



# OF THE UNION

THE STATE OF THE UNION 2014 – FINAL REPORT

http://stateoftheunion.eui.eu/

#### FORMAT AND THEMES

The State of the Union conference is an annual event for high-level reflection on the European Union, organised by the European University Institute (EUI). The conference's fourth edition brought together leading academics, policy-makers, civil society representatives, business and opinion leaders to discuss both the future of the social and political model for Europe, and the next European elections.

The event took place over three days: on 7 and 8 May, the debates and sessions were held at the European University Institute, Badia Fiesolana, and on 9 May, the anniversary of the Schuman Declaration, the event took place in the historical venue of Palazzo Vecchio (Florence's City Hall).

With the 2014 European Parliamentary (EP) elections taking place at the end of May 2014, this year's State of the Union stood out for its full-on engagement with European politics. Through a diverse programme of lectures, sessions and panel discussions, the event addressed difficult questions concerning EU Foreign Policy, European unity, democratic legitimacy in the EU, and the European social model. It also took a retrospective look at the EU's reaction to the economic crisis, and discussed how this year's European Parliament elections might be different from previous editions.

In an effort to bring these issues close to the general public, we were especially honoured to host and moderate a live televised debate among the candidates running for the Presidency of the European Commission that was broadcast live on RAI News 24.

Finally, as an additional service to voters, we presented **euandi**, an online voting advice application. This tool not only enables potential voters to identify the European parties most representative of their preferences, but, with the use of social media technology, allows them to locate themselves within a virtual European political community.

The conference scientific programme was elaborated and supervised by The State of the Union's Scientific Committee: **J.H.H. Weiler** President of the EUI (Chair); **Pasquale Ferrara**, Secretary General of the EUI, **Stephan Albrechtskirchinger**, Director of the EUI Communications Service; **Bernard Hoekman**, GGP Programme Director Global Economics: Trade, Investment and Development, EUI; **Alexander H. Trechsel**, Professor of Political Science and Director of EUDO, EUI and **Anna Triandafyllidou**, Robert Schuman Chair at the EUI.

The State of the Union 2014 was organised by the **EUI Communications Service**, with the assistance of the **EUI Real Estate and Facilities Service**.







#### LIST OF SPEAKERS

The event welcomed the following speakers and moderators – listed in alphabetical order:

- Konstantinos Arvanitopoulos, Hellenic Minister of Education and Religious Affairs
- Tony Barber, Europe editor of the Financial Times
- José Manuel Barroso, President of the European Commission
- José Bové, Candidate for the Presidency of the European Commission with the Group of the Greens/European Free Alliance
- László Bruszt, Professor of Sociology, Department of Political and Social Sciences, EUI
- Sergio Carrera, Senior Research Fellow and Head of the Justice and Home Affairs Programme, Centre for European Policy Studies
- Marise Cremona, Professor of European Law, EUI
- Roberto D'Alimonte, Professor of Italian Political System, LUISS
- Philippe De Bruycker, Deputy Director, Migration Policy Centre, EUI
- Karel De Gucht, European Commissioner for Trade
- Joseph Francois, Professor of Economics, Bern University and World Trade Institute
- Klaus Dieter Frankenberger, Foreign Editor, Frankfurter Allgemeine Zeitung
- Bernard Hoekman, GGP Programme Director Global Economics: Trade, Investment and Development, EUI
- Stefania Giannini, Italian Minister of Education, Universities and Research
- Sylvie Goulard, Member of the European Parliament
- Ruby Gropas, Research Fellow, Global Governance Programme, EUI
- Andrea Ichino, Professor of Econometrics, Department of Economics, EUI
- Sylvie Kauffmann, Editorial Director of Le Monde
- Ulrich Krotz, Professor of International Relations, Joint Chair RSCAS/Department of Political and Social Sciences, EUI
- Brigid Laffan, Director of the Robert Schuman Centre for Advanced Studies, and Director of the Global Governance Programme, EUI
- Jean-Claude Junker, Candidate for the Presidency of the EC with the European People's Party
- Miguel Maduro, Portuguese minister for regional development and minister adjunct to the prime Minister
- Monica Maggioni, Director of Rainews24
- Patrick Messerlin, Professor Emeritus, Sciences Po and Chairman of ECIPE's Steering Committee/Advisory
- Federica Mogherini, Italian Minister for Foreign Affairs
- Mario Monti, Member of the Italian Senate
- Dario Nardella, Deputy Mayor of Florence
- Romano Prodi, former Prime Minister of Italy and former President of the European Commission
- Ettore Recchi, Professor of Sociology, Observatoire Sociologique du Changement, Sciences Po
- Andrea Renda, Jean Monnet Fellow, EUI
- Matteo Renzi, Prime Minister of Italy
- Martin Scheinin, Professor of International Law and Human Rights, Department of Law, EUI
- Martin Schulz, President of the European Parliament
- George Soros, Chairman of the Open Society Foundations
- Lorenzo Stanghellini, Professor of Business Law, Department of Law, University of Florence
- Anthony Teasdale, Director-General of the European Parliamentary Research Service (EPRS), European Parliament
- Alexander H. Trechsel Professor of Political Science and Director of EUDO, EUI
- Anna Triandafyllidou, Robert Schuman Chair at the EUI
- Guy Verhofstadt Candidate for the Presidency of the EC with the Alliance of Liberals and Democrats for Europe
- Daniela Vincenti. Editor-in-Chief. EurActiv
- J.H.H. Weiler, President of the EUI

The TV Presidential debate was held in the presence of **Giorgio Napolitano**, President of the Republic of Italy and **Maria Elena Boschi**, Italian Minister of Constitutional Reforms and Relations with Parliament.

#### **PARTICIPATION**

The <u>sessions held at the Badia Fiesolana</u> on 7 and 8 May (opening debate, parallel sessions and the book presentation by the President of the EC) were attended in total by about 400 people, the majority of which consisting of academics.

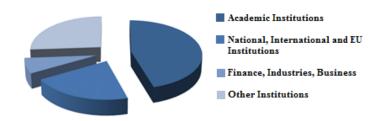
The <u>sessions in Palazzo Vecchio</u> on 9 May saw the participation of 597 registered participants (upon invitation only). The majority of participants came from academic institutions (272), followed by national, international and European institutions (126), Bank, Companies and Business Institutions (43), and a wide range of other organisations (156). Participants from 21 countries attended the sessions in Palazzo Vecchio.

State of the Union 2014 – Participants on 9 May		
Affiliation	Participants	%
Academic institutions (of which EUI)	272 (187)	45.56% (31.32%)
National, International and EU Institutions	126	21.11 %
Finance, Industries, Business	43	7.20 %
Other Institutions	156	26.13%
TOTAL	597	

Around one-third of the participants (187) belong to the EUI community. The majority of them are researchers or research assistants (84), followed by professors (23), fellows and staff members.

It needs to be noted that members of the EUI community, whose country of origin has not been counted in the final numbers, belong mainly to the 20 member states that have an agreement with the Institute. Consequently, the real number of countries represented in the audience is certainly higher.

The State of the Union 2014 - Participants 9 May



#### PRESS COVERAGE

There were **202 journalists and operators** attending and reporting on the Conference on 9 May, while 23 attended the Opening Debate on 7 May and 15 attended the parallel sessions on 8 May. Leading international and national media, such as The Financial Times, FAZ, Le Monde, The Economist, BBC World News, Agence France Press, Il Sole 24 Ore, SKYTG24 ANSA, La Nazione, RAI, Corriere della Sera, attended the conference. Most of the media representatives came from media outlets with a national coverage in Italy, but a consistent number of people also came from local and international media.

State of the Union 2014 – Registered Press on 9 May	Participants	%
International Press	36	17.8%
National Press	131	64.8%
Local Press	35	17.4%
TOTAL	202	

The media coverage produced more than **250 press pieces** (online and printed articles, photos galleries) and **40 video reportages**.

Among the press pieces, more than **40** belonged to **International leading media** like Financial Times, Frankfurter Allgemeine Zeitung, Bloomberg News, EurActiv and others. RAI News 24 has broadcast live the Presidential Debate, and has featured various videos in their daily news coverage. The event was also featured in online national and local television channels such as Repubblica TV, Mediaset TgCOM, Europa Quotidiano, RTV38 and InToscana.

The Financial Times produced a special report on Europe that was published and distributed in the newspaper's printed edition of 9 May 2014.



#### **ADVERTISMENT**

The EUI signed knowledge partnership agreements with the Financial Times, FAZ, RAI News 24 and Media Partnership agreements with Le Monde, EurActiv and ANSA.

Through these agreements the EUI secured a worldwide advertisement campaign in print and online as well as dedicated media coverage for the event. The estimated value of the partnership agreements is over 300.000 EUR.

The FT also published the special report on the European Union based on the data and information collected during a dedicated workshop with EUI Professors.

Four quarter page advertisements in print were run by the Financial Times and four third page advertisements by FAZ.

EurActiv and Ansa media ran electronic advertising campaigns on their websites (in the form of permanent and rotating banners and leaderboard impressions) and social media.

A Technical Partnership with Airport of Florence granted the possibility of installing 2 permanent banners and 1 totem in the gate area and arrival hall of Florence FLR Peretola Airport (estimate value 5.000 EUR).



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Quarter page printed ad, Financial Times, 22 April 2014, World News - Page 3

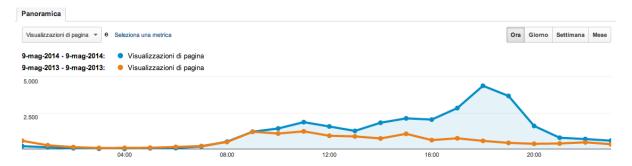
State of the Union advertising, Peretola Airport



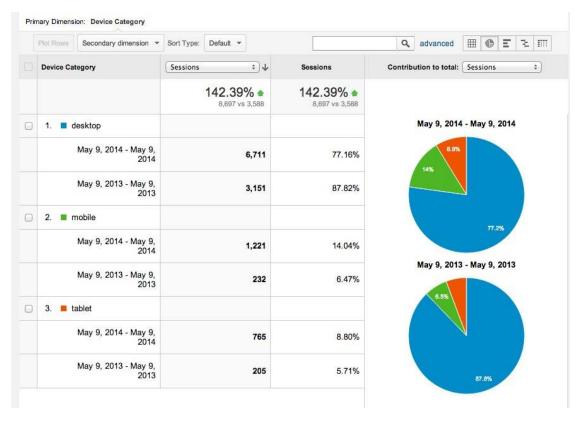
#### WEB VISITS, LIVE STREAMING AND SOCIAL MEDIA

#### Website Visits

On 9 May, page views on The State of the Union website were over 29.000 (+ 123,24% compared to last year: 13.005).



Page views from mobile devices (tablet and smartphone) were more than 6.300 (+320% compared to last year: 1500).



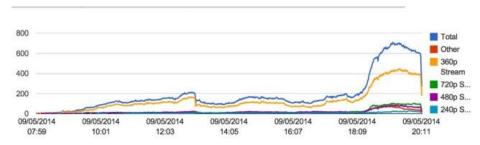
# Web Visits per country compared to last year:

	Acquisition	Acquisition		Behavior		
Country / Territory	Sessions ? 4	% New Sessions	New Users ?	Bounce Rate	Pages / Session	Avg. Session Duration
	142.39% <b>★</b> 8,697 vs 3,588	0.25% <b>*</b> 72.59% vs 72.77%	141.78% <b>4</b> 6,313 vs 2,611	28.87% • 13.66% vs 19.20%	7.90% • 3.34 vs 3.62	8.59% d 00:02:41 vs 00:02:28
1. II Italy						
May 9, 2014 - May 9, 2014	3,332 (38.31%)	60.05%	2,001 (31.70%)	8.25%	4.12	00:03:5
May 9, 2013 - May 9, 2013	1,368 (38.13%)	55.34%	757 (28.99%)	0.37%	5.25	00:04:2
% Change	143.57%	8.53%	164.33%	2,158.10%	-21.50%	-11.75%
2. Belgium						
May 9, 2014 - May 9, 2014	678 (7.80%)	65.34%	443 (7.02%)	5.60%	3.58	00:03:0
May 9, 2013 - May 9, 2013	104 (2.90%)	63.46%	66 (2.53%)	0.00%	4.69	00:02:1
% Change	551.92%	2.96%	571.21%	ω%	-23.78%	44.369
3. France						
May 9, 2014 - May 9, 2014	486 (5.59%)	77.37%	376 (5.96%)	9.05%	2.85	00:01:5
May 9, 2013 - May 9, 2013	100 (2.79%)	68.00%	68 (2.60%)	1.00%	5.41	00:04:0
% Change	386.00%	13.77%	452.94%	805.35%	-47.36%	-54.23
4. Bulgaria						
May 9, 2014 - May 9, 2014	447 (5.14%)	95.53%	427 (6.76%)	36.47%	1.85	00:00:2
May 9, 2013 - May 9, 2013	81 (2.26%)	90.12%	73 (2.80%)	16.05%	2.83	00:01:4
% Change	451.85%	5.99%	484.93%	127.21%	-34.64%	-80.099
5. 🔄 Greece						
May 9, 2014 - May 9, 2014	433 (4.98%)	89.38%	387 (6.13%)	19.63%	2.51	00:01:3
May 9, 2013 - May 9, 2013	102 (2.84%)	84.31%	86 (3.29%)	21.57%	3.13	00:02:0
% Change	324.51%	6.00%	350.00%	-8.99%	-19.66%	-26.679
6. Portugal						
May 9, 2014 - May 9, 2014	404 (4.65%)	91.83%	371 (5.88%)	25.50%	2.34	00:01:0
May 9, 2013 - May 9, 2013	48 (1.34%)	79.17%	38 (1.46%)	27.08%	3.00	00:01:0
% Change	741.67%	16.00%	876.32%	-5.86%	-21.86%	-1.49
7. III United Kingdom						
May 9, 2014 - May 9, 2014	357 (4.10%)	78.15%	279 (4.42%)	7.84%	3.40	00:02:4
May 9, 2013 - May 9, 2013	77 (2.15%)	61.04%	47 (1.80%)	0.00%	4.99	00:02:3
% Change	363.64%	28.04%	493.62%	<b>∞%</b>	-31.76%	5.679

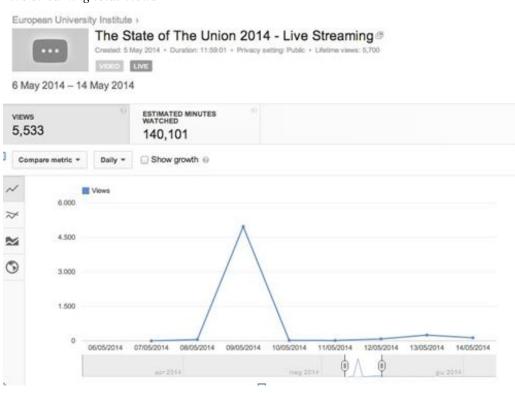
#### Live Streaming

During the TV debate more than 700 people were simultaneously connected to the live streaming. The live streaming got a total of 5.533 visits (estimated minutes watched 140,101) and the euandi promotional video had 6,220 visits (estimated minutes watched 2,583).

#### Simultaneous live streaming views



#### Live streaming total views



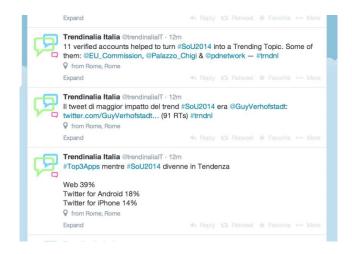
Top 5 countries per view:

Geography	Views ∅ ▼	Estimated minutes watched @	Average view dur- @ ation
Italy	2,458 (44%)	62,908 (45%)	25:35
Belgium	699 (13%)	20,887 (15%)	29:52
France	385 (7.0%)	8,830 (6.3%)	22:56
United Kingdom	292 (5.3%)	7,528 (5.4%)	25:46
Greece	206 (3.7%)	3,923 (2.8%)	19:02



#### **Twitter**

The impact on social media was quite significant, especially on Twitter where the HashTag of the conference #SoU2014 was included in <u>top trends</u> (category politics) and even in category general. Estimated number of tweets that included the hashtag is about 4.500 (retweets are not counted).

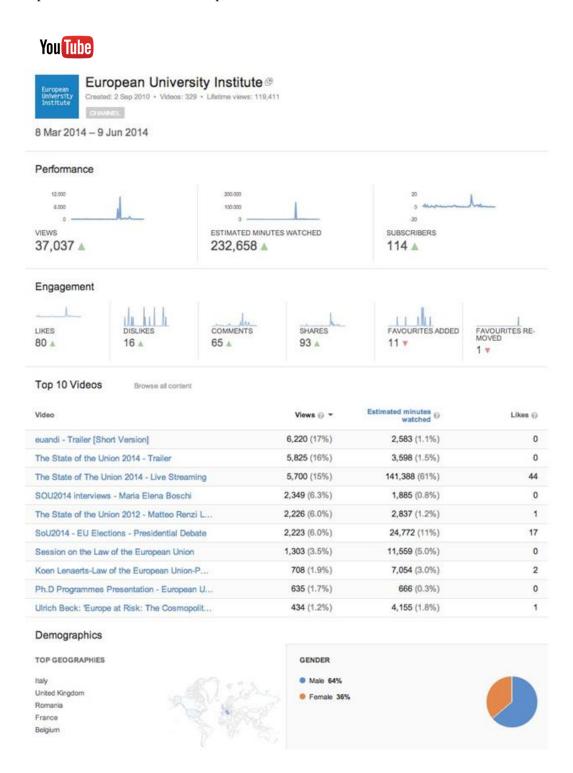






#### Youtube

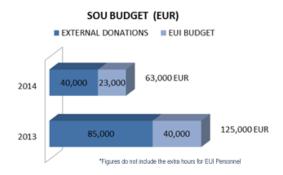
During the period around the conference, our Youtube channel reached over 37.000 views with particular attention for euandi promotional videos, State of the Union trailers and sessions.



#### FUNDRAISING AND BUDGET

The State of the Union 2014 was funded with the generous donation of Ente Cassa di Risparmio di Firenze (40.000 EUR). The EUI provided the remaining funds to cover the expenses of the three days Conference (approx. 23.000 EUR).

Several Technical Partnership agreements with providers and catering partners resulted in substantial savings: reduced audio and video set up costs (discount of 5.000 EUR), complimentary Hotel accommodation for the institutional speakers (estimated value of over 4.000 EUR) and additional complimentary Tuscan typical products (food and wine) and coffee (estimated value of over 20.000 EUR).



#### PATRONAGE AND PARTNERSHIPS

The conference was organised under the high patronage of the **President of the Italian Republic** and the patronage of the **Italian Presidency of the Council of Ministers**, the **Italian Ministry of Foreign Affairs**, the **Italian Department of EU Policy**, the **European Commission Representation in Italy** and the **Information Office of the European Parliament** in Italy.

The <u>Financial Times</u>, <u>RAI News 24</u> and the <u>Frankfurter Allgemeine Zeitung</u> were knowledge partners of The State of the Union 2014, together with <u>Le Monde</u>, <u>ANSA</u> and <u>Euractiv</u> as media partners.

The State of the Union 2014 was made possible thanks to the support of the Comune di Firenze and the Ente Cassa di Risparmio di Firenze as corporate partners.



# ANNEX CONFERENCE PROGRAMME





### Programme – THE STATE OF THE UNION 2014: 7-8-9 May, 2014

The State of the Union conference, organised by the European University Institute (EUI), is an annual event for high-level reflection on the European Union. The conference's fourth edition will bring together leading academics, policy-makers, civil society representatives, business and opinion leaders to discuss the future of the social and political model for Europe

## Wednesday 7 May - Badia Fiesolana, European University Institute

17.30 - 18.30

A New Architecture for Europe and the Challenges to the EU Foreign Policy

Refettorio

**Brigid Laffan**, Director of the Robert Schuman Centre for Advanced Studies, EUI

**Romano Prodi,** Former Prime Minister of Italy **J.H.H. Weiler**, President of the European University Institute

The debate will be followed by a Q&A session with the public and the media.

# Thursday 8 May - Badia Fiesolana, European University Institute

14.30 - 16.30

Parallel Sessions: The Future of the Social and Political Model for Europe

Session A - Migration Challenges for the EU in the next 10 years Refettorio

Chair: **Anna Triandafyllidou**, Robert Schuman Chair, Global Governance Programme, EUI

**Sergio Carrera**, Senior Research Fellow and Head of the Justice and Home Affairs Programme, Centre for European Policy Studies

**Philippe De Bruycker,** Deputy Director, Migration Policy Centre, EUI

**Ruby Gropas,** Research Fellow, Global Governance Programme, EUI

**Ettore Recchi**, Professor of Sociology, Observatoire Sociologique du Changement, Sciences Po

**Martin Scheinin**, Professor of International Law and Human Rights, Department of Law, EUI

Session B -The European Social Model in Higher Education: Are the Poor Paying for the Rich Kids to Study?

Sala del Capitolo

Chair: **Andrea Ichino**, Professor of Econometrics, Department of Economics, EUI

Moderator: Daniela Vincenti, Editor-in-Chief, EurActiv

**Stefania Giannini**, Italian Minister of Education, Universities and Research

**Lorenzo Stanghellini,** Professor of Business Law, Department of Law, University of Florence

Session C - After Ukraine: A New Cold War?

**Teatro** 

Chair: **Brigid Laffan**, Director of the Robert Schuman Centre for Advanced Studies

Marise Cremona, Professor of European Law, EUI

Ulrich Krotz, Professor of International Relations, Joint Chair

RSCAS/Department of Political and Social Sciences, EUI

**Anthony Teasdale**, Director-General of the European Parliamentary Research Service (EPRS), European Parliament

Session D - The WTO Deal in Bali and Shift towards Mega-Regionals: Missed Opportunities?

Sala Seminario 2

Chair: Bernard Hoekman, GGP Programme Director Global

Economics: Trade, Investment and Development, EUI

**László Bruszt**, Professor of Sociology, Department of Political and Social Sciences, EUI

**Joseph Francois,** Professor of Economics, Bern University and World Trade Institute

**Patrick Messerlin**, Professor Emeritus, Sciences Po and Chairman of ECIPE's Steering Committee/Advisory Board

Andrea Renda, Jean Monnet Fellow, EUI

18.30 - 19.30 Keeping our collective memory alive

Refettorio

Presentation by **José Manuel Barroso**, President of the European Commission

The debate will be followed by a Q&A session with the public moderated by **J.H.H. Weiler**, President of the European University Institute

# Friday 9 May - Salone dei Cinquecento, Palazzo Vecchio

8.00 - 9.00	Delegates registration – Cortile della Dogana
9.00 - 9.30	Welcome by <b>J.H.H. Weiler</b> , President of the European University Institute And by <b>Dario Nardella</b> Deputy Mayor of the City of Florence
	Opening by <b>Konstantinos Arvanitopoulos</b> , Greek Minister for Education and Religious Affairs and President of the High Council of the EUI
9.30 - 10.30	10 Years in Office, the Road Ahead
	Interview to <b>José Manuel Barroso</b> , President of the European Commission
	by <b>Tony Barber</b> , Europe Editor of the Financial Times and <b>J.H.H. Weiler</b> , President of the European University Institute
10.30 - 12.00	The Crisis: Did We Do the Right Thing? What Should We Do Next?
	Interview to <b>Karel De Gucht</b> , European Commissioner for Trade and <b>Mario Monti</b> , Member of the Italian Senate by <b>Sylvie Kauffmann</b> , Editorial Director of Le Monde; <b>Bernard Hoekman</b> , GGP Programme Director Global Economics: Trade, Investment and Development, EUI and <b>Anna Triandafyllidou</b> , Robert Schumann Chair, Global Governance Programme, EUI
12.00 - 12.30	Keynote by Matteo Renzi, Prime Minister of Italy
12.30 - 14.00	Lunch - Sala d'Arme
14.00 - 14.45	The State of the Union: Disintegration or revival?
	Discussion with <b>George Soros</b> , Chairman of the Open Society Foundations and <b>J.H.H. Weiler</b> , President of the European University Institute
14.45 - 15.15	The State of the Union by <b>Brigid Laffan</b> , Director of the Robert Schuman Centre for Advanced Studies, EUI

15.15 - 15.45 Presentation and Use of **eu**and**i**: The 2014 EP Elections Voting Advice Application, Targeting over 10 Million Users

15.45 - 16.15 Coffee break - Sala d'Arme

16.15 - 17.45 2014, First European Elections?

Chair: **Alexander H. Trechsel**, Director of EUDO and Head of the Department of Political and Social Sciences, EUI

**Roberto D'Alimonte,** Professor of Italian Political System at LUISS Università Guido Carli

Klaus-Dieter Frankenberger, Foreign Editor, FAZ Sylvie Goulard, Member of the European Parliament Miguel Maduro, Portuguese Minister of Regional Development and Minister Adjunct to the Prime Minister Federica Mogherini, Italian Minister of Foreign Affairs

18.30 - 20.00 The Televised Presidential Debate: Candidates for the European Commission's Presidency are Challenged over The State of the Union.

In the presence of **Giorgio Napolitano**, President of the Republic of Italy

José Bové, Candidate for the European Green Party (EGP)
Jean-Claude Juncker, Candidate for the European People Party
(EPP)

Martin Schulz, Candidate for the Party of European Socialists (PES) Guy Verhofstadt, Candidate for the Alliance of Liberals and Democrats for Europe (ALDE)

Moderated by:

Tony Barber, Europe Editor of the Financial Times Monica Maggioni, Director of RAI News 24 J.H.H. Weiler, President of the European University Institute

Web steaming available at: <a href="http://stateoftheunion.eui.eu/get-streaming">http://stateoftheunion.eui.eu/get-streaming</a>