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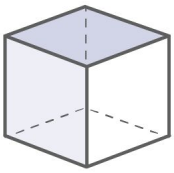

THE GLASS ROOM

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Our understanding of the brief

In our understanding, the European Union Commission is looking to collaborate with analytical researchers and creative content makers to understand the shortcomings of the 2016-2020 Strategic Plan set out by Directorate-General for Communication (DG COMM) . The campaign should support the plan that is already in place and see how it can be elevated to bridge the gap between Europe and its citizens from a reputation and communication point of view. DG COMM's target audience for these communications encompass the entirety of Europe but has narrowed the view to three countries of interest Germany, France, and one country of choice. Belgium was chosen for a better understanding of the political climate in the home of the EU. The aim of this response to request for proposal is to deliver a high impact campaign and action plan that is based on research and reflects the external operating environment of the EU. This proposed campaign will ensure improved engagement with EU citizens, clearer communication on the benefit of the EU to the target audience and an overall improved perception of the European Union.

Situational analysis/story summary

Part 1: Themes and regions

THEME: IMMIGRATION

Our research revealed that immigration is a a pressing topic in Europe, particularly since the refugee crisis began in 2015. The European Union Agency stated that when an immigrant migrates to an EU country, there is a two-way process of mutual accommodation. The receiving society should create opportunities for the migrants social, cultural, political, and economic participation. In order for an immigrant to fully feel integrated, it is essential that both parts (residents and immigrants) should benefit from respect and their rights, privileges are protected as well as their responsibilities are specifically stated. However, despite immigration integration policies from the EU, anti-immigrant sentiments have been on the rise throughout the continent as many citizens disapprove of EU immigration policies.

Germany

Germany has implemented measures that help assure the well-being of immigrants and residents. Germany noticed a discrepancy between its residents and Islamic communities, thus various projects were implemented in order to correct those inconsistencies. As inclusive as Germany is, however, there is no rule that prohibits discrimination against non-EU citizens and as much knowledge as people might have about discrimination, people still might do it in certain circumstances. Online conversations around immigration in Germany focuses on topics such as refugees, Islamic attacks, and muslims. There is a lot of attention placed on the citizen's concerns about immigration and the potential dangers that it can bring. There is a fear that immigration could allow for possible criminals or terrorist groups to enter the country and cause harm.

France

France is the country that is helping the fewest immigrants and implementing the fewest integration programmes. However, France as a nation prohibits discrimination, intolerance, and xenophobia in a normative sense. Our research revealed that immigration is a very hot topic on French Twitter and Instagram communities. There has been a rise of influential right wing opinion leaders that are very active in sharing anti-EU ideas and articles. This reveals a politically divided France and widespread mistrust of the EU institution. Furthermore, many negative words are associated with immigration on Twitter and Instagram and there are many French social media users expressing their dislike and mistrust of immigrants.

Belgium

Belgium has measures in place for the integration of immigrants, but these programmes have not been fully implemented yet. Belgium, just like France, is officially prohibiting any kind of discrimination between individuals. Our research indicated that immigration in Belgium is not a trending topic on the social platforms. It has mainly been used only by official pages in order to share national statistics. Furthermore, by looking into those statistics, it is understood that immigration is not a hot topic among Belgian citizens because immigration rates are relatively low in the country.

THEME: JUSTICE AND HUMAN RIGHTS

The European Union works to protect all its citizens from crime, human rights violations and terrorism. They function to ensure that all citizens have access to their local justice system and to respect and support fundamental rights throughout the European Union. The Schengen Agreement allows citizens to live in any EU country and cross EU's internal borders without checks, with the exception of Bulgaria, Croatia, Cyprus, Ireland, Romania, and the United Kingdom. Because citizens are free to cross borders they are also entitled to access to all EU countries' legal systems. The EU embeds a multitude of values into its treaties such as human dignity, freedom, democracy, equality, the rule of the law and respect for human rights. However, some EU citizens feel like their human rights are not being adequately addressed by the European Union.

Germany

Germany was a major player in the formulation of the EU Charter for Fundamental Rights. Germany is committed to defending and protecting people from violations of their rights and freedoms. The country works together with the EU and the UN to advocate the protection and improvement of justice and human rights standards. By looking at online conversations in Germany about Justice & Human Rights, words associated with this theme are "euro", "death victim" "women's rights", "unemployment", "freedom", and "world". There is heated online conversation about these topics, revealing that it is indeed a topic of importance and relevance among the German people.

France

France sets a historical example in promoting fundamental freedoms as human rights are a central aspect of the democracy of the country. France works with international communities, international companies, and with NGO's to reach its goals in regard to human rights. The research on the French community revealed that justice and human rights are often associated with refugees and security. There were many interactive conversations on Twitter about these interlinked themes that showed two varying opinions on the topic: those who were pro refugees and called it a fundamental human right, and those were against refugees by linking them to security issues and terrorism.

Belgium

Belgium strongly advocates for human rights to be promoted and protected worldwide. Important themes for the country are: the abolition of the death penalty, the protection of women's and children's rights, battle against discrimination etc. By looking into the Belgian online community on the subject justice and human rights, people associated these words with *'entitlement', 'good', 'amnestyinternational'.* An influential opinion leader on the subject of human rights is Amnesty International, as they are facilitating online discussions on human rights and engaging the Belgian community online.

THEME: UNEMPLOYMENT

Within the EU, unemployment rates range largely among the EU member states. Unemployment is one of the most critical issues that the EU needs to address, as many of the citizens feel like their governments/ the EU are not providing employment opportunities and that their opinions are going unheard. The EU has made many efforts to decrease the unemployment rate across the continent by investing in various projects that will provide the citizens with work opportunities. However, many people still feel that the EU is not doing enough to provide work and support the unemployed.

Germany

Germany has the third lowest unemployment rate in all of Europe with only a 3.6% rate. Germany has a labour policy called "Kurzarbeit" for short-time labourers which is given credit for creating such low unemployment rates in the country. Furthermore, Germany has the lowest youth unemployment rate in all of the EU. Online conversations and network analyses revealed that unemployment is a still popular topic in the German Twitter community. Although it is not a "problem" in this country, unemployment remains a top concern for citizens in Germany, particularly for those still looking for work.

France

The unemployment rate in France is 9.4%, which is relatively high compared to other countries in Western Europe. This can be explained by various social and economic factors. The youth unemployment rate in France is 24.6%, which is more than double the overall unemployment rate for the country. This proves that unemployment is a particularly important issue to be

communicated about to the French people, particularly in the rural areas that face the highest rates of unemployment. Our research revealed that unemployment in French communities is frequently spoken about on Twitter. Many French anti-EU accounts share statements linking unemployment issues to the EU institution.

Belgium

The overall unemployment rate in Belgium is 6.9%, which is a fairly average unemployment rate for the Northwestern region of Europe. The youth unemployment rate is 20.1%, which is more than double the overall unemployment rate. Our online conversation and network analyses revealed that unemployment was not a hot topic on social media platforms in Belgian communities. This may indicate that either unemployment is not a serious concern for Belgians, or that the unemployed people are not using social media. However, because unemployment statistics are not low in Belgium, unemployment is a topic that still needs to be addressed in this EU member state.

THEME: INVESTMENT AND GROWTH

Across the member states EU is investing in creating new jobs and overall growth in Europe. These efforts have caused a positive change for better education, modernised healthcare, greener energy, new transport infrastructure, and advanced technology. The results are visible across almost all EU countries and even in the most remote corners of the continent. The EU investment plan that Juncker touched on during his State of the Union Speech, explained that the EU is currently working on building a stronger competitive industry. There are three main objectives that include, “to remove obstacles to invest; to provide visibility, and technical assistance to investment projects; and to make smarter use of financial resources.” Moving forward there are three ‘pillars’ to the investment plan which are the European Fund for Strategic Investments (EFSI), European Investment Advisory Hub, and improving the business environment. The EFSI, provides an EU “guarantee” to mobilise private investment while working with the EIB (European Investment Bank). The second pillar include the combination of the European Investment Advisory Hub and the European Investment Project portal which together provides technological support and visibility of investment opportunities in the regions. The third pillar works to remove regulatory barriers to investment both nationally and at EU level.

Germany

According to the EU investment report in Germany the rate of investments has continued to decline, including those in business and civil engineering avenues. Compared to other areas in Europe, Germany has a large investment gap. This is because of the consistently low investments made by private companies and by government. One cause to this problem, “there has been insufficient investment to maintain the quality of the transport infrastructure.” Germany has received around 5 billion euros under the EFSI which is set to trigger 21.9 billion euros in additional investments.Germany ranks 23 in the EU commission’s EFSI-triggered investment per euro of GDP. The European Investment Bank with the EFSI backing has approved 53 projects worth approximately 4.4 billion euros in total financing which is set to trigger 17 billion euros in total investment.

France

France has set itself apart from fellow EU countries in the way of investment and infrastructure. According to the EU investment report France has received around 8.6 billion euros under the EFSI which is set to trigger 39.6 billion euros in additional investments. France is also highly ranked in quality of roads, air transport, railway, and port infrastructure. France ranks 11 in the EU commission's EFSI-triggered investment per euro of GDP. The European Investment Bank with the EFSI backing has approved 79 projects worth approximately 7 billion euros in total financing which is set to trigger 30.4 billion euros in total investment.

Belgium

Belgium ranks 16 in the EU commission's EFSI-triggered investment per euro of GDP. According to the EU investment report Belgium has received around 1.2 billion euros under the EFSI which is set to trigger 5.8 billion euros in additional investments. The European Investment Bank with the EFSI backing has approved 16 projects worth approximately 1 billion euros in total financing which is set to trigger 4.6 billion euros in total investment. Notably, Belgium is ranked top ten in quality of railroad, port, and air transport infrastructure.

Part 2: Current EU Communication Analysis

SWOT analysis

See appendix Section I for a full SWOT analysis

What EU is doing right:

In Germany:
Germany uses a few online communication channels to communicate with its citizens about what Germany's Permanent Representation is doing in the EU. On Facebook they post videos, pictures and text in both German and English for its followers. On their twitter they frequently post about what's going on in the EU, but their youtube account is inactive. With only three videos that date back two years ago. Besides their Youtube account, their other social media accounts are very active and up to date.

In France:
Most EU online communication channels (besides YouTube) have a French branch which makes communication to French citizens more clear and localized. Furthermore, the website and social media channels are active and share relevant information for the followers. There is also a Press Release page that updates EU citizens on new laws, policies and trade deals which is effective way to make the citizens feel informed.

In Belgium:
The online communication channels already used by the Belgian branch are aiming both the citizens of the country and its immigrants, as the information is in English. However, this might

mean that Belgian citizens do not feel like EU communication is localized. The website is up to date and well structured. Their Twitter account uses many visuals in order to grab followers' attention. The admin is interacting with its followers constantly, and the channel is used very well for answering questions. This way people feel connected and the EU feels more like a person than an institution.

What EU is doing wrong:

In Germany:
Although their social media accounts are utilized well with the exception of their Youtube account, there is a lack of interaction. These channels are mostly used to inform without much space for a two-way conversation between them and their citizens. Some of their twitter posts have no responses. The Twitter account does not even have 3000 followers and their Facebook no more than 6341 followers. It could be that many people do not know about these accounts, or they are not interested in EU communication channels.

In France:
Although there is an extensive amount of information available on the French EU website, there are no visualizations that support the text, creating an unappealing website page with too much text. The French EU Facebook page does not have a lot of interaction with the followers and the French EU Commission communication does not have a French YouTube channel or Snapchat account. Furthermore, the EU focuses mainly on online communication channels, particularly on social media, which limits the reach of the communication and makes people offline feel even more disconnected from the EU.

In Belgium:
Besides the Twitter account, EU social media accounts are not be utilized well in Belgium. Their Facebook page is existent, but barely used, and there is mainly one-way communication, where events and news are being communicated. Whereas, Facebook is widely known as being a interacting platform and this is the main reason why people are using it. No official Instagram account was found, either a Youtube channel, platforms that could be used and create a better relation with EU citizens.

SUMMARY OF RESEARCH CONCLUSIONS

From the research conducted, the main conclusion drawn is that EU citizens feel disconnected from the European Union (see appendix for full research report). Many perceive the EU as an intangible, elite institution that does not listen to the voices of the masses. From our analyses of EU communication channels in France, Germany and Belgium, it appears that they are actively posting content. However, their channels barely have any followers, engagement or interaction. Citizens are not given the opportunity and platform to communicate back to the EU. This lack of two way communication is damaging the reputation further, along with many regional political issues on the topics of Immigration, Unemployment, and Justice and Human Rights. These issues need to be tackled in the relevant countries through engaging, two-way communication that makes all EU citizens feel like they have a voice.

Strategic recommendations:

A comprehensive campaign proposal based off the research conducted will be procured to address the misconceptions of EU citizens in the member states of France, Germany, and Belgium.

Approach: To inform cross generational target markets (all citizens) of each member state through the use of a localized, interactive communication installment to foster an engaging atmosphere for open dialogue about the EU its benefits.

Idea: Launch a two year campaign that focuses on informing all EU citizens on the benefits of the EU in an engaging, interactive way that allows for two-way dialogue. The campaign will revolve around various meet and greet events, informational seminars and interactive installments to make the institution tangible and relatable to the citizens.

Objectives of the Campaign:

- Focus on three political priorities/themes that are important to the citizens: Human rights & justice, Immigration and security, Jobs, growth and investment.
- Give EU citizens the opportunity to ask questions directly to EU officials without the use of online communication.
- Through key opinion leaders and members of parliament for each member state, the campaign will facilitate further discussion during/after the event through multi platforms, both online and offline.
- To use partnerships with organisations that align with EU values to help promote the event and bring monetary donation or gain.

One core theme- **Connectivity**

“Connecting people to Europe and connecting Europe to the people.”

Connectivity: The Exhibition

As the core idea of the Connectivity campaign, the Connectivity Exhibition will travel will travel through the capital cities of the three focus countries, Germany, France and Belgium. It will be set up for eight months in each country, giving citizens plenty of time and opportunity to visit the exhibition.

The Connectivity Exhibition will inform visitors on the history of the EU and how it has brought over 70 years of peace to the area. The exhibition focuses on the *beginning* and *creation* of the European Union, then dives into the *circumstances* that influenced it, to the *decisions* it made to become what it is today, ending with the utmost important question: *“What do you want our future to look like?”* The exhibition will also focus on demonstrating the added benefits of the EU that many citizens are not currently aware of.

The Exhibition will be an informative and educational experience, but use multimedia to make the Exhibition exciting and engaging. The Connectivity Exhibition experience will begin with a virtual reality video clip that shows how and why the European Union was created. This will be an engaging way to reconnect people to the history of the European Union. The Exhibition will also display real documents and tangible objects that relate to the history of the European Union. Other interactive, multimedia installations will include the Mosaic Faces and Handprint Globe features. The Mosaic Face installment will take a picture of a person and merge it with the images of other visitors. This will create a unique, diverse person that is representative of all people of Europe. The Handprint Globe will work in a similar way: people will place their hands on a touch screen globe that will light up with touch. The installment will demonstrate each individuals potential contribution to their society. This is to show EU citizens that the broader community of Europe is something they can all contribute to and benefit from.

The second part of the Exhibition will focus on EU decision making processes and policy development in that particular country. This will allow the visitors to feel informed on the policy processes that affects their everyday lives. The visitors will be given details on the three political priorities of focus: Immigration, Unemployment, Justice & Human rights in the context of their own country. The Exhibition will demonstrate how the EU plans to tackle these issues and how joining forces will make the individual countries stronger.

The next part of the Connectivity Exhibition will focus on communicating the added benefits of the EU for individual citizens. This will cover small benefits like roaming network in Europe, to the bigger benefits and opportunities such as the Erasmus programme and Schengen space. Finally, the visitors will be asked to give their opinion on European issues and ask EU officials and key opinion leaders questions. This way, people will be empowered and will feel like they actively participate to change Europe for the better and make it their own. After the Connectivity Exhibition, the EU can use the data collected at the Exhibition to address certain issues that people raised. To remember the Connectivity Exhibition and its achievements, a sculpture will be created and placed in three cities it took place: Berlin, Paris and Brussels. This will remind people that all citizens need to work together in order to improve Europe for all.

Campaign tactics:

Next to the Connectivity exhibition, the Connectivity campaign will launch various smaller events in the three focus states that deal with the focus themes of Immigration, Human Rights and Justice and Unemployment. Each event will be hosted in the language of that specific country, to ensure all communication is localized.

France

1. Unemployment

The campaign events in France will focus primarily on unemployment because of the very high rates in the country. The “Bus de Travail” (Job bus) will travel throughout France for three months to inform people on new EU employment programmes and answer their questions about unemployment. Throughout the three months, the bus will visit villages, towns and cities to ensure that a wide variety of French citizens are reached, particularly those in rural areas who

suffer the most from unemployment. EU representatives and Key Opinion Leaders will travel with the bus and introduce new EU employment programmes to the citizens. There will then be an opportunity for people to ask questions directly to the officials which will help the citizens feel like their concerns are being heard. The entire journey over the three months will be documented and shared on social media platforms to create awareness of the campaign. The interactions with the local citizens will be livestreamed and there will also be a live Twitter Q&A session at every bus stop. In this way, the EU will be interacting with citizens online and offline, and will ensure that everyone is within the communication reach. The Bus de Travail will begin in Paris in March 2018 and end back in Paris in June 2018. To follow up with the issue of unemployment in France once the Bus de Travail is finished, there will be informative sessions/ Q&A opportunities every three months to ensure the communication stays consistent between the EU and French citizens.

2. Immigration

To encourage diversity and the integration of immigrants in France, “Intercultural Week” will be celebrated at the end of September in 2018 and 2019. In cities all over the country, diversity workshops and cultural events will be held in the city/town centres to educate people on cultural diversity. There will be food, music, dance and art from different cultures so that people begin to associate immigration with cultural diversity instead of negative connotations. There will also be information sessions with key opinion leaders and EU officials to inform French citizens about EU immigration policies and give them the opportunity to ask questions. Intercultural week will be promoted through online and offline media before and during the event.

3. Justice and Human Rights

In order to open up dialogue about Justice and Human Rights with citizens in France, the Connectivity campaign will hold information sessions with a key opinion leader on the topic; Amnesty International. On the 10th December 2018/2019, International Human Rights Day, Amnesty International spokespersons will hold interactive information sessions in Paris, Marseille, Nice and Lyon called “Les droits des hommes”. The history of human rights will be explored and it will give citizens the opportunity to ask any questions that they may have. There will be interactive and fun elements during the information session to encourage participation and two-way dialogue. This interactive information session will reinforce the importance of justice and human rights in French communities and encourage people to stand up for their human rights as well as those of others.

Germany

1. Immigration

In order to tackle the political priority of immigration, the Connectivity campaign will host “Intercultural Week” event in Germany at the end of September in 2018 and 2019. The purpose of Intercultural Week is to communicate to German citizens that the future of society lies in the diversity that grows with every generation. It is an opportunity to celebrate diversity and educate people about the negative effects of racism and nationalist tendencies. The main objective is to educate citizens on immigration and the basic human rights everyone has when migrating to an EU country. Diversity workshops will be held and cultural events focusing on different cultures

and their people. Visitors will be able to experience other cultures traditions, such as food, dance and music. The event will run during the last week of September in 2018 and 2019.

2. Justice & Human Rights

The next political priority the Connectivity campaign will deal with is Human rights and Justice. There will informative seminars and interactive events with key opinion leaders present, such as Amnesty International, that will talk about the importance of human rights in Germany.
The events will focus on the basic human rights everyone in the EU has and the human rights struggles people still face. Informative seminars will be held about the importance of voting and how each individual has the power to vote and change their communities for the better. The events will also inform guests about the EU and the process of how laws come to pass within the EU. Because of the highly political nature of this topic, the key opinion leader, Angela Merkel, will be present. As Chancellor of Germany, she is the appropriate person to open these events and communicate to the audiences about how important their contribution and vote is to the EU. She will emphasize the importance of collaboration of EU countries and how it is in the best interest for all citizens. These events will take place twice a year, once in January, and once during the week of International Human Rights day, 10th of December.

3. Unemployment

Unemployment in Germany is not a serious concern at all, so there will be less focus on this theme in this country. However, there will still be employment workshops so that people who are searching for work have guidance and help from the EU institution. There will be a job market with workshops to help those still unemployed to find jobs and create effective CV's. This will take place during the first week of May in 2018 and 2019.

Belgium

1. Immigration

Belgium will also host "Intercultural Week" to educate people on immigration and celebrate diversity. During this week, various workshops will be organised in certain themes, such as community inclusion and cultural differences. Some workshops will be specifically targeted towards children and teenagers, whereas others will be targeted towards adults. There will be food stands, music and dance workshops, and interactive activities will be placed around the venue. One distinctive event of "Intercultural Week" in Belgium will be an engaging social experiment to explore what different people might have in common. Participants will be asked to form groups with people that they identify the most with. After this, various subgroups will be called out, such as "students", "music lovers", "travellers" or "athletes". This way people will be shown that even though their appearance might be different, they still might have a lot in common. This experiment will help people understand that they can form friendships with people that may seem different from them on the outside, such as immigrants.

2. Human rights

In order to inform Belgian citizens on human rights, informative sessions will be held in the month of May in 2018 and 2019. This is an opportunity for the European Union to raise awareness on the issue and improve their reputation in Brussels, the home of the EU. A key opinion leader with influence in Belgium, Stavros Papagianneas, will lead these informative

sessions. He will talk about the human rights of EU citizens, why they are important and how to support those who are not granted those basic human rights. Amnesty International representatives will also be present as key opinion leaders on the topic to answer questions from the Belgian citizens. The event will also run an interactive game to educate the citizens, called “No rules or rights zone”. This will be a combination of an obstacle course and a quiz. Participants will solve puzzles, do team activities and answer questions in order to get to the next round. The focus will be on human rights education and the importance they have in society.

3. Unemployment

To address unemployment in Belgium, informative sessions will be be held every six months. At these informative sessions, recruitment companies will be present to help people search for jobs. The citizens will get the opportunity to speak to different recruiters from a variety of industries. There will also be workshops to help citizens work on their CVs and apply for jobs. Furthermore, companies who are looking to hire people will be present at these informational sessions, which gives people the opportunity for potential employment. Key opinion leaders and EU officials will be present so that the citizens have the opportunity to ask questions. EU officials will also introduce and explain new EU employment programmes and how they can support Belgian citizens in finding work.

All Connectivity campaign events will be promoted through the combination of online and offline communication channels, before and during the events, to ensure a wide scope of citizens are informed of the Connectivity campaign and the various events.

Timeline of events

Timeline: Jan. 1, 2018 - Dec. 31, 2019

The calendar is color coordinated by the theme for all three countries. Events will be happening in all three countries, corresponding with the name. All events to do with Immigration are in blue, Human Rights are in green, and Unemployment in purple, and the overarching Connectivity Exhibition in orange. This gives an accurate and easy to read view of the two year plan.
Immigration | Human Rights | Unemployment | Connectivity Exhibition

2018	2019
January 01/13 - 01/14 Germany: Informative sessions Belgium: The Connectivity Exhibition	**January** 01/12 - 01/13 Germany: Informative sessions France: The Connectivity Exhibition
February Belgium: The Connectivity Exhibition	**February** France: The Connectivity Exhibition
March France: Bus de Travail Belgium: The Connectivity Exhibition	**March** France: Bus de Travail France: Q&A Sessions

	France: The Connectivity Exhibition
April France: Bus de Travail Belgium: The Connectivity Exhibition	**April** France: Bus de Travail France: The Connectivity Exhibition
May France: Bus de Travail 05/05 - 05/06 Germany: Informative sessions/ job market workshop 05/25 - 05/27 Belgium: Informative Sessions Belgium: The Connectivity Exhibition	**May** France: Bus de Travail 05/04 - 05/05 Germany: Informative sessions/ job market workshop 05/24 - 05/26 Belgium: Informative Sessions Germany: The Connectivity Exhibition
June France: Bus de Travail Belgium: The Connectivity Exhibition	**June** France: Bus de Travail France: Q&A Sessions Germany: The Connectivity Exhibition
July Belgium: Informative sessions Belgium: The Connectivity Exhibition	**July** Belgium: Informative sessions Germany: The Connectivity Exhibition
August Belgium: The Connectivity Exhibition	**August** Germany: The Connectivity Exhibition
September France: Q&A Sessions 09/24 - 09/30 France: Intercultural Week 09/24 - 09/30 Germany: Intercultural Week 09/24 - 09/30 Belgium: Intercultural Week France: The Connectivity Exhibition	**September** France: Q&A Sessions 09/24 - 09/30 France: Intercultural Week 09/23 - 09/29 Germany: Intercultural Week 09/23 - 09/29 Belgium: Intercultural Week Germany: The Connectivity Exhibition
October 10/12 - France: Les droits des hommes France: The Connectivity Exhibition	**October** 10/12 - France: Les droits des hommes Germany: The Connectivity Exhibition
November France: The Connectivity Exhibition	**November** Germany: The Connectivity Exhibition
December France: Q&A Sessions 12/15 - 12/16 Germany: Informative sessions Belgium: Informative sessions France: The Connectivity Exhibition	**December** France: Q&A Sessions 12/14 - 12/15 Germany: Informative sessions Belgium: Informative sessions Germany: The Connectivity Exhibition

Key opinion leaders:

Amnesty International (AI) is a non-government organisation that advocates for human rights all around the world. AI is known as a key opinion leader on the topic of human rights (and human rights violations) and is a respected and well established institution by global leaders, diplomatic organisations as well as ordinary people. Representatives from AI will be effective key opinion leaders in the Connectivity Campaign because citizens of Europe do not view AI as a bureaucratic institution, but rather a organisation that advocates for human rights of all people. Therefore, EU citizens will perceive this key opinion leader interaction as an effort from the EU to engage with the citizens on a human to human level. AI representatives will be particularly effective key opinion leaders during the Human Rights events in all three focus countries.

EU Officials from the respective focus countries will be important key opinion leaders throughout the Connectivity campaign. Research indicated that citizens feel that the EU is out of touch with the population, so in this way, the EU institution will be able to connect with the citizens in an engaging and personal way. EU officials from a variety of departments are the appropriate key opinion leaders because they have the most knowledge on the EU and the policies in place. They will be able to answer the citizens questions and introduce and explain EU policies that deal with the issues of Immigration, Unemployment, and Justice and Human Rights. This will help reconnect EU citizens to the EU institution.

Angela Merkel is the current chancellor of Germany and the leader of the centre-right Christian Democratic Union (CDU). She was Germany's first elected female chancellor and was President of the European Council in 2007. Merkel was also one of the longest- serving incumbent head of government in the European Union and is also a senior G7 leader. She was also named the number one most powerful woman in 2017 by Forbes. For these reasons, Angela will be an ideal key opinion leader, because of her status and influence within the EU. Her role will be to inform citizens and to be the face everyone recognizes. This will show the connection between her, other political figures, and the public. German citizens respect her opinion and influence, making her an appropriate key opinion leader in Germany.

Matthieu Orphelin is a French politician, activist and spokesperson for environmental, educational and employment issues in France. Orphelin is a middle aged man and has a substantial following on social networks. He is known for resonating with the French youth very effectively. Furthermore, he has worked with Emmanuel Macron, the pro-EU president of France, and is active in sharing pro-EU ideas throughout the country. Orphelin will be an influential key opinion leader for the events in France such as "Le bus de travail" and "Intercultural week." He will share his knowledge and offer French citizens information and support on issues of unemployment, human rights and cultural diversity. He will convey the core messages of the campaign and demonstrate how the EU institution wants to engage and support the people of Europe. Because he is a relatable, well-liked figure, he will be an influential key opinion leader in the Connectivity campaign in France.

Stavros Papagianneas is a Greek activist that has been living in Brussels, Belgium since 1987. He made himself known on the European stage through his positions as communication officer at the European Commission, press officer and spokesperson to various diplomatic missions in Brussels. He also has been a member of the Working Party on Information of the council of the European Union. He is the author of several articles in EU media like New Europe, L'Echo, Communication Director and Research Europe. Furthermore, his latest book "Rebranding Europe" is valuable input that regards the creation of public sphere, the European identity crisis and a lot more subtopics strongly related to these two.
Therefore, Stavros has a great knowledge of Europe and his opinions are highly respected in all around Europe. His expertise and influence in Brussels will make him a great opinion leader that would help transform the reputation of Europe for the better, particularly in Belgium.

Transparency

As a consulting agency working closely with the institutions of the EU and EU commission it is imperative for team to be held on a level of excellence in transparency. Like many other organizations in the public sector, our team focuses on a strict code of conduct that is set up by the European Public Affairs Consultants' Association. *See appendix Item #1: EPACA Code of Conduct* for specifics.

EPACA European Public Affairs Consultancies' Association

Stakeholder Engagement

There are three main stakeholders for this campaign; citizens of the countries Germany, France and Belgium, citizens from all across the EU, and allied European governments. The primary stakeholders are citizens of the countries Germany, France and Belgium, because all our events and key messages are directed to them. We are engaging these people by using both online and offline promotion in order to target a variety of people from each country. This includes people from all walks of life and over varied age ranges. Our main events are based on face-to-face interaction instead of through online communication. The secondary stakeholders are citizens from all around Europe, Even though the campaigns and events are not directed to them specifically, they will still reach them indirectly and awake a desire of wanting to learn more about the EU. The third stakeholder party, allied European governments, will have interest

in the campaign because of their membership to the EU. They will see the campaign as contribution to the institution and there is potential for them to run similar campaigns in their own countries. The focus message of the Connectivity campaign is on human to human contact because we want citizens to be able to interact with official representatives. We aim to make the concept of being an EU member more tangible and convince the target audiences that the EU is not just an office of elites somewhere in Brussels, but it is in all citizens.

Measurements

Since this plan includes both face-to-face interaction and online platform communication, it will be imperative to keep track of key performance indicators. The team has decided to track these through three main metric categories; Views & Shares, Interaction, and Retention. Views & Shares is focused to hone in on the KPIs on the online portion of the plan. Things that will be tracked in this category include unique pageviews, shares, likes, comments, and bounce rate. The next two categories, Interaction and Retention, focus on the face-to-face aspect. Attendance will be monitored at all events throughout the two years to see the number and demographics of each audience in each country.

Budget

Fares per consultant:
Consultant (220€/h)
Director (280€/h)
Senior Director (320€/h)
CEO (450€/h)
Contingency (10% of the total amount)

Stage	Consultants responsible (number)	Time (in hours)	Expenses (in €)	Deliverables
Preparatory stage (3 months: July 2017-October 2017)	Consultant (3) Director (2) Senior director (2) CEO (1)	540 360 180 90	118.800 100.800 57.600 40.500	Campaign plan
Total (+ Contingency)			349.470	
Campaign set up (3 months: October 2017-January 2018)				
1. Connectivity exhibition	Consultant (3) Director (1)	810 180	178.200 50.400	- The Connectivity Exhibition (France,

	Senior director (1)	90	28.800	Belgium and Germany)
Total (+ Contingency)			283.140	
2. Immigration events	Consultant (6) Director (3) (2 consultants/country; 1 director/country)	336 168	73.920 47.040	-Intercultural week (France, Belgium and Germany)
Total (+ Contingency)			133.050	
3. Human rights & Justice awareness events	Consultant (6) Director (3) (2 consultants/country; 1 director/country)	192 96	42.240 26.880	-Les droits des hommes (France) -Human rights awareness sessions (Belgium) -Human rights awareness sessions (Germany)
Total (+ Contingency)			76.030	
4. Unemployment events	Consultant (6) Director (3) (2 consultants/country; 1 director/country)	192 96	42.240 26.880	-Bus de Travail (France) -Informative sessions (Belgium) -Informative sessions (Germany)
Total (+ Contingency)			76.030	
GRAND TOTAL			**917.720**	

About *The Glass Room*

Our communications approach

The Glass Room is a grassroots startup communications consultancy agency with a focus on public affairs and the nonprofit sector in Western Europe. Its humble beginnings in 2017 launched the careers of four passionate women who wanted to stand for positive change. This diverse group of highly ambitious and professional women are from across the globe and aim to deliver excellence in collaboration for communications, public relations, and marketing needs.

Our Team

Andreea Tugulan
CEO and Founder, The Glass Room

Andreea Tugulan is a honorifical third year student at HU University of Applied Sciences, Utrecht. At the moment she is working on completing her 'communication' specialization, followed by a minor in Audiovisual Communication at CEU San Pablo, Madrid.

Tugulan has been part of many extra-curricular activities that broadened her views upon the world and were a head start for her future career. Tugulan worked hand in hand with the promotional team of HU University of Applied Sciences, Utrecht where she researched the needs of prospective Romanian students and created inspirational and informational content related to studying abroad. Tugulan took a step further and volunteered for the study association within her faculty "Escape" where she became the team leader of the "Freshmen's program". Through this commission she made sure all new students would accommodate rather quickly in the country. Through these activities, Tugulan not only became more open towards cultures, but she also developed a sense of noticing people's needs and can work well with individuals. Thanks to these skills and the knowledge gained in university, she decided to open *'The glass room'* agency and help clients make their companies succeed. She took on board the most enthusiastic and experimented persons she knew and together they worked towards their goal of supporting companies in need.

Andreea Tugulan has a Romanian nationality. She is currently working on her bachelor degree "International Communication and Media" at HU University of Applied Sciences, Utrecht. Tugulan is fluent in Romanian and English. Moreover, she speaks Spanish and French with a limited working proficiency.

Joanna Mauricio
Communications Content Creator, The Glass Room

Joanna Mauricio is a third year student at the University of Applied Sciences Utrecht. She is currently working on completing her specialization in communication and afterwards will be attending the University of Applied Sciences Amsterdam to complete a minor in International Trade Publishing.

As her minor will allow her to visit multiple publishing houses in Oxford, United Kingdom, and

in the Netherlands, Joanna hopes to network in the publishing world and gain more in depth experiences in content creation, content distribution, and event management. After her minor she hopes to intern for Heineken in their Internal Communication department, Corporate Communication department or their Public Relations department. Joanna is eager to broaden her skills and competences and learn the ins and outs of the Communication industry.

As the Communications Content Creator at the Glass Room, Joanna is very effective when it comes to content creation, copywriting, and writing and editing. With her background and interests in writing and Publishing, she hopes to continue growing in her role at the Glass Room. As Joanna was born on the small island of Curaçao in the Caribbean, her mother tongue is Papiamentu. She is also fluent in English and Dutch and is currently learning Spanish as a fourth language.

Jordan Devenish
Political Communications Specialist, The Glass Room

Jordan Devenish is a third year International Communication and Media Honours student at Utrecht University of Applied Sciences, the Netherlands. She is currently completing her specialization profile in Communication and she will soon attend Glasgow Caledonian University to complete her minor in Political Science.

Within The Glass Room agency, Jordan is the Political Communications Specialist and Senior Political Advisor. With her background in making and managing public policy, Jordan is an expert in running effective political campaigns. She is a competent researcher, writer and public speaker that is able to understand her audience and tailor the message to fit their needs.

During her time at university, Jordan has partaken in many extra-curricular activities and programmes to kick start her professional development in the political communications sector. Jordan was involved in a cross-cultural collaborative programme called COIL where she co-developed an exchange programme between two universities (RMIT Melbourne and Utrecht University of Applied Sciences) using inter-cultural research, communication strategies and marketing knowledge. Jordan also worked with an Amsterdam-based organisation named Stichting De Terugkeer that commemorates the struggles that Jewish people faced during WW2. She conducted research on online conversations about WW2 in order to advise the organisation how to improve their future projects and communications. Jordan also volunteers as an English teacher for political refugees in the Netherlands which has strengthened her intercultural communication skills. Jordan's mother tongue is English and she is also fluent in Afrikaans. Additionally, she speaks both Dutch and French with a limited working proficiency.

Katie Nimtz
Public Relations Specialist, The Glass Room

Katie Nimtz will graduate cum laude with Honors from Ferris State University in May of 2018 with a Bachelor of Science in Business - Public Relations. She transferred from Southwestern Michigan College and joined the public relations program in 2015. She decided to join the Public Relations Student Society of America chapter the following semester. Within the organization, Nimtz was the Vice President of Campus and Community Outreach where she collaborated with groups around campus for programming and a local nonprofit organization for service opportunities for members.

While attending Ferris, Nimtz is a highly engaged individual being a part of seven organizations where she holds multiple leadership positions. Along with her position in PRSSA, she is the Director of Public Relations for the Student Government Association, the Service Chair for Delta Zeta - Zeta Nu Chapter, the student co-chair of the Career Center Advisory Council, a member of the National Society of Collegiate Scholars and the Ferris Honors Program.

Professionally, Nimtz has worked in the Center for Leadership, Activities and Career Services as the Volunteer Center Student Manager. In this role she provides support for the relationships between Ferris State University and the nonprofit agencies of the Big Rapids Community. Nimtz is currently attending HU University to obtain her concentration in International Communications and Media in Utrecht, Netherlands.

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Appendices

Section I: *SWOT analysis of EU Current Communications per country*

Germany:

Strengths	Weaknesses
● Very active on their Facebook page ● Very active on their Twitter page ● Share current information about what is going on in the EU ● Share information in both German and English	● Not active on their Youtube channel ● Minimal interaction with Facebook Followers ● Minimal interaction with Twitter followers ● Mostly uses one-way communication
Opportunities	**Threats**
● To become more active on their Youtube channel ● To livestream important events on their Youtube channel ● To create an Instagram to keep up with social media advancements ● To increasingly promote their social media channels ● To encourage and promote two-way communication between them and their followers	● Lack of interactive platforms might make citizens feel out of touch, unheard and disconnected from the EU ● EU presence on social media might be inaccessible to some citizens and make them feel disconnected ● Some people may regard all EU communication as propaganda

France:

Strengths	Weaknesses
● EU en France Commission website is extensive and explanatory, giving the target audience in depth explanations of the EU institution ● Press Release page where new laws, policies and trade deals are published ● An active Facebook page sharing the relevant information in French ● An active Twitter account to share articles and answer questions ● An active Instagram account to share relevant images and announce news	● Website is focussed on text and no visually interesting material or explanations ● Minimal interaction with followers on Facebook page ● No EU Commission Youtube channel in French language ● No EU Snapchat account to connect with the younger citizens ● Majority of the communication is sent through online channels
Opportunities	**Threats**
● Create a French EU Youtube channel to share explanatory videos in French language ● Create a Snapchat account to share information to the younger generation ● Increase attention to offline communication channels ● Integrate face to face interaction to make EU relatable	● Lack of interactive platforms might make citizens feel out of touch, unheard and disconnected from the EU ● EU presence on social media might be inaccessible to some citizens and make them feel disconnected ● Some people may regard all EU communication as propaganda

Belgium:

Strengths	Weaknesses
● A greatly structured website ● Many visuals on Twitter ● An active Twitter account sharing relevant information ● Using both French and English on their posts on	● The Belgian website is not dedicated to EU, and this is just a subtopic among many others ● Minimal interaction with followers on Facebook page ● Not extremely active on Facebook (only when there are events, if not activity ranges from one to three

Facebook (great for immigrant's integration)	times per month) • No official Instagram account • No EU Commission Youtube channel in Flemish/French language • Majority of the communication is sent through online channels • Communication on Facebook is not in Flemish language too
Opportunities • Create a Belgian EU Youtube channel to share explanatory videos in Flemish and French language • Create a Belgian EU Instagram channel to share relevant images and share news • Increase attention to offline communication channels • Integrate face to face interaction through events to mae EU relatable	Threats • Lack of interactive platforms might make citizens feel out of touch, unheard and disconnected from the EU • EU presence on social media might be inaccessible to some citizens and make them feel disconnected • Some people may regard all EU communication as propaganda

Section II: *EPACA Code of Conduct*

EPACA European Public Affairs Consultancies' Association

In their dealings with the EU institutions EPACA practitioners shall:

(a) Identify themselves by name and by company
(b) Declare the interest represented
(c) Neither intentionally misrepresnt their status nor the nature of their inquiries to officials of the EU institutions nor create any false impression in relation thereto;
(d) Neither directly nor indirectly misrepresent links with EU institutions
(e) Honor confidential information given to them
(f) Not disseminate false or misleading information knowingly or recklessly and shall exercise proper care to avoid doing so inadvertently;
(g) Not sell for profit to third parties copies of documents obtained from EU institutions
(h) Not obtain information from EU institutions by dishonest means
(i) Avoid any professional conflicts of interest
(j) Neither directly nor indirectly offer nor give any financial inducement to
    (i) Any EU official, nor
    (ii) Member of European Parliament, nor
    (iii) Their staff
(k) Neither propose nor undertake any action which would constitute an improper influence on them
(l) Only employ EU personnel subject to the rules and confidentiality requirements of the EU institutions.

Section III: *Measurement table*

Metrics Category	KPIs
Views & Shares	Unique pageviews Shares Likes & Comments Bounce rate
Interaction	Attendance to the organized events
Retention	Increased attendance from previous events

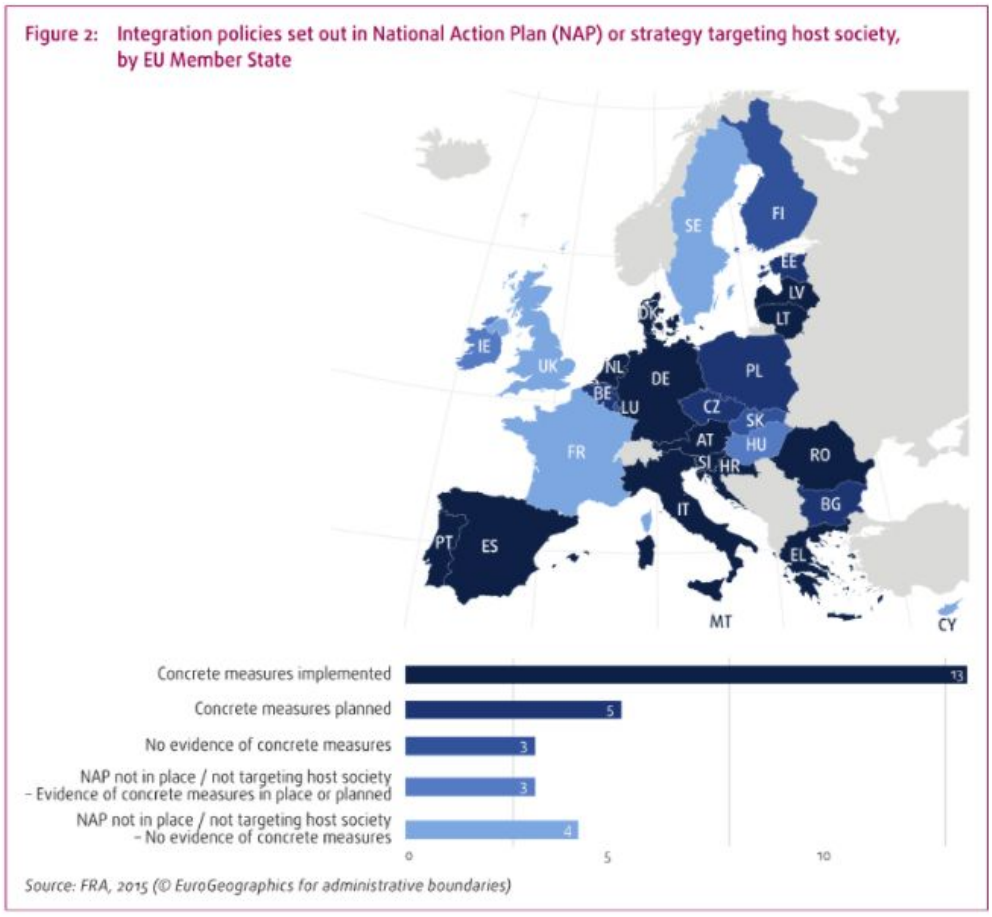
Section IV: *Research*

Research on political priorities/ themes of focus

Immigration in the EU

Integration of the immigrants

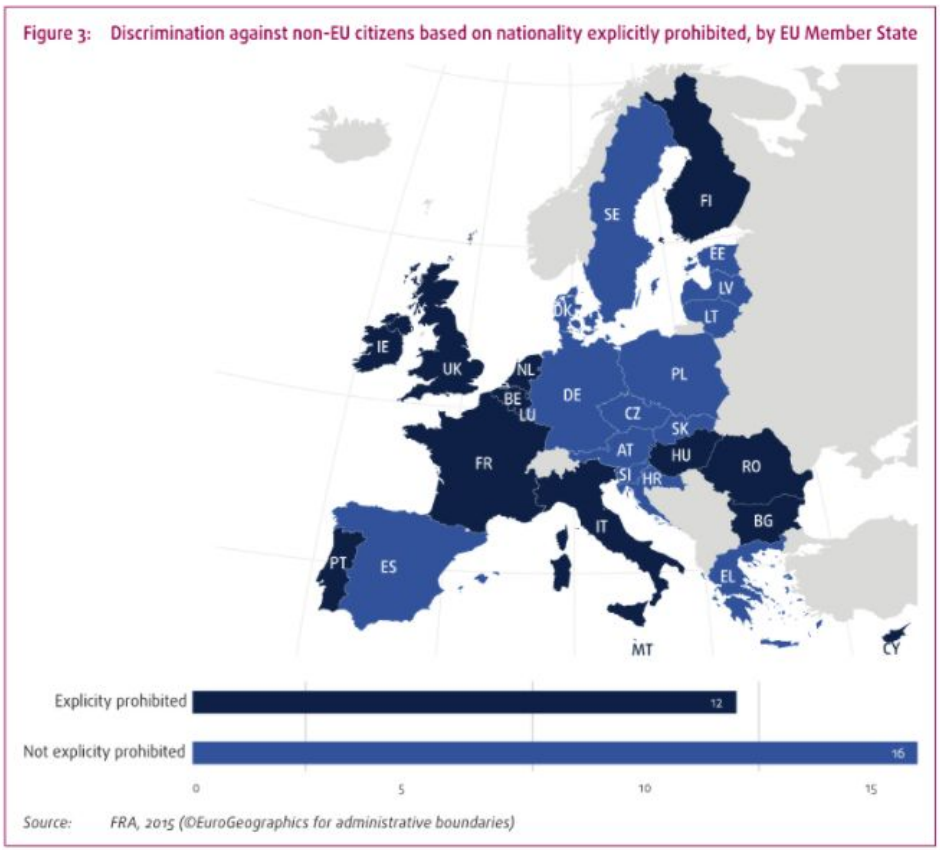
The European Union Agency for Fundamental Rights created basic principles that every citizen should take into consideration when encountering migrants.
People should integrate each other through a two-way process of mutual accommodation. The receiving society should create opportunities for the migrants social, cultural, political, and economic participation to its fullest. The mutual rights and responsibilities are encouraged to be communicated by the Member States (FRA- European Union Agency for Fundamental Rights, 2017). At the end of 2015, countries part of the EU already addressed this kind of integration. Thus, Germany implemented measures that would assure the well-being of immigrants and residents, Belgium has these measures planned, whereas France is not targeting the host society and they have no evidence of taking this kind of measures (FRA- European Union Agency for Fundamental Rights, 2017). In the picture below can be seen these statistics, including all the EU countries.



For instance, Germany has as practices a '*Intercultural Week'* that is a nationwide public even celebrating diversity and supports intercultural dialogue. The events are various, from solidarity, to fundamental rights and diversity. Germany noticed a discrepancy between its residents and Islamic communities, thus a project was created in order to correct those inconsistencies. The aim of this project is improving and facilitating collaboration between the Islamic communities and voluntary organizations. Seminars are organized and look into local topics and language courses (FRA- European Union Agency for Fundamental Rights, 2017).

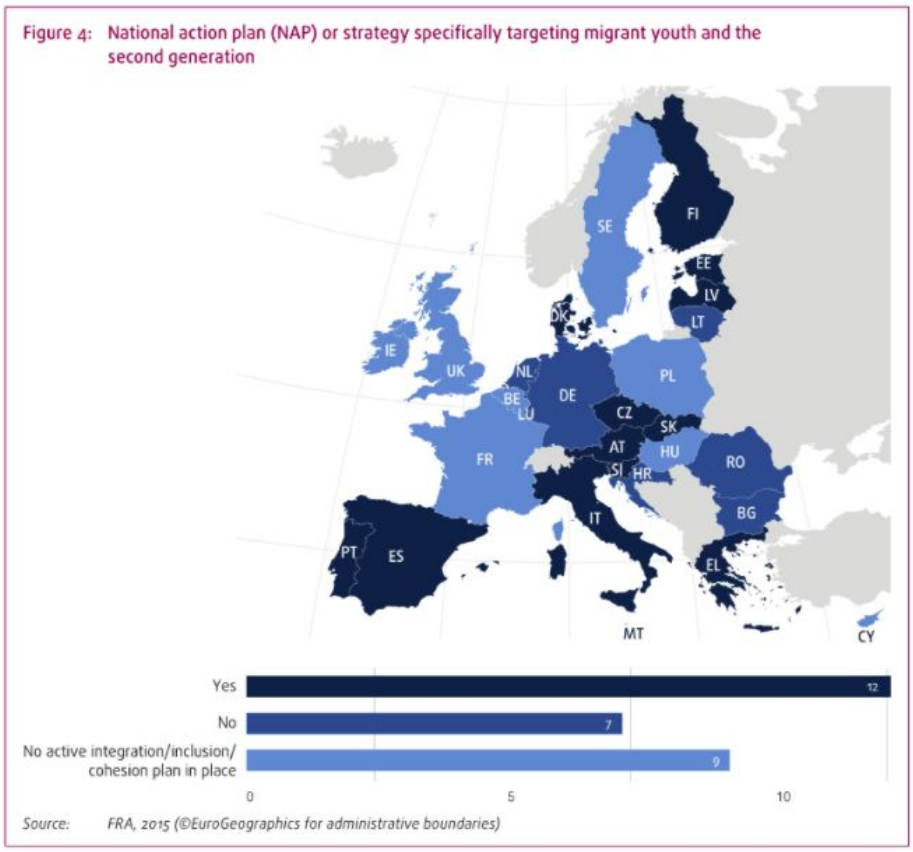
Discrimination, intolerance, xenophobia

The Member State laws are clear and among others they include respect for principles of liberty, democracy, respect for human rights and fundamental freedoms. Essentially, all residents and immigrants should benefit from respect and are their rights, privileges are protected as well as their responsibilities are specifically stated. In order to obey the national values an individual should successfully integrate these policies and practices regarding this topic (FRA- European Union Agency for Fundamental Rights, 2017). In the picture below can be seen which countries are prohibiting discrimination against non-EU citizens; France and Belgium are explicitly prohibiting it, while Germany is not.



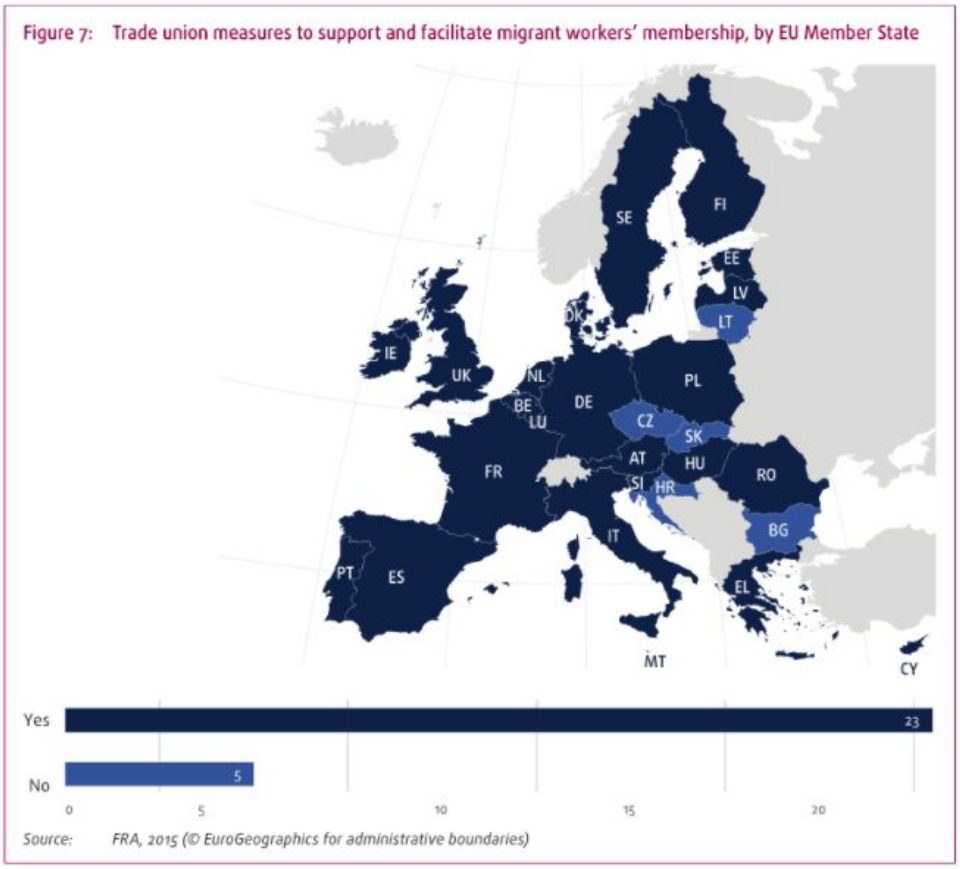
Young migrants and second generation

The European Union noticed the existing problem of integration at an educational and workers' level. Thus, since 2009 a European Youth Strategy has been developing with the aim of creating more and equal opportunities in the job market, education, and an overall integration into the society.
It has been noticed that ethnic minorities that experience discrimination have a low self-esteem and this affects individuals' opportunities into the market and reinforces stereotypes. Unemployed people in particular are exposed to social and economic exclusion and thus it leads to risks of decreasing engagement (FRA- European Union Agency for Fundamental Rights, 2017).
Belgium and France does not have a cohesive and active plan put in place for the integration of young migrants and second generation. However, Belgium has some regional policies and action plans that is targeting young people. On the other hand, Germany is not specifically targeting second generation, but it is indeed working on integrating young migrants (FRA- European Union Agency for Fundamental Rights, 2017). These statistics can be seen in the figure below, showing all countries of Europe.



Labour market participation

Worker exploitation is a real problem that immigrants fight with every day. These individuals are being treated differently in various situations and they are being seen just as migrants and not persons. These people get afraid and reluctant when it comes to reporting such behaviour, since they put themselves in the situation of losing their job (FRA- European Union Agency for Fundamental Rights, 2017). By looking at the EU laws and regulations, all workers are entitled to the effective protection of their rights. All three countries, Belgium, Germany, and France are supporting and facilitating migrant workers' membership.



Political Participation

Allowing individuals to vote in the country the migrated to would help them to voice their opinion better through leaders and their integration would be supported. Each country chose for itself what is the best option, and they either gave the total privilege of voting locally and nationally and joining political parties, gave partial privilege of voting locally, or decided that voting should remain right to citizens only. Belgium gives the right of voting at a local level, having a partnership in political parties, and be part of the consultative bodies. Germany lets immigrants have a partnership in parties and take part into consultative bodies. France however is only giving an option to immigrants and that is of having a membership in political parties (FRA-European Union Agency for Fundamental Rights, 2017).

Table 8: Access to political rights for third-country nationals (TCNs), by EU Member State

Member State	Access to voting rights at local level for TCNs	Access to candidacy at local level for TCNs	Access of TCNs to membership in political parties	National immigrant consultative bodies
AT	-	-	√	-
BE	√	-	√	√
BG	-	-	-	-
CY	-	-	√	-
CZ	-	-	-	√
DE	-	-	√	√
DK	√	√	√	√
EE	√	-	-	√
EL	-	-	√	-
ES	√*	-	√	√
FI	√	√	√	√
FR	-	-	√	-
HR	-	-	-	-
HU	√	-	√*	-
IE	√	√	√*	√
IT	-	-	√	-
LT	√	√	-	-
LU	√	√	√	√
LV	-	-	-	-
MT	-	-	√	-
NL	√	√	√	-
PL	-	-	-	-
PT	√*	√*	√	√
RO	-	-	-	-
SE	√	√	√	-
SI	√	-	-	-
SK	√	√	-	-
UK	√*	√*	√*	-
Total	15	10	18	10

Justice and Human Rights in the EU

Justice and home affairs

The European Union works to protect all its citizens from International crime and terrorism. They function to ensure that all citizens have access to their local justice system and to respect and support your fundamental rights wherever you are in the European Union (European Union, 2017).

That is why EU citizens have the right to live in any EU country as they wish. This is because of the Schengen Agreement. This agreement allows for EU citizens to cross EU's internal borders without checks (with the exception of six countries: Bulgaria, Croatia, Cyprus, Ireland, Romania, and the United Kingdom). When citizens travel within the EU, they are always entitled to access to the legal system in whichever EU country they are in at that moment. Because of these open borders, criminals can be followed and apprehended across borders. National judicial authorities have intensified their cooperation to ensure that any legal decisions taken in EU country are also recognized agreed upon in any another EU country. This cooperation is essential in civil cases (divorce, child custody, maintenance claims, bankruptcy). When it comes to serious crimes (drug trafficking, corruption, and terrorism), the EU has established the European Judicial Network. This network allows for the creation of the European arrest warrant. This warrant has replaced long extradition procedures and allows for convicted criminals who have fled abroad to be immediately be returned to the county in charge of their trial (European Union, 2017).

Human Rights

Human dignity, freedom, democracy, equality, the rule of the law and respect for human rights. There are all values that the EU embeds in its treaties. The EU Charter of Fundamental Rights was adopted in 2000 and became binding in EU countries since 2009. All European Union institutions are responsible for protecting human rights. The Charter points out the fundamental rights that are binding in the EU and how they apply to national government when implementing EU law. The EU charter of Fundamental Rights is in accordance with the European Convention on Human Rights (ECHR), which has been agreed upon by all EU countries (European Union, 2017).

Titles of the Charter:

TITLE I	DIGNITY

TITLE II	FREEDOMS
TITLE III	EQUALITY
TITLE IV	SOLIDARITY
TITLE V	CITIZENS' RIGHTS
TITLE VI	JUSTICE
TITLE VII	GENERAL PROVISIONS GOVERNING THE INTERPRETATION AND APPLICATION OF THE CHARTER

Under TITLE I DIGNITY fall the articles of:

1. Human dignity
2. Right to life
3. Right to the integrity of the person
4. Prohibition of torture and inhuman or degrading treatment or punishment
5. Prohibition of slavery and forced labor

Under TITLE II FREEDOMS fall the articles of:

6. Right to liberty and security
7. Respect for private and family life
8. Protection of personal data
9. Right to marry and right to found a family
10. Freedom of thought, conscience and religion
11. Freedom of expression and information
12. Freedom of assembly and of association
13. Freedom of arts and sciences
14. Right to education
15. Freedom to choose an occupation and right to engage in work
16. Freedom to conduct business
17. Right to property
18. Right to asylum
19. Protection in the event of removal, expulsion and extradition

Under TITLE III EQUALITY fall the articles of:
20. Equality before the law
21. Non-discrimination

22.

Cultural, religious and linguistic diversity
23. Equality between women and men
24. The rights of the child
25. The rights of the elderly
26. Integration of persons with disabilities

Under TITLE IV SOLIDARITY fall the articles of:
27. Workers' right to information and consultation within the undertaking
28. Right of collective bargaining and action
29. Right of access to placement services
30. Protection in the event of unjustified dismissal
31. Fair and just working conditions
32. Prohibition of child labor and protection of young people at work
33. Family and professional life
34. Social security and social assistance
35. Health care
36. Access to services of general economic interest
37. Environmental protection
38. Consumer protection

Under TITLE V CITIZENS' RIGHTS fall the articles of:
39. Right to vote and to stand as a candidate at elections to the European Parliament
40. Right to vote and to stand as a candidate at municipal elections
41. Right to good administration
42. Right of access to documents
43. European Ombudsman
44. Right to petition

45. Freedom of movement and of residence
46. Diplomatic and consular protection

Under TITLE VI JUSTICE fall the articles of:
47. Right to an effective remedy and to a fair trial
48. Presumption of innocence and right of defense
49. Principles of legality and proportionality of criminal offences and penalties
50. Right not to be tried or punished twice in criminal proceedings for the same criminal offence

Under TITLE VII GENERAL PROVISIONS GOVERNING THE INTERPRETATION AND APPLICATION OF THE CHARTER fall the articles of:
51. Field of application
52. Scope and interpretation of rights and principles
53. Level of protection
54. Prohibition of abuse of rights

While this charter is for European Union, the EU has a strong commitment to promoting, encouraging, and protecting human rights worldwide. Mr. Stavros Lambrinidis was appointed the first ever EU Special Representative for Human Rights back in 2012. His job is to increase the effectiveness of the EU policy on human rights in non-EU countries.

Germany

“Germany played a major part in the formulation of the EU Charter of Fundamental Rights. It was the German Constitutional Court that had called for such a Charter over 30 years ago. It was the German Council Presidency which took the initiative to set up a Convention to draft the Charter in a decision taken at the Cologne Summit in June 1999. And it was the former German President and President of the German Constitutional Court, Roman Herzog, who chaired the Convention on Fundamental Rights. It is not by coincidence that in many respects the list of fundamental rights set out in the Charter of Fundamental Rights is similar to those in the German Basic Law. Article 1 of the Charter, for example, states that “Human dignity is inviolable”, which is very similar to Article 1 of the German Basic Law. The value-based fundamental rights orientation of Europe could not be expressed in a clearer way.”

-Viviane Reding, Vice-President of the European Commission responsible for Justice, Fundamental Rights and Citizenship. Berlin, 17 September 2010.

France

According to François Hollande, Former president of the Republic of France, France wants to set an example in promoting fundamental freedoms. Human rights are central aspect of the democracy of the country. France works with international

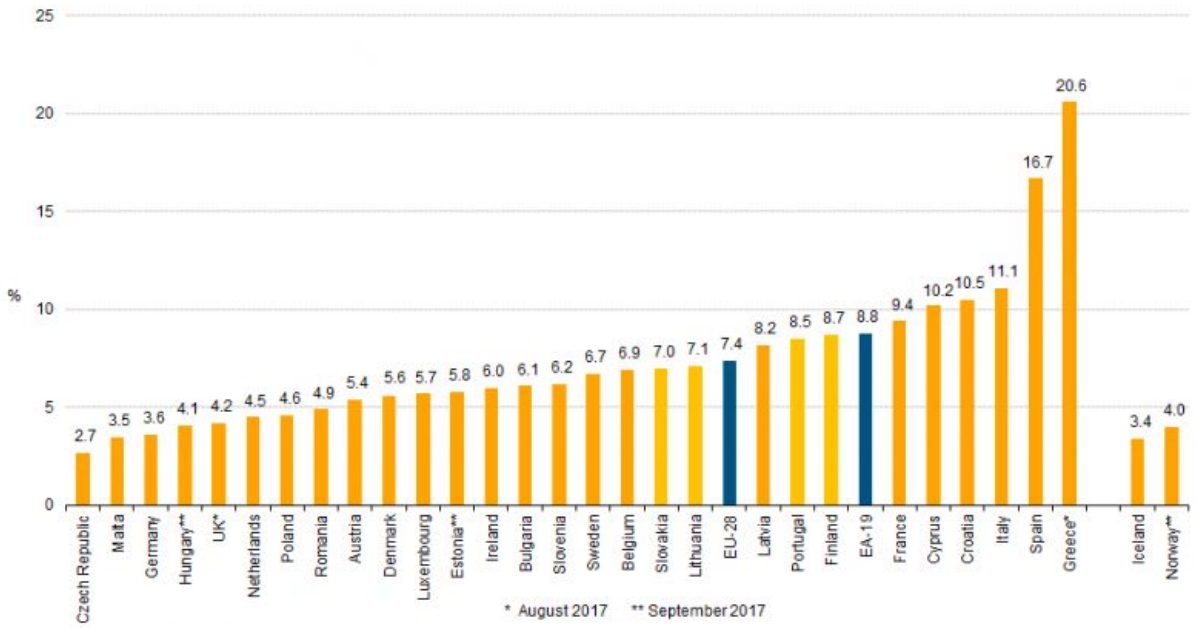
communities, international companies, and with NGO's to reach its goals in regard to human rights. France seeks to battle human rights violations wherever they are committed (France Diplomatie, 2013).

The online conversation analysis for the French community revealed that justice and human rights are often associated with refugees and security. There were many interactive conversations on Twitter about these interlinked themes that showed two varying opinions on the topic: those who were pro refugees and called it a fundamental human right, and those were against refugees by linking them to security issues.

Belgium

It is extremely important to Belgium that human rights are promoted and protected worldwide. Important themes for the country are: the abolition of the death penalty, the protection of women's and children's rights, battle against discrimination etc. Belgium has been a pioneer for human rights for many years now. It was the first country in Western Europe to abolish the death penalty in 1996. Belgium was even one of the founding members of the European Treaty on Human Rights (ETHR). The country continues the never-ending battle to protect fundamental rights as it believes the battle is part of their responsibility and moral duty (Diplomatie Belgium, 2016).

Unemployment in the EU



According to the Eurostat adhering to the International Labour Organization, an unemployed person is classified as between the age of 15-74, currently without paid work and has been actively searching for work in the preceding four weeks ("Unemployment statistics - Statistics Explained", 2017). Unemployment rates worldwide have increased dramatically since the start of the economic recession in 2008 and the European markets have not yet fully recovered from the recession (“EU: unemployment rate 2017 by country | Statista", 2017). High unemployment levels results in increased pressure on governments to provide social welfare, a loss of income for individual citizens and unused labour potential. Within the EU, unemployment rates range largely among the EU member states, with the highest being Greece at 20.6%, and the Czech Republic with the lowest rate at 2.7%

Unemployment in Germany, France and Belgium

According to figure 1, Germany has the third lowest unemployment rate in all of Europe with only a 3.6% unemployment rate. Germany has a labour policy called “Kurzarbeit” for short-time labourers which is given credit for creating such low unemployment rates in the country (Warren, 2010). Under Kurzarbeit, the government compensates foregone wages for short term labour workers which has been a particularly good incentive for people to work through the

Figure 1: Unemployment rates in Europe 09/17

economic crisis. Kurzarbeit also promises workers under this scheme pensions, health care, long term care and jobless benefits (ibid).

The overall unemployment rate in Belgium is 6.9% which places Belgium in the middle of the unemployment range in Europe (Figure 1). Within Belgium, the unemployment rates differ largely from region to region, with each language region having local offices to help citizens seek jobs. The National Office for Employment is the national agency that deals with handing out unemployment grants and benefits ("Unemployment in Belgium - Belgium - Angloinfo", 2017).

The unemployment rate in France is 9.4%, which is relatively high compared to other countries in Western Europe (Figure 1). This can be explained by various social and economic factors. Firstly, there are extensive social benefits for the unemployed which causes many people to live off them instead of seeking work (Young, 2016). Secondly, healthcare in France is not tied to employment, allowing citizens to support the medical needs of their family without a job (ibid). Lastly, automation is very high across many sectors in France, creating less jobs for the citizens but improving the overall efficiency and productivity of the country (ibid).

Youth unemployment

Usually, youth unemployment rates are much higher than the overall unemployment rates for a country ("Unemployment statistics - Statistics Explained", 2017). The economic crisis of 2008 impacted youth unemployment severely and still remains very high to this day. However, youth unemployment rates include students who are not working part-time next to their study, which means that the unemployment rate will get lower once the students graduate (ibid).

According to Figure 2 “Youth unemployment rates in Europe 2016”, the youth unemployment

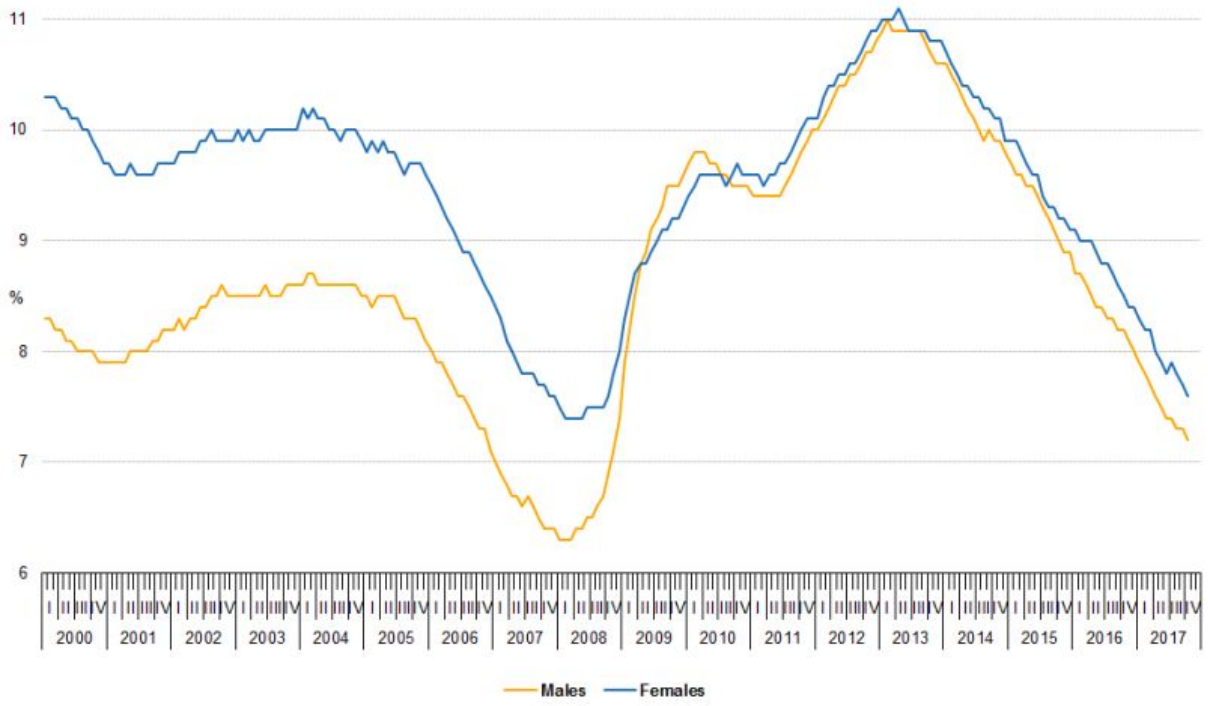
	Youth unemployment rate			
	2007	2014	2015	2016
EU-28	15.9	22.2	20.3	18.7
Euro area	15.6	23.8	22.4	20.9
Belgium	18.8	23.2	22.1	20.1
Bulgaria	14.1	23.8	21.6	17.2
Czech Republic	10.7	15.9	12.6	10.5
Denmark	7.5	12.6	10.8	12.0
Germany	11.8	7.7	7.2	7.0
Estonia	10.1	15.0	13.1	13.4
Ireland	9.1	23.9	20.9	17.2
Greece	22.7	52.4	49.8	47.3
Spain	18.1	53.2	48.3	44.4
France	19.5	24.2	24.7	24.6
Croatia	25.4	44.9	42.3	31.1
Italy	20.4	42.7	40.3	37.8
Cyprus	10.2	36.0	32.8	29.1
Latvia	10.6	19.6	16.3	17.3
Lithuania	8.4	19.3	16.3	14.5
Luxembourg	15.6	22.3	16.6	19.2
Hungary	18.1	20.4	17.3	12.9
Malta	13.5	11.7	11.8	11.1
Netherlands	9.4	12.7	11.3	10.8
Austria	9.4	10.3	10.6	11.2
Poland	21.6	23.9	20.8	17.7
Portugal	21.4	34.7	32.0	28.2
Romania	19.3	24.0	21.7	20.6
Slovenia	10.1	20.2	16.3	15.2
Slovakia	20.6	29.7	26.5	22.2
Finland	16.5	20.5	22.4	20.1
Sweden	19.2	22.9	20.4	18.9
United Kingdom	14.3	17.0	14.6	13.0
Iceland	7.1	10.0	8.8	6.5
Norway	7.2	7.9	9.9	10.9
Switzerland	:	:	:	:

Figure 2: Youth unemployment rates in Europe 2016

rate in Germany is 7.0%. This may be double than than the overall unemployment rate in Germany, but is the lowest youth unemployment rate in all of the EU. In Belgium, the youth unemployment rate is 20.1%, which is more than double the overall unemployment rate (6.9%). This rate is close to the average for the EU. Lastly, the youth unemployment rate in France is 24.6%, which is also more than double the overall unemployment rate for the country. However, this statistic makes French youth unemployment quite close to the average, when their overall rate is higher compared to other Western European countries ("Unemployment statistics - Statistics Explained", 2017).

Male and female unemployment trends

Figure 3 (shown below) displays the unemployment rates by gender within the EU. This graph



demonstrates that gender unemployment rates are far closer in current years than when compared to before the economic crisis in 2008. Today, the unemployment rate for males and females only differs by 0.3% ("Unemployment statistics - Statistics Explained", 2017).

Research on EU member states of focus

France in the EU

General information

France is the largest country in the EU and has a population of approximately 67 000 000 people. This makes up around 13% of the European population as a whole ("France: Overview", 2017). The national language spoken is French and the country is politically classified as a semi-presidential republic, as there is both a president and a prime minister. France has been a EU member country since 1993, a member of the Schengen Area since 1995 and have been using the Euro currency since 1999 (ibid). This shows that France is one of the founding nations of the EU and have been pro union since its introduction. The EU offices in France are found in the capital, Paris, as well as in the other cities of Marseille and Strasbourg ("France: Overview", 2017).

There are currently 74 French representatives in the European Parliament which accounts for nearly 10% of all members ("How many MEPs?", 2017). On the European Economic and Social Committee there are 24 French representatives and 23 French representatives on the European Committee of Regions. Furthermore, the president of the European Commission (the main client), Jean-Claude Juncker, is French. This makes it evident that France is well represented in the Eu institution (ibid).

Each European member country contributes annually to the EU budget with an amount depending on the size of their economy. Because France is one of the largest economies in Europe, they have contributed €19.013 billion to the EU budget since they joined the EU. On the other hand, France has received €14.468 billion to date from the EU budget to develop infrastructure in the country ("France: Overview", 2017).

Current political climate in France

The national elections that took place in France in 2017 revealed a politely divided nation torn between Emmanuel Macron, the leader of En Marche! Party, and Marine Le Pen, the leader of the National Front (Le Corre, 2017).

Macron won the 2017 national election with 66.1% of the votes, as his economic background and youthful perspective appealed particularly strongly to the younger generation of voters. Macron is very pro European Union and expressed how he wants to reinvigorate the institution and work on the democratic foundations that will be in the best interest for all citizens of Europe (ibid). He is an advocate for the free market of the EU and plans to modernise the French economy. Furthermore, Macron stated that Europe’s powers need to be clearly communicated to and accepted by the people, hence emphasising the importance of the DG Communications job (ibid).

In contrast, Marine Le Pen, who sits on the far right of the political spectrum, was very vocal about her anti- EU sentiments (Le Corre, 2017). Le Pen stated how she want France to pull out of the eurozone, the Schengen Agreement and the NATO agreement. She said that she wanted the EU to be a more flexible coalition among European countries without a common currency or open borders. If this change did not happen, she stated that a referendum would be held and she would lead France out of the European Union. Although Le Pen did not win the national French elections, she received 33.9% of the national votes, showing that many people in France supported her anti-EU ideas. This highlights the importance of a new communications strategy for the DG Comms that will reframe the image of Europe and improve its reputation.

French EU communication channels

The EU has a many existing French communication channels that they use to inform their audience and interact with citizens.

Website

The website acts as the primary source of information for French citizens who would like to know anything about the EU. The information available on the website is extensive and explanatory, giving the target audience in depth explanations of the EU institution. Furthermore, the EU website contains a Press Release page where new laws, policies and trade deals are published. Below is a link to the Press Release page of the official French EU website.

http://europa.eu/rapid/press-release_IP-17-4683_fr.htm

Facebook

The French EU branch engages in social media to connect and interact with the citizens. They have a Facebook page, which aims to:

“1) Inform the written and audiovisual press on European news;

2) Alert the European Commission headquarters in Brussels on the state of the European debate in France and the main political, economic and social developments;

3) Inform and dialogue with the public on European issues;

4) Prepare and accompany around 200 annual visits by members of the European Commission to France.”

Below is a link to the French EU Facebook page.

https://www.facebook.com/UEenFrance/

Twitter

EU France has a Twitter page that they use to share news relating to the EU and answer questions . The twitter bio reads “Representation in France of the European Commission. RT are not approvals.” Below is a link to the twitter account.

https://twitter.com/UEfrance

Youtube

There are various EU YouTube channels that serve as information sources for Eu citizens. The different channels are Council of the EU, European Parliament, EU Taxation and Customs, EU Security and Defence, EU Central Bank, Publications Office, European Committee of the Regions, European Economic and Social Committee. The French branch of the EU does not currently have a YouTube channel dedicated to French speaking viewers.

Instagram

There is a French European Commission Instagram account that aims to “inform the public, the institutions, the press and the French community about European policies.” The link to the instagram is found below.

https://www.instagram.com/uefrance/

The EU Commission also runs Pinterest, Live Chat, Messenger and Quizz accounts/pages to connect with the public and communicate the policies of the EU.

Netlytic data analyses for France

Data scraping related to the chosen themes was done on various social media platforms to uncover the current conversations and feelings of EU citizens in France. The themes of human rights, immigration, employment/unemployment were explored on Twitter Instagram and Facebook. All key words were translated to French in order to get the highest number of results.

Twitter scrapings

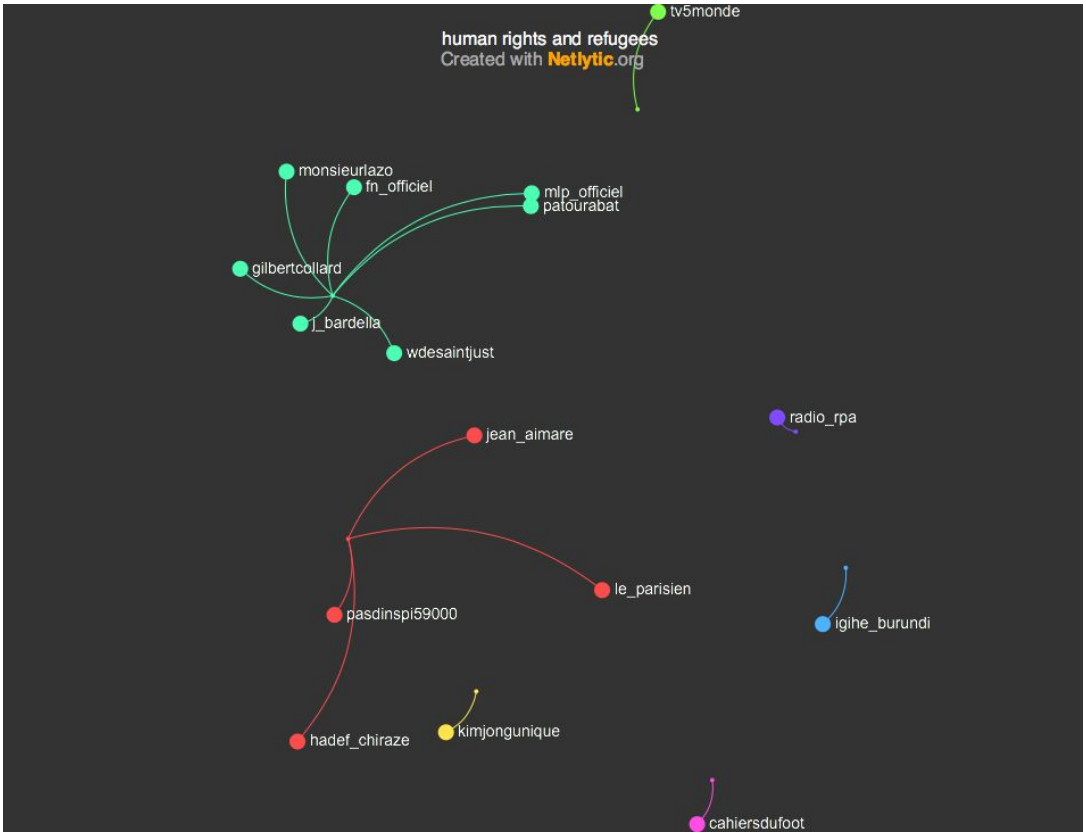
1. Human rights (Droits de les hommes)

This data scraping collected data every 15 minutes for 3 days. In total, 124 unique words were associated with the key words “droits de les homes” (human rights).

Textual analysis- Word Cloud

The textual analysis revealed that the words most highly associated with “droits de les hommes” were “refugies” (refugees) and “defense” (protection). However, these aforementioned words were only mentioned 4 and 3 times which does not prove that these are highly mentioned topics.

Network analysis



The network analysis for this key topic revealed that the dialogue among twitter accounts was limited as there are not many conversation threads nor a prominent twitter account. It can be concluded this data scraping is limited as there is not enough data to make accurate conclusions from the twitter interactions.

2. Immigration (L'immigration)

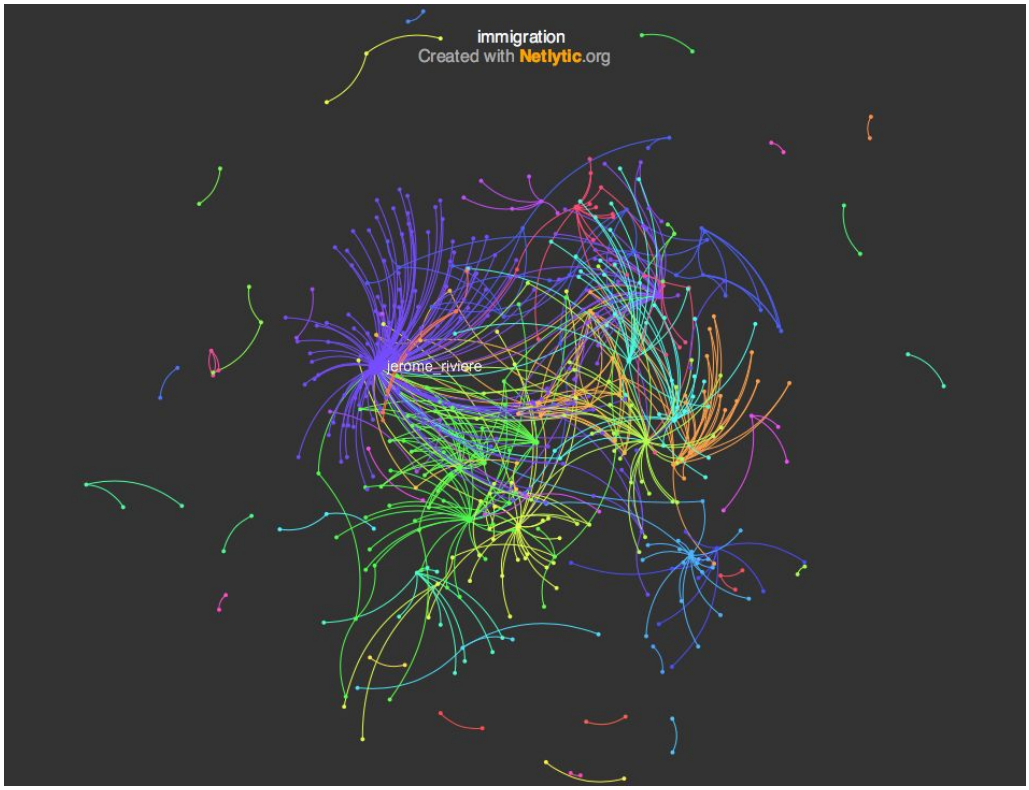
This data scraping collected data every 15 minutes for 3 days. In total, 3628 unique words were associated with the key words "l'immigration" (immigration).

Textual analysis- Word Cloud

The most mentioned words in this data scraping are "francais", "france" and "rt" which can be disregarded as they do not further the research. The following words were mentioned over 130 times: "aucun" (no), "berner" (fooled), budget, chiffres (statistics), expliquent (explained), expulser (expel) and "etrangers" (foreign/stranger). These keywords bring insight into what kind of conversations French people are having on Twitter in relation to immigration.

It should be noted that many users associate immigration with financial matters by mentioning budgets and statistics. The popular keywords "berner" "expulser" and "etrangers" hint that French people associate immigration with negative emotions. Furthermore, it should be noted that "l'islam" was associated with immigration 35 times.

Network analysis



The network analysis revealed there are many interactive conversations happening on the topic of immigration. The network analysis revealed that the most active account is @jerome_riviere, an entrepreneur and lawyer in France who is leading a Legislative campaign in 2017. At a closer look at his account, Riviere is strongly against immigration, President Macron, and open borders within Europe.

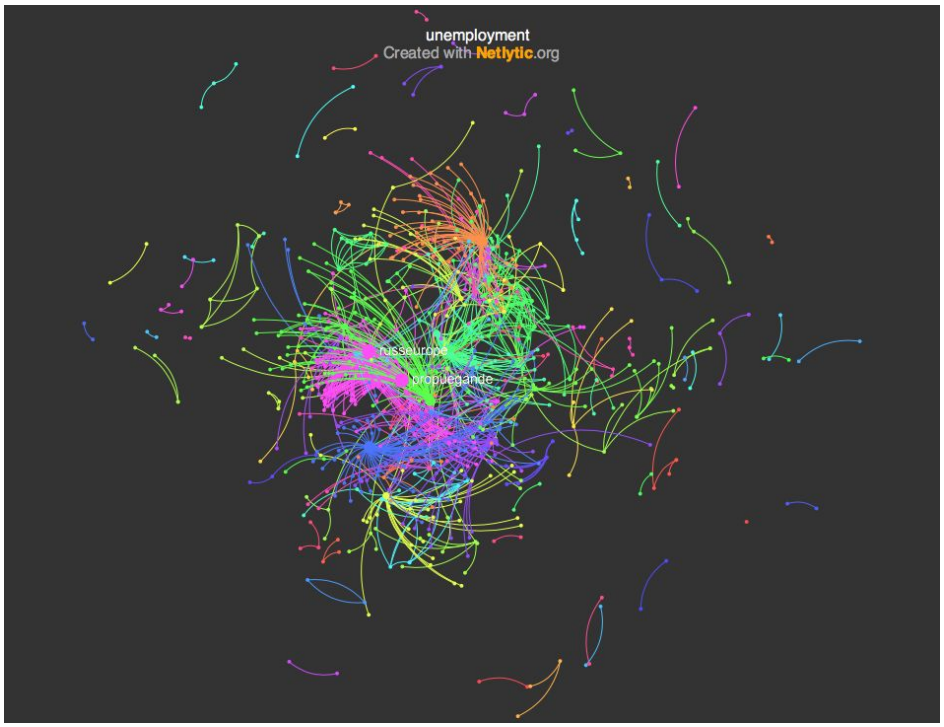
3. Unemployment (chômage)

This data scraping collected data every 15 minutes for 3 days. In total, 1675 unique words were associated with the keyword “chômage” (unemployment).

Textual analysis- Word Cloud

Besides the most mentioned words “rt” and “chômage”, “emplois” (jobs) was the most mentioned keyword in the unemployment discussion on twitter. The words “aides” (aid), “contre” (against), and “millions” were also frequently mentioned.

Network analysis



The network analysis revealed that there were many interactive dialogues among various twitter accounts, but also closed conversations that did not interact with other accounts. The most popular twitter accounts were @propuegande, @russeurope, @thaliane_k and @zerochomeurld. @propuegande is an account that shares anti-Europe tweets and articles. @russeurope is an account belonging to Jaques Sapir, a French economist that is anti-Europe, particularly for financial reasons. @thaliane_k is an social activist that is against Macron and the European Union and @zerochomeurld is an employment campaign in France.

Instagram scraping

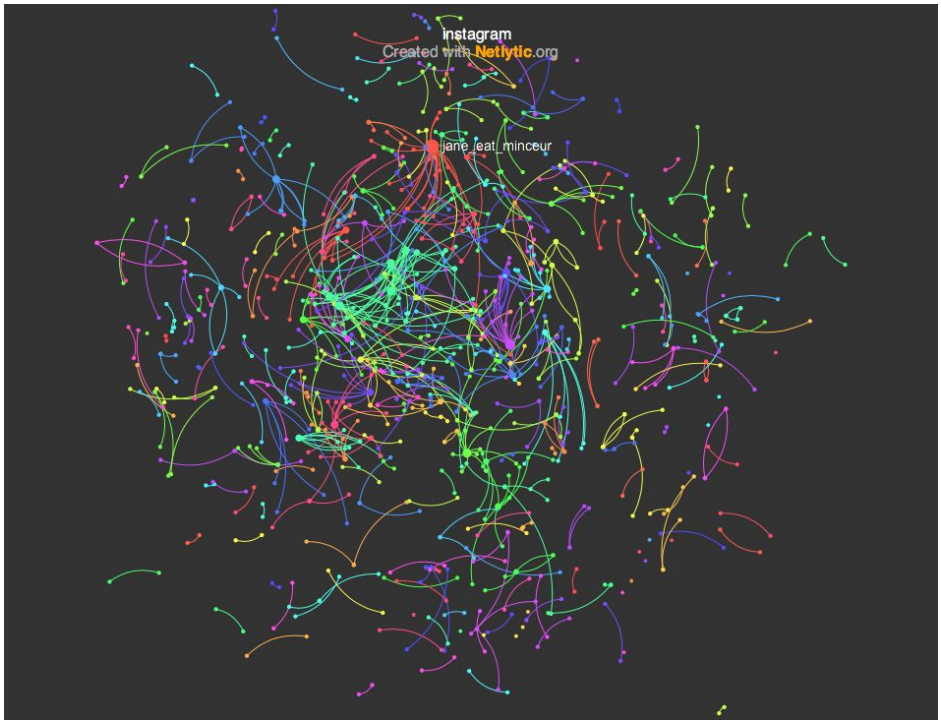
This data scraping collected data for 7 consecutive days. In total, 4021 unique words were associated with the keyword “chômage” (unemployment).

1. Unemployment

Textual analysis- Word Cloud

The most associated words with the unemployment instagram data scraping are “emplois” (jobs), “job”, “recrutement” (recruitment) and “travail” (work).

Network analysis



The network analysis shows that Instagram dialogue consists of mostly closed conversations. The most interactive account using the keyword “chômage” was @jane_eat_minceur which is a personal fitness account that is irrelevant to the research.

Facebook scraping

1. Immigration

This data scraping collected data for 7 consecutive days on the Facebook page “Commission européenne en France”. In total, 748 unique words were associated with the key word “l'immigration” (immigration).

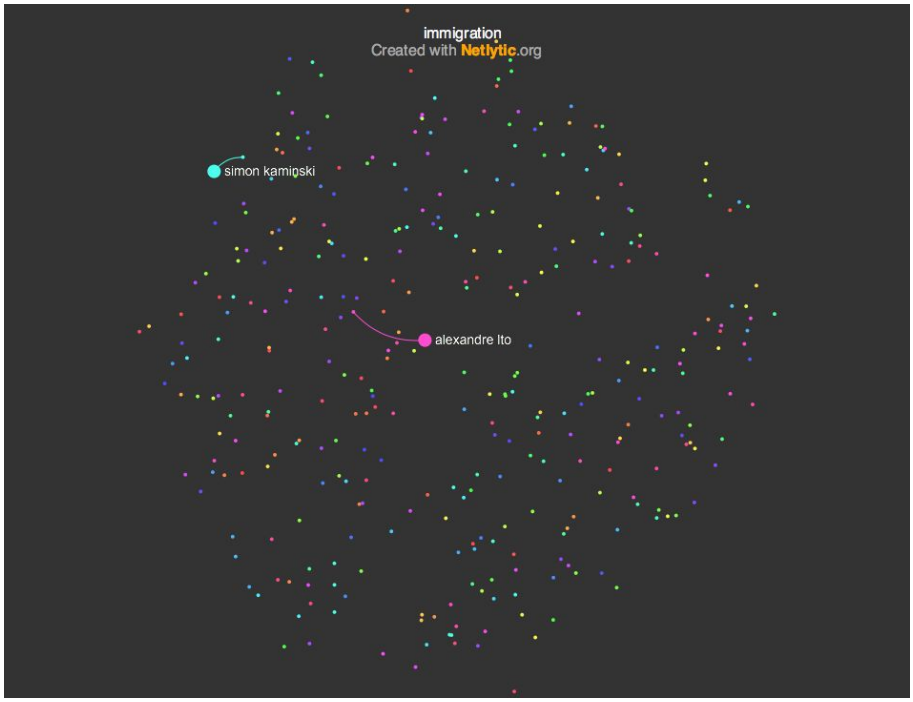
Textual analysis- Word Cloud

The most mentioned words are “a” “yang” and “kami” which are all irrelevant to the research.

Words such as “commission” “europeennee” and “internasional” were frequently mentioned too which indicates that the EU commission and international policies are discussed on this Facebook page.

Network Analysis

The below Network analysis shows nearly no interactive dialogue on the EU en France Facebook page.



Conclusions

- On Twitter, refugees and security are often associated with human rights.
- Immigration is a very hot topic on Twitter and Instagram. Right wing opinion leaders are very active in sharing anti-EU ideas and articles.

- Many negative words are associated with immigration.
- Unemployment is frequently spoken about on Twitter. Many anti-EU accounts share statements linking unemployment to the EU institution.
- The EU en France Facebook page does not facilitate interactive dialogue among the likers/followers.

Belgium in the EU

Belgium is a country within Europe and founder of the European Union, together with France, Germany, Luxembourg, and the Netherlands. Belgium is a federal state divided into three regions: Dutch speaking Flanders in the north, francophone Wallonia in the south, and bilingual capital, where French and Dutch share the official status.
Brussels, its capital, is the headquarter of the European Union and the North Atlantic Treaty Organization (NATO), making it home to an army of international diplomats and civil servants (BBC Monitoring, 2017).
General information about Belgium can be found in the table below (European Union, 2017):

Capital	Brussels
Geographical size	30.528 km2
Population	11.311, 117
Population as % of total EU	1.7%
Gross domestic product	€ 421. 611 billion
Official EU language	Dutch, French, German
Political system	Federal parliamentary constitutional monarchy
Currency	Euro
Schengen area member	Since 1st of January 1999
EU member	Since 1st of January 1958 (founder)
Seats in the European Parliament	21

Current political climate

As specified earlier, Belgium has two different kinds of sub state entities with their own sets of competences: regions and communities (Flemish Community, the Francophone Community and the Germanophone Community). The regions are well defined and the communities follow the rules implied. However, both Flemish and Francophone communities are engaging themselves in affairs that would give them power in the country (Vandenbruwaene, 2014).

The federal legislature of Belgium consists of a lower house, the Chamber of Representatives, and an upper house, the Senate. The Chamber has greater legislative power than the Senate. The Chamber consists of 150 members that are directly elected by universal adult suffrage every five years. The last election took place in 2014 and the winning party was New Flemish Alliance (N-VA) with 20.3% of votes and 33 seats in the chamber. Other parties with a big number of seats won in the chamber are Socialist Party (PS), Reform Movement (MR), Christian Democratic & Flemish (CD&V), Open VLD (Flemish Liberals and Democrats) (Alvarez-Rivera, 2014).

Belgian EU communication channels

The EU is making itself visible in Belgium through online platforms among many other channels.

Website
Belgium made itself visible through a well-structured website that gives most of the information an individual should know when crossing the border to this country. By searching through it, articles related to Belgium in the EU appear, but the website does not seem to be dedicated to it, but only part of it is related to the European Union. The page is https://www.belgium.be/en.

Facebook
The Belgian EU branch has a Facebook page called “Permanent Representation of Belgium to the EU”. The page is more of a one-way communication, where the admin does not interact with the page’s followers, but shares and distributes news that are strongly related to Belgium in EU. The posts are both in English and French. The link of the page is https://www.facebook.com/Permanent-Representation-of-Belgium-to-the-EU-391712137579507/.

Twitter
On Twitter EU is visible to Belgian citizen through their account “EC Representation BE”. Here it is noticed that more creative content is being used and invites the reader to voice his/her opinion. Twitter is used massively for answering to citizens’ questions and interacting with them. The link to this page is https://twitter.com/eu4be.

Instagram
On Instagram the only presence that could have been found is “Eu Belgium”. This page has a few posts, but all of them concerning serious problems citizens are confronting with. However,

the page was not promoted enough and has only a few followers. Therefore, this might be only a page made by a inhabitant, instead of a person working with EU. The link of the page is https://www.instagram.com/eu.belgium/.

2020 targets: statistics and indicators

Belgium has some clear outlines of what wants to reach by 2020. Its targets are realistic and are set accordingly, taking into consideration all the years from 2008 on. Below can be found the targets for different areas (European Union, 2017).

Topic	EU Target	National Target
Employment rate	2008: 70,3% 2020: 75%	2008: 68% 2020: 73.2%
Gross domestic expenditure on research and development	2008: 1.84% 2020: 3%	2008: 1.92% 2020: 3%
Greenhouse gas emissions	2008: 90.61% 2020: 20% less	2008: 96.21% 2020: 15% less
Share of renewable energy	2008: 11% 2020: 20% from renewable sources	2008: 3.6% 2020: 13% from renewable sources
Early leavers from education	2008: 14.7% 2020: <10% drop-out rate	2008: 12% 2020: 9.5% drop-out rate
Poverty and social exclusion	2020: 20 million less people at risk	2020: 380 thousands less people at risk

Netlytic- Analysis of datasets in Belgium

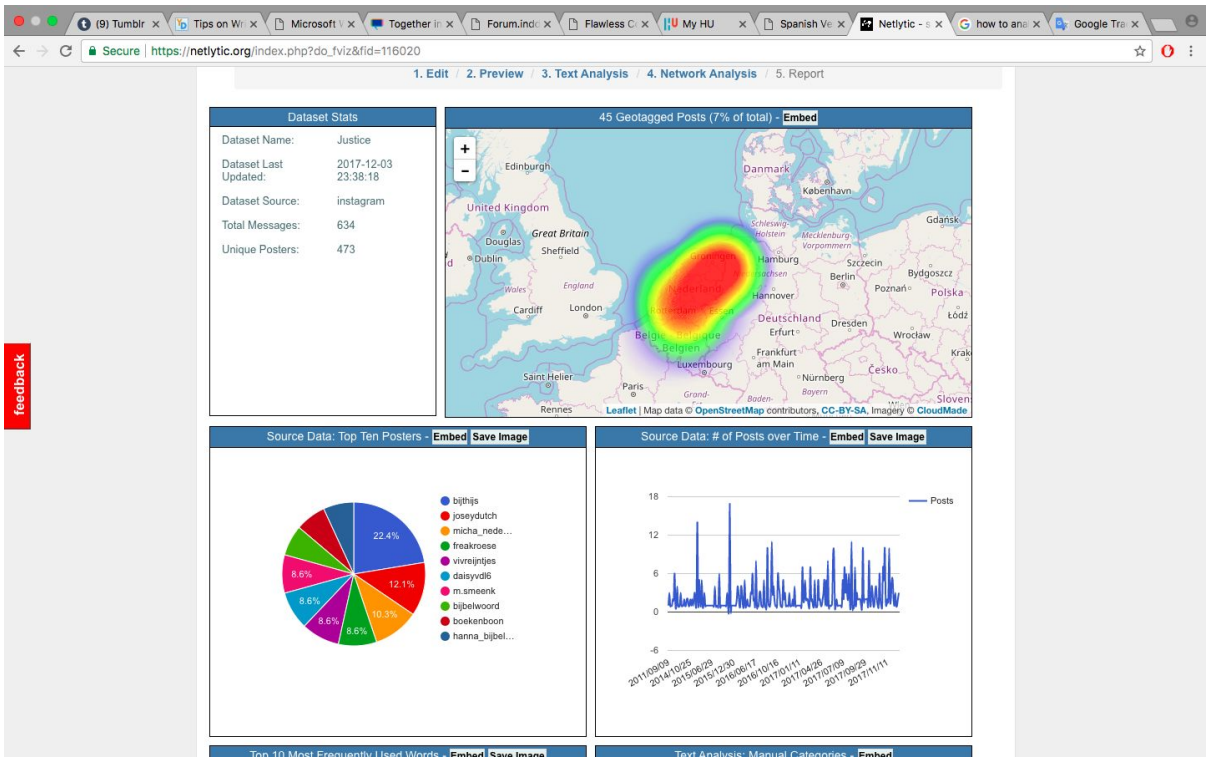
In order to analyze what is being talked about online about Belgium and our main themes, datasets were created by using common hashtags regarding a certain subject.

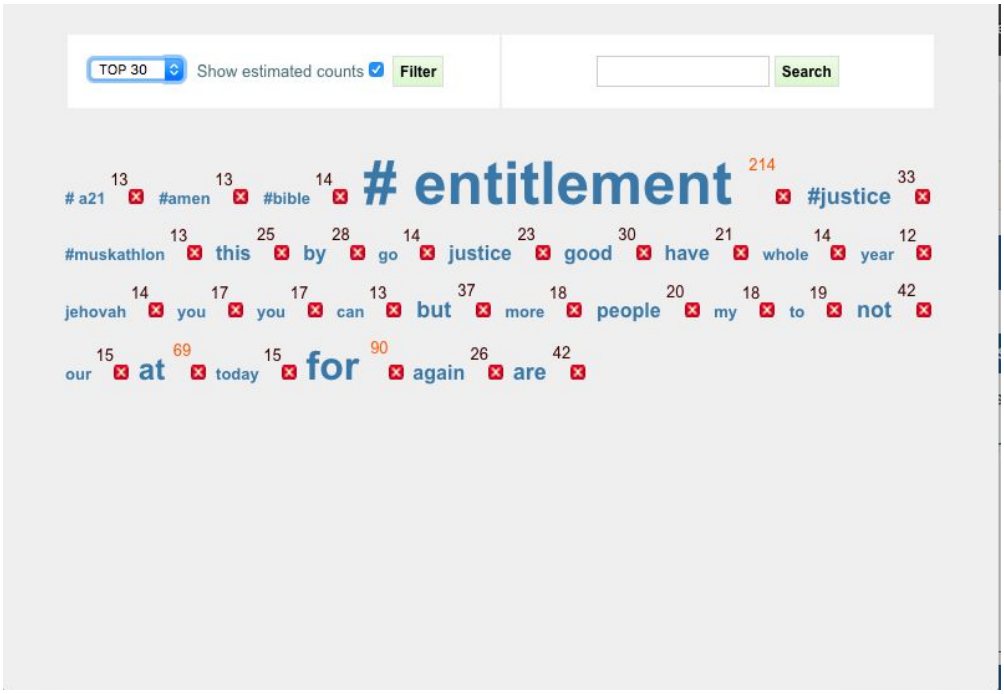
1. **Justice (Instagram)- #gerechtigheid (translation from Flemish- justice)**

The first dataset was embedded to import a maximum amount of 5000 posts and their corresponding comments. The data collection was enabled to search every hour for a total of three days. The total messages collected were 634, of which 473 were unique posters. Since

the hashtag used was in Flemish, turned out most posts were coming from Belgium and the Netherlands. If not clearly specified by the users (that the post was coming from a certain country), then the difference could not be made between the countries.
In relation to the hashtag chosen, the most used other hashtags were #entitlement (214 times), #justice (33 times), #good (30 times). Netlytic researched the Instagram platform and went back to 2011 and gave the statistics of 6 years regarding the justice topic. On 30th of December 2015 it was the most used reaching about 15 posts on that certain day.

Netlytic is visualizing who mentions who regarding this dataset (pic 3). It is quite clear that the interactions are limited and the discussions are closed, people mainly discussing between a few of them and not making it a dialogue among other users.
By looking into what the users wrote, nothing is having potential, since discussions are not being developed . Mainly the posts were referencing to **religious matters**.




TOP 30
Show estimated counts
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a21 13
#amen 13
#bible 14
entitlement 214
#justice 33
#muskathlon 13
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jehovah 14
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our 15
at 69
today 15
for 90
again 26
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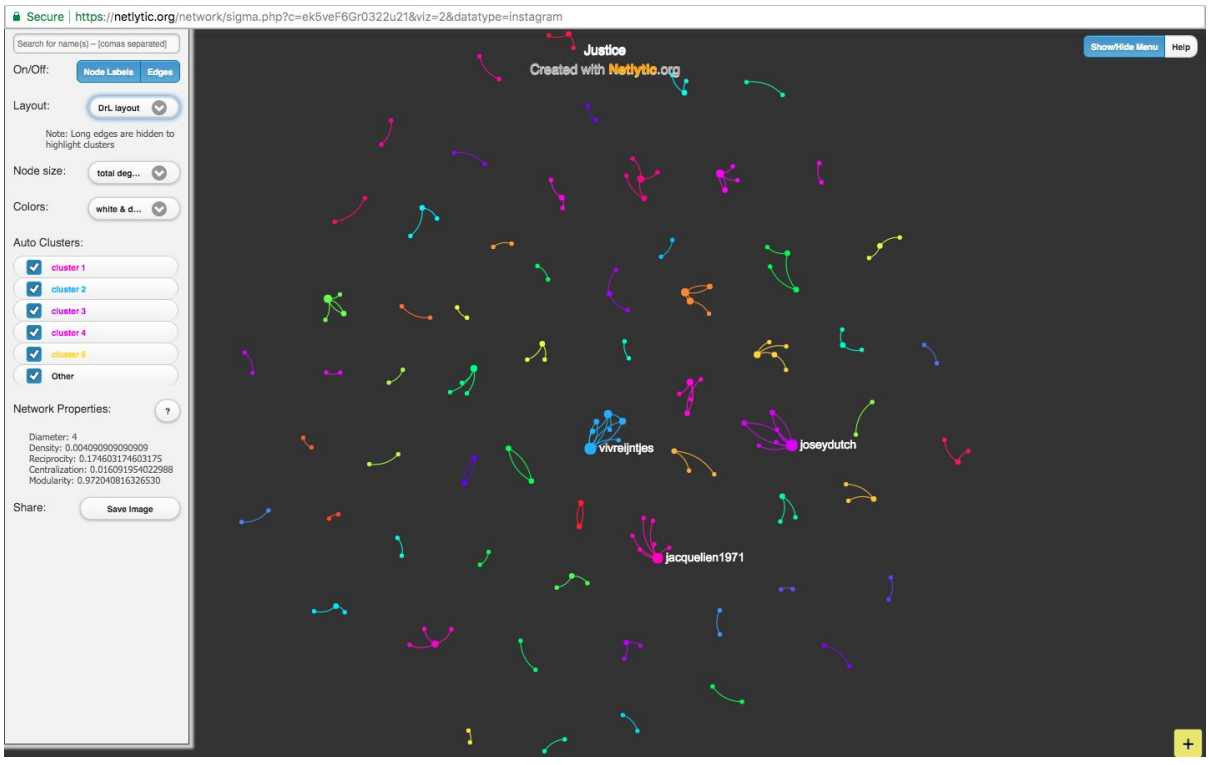
Secure | https://netlytic.org/network/sigma.php?c=ek5veF6Gr0322u21&viz=2&datatype=instagram
Search for name(s) – (comas separated)
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Node Labels
Edges
Layout:
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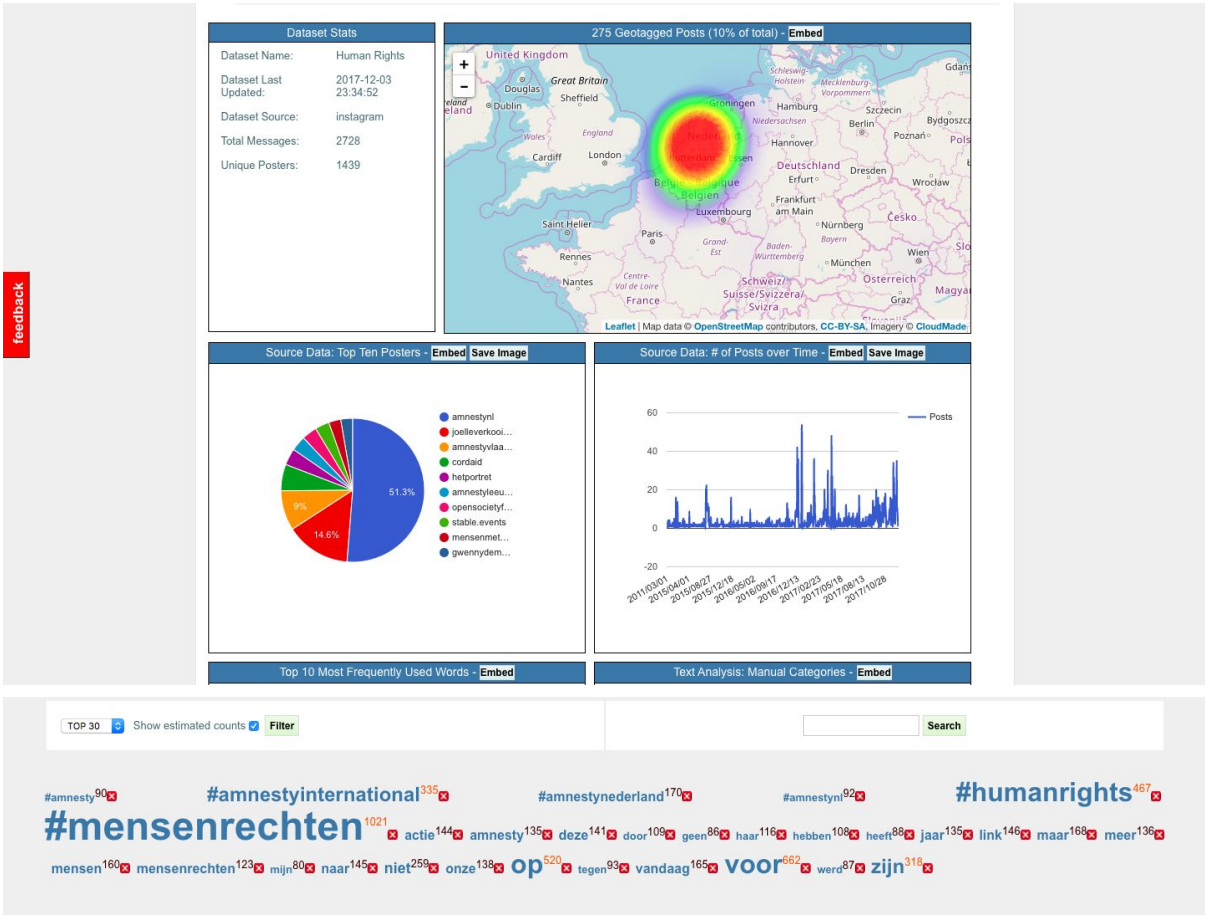
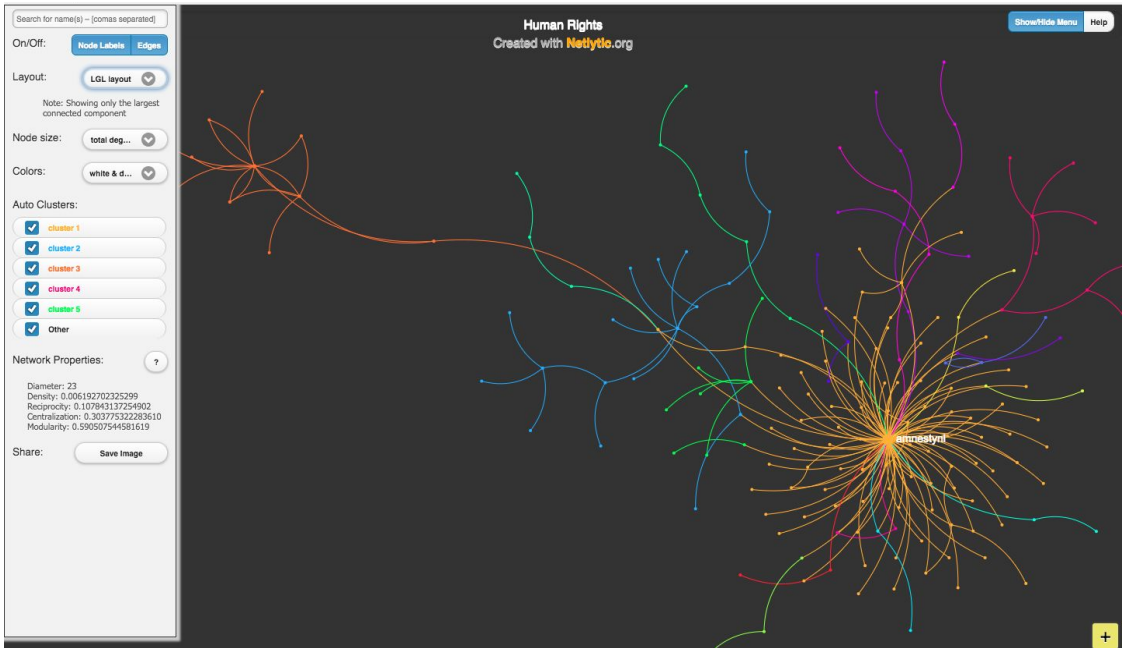
Auto Clusters:
cluster 1
cluster 2
cluster 3
cluster 4
cluster 5
Other
Network Properties:
Diameter: 4
Density: 0.004090909090909
Reciprocity: 0.174603174603175
Centralization: 0.016091954022988
Modularity: 0.972040816326530
Share:
Save Image
Justice
Created with Netlytic.org
Show/Hide Menu
Help
vivreljntjes
joseydutch
jacquelien1971

2. Human Rights (Instagram) - #mensenrechten (translation from Flemish- human rights)

Another topic that was researched on the Instagram platform was related to human rights. The dataset had a total record of 2,728 posts of which unique posters were 1,439. A total amount of 275 posts were geotagged and they were in Belgium and a part of the Netherlands. The most used hashtags in relation to the main one are humanrights (the English translation, 467 times used), linking words such as op (on), voor(for), amnestyinternational (335 times), amnestynederland (170). Through the visualization of users' linkage to the hashtags, it can be seen that Amnesty is an opinion leader and is the nerve of most of the discussions. Looking through the posts of Amnesty, they have the same aim: human rights, but always militating for different reasons.





3. (Un)employment (Twitter)- werkloosheid (translation from Flemish- unemployment)

The employment theme was decided to be researched on the Twitter platform. There was a total of 809 messages, of which 716 were unique posters. The most used hashtags were “rt” (470), “@nozizwedube” (180), “’zes” (175). All these words were used so many times because people reposted the post of user @nozizwedube.

RT @NozizweDube: Dit: ‘Zes op de tien personen met Afrikaanse roots in ons land hebben een diploma van hoger onderwijs, maar ze worden vier…

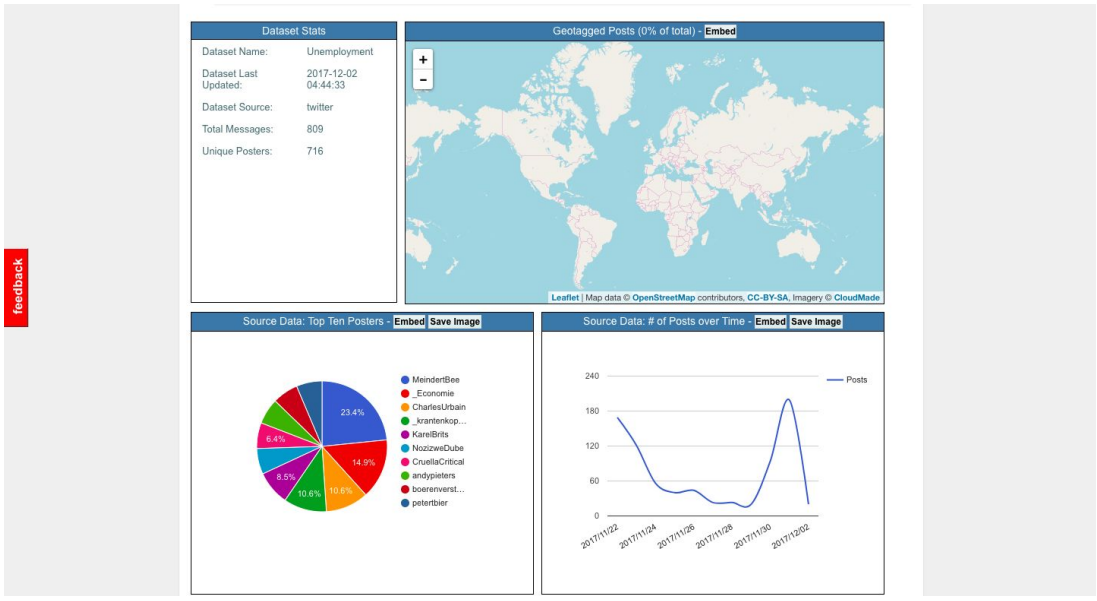
RT @NozizweDube: This: 'Six out of ten people with African roots in our country have a higher education degree, but they become four ...

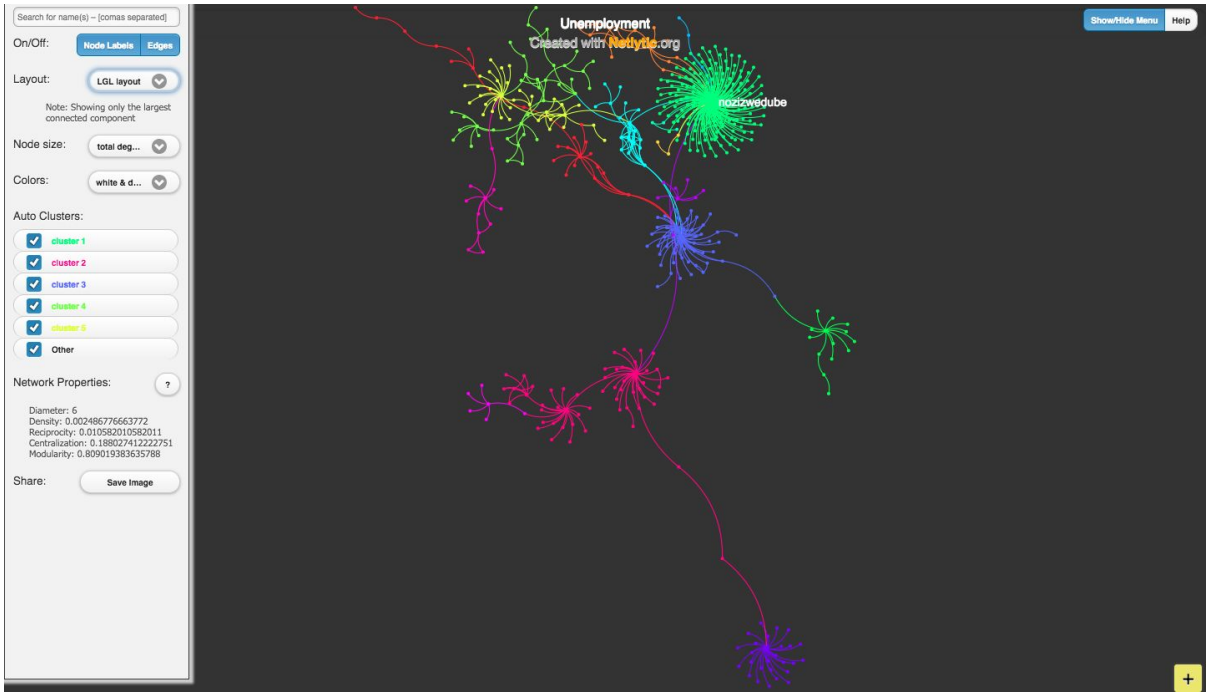
By looking at the post, it is not related at all to our topic, which is unemployment in Belgium. Therefore, most of our research on Twitter is not relevant concerning this topic. However, by looking through more comments, once in a while we would come across:

RT @philippemuyters: 6,5% minder Vlaamse werkzoekenden in november. Werkloosheid daalt al 28 maanden op rij en brengt werkloosheidsgraad op…

RT @philippemuyters: 6.5% fewer Flemish job-seekers in November. Unemployment has been falling for 28 months in a row and is raising unemployment ...

Therefore, we can easily conclude from this research that unemployment is not an issue in Belgium, at least not one that is being talked about on social media platforms.





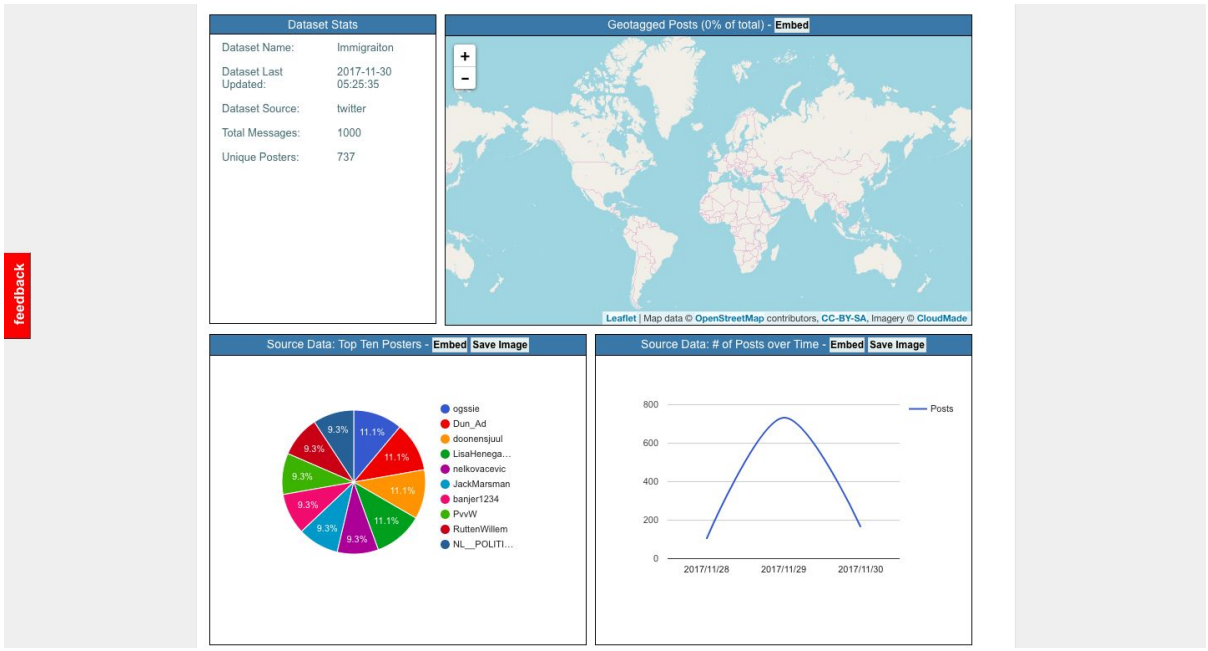
4. Immigration (Twitter)- Immigratie (translation from Flemish- Immigration)

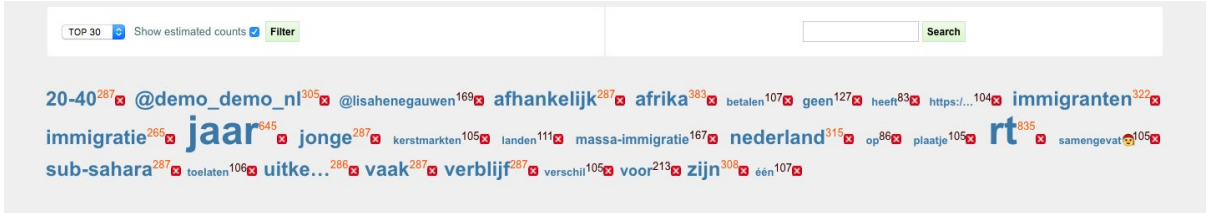
"Immigratie" was the key word used for the topic "immigration" and it had a total of 1000 messages, of which 737 people were unique posters. The post was not geotagged and by looking at the top ten posters, they were on a certain level almost equally involved in the conversations undergoing on Twitter. The most used words were "RT" (repost 835 times), "jaar" (year- 645 times), "immigranten" (322 times), "@demo_demo_nl" (305 times).
Looking through the posts, the most relevant one is:

RT @MigratieBar: Cijfers Federaal Migratiecentrum (Myria): Vorig jaar werden in België 136.327 immigranten geregistreerd. Na drie jaren v…

RT @MigrationBar: Figures Federal Migration Center (Myria): Last year, 136,327 immigrants were registered in Belgium. After three years ...

This is a post created by @MigratieBarometer and retweeted 26 times, having 7 likes. The whole post can be seen down below.


feedback
Dataset Stats
Dataset Name: Immigraiton
Dataset Last Updated: 2017-11-30 05:25:35
Dataset Source: twitter
Total Messages: 1000
Unique Posters: 737
Geotagged Posts (0% of total) - Embed
Leaflet | Map data © OpenStreetMap contributors, CC-BY-SA, Imagery © CloudMade
Source Data: Top Ten Posters - Embed Save Image
ogssie
Dun_Ad
doonensjuul
LisaHenega…
nelkovacevic
JackMarsman
banjer1234
PvvW
RuttenWillem
NL__POLITI…
Source Data: # of Posts over Time - Embed Save Image
Posts
800
600
400
200
0
2017/11/28
2017/11/29
2017/11/30


TOP 30
Show estimated counts
Filter
Search
20-40 287
@demo_demo_nl 305
@lisahenegauwen 169
afhankelijk 287
afrika 383
betalen 107
geen 127
heeft 83
https:/… 104
immigranten 322
immigratie 265
jaar 645
jonge 287
kerstmarkten 105
landen 111
massa-immigratie 167
nederland 315
op 86
plaatje 105
rt 835
samengevat 105
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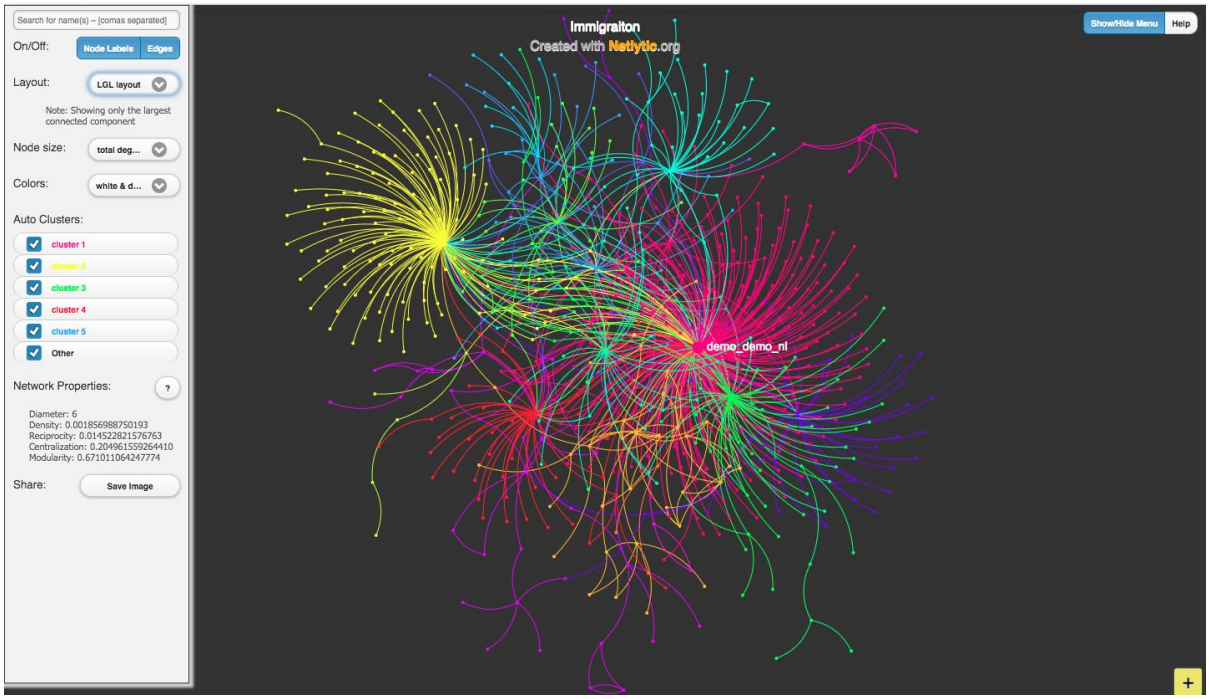
verschil 105
voor 213
zijn 308
één 107


Search for name(s) – [comas separated]
On/Off:
Node Labels
Edges
Layout:
LGL layout
Note: Showing only the largest connected component
Node size:
total deg…
Colors:
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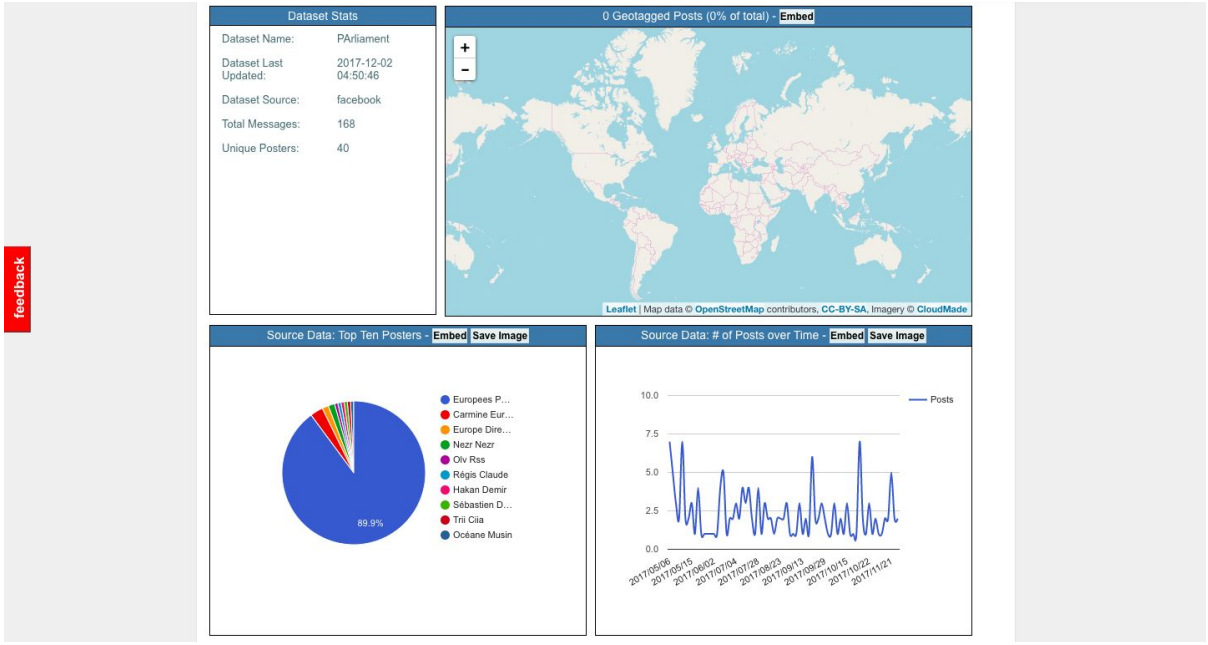
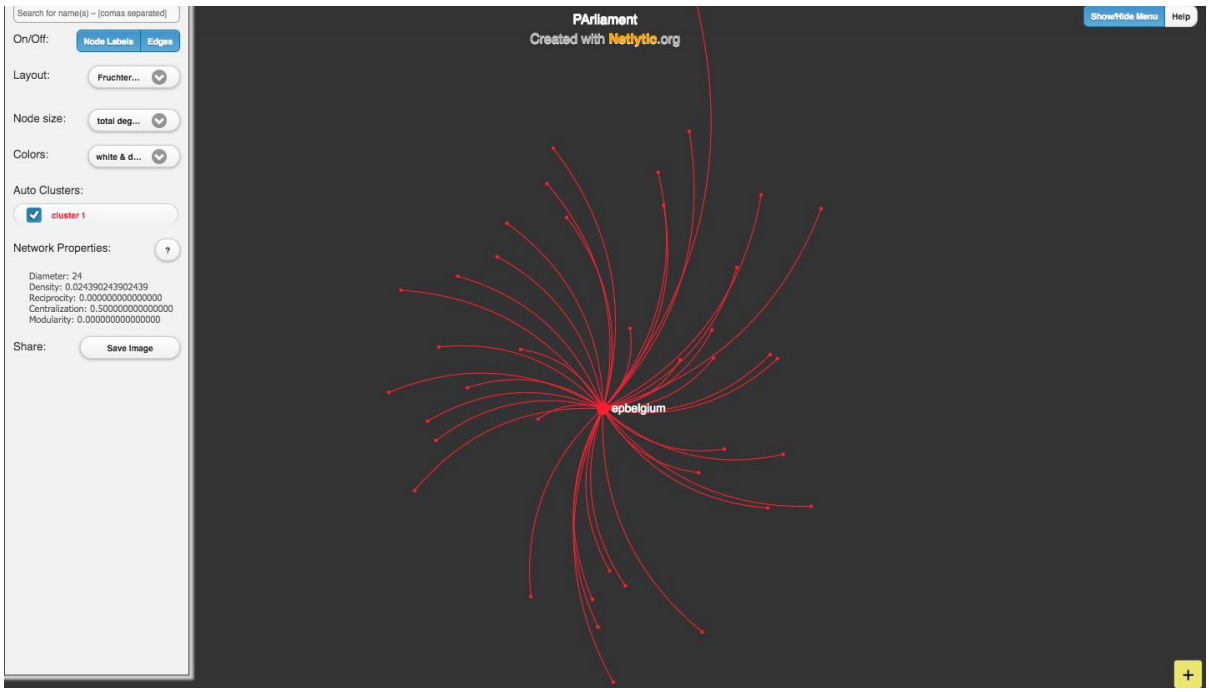
Auto Clusters:
cluster 1
cluster 2
cluster 3
cluster 4
cluster 5
Other
Network Properties:
Diameter: 6
Density: 0.001856988750193
Reciprocity: 0.014522821576763
Centralization: 0.204961559264410
Modularity: 0.671011064247774
Share:
Save Image
Immigraiton
Created with Netlytic.org
Show/Hide Menu
Help
demo_demo_nl

5. Parliament (Facebook)

The last dataset was created for the Facebook platform and collected comments from the webpage http://facebook.com/epbelgium. The total messages are 168, where the unique posters are 40. The main poster is the page itself in proportion of 89.9%. The page is posting constantly and the most used words are “parlement”, “européen”, “brussels”, “Erasmus”. From the visualization, it is also clear that the page is more of a one-way communication, where people do not really interact, but only receive information.





Germany in the EU

Germany is a country in Western Europe and is one of the founding members of the European Union. Germany is a federal republic divided into 16 federal states. Each state has its own responsibilities setting its own policies. Berlin is the country's capital and is where the country's federal government is located (Research in Germany, 2017). For more general information regarding Germany look at the table below (European Union, 2018):

Capital	Berlin
Geographical size	357.300 km2
Population	81.2 million
Population as % of total EU	15.97%
GDP per capita in PPS	124
Official EU language	German
Political system	Federal parliamentary republic with a head of government - the chancellor - and a head of state - the president
Currency	Euro
Schengen area member	Since 26 March 1995
EU member	Since 1 January 1958
Seats in the European Parliament	96

Current Political Climate

Germany is still struggling to form a new federal government. Brussels and other European capitals, and politicians are all watching and waiting for what is going to happen in Berlin. The collapse of the "Jamaica" coalition have made everyone nervous. As Germany is considered the EU's biggest economy, the lack of a federal government is making a lot of EU politicians

nervous as the instability in Germany could cause problems for the European Union (Deutschland, 2017).

German EU Communication Channels

Germany in the EU has various online communication channels they use to keep their followers informed about what is going on in the European Union.

They have a website: http://www.bruessel-eu.diplo.de

They have a Facebook account: https://www.facebook.com/germanyintheeu/

They have a Twitter account: https://twitter.com/germanyintheeu?lang=en

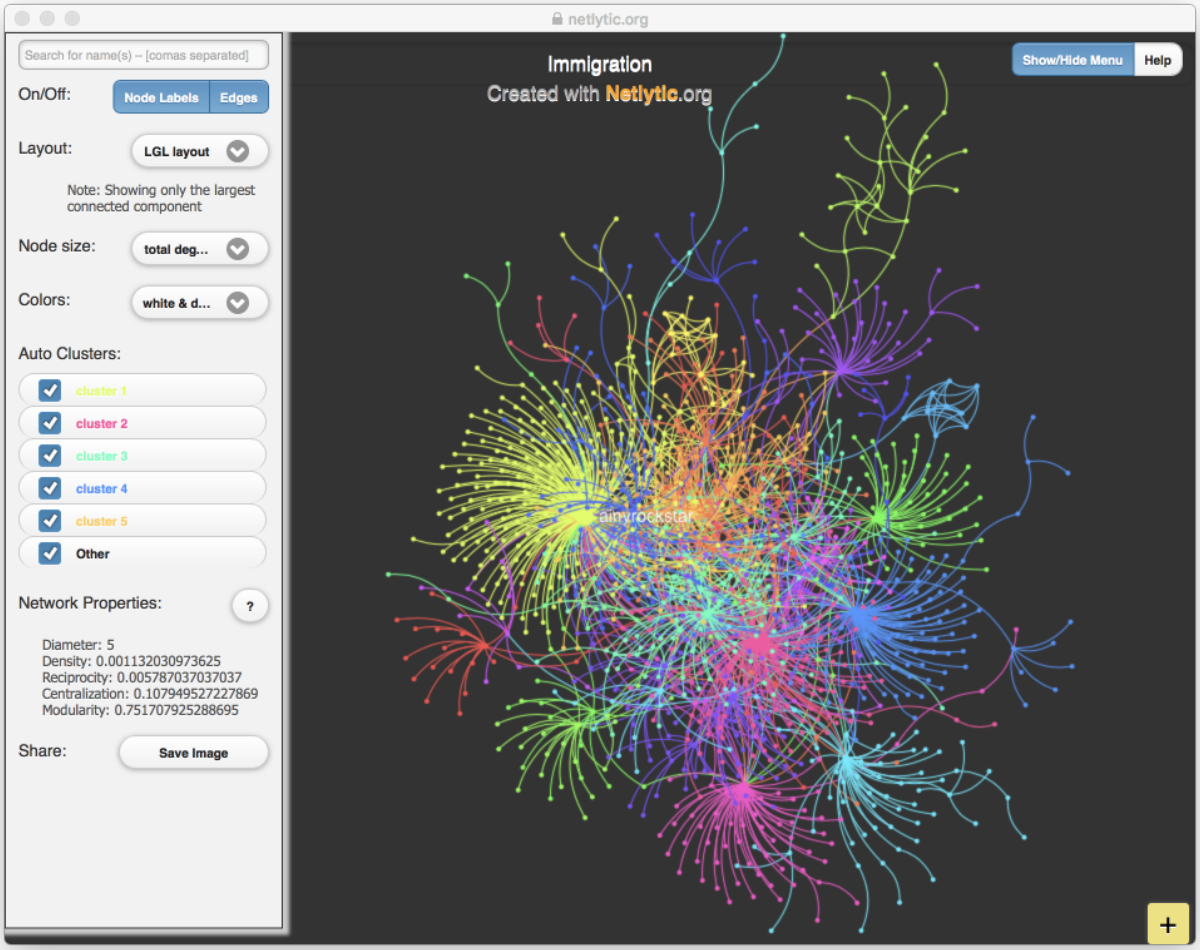
They have a YouTube account:
https://www.youtube.com/channel/UChr_LaLKCiNMLklvO7iwTUg

Their website, Facebook, and Twitter are constantly updated and post frequently. Their YouTube account hasn't been used in over two years and. They use these channels to inform mostly via one way communication, not really allowing for their followers to engage in a conversation with them.

Netlytic analysis

Immigration (Twitter). Search: Einwanderung OR #Einwanderung (German)

For the Immigration dataset on Netlytic, a total of 2000 messages were collected. And from those 2000 messages, a total of 1489 were unique posters. Some of the most frequently used words found in the word cloud after "eiwanderung" were "flüchtling", "antisemitismus", and "unterstellen". But words such as "terroristen", "muslimen", and "abschaffen" were also found.



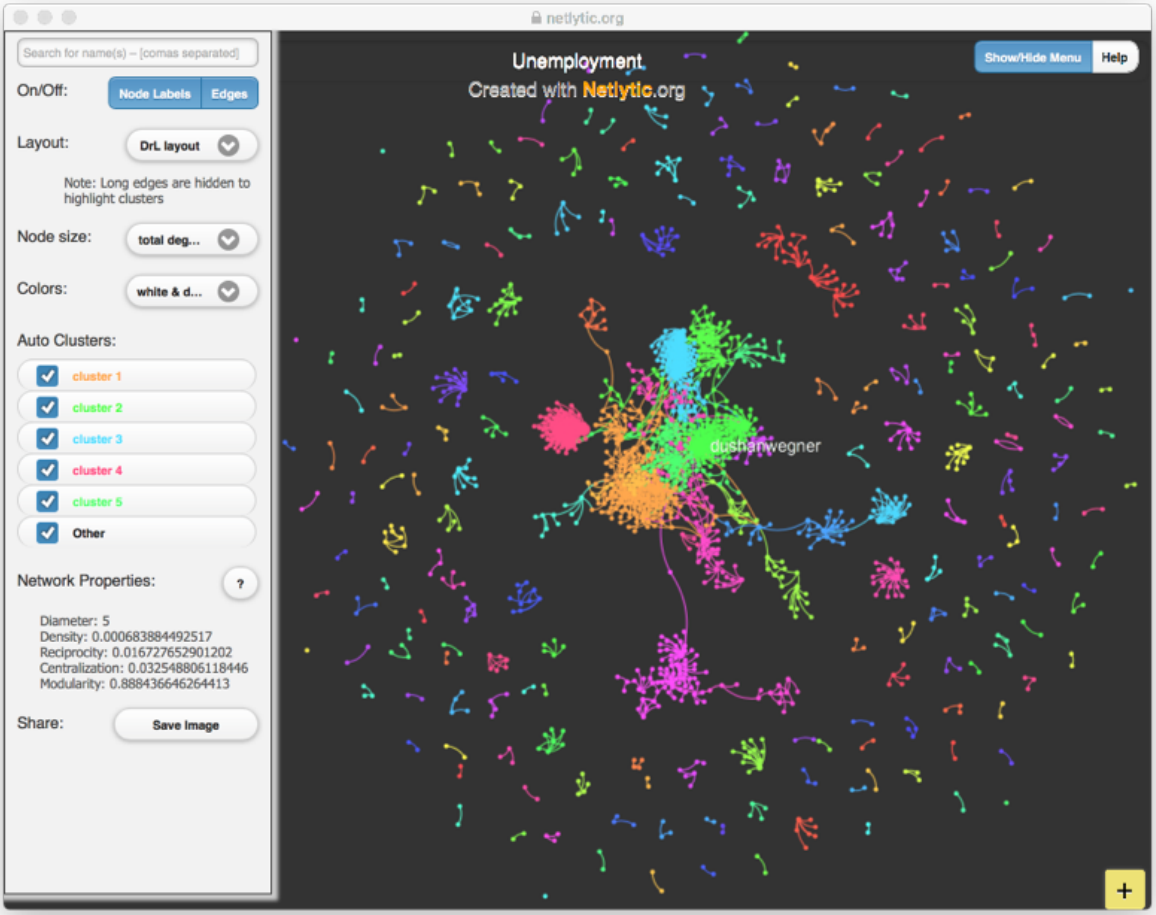
When looking at conversation, it can be seen that there was a lot of conversation happening. Most of the conversation was surrounding around Ainyrockstar with a total degree of 269. (Indegree: 269, outdegree: 0) The name Ainyrockstar also appeared in the word cloud of frequently used words. A quick look at her twitter profile and she says she's a student, model and journalist. There was also a link to her website and in her 'About Me' page she says she is a freelance journalist that writes for the liberal-conservative opinion site Tichy's Einblick.

No posts were geotagged in this dataset.

Unemployment (Twitter). Search: Arbeitslosigkeit OR #Arbeitslosigkeit (German)

For the Unemployment dataset on Netlytic, a total of 1893 messages were collected and out of those messages there were 1506 unique posters. Frequently used words besides

“arbeitslosigkeit” were #merkel, “letzen”, “woche”. Other less frequently used words were #emmanuelmacron, abs-anti-trump-stories, erweisen

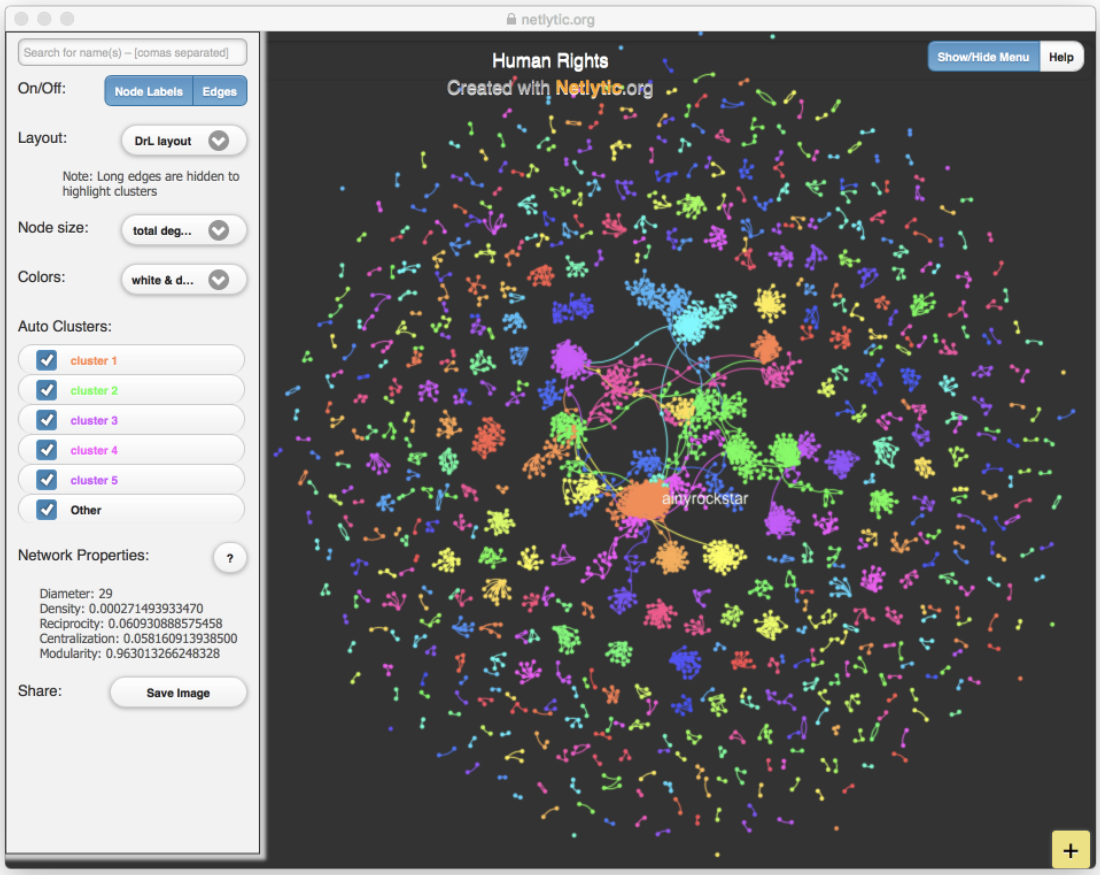


When looking at conversation, there are a lot of individual conversations happening. The largest conversation being from nicko100001 with a total degree of 42 (indegree: 0, outdegree 42). Not a lot of information can be found on Nicki's profile.

There were only four geotagged posts. With markers showing Germany and Greece.

Human Rights (Instagram). Search: #Menschenrechte (German)

For the Human Rights dataset on Netlytics, a total of 7987 messages were collected and out of those there were 5147 unique posters. Some of the most frequent words besides "Menschenrechte" are "euro", "angehörige", and "todesopfers". Other less frequently used words include #amnestyinternational, #frauenrechte, and gerechtigkeit.



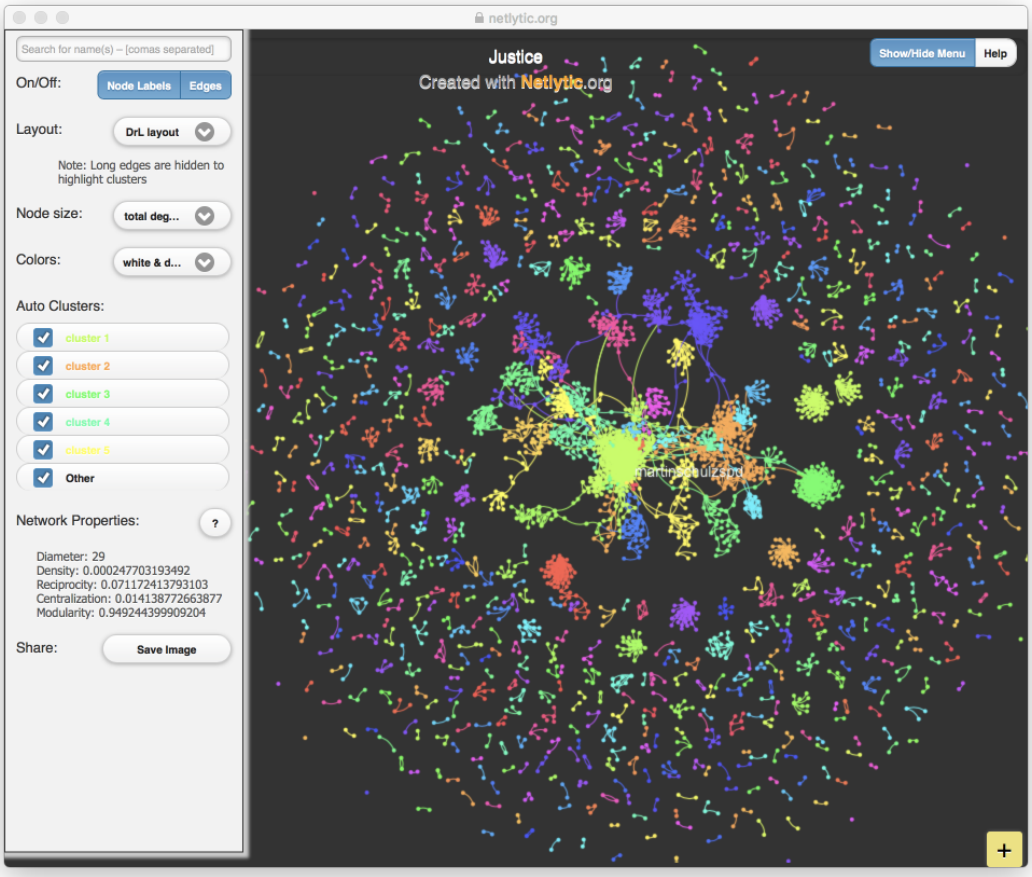
As you can see from the visualized image of Human Rights, there are a lot of conversations happening around the topic. Once more, “@ainyrockstar” has the most conversations going. With a total degree of 422 (indegree: 422, outdegree: 0).

The dataset has 642 geotagged posts. All of which are in Germany with a concentration being in Berlin.

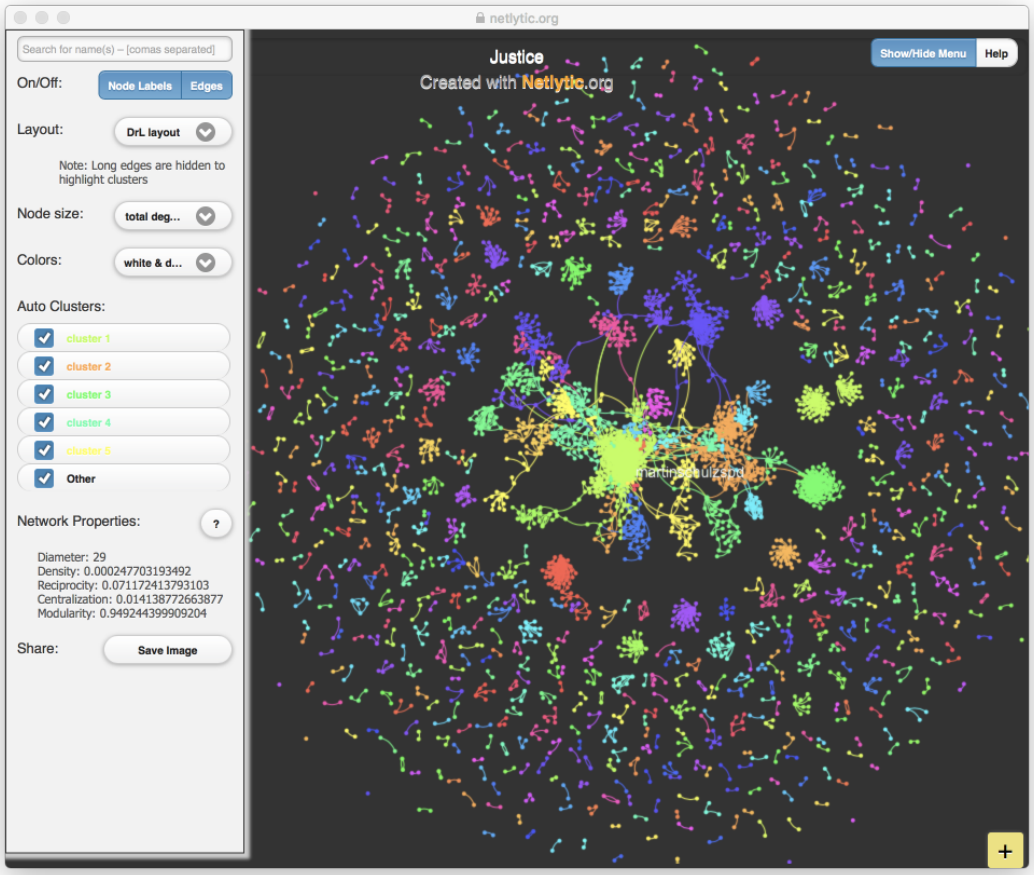
Justice (Instagram). Search: #Gerechtigkeit (German)

For the Justice dataset on Netlytics, 10000 messages were collected and out of those messages there were 6218 unique posters. Some of the most frequent words besides #gerechtigkeit are “arbeitslosigkeit”, #spd, and #freiheit. Other less frequent words were #politik, #peace, and #solidarität.

#btw17 311 #deutschland 174 #freiheit 413 #frieden 393 #gerecht 168
#gerechtigkeit 2189 #leipzig 187 #liebe 188 #peace 204
#politik 365 #politiker 220 #solidarität 213 #sozial 217 #spd 463 #zukunft 178
arbeitslosigkeit 581 danke 273 deutschland 299 einfach 198 gerechtigkeit 913
leben 236 liebe 178 mal 423 martin 255 rt 978 schulz 318 soziale 236 spd 373 welt 184
wählen 231



There was a lot of conversation around the topic of Justice. User martinschulzspd had the most number of degrees going with a total of 110 (indegrees: 102, outdegrees: 8)



There were 735 geotagged posts. The majority coming Germany with a concentration in Berlin and a small amount from Austria.

Germany in the EU (Facebook). Search: germanyintheeu (Facebook page)

For the Germany in the EU dataset on Netlytic, 162 total messages were collected. And out of those messages there were 35 unique posters.

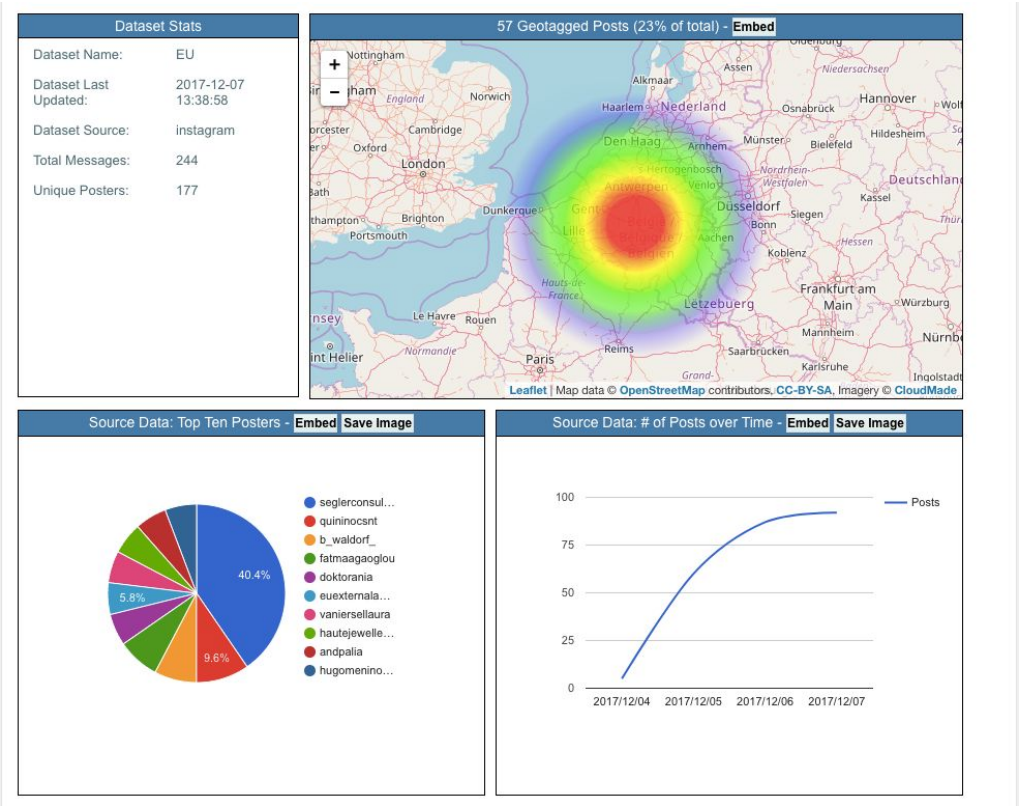
1. **EU (Instagram) - #europeancommission**

In this dataset on Netlytic there was a maximum amount of 5000 posts and their corresponding comments to be collected. The data collection was enabled to search every hour over the course of three days. There were a total of 244 messages and 177 unique posters which 57 posts were Geotagged in the area of Brussels. The main area of these posts geographically is Belgium, which is not a surprise given the proximity of the EU Commission office. In the top ten posters section 40.4 percent of posts were posted under the name Segler Consulting (more information below).

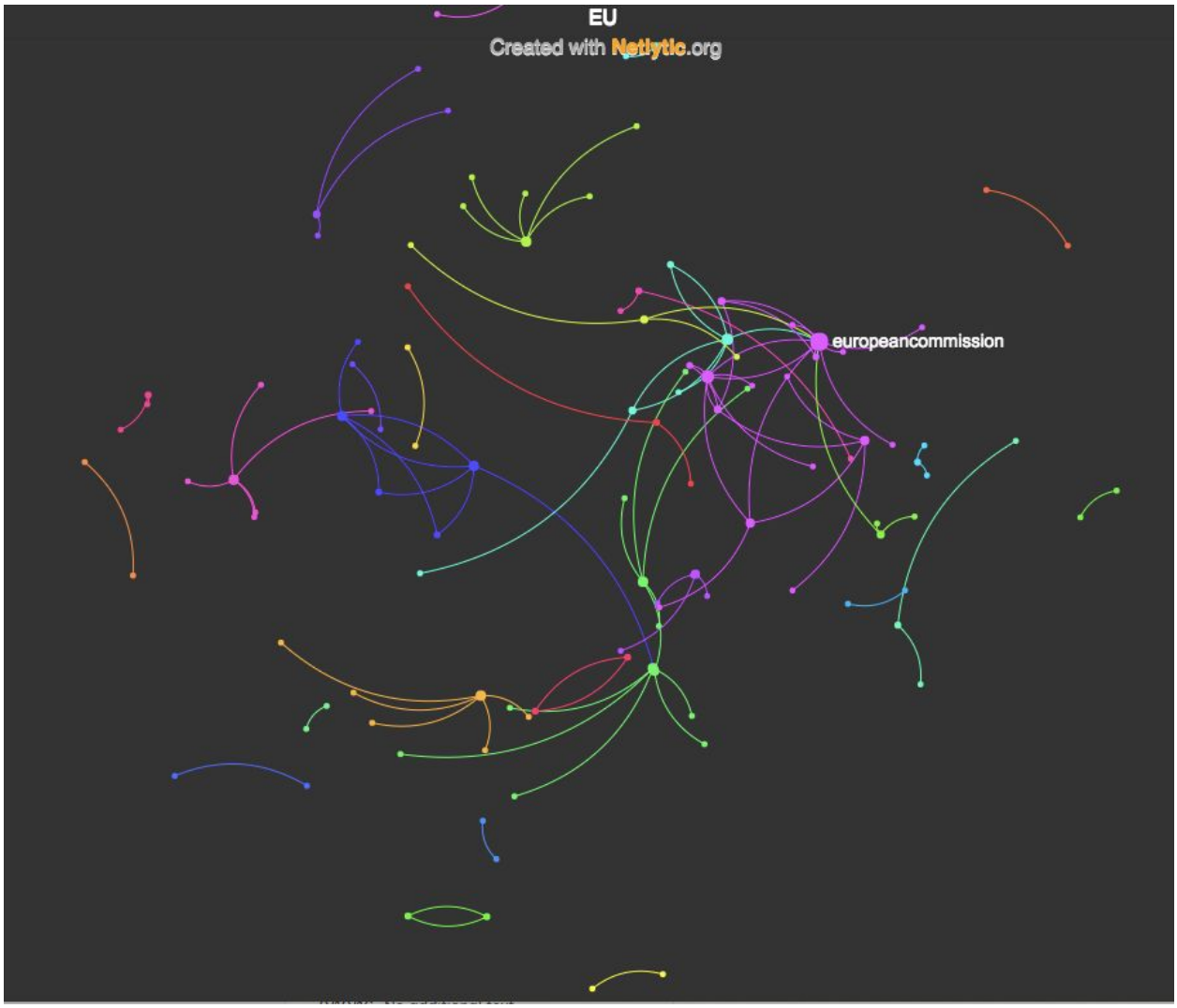
Segler Consulting: http://seglerconsulting.com/
Stephan Segler, Ph.D, is a German native who has successfully written proposals for the Horizon 2020 scheme by the European Commission.

This instagram analysis has solidified the opinion that the EU commission is mostly talked about in Brussels. There are few interconnected conversations seen in third picture from Netlytic. Also,

seen in the word cloud of related or used words include Brussels, Capital, Belgium, Europe,



European, and EU. Which stands that the conversation is centralized in Belgium.



2. Human rights and EU (Instagram)

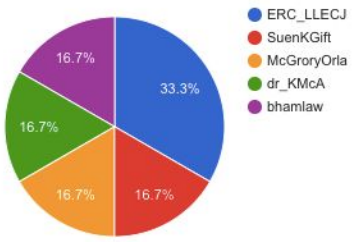
The second data set aimed to find a connection between Human Rights and the EU. Unfortunately, this combination was a bust. There were too few posts to get a reading of the atmosphere around this theme. There was a total of 6 posters with 5 unique users and no geotagged posts. The word cloud depicts that most frequently used words include LLECJ, Justice, and Today. Also, in the third photo one can see that there is only one central and limited conversation. This set although has limited information does spark the question of why there is no conversation between the link between Human Rights and the EU.

Dataset Stats

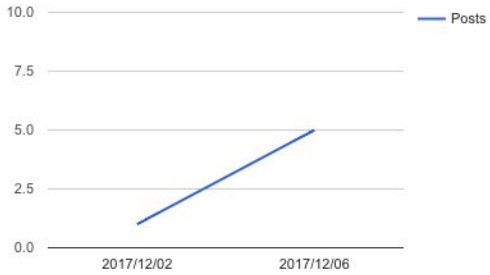
Dataset Name:	EU and Human Right
Dataset Last Updated:	2017-12-07 12:01:01
Dataset Source:	instagram
Total Messages:	6
Unique Posters:	5

Geotagged Posts (0% of total) - Embed

Source Data: Top Ten Posters - Embed Save Image



Source Data: # of Posts over Time - Embed Save Image



#europeancommission[5] #llecj[3]
@bhamlaw[1] @drkmca[2] @erc_llecj[2] @erc_res...[1] además[1] court[2] crt[3]
developed[2] entiende[1] euro[3] european[2] https://t.co/cqaeqv5cr6[1]
https://t.co/cqae...[2] https://t.co/jih051i0p0[1] https://t.co/x9feyfvmq9[1] h...[1]
justice[5] justicia[1] justicia..."skg{lvit}#catalunya#catalonia...[1] project[3]
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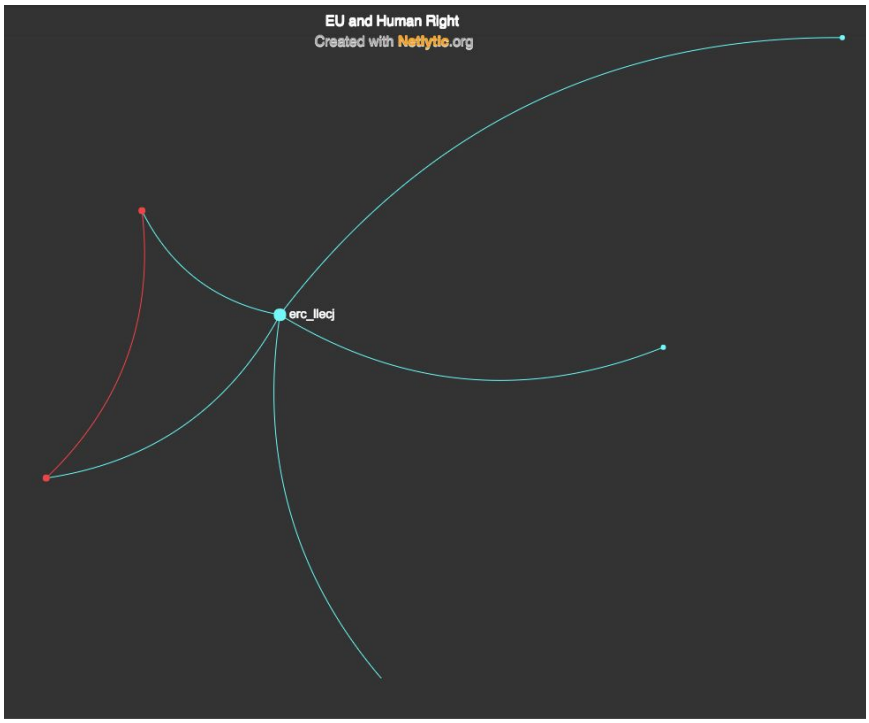
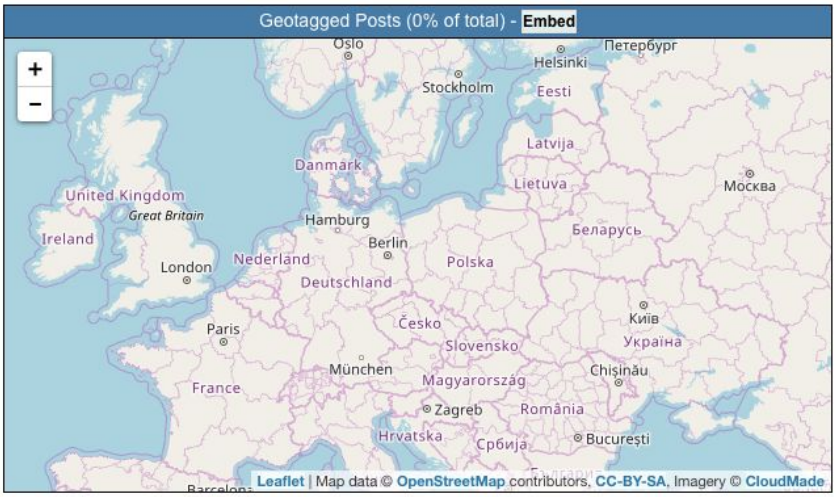
today[5] tool[2] "cuando[1]

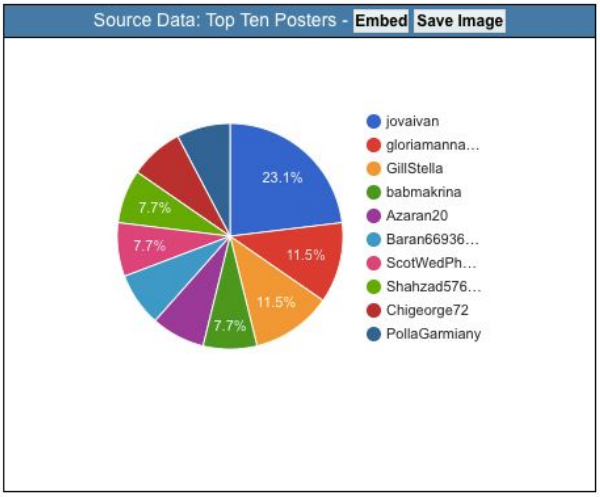


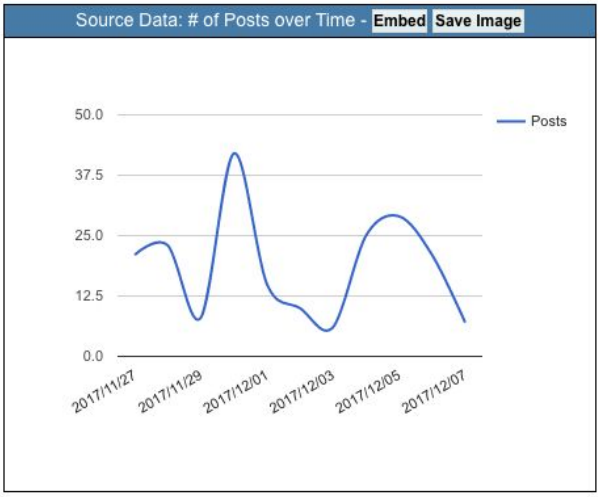
3. Human Rights and EU (Twitter)

In this dataset on Netlytic for Twitter specifically looked at the connection between @EU_Commission and Human Rights. The data collection was enabled to search every hour over the course of three days. There were a total of 207 messages and 185 unique posters and no Geotags. The words that stuck out were quite interesting including Community, Germany, Intervene, and many usernames. In the third photo it depicts the conversation that has happened around this theme. As one can infer from the visual there are many interconnected conversations that that occured. The last visual is a screen shot from Polla Garmiany one of the top ten posters for this theme. His tweet is seen many times throughout the data in the preview section of Netlytic. The Tweet explains that the Kurdish Community in Germany (KGD) appeals to the German government and the EU to intervene during the #TuzKhurmatu.

#TuzKhurmatu: Tuz Khurmatu is the central city of Tooz District in Saladin Province, Iraq, located 55 miles south of Kirkuk. There have







#tuzkh... 37
@eu_commission 164
@federicamog 20
@fjellner 19
@hrw_fa 19
@marjanfa1 19
@mefd_ngo 18
@nazaninboniadi 19
@pollagarmiany 37
@regsprecher 38
@robiscon 18
@toner_mark 18
@udovoigt 19
@un 30
@unhumanrights 27
@... 18
appeals 38
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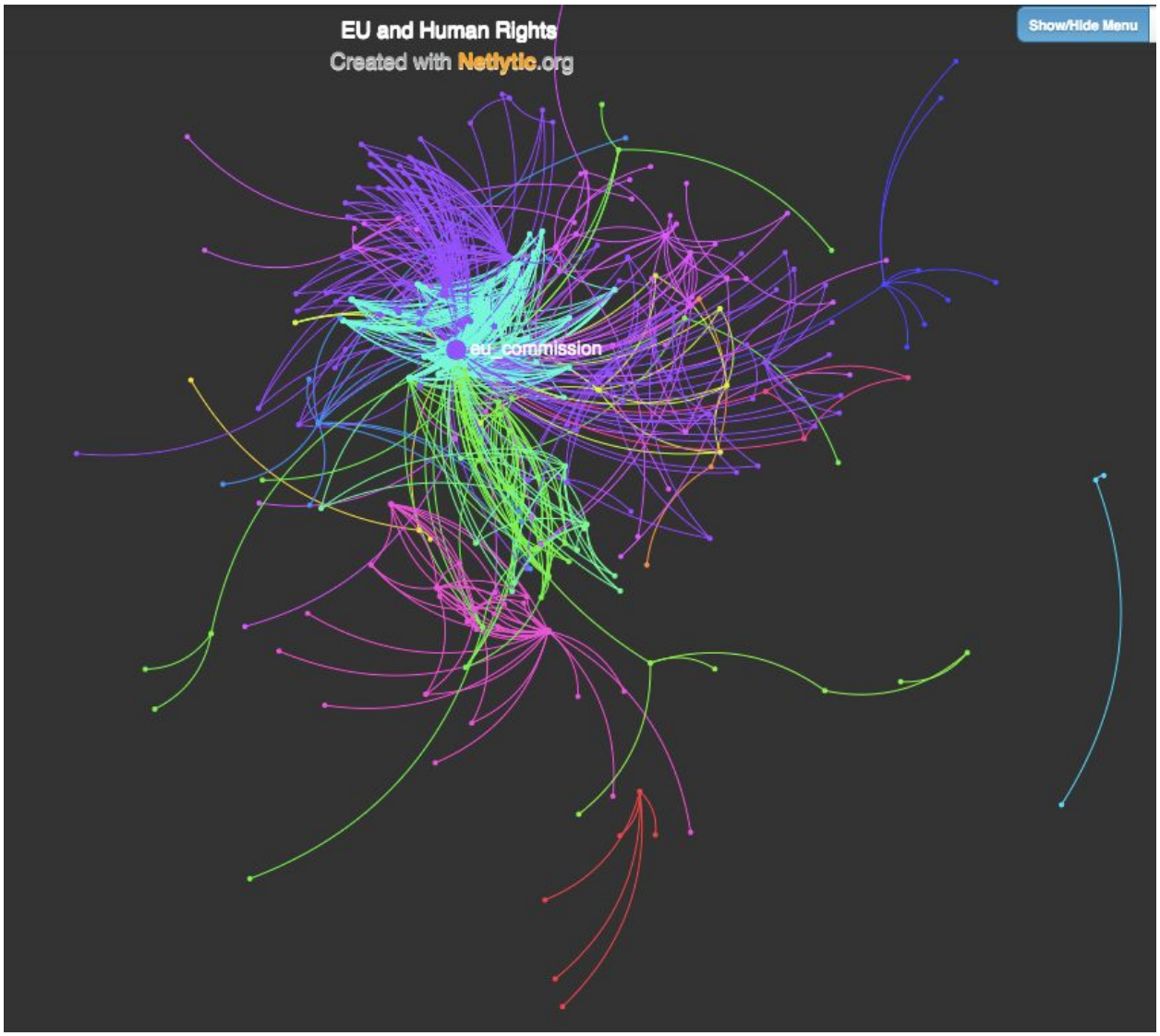
people 14
rights 99
rt 126


EU and Human Rights
Created with Netlytic.org
Show/Hide Menu
eu_commission

4. Immigration and EU (Twitter)

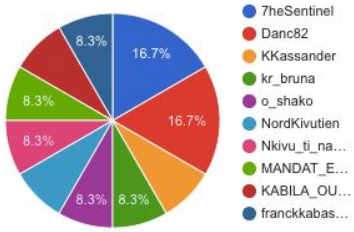
In this dataset on Netlytic for Twitter specifically looked at the connection between @EU_Commission and Immigration. The data collection was enabled to search every hour over the course of three days. There were a total of 76 messages and 74 unique posters and no Geotags. Words that came up during included Fameux, Silence, Probleme, and Crime.

Dataset Stats

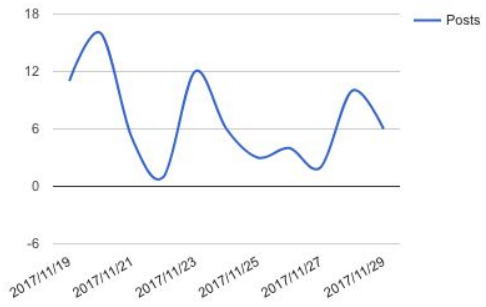
Dataset Name:	EU and Migration
Dataset Last Updated:	2017-11-29 09:07:34
Dataset Source:	twitter
Total Messages:	76
Unique Posters:	74

Geotagged Posts (0% of total) - Embed

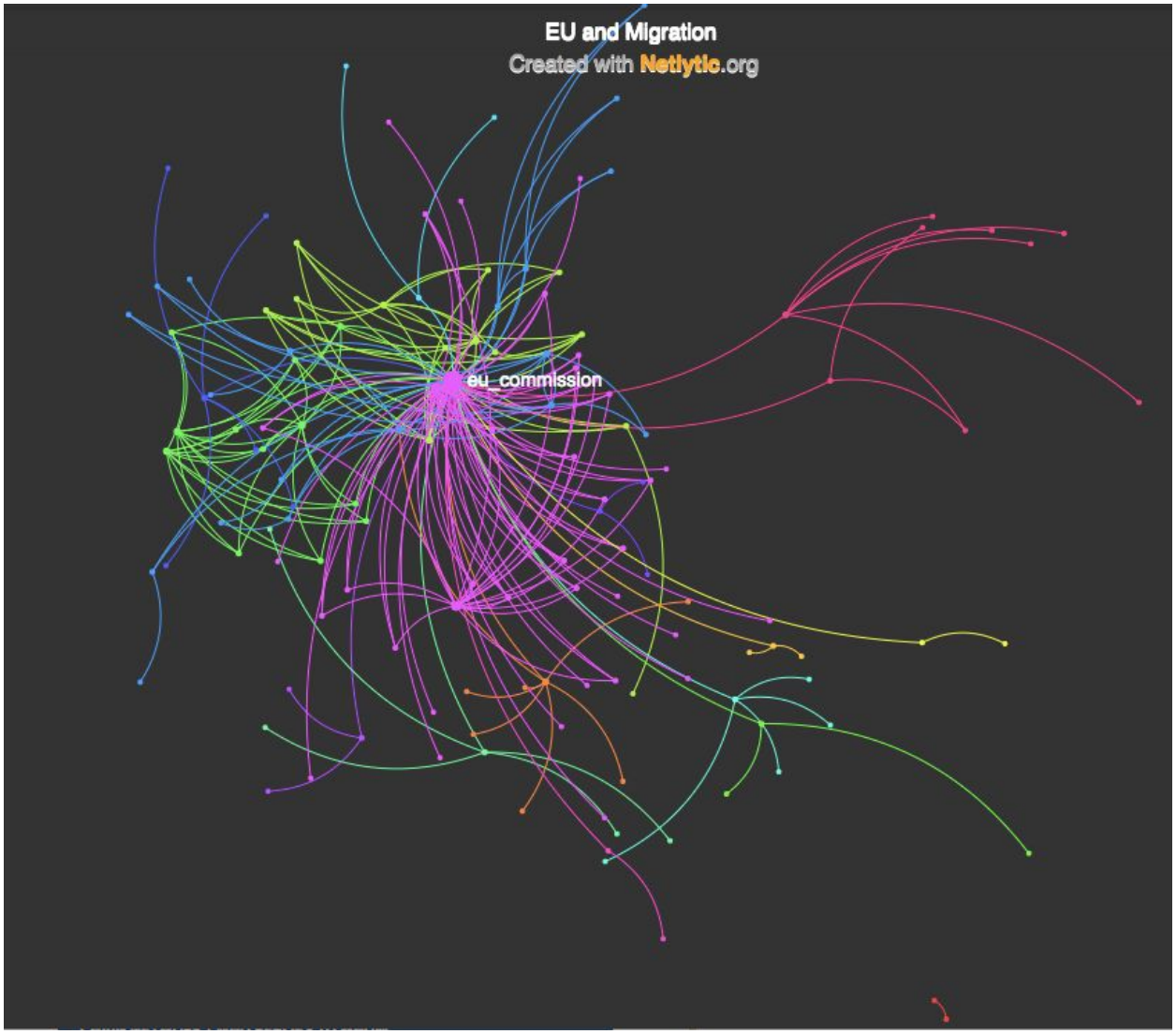
Source Data: Top Ten Posters - Embed Save Image



Source Data: # of Posts over Time - Embed Save Image



@7hesentinel[9] **@eu_commission[70]** @junckereu[9]
@mmgratien[20] @unepfr[10] @unhumanrights[10] @usaenfrancais[21] chef[8] crime[22]
d'un[21] dürfe[8] fameux[21] immigration[10] jean...[8] l'approbation[21] l'immigr...[20]
la...[9] libye[10] libyen[8] l'esclavage[20] l'immigration[11] moderne[10] problème[21] rt[32]
résout[21] serait-ce[21] silence[21] stopper[11] tue[10] veux[12]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