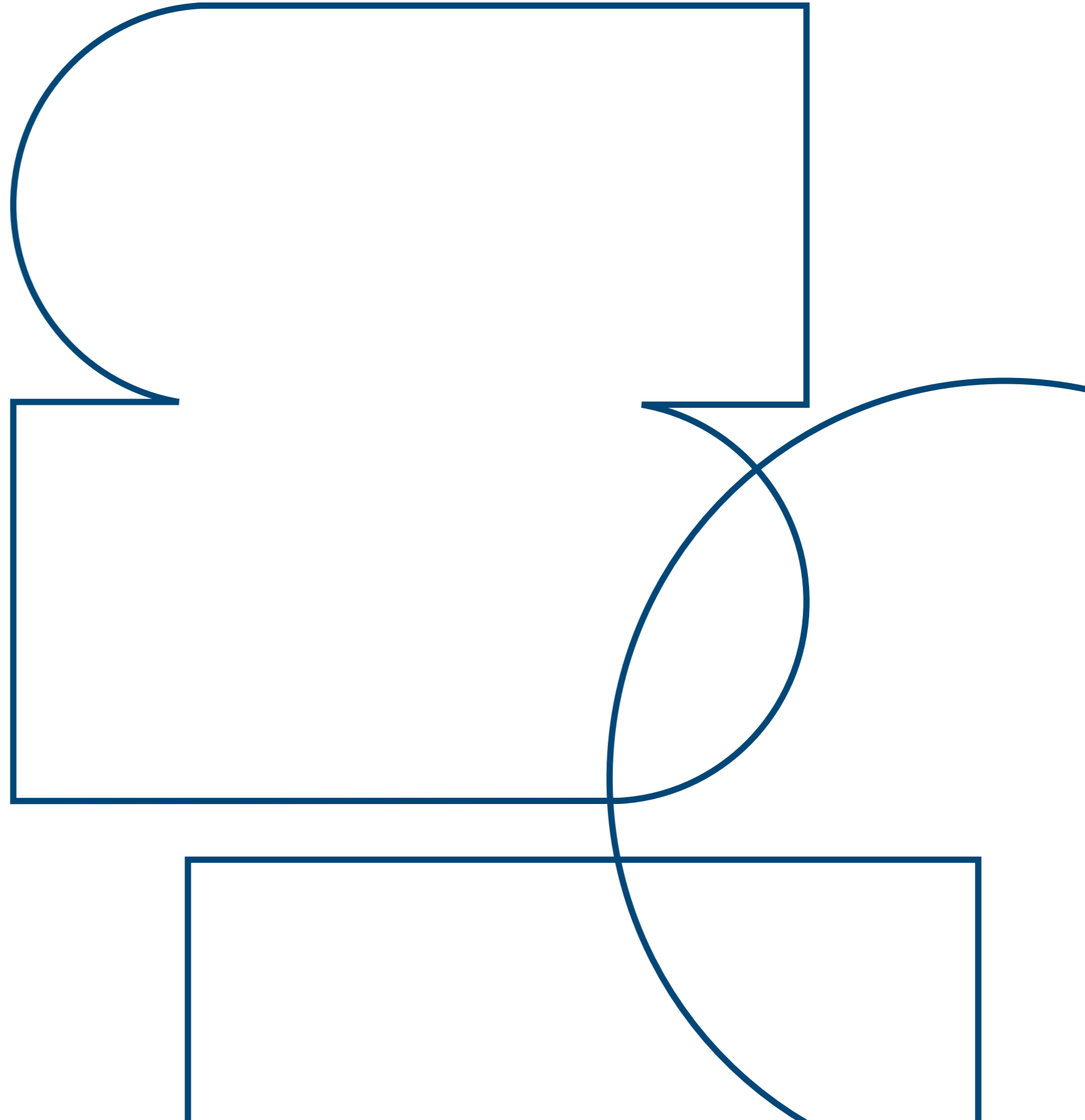


THE STATE OF THE UNION

2024

FINAL REPORT



THE STATE OF THE UNION

23 MAY 2024

Badia Fiesolana

24 MAY 2024

Badia Fiesolana - Palazzo Vecchio

25 MAY 2024

Villa Salviati



FINAL REPORT SOU2024

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V. OPEN DAY

VI. CONCLUDING REMARKS

**VII. HIGHLIGHTING KEY DATA:
COMPARISONS BETWEEN SOU2024 AND SOU2023**

SOU2024 CHARTING A COURSE FOR A STRONGER EUROPE

The 14th edition of The State of the Union conference, held in Florence on 23 and 24 May 2024, provided an interactive platform to discuss the many challenges the European Union is confronted with. Organised by the [European University Institute](#) in collaboration with various EUI partners and stakeholders, the conference addressed a wide range of pressing issues.

Prominent were geopolitical discussions on the wars in Ukraine and in the Middle East, as well as the new developments and future prospects for the EU enlargement policy. In Economics, the focus was on the structural reforms and the new policy tools necessary to build resilience across the continent.

Equally important were the conversations on the transition to a greener economy, the trade offs with industrial policy, as well as the competition for resources. With regard to digital, discussions highlighted the need for Europe to catch

up with key global competitors, while at the same time addressing the ethical concerns raised by transformative new technologies like Generative AI. The conference also delved into the 2024 European elections, assessing the EU's ability to promote democratic participation, and discussing crucial issues like voter turnout and the campaigns to counter disinformation and foreign interference. Recognising that Europe's challenges extend beyond its borders, the conference also analysed the effectiveness of EU foreign policy in a troubled international landscape.

It also examined ways to strengthen its neighbours through infrastructure, green energy, and digital investments. Finally, the conference concluded with discussions on Europe's role as a global power and the crucial question of how to reconcile economic growth with environmental goals.



24 May, Salone dei Cinquecento, *Palazzo Vecchio*



23 May, Refettorio, *Badia Fiesolana*



Méabh Mc Mahon,
European Affairs Correspondent, Euronews and Master of ceremonies of the conference



24 May, Buonsanti, *Badia Fiesolana*

SOU2024 IN PICTURES



DEBATES



Q&A





YOUTH ENGAGEMENT



PARTICIPATORY EVENT



EUUI EUROPEAN UNIVERSITY INSTITUTE

THE STATE OF THE UNION

Come on board after a day of panels!

7:15 pm
Badia Cloister!

NAVIGATING THE STORMS

A moment of immersive democratic theater

Sponsors:

- SOU
- The Transnational Democracy in the 21st century Cluster
- The Democratic Odyssey



NETWORKING MOMENTS





WE ARE THE STUDENTS OF FLORENCE'S UNIVERSITIES & WE URGENTLY DEMAND:



- 1 SILENCE IS COMPLICITY: STOP GENOCIDE, OCCUPATION & APARTHEID.**
We demand a public statement from each of our respective universities for ceasefire & against Israel's invasion of Rafah.
- 2 BOYCOTT, DIVEST, SANCTION: STOP THE ARMS TRADE WITH ISRAEL.**
Our universities must each disclose their assets, divest from, and cut ties with any organisation connected to genocide.
- 3 STOP SCHOLARSHIPS: SUPPORT SCHOOLS & UNIVERSITIES IN GAZA.**
There are no more universities in Gaza - students of all ages and displaced scholars need the support of our universities' infrastructure and funding. Florence must become an open city to host and support education and research in Gaza in any way possible.
- 4 PROTECT ACADEMIC FREEDOM & THE RIGHT TO PROTEST: ANTI-ZIONISM vs ANTI-SEMITISM!**
We demand our universities to enact policies to protect the rights of Palestinian, Arab, Muslim, and pro-Palestinian students to research and make legitimate protests in support of Palestine.



DEMONSTRATION



EUI PROTEST

1. ABOLISH THE SOU

2. EUI'S FULL SUPPORT TO A BOTTOM-UP RESEARCHER AND STAFF LED CONFERENCE

★ ★ ★

1:30 PM

★ ★ ★

23 MAY

★ ★ ★



CONFERENCE HIGHLIGHTS

A VIBRANT EXCHANGE OF IDEAS

HIGH-PROFILE SPEAKERS

2 PRESIDENTS OF THE REPUBLIC

1 UNDERSECRETARY OF STATE

2 MINISTERS

1 HIGH REPRESENTATIVE OF THE EUROPEAN COMMISSION

1 VICE PRESIDENT OF THE EUROPEAN COMMISSION

3 REPRESENTATIVES OF THE EUROPEAN PARLIAMENT

1 PRESIDENT OF A EUROPEAN INSTITUTION

1 FORMER PRIME MINISTER

1 FORMER SECRETARY OF STATE

1 FORMER MINISTER

3 CEOs



23 May, Refettorio,
panel on **“European competitiveness of the single market: What the future holds”**

Marcelo Rebelo de Sousa,
President of the Republic of Portugal

Katerina Sakellariopoulou,
President of the Republic of Greece



24 May, Salone dei Cinquecento,
panel on **“EU’s foreign and security policy in troubled times”**

24 May, Salone dei Cinquecento, *questions from the audience*



Ursula Owusu-Ekuful,
Minister of Communications
and Digitalisation, Ghana



THE STATE OF THE UNION

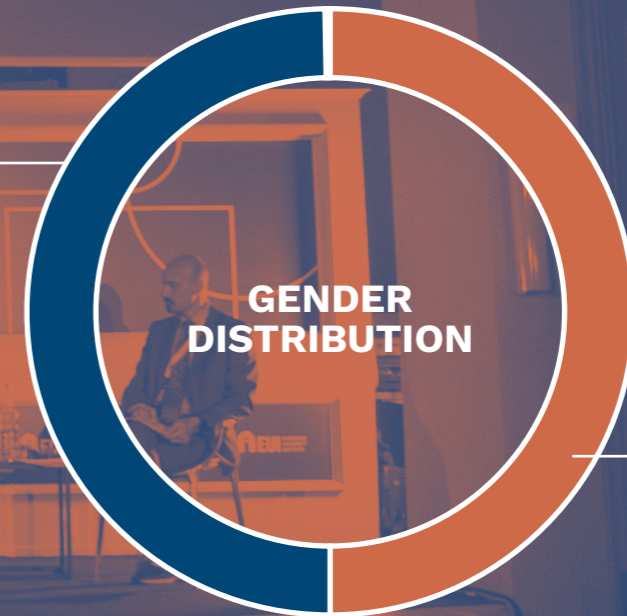
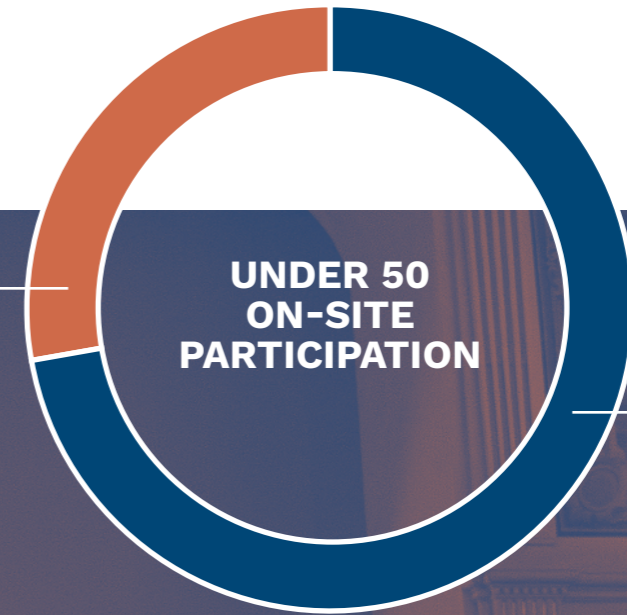
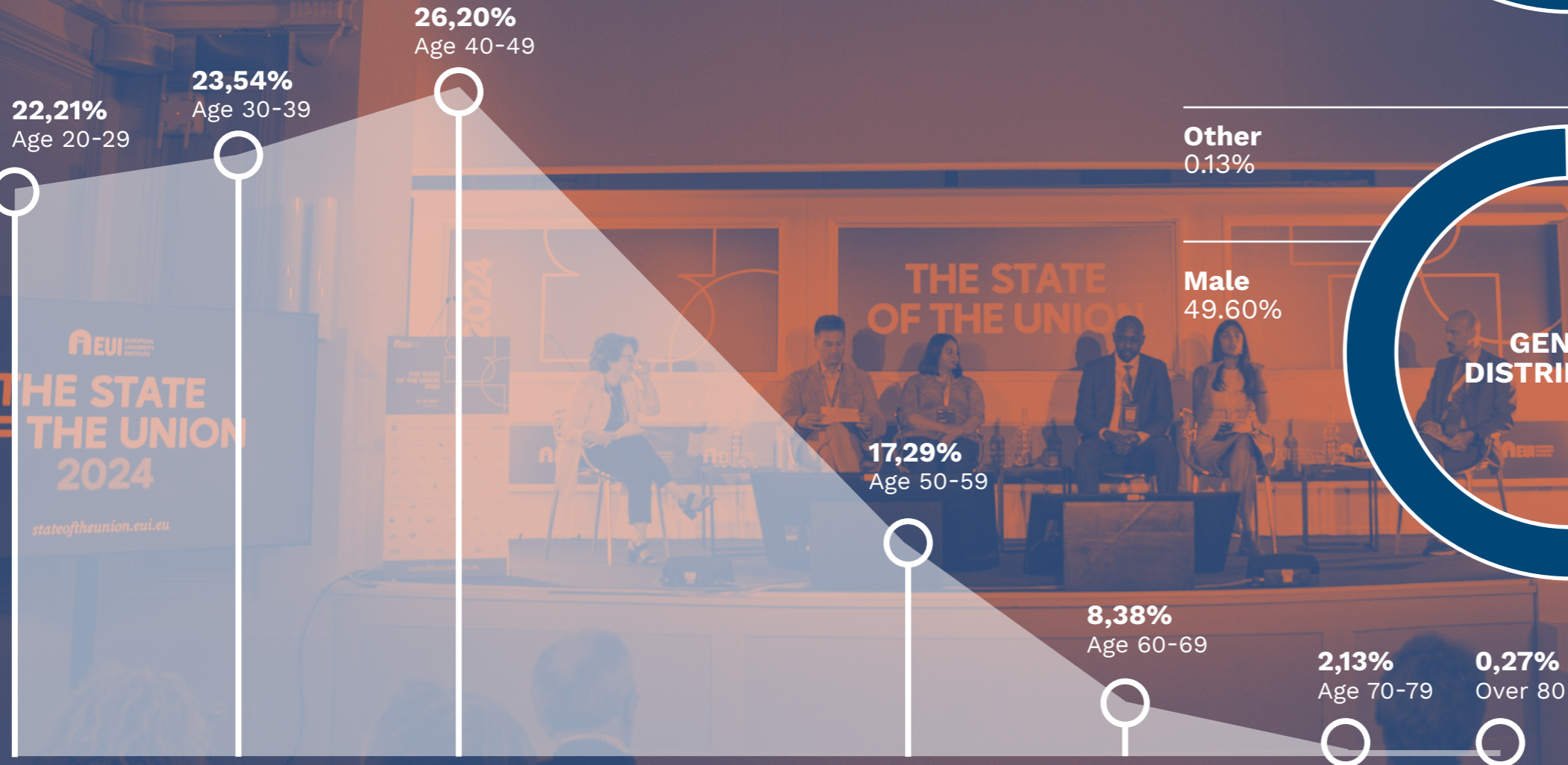
DATA AND RESOURCES

SOU2024 BY THE NUMBERS

PARTICIPANTS: PRESENCE ON-SITE

879 TOTAL OF PARTICIPANTS

AGE RANGE OF ON-SITE PARTICIPANTS



GLOBAL REPRESENTATION
68 NATIONALITIES CONVENE ON-SITE

GEOGRAPHIC DISTRIBUTION OF ON-SITE PARTICIPANTS

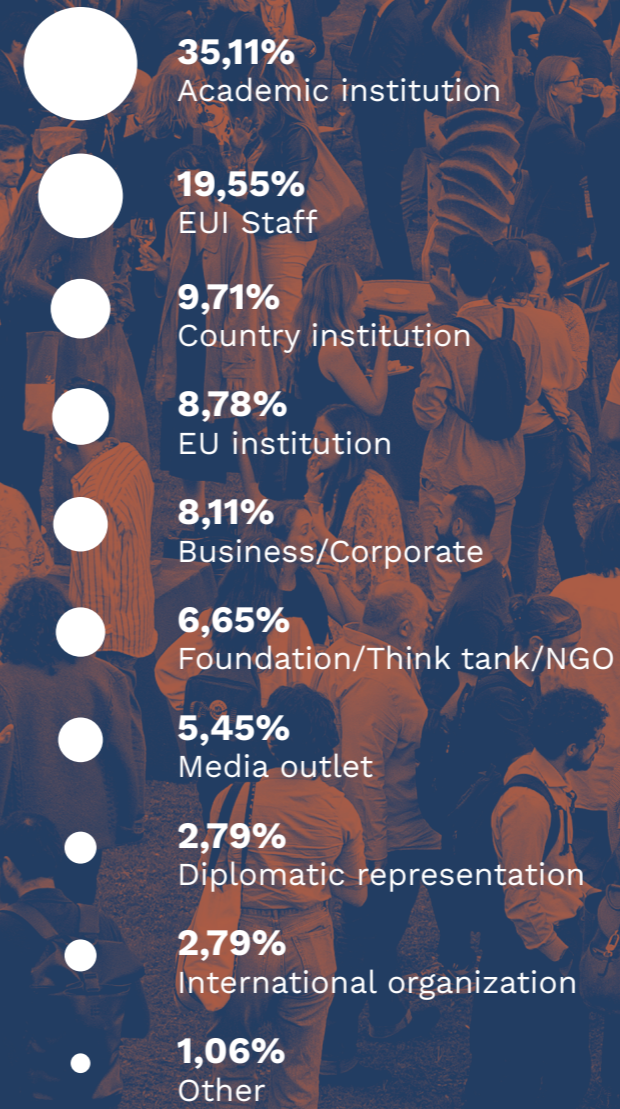
1 567



TOP 10 NATIONALITIES OF ON-SITE PARTICIPANTS



AFFILIATION BREAKDOWN OF ON-SITE PARTICIPANTS



LIVE STREAMING AND WEBSITE DATA

WEBSITE TRAFFIC (JANUARY-MAY 2024)

29,964 TOTAL USERS

66,501 TOTAL PAGEVIEWS

25,274 NEW USERS

LIVESTREAM USERS (23-24 MAY 2024)

11,204 TOTAL REACHED

63,30%



23,30%



PROGRAMME

3,00%



OPEN DAY

2,03%



SPEAKERS

1,90%



VIDEOS ON DEMAND

TOP VIEWED WEBPAGES

HOME PAGE
(where the livestream was embedded)



WEB USERS GEOLOCATION

OVERALL WEB USERS
107 COUNTRIES

1 4,834



TOP 10 USERS BY COUNTRY

57,8%
ITALY

5,4%
USA

5,3%
ROMANIA

4,4%
BELGIUM

3,2%
GERMANY

2,9%
NETHERLANDS

2,5%
FRANCE

2,3%
UK

1,6%
IRELAND

1,4%
FINLAND

COMMUNICATION

MEDIA PARTNERS

PRINT PROMOTION

FRANKFURTER ALLGEMEINE ZEITUNG

Three print ads on FAZ Friday newspaper (10 May), on FAZ Wednesday newspaper (15 May), on FAZ Sunday newspaper (19 May)

Overall Estimated Reach: **2.52 million copies**

Total average daily readership: **841,000**

DIGITAL PROMOTION

EURONEWS

Banners linking to SOU2024 homepage on 12 editions of euronews.com, in various languages including Arabic, English, French, German, Greek, Hungarian, Italian, Persian, Portuguese, Russian, Spanish, and Turkish (26 April-24 May):

125,003 IMPRESSIONS - 0.16% CTR - 195 CLICKS

Promotional spot broadcasted on their live streaming (10 May-24 May):

44 TIMES - 18.4 MILLION INDIVIDUALS

FREQUENCY OF 1.7 - 30.9 MILLION VIEWERS

SOU2024's newsletter, "The Policy Briefing" (20 May):

1,321 VIEWS

Daily coverage on "Today" (17 May):

38,889 VIEWS - 12 DIFFERENT LANGUAGES

Coverage on [euronews.com](https://www.euronews.com) (27 May):

4,419 UNIQUE VISITORS - 8,851 PAGE VIEWS

BROADCASTED 10 TIMES ON TV - 8 LANGUAGES

MEDIA COVERAGE

211 CLIPPINGS

137 INTERNATIONAL MEDIA CLIPPINGS

74 ITALIAN MEDIA CLIPPINGS

DESTINATION FLORENCE

I Featured SOU2024 on the [DF magazine](#) (April)

FRANKFURTER ALLGEMEINE ZEITUNG

Banners linking to [SOU2024 homepage](#) on [FAZ.Net](#) and FAZ.Net Mobile (22 April-25 May)

150,000 AD IMPRESSIONS (100,000 FAZ.Net, 50,000 FAZ.Net Mobile)

214 TOTAL CLICKS (120 FAZ.Net, 94 FAZ.Net Mobile)

0.154% AVERAGE CTR (0.12% FAZ.Net, 0.188% FAZ.Net Mobile)

POLITICO

Newsletter, [Brussels Playbook](#) (26 April):

130,000 SUBSCRIBERS - 43% OPENING RATE

Newsletter, [EU Influence](#) (20 May):

80,000 SUBSCRIBERS - 29% OPENING RATE

NATIONAL MEDIA OUTLETS

TGCOM24

[3 articles](#) (23-24 May)

Episode of [MAG "Generazione Europa"](#) on:

ITALIA 1 TV CHANNEL (29 MAY):

2.4 SHARE - 270 VIEWERS - 660,000 VISITORS

[MEDIASET INFINITY WEBPAGE](#):

620 VIEWERS

ORGANIC SOCIAL MEDIA PERFORMANCE (FEBRUARY – MAY 2024)

This report details organic reach across various social media platforms

CHANNELS

EUI X FOLLOWERS

45,740

SOU X FOLLOWERS

3,535

EUI LINKEDIN FOLLOWERS

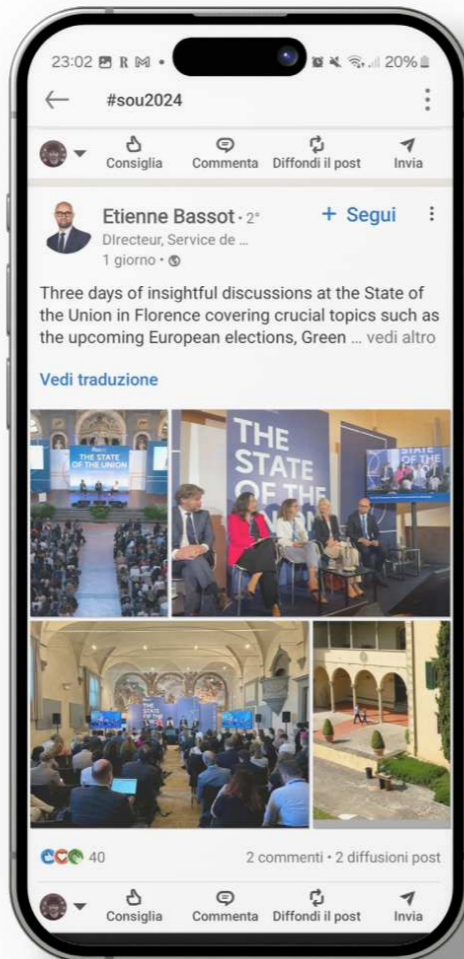
60,000

EUI FACEBOOK FOLLOWERS

73,434

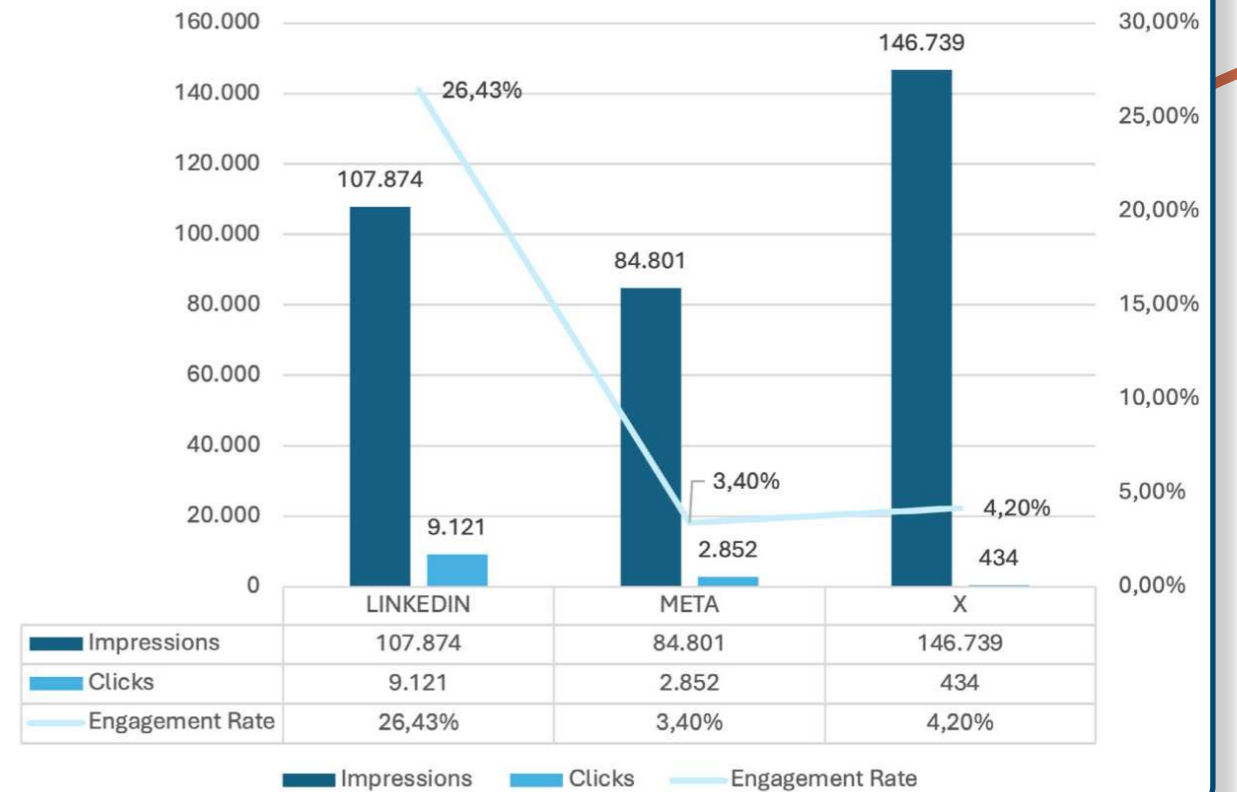
EUI INSTAGRAM FOLLOWERS

9,539



APRIL - JUNE 2024

Organic social media performance



The graph showcases organic performance across LinkedIn, X, and Meta (Facebook and Instagram)

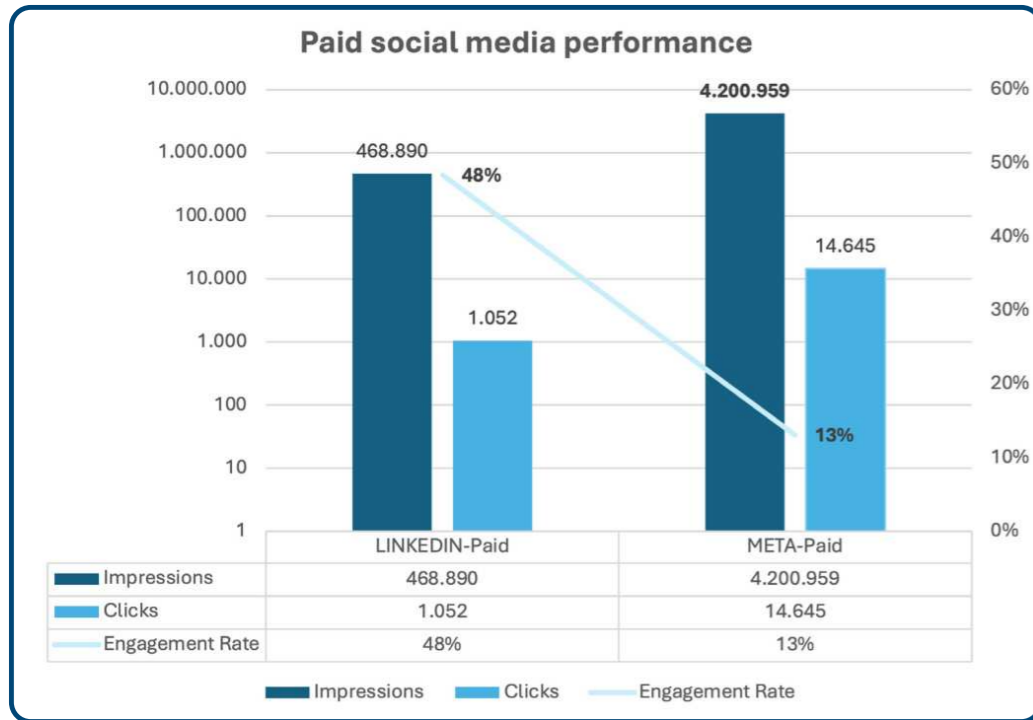
It highlights key metrics like impressions, clicks, and engagement rates

X boasts the highest impressions, while having at the same time the fewest clicks

LinkedIn excels in engagement rates, demonstrating a more engaged audience with a strong interest in conference content

PAID SOCIAL MEDIA PERFORMANCE (APRIL – JUNE 2024)

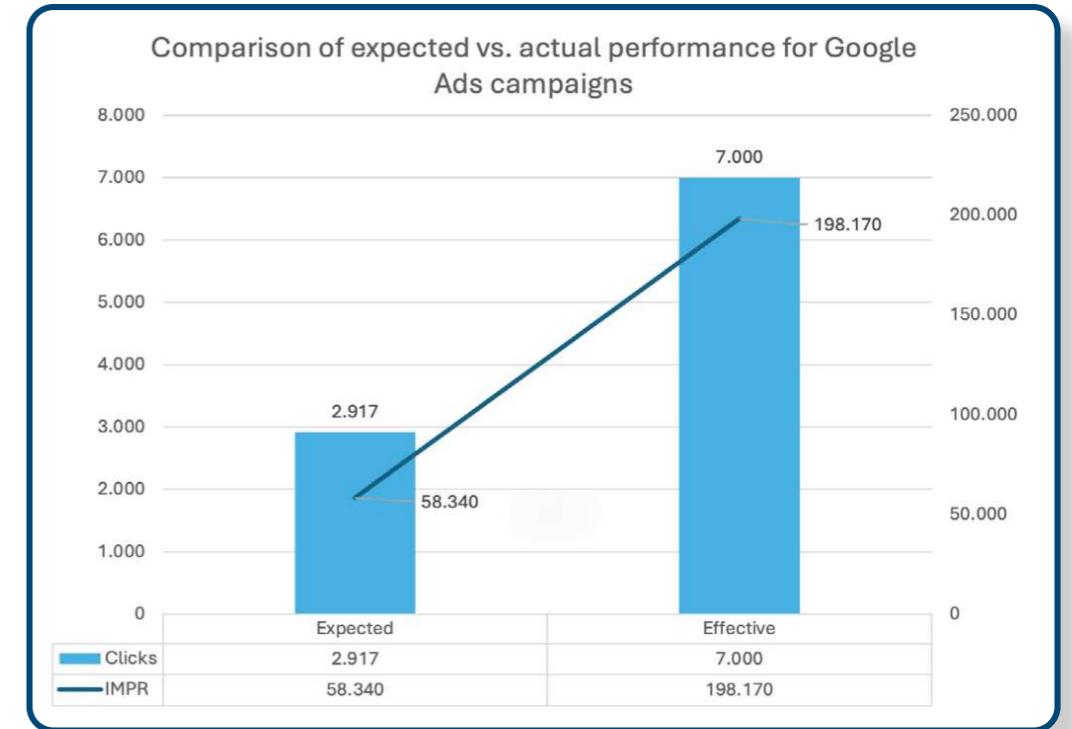
This report details paid reach across the social media platforms



LINKEDIN drives higher engagement (likes, comments, shares) for paid content
META (FACEBOOK & INSTAGRAM) delivers greater reach and impressions

GRAND TOTAL IMPRESSIONS ACROSS ALL SOCIAL NETWORKS

5,009,263



RETURN ON INVESTMENT (ROI) (APRIL - JUNE 2024) PERFORMANCE SUMMARY

Key metrics like impressions and clicks are examined to assess campaign effectiveness

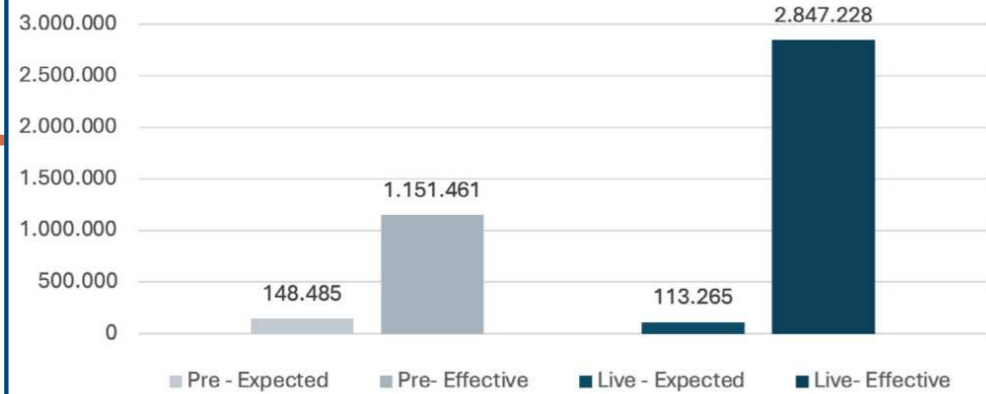
GOOGLE ADS PERFORMANCE

- The Google search campaign delivered positive results
- Cost per click (CPC): 0,20€
- Clicks: 7,000
- Conversion rate: 3.53%
- The “maximise clicks” strategy effectively utilised the budget



Meta (Facebook and Instagram) performance: Impressions

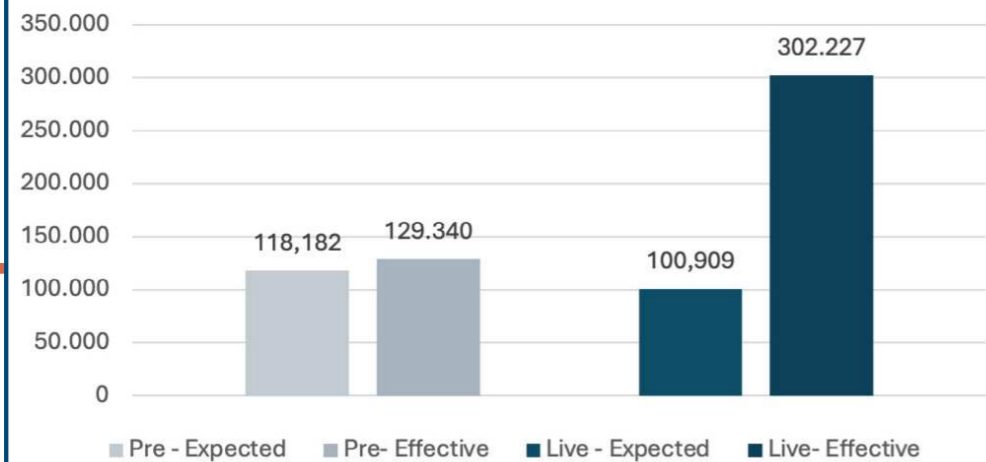
Expected vs. actual results



- Pre-event campaigns: Significantly exceeded expectations, generating 7.7x more impressions (11,110 vs. 8,000 projected) and 37% more clicks
- Live event campaigns: Delivered impressive results with a 25x increase in impressions and 32x wider reach compared to projections

LinkedIn performance: Impressions

Expected vs. actual results

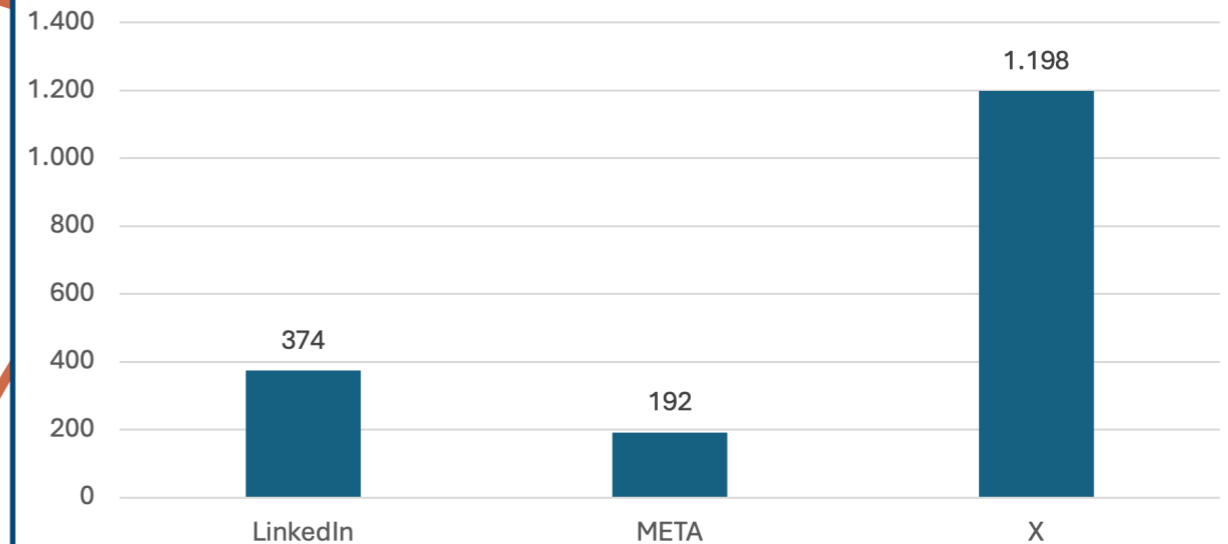


- Pre-event campaigns: Impressions surpassed expectations by 9%, despite click-through rates falling slightly below projections
- Live event campaigns: Delivered a stellar performance, with impressions tripling and reach doubling compared to forecasts. Clicks also exceeded expectations by 12% (497 vs. 400 projected)

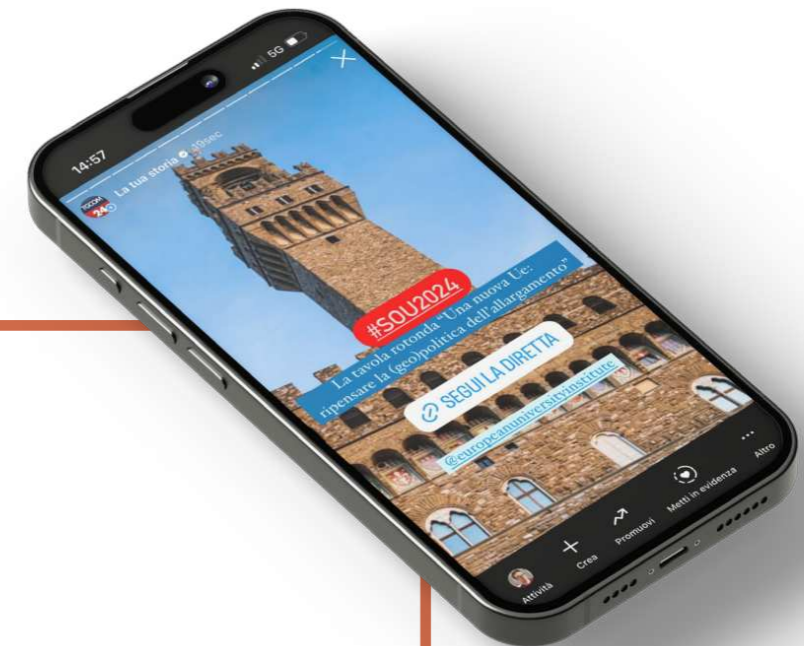
Our advertising campaigns across multiple platforms achieved exceptional performance, exceeding projected metrics for impressions, reach, and clicks by a significant margin

USER GENERATED CONTENT (UCG)

Number of posts with #SOU2024



Social media posts with #SOU2024: 1,764 (including LinkedIn, X, and Meta)



TOP MENTIONS

ESM - European Stability Mechanism
24,449 followers
5d •

⚠️ Europe is at a new crossroad. Where do we go from here?

ESM MD Pierre Gramegna offered his views as he opened the Europe ...see more



3-24 MAY 2024

Marco Pistolesi and 60 others

Atanas Pekanov
@atanaspekanov

Superb State of the Union event in Florence on the future of the EU. 🇮🇹

Many Important debates, but on the economics a clear consensus that we will have to mobilize big financial resources to ensure the EU is economically strong and sovereign.
@EUISoU @STGEUI @EUI_Schuman



8:09 PM · May 27, 2024 · 1,842 Views


Francisco de Abreu Duarte · 2nd
PhD EU | CEO @ The Legal Place
1mo • Edited •

Very honored to once again join the #SoU2024 as co-moderator alongside Giovanni Sartor. We will have a deluxe panel and a promising debate on the future of #GenAI. ...see more

European University Institute
59,144 followers
1mo • Edited •

What are the capabilities, limits, and development prospects of #GenAI?

In this #SOU2024 panel on the #digitaltransition, EUI Law Departm ...see more



THE STATE OF THE UNION 2024 23 MAY

1 comment · 1 repost

Markus Reinisch · 2nd
VP Public Policy Europe and Global Economic Policy at Meta
3w •

Yesterday, I had the pleasure to participate in the roundtable 'The World of AI: Boosting European Competitiveness' in Rome. This event, organised by the **Centro Studi Americani** in collaboration with **ISPI - Istituto per gli Studi di Politica Internazionale**, focused on the transformative potential of AI and its role in enhancing the EU's competitiveness.

As we approach a new political cycle, it's clear that the EU must prioritise economic growth, innovation, and competitiveness. AI stands out as a technology with immense potential to boost the EU's competitiveness. However, to fully harness this potential, we need a harmonised policy framework and an open approach to AI technology.

I look forward to continuing this discussion today at the State of the Union conference in Florence, organised by the **European University Institute**. #SOU2024



4 comments · 1 repost

Embassy of Denmark in Italy
2,636 followers
2d •

Alongside global leaders, experts, and policymakers, the Embassy's Political and Economic team gathered in Florence last week for the 14th edition of The State of the Union! ...see more



1 comment · 2 reposts

PagoPA S.p.A.
25,696 followers
2w •

For the third year in a row PagoPA is pleased to be a partner of #SOU2024, where we chose to promote a panel on DPI (Digital Public Infrastructure), a central topic in the European and international debate. ...see more



with Anna Renata Pisarkiewicz and 7 others

2 comments · 6 reposts

Stuart Alderoty @s_alde... · 15 Mag · Looking forward to speaking at #SOU2024 in Florence next week! Check out the program and catch the live streaming here 📺 2024 Programme @EUISoU

The State of the Union ... · 10 Apr · What are the pros and cons of blockchain regulation?

At #SOU2024, @Ripple hosts a panel moderated by @MannanMorshed @...

21 183 745 85,9K

European Investment B... · 25 Mag · 'Europe shares more than just the sea with its Mediterranean neighbours. Through strategic investments, collaborative partnerships & a commitment to sustainability, we can work towards a better future together' Read President @NadiaCalvino #SOU2024 speech bit.ly/3WWy7gn

Parlamento europeo @... · 24 Mag · .@jduch apre a Palazzo Vecchio #SOU2024:

“ Promuovere la partecipazione: questo il compito per ciascuno di noi. Abbiamo ricevuto un’eredità importante dalle generazioni che ci hanno preceduto. Dobbiamo proteggere la democrazia esercitando il diritto di voto”.

#UsallTuoVoto

European University Institute e The State of the Union

Robin Brooks @robin_j_brooks · May 23 · Great debate and discussion on European public goods today on a panel sponsored by @PosteItaliane at @EUISoU at the incredibly beautiful @EUI_EU campus in Florence, which included Silvia Rovere, President of Poste Italiane, as well as @SMerier.

5 1 19

regionetoscana e eugenio_giani Firenze, Italia

Piace a toscanabxl e altri eugenio_giani Firenze. Entusiasta di essere presente anche quest'anno allo "State of the Union"! Il futuro dell'Europa è fondamentale in questo momento storico per i problemi sociali, di economia, sicurezza, ambiente e diritti umani. Solo le sfide europee potranno cambiare e migliorare la nostra comunità!

24 Maggio

Tgcom24 @MediasetTgcom24 · May 23 · Oggi prende il via #SOU2024 @EUISoU @EUI_EU Guarda la diretta

A "The State of the Union" la tavola rotonda "Una nuova Ue: ripensare la (geo)po... 23-25 May | Florence

From tgcom24.mediaset.it

1 3 2.3K

Stuart Alderoty @s_alde... · 24 Mag · Great conversations today in Florence at #SOU2024. The EU is focused on regulatory clarity (not regulation by enforcement) and after the week we've had state-side it's good to see the US trying to catch-up!

27 302 1,1K 43,1K

Samuel Doveri Vesterbye @SamuelJsdv · May 26
 The #EU's Foreign Affairs Head HR/VP @JosepBorrellF was very honest during Europe's #StateOfTheUnion in Florence @EUISoU #SOU2024 this weekend.

About 🇮🇹 🇵🇸

@JosepBorrellF (HR/VP) calmly listened to a 5+minute long 🇮🇹 🇵🇸 protest. The protestors stopped the [Show more](#)



Angelina Eichhorst and 9 others

European External Action Service - EEAS @eu_eeas · May 24
 Follow live: HR/VP @JosepBorrellF joins the State of the Union 2024 @EUISoU annual Conference in Florence for a debate on EU's foreign & security policy in troubled times. #SOU2024 [x.com/i/broadcasts/1...](#)

4 16

Anne-Marie Slaughter @SlaughterAM · Mar 30
 It should be a great event.

The State of the Union @EUISoU · Mar 28
 This #SOU2024 panel features @andreacalderaro @EUI_Schuman and Nicolas Pettit @CompetitionProf @eu_law who will delve into the topic of #digitaltransition with:

@francesca_bria... [Show more](#)



1 3 3.5K 24 MAY

European External Action Service - EEAS @eu_eeas · May 24
 Follow live: HR/VP @JosepBorrellF joins the State of the Union 2024 @EUISoU annual Conference in Florence for a debate on EU's foreign & security policy in troubled times. #SOU2024



European External Action Service - EEAS @eu_eeas
 HR/VP Josep Borrell - State of the Union 2024 Conference, Florence

17 34 57 19K

Josep Borrell Fontelles @JosepBorrellF · May 24
 Europe has woken up to a new reality in the last five years. But one thing is to wake up, another is to get out of bed and take action. And we are not there yet, as I said today at #SOU2024 in Florence.

1/3



90 74 206 22K

AltsOU reposted

Julian Vierlinger @VierlingerJ · May 23
 This is *exactly* how public institutions should approach protest actions: as proof that their communities are vibrant and active, and as opportunities to reaffirm the right to freedom of expression. Bravo, @EUI_EU! #SOU2024

European University Institute @EUI_EU · May 23
 EUI statement on The State of the Union protests on 23 May 2024

EUI STATEMENT ON THE STATE OF THE UNION PROTESTS ON 23 MAY 2024

Today, members of our European University Institute (EUI) community voice their concerns about the 2024 The State of The Union Conference and the EUI is listening.

On the EUI's vibrant university campus, there is always room for disagreement and dissent when expressed peacefully.

The EUI will provide space and opportunity for researchers and students to give meaningful feedback on this year's The State of The Union conference and draw lessons for future events.



Sandro Gianella · 2nd
 Head of Europe & Middle East Policy & Partnershi...
 1mo · 🌐

Great to be in Florence at **European University Institute** - certainly the best backdrop to a panel I've been on 🙌🙌🙌

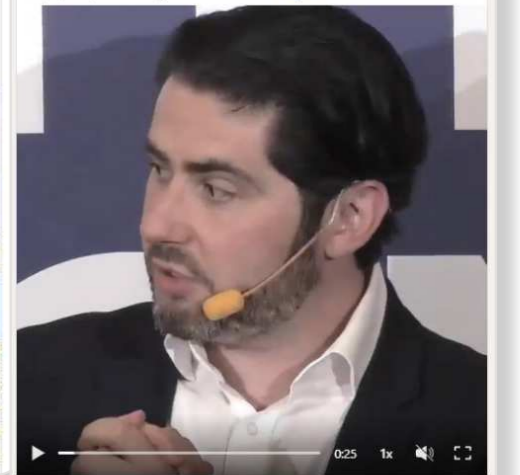
Thanks **Nicolas Petit** for hosting and sharing the stage with **Rima Alaily**, **Marco Pancini** amongst others to talk AI.

Questioning my choices of where I went to school given how gorgeous this campus is!



CCIA Europe
 340 followers
 1w · Edited · 🌐

"We need to reverse the #BrusselsEffect," says Daniel Friedlaender. "Instead of the EU exporting more #tech regulation and treating #regulation as a superpower, let's actually boost and treat our #digital innovators as E...see more



0:25 1x 2 reposts

Destination Florence
21 May at 15:00 · 🌐

The State of the Union 2024 is approaching! On May 23-24, 2024, world leaders and expert academics will gather to share their opinions and inspire change on the most pressing issues in the EU.
Discover the program and join the event @EUISoU #SOU2024 : <https://www.destinationflorence.com/.../8268-open-day...>

Le Bontà Srl
1,256 followers
2d · Edited · 🌐

Orgogliosi di essere stati tra i selezionati partner di The State of the Union 2024 l'evento che ogni anno viene ospitato all'European University Institute e ci riunisce un prestigioso pubblico di accademici, ricercatori, politici e giornalisti internazionali per discutere sul futuro dell'Europa.

Durante i due giorni, al cocktail dinner ed a colazione, abbiamo avuto la possibilità di far conoscere e raccontare le nostre confetture orgogliosamente fiorentine ospiti da tutto il mondo.

Non solo una grande occasione di promozione, ma anche un'ottima opportunità per creare sinergie tra aziende del territorio: la "colazione toscana" che oggi è un successo accolto i partecipanti è stata organizzata in collaborazione con il Consorzio del Pane Toscano DOP, Mukki Latte e **Caffè Corsini** #SOU2024

con **Federico Faggioli Valeria Bufalo Silvia Spinoso Elisabetta Josi Confindustria Firenze**

[See translation](#)



Martin Dvořák
23 maggio · 🌐

Bylo mi ctí zahájit panel s více než aktuálním tématem – přehodnocením (geo)politiky rozšiřování. Rozšiřování EU a případná reforma této procedury jsou klíčovými tématy na evropské scéně, a proto jsem velmi rád, že se tomuto tématu věnovala i část konference **European University Institute "The State of the Union"**.

Tváří v tvář novým geopolitickým realitám se EU musí stát významným globálním hráčem. Nejen Ukrajina, ale také státy západního Balkánu byly dlouho opomíjeny. Jejich integrace je nyní strategickou nutností pro posílení EU proti vnějším hrozbám.

Vedi traduzione

👍❤️👍 14
Mi piace Comment

Marco Pancini · 3rd+
Head of EU Affairs, Meta
20h · 🌐

Last week, I had the pleasure to participate in the State of the Union conference and discuss Meta's open approach to AI innovation.
No current technology has more potential to boost the EU's competitiveness than AI. Open-source AI models provide access to powerful technology in every member state regardless of research budgets and computing power and allow European businesses, and start-ups to develop innovative AI products and services.
To take its place in the AI race, Europe must now focus on enabling speed and agility in deploying these technologies across countries and sectors.

Marco Pancini
Head of EU Affairs, Meta

Generative Artificial Intelligence - "GenAI" Technologies and markets (Part 1) #SOU2024

👍❤️👍 You and 104 others 3 comments · 3 reposts

Publiacqua S.p.A.
10,761 followers
2d · 🌐

Nella 14ª edizione di The State of the Union a Firenze, leader globali, esperti e giornalisti hanno bevuto acqua del rubinetto. Siamo fieri di aver sostenuto l'**European University Institute** in questa importante manifestazione, ...see more

[See translation](#)

European University Institute
59,546 followers
5d · 🌐

That's a wrap for #SOU2024 🎉

🗨 For two days, the EUI's Badia Fiesolana and the historical Palazzo ...see more

Katarina Wallin Bureau · 3rd+
Strategic Relations at Microsoft
4w · Edited · 🌐

The **European University Institute's** State of the Union conference was an opportunity to exchange ideas on how to protect and enhance the future of Europe in the face of challenges, but also many opportunities. The su...see more

👍❤️👍 Marco Pistoiesi and 79 others 1 repost

Andrea Calderaro @andreacalderaro · May 24
 It was a great pleasure to chair this panel on "#TechDiplomacy" today at the #SoU2024 @EUI_EU. Thanks to the wonderful line of speakers for their insightful contribution @SlaughterAM @GiftyUrsula @francesca.bria Peter Sorensen @Martina_F cc @NewAmerica @eu_eas @mocghana



The Robert Schuman Centre and Cardiff University Politics and IR

Global & European Dynamics @GED_Tweet · May 24
 This morning at the @EUISoU #SOU2024, our Eastern Europe expert @MiriamKosmehl along with @gbuldioski @hozic @jarosz_friis and @tholensimone are discussing efforts to build back #Ukraine amidst Russia's ongoing war of aggression, as well as pathways to prepare 🇪🇺 for a future
 Show more



Věra Jourová @VeraJourova · May 24
 We have to change the way we communicate and count w/ #disinformation from the onset. Disinfo waves & topics are predictable.

I call on authorities to proactively deliver evidence-based truth & facts. If we resign on this, disinformers will occupy the information space.

#SOU2024



European University Institute and 2 others

Tgr RegioneEuropa @tgrregioneuropa · Jun 1
 Domani #2giugno 11.25 @RaiTre @RaiPlay A #Firenze #TheStateOfTheUnion sui temi centrali della nuova legislatura UE. Nel servizio dalla @TgrRaiToscana l'intervento di @jduch @PE_italia
 Anticipazioni sul sommario sono sul sito di @Raiofficialnews qui: tinyurl.com/5ntvp2hy



REGIONEUROPA

Giotto Fanti Fresh is with Fratelli Orsero. 24 May at 12:20
 Nella splendida cornice della Badia Fiesolana alcuni scatti dell'aperitivo di ieri sera organizzato in occasione di "The State of Union 2024" Occasione per raccontare i nostri prodotti e le nostre eccellenze! Un grazie a @dreamfruits @basejuicery @pachineat @orsero per averci fornito - come sempre - dei prodotti speciali!



6 Likes Comment

European Media & Information Fund (EMIF) 2,375 followers
 Some take-aways from our panel organised alongside the EU Institute for Security Studies-led CFI project at #SOU2024, Blurring Lines – foreign interference and local proxies, ...see more



Università di Firenze @UNI_FIRENZE · May 24
 #SOU2024 Giorgia Giovannetti, docente #Unifi di Economia politica e delegata dell'Ateneo fiorentino ai rapporti internazionali e accordi multilaterali, è co-moderatrice della tavola rotonda "Are we out of the woods? The new economic policy mix"

The Robert Schuman Centre @EUI_Schuman · May 24
 How can Europe tackle low growth, boost innovation, and maximize the #SingleMarket?
 Insightful conversation at the #SOU2024 panel on post-inflation economic scenarios, with Professor Corsetti, @jzettelmeyer, ...
 Show more



Valeria de March @ValeriadeMarch · Jun 4
 Allo #SOU2024 ho intervistato la Vicepresidente della Commissione Ue, Vera Jourová. In vista delle elezioni europee abbiamo parlato dell'importanza di preservare il voto dalla disinformazione. Mancano solo 4 giorni. #useyourvote
 Qui l'intervista: urly.it/3acxa



26 Likes

Dr. Malte Zabel · 3rd+ Co-Director Europe's Future bei Bertelsmann Stiftung
 Those were exciting, inspiring conference days! First beautiful Florence, then lovely Ghent.
 The Bertelsmann Stiftung's "Team Europe" was a partner of the European University Institute's State of the Union conference #SOU2024 with panels on the green transition & econ cohesion, Ukraine recovery and Europe's competitiveness. What particularly stuck with me from our panels: for the green transition to succeed, it doesn't just need more money. The real bottleneck is skills, labour, people - everything we have done so far in terms of re-/ and up-skilling is not enough. With regard to Ukraine: no matter how good our reconstruction plans are, without a credible security perspective, the necessary investments will not materialise. **Thomas Schwab Miriam Kosmehl**
 At this year's Philea - Philanthropy Europe Association annual forum in Ghent, I had the pleasure to present the Open European Dialogue together with Chiara Rosselli and Agnes Kolodziej. Chiara, thank you very much for the perfect preparations and the fantastic poster -)! Especially in times of increasing, unhealthy polarisation, formats like the OED are important. They create trust-based spaces in which good and honest political debate can succeed. Was great to see that our foundation peers in the sector were very interested in the project. Thanks for lots of enriching conversations!



2 comments

POSTER PROMOTION



SOU2024 SCIENTIFIC COMMITTEE

Comprised of leading experts and academics from across all EUI departments, this Committee plays a pivotal role in shaping the conference programme and content



Monika Baar
Director of Graduate Studies,
Department of History, EUI



Kalypso Nicolaidis
Chair in Global Affairs, Florence
School of Transnational
Governance, EUI



Marco Incerti
Director,
Communications Service, EUI



Fabrizia Mealli
Professor of Econometrics,
Department of Economy, EUI



Georgios Papakonstantinou
Director (Acting) and Dean of
Executive Education, Florence
School of Transnational
Governance, EUI



Elena Calsamiglia
Researcher, Department of Law,
EUI



Erik Jones
Director, Robert Schuman
Centre for Advanced Studies,
EUI



Nicolas Petit
Head of Department and
Professor of Competition Law,
Department of Law, EUI



Marco Del Panta
Secretary General, EUI



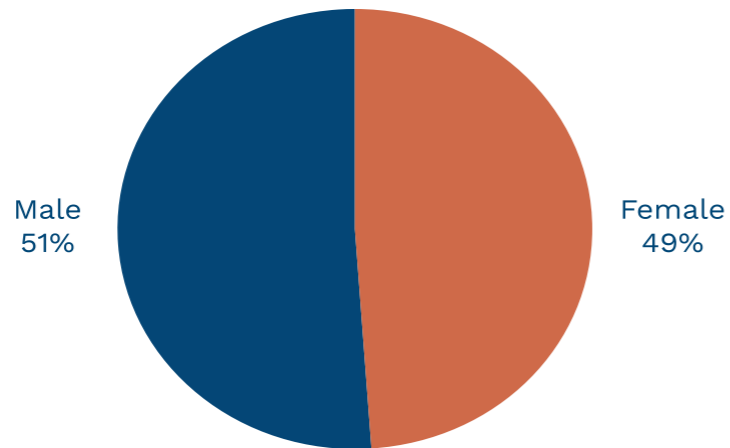
Jeffrey T. Checkel
Chair in International Politics,
Department of Political
and Social Sciences, EUI

SOU2024 PANELLISTS

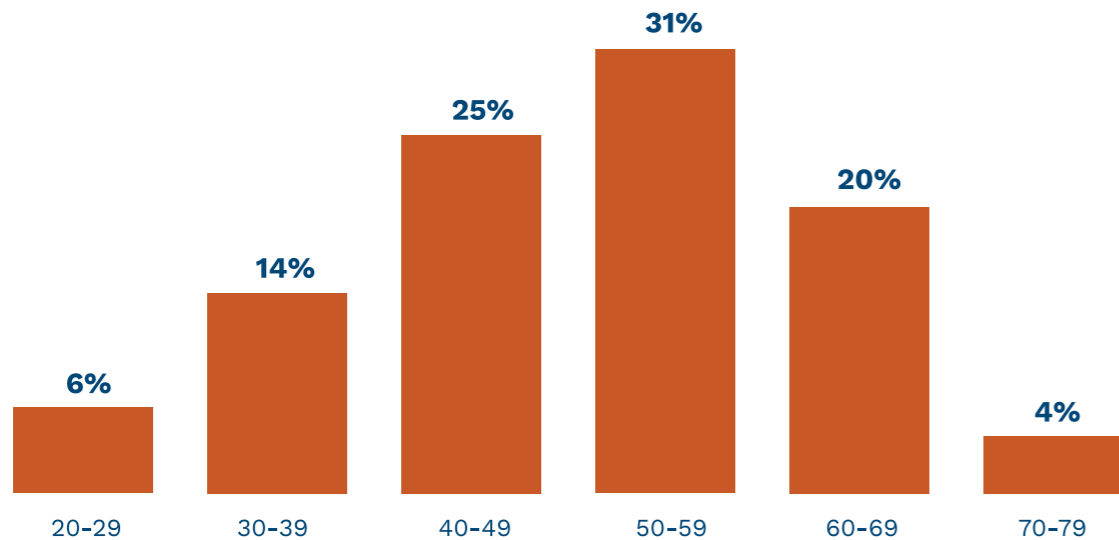
The conference brought together a powerful mix of **150 panellists** from **37 nations** for a 2-day exploration of Europe's future. This diverse group, committed to gender balance, represented a broad spectrum of voices from government, academia, business, and beyond.

[SPEAKER'S BOOKLET](#)

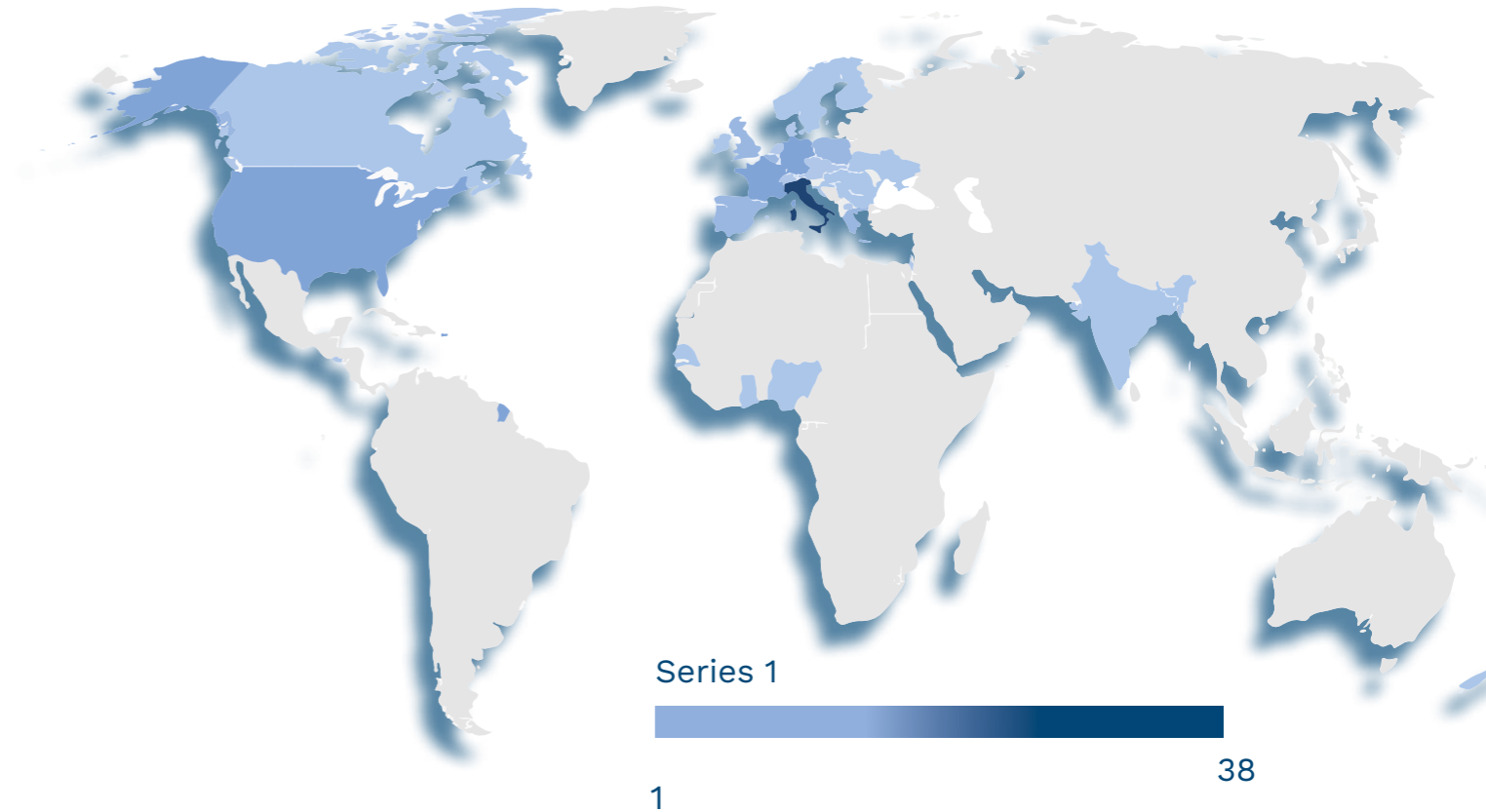
Panelists gender distribution



Panelists age range



Geo-nationalities of panellists



[PROGRAMME](#)

- 2** days of conference
- 3** locations
- 30** sessions
- 36** hours of recording



23 May, Garden, *Villa Schifanoia*

SOU2024 PARTNERS

49

CONTRIBUTING PARTNERS

19

MEDIA PARTNERS

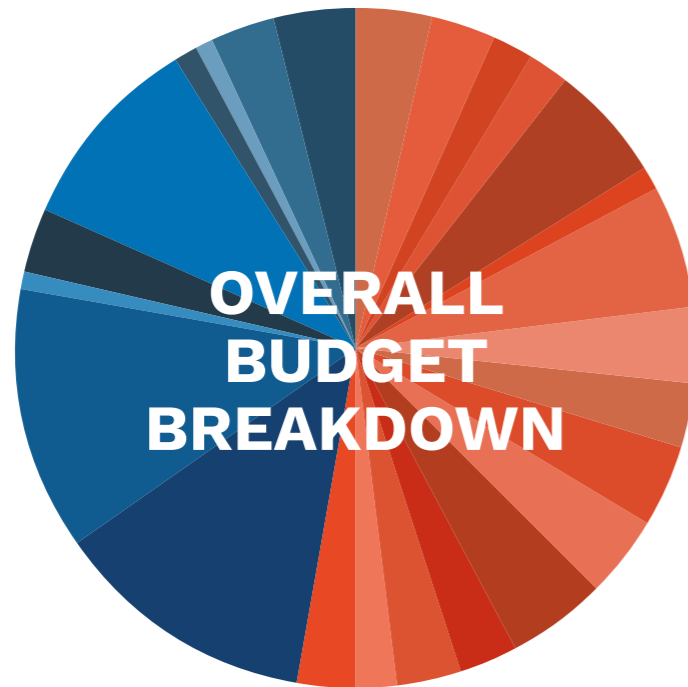
5

SUPPORTING PARTNERS

25

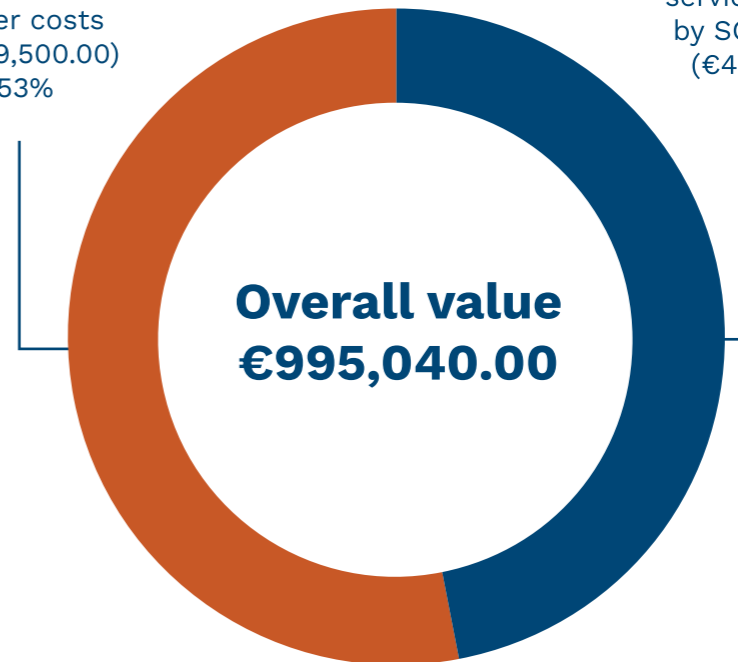
SOU2024: ESTIMATED TOTAL VALUE

- 4% DISCOUNTED SERVICES OR GRATUITY BY SUPPORTING PARTNERS
- 3% FOOD SERVICES BY SUPPORTING PARTNERS
- 1% FOOD SERVICE: SPEAKER DINNER TSH - THE SOCIAL HUB
- 1% COMUNE DI FIRENZE: ADVERTISEMENT CAMPAIGNS
- 10% COMUNE DI FIRENZE: USE OF PALAZZO VECCHIO FOR 3 DAYS
- 3% POLITICO
- 1% MEDIASET - TGC0M24
- 13% EURONEWS
- 13% FRANKFURTER ALLGEMEINE ZEITUNG



- 4% BANCA D'ITALIA
- 3% BERTELSMANN STIFTUNG
- 2% EUROPEAN INVESTMENT BANK
- 2% EMIF
- 6% EUROPEAN PARLIAMENT GRANT
- 1% FONDAZIONE CARIPLO
- 6% FONDAZIONE CR FIRENZE
- 4% FLORENCE SCHOOL OF REGULATION
- 3% MCKINSEY GLOBAL INSTITUTE
- 4% META
- 4% MICROSOFT
- 5% OPEN SOCIETY FOUNDATIONS
- 3% PAGOPA
- 3% POSTE ITALIANE
- 2% REGIONE TOSCANA
- 3% RIPPLE

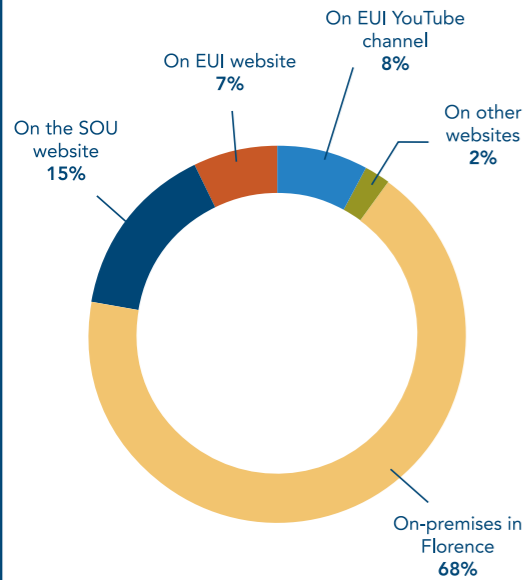
Funds obtained to cover costs (€529,500.00) 53%



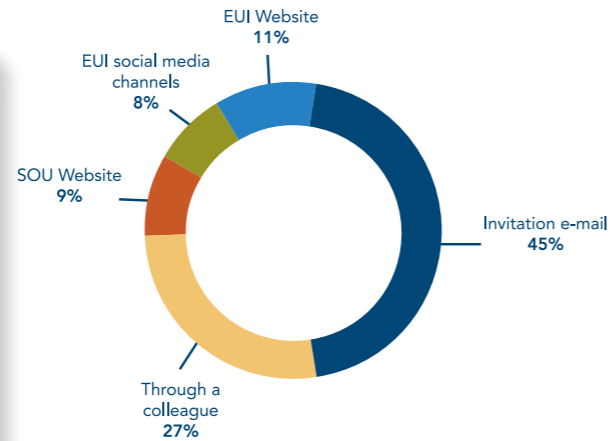
Values of goods and services provided by SOU partners (€465,540.00) 47%

PARTICIPANTS SATISFACTION THROUGH SURVEY AND FEEDBACKS

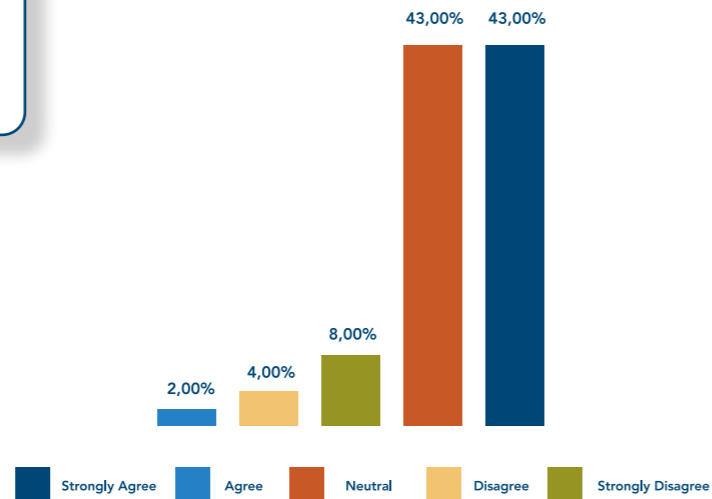
Where did you follow this year's edition of SOU?



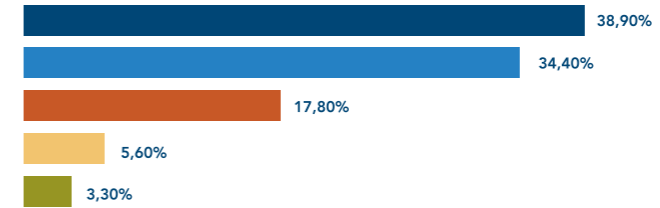
How did you hear about The State of the Union conference?



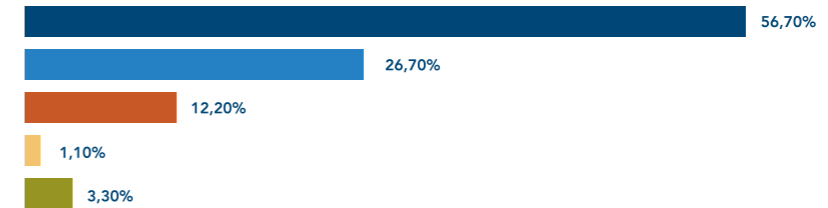
How would you evaluate this edition of The State of the Union overall?



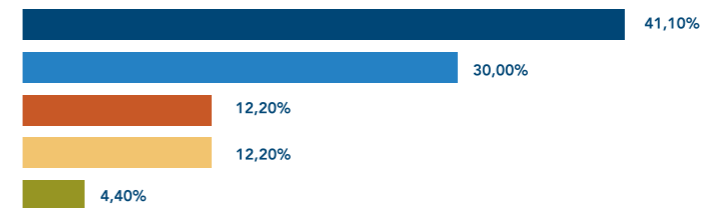
The premises were easy to reach



The registration process was smooth and easy



The pace and the structure of the whole event was satisfactory



The subject matter was presented effectively



Content was presented effectively



Strongly Agree Agree Neutral Disagree Strongly Disagree

WHAT DID YOU ENJOY THE MOST ABOUT SOU?

social events
networking moments
panels and discussions
programme
speakers
venue

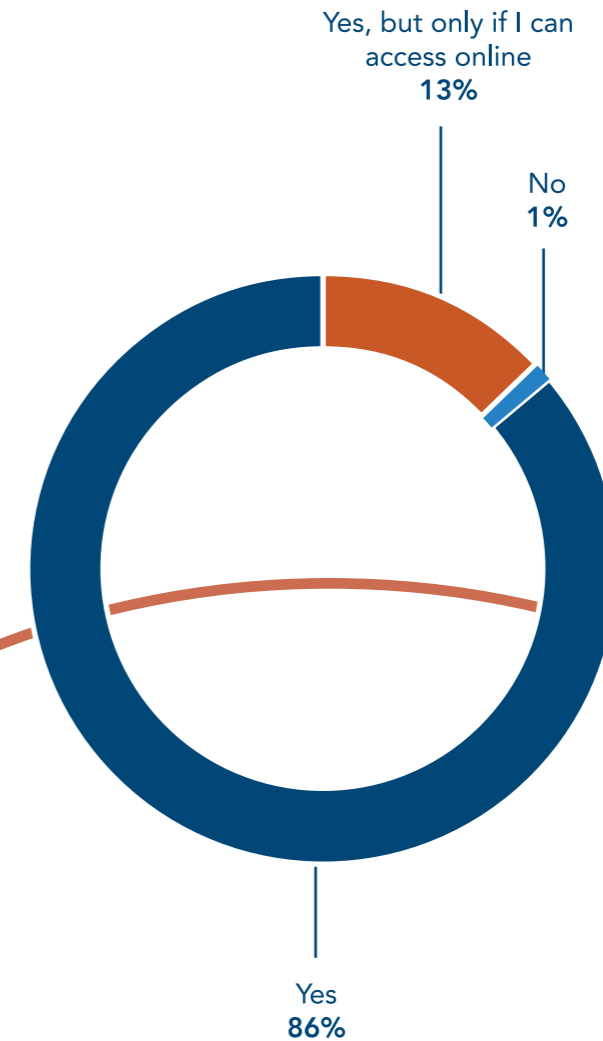
HOW COULD YOUR EXPERIENCE HAVE BEEN IMPROVED?

more interaction and engagement
less panels
more time between sessions
inclusion of society groups and citizens
less topics and more targeted ones

WHICH TOPICS SHOULD FEATURE IN THE NEXT EDITION OF THE STATE OF THE UNION?

presentation of research projects
EU integration and enlargement
Israel-Palestine conflict
artificial intelligence
diversity and inclusion
civic engagement and democracy
migration
1 year from the EU elections. What's new
human rights
climate

Would you consider attending next year's SOU?



SUMMARISE YOUR SOU2024 EXPERIENCE IN ONE SENTENCE

key event
interesting
overall excellent experience
high quality conference with diverse audience and speakers on relevant European topics
enjoyable and informative
fast-paced
relevant
fun
good

OPEN DAY

On Saturday 25 May, The State of the Union 2024 concluded with an Open Day at the historic Villa Salviati, co-hosted by the Historical Archives of the European Union (HAEU) and Fondo Ambiente Italiano (FAI).

Visitors delved into Europe's rich history within the HAEU vaults and enjoyed the villa's beautiful grounds. The day featured 28 one-hour guided tours delivered

by 36 high/school students selected by FAI from the local Gobetti-Volta. The students led more than 600 registered visitors and dozens of spontaneous guests through the grounds, describing the Villa's magnificent architectural features.

In addition, captivating exhibits and engaging activities with local citizens, provided a memorable finale to SOU2024.



OPEN DAY AT A GLANCE

- +2000** Participants
- +600** Registered visitors
- 28** One-hour guided tours
- 6** High school students as guides

SOU2024 CONCLUDING REMARKS

The **14th The State of the Union** conference once again proved a resounding success, showcasing the expertise available at the [European University Institute](#) and the **cutting-edge research** carried out by its community.

This year's event, held at the EUI's **Badia Fiesolana** and at **Palazzo Vecchio**, fostered a vibrant atmosphere of exchange. **Interactive debates** drew a **diverse audience** in terms of demographics, geographies and categories represented. In addition to **high-level academics and policy makers**, participants including key partners, stakeholders, and a wider public. Over **30 sessions** featured insightful contributions from **150 speakers** representing **35 countries**, engaging over **850 attendees** in person and a staggering **11,000 viewers** online. All the participants had the opportunity to actively participate, in a dynamic and fruitful two-way exchange with the speakers.

The **success of the event** is attested by the impressive **social media engagement** where **impressions** exploded from 660,000 to a remarkable

5 million and a relevant media coverage with over **211 mentions**. As usual, the State of the Union also represented an opportunity to discuss **new partnerships** and achieved a commendable **balance in terms of gender and age**, with over **70% of the participants under 50**. The conference's digital presence significantly expanded this year. **Website traffic** skyrocketed, with **new users tripling** thanks to targeted Google search campaigns. Livestream viewership soared as well, indicating a deeper level of engagement with the content. The **substantial increase in impressions** for the SOU2024 **after movie** underscores the **success of the conference theme** and the effectiveness of the promotional strategy, confirming the usefulness of the video as a powerful marketing tool.

A huge round of applause to the EUI staff who made this remarkable event possible!



HIGHLIGHTING KEY DATA COMPARISONS BETWEEN SOU2024 AND SOU2023



A **core principle** of all The State of the Union editions is fostering an **equitable and inclusive environment**. This is achieved by **increasing** year after year **the representation of speakers and attendees** from traditionally

under-represented groups in terms of **gender, age, geographical origin** and **affiliation**. These groups often have valuable perspectives that are overlooked in international decision-making forums.

ON-SITE PARTICIPANTS

OVERALL ATTENDEES

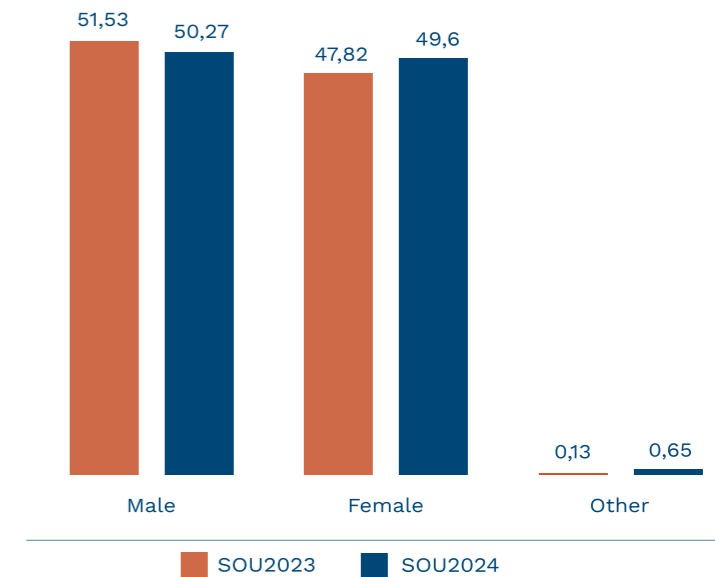
SOU2024

879

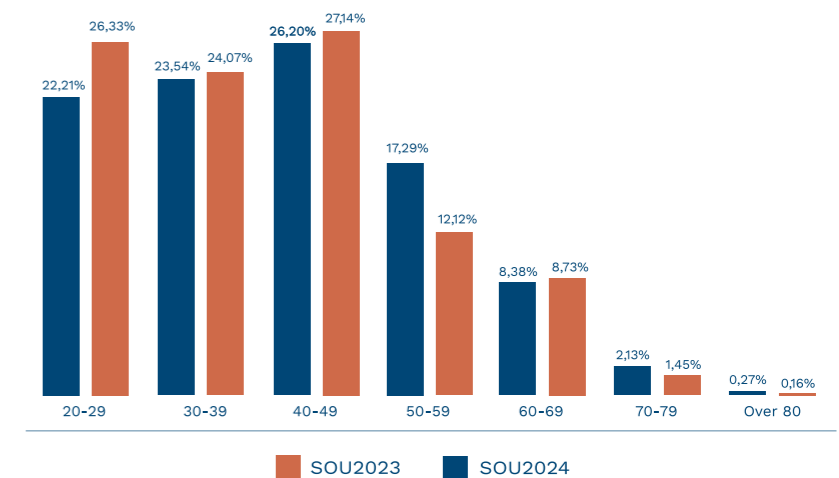
SOU2023

754

Gender comparison



Age range comparison



ON-SITE PARTICIPANTS

NATIONALITIES

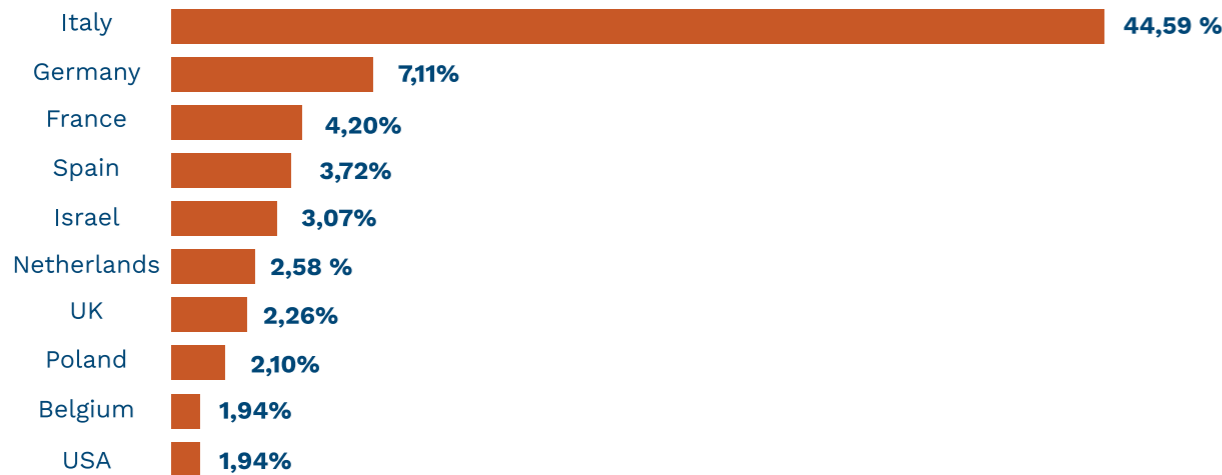
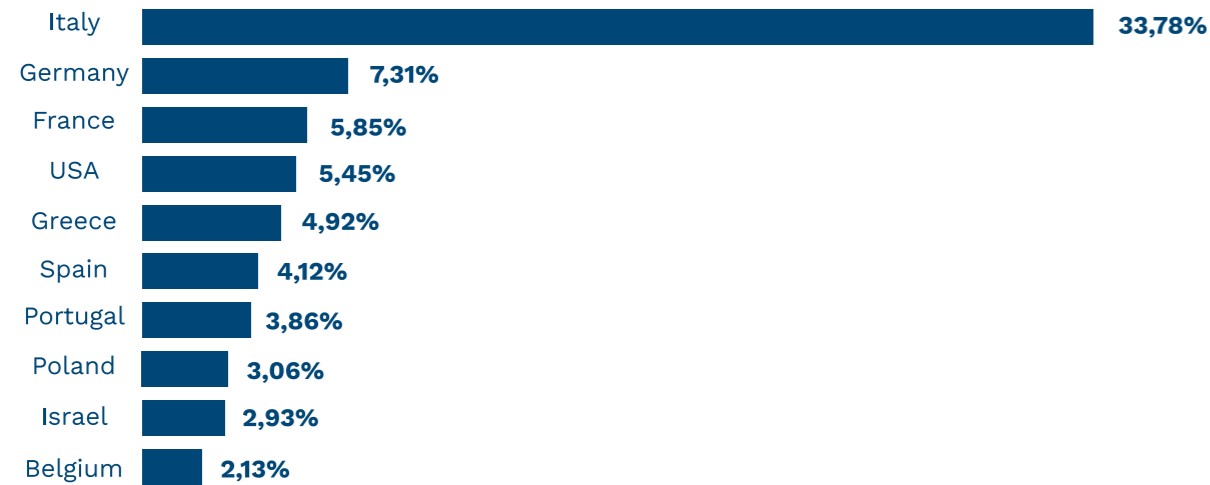
SOU2024

68

SOU2023

56

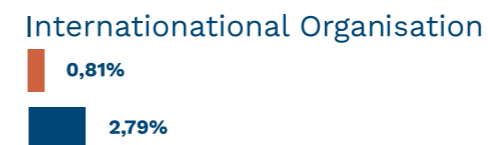
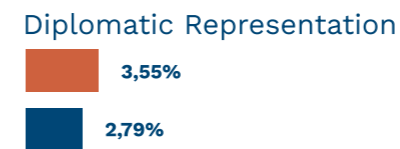
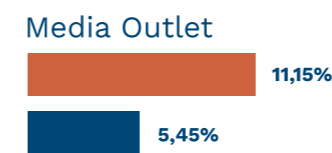
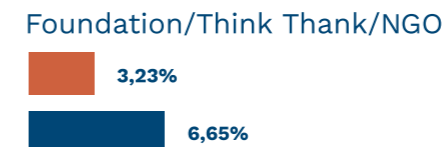
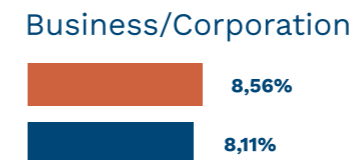
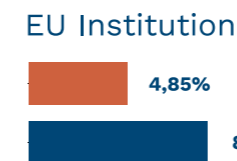
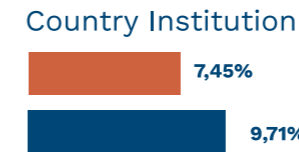
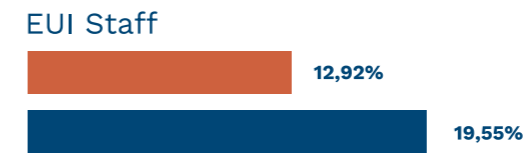
Top 10 nationalities



■ SOU2023 ■ SOU2024

Affiliation comparison

Affiliation comparison



■ SOU2023 ■ SOU2024

PANELLISTS

OVERALL SPEAKERS

SOU2024

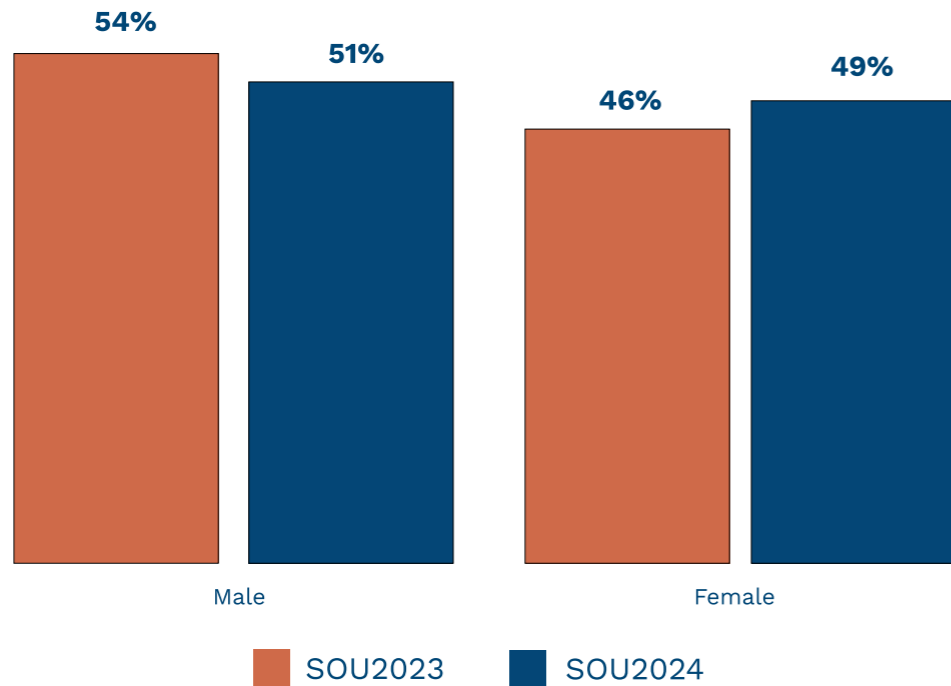
150

SOU2023

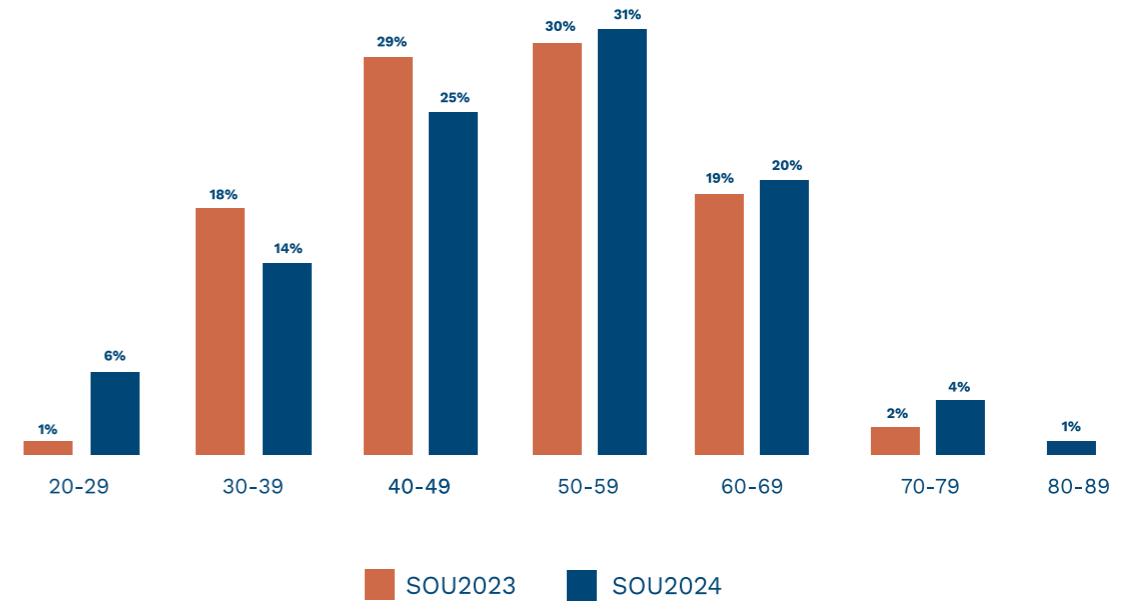
134



Gender comparison



Age range comparison



COMMUNICATION

NUMBER OF CLIPPINGS

SOU2024

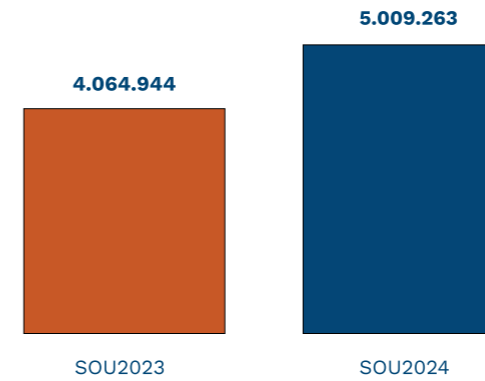
211

SOU2023

180



Social media impressions comparison

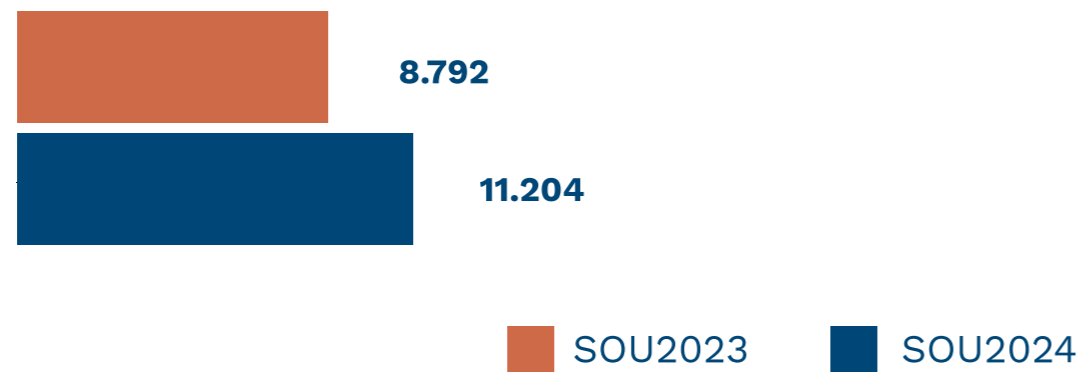


Website traffic comparison

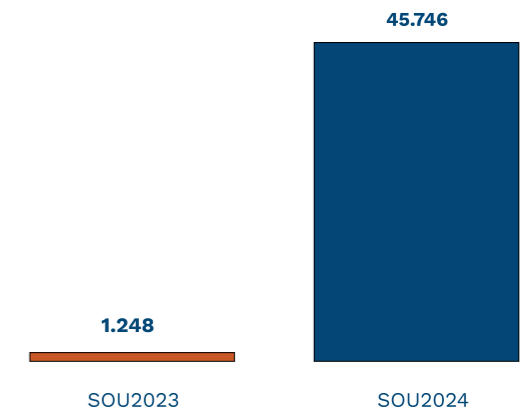
New Users (January - May)



Livestream Users



Aftermovies views comparison



THE STATE OF THE UNION 2024

23 - 25 MAY | Florence | stateoftheunion.eui.eu

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Partners



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