



Fondation EurActiv  
-Bruxelles-

# Federation Survey 2008

ORGANISED BY **Fondation EurActiv**



IN COOPERATION WITH



# METHODOLOGY

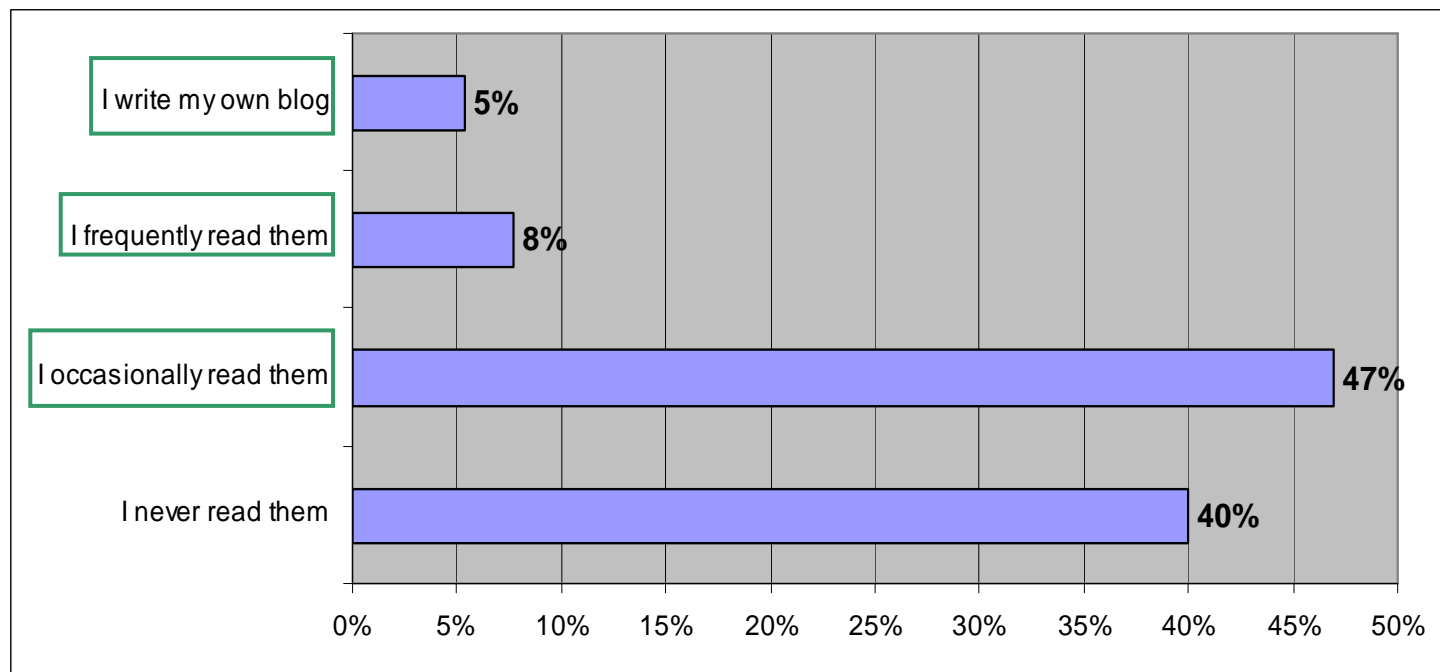
- Target: European Federations, mainly European.
- Distribution of the survey: email.
- Response: online.
- Survey period: 7<sup>th</sup> of May – 13<sup>th</sup> of July 2007.
- Number of respondents: 294  
(thus it is not a scientific, but a qualitative and indicative survey).
- A follow up on the Federation Survey 2004, 2005, 2006 and 2007.



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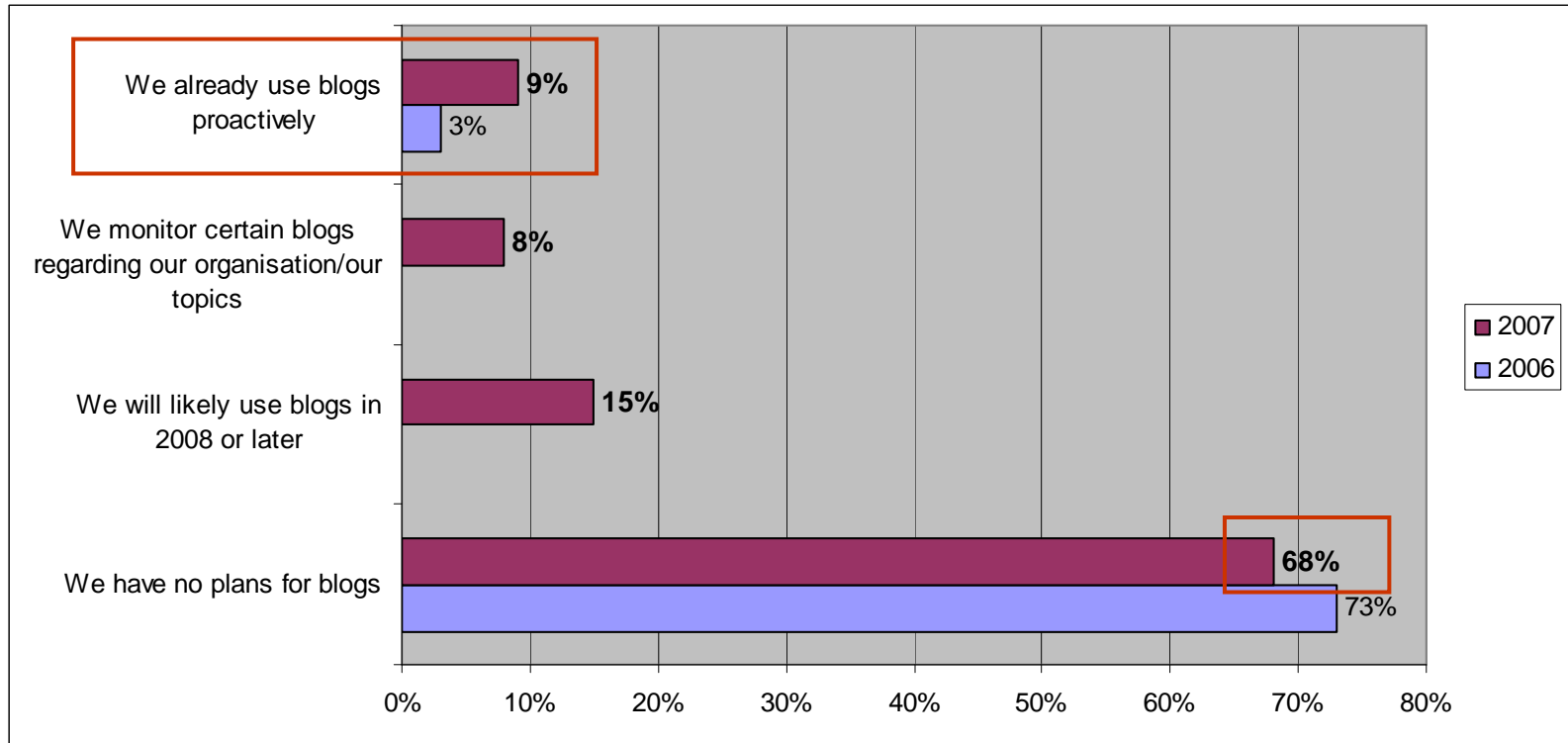
# NEW MEDIA TOOLS

## What is your personal experience with blogs?



**60%** of the respondents are familiar with blogs.

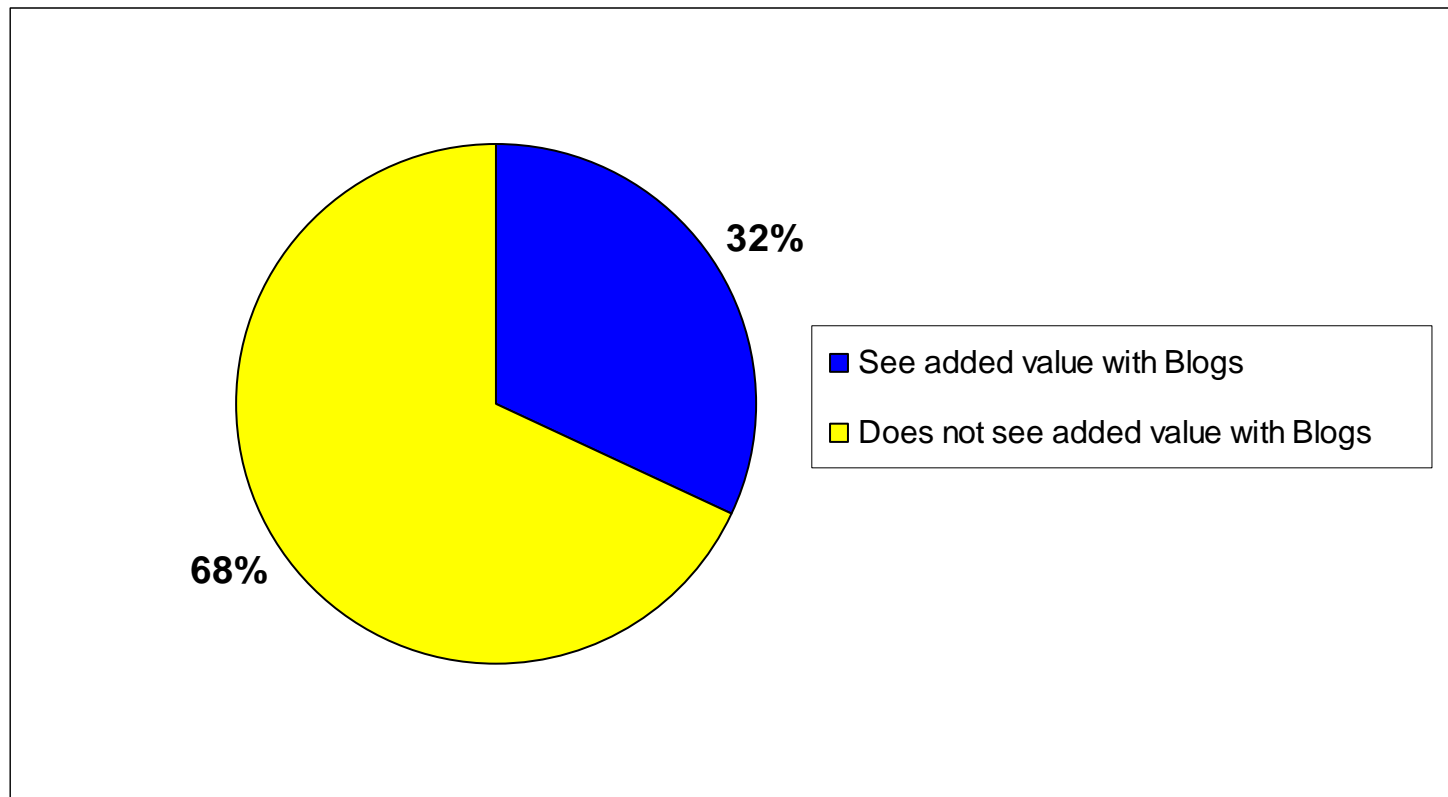
## Does your organisation plan to use blogs and/or forums as part of its communication strategy?



The use of blogs has tripled in one year (from 2006 to 2007)

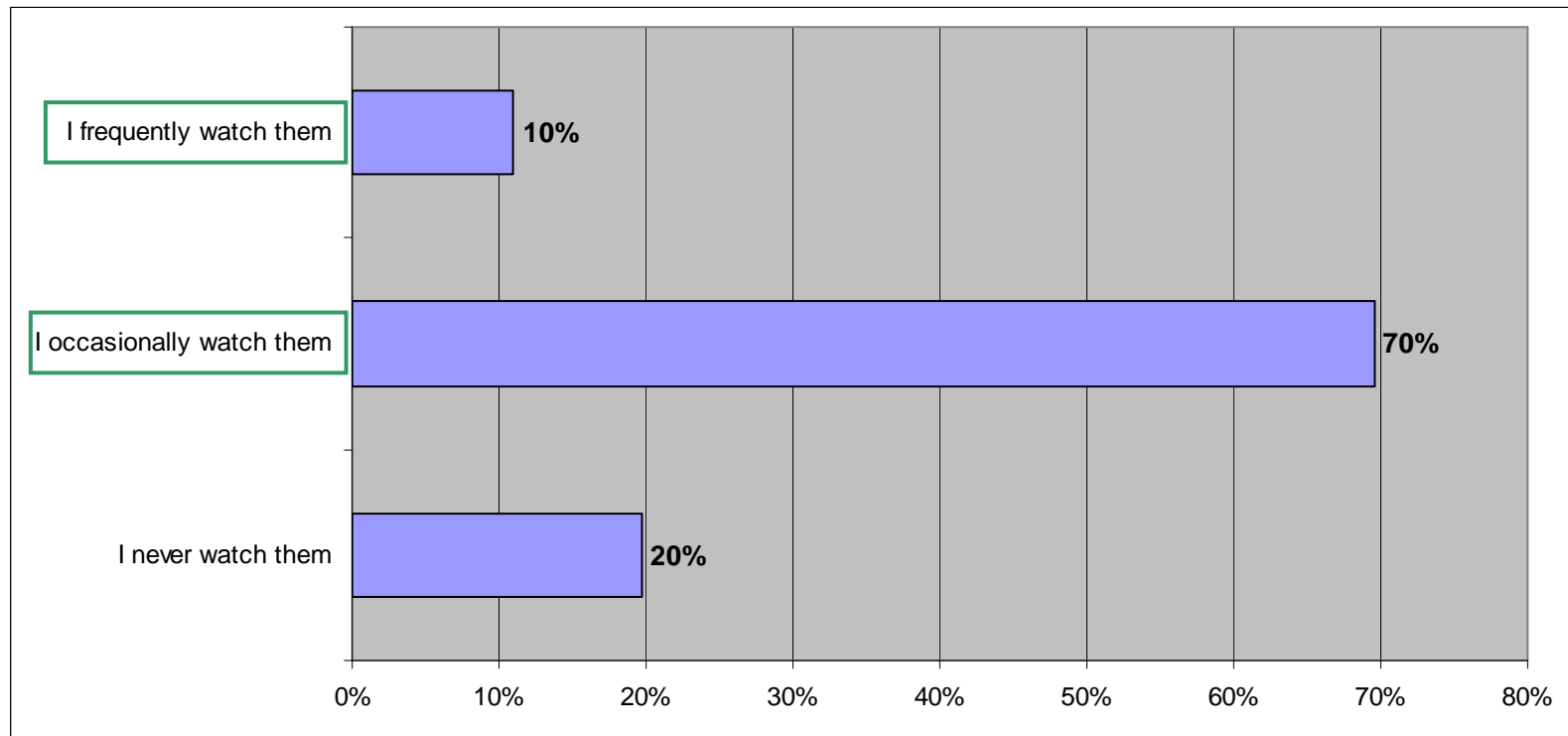
The number of respondents that do not see blogs as a tool has decreased to 68%.

## Added Value of Blogs



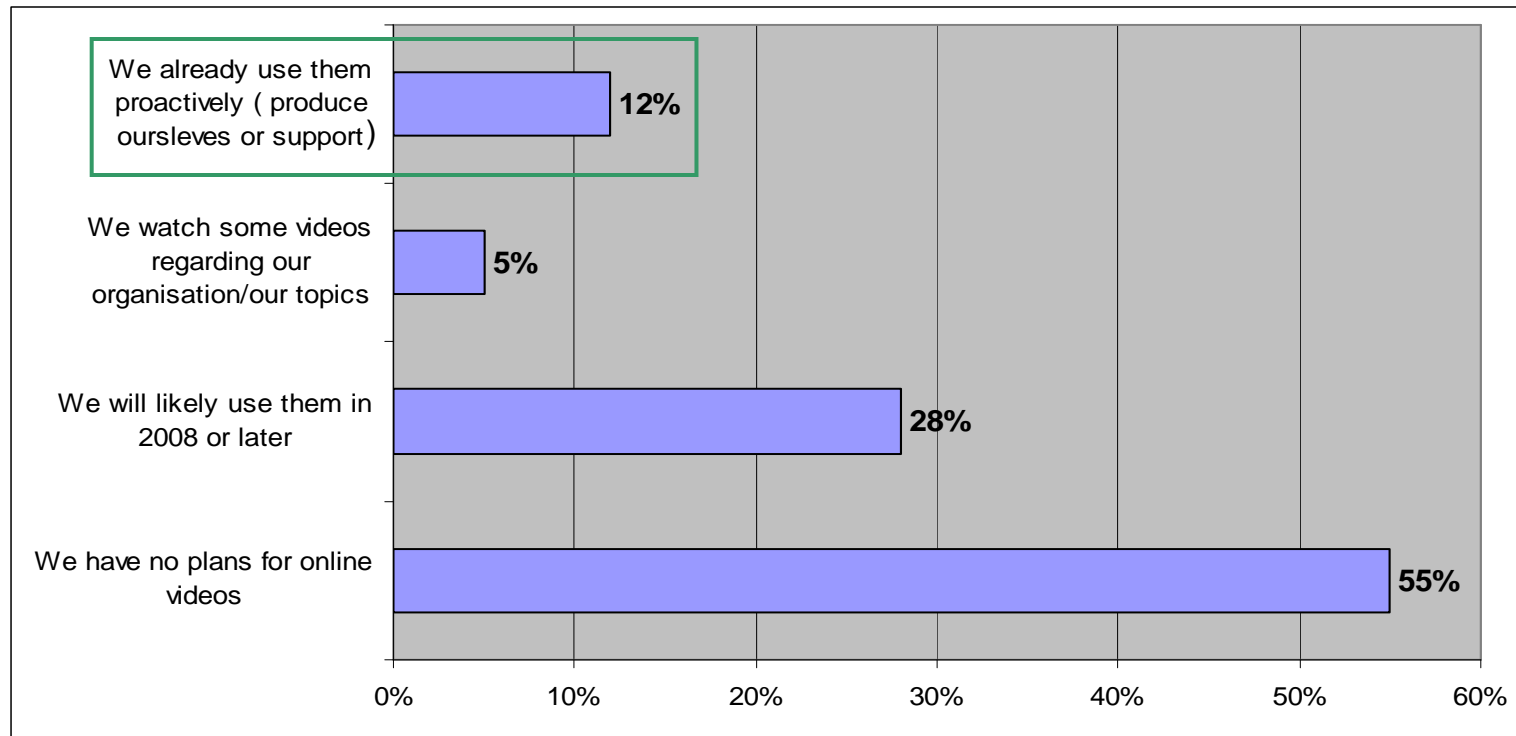
32% see an added value (use + monitor + likely to use) in using Blogs in their communication strategy.

## What is your personal experience with online videos?



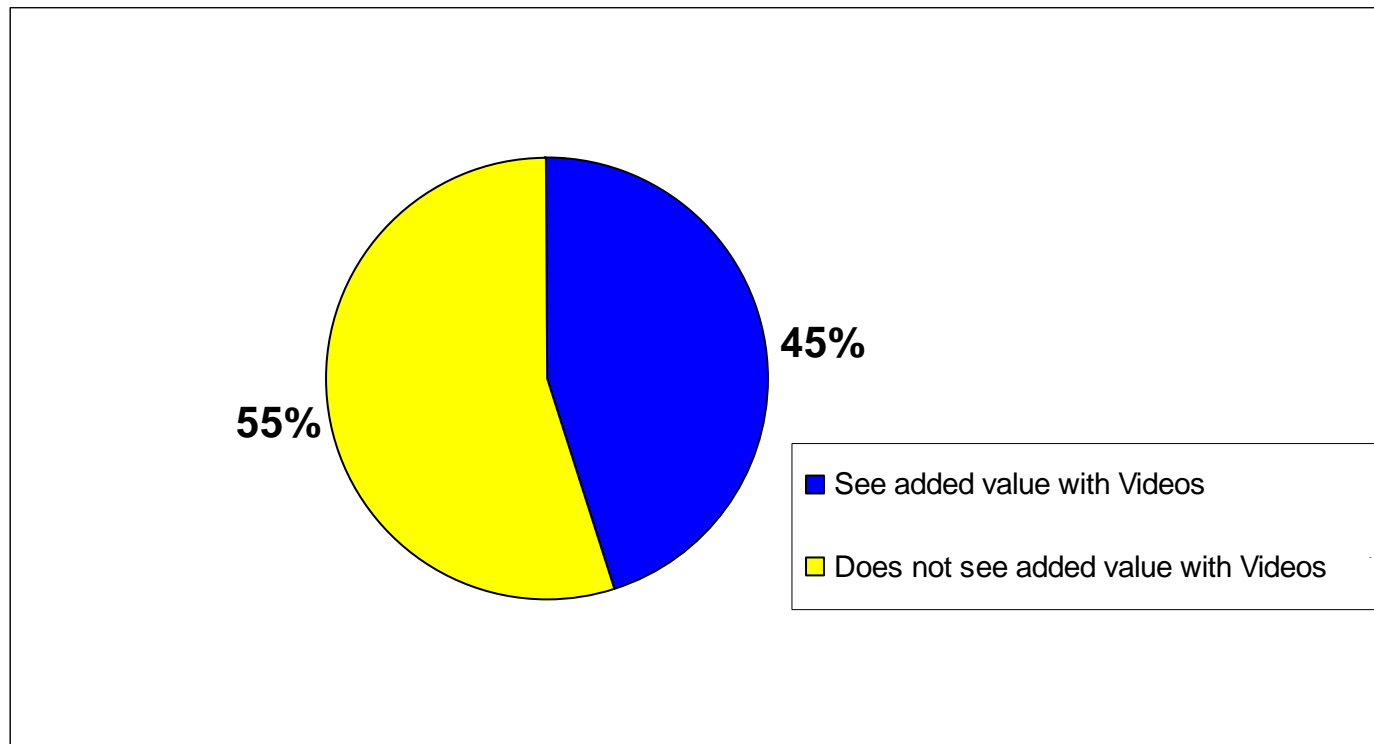
**80%** of the respondents are familiar with online videos.

## In the coming years does your organisation plan to use online videos as part of its communication strategy?



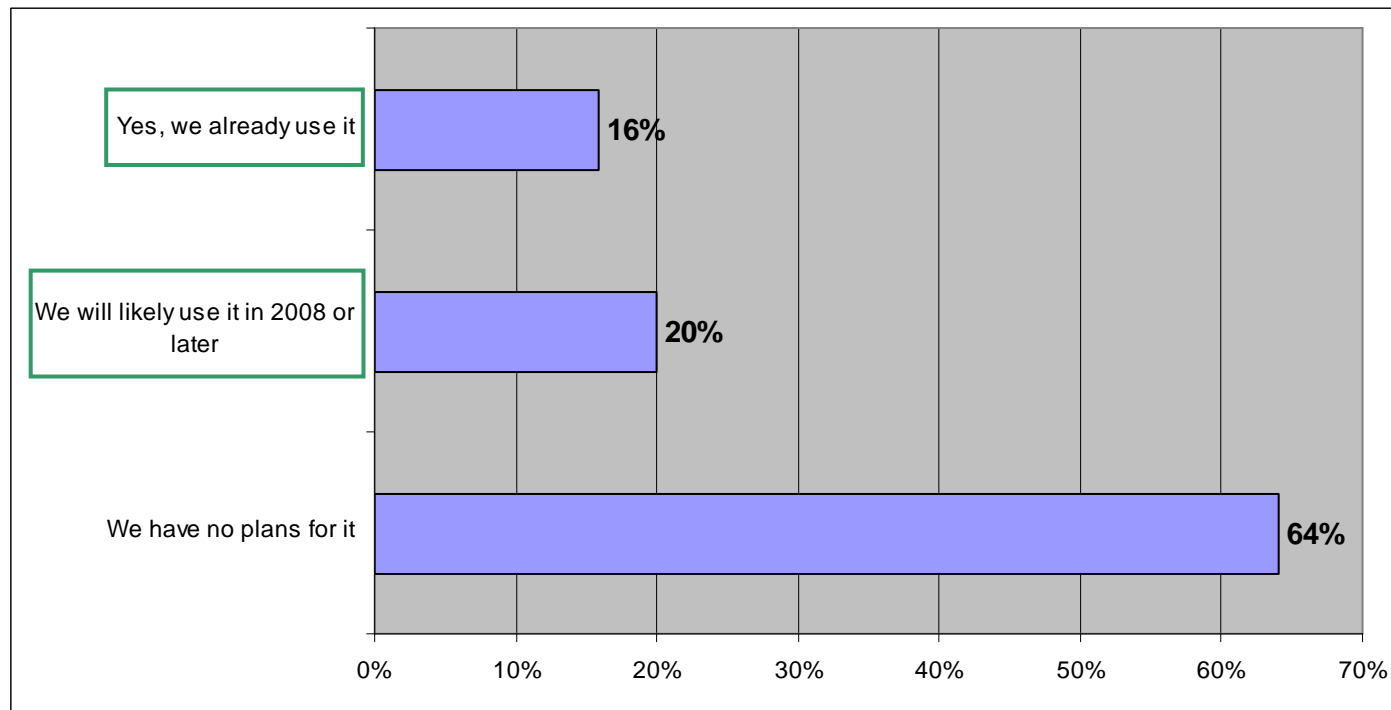
**12%** already use videos in their external communication.

## Added Value of Videos



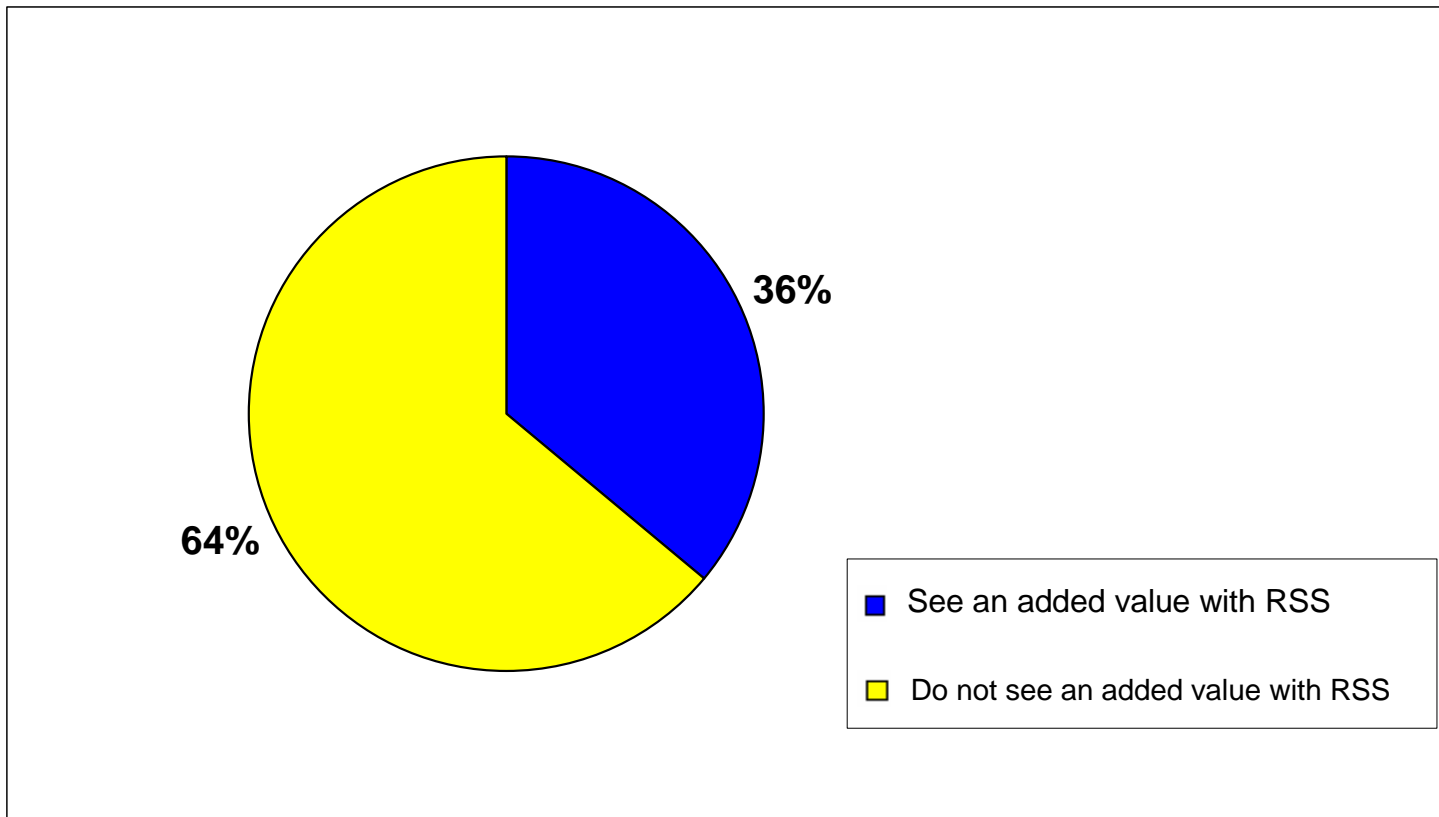
45% see an added value (use + likely to use + monitor) in using videos in their communication strategy.

## Does your organisation use content syndication (automated inclusion of headlines or text, RSS or other technology) on its website or intranet?



**36%** consider the RSS technology important.

## Added Value of RSS

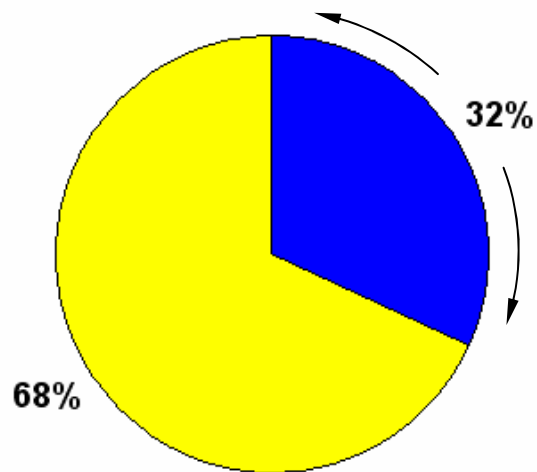


36% see added value (use + likely to use) using RSS in their communication strategy.

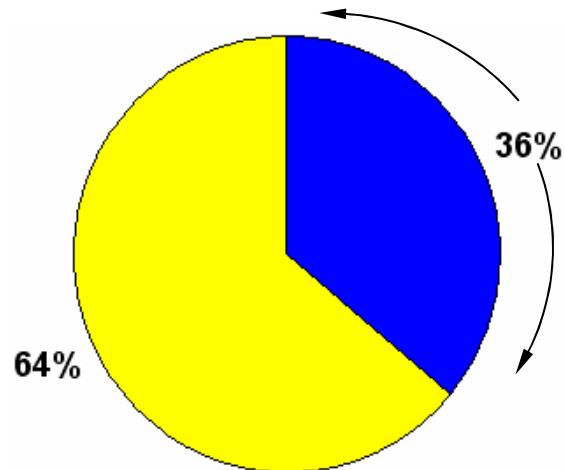
## Overview of perception of new media tools

■ See added Value   ■ Do not see an added value

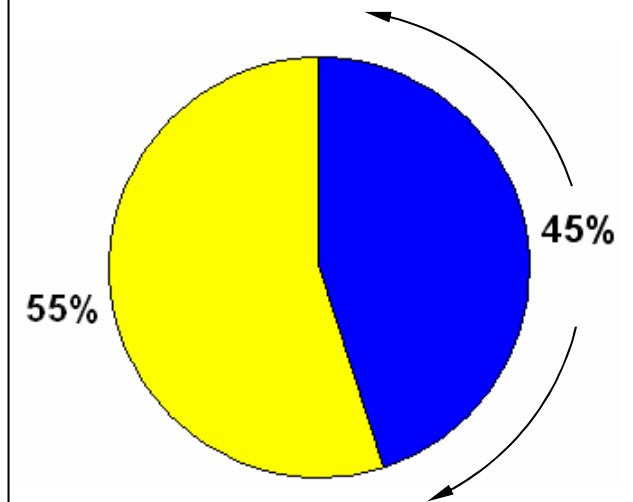
### Blogs



### RSS



### Videos



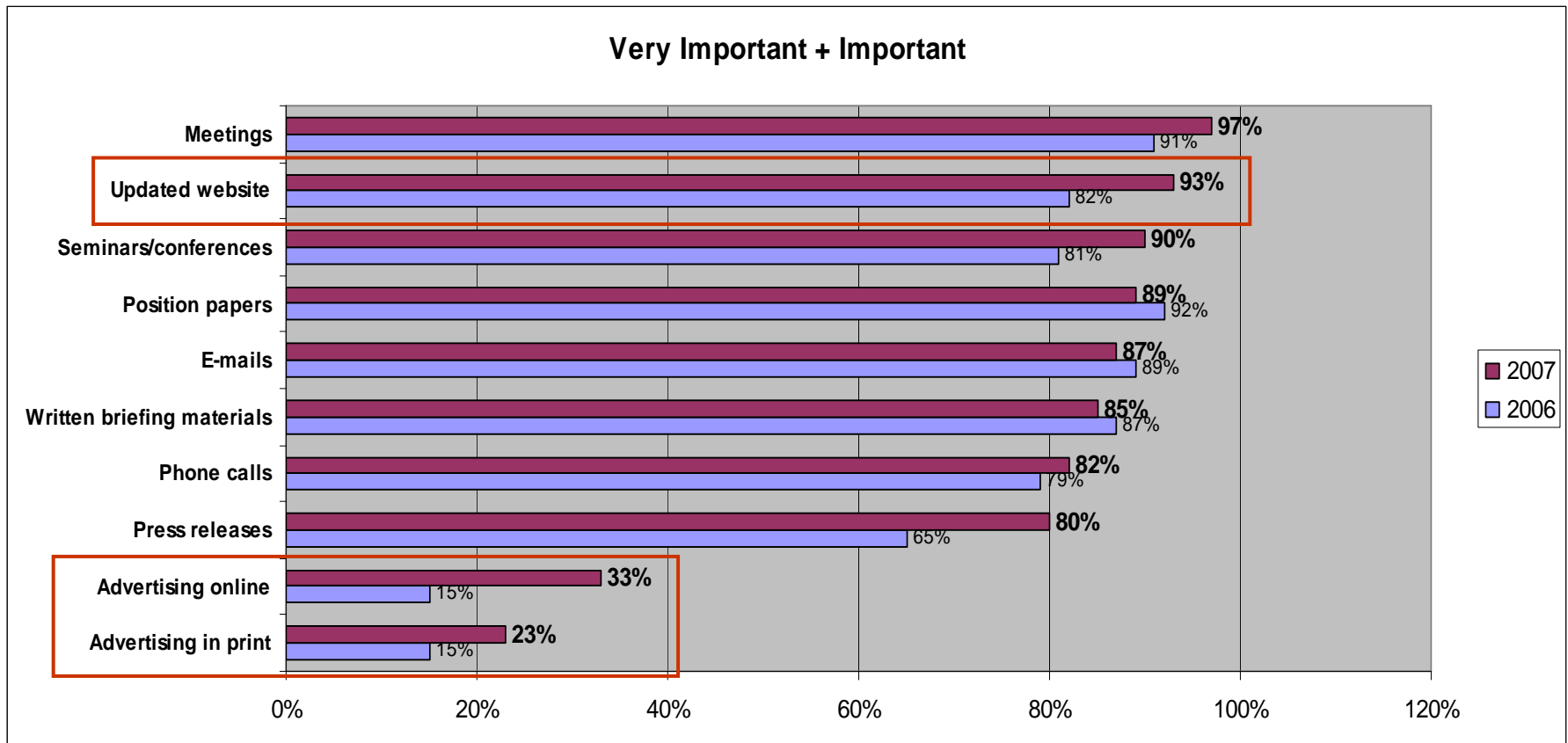
Approximately one third of the Federations consider new media tools an added value to their external communication.



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## COMMUNICATION STRATEGY

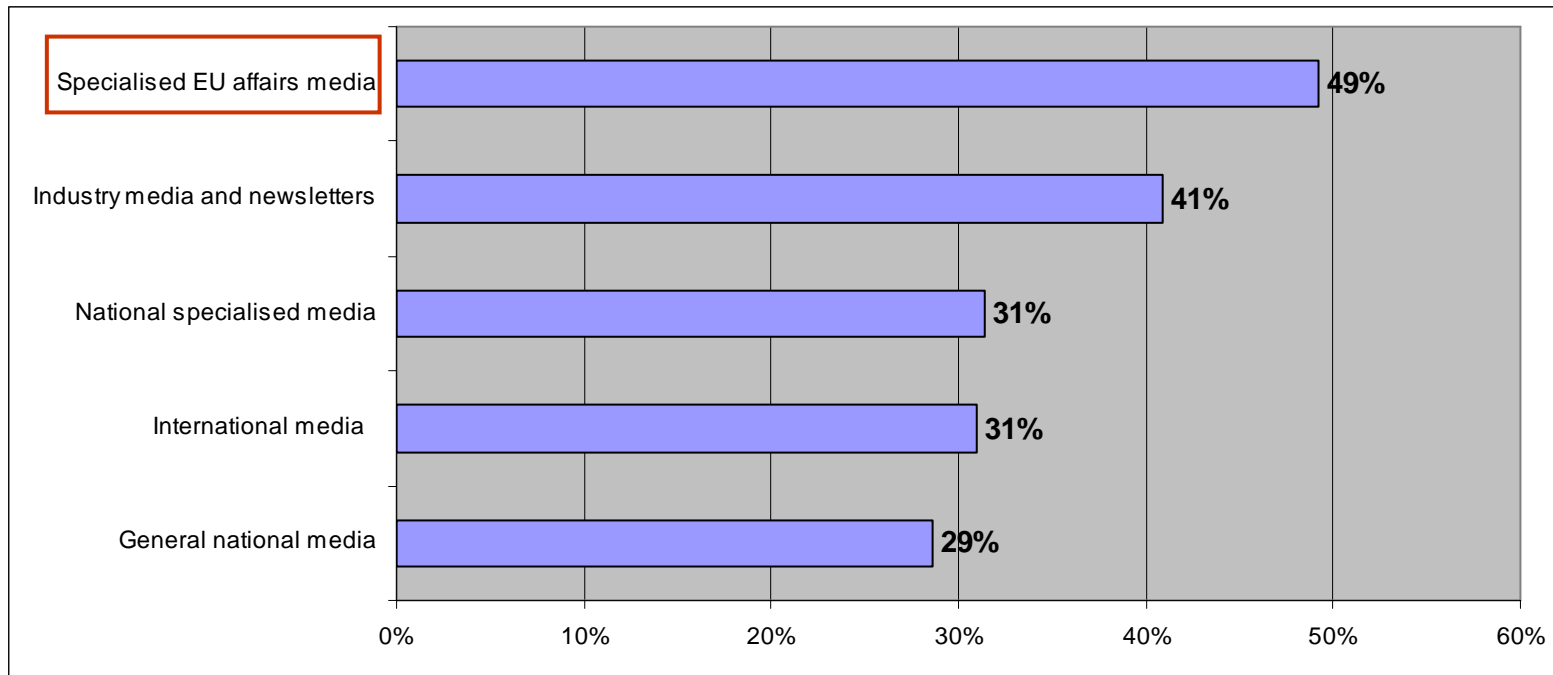
## Rate the importance of the following tools for direct communication with different stakeholders



Having an Updated website is crucial.

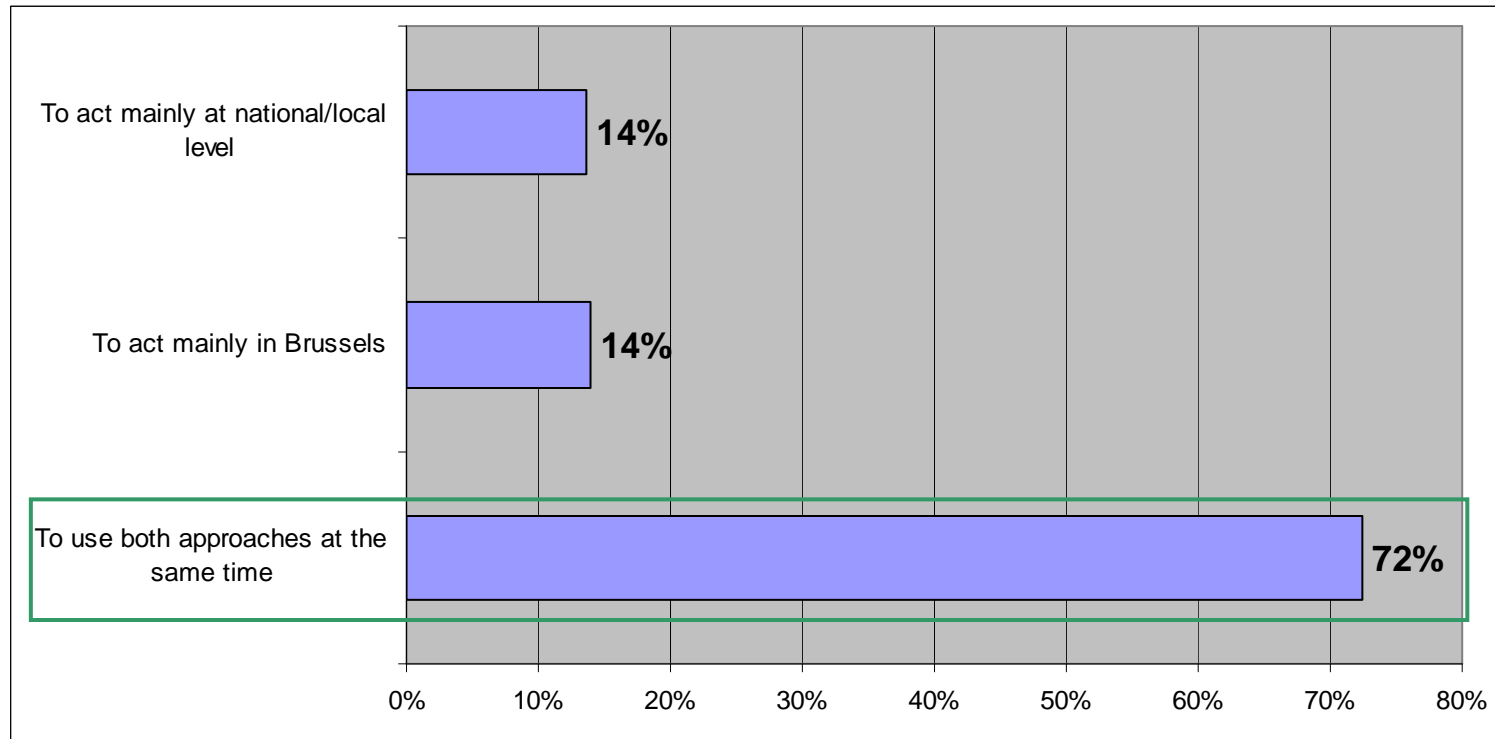
Advertising online has more than doubled since 2006, surpassing advertising in print by 10%.

## In your external communication which media are more relevant?



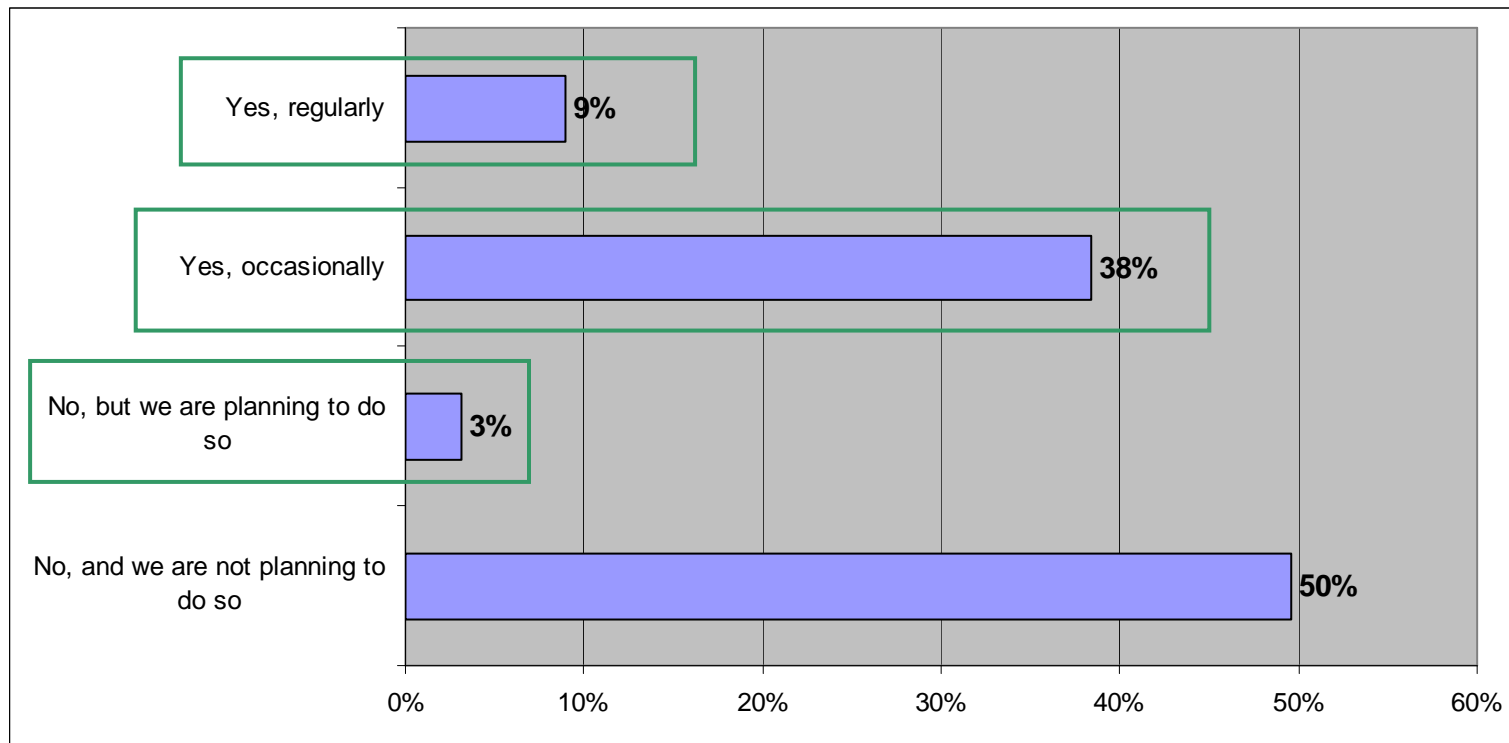
Federations view specialised EU affairs media, like EurActiv, as more relevant for their communication.

## In order to raise attention toward your policy issues, which approach do you consider to be most effective?



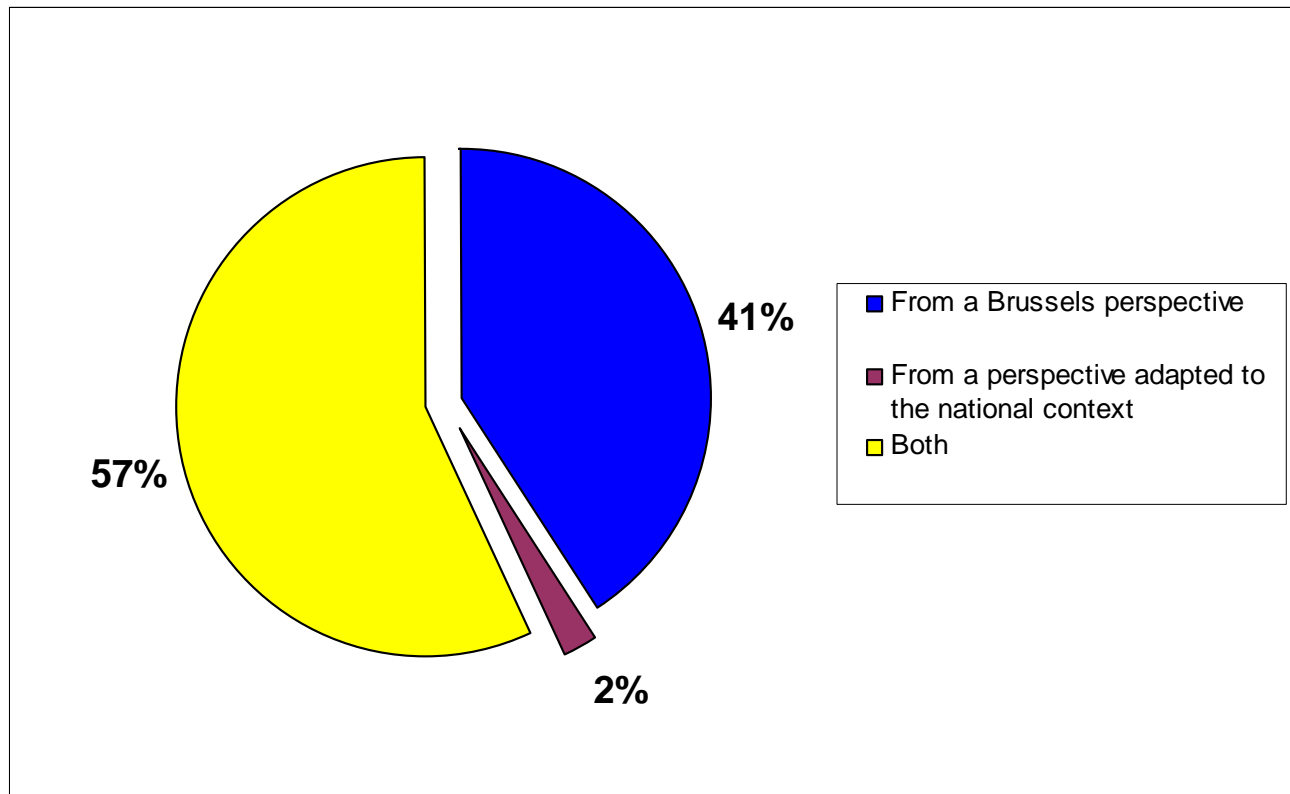
Federations prefer a mixed approach (national and Brussels) in order to raise attention toward their policy issues.

## Do you use consultants in order to communicate your issues?



**50%** use consultants as a support for communicating the issues of federations.

## How do you prefer to be informed about European affairs?



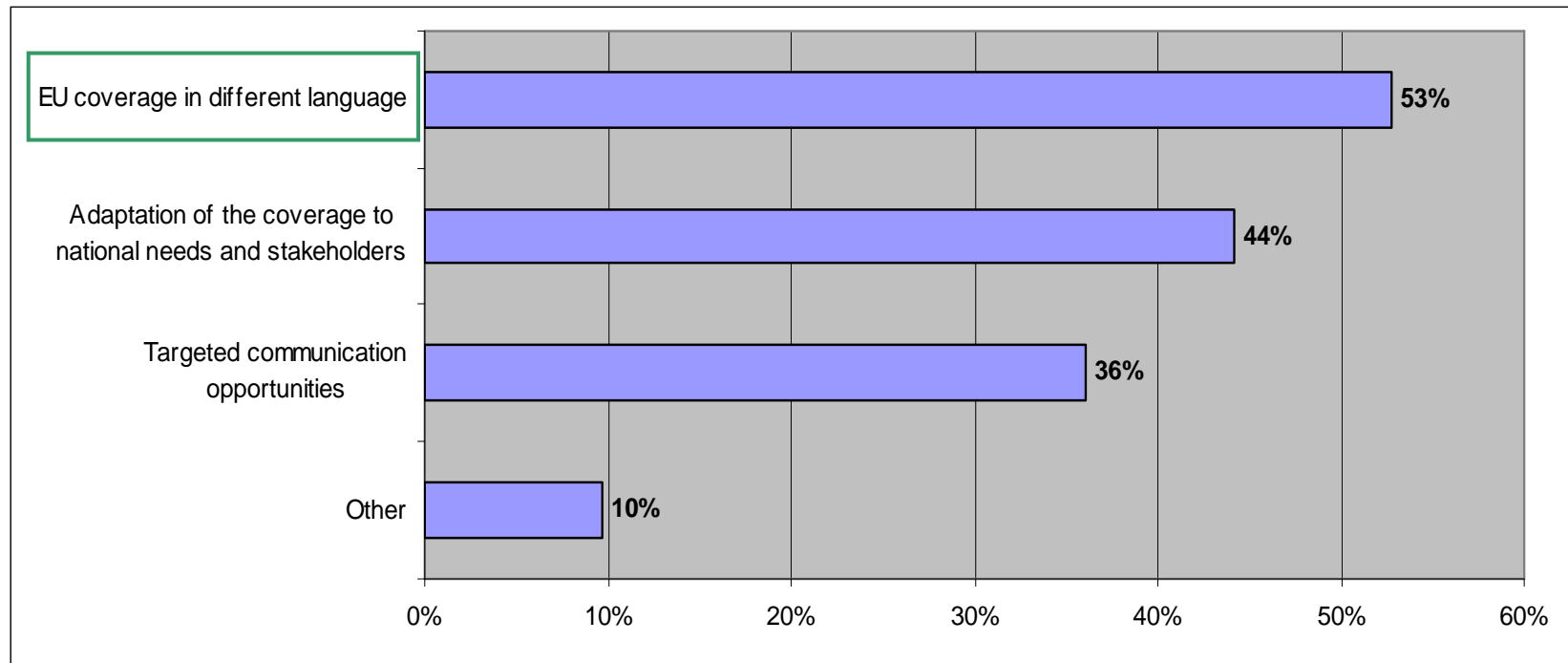
A Brussels perspective is important, but preferably with a consideration of the national context.



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## SOURCES OF INFORMATION

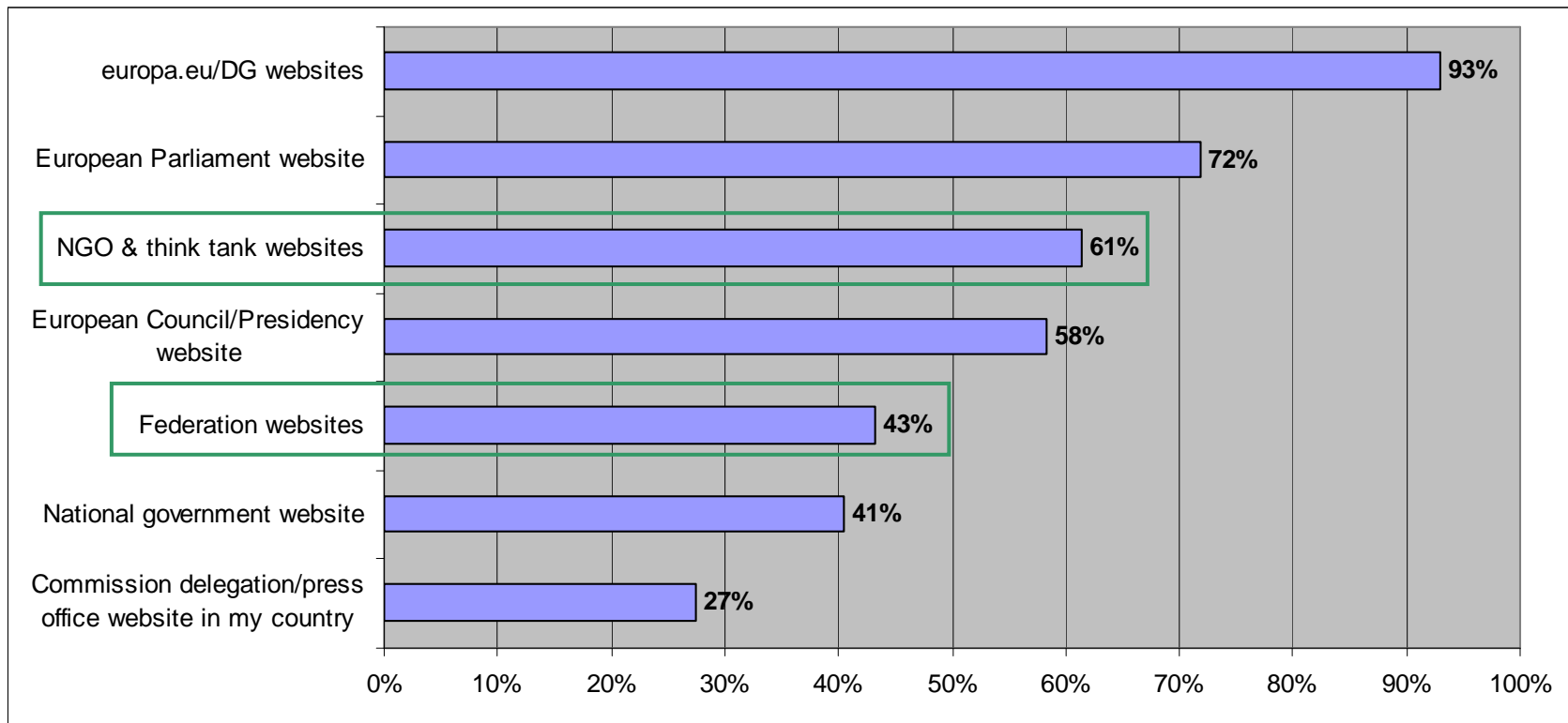
## What is the value of EurActiv's multi-country network?



EU coverage in different languages is valued by Federations.

# Apart from EurActiv, which other sources of information do you use concerning EU policies?

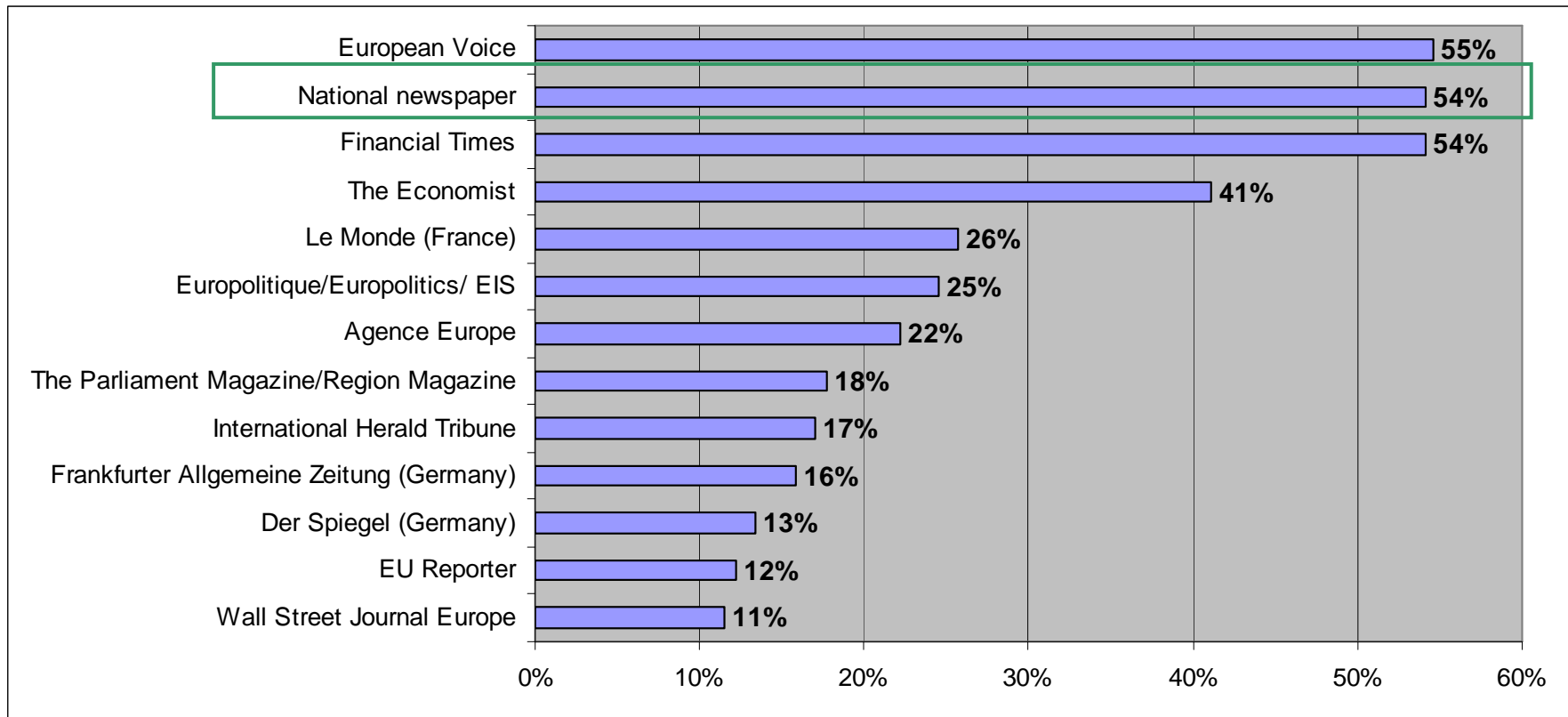
## Organisations' Websites



Federations view NGO websites more than other Federations' websites.

## Apart from EurActiv, which other sources of information do you use concerning EU policies?

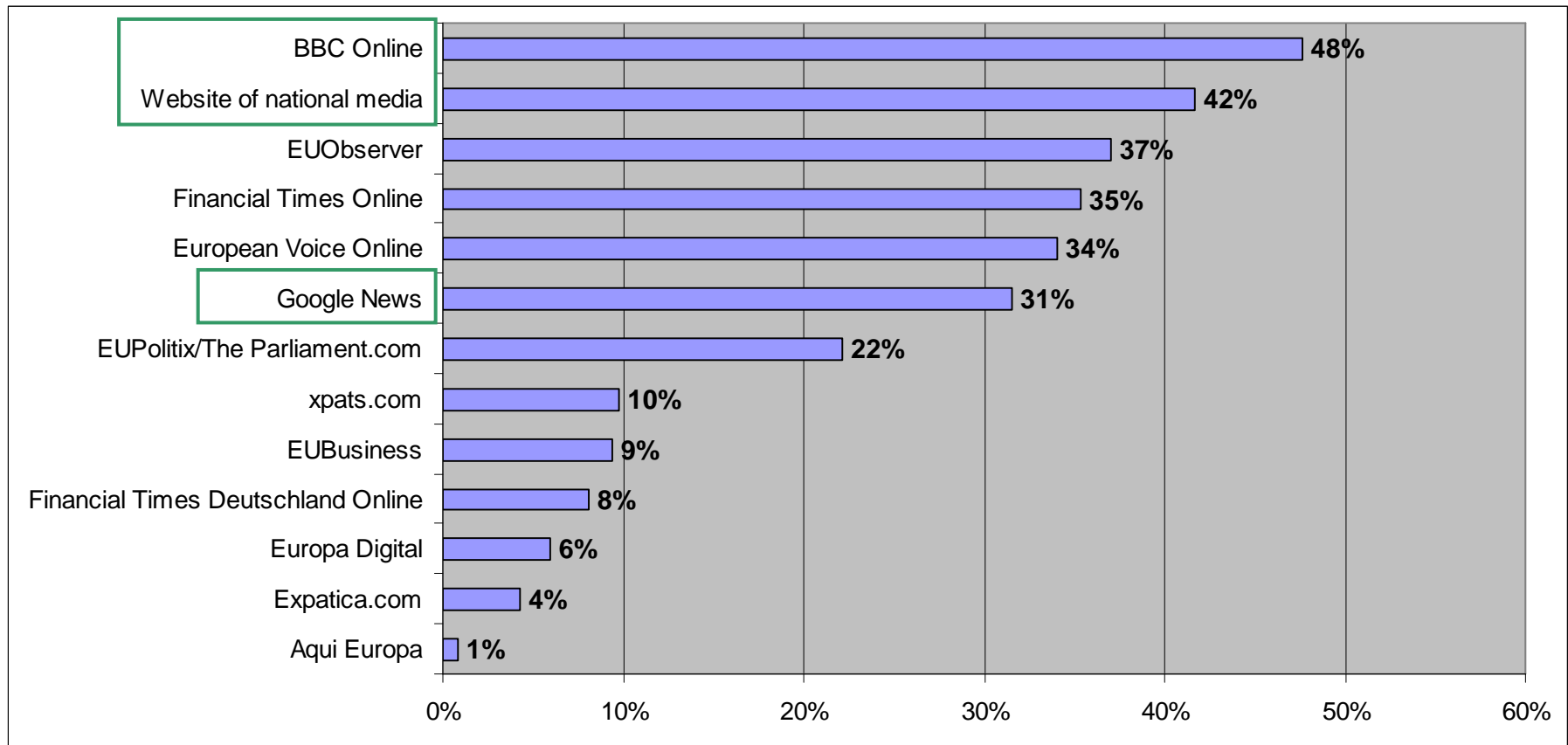
### Print



National newspapers still remain an important source of information.

# Apart from EurActiv, which other sources of information do you use concerning EU policies?

## Online

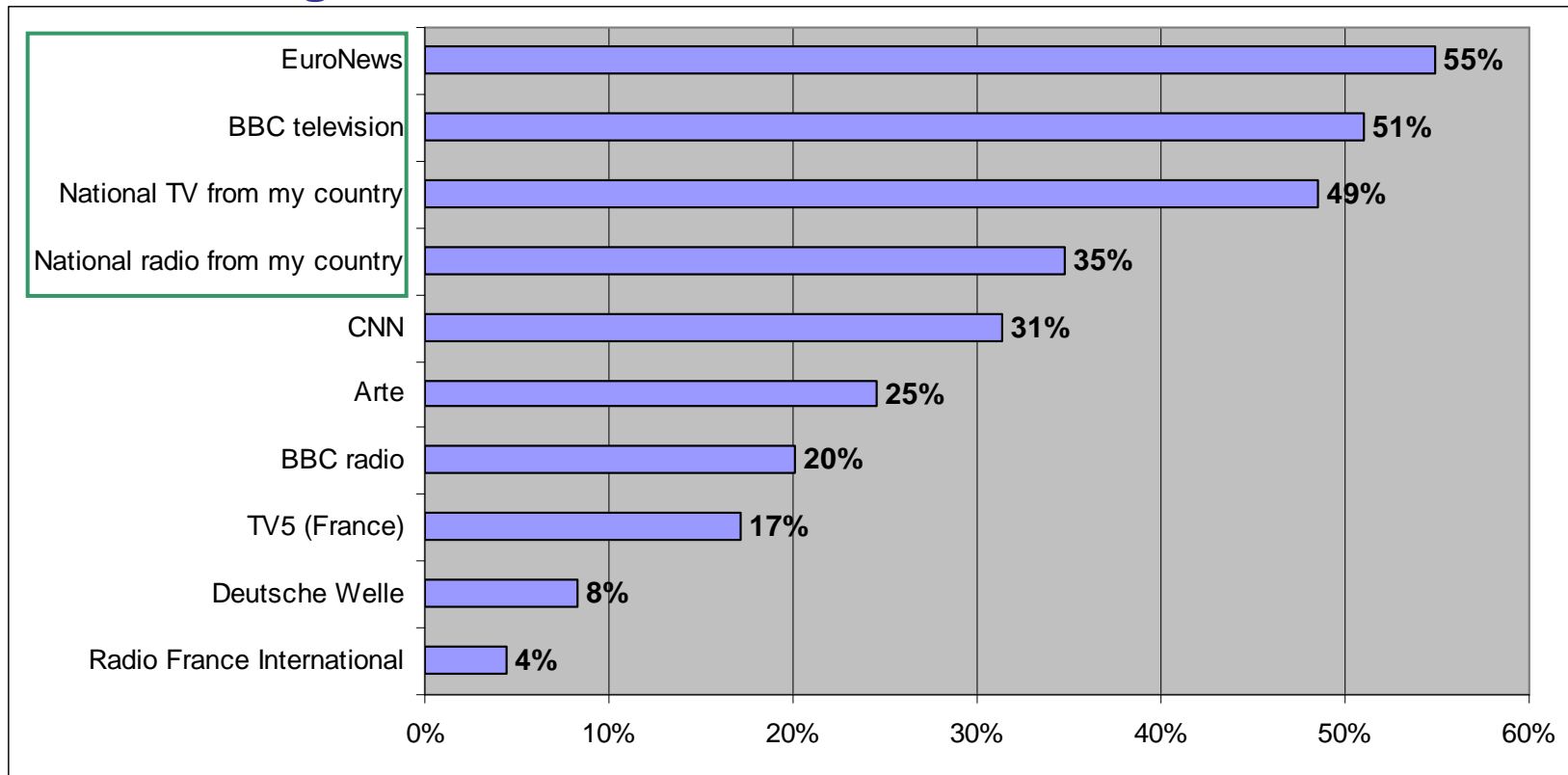


BBC Online and national websites are the most viewed, besides EurActiv.

Google News is becoming a powerful online news source.

## Apart from EurActiv, which other sources of information do you use concerning EU policies?

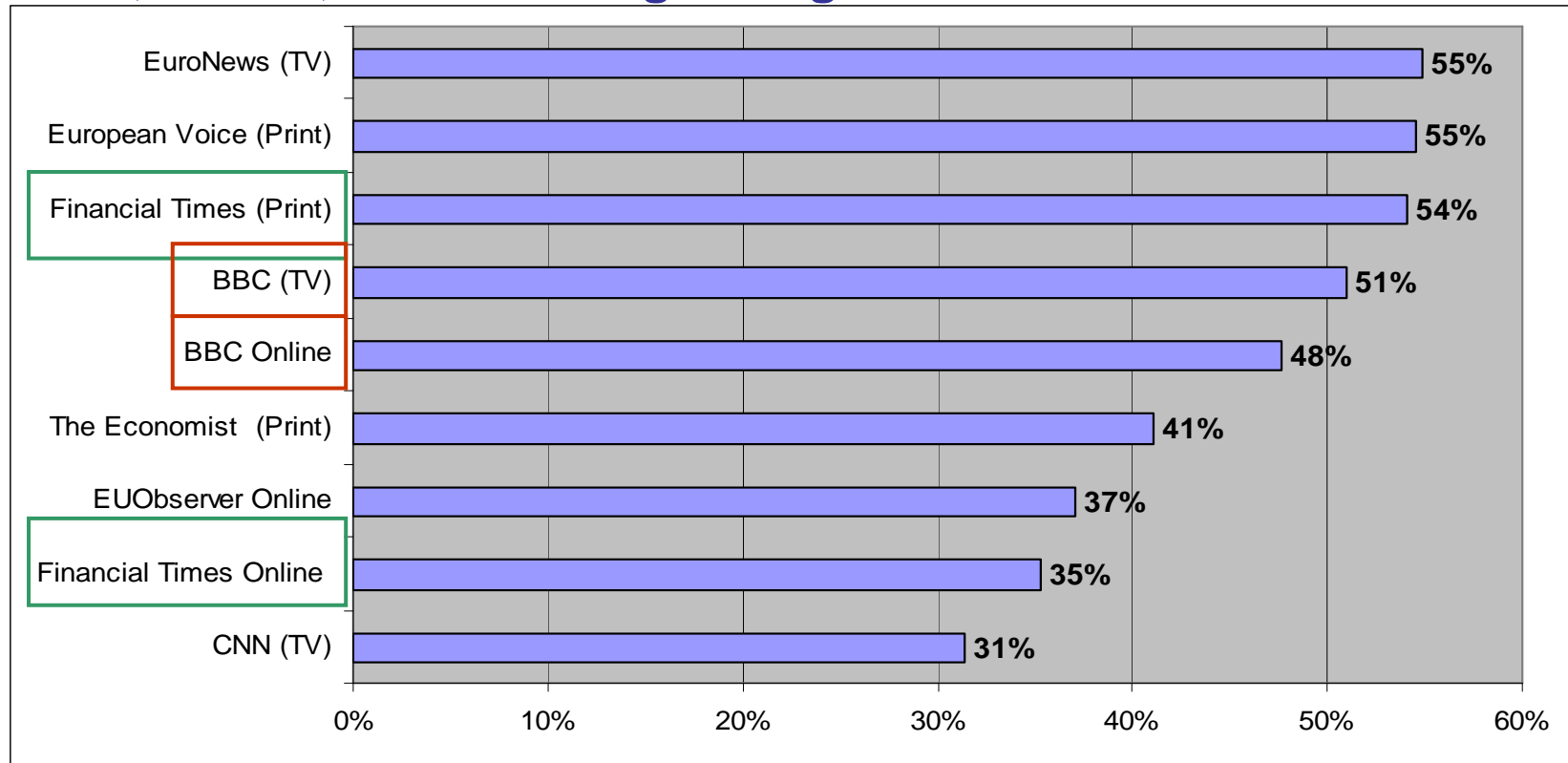
### Broadcasting



EuroNews and BBC are the most viewed broadcasting channels, followed closely by national TV and radio.

## Apart from EurActiv, which other sources of information do you use concerning EU policies?

### Print, Online, Broadcasting - Integrated



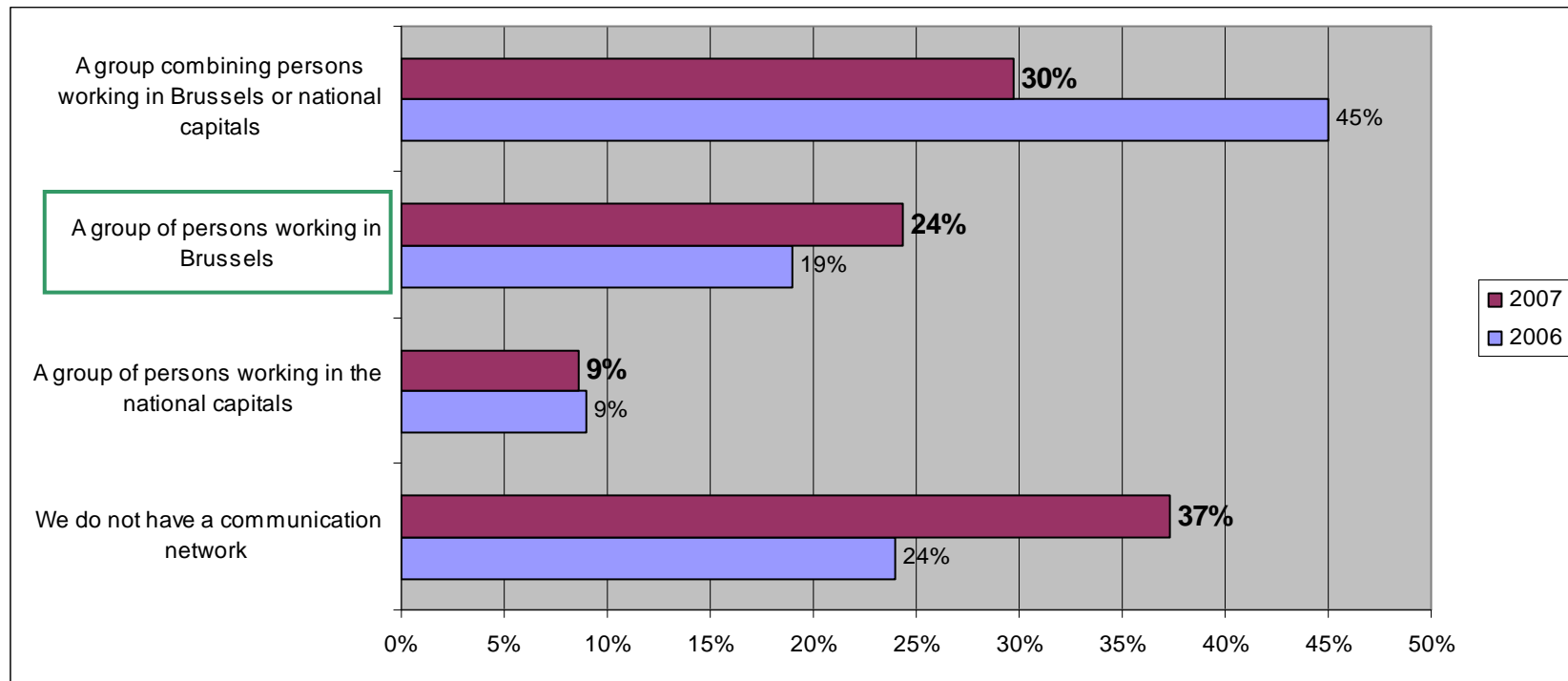
BBC and Financial Times are valued most in more than one distribution channel.



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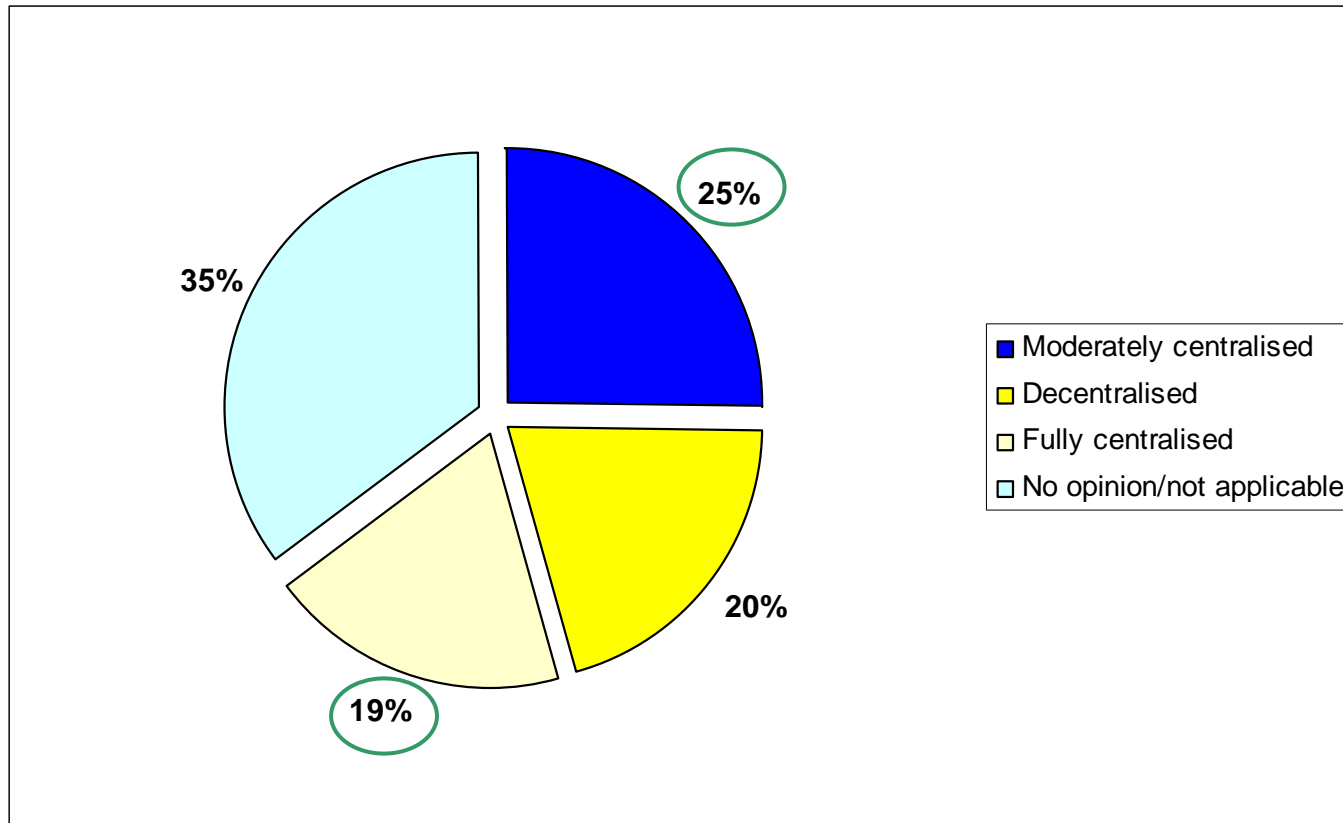
## THE ORGANISATIONAL STRUCTRE

## How does your industry organise its network of people responsible for European press relations?



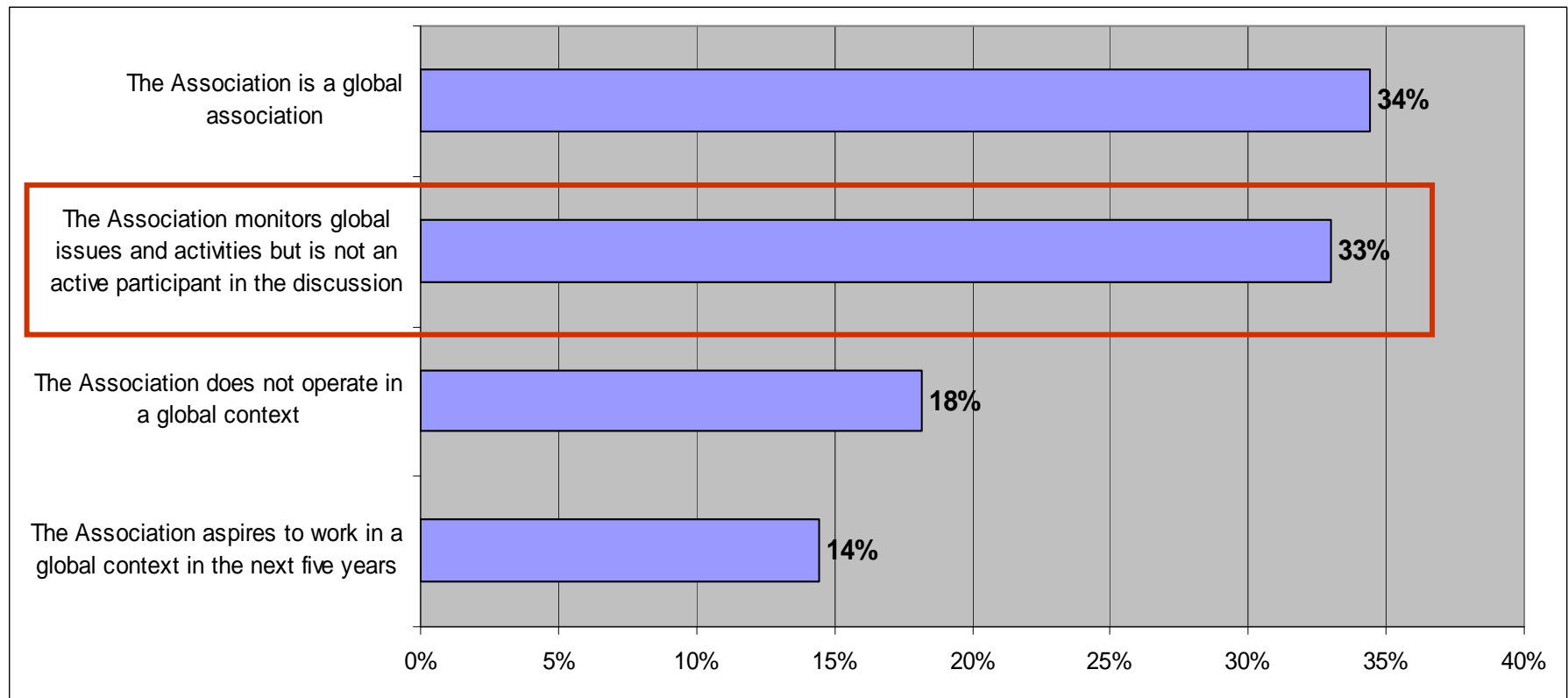
The role of “a group working in Brussels” has increased from 19% to **24%**.

## Concerning the global structure of your organisation, what is the level of integration between its central and national/local offices?



At least **44%** of organisations are moderately or fully centralised.

## How do you view the role of your association in a global context?



## How do you view the role of your association in a global context? (contd.)

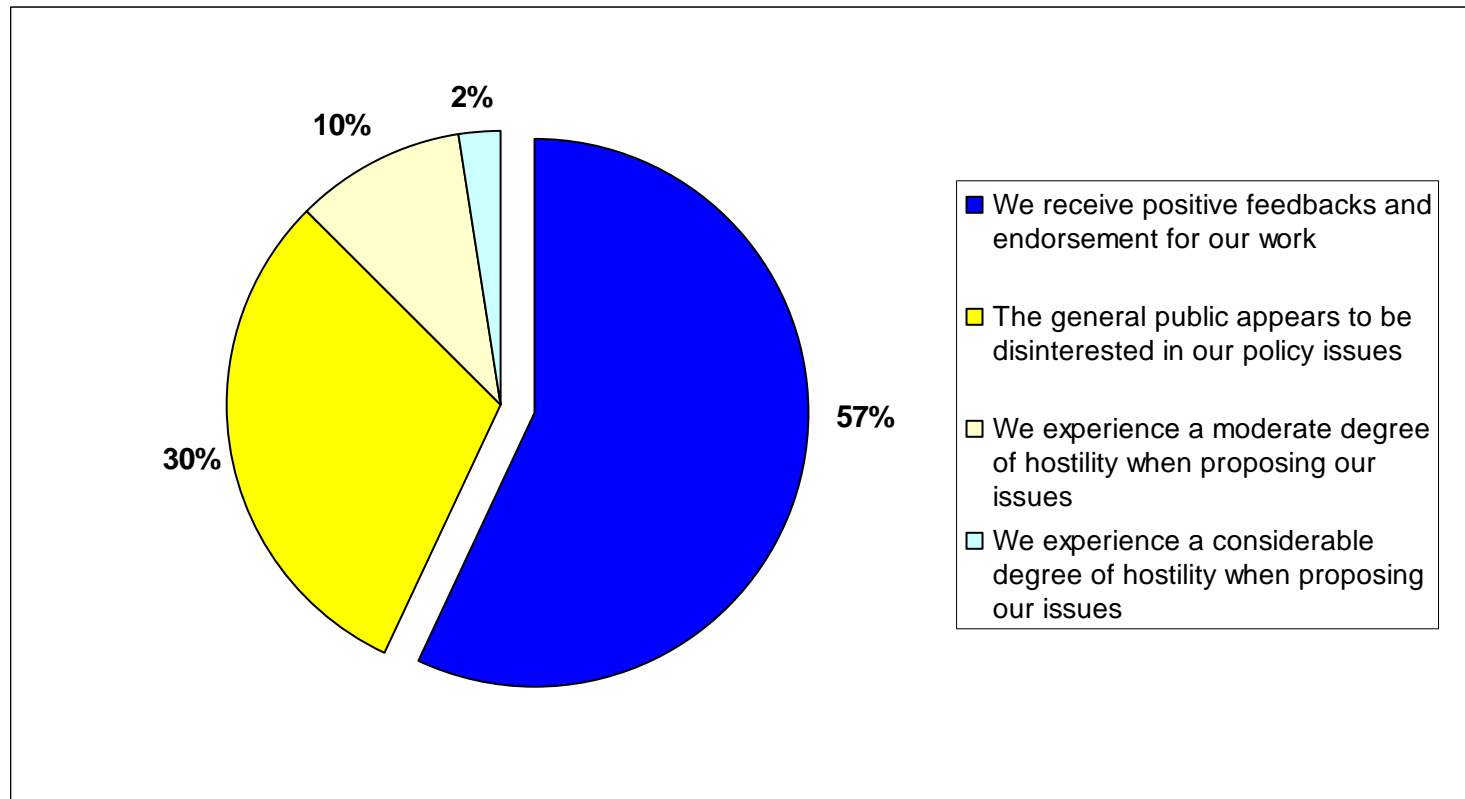
The percentage of associations who monitor global aspects without actively participating in discussion is **33%**. A positive result that shows that the associations are aware of 2 aspects:

- 1 - Issues are more and more global and migrate from one continent to another, the migration applies to regulatory and legislative issues as well as to innovation.
- 2 - The associations' members need to be aware of developments of global issue, even though they might act at local level.

The real surprise is that the global context is not “an issue” for 18% of associations.

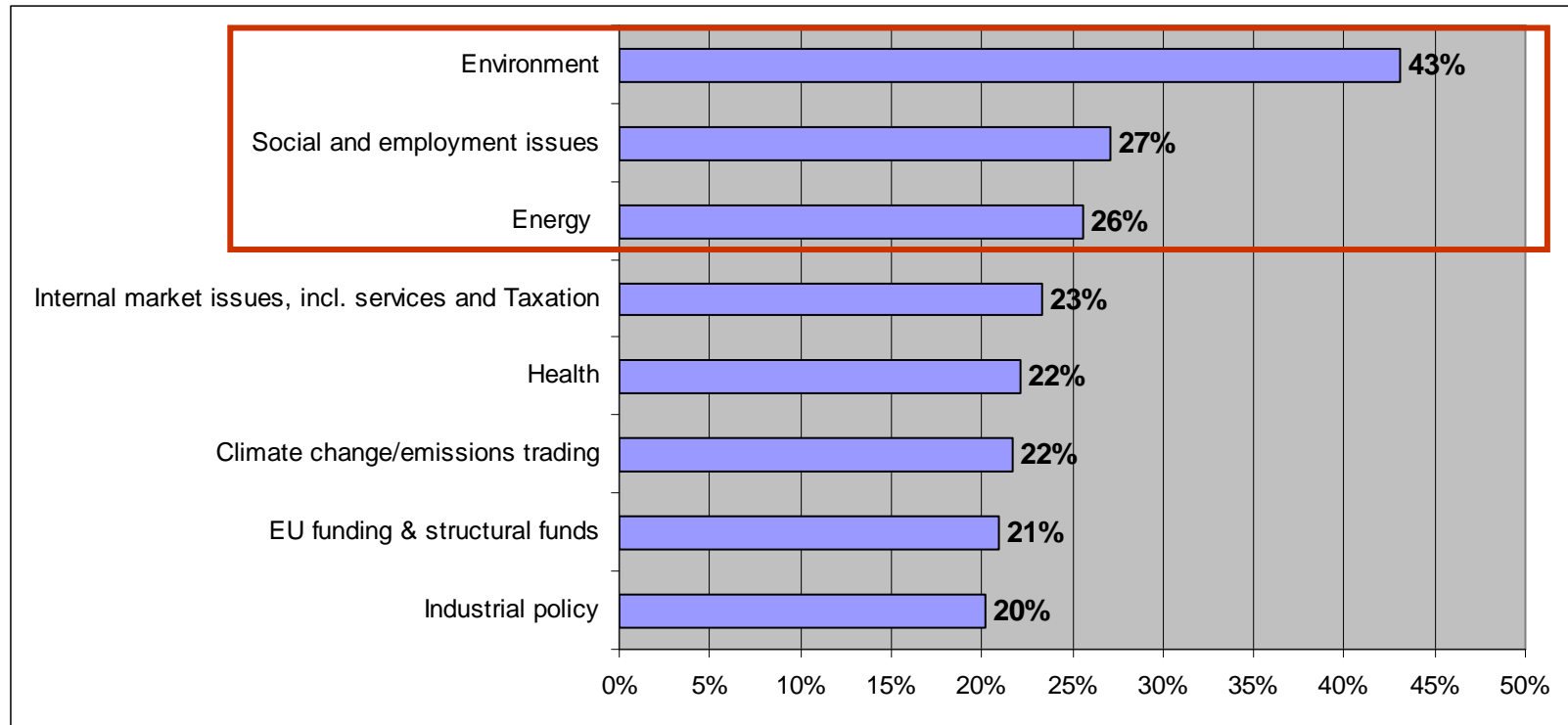
34% of associations considering themselves as being global is more than expected.

## How do you believe that citizens view your organisation's role?



As expected, 57% of organisations receive positive feedbacks and endorsement for their work.

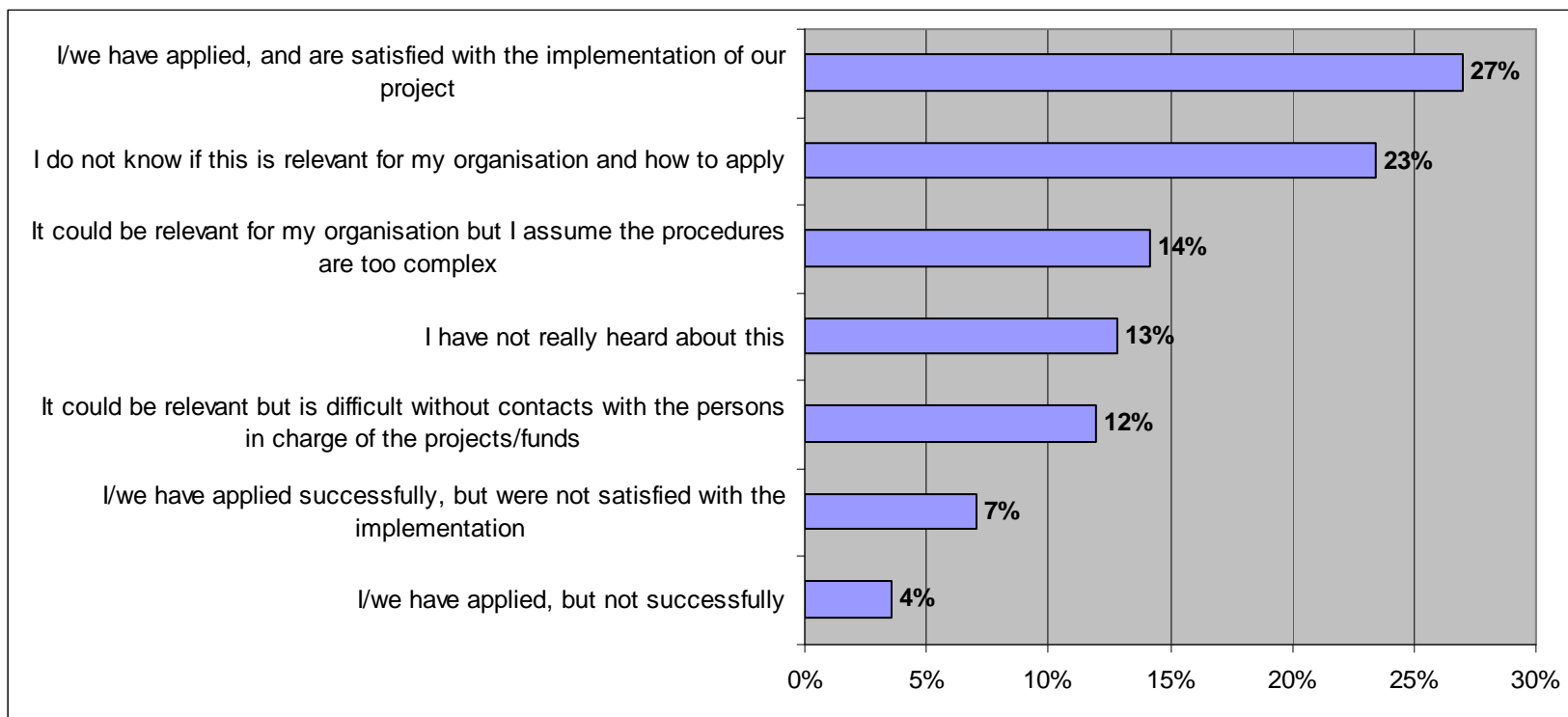
Please indicate up to three priority areas your organisation is interested in:



Main priority areas are Environment, Social & Employment and Energy.

You may have read in the press about EU subsidies/  
structural funds such as regional and social projects.

## What is your level of information and involvement?





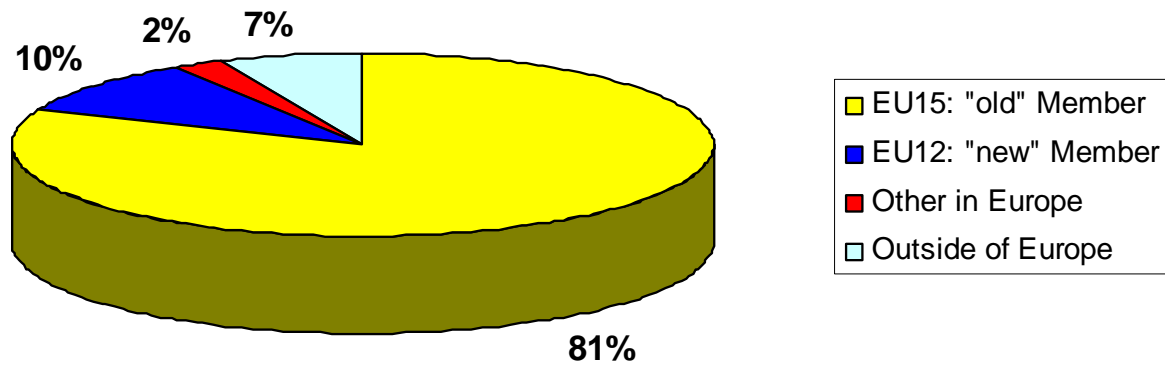
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## Federation Survey Respondents Profile:

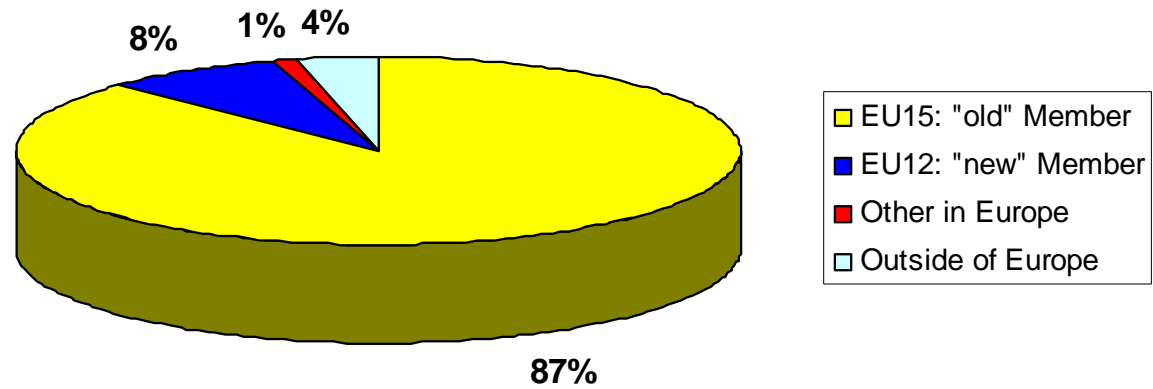
### **Content:**

- Nationality
- Residence
- Age group
- Gender
- Mother tongue
- Working language
- Skills level
- Sector

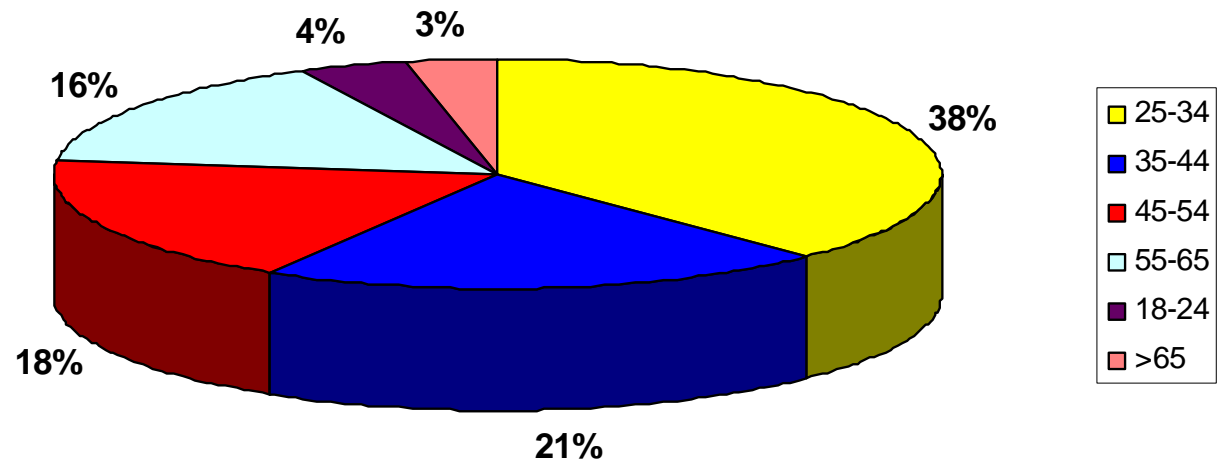
# Nationality



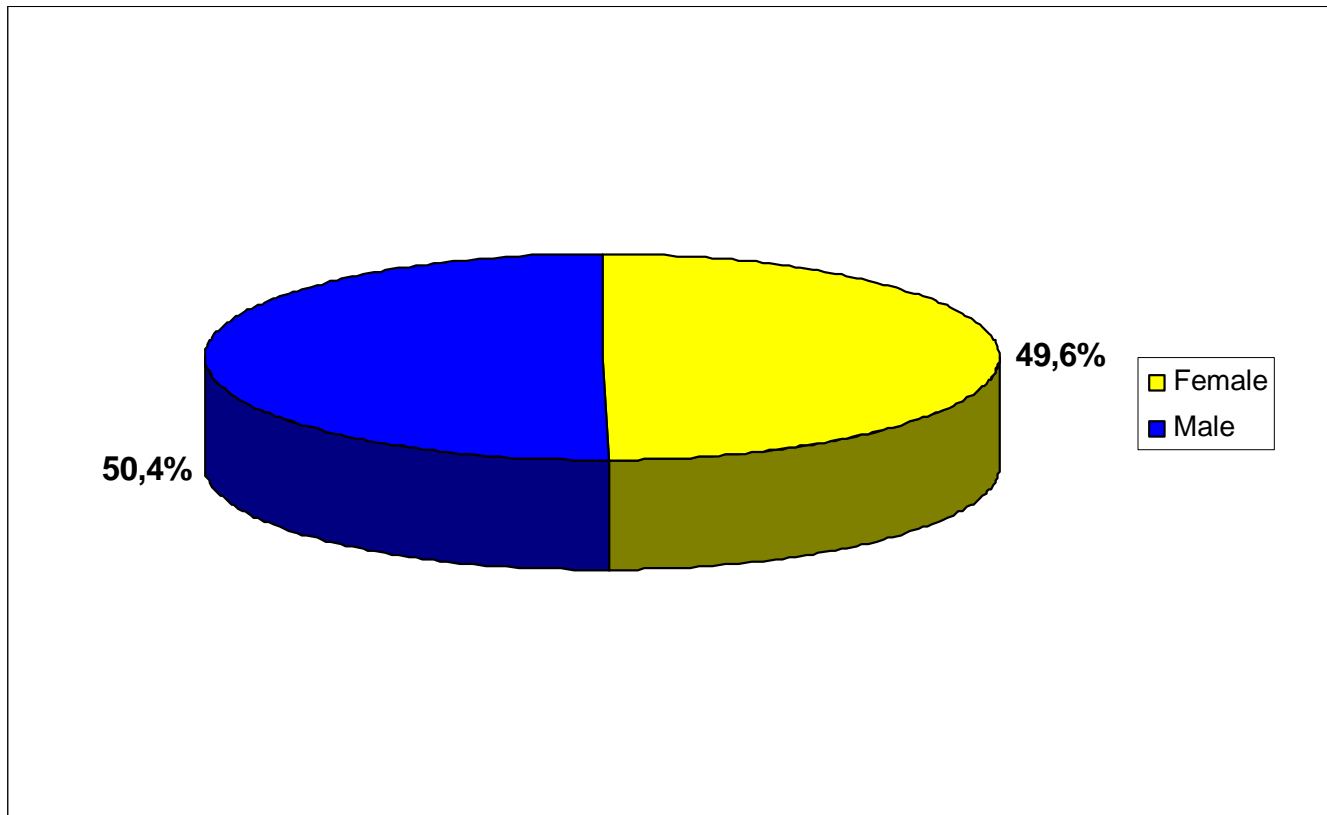
## Country of residence



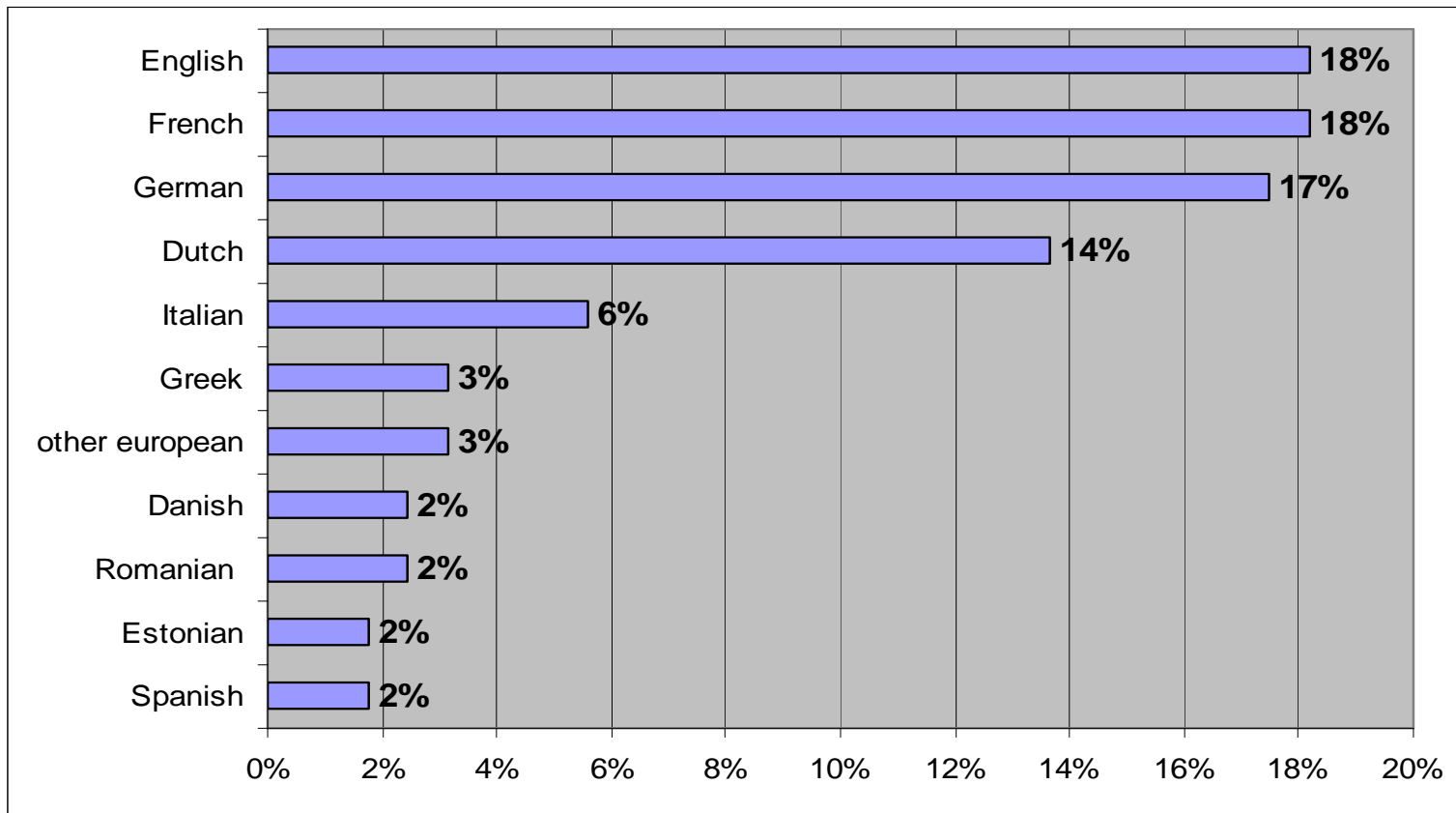
## Age group



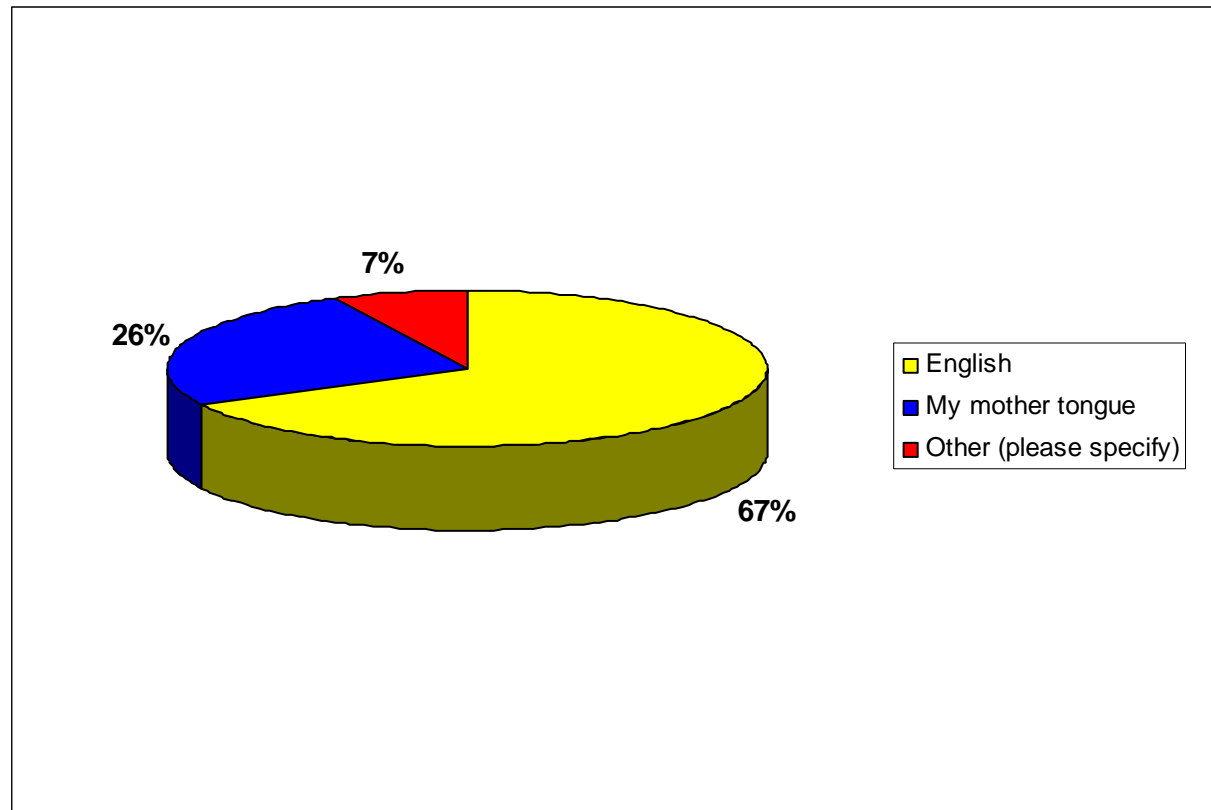
## Gender



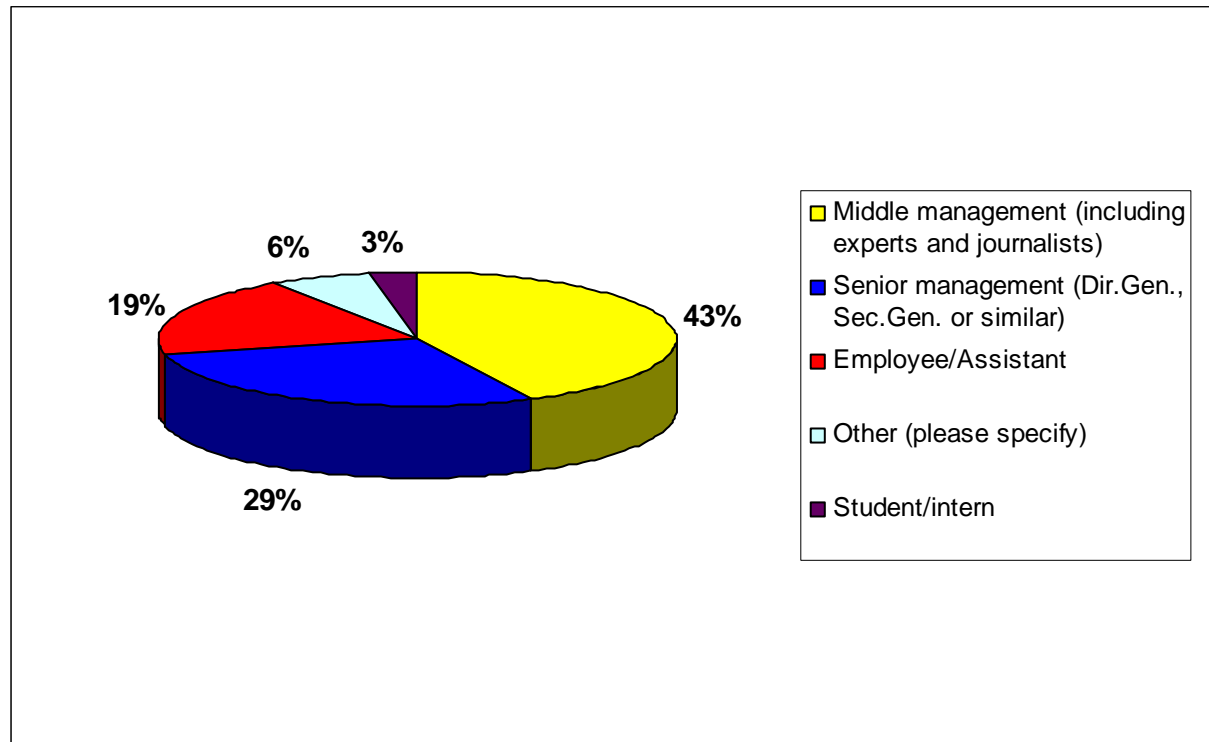
## Mother Tongue



## Working language



## What is your level/skills category?





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## Contact information

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