

## **2006 European Year of Workers' Mobility**

### **Localisation: EurActiv Network stimulated major extra press impact**

**On Wednesday 14<sup>th</sup> March, partners from the ten-country network met with the European Commission at EurActiv's Brussels Network Office to celebrate the success of this innovative reporting approach. As the EU discusses better Communication, EurActiv showed that decentralisation and localisation work.**

Between May 2006 and February 2007 EurActiv's versions in English, French & German, plus four of its partners, published some 280 articles, reaching out to readers across Europe. EurActiv opened a 'Workers' Mobility' policy section in May 2006 in consortium with EurActiv Czech Republic, Hungary and Slovakia and the Polish online version of Rzeczpospolita. Collectively these portals were read by more than 250,000 readers per month in the second half of 2006. Moreover, the project attracted media coverage by EurActiv Romania and Bulgaria, who joined EurActiv.com on a voluntary basis and by several other media, which cited EurActiv articles more than 500 times. Since January 2007, Romania and Bulgaria, which now qualify for EU funding, can join these projects formally.

EurActiv.com launched their 'MobActiv' project with the financial support of Manpower, Shell and the European Commission's Directorate-General for Employment, Social Affairs and Equal Opportunities. The European Commission chose 2006 as the European Year of Workers' Mobility to underline the contribution of mobility to the achievement of the renewed Lisbon goals.

Throughout the year, EurActiv.com and its partners reported independently on many aspects of mobility in the EU through in-depth policy coverage in seven languages, stressing the European and national dimensions of the issue.

Nikolaus van der Pas, Director-General of DG Employment, says: "The EurActiv project has proved that a fruitful cooperation of media portals can make a vital contribution to the promotion of a European Year. I am pleased to see that the coverage of workers' mobility will now be continued by EurActiv under their Social Europe policy section."

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***Notes to the editor:***

- EurActiv.com is the independent portal on EU Affairs. With more than **225,000** unique monthly visitors (CIM certified figures – February 2007) and **475,000** unique visitors to the cross-lingual network (CIM certified figures – February 2007), the portal is an important working instrument for the majority of EU Actors (institutions, industry federations, NGO's, think tanks, the press and others) involved in defining or influencing EU policies.

EurActiv's CrossLingual network is sponsored by Total, Visa Europe and Shell International.

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