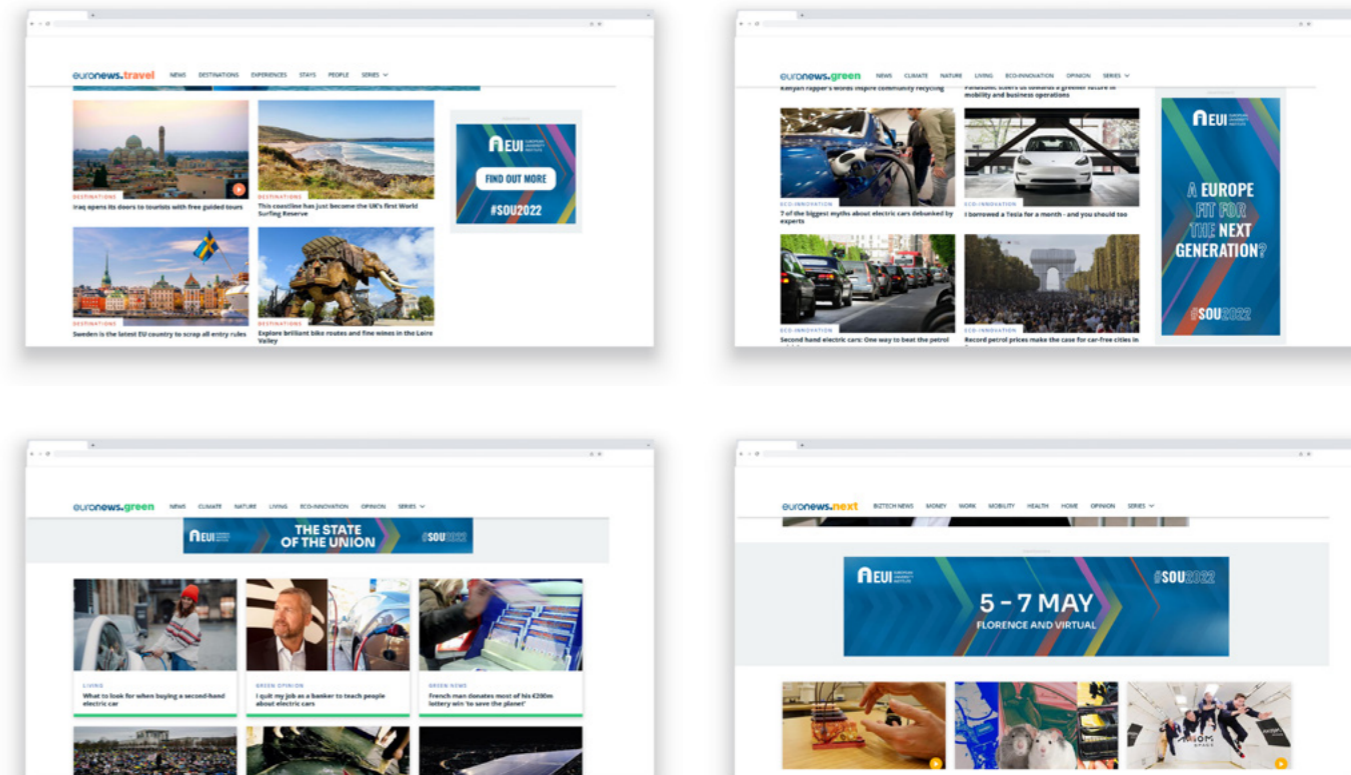
200,005 total ad server impressions
308 ad server clicks
0.154% ad server CTR



Frankfurter Allgemeine Zeitung – Example of digital promotion

Euronews

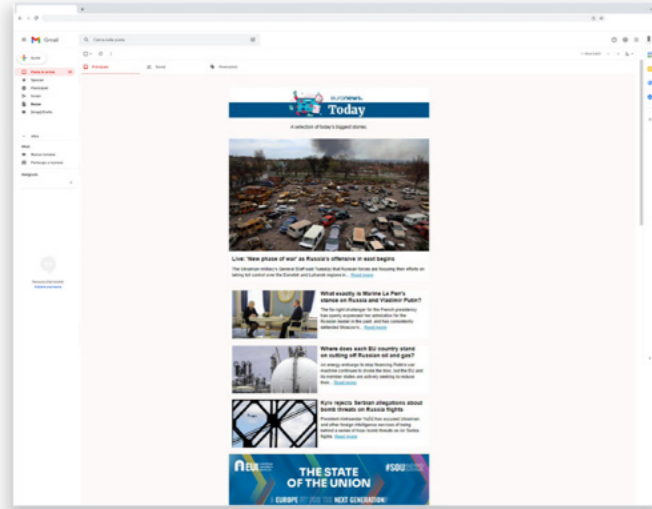
Euronews inserted banners linking to The State of the Union 2022 homepage **from 11 April to 7 May** on all **12 editions** of [euronews.com](#) (Arabic, English, French, German, Greek, Hungarian, Italian, Persian, Portuguese, Russian, Spanish and Turkish). An example of the banner is provided below.



Euronews – Example of digital promotion

Given Euronews' presence during the conference, **one News TV** about SOU2022 was broadcasted for **10 times** on all seven Euronews TV editions (French, English, Spanish, Italian, Portuguese, German, Russian) and **one web article** was published in **seven languages** (French, English, Spanish, Italian, Portuguese, German, Russian) on the website [euronews.com](#).

From 19 April to 3 May an advertising banner was displayed in the English edition of the **Euronews newsletter**, which was circulated once a day to **89,000 subscribers**. A 20-second TV spot was also played **44 times** on **seven TV editions** (French, English, Spanish, Italian, Portuguese, German, Russian) **between 17 April and 6 May**.



Euronews – Newsletter with banner

Advertising metrics

625,000 total ad server impressions
0.19 % ad server CTR
40 % delivered on smartphone
42 % delivered on desktop
18 % delivered on tablet

National Media Partners

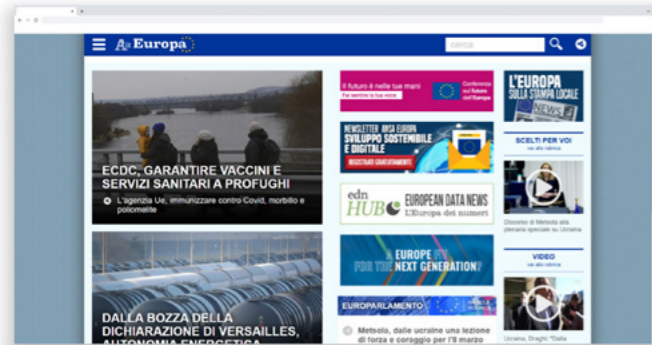
ANSA

ANSA inserted banners linking to The State of the Union 2022 homepage for **nine weeks from 7 March** in **four** of the most visible sections of the ANSA website:
 ANSA Mondo; ANSA Europa; ANSA Mediterraneo;
 ANSA Nuova Europa.

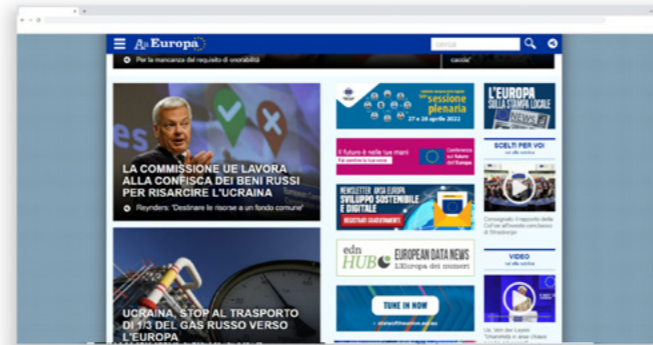
Advertising metrics

40,263,349 TOTAL PAGE VIEWS

Europa 241,675 Users 422,454 Page views	Mondo 17,124,247 Users 39,430,992 Page views
Nuova Europa 179,698 Users 395,223 Page views	ANSAMED 4,671 Users 14,680 Page views



ANSA – Example of digital promotion



TgCom24

TgCom24 is the **new media partner** that contributed to the digital promotion of the conference by publishing nine articles on the **TGcom24 website**, linking to The State of the Union 2022 homepage **between 1 April and 7 May**.

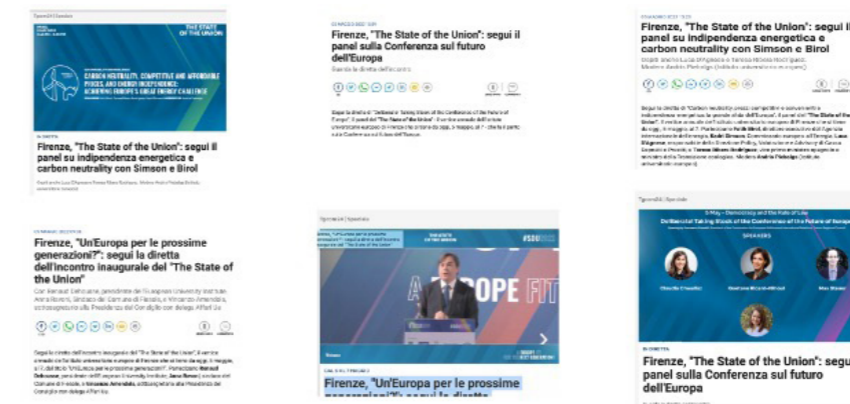
Advertising metrics

15,466 users
54,496 page views



TgCom24 – Articles promoting SOU2022.

Moreover, some sessions were embedded on the TgCom24 website as shown below.



Advertising metrics

664,544 cumulative audience

SOU2022 embedded sessions on TgCom24 website

TgCom24, in collaboration with the European Parliament, also broadcasted **two TV shows** in the series **L'Europa che vorrei** and **MAG Generazione EU**.



EP President, Roberta Metsola talking to the press.

4.2 Press

SOU2022 generated over **200 clippings** in top tier international and national media in multiple formats, including online and printed articles, TV and radio reports, and podcasts.

Over 100 internationally and nationally recognised journalists were present on site at the The State

of the Union 2022, with more following the event through the online platform.

Media demonstrated a particularly strong interest in this year's edition of the conference, due to the presence of numerous European and international policymakers.

79 articles were published in **11 languages** by international outlets, including:



108 articles were published by national and local outlets, including major Italian ones such as:



#SOU2022 FINAL REPORT

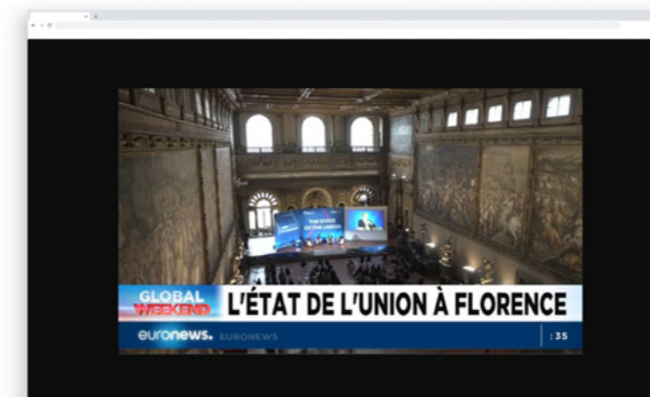
Top headlines including on **Euronews, Reuters, and Frankfurter Allgemeine Zeitung**, as well as the Italian **Il Corriere della Sera** and **La Repubblica**, among others, focused on the war in Ukraine and the implementation of a new package of EU sanctions on Russia, particularly in regard to the possibility of an oil embargo. These themes were addressed by **Roberta Metsola**, President of the European Parliament; as well as by **Josep Borrell Fontelles**, High Representative of the European Union for Foreign Affairs and Security Policy and Vice-President of the European Commission; and Italian Foreign Affairs Minister, **Luigi Di Maio**. Reports on these topics circulated in various languages, including Italian, French, Spanish, German, and Portuguese.

Many outlets also reported on the EU's climate and energy policy and the need for energy diversification and independence from Russian energy sources. These topics were widely discussed by high-profile speakers, including Executive Director

of the International Energy Agency (IEA), **Fatih Birol**; Spanish Deputy Prime Minister and Minister for the Ecological Transition, **Teresa Ribera Rodríguez**; and Belgian Deputy Prime Minister, **Petra De Sutter**.

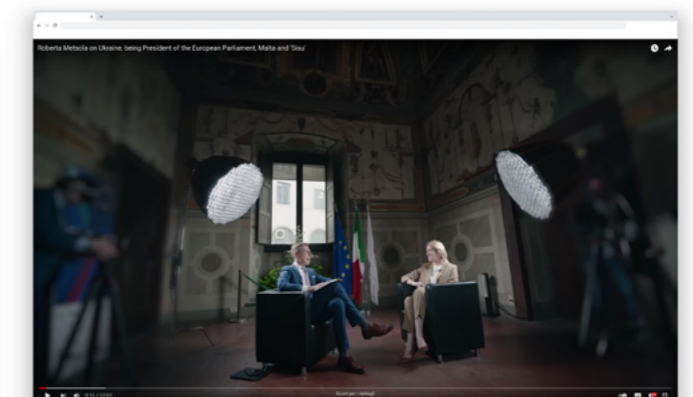
Speakers, such as Italian Under-Secretary of State for European Affairs, **Vincenzo Amendola**, were mentioned in other headlines for their exploration of the crucial question of SOU2022: is Europe fit for the next generation?

Local news outlets such as **La Nazione, Il Corriere Fiorentino** and **Firenze Today** focused on remarks made by Mayor of Florence, **Dario Nardella**, particularly in reference to his statements on how Italy might lead by example in the European energy transition and on the implementation of the EU's Recovery Plan. The same outlets also reported on the remarks of Tuscan Region President, **Eugenio Giani**, who expressed the need for a stronger Europe.



SOU2022 on Euronews TV

News about the conference were broadcasted on **Euronews Live channel** in seven languages: French, English, Spanish, Italian, Portuguese, German, and Russian.

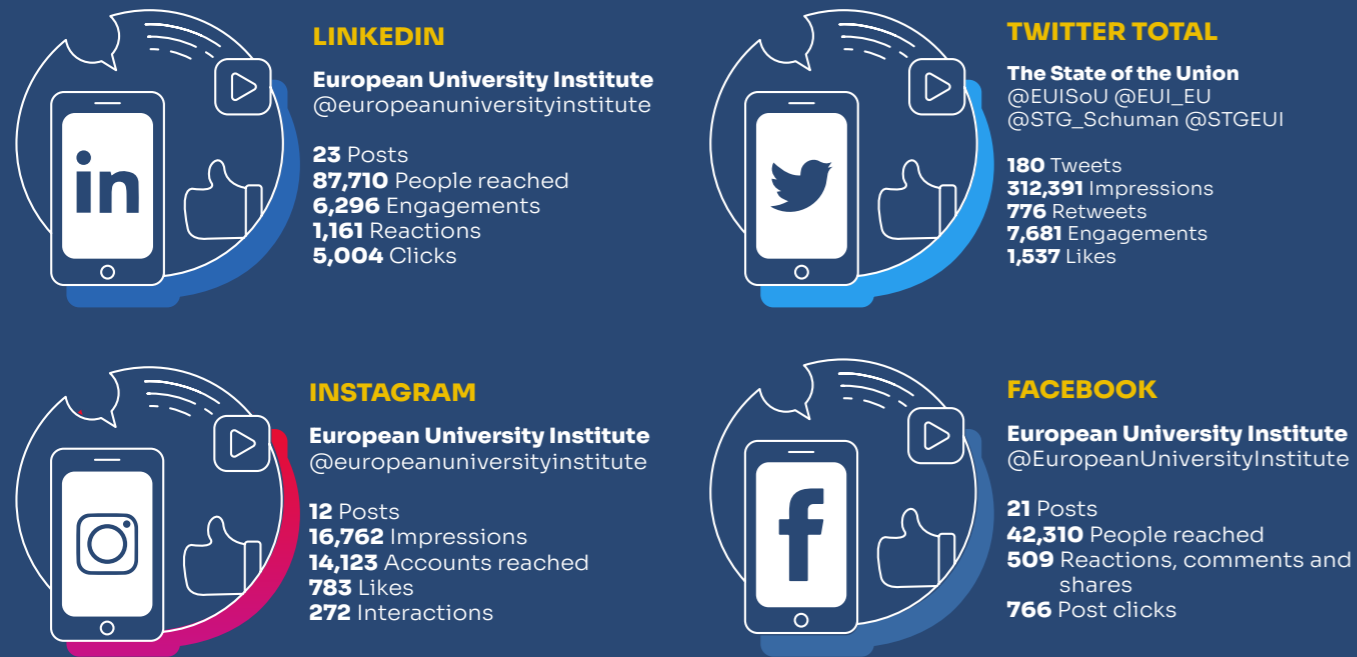


Conversation between EP President, Roberta Metsola and Director of the EUI School of Transnational Governance, Alexander Stubb

A conversation between President of the European Parliament, **Roberta Metsola** and Director of the EUI School of Transnational Governance, **Alexander Stubb** was recorded during the conference and featured on episode five of the **SISU Podcast**. In the episode, Roberta Metsola discussed her visit to Kyiv after Russia's invasion of Ukraine and her role as EP President.

4.3 Social media

General Overview



Organic campaign

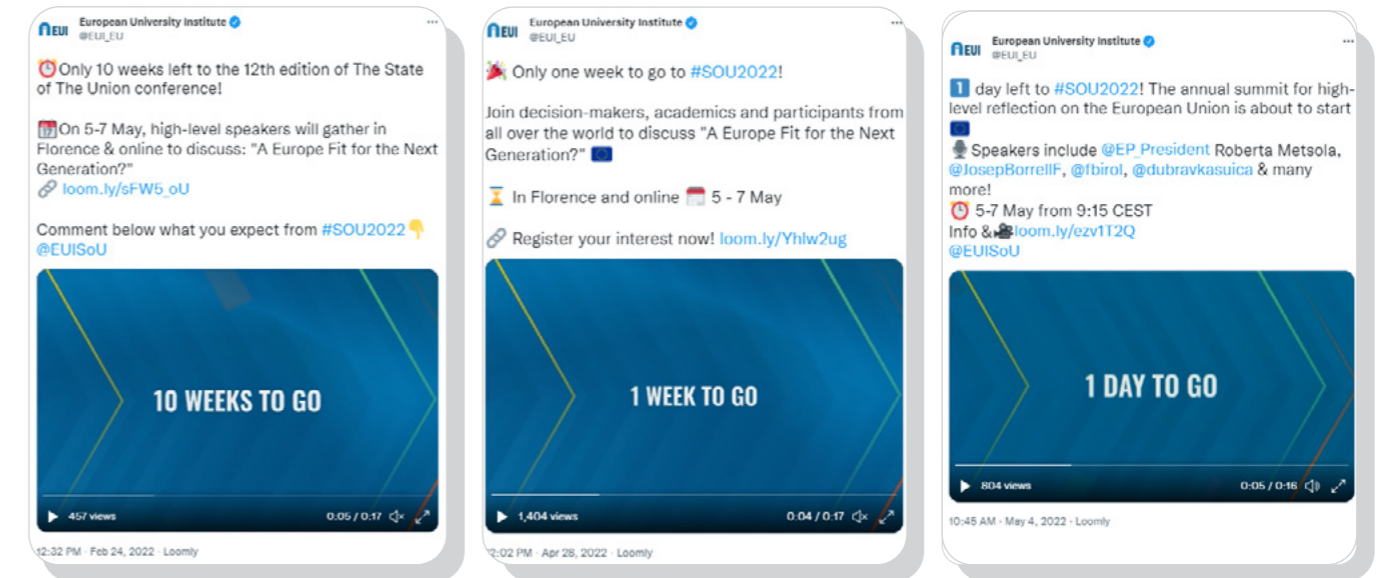
The organic SOU2022 social media promotion, consisting of **256 organic** posts and resulting in more than **467,620 impressions**, was run **between 27 January and 9 May** on the following four channels:

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

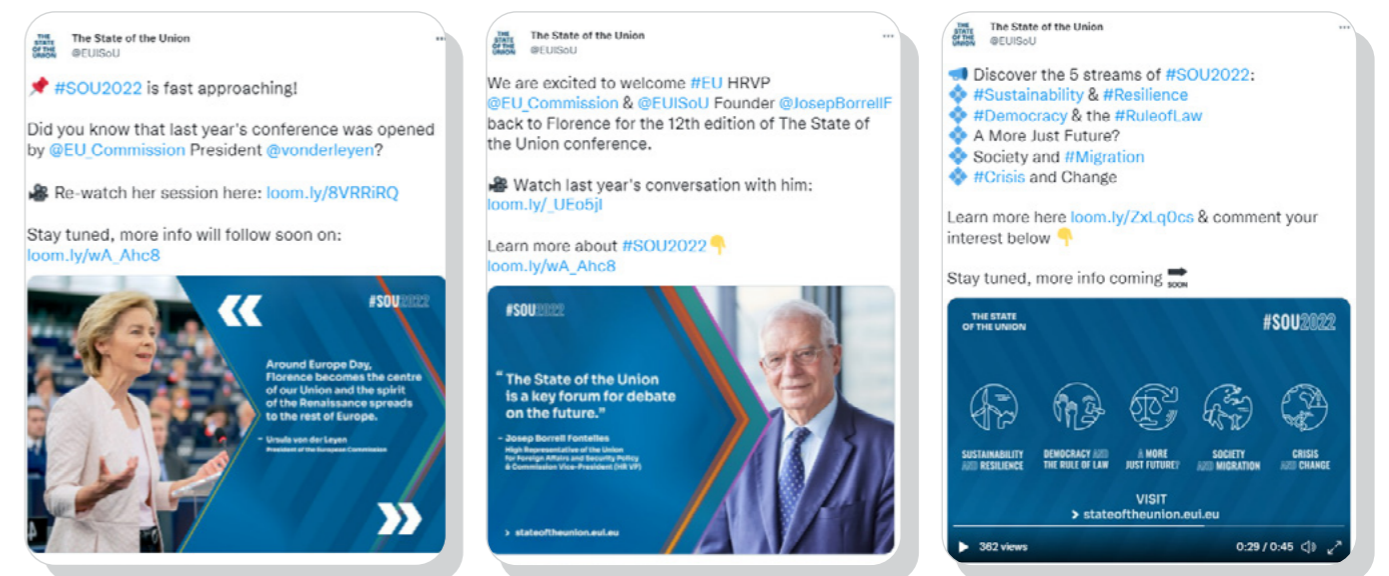
The conference's social media promotion was officially launched on **27 January** with the **"Save the Date"** post announcing SOU2022 across all social media channels of the European University Institute and the State of the Union Conference's dedicated **Twitter account**. The first posts about the conference provided followers with general information about SOU2022. More detailed information about the speakers, the programme, and the format of the event was shared as the conference approached.

The pre-conference campaign centred around **three** types of post:

- **SOU2022 Countdown:** highlighted key dates in a countdown to create a sense of anticipation. The series started with a "10 weeks to go" post.



- **About SOU:** introduced the conference to the audience by (1) sharing comments on the conference stated from high-profile speakers, including HR/VP Borrell Fontelles and European Commission President Von der Leyen, in past editions and (2) providing broad information on the five streams and the format of the 2022 edition.



- **SOU2022 Programme:** provided information on the specific sessions, including introducing speakers and moderators. These posts followed the official launch of the programme on **3 March**. **From mid-March to 4 May**, posts were shared via @EUISoU and across EUI channels.



Top tweet @EUI_EU

20,500 Impressions
443 Engagements



Top tweet @EUISoU

8,167 Impressions
122 Engagements



Twitter in-depth analysis: 27 January – 9 May



The State of The Union @EUISoU

90 Tweets
122,390 Impressions
325 Retweets
3,860 Engagements
662 Likes

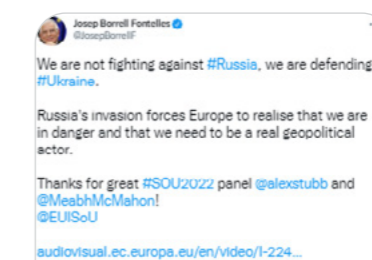
European University Institute @europeanuniversityinstitute

31 Posts
116,790 Impressions
291 Retweets
2,946 Engagements
552 Likes

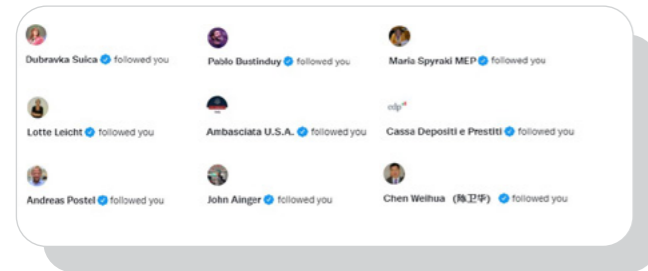
The significant increase in the use of @EUISoU accelerated the follower growth between January and May 2022. **More than 140 new accounts** started following @EUISoU in the first two weeks of May, indicating a **7%** increase in the overall number of followers during the days surrounding the conference.

The mention of high-profile speakers, including **Roberta Metsola**, **Josep Borrell Fontelles** and **Tedros Adhanom Ghebreyesus**, extended the reach of SOU2022's content to a wider audience on Twitter.

Top mentions



Verified followers



The support of SOU2022 partners through the promotion of the conference on their channels before, during and after the event also boosted @EUISoU's visibility on Twitter.

Partner promotion of SOU2022 on Twitter



Media partner promotion of SOU2022 on Twitter



School of Transnational Governance @STGEUI

31 Tweets
48,161 Impressions
79 Retweets
194 Engagements
218 Likes

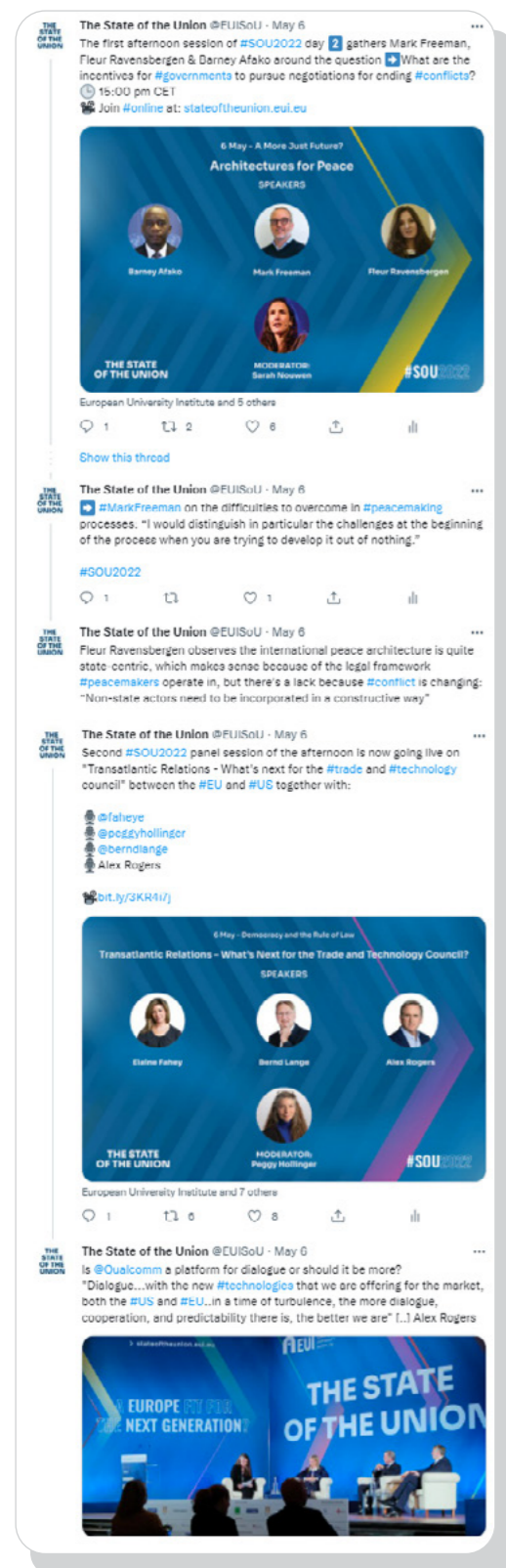


The Robert Schuman Centre @EUI_Schuman

28 Tweets
25,050 Impressions
71 Retweets
681 Engagements
105 Likes



Live tweeting



The EUI has mostly live tweeted from @EUISoU, making this account the **main source of interaction** with the SOU2022's Twitter audience. The live tweeting focused on the promotion of key concepts in each session and the retweeting of relevant tweets from internal and external stakeholders.

The live tweeting was also supported by other accounts, including:

- 1 @EUI_EU announcing the beginning and end of Day 1 and Day 2 of the conference and highlighting relevant quotes from high profile speakers.
- 2 @EUI_GlobGovProg, @FSR_Transport, @FSRComsMedia and @EUI_Schuman covering sessions that featured speakers affiliated with their research programmes.
- 3 @STGEUI covering those sessions featuring speakers affiliated with their teaching and training hub.

Hashtag usage

The hashtag #SOU2022 was used **over 950 times** across Twitter, LinkedIn, Instagram and Facebook **between 27 January and 20 May 2022**.

The most common hashtags related to #SOU2022 are shown in Figure 16.



Figure 16: Hashtags related to #SOU2022

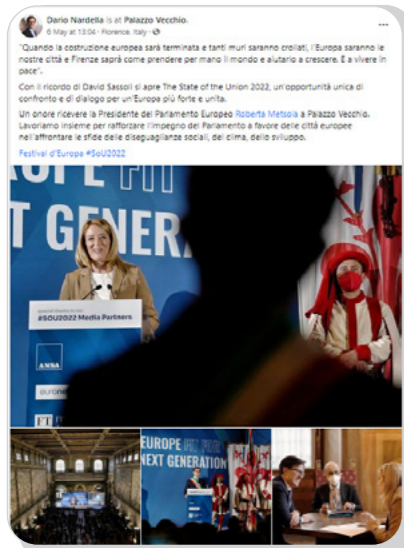
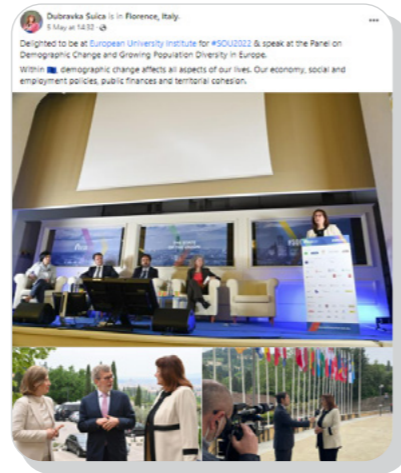
Top mentions - Facebook



FACEBOOK

European University Institute
@EuropeanUniversityInstitute

21 Posts
42,310 People reached
509 Reactions, comments and shares
766 Post clicks



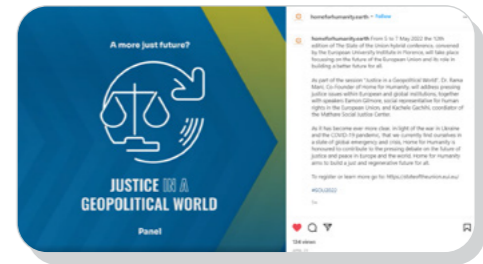
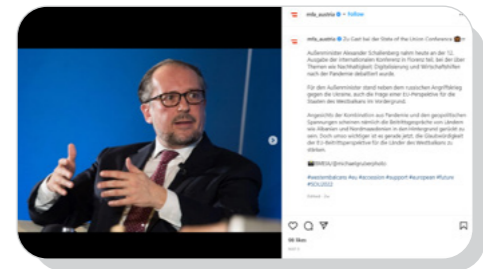
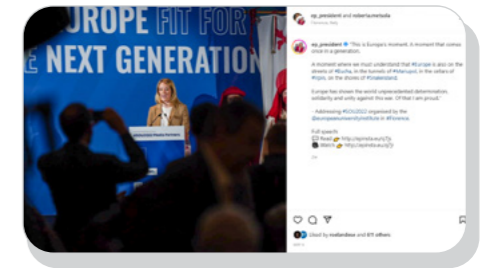
Top mentions - Instagram



INSTAGRAM

European University Institute
@europeanuniversityinstitute

12 Posts
16,762 Impressions
14,123 Accounts reached
272 Interactions



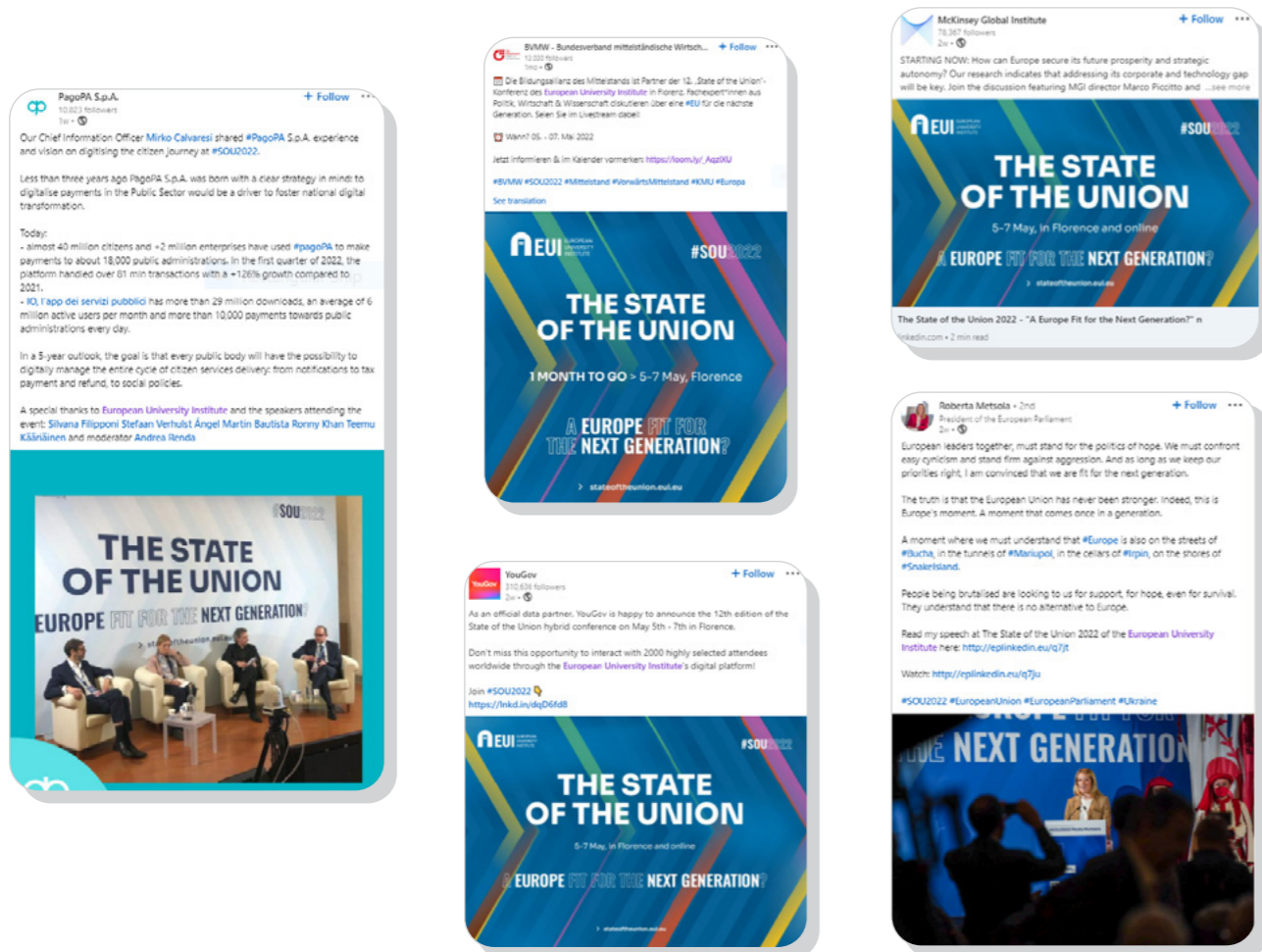
Top mentions - LinkedIn



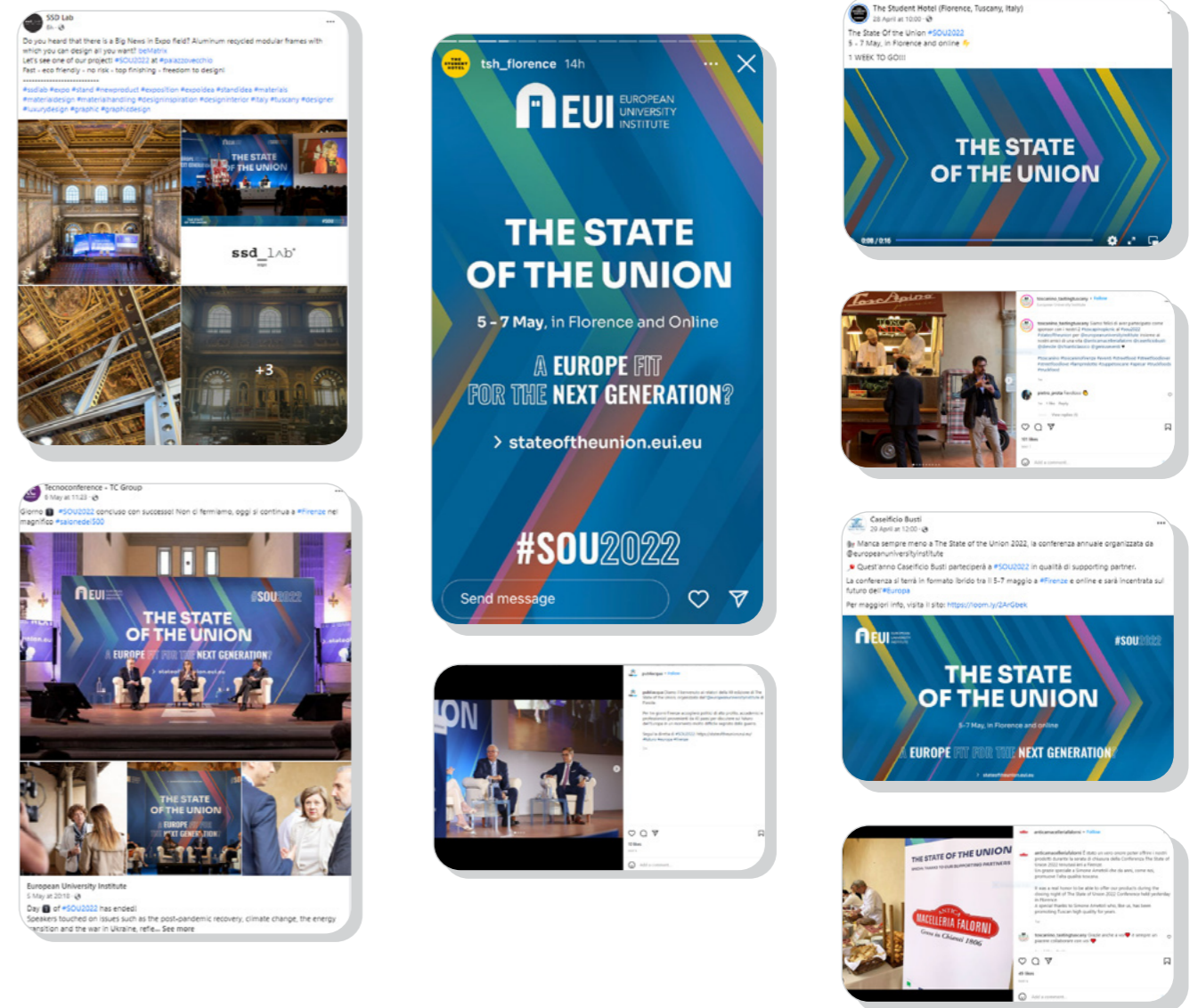
LINKEDIN

European University Institute
@europeanuniversityinstitute

23 Posts
87,710 Impressions
6,296 Engagements
1,161 Reactions
5,004 Clicks



Supporting partner promotion of SOU2022 on social media





PARTNERS



5 May - Printed materials distributed during SOU2022

The organisation of the event was made possible through the contributions of long-standing and new **SOU2022 partners**. They provide vital support to the conference and are strongly aligned with the EUI's values and mission. The event relies on the involvement of a diverse range of partners from the press, business and service sectors, as well as research institutions and foundations, to shape the conference through active participation and engagement. They also provide financial support, which contributes to the promotion, planning and operation of the event.

Media partners

SOU2022 **media partners**, ANSA, Euronews, Frankfurter Allgemeine Zeitung, Financial Times and TgCom24, supported the event through advertising, both printed and online, social media campaigns, as well as coverage in articles. Euronews Political Reporter and News Anchor Méabh McMahon acted as master of ceremonies on 6 May held at Palazzo Vecchio, and moderated the high-level conversation with Josep Borrell Fontelles and Alexander Stubb. News about the conference were broadcasted on Euronews Live channel. Financial Times journalists served as moderators, speakers

and interviewers in high-level conversations and panels, also during the partner events programme: Peggy Hollinger and Sam Fleming contributed during both days of the conference. From ANSA, Stefano Polli participated in a high-level conversation on 7 May. The newest media partner, TgCom24, in collaboration with the European Parliament, promoted The State of the Union conference through L'Europa che vorrei and MAG Generazione EU, two TV formats. The former was broadcasted on Italia 1 channel and on TgCom24 website, the latter on Italia 1 channel and on Mediaset Play.

Contributing partners

Institutional Partners



Partners



This year's edition included **19** contributing partners. All were actively involved in the content as well as in the promotion of the event. **Seven new partners** were welcomed for the first time:

Bertelsmann Stiftung supported the event through promotion on its social media channels and blog and organised a partner panel on 6 May titled "Greening and Digitalizing the European Economy: What's in Store for Economic Cohesion in the EU?".

Cassa Depositi e Prestiti (CDP) offered expertise in the panel "Carbon Neutrality, Competitive and Affordable Prices, and Energy Independence: Achieving Europe's Great Energy Challenge".

Fondazione dell'Ordine dei Giornalisti della Toscana promoted the event through the publication of articles, social media posts, newsletters and press releases. Moreover, they embedded the live stream on their [website](#).

Mittelstand Bildungsallianz, an initiative of BVMW, promoted the event through its social media channels, newsletter and a [dedicated webpage](#).

PagoPA organised a partner panel on "Seizing the Digital Identity and Payments Opportunity: National and EU Experiences" on 6 May. It also organised an executive training on 7 May at Palazzo Vecchio. Moreover, PagoPA supported the communication campaign of the event on the company's social media channels.

Qualcomm provided expertise during the panel on "Transatlantic Relations - What's Next for the Trade and Technology Council?" on 7 May with the participation of Alex Rogers, President, Global Affairs and Technology Licensing at Qualcomm. Furthermore, Qualcomm organised a partner panel on 6 May titled "The Geopolitics of Technology: Standards and Tech Sovereignty" and promoted the event through its social media channels.

Regione Toscana - Consiglio Regionale, the legislative body of the Region, promoted the event on their channels. Moreover, President Antonio Mazzeo and President of the Commission for European Politics and International Relations, Francesco Gazzetti, contributed to the conference with their expertise.

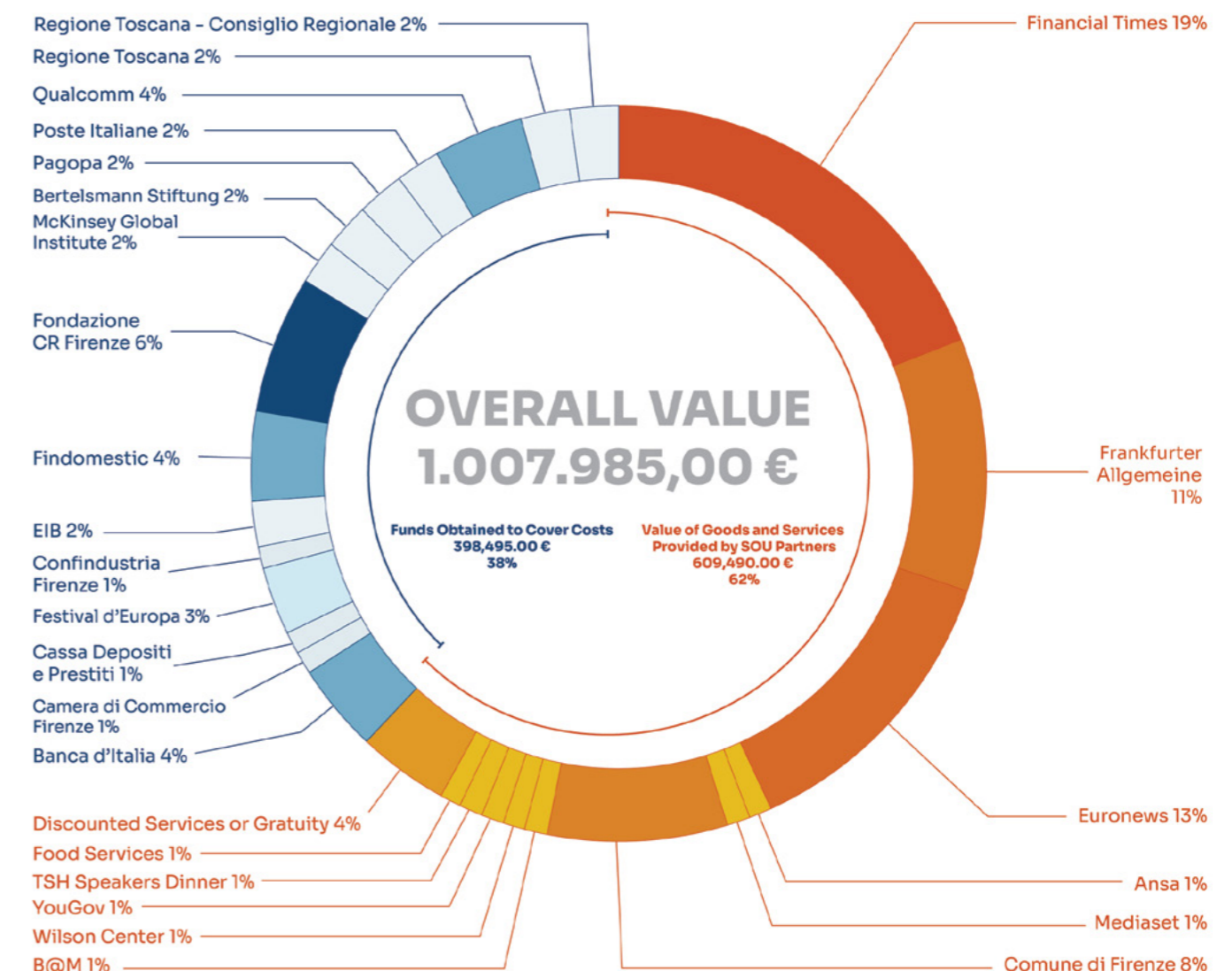
Supporting partners

The SOU supporting partners also played a key role: **17** companies collaborated with the SOU Secretariat on all the logistical and technical aspects of the conference. The social events were possible thanks to the contribution of the **new supporting partners** of SOU2022, including [Antica Macelleria Falorni](#), [Caseificio Busti](#), [Chianti Classico](#), [Dievole](#), [The Student Hotel Firenze](#) and [Toscanino](#). Moreover, this edition welcomed for the first time:

- **Life On Saturn**, producing the costumised music for the conference,
- **Pioda Imaging**, providing all printed materials, and
- **Population Europe**, promoting the conference on their social media.

Find out more on how to become a partner of the 2023 edition.

Overall SOU2022 value estimate





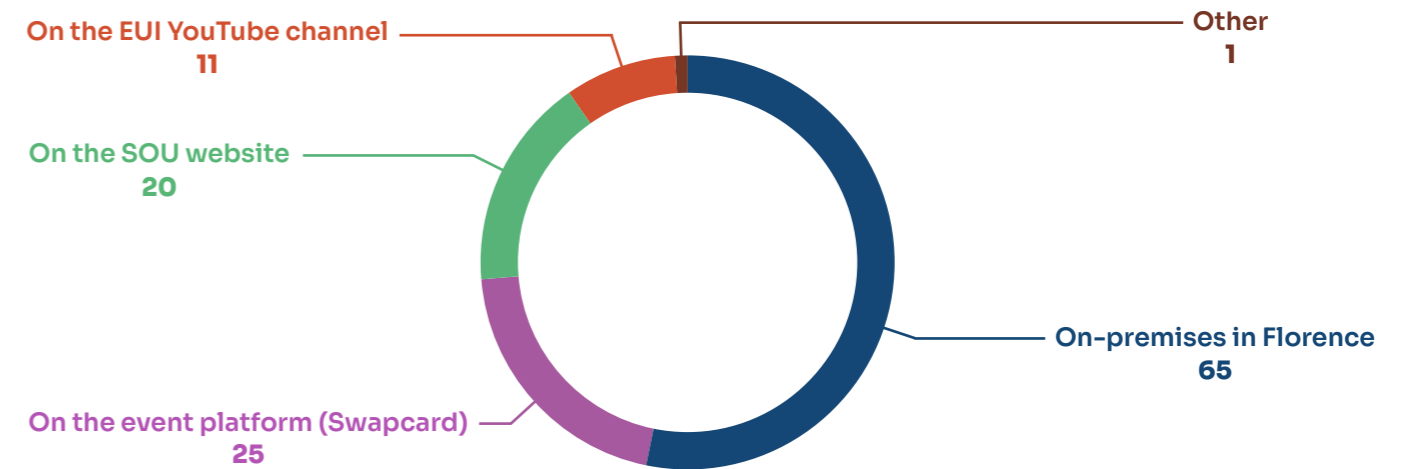
SURVEY AND FEEDBACK

As a concluding step after the conference, participants who attended in presence and those who joined the conversation online had the opportunity to take part in a **survey** and share their feedback on The State of the Union 2022.

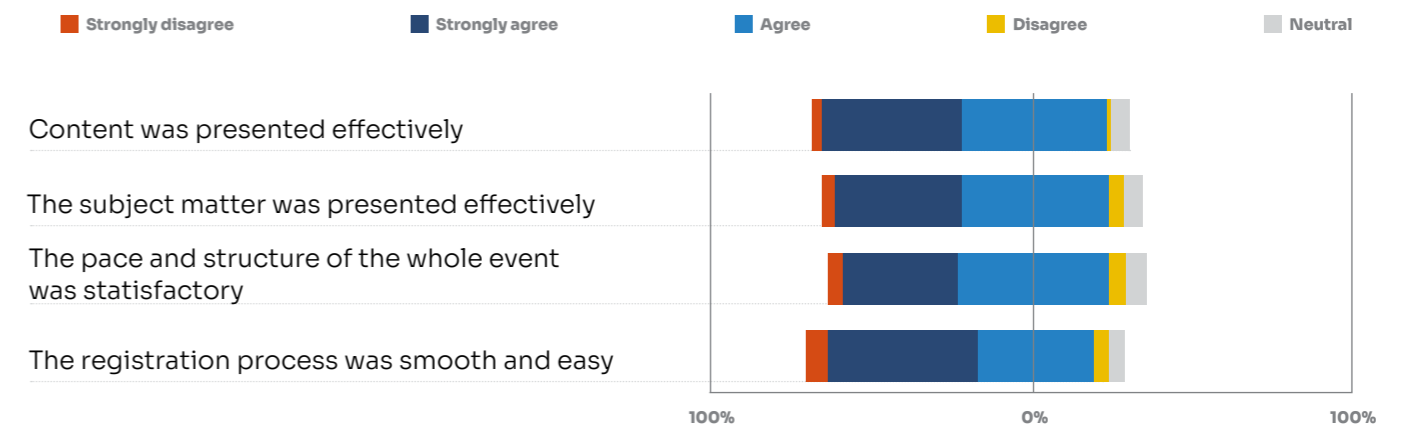
The survey represented an important occasion to take stock of the lessons learnt and better understand how the conference experience could be improved in the future editions.

Since the event was by invitation only, the majority of the audience reached by the survey heard about the conference through an invitation email or through a colleague, and they mainly followed the event on the premises in Florence.

Where did you follow this year's edition of SOU?



Evaluate the following statements



How could your experience have been improved?

The number of parallel panels could be reduced

Possibility for students to attend the event

More engagement of the young generation

A more compact and shorter event

Fewer panels, with fewer speakers

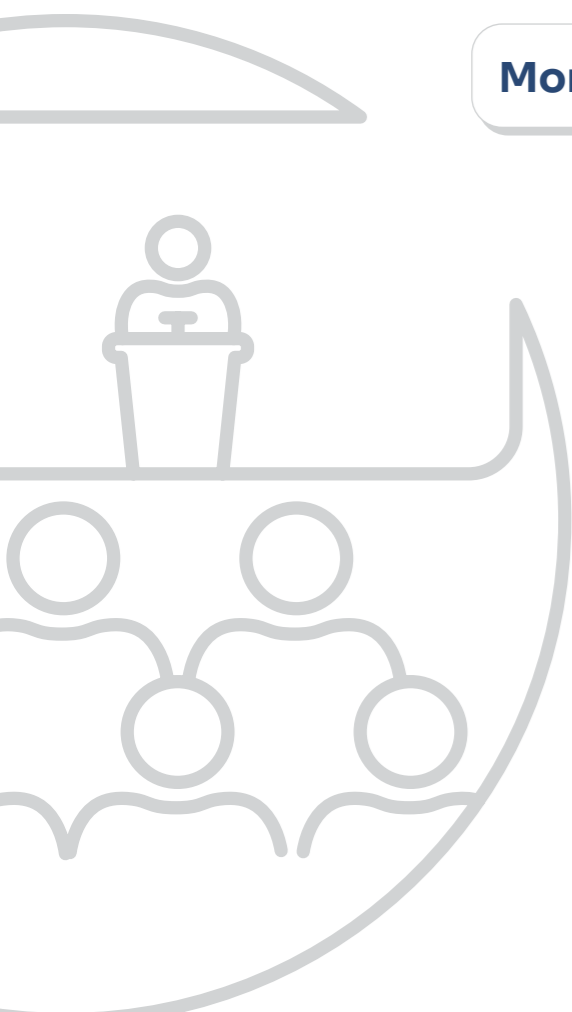
More networking opportunities

Have workshops in the programme

More targeted and effective marketing

Invite the EUI community to attend on-site

Open up the event to a wider online audience



Which topics should feature in the next edition of SOU?

EDUCATION
DIGITAL TRANSITION
PEACE AND HUMAN RIGHTS
A GLOBAL SOLIDARITY MODEL
THE ROLE OF CULTURE IN EUROPE'S FUTURE
SUSTAINABLE DEVELOPMENT AND GREEN TRANSITION
CLIMATE EMERGENCY
THE FRAGMENTATION OF DEMOCRATIC DISCOURSE
GENDER DIVERSITY
FORGOTTEN CONFLICTS
CYBERSECURITY
GLOBAL HEALTH



FESTIVAL D'EUROPA



The *Festival d'Europa 2022* is a project of the Municipality of Florence co-financed by the European Parliament within the multi-year program of communication and carried out in collaboration with the Tuscany Region, Metropolitan City of Florence, INDIRE, European University Institute, University of Florence, Chamber of Commerce of Florence and FCR Florence.

The city became a place for meeting, sharing and reflecting on Europe, its citizens and its future, making Florence a living-lab for communicating the values and policies of the European Union.

The Festival offered a **7-day programme** of events dedicated to Europe to **enhance active and democratic participation**, by giving both the opportunity to participate in events and initiatives and to interact online to make one's voice heard using the platform together.eu.





CONCLUSION

SOU2022: taking stock and moving forward

After a two-year hiatus, this year's edition of The State of the Union was held in a hybrid format, with a three-day schedule, seeing the vast **Badia Fiesolana**, the **Palazzo Vecchio** and the **Villa Salviati** venues filled to almost their capacities once again.

While most of the speakers and a selected audience participated in-person in Florence, a larger group of SOU2022 participants engaged via the online digital platform, Swapcard. The entire conference was also livestreamed on The State of the Union website.

SOU2022 reasserted its objective to increase **gender diversity** among speakers and audience members. **Inclusion** also played an important role in the 2022 edition, as the event aimed to ensure **generational diversity** and engage the **younger generation** among its registered in-person participants. As this edition was about the next generation, people aged between 20 and 29 represented **16%** of registered in-person participants and had an active role on the programme, reflected by the interactive **SOU Lecture** by Professor **Kalypso Nicolaïdis**, inviting EUI students on the stage, as stimulus to the discussion on the future of Europe.

In its future edition, The State of the Union will continue to increase its outreach, diversify its speakers and audience, and set a target of **50-50** male-female participation at the outset of planning. It will communicate these goals to all stakeholders and partners involved, bringing on board new partners who share the EUI and SOU's values.

All SOU2022 **partners**, represented by a diverse range of entities from the press, business and

service sectors, research institutions and foundations, were actively involved in the content as well as in the promotion of the event.

The benefit of investing in an **online events platform** allowed for more flexibility in the planning stages. However, trends show that the general public is now keen to attend in-person events, while maintaining the possibility of connecting online.

A consensus emerged among the participants that, after two years of COVID-19 restrictions, they are eager to participate to in-person conferences, which guarantee more networking opportunities and full engagement.

The State of the Union has again proven to be a key reference point for EU policymakers, civil society and business representatives, diplomats, opinion leaders, and academics. It has reaffirmed itself as a unique forum where diverse groups of key actors gather to debate and reflect on the initiatives needed to equip the EU to deal with current and future challenges.

Given that the SOU is now one of the most renowned events in the agenda of EU and global institutions, the expectation is that it will continue to be an attractive forum for future generations, combining strong elements: **in-person sessions** and **speakers, in-person audience, online streaming** with **on-demand session recordings**, a **state-of-the-art TV style production**, all framed in the **stunning location of Florence**, which guarantees **excellent networking** opportunities, and outlined by **media coverage** that adds to its international prominence.



THANK YOU!

SOU Secretariat

#SOU2022

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