

Annual Membership Report 2016



04/03/2016 to 31/12/2016



EurActor Brussels

Table of Contents

PART 1. Reputation Building	3
1.1 Visibility	3
1.2 News, LinksDossiers & Interviews	5
1.3 EurActiv Brussels events	6
 PART 2. Communication	 8
2.1 Advertising banner campaign	8
2.2 Video	10
2.3 Press Release service	11
2.4 Agenda	12
2.5 Jobsite	13
2.6 Additional services	14

Reputation Building

Your logo appears on *EurActiv.com* and your name is visible in the relevant Policy Section of your choice (the **Energy** section). In addition you are visible on the **EurActor members' list**, where your logo and a link to your homepage are featured.



EurActiv.com has a growing audience for EU policy dialogue, in Brussels and in the European capitals. Please find below the monthly average of amongst others the **Energy** policy section and the number of subscriptions of this section's newsletter.

Our target audience: your EU policy-makers

	Page views	Unique visitors
EurActiv network	2.298.541	794.992
EurActiv.com	806.031	299.798
Jobsite	378.697	44.523
Energy section	61.791	7762*

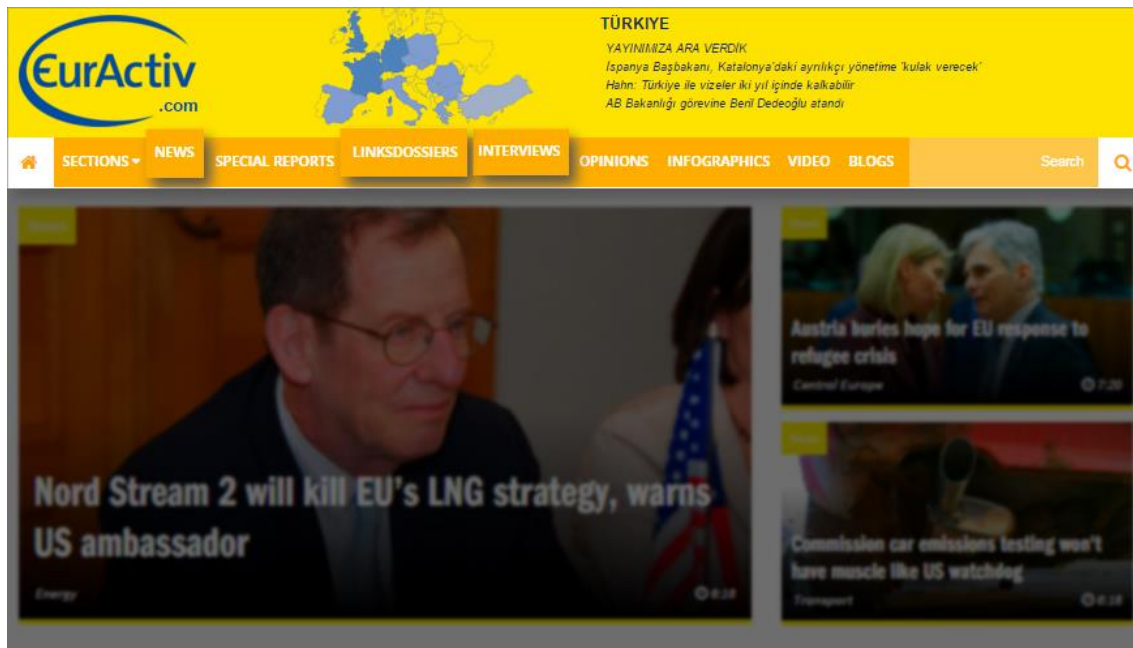
** Subscribers to the newsletter*



Source: Google Analytics - Average numbers - January-December 2015

1.2 EurActiv Editorial content

We would like to take this opportunity to remind you that we are also here to facilitate your contact with our journalists who cover activities relevant to your organisation. Please note that they are available to hear from you on policy topics of interest. The use of information shared in such discussions is subject to editorial discretion, but it could lead to your organisation appearing in news items, LinksDossiers or even interviews. Feel free to contact them in any case!



On each section there is a **Twitter box** available where your tweets can be shared with our readers.

Make use of the Twitter box by adding **#eaEnergy** to your tweet.

FROM TWITTER



1.3 EurActiv Brussels events

As a EurActor, you are invited to relevant EurActiv Brussels events. Take a look at those which already took place and stay in touch with us for the upcoming events:



STAKEHOLDER EVENTS 2016

Brussels

13	January	Financial Services and EU Consumers in the Digital Age <i>With the support of Aviva</i>	June	EU Sustainable Energy Week
17	February	Innovation and Agriculture <i>With the support of PepsiCo</i>	12	July
18	February	Has the EU abandoned Social Regulation? <i>With the support of ETUC</i>	July	Better Regulation
23	February	CAP and Organic Farming – Video debate <i>With the support of DG AGRI</i>	September	Cyber-risk
24	February	State of the Energy Union* <i>With the support of UTC, Orlen, Oracle, DG CONNECT</i>	September	Migration
15	March	Trade for democracy in South-East Asia* <i>With the support of Debates.eu</i>	September	EU Investment Series
16	March	Big Data and Digital Single Market <i>With the support of SSIX</i>	October	Tax information exchange* <i>With the support of Mission of Switzerland to the EU</i>
April		Chronic disease – Diabetes* <i>With the support of MSD</i>	October	TTIP and Social Regulation
April		BlockChain: the next generation of the Internet*	October	European Energy Market
April		New Skills Agenda for Europe	November	The European Digital Single Market
April		Energy & Innovation	November	Clean Transport – Alternative Fuels
24	May	Trade <i>With the support of Swedish Enterprise</i>	November	Safeguard European Employment
26	May	Who will design Europe's energy market?* <i>With the support of Centrica</i>	December	Sustainable Agriculture
30	May	CAP, agriculture and growth* <i>With the support of DG AGRI</i>	December	EU Investment Series
May		European Commission Green Week	December	Aviation

16 February 2016

FOR MORE INFORMATION PLEASE CONTACT:



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In addition, **CRE** was invited to participate to our exclusive member workshops tailor-made for EU actors: [Yellow Academy](#).



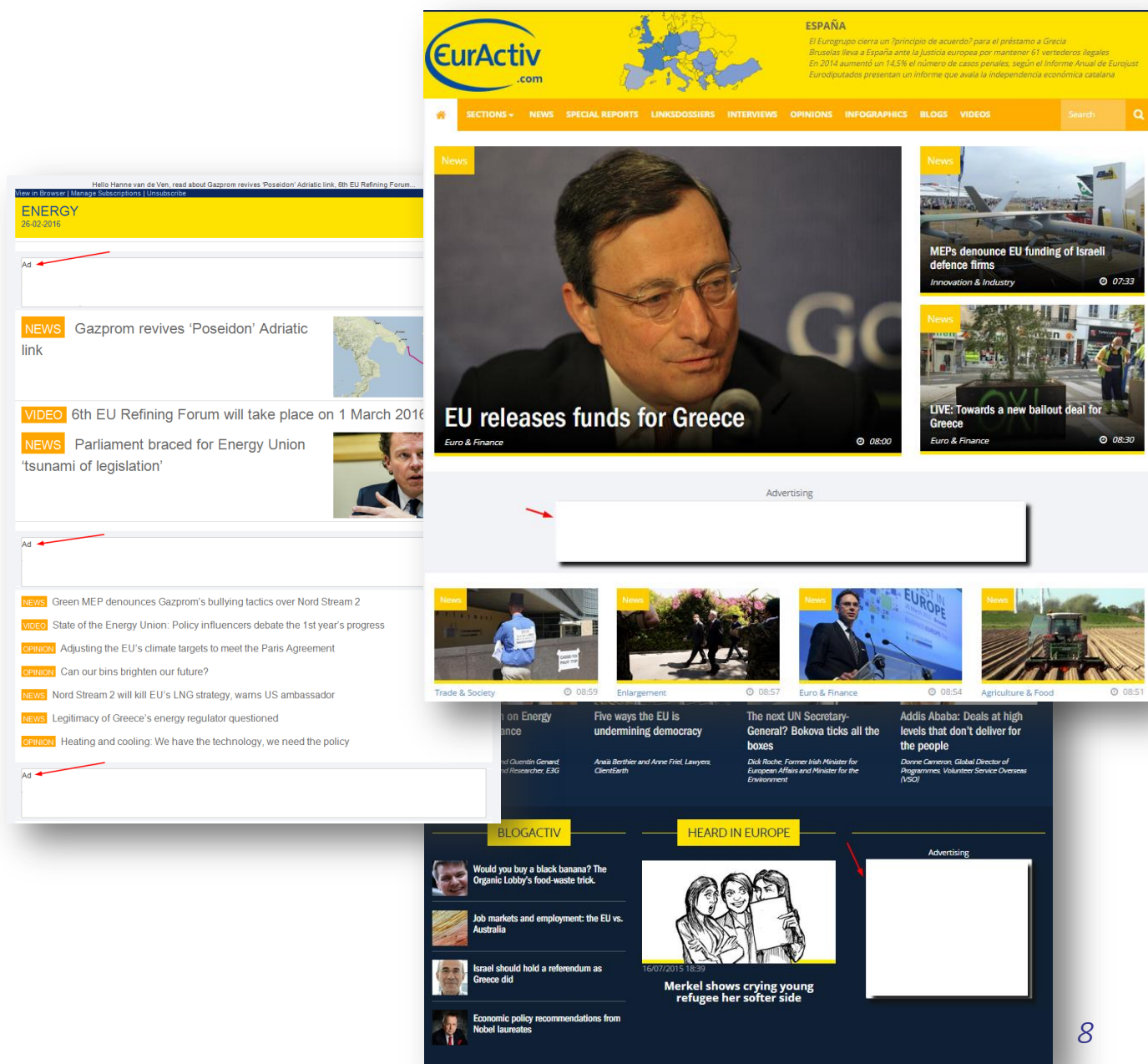
PART 2

Communication

2.1 Advertising banner campaigns

An advertising campaign is an online tool which provides the opportunity to promote your messages on our *website* in the form of **Horizontal & Square Banners**. The advertisement also appears in our *newsletters*, mentioned below as **Newsletter Ad**. These advertisements are linked to a url of your choice, where you choose to provide more detailed information about the campaign.

This is where your banners are visible on EurActiv.com and the newsletter:



The image displays the EurActiv website and newsletter layout, highlighting advertising banner placement. The website header features the EurActiv logo, a map of Europe, and a search bar. The main content area includes a large news article titled "EU releases funds for Greece" and several smaller news items. A red arrow points to an advertising banner space below the main article. The newsletter layout on the left shows a similar structure with a red arrow pointing to an advertising banner space. The bottom section of the newsletter features a "BLOGACTIV" section with various articles and a "HEARD IN EUROPE" section with a cartoon illustration of Angela Merkel.

CRE had one campaigns of two weeks in the last membership period. Please find the statistics of the banner and newsletter campaign in the tables below.

Your Campaign



Start date	End date	Impressions	Clicks
18/04/2015	15/05/2015		
Banner campaign		25.842	17
Newsletter campaign		11.631	17
Total no. of impressions		37.473	
Total no. of clicks		34	
CTR*		0,09%	

**The CTR industry average is 0.06%*



Reminder: your membership includes the design and layout of your banners. To use this service, simply provide us with basic data on your campaign (visual materials – logo/font, catchphrases, web address and the text for the Newsletter Ad).

2.2 Video

On 15 June a video statement of Coreliu Bodea, President of the Romanian Energy Center, was published on EurActiv.com

Consolidating the European dimension of the Romanian energy sector

Home | Energy | Videos

PROMOTED CONTENT: This post is sponsored by a third party.

Jun 15, 2016



Corneliu BODEA
President, Romanian Energy Center

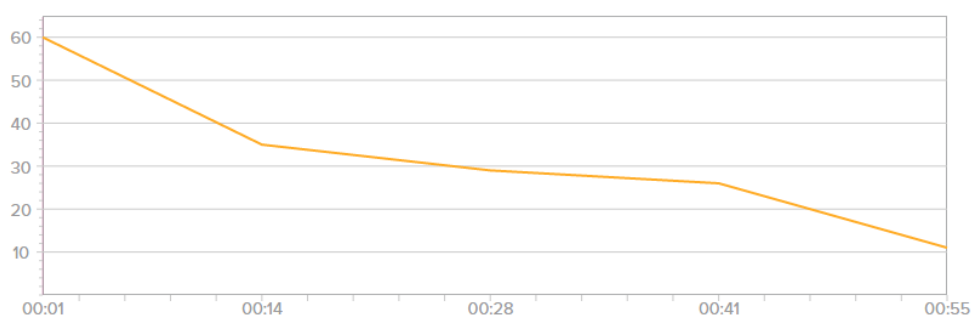
0:00 / 0:55

Print Comments 2 6 G+ Twitter Email

Five years after its launch, the Romanian Energy Center association changed its visual identity to better reflect its mission to represent the interests of its member companies in the decision-making processes in Bucharest and Brussels.

The video was viewed **76 times**. Please find below an overview of the video engagement.

Video Engagement



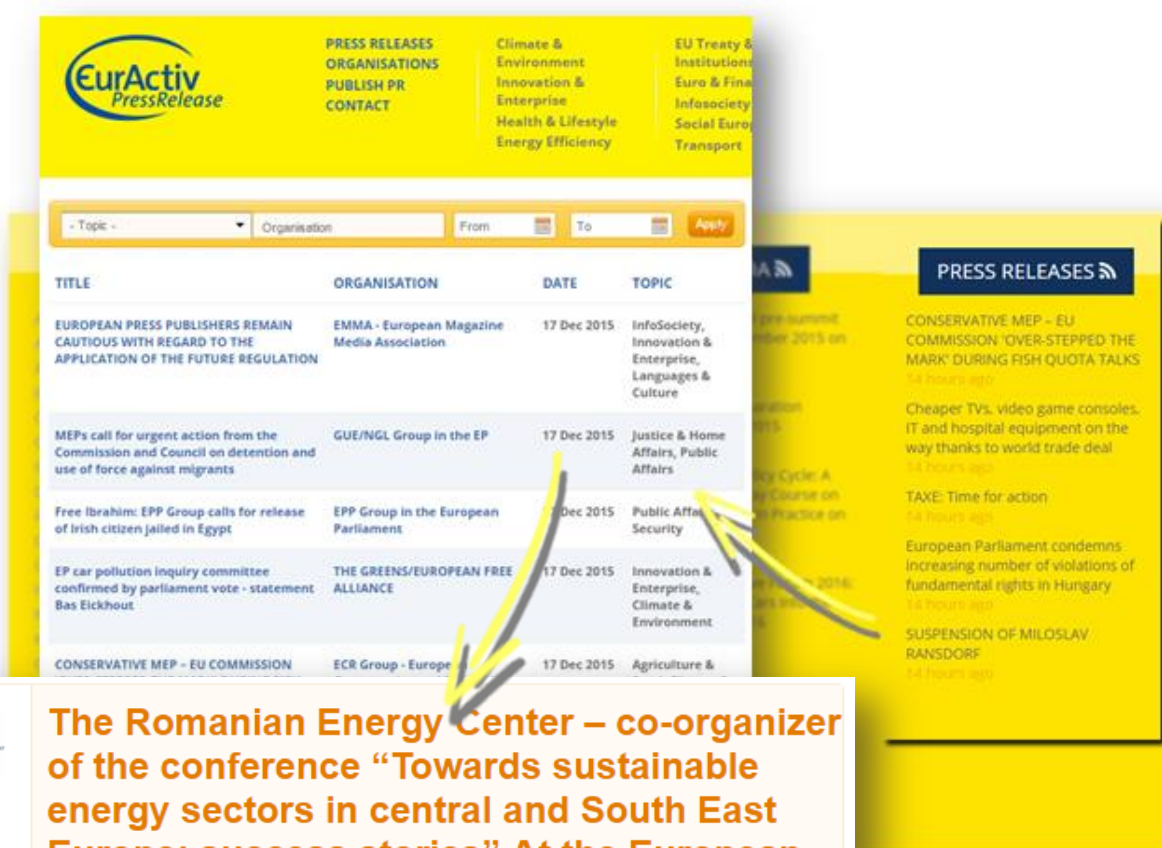
Views at

1%	60
25%	35
50%	29
75%	26
100%	11

2.3 Press Release service

Our [Press Release Service](#) gives maximum visibility to your press releases and is the easy method for you to post releases online directly. Your press releases are being **published immediately** after you have sent us the information (title, content plus PDF file and webpage link of your press release, to kristina.lecloux@euractiv.com). Thereafter we send you a confirmation.

CRE used our [Press Release Service](#) during the membership period, by publishing one press releases.



TITLE	ORGANISATION	DATE	TOPIC
EUROPEAN PRESS PUBLISHERS REMAIN CAUTIOUS WITH REGARD TO THE APPLICATION OF THE FUTURE REGULATION	EMMA - European Magazine Media Association	17 Dec 2015	InfoSociety, Innovation & Enterprise, Languages & Culture
MEPs call for urgent action from the Commission and Council on detention and use of force against migrants	GUE/NGL Group in the EP	17 Dec 2015	Justice & Home Affairs, Public Affairs
Free Ibrahim: EPP Group calls for release of Irish citizen jailed in Egypt	EPP Group in the European Parliament	17 Dec 2015	Public Affairs, Security
EP car pollution inquiry committee confirmed by parliament vote - statement Bas Eickhout	THE GREENS/EUROPEAN FREE ALLIANCE	17 Dec 2015	Innovation & Enterprise, Climate & Environment
CONSERVATIVE MEP - EU COMMISSION	ECR Group - Europe	17 Dec 2015	Agriculture & Fisheries

CONSERVATIVE MEP - EU COMMISSION 'OVER-STEPPED THE MARK' DURING FISH QUOTA TALKS
14 hours ago

Cheaper TVs, video game consoles, IT and hospital equipment on the way thanks to world trade deal
14 hours ago

TAXE: Time for action
14 hours ago

European Parliament condemns increasing number of violations of fundamental rights in Hungary
14 hours ago


SUSPENSION OF MILOSLAV RANSDORF
14 hours ago



The Romanian Energy Center – co-organizer of the conference “Towards sustainable energy sectors in central and South East Europe: success stories” At the European Parliament

CRE - Romanian Energy Center

 [Printer-friendly version](#)  [Send to friend](#)

 [SHARE](#)

Date 27 Jun 2016 Sections Energy

Press release

A month after the Fifth Annual 'Romanian ENERGY DAY 2016' Conference, the Romanian Energy Center (CRE) continues its series of events on the regionalization of the energy policy in the European Parliament. CRE co-hosted the event “Towards a Sustainable Energy Sector in South-East Europe: Success Stories”, initiating a first round of discussions with the Center for European Policy Studies (CEPS) regarding a possible partnership on the regional energy strategy.

2.4 Agenda

The EurActiv **Agenda** has become a reference tool to find and highlight events of EU Actors in and outside Brussels, and is an easy way to promote your events. Your events are being **published immediately** after you have sent us the information (date, title, subject, location and webpage link of your event, to kristina.lecloux@euractiv.com). Thereafter we send you a confirmation.

CRE used our **Agenda service** by publishing one event during the last membership period.



The screenshot displays the EurActiv Agenda website interface. The top navigation bar includes links for SUPPORTERS, JOBSITE, AGENDA, and PRESS RELEASES. The main content area shows a list of featured events with dates and titles. A yellow arrow points to the '5th Romanian ENERGY DAY' event, which is highlighted in a separate window.

5th Romanian ENERGY DAY
CRE - Romanian Energy Center

Remind me | Printer-friendly version | Send to friend | SHARE

Date	25 May 2016	Event Type	L - Conference, forum
Address	European Parliament Brussels	Section	Energy
Belgium		Event Location	Brussels

Event Description

  In cooperation with 

The 5th "Romanian ENERGY DAY" 2016 Annual Conference

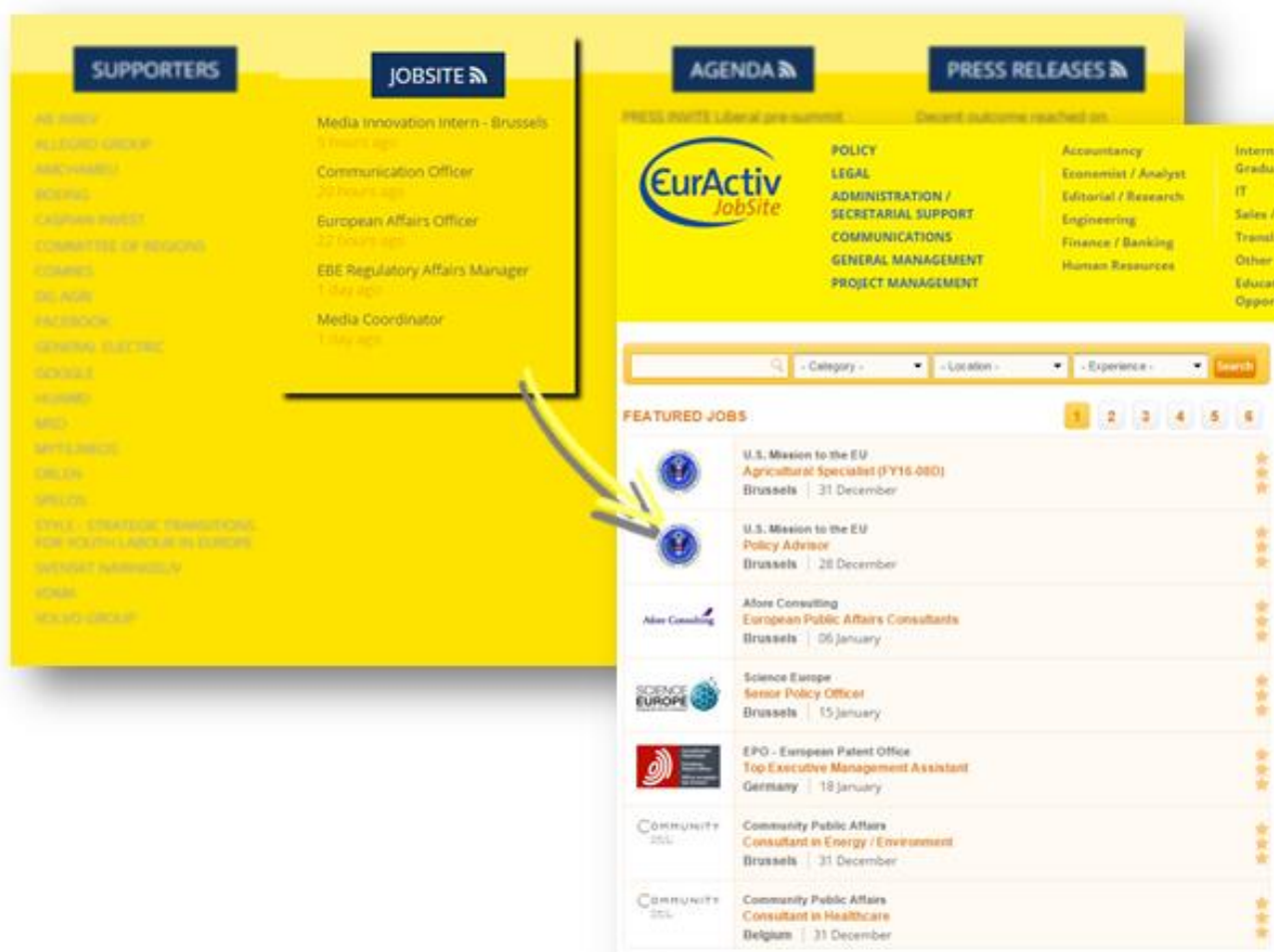
"Regional and European Values for Sustainable Energy in Central and Eastern Europe"

25 May 2016, European Parliament, Brussels

2.5 Jobsite

The [EurActiv JobSite](#) taps into EurActiv's community of organisations and EU professionals. The EurActiv JobSite reaches EU professionals with a medium that encourages participation and action. As a *EurActor*, you have the possibility to publish your (or your member associations') job and internship announcements on our JobSite – within or outside Brussels, from junior to top-level positions. We offer you a featured job posting with a logo and a premium position on our JobSite. Please send your job announcement to kristina.lecloux@euractiv.com.

CRE did not make use of the [EurActiv Jobsite](#) during this membership period.



2.6 Additional services

Conference room

The conference room is mainly available from Tuesday to Friday between 9.00 and 19.00. A maximum of 35 people (25 around the table, 10 extra chairs with side table attached) can be fitted in the room. The room can be used for press conferences and internal meetings for you or your members. Please book it as soon as you know the date to kristina.lecloux@euractiv.com.

EurActor newsletter

You are kept up-to-date on the latest news of all of the EurActors through our monthly EurActor newsletter.

Pencil it in!

As a EurActor you will be the first to know about our upcoming events and special reports.

The EurActor Team is at your service for any advice in making the best of your EurActor membership. Feel free to contact us for an achievement meeting!

The EurActor Team



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