

EurActiv embraces Web 2.0 with revamped websites, better search and blog platform

EurActiv, the independent media portal specialised in EU policies, is launching an upgraded version of its websites (in English, French and German) to provide readers with more, clearer information and increased interactivity.

From today, readers have new tools to keep abreast with the latest developments in EU affairs:

- a clearer, **more user-friendly layout** and navigation menu;
- a [press release service](#) that allows stakeholders and the wider 'Community of EU Actors' to react to specific developments by uploading their press releases on the website;
- a faster and more [accurate search function](#), powered by Google;
- and later this month, a **breaking news service**.

EurActiv plans to increase interactivity by extending its '**Letters to the Editor**' pages on Blogactiv.eu, a blog platform and subsidiary of EurActiv.com PLC. **Blogactiv.eu** will launch a definitive version of its website in May, ending the so-called Beta testing period that started in November 2007. Blogactiv.eu already has more than 50 bloggers – organisations and "policy gurus" – each with a customised page, such as the [European Business Summit](#) or the [European Movement](#).

With these new interactive tools, EurActiv.com intends to maintain and even increase its leadership among EU specialised media. In addition, thanks to its network of media affiliates in 9 countries and half a million readers, EurActiv will also contribute to a wider debate on EU policies in the run up to the European elections in June 2009.

In a comment for the print newsletter "[EurActiv et Vous](#)" (available upon request), **EU Commission President José Manuel Barroso** said: "I want to pay tribute to EurActiv's commitment to discussion and debate. In 2008, we intend to deliver further benefits for Europe's citizens. That means tackling the issues that really matter like economic reform, more jobs, more security and effective action on climate change and energy security. EurActiv has provided a forum for debate on each of these themes. I hope that you will continue to stimulate this debate."

Stanley Crossick, founding Chairman of the European Policy Centre (EPC) said: "Over the years, EurActiv has grown into an influential publication, with national versions in many European countries. The new services it now offers, not least on Blogactiv where I have [my own blog](#), are another important milestone in this impressive expansion."

Monique Goyens, Director General of BEUC, the European consumers' organisation, said: "The life of consumers is influenced on a daily basis by decisions taken by the European Union in areas ranging from product safety to consumer redress, patient information or financial services. It is therefore crucial to remain informed of European initiatives and the platform EurActiv offers is fully participating to that process. We can therefore only welcome the fact that the website is upgraded and hope this will also contribute to better transparency of the various actors that seek to influence decisions on the Brussels scene."

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Note to the editor:

EurActiv.com is the independent portal on EU Affairs. With more than **215,000** unique monthly visitors (CIM certified figures – November 2007) and **505,000** unique visitors to the cross-lingual network and Blogactiv (CIM certified figures – November 2007), the portal is an important working instrument for the majority of EU Actors (institutions, industry federations, NGOs, think tanks, the press and others) involved in defining or influencing EU policies.

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