

#SOER2020

State of the Environment Report 2020

Media Analysis

Prepared for the European Environment Agency
by Newton Media

December 2019



This report was commissioned by the European Environment Agency to measure media outcomes for the launch of the State of the Environment Report 2020.

The report includes performance data for online news, EEA pages on Twitter, Facebook and LinkedIn, and wider discussion of SOER 2020 and audience engagement on Twitter.

The report shows how the media plan and implementation by the communications team and senior EEA leaders contributed to global awareness of SOER 2020.

Newton Media
Prague, December 2019



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#SOER2020

EXECUTIVE SUMMARY
01-10 December



SOER 2020 has generated over six thousand online news articles and social media posts. The European Environment Agency supported the report with an additional fifty posts through its owned media pages on Twitter, Facebook and LinkedIn, which contributed a further one thousand social media posts (mostly shares of SOER 2020 content).

The total volume of outputs achieved across earned, shared and owned channels up to 10 December was 7,152 items. **(slide 6)**

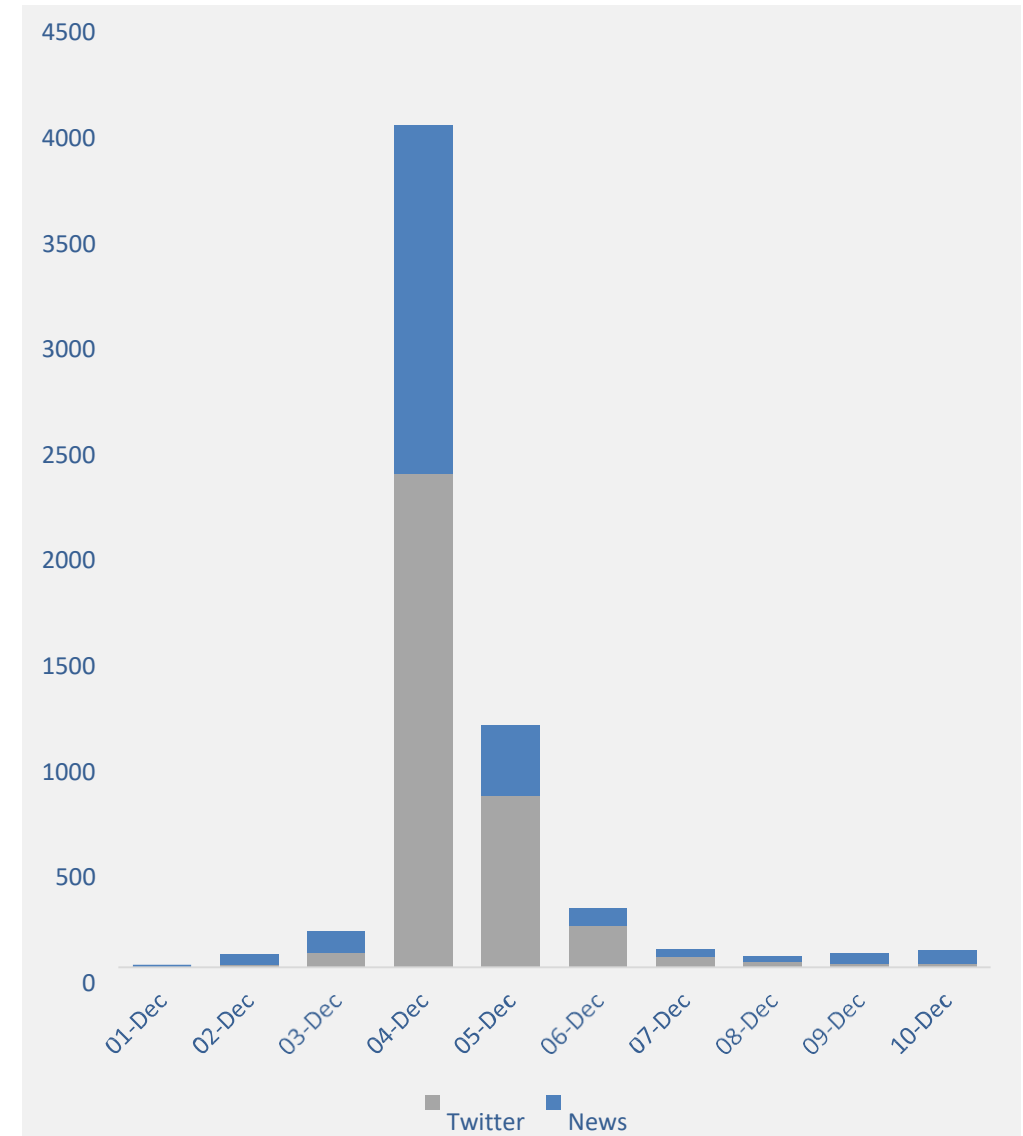
The geographic spread of SOER 2020 coverage in mainstream news sources was distributed across Europe and the US. By contrast, social media activity was overwhelmingly concentrated in Europe, as Twitter users from the political, academic and ecology spheres discussed and shared the findings of SOER 2020. **(slide 7)**

The European Environment Agency was the primary driver of both mainstream media and social media activity. Online news titles attributed the findings to the Agency and Hans Bruyninckx was quoted directly in over 60 per cent of articles. On Twitter, the five most-shared pieces of content all originated from the eea.europa.eu website. The most shared hashtag globally was #soer2020. **(slides 25-27)**

The official launch event on 04 December stimulated a very high level of engagement across the Agency's owned media channels and throughout the wider Twittersphere **(slide 8)**. The press conference called for the following morning gave a second boost to Twitter activity.

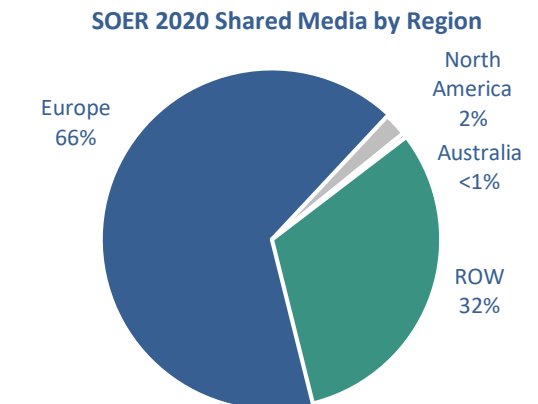
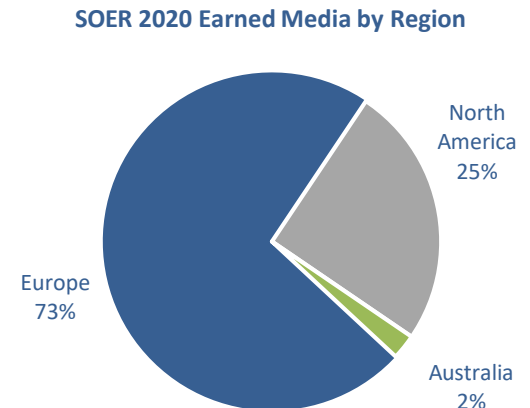
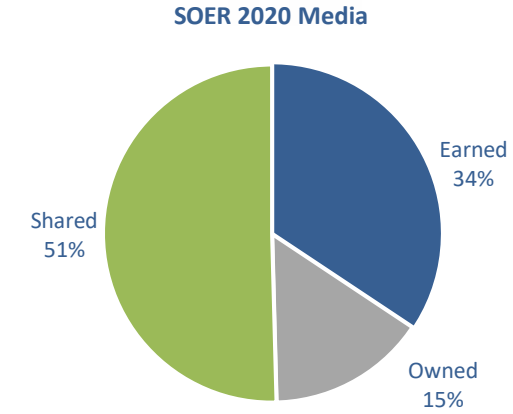
The presence of engaged and motivated micro- and macro-influencers helped to spread awareness and understanding of SOER 2020. **(slide 31)**

SOER 2020 Media Coverage By Day, 01-10 Dec

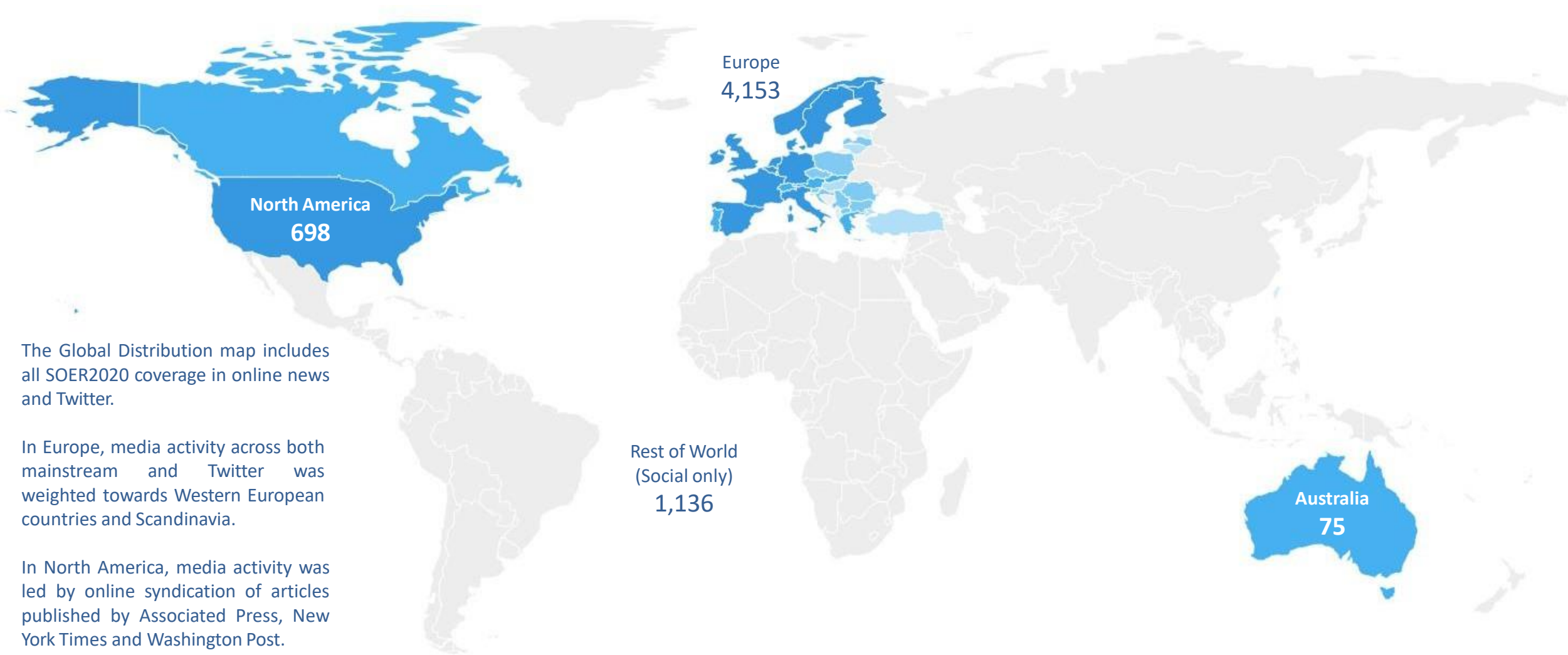


SOER 2020 KEY DATA TABLE

		SOER 2020	
Earned Media (online news)	Europe	1,779	Earned Media includes articles published by online news sites in Europe, North America and Australia
	North America	618	
	Australia	59	
Owned Media (Facebook / Twitter / LinkedIn)	EEA Posts	50	Owned Media includes original posts published by EEA via any of the agency's social network homepages (excl RTs). Follower shares include all shares by EEA's global follower base
	Follower Shares	1,040	
Shared Media (Twitter)	Europe	2,374	Shared Media includes posts, comments and shares authored by global Twitter users. ROW includes all Twitter accounts which do not identify as being based in Europe, North America or Australia
	North America	80	
	Australia	16	
	ROW	1,136	
TOTAL SOER 2020		7,152	Total Includes all posts and shares achieved by SOER 2020 in Earned, Owned and Shared Media



GLOBAL DISTRIBUTION OF EARNED & SHARED MEDIA



The Global Distribution map includes all SOER2020 coverage in online news and Twitter.

In Europe, media activity across both mainstream and Twitter was weighted towards Western European countries and Scandinavia.

In North America, media activity was led by online syndication of articles published by Associated Press, New York Times and Washington Post.

Rest of World social media posts discussed or shared content published in Europe, North America or Australia.

EARNED MEDIA SOER 2020

Top News Sites SOER 2020, 01-10 Dec

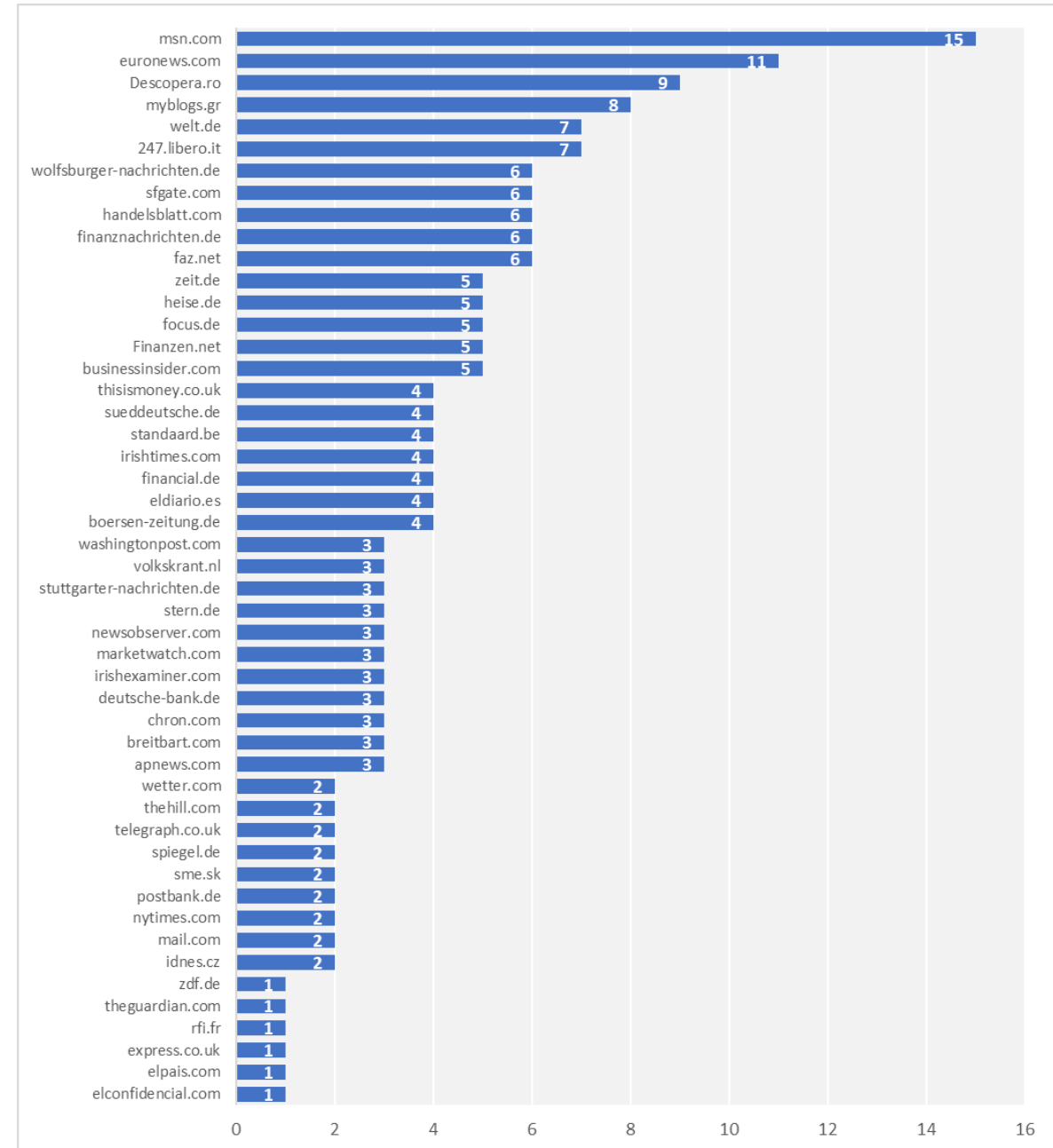
Earned media opportunities for SOER 2020 were achieved with global news providers (msn.com, euronews.com) and leading national news publishers. At national level, SOER 2020 achieved high-reach exposure in Germany, Belgium, Spain, United Kingdom and US.

German news publishers were especially active in support of SOER 2020. Between 01 – 10 December, Germany contributed half of the top 30 most active news sites.

In the US, national titles nytimes.com, the hill.com and washingtonpost.com reported on the launch of SOER 2020 on the morning of 04 Dec. These articles were the basis of mass syndication throughout the US local state and provincial news networks. The Houston Chronicle (chron.com) was the highest-reach publisher of syndicated content.



Article Count For Leading News Sites, 01-10 Dec



TOP 50 ONLINE NEWS SITES

Active Sites 1-25	Country	SOER 2020 Articles	Monthly Visits
msn.com	US	15	395,276,000
euronews.com	Europe	11	10,000,000
247.libero.it	Italy	7	31,579,000
welt.de	Germany	7	19,762,000
sfgate.com	US	6	17,343,000
faz.net	Germany	6	9,912,000
handelsblatt.com	Germany	6	3,795,000
finanznachrichten.de	Germany	6	3,390,000
businessinsider.com	US	5	188,650,000
focus.de	Germany	5	21,340,000
zeit.de	Germany	5	13,349,000
heise.de	Germany	5	13,183,000
Finanzen.net	Germany	5	5,551,000
sueddeutsche.de	Germany	4	10,444,000
eldiario.es	Spain	4	9,600,000
irishtimes.com	Ireland	4	6,138,000
thisismoney.co.uk	UK	4	4,600,000
standaard.be	Belgium	4	3,484,000
washingtonpost.com	US	3	96,908,000
chron.com	US	3	31,797,000
marketwatch.com	US	3	20,288,000
breitbart.com	US	3	15,637,000
volkskrant.nl	Netherlands	3	13,660,000
apnews.com	US	3	8,986,000
stern.de	Germany	3	8,400,000

Active Sites 26-50	Country	SOER 2020 Articles	Monthly Visits
deutsche-bank.de	Germany	3	7,690,000
irishexaminer.com	Ireland	3	1,181,000
nieuwsblad.be	Belgium	3	5,061,000
nytimes.com	US	2	180,884,000
telegraph.co.uk	UK	2	40,974,000
spiegel.de	Germany	2	33,154,000
thehill.com	US	2	29,451,000
wetter.com	Germany	2	20,435,000
vg.no	Norway	2	17,622,000
idnes.cz	Czech Rep	2	15,976,000
postbank.de	Germany	2	12,864,000
mail.com	UK	2	12,687,000
sme.sk	Sweden	2	8,608,000
thestar.com	Canada	2	8,486,000
theguardian.com	UK	1	137,064,000
elpais.com	Spain	1	46,576,000
express.co.uk	UK	1	32,603,000
sapo.pt	Portugal	1	18,381,000
zdf.de	Germany	1	14,155,000
rfi.fr	France	1	13,155,000
orf.at	Australia	1	12,650,000
elconfidencial.com	Spain	1	12,548,000
fortune.com	US	1	11,969,000
globalnews.ca	Canada	1	7,464,000
voanews.com	US	1	8,131,000

Sites selected on the basis of average total monthly visits and responsiveness to SOER 2020. Sites with a single mention of SOER selected on basis of monthly visits and media authority.



The Telegraph

“The report makes sobering reading for the EU which prides itself on being a global leader in tackling climate change and meeting high environmental standards.”



The Washington Post

“The European Union said Wednesday that it will likely miss its target for reducing greenhouse gases by 2030, dealing a blow to the bloc’s efforts to be a leader in the fight against climate change.”



DIE WELT

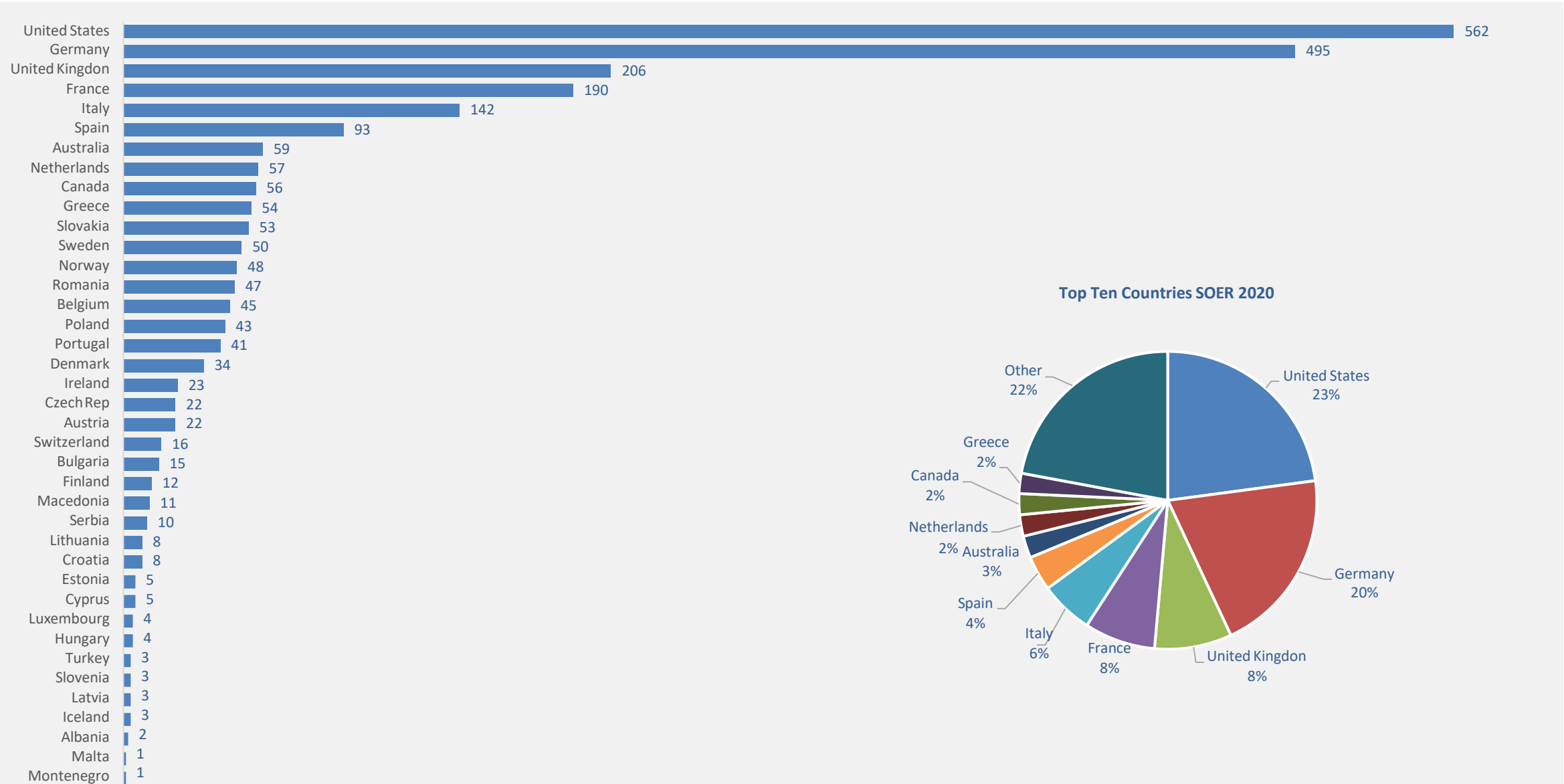
“In the fight for the environment and the climate, it is above all in the implementation of existing political measures, said EEA Executive Director Hans Bruyninckx . “We should become better at meeting our political goals.”



NEWS 24

“The report points out that Europe's green policies have brought substantial benefits in recent years, but the bloc is still lagging behind, mainly in biodiversity loss, resource use and health. and human well-being.”

Total SOER 2020 Article Count By Country





#SOER2020

OWNED MEDIA
01-10 December



AUDIENCE AMPLIFICATION



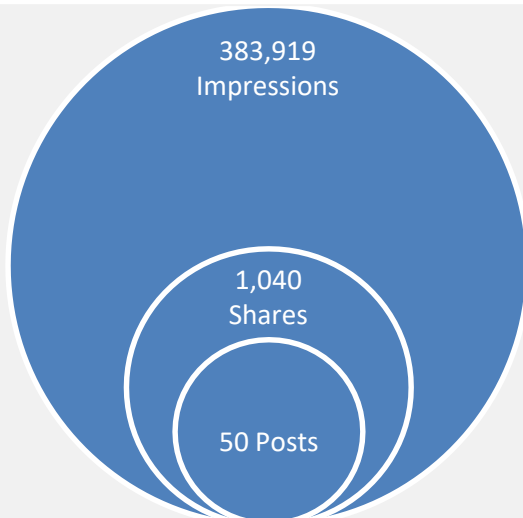
Between 01-10 December EEA published 50 posts through owned media channels which were shared over 1k times by followers of an EEA page. Direct publishing by EEA and shares by followers achieved total audience exposure of 384k impressions.

SOER 2020 posts contributed 80% of total audience exposure to EEA content in the campaign period.

Post Impressions: Audience exposure directly attributable to SOER 2020 content

Page Impressions: Audience exposure to any content displayed on an EEA homepage, including SOER 2020 plus previously published posts on any topic.

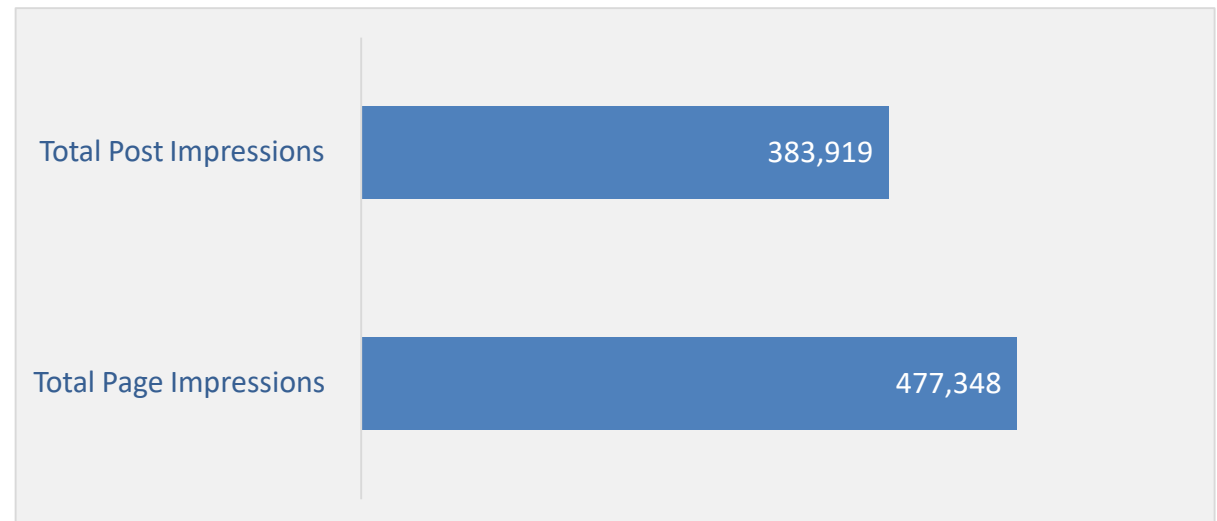
Owned Media Post Amplification SOER 2020, 01–10 Dec



Owned Media Audience Amplification SOER 2020, 01-10 Dec

Owned Media KPIs	Facebook	Twitter	LinkedIn	Total SOER 2020
SOER 2020 Posts	8	34	8	50
Post Shares	206	788	46	1,040
Post Impressions	43,837	304,067	36,015	383,919
Total Page Impressions	55,171	372,700	49,477	477,348
% Attributable to SOER 2020	79%	82%	73%	80%

EEA Owned Media: Total Post and Page Impressions 01-10 Dec





Owned Media Audience Behaviour SOER 2020, 01-10 Dec

Audience Behaviour	Facebook	Twitter	LinkedIn	Total
Post Likes & Comments	633	963	522	2,118
Post Shares	206	788	46	1,040
Post Clicks	1,606	1,665	734	4,005
Post Video Views	6,532	8,868	3,397	18,797

EEA's Twitter page accounted for almost 80% of all sharing of SOER 2020 content by followers. Promotional support for Twitter posts on 04 Dec boosted audience exposure by 5 per cent.

Although follower activity on Facebook was lower than on Twitter in absolute terms, Facebook remains an efficient distribution channel for reaching and engaging with members of the public. The eight posts published on Facebook generated almost as many clicks as the 34 posts released on Twitter. The professional audience on LinkedIn is likely to have used a combination of LinkedIn and Twitter to discuss and share SOER 2020, especially on 04 Dec, when EEA was publishing updates in real-time.

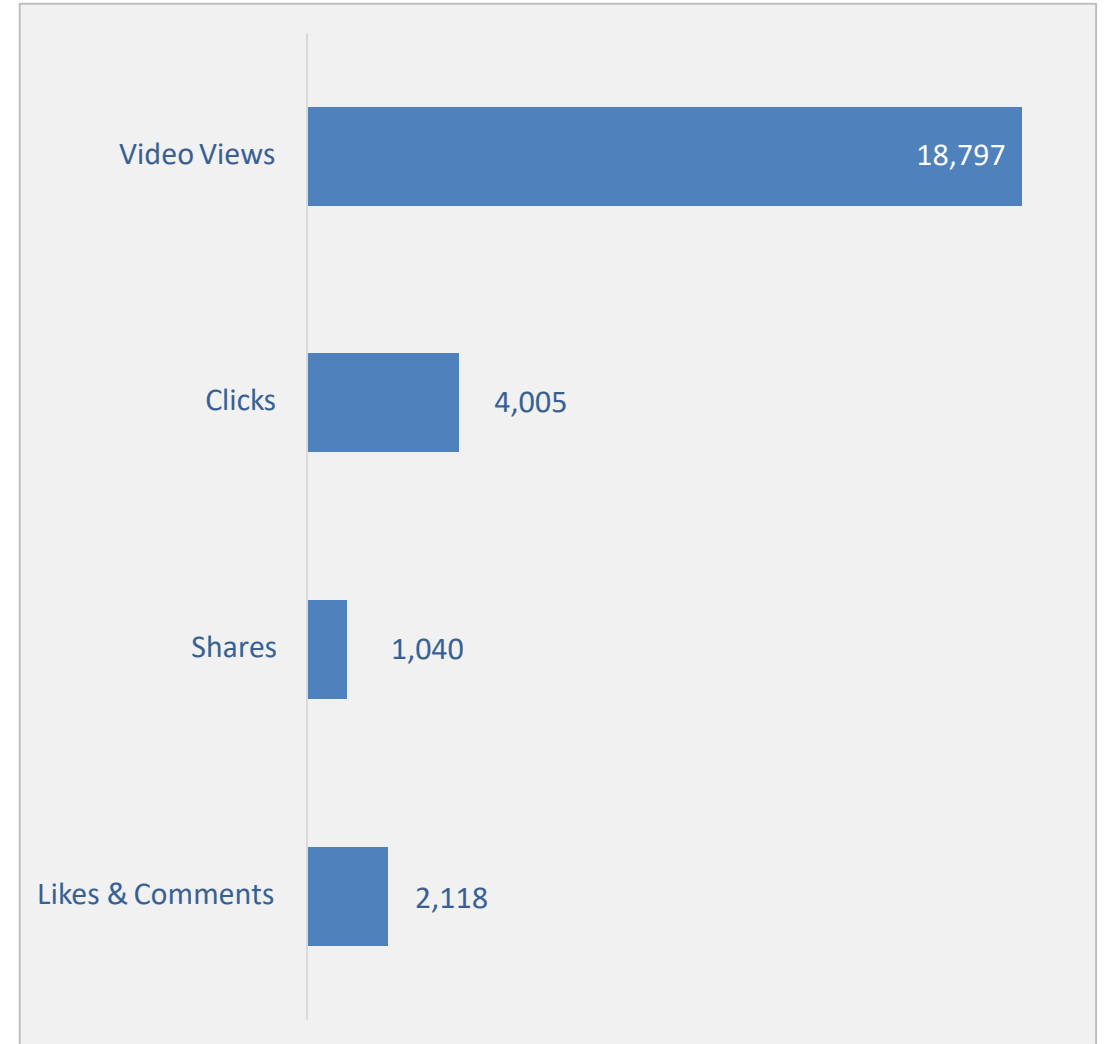
Video Views: Total opportunities to view EEA video content for min 3 secs or more

Clicks: A click on an element within a EEA post, including media, show more, url links

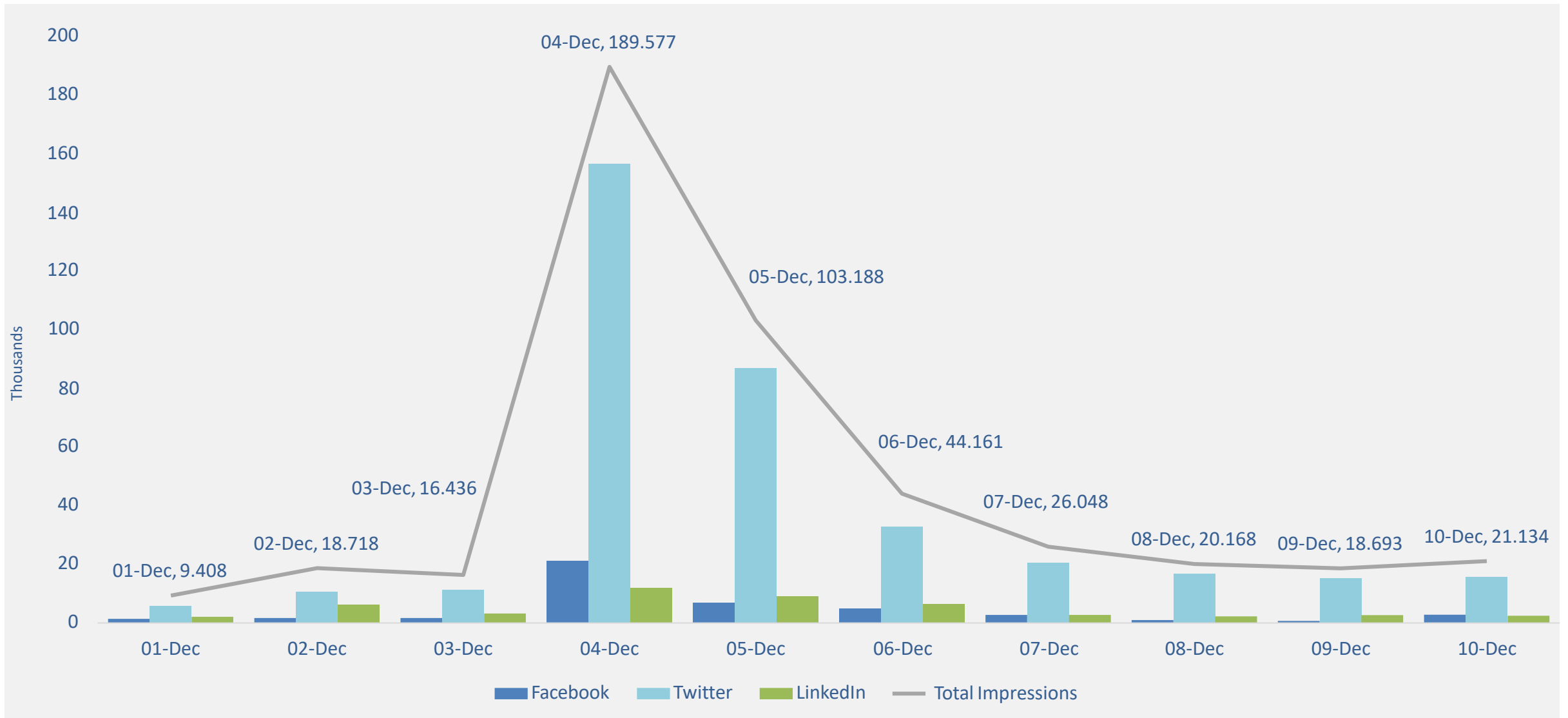
Shares: Total shares and retweets of EEA content by followers

Likes & Comments: Total reactions (Like, Applause etc) and followers comments/ replies to EEA posts

Owned Media Audience Behaviour SOER 2020, 01-10 Dec



EEA Page Impressions, 01-10 Dec





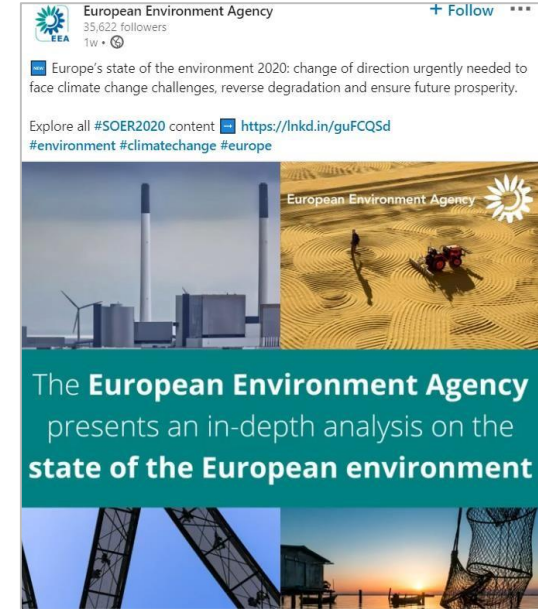
SOER 2020 Live Stream Event

Reach: 22,290
 Likes & Comments: 222
 Shares: 55
 Post Clicks: 854
 Video Views: 5,243



SOER 2020 Video

Reach: 57,594
 Likes & Replies: 218
 Shares: 171
 Post Clicks: 228
 Video Views: 6,829





SOER 2020 Video

Reach: 7,307
 Likes & Comments: 114
 Shares: 20
 Post Clicks: 110
 Video Views: 3,396



SOER 2020 FACEBOOK POSTS

POST	DATE	POST IMPRESSIONS	LIKES & COMMENTS	SHARES	POST CLICKS	VIDEO VIEWS
Our #SOER2020 says #Europe has made progress in #resource #efficiency & the #circulareconomy, but more will be needed in #goingcircular & in reaching our long-term goals of living well within the limits of our planet 🌍 #EUGreenDeal #lowcarbonfuture #COP25	10 Dec	2,532	44	13	79	-
The message from #SOER2020 is clear: EU policies have been more effective in reducing environmental pressures than in protecting biodiversity and ecosystems, and human health and well-being. Persistent problems remain and the outlook for Europe's environment in the coming decades is discouraging.	06 Dec	3,349	31	19	121	-
COMING UP #SOER2020 press conference in Brussels with Executive Vice-President Frans Timmermans, Commissioner for Environment, Oceans and Fisheries Virginijus Sinkevičius & EEA Executive Director Hans Bruyninckx, to present the EEA #StateofEnvironment report #EUGreenDeal WATCH LIVE HERE at 11:30 CET	05 Dec	1,313	7	1	17	-
Europe's state of the environment 2020: we face environmental challenges of unprecedented scale and urgency. Now is the time to act. #SOER2020 Executive Summary in 26 languages 	05 Dec	3,917	47	21	130	-
What is the state of Europe's environment in 2020 and what actions are needed to meet the EU's long-term sustainability goals? LIVE broadcast from the launch of the 'European environment - state and outlook 2020' report. #SOER2020	04 Dec	22,371	222	55	854	5,243
Europe's state of the environment 2020: change of direction urgently needed to face climate change challenges, reverse degradation and ensure future prosperity. Explore all #SOER2020 content  https://www.eea.europa.eu/soer-2020/	04 Dec	5,070	90	46	191	1,064
The European environment - state and outlook 2020 report is out: Europe faces environmental challenges of unprecedented scale and urgency. #SOER2020	04 Dec	4,066	171	46	162	-
Tomorrow - on 4 December - we will publish the landmark #SOER2020 report on the state of Europe's environment. http://eea.europa.eu/soer-2020 #climateneutrality #zeropollution #circulareconomy	03Dec	1,219	21	5	52	225
SOER 2020 Total (8 Posts)	-	43,837	633	206	1,606	6,532



SOER 2020 FACEBOOK TIMELINE



03 Dec (13h)
Reach: 1,223



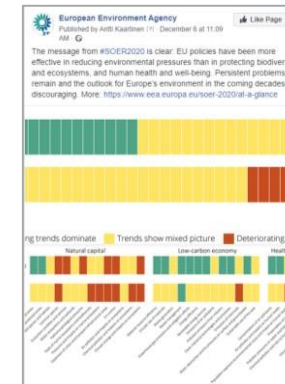
04 Dec (09h)
Reach: 5,038



05 Dec (08h)
Reach: 3,745



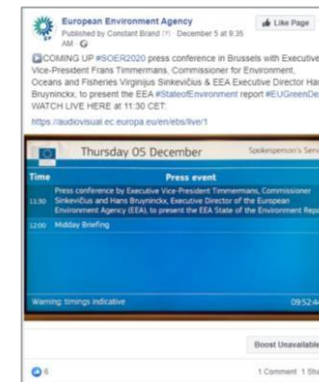
06 Dec (11h)
Reach: 3,314



04 Dec (08h)
Reach: 3,887



04 Dec (12h)
Reach: 22,290



05 Dec (09h)
Reach: 1,297



10 Dec (08h)
Reach: 2,623



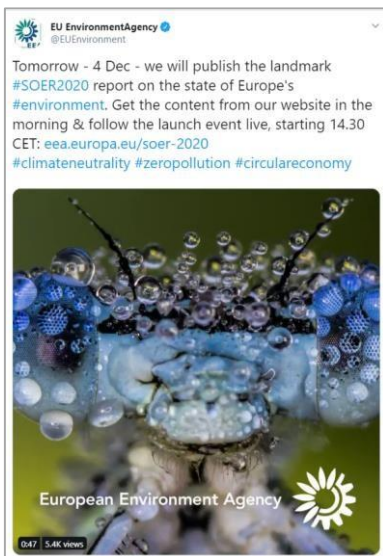
SOER 2020 TWITTER POSTS

POST	DATE	TIME	POST IMPRESSIONS	LIKES & REPLIES	SHARES	POST CLICKS	VIDEO VIEWS
Our #SOER2020 says #Europe has made progress in #resource #efficiency & the #circulareconomy, but more will be needed in #goingcircular & in reaching our long-term goals of living well within the limits of our planet #EUGreenDeal #lowcarbonfuture #COP25 https://t.co/IVIWqpNhb0 https://t.co/0XdFqpA43P	10-Dec	08:50	3,462	11	7	12	14
#SOER2020: #EU policies have been more effective in reducing environmental pressures than in protecting #biodiversity & human #health. Persistent problems remain & the outlook in the coming decades is discouraging. #SOER2020 at a glance: https://t.co/DcZLbCzNld https://t.co/omJyzCDA3C	06-Dec	11:11	7,207	22	24	24	20
LIVE NOW: #SOER2020 press conference with Executive Vice-President @TimmermansEU, Commissioner @Vsinkevicius & EEA Executive Director Hans Bruyninckx, presenting the EEA #StateofEnvironment report #EUGreenDeal WATCH HERE:	05-Dec	10:35	18,334	28	20	126	40
"There is no more business as usual ... this should be reflected in policies," EEA Executive Director Hans Bruyninckx stresses in #SOER2020 report presentation - adding #climateneutrality by 2050 & delivering #ParisAgreement #COP25 are key #globalwarming #zeropollution	04-Dec	14:06	13,368	50	43	54	50
Room is filled up for the #SOER2020 report launch presentation. STARTING NOW - LIVE webcast: https://t.co/IVIWqpNhb0 #StateOfEnvironment #ClimateNeutrality #ZeroPollution #CircularEconomy #FarmToFork #SustainableFinance #JustTransition	04-Dec	13:32	10,498	37	23	109	74
"Europes #environment is at a tipping point. We have a narrow window of opportunity in the next decade to scale up measures to protect #nature, lessen the impacts of #climatechange & radically reduce consumption of #naturalresources." - Hans Bruyninckx, EEA Director #SOER2020	04-Dec	08:51	57,594	218	171	228	6,829
The European environment - state and outlook 2020 report is out: Europe faces environmental challenges of unprecedented scale and urgency. #SOER2020	04-Dec	08:23	27,415	107	120	289	82
Tomorrow - 4 Dec - we will publish the landmark #SOER2020 report on the state of Europe's #environment. Get the content from our website in the morning & follow the launch event live, starting 14.30 CET: https://t.co/IVIWqpNhb0 #climateneutrality #zeropollution #circulareconomy	03-Dec	13:22	9,814	56	40	59	1,059
Other SOER 2020 Tweets by @euenvironment (26 posts 03-10 Dec)	03-10 Dec		156,375	434	340	764	700
SOER 2020 Total (34 Tweets)	-	-	304,067	963	788	1,665	8,868



SOER 2020 TWITTER TIMELINE

03 Dec (13h)
Reach: 9,835



04 Dec (08h)
Reach: 57,594



05 Dec (09h)
Reach: 18,334



10 Dec (08h)
Reach: 3,462





04 Dec:
15 Tweets
Reach: 195,973

05 Dec:
15 Tweets
Reach: 83,413

06 Dec
2 Tweets
Reach: 11,970



SOER 2020 LINKEDIN POSTS

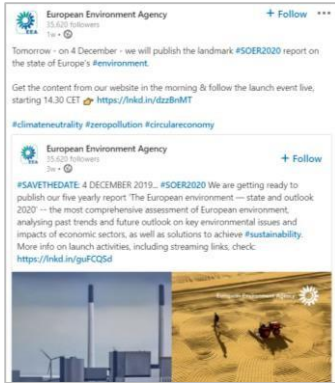
POST	DATE	POST IMPRESSIONS	LIKES & COMMENTS	SHARES	POST CLICKS	VIDEO VIEWS
Our hashtag#SOER2020 says hashtag#Europe has made progress in hashtag#resource hashtag#efficiency & the hashtag#circulareconomy, but more will be needed in hashtag#goingcircular & in reaching our long-term goals of living well within the limits of our  planet hashtag#EUGreenDeal	10-Dec	5,116	99	15	132	-
The message from #SOER2020 is clear: EU policies have been more effective in reducing environmental pressures than in protecting biodiversity and ecosystems, and human health and well-being. Persistent problems remain and the outlook for Europe's environment in the coming decades is discouraging. #biodiversity #environment #climate #health	06-Dec	5,754	83	9	143	-
COMING UP #SOER2020 press conference in Brussels with Executive Vice-President Frans Timmermans, Commissioner for Environment, Oceans and Fisheries Virginijus Sinkevičius & EEA Executive Director Hans Bruyninckx, to present the EEA #StateofEnvironment report #EUGreenDeal WATCH LIVE HERE at 11:30 CET:	05-Dec	2,372	13	0	32	-
Europe's state of the environment 2020: we face environmental challenges of unprecedented scale and urgency. Now is the time to act. #SOER2020 Executive Summary available in 26 languages! #EUGreenDeal #ClimateNeutrality #COP25 #Environment	05-Dec	4,005	56	1	66	-
What is the state of Europe's environment in 2020 and what actions are needed to meet the EU's long-term sustainability goals? LIVE broadcast from the launch of the 'European environment – state and outlook 2020' report now! #SOER2020	04-Dec	5,085	66	1	111	-
Europe's state of the environment 2020: change of direction urgently needed to face climate change challenges, reverse degradation and ensure future prosperity. Explore all #SOER2020 content #environment #climatechange #europe	04-Dec	7,307	114	20	110	3,397
The European environment - state and outlook 2020 report is out: Europe faces environmental challenges of unprecedented scale and urgency. #SOER2020 #environment #europe #climatechange	04-Dec	5,922	88	0	132	-
Tomorrow - on 4 December - we will publish the landmark #SOER2020 report on the state of Europe's #environment. Get the content from our website in the morning & follow the launch event live, starting 14.30 CET  https://lnkd.in/dzzBnMT #climateneutrality #zeropollution #circulareconomy	03-Dec	454	3	0	8	-
SOER 2020 Total (8 Posts)	-	36,015	522	46	734	3,397



SOER 2020 LINKEDIN TIMELINE



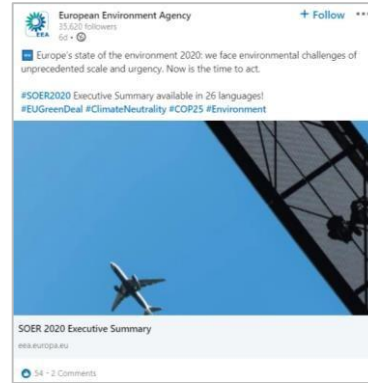
03 Dec
Reach: 454



04 Dec
Reach: 7,307



05 Dec
Reach: 4,005



06 Dec
Reach: 5,754



04 Dec
Reach: 5,992



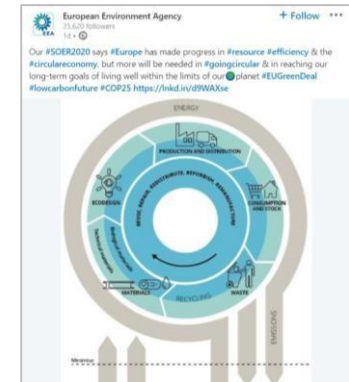
04 Dec
Reach: 5,085



05 Dec
Reach: 2,372



10 Dec
Reach: 5,116



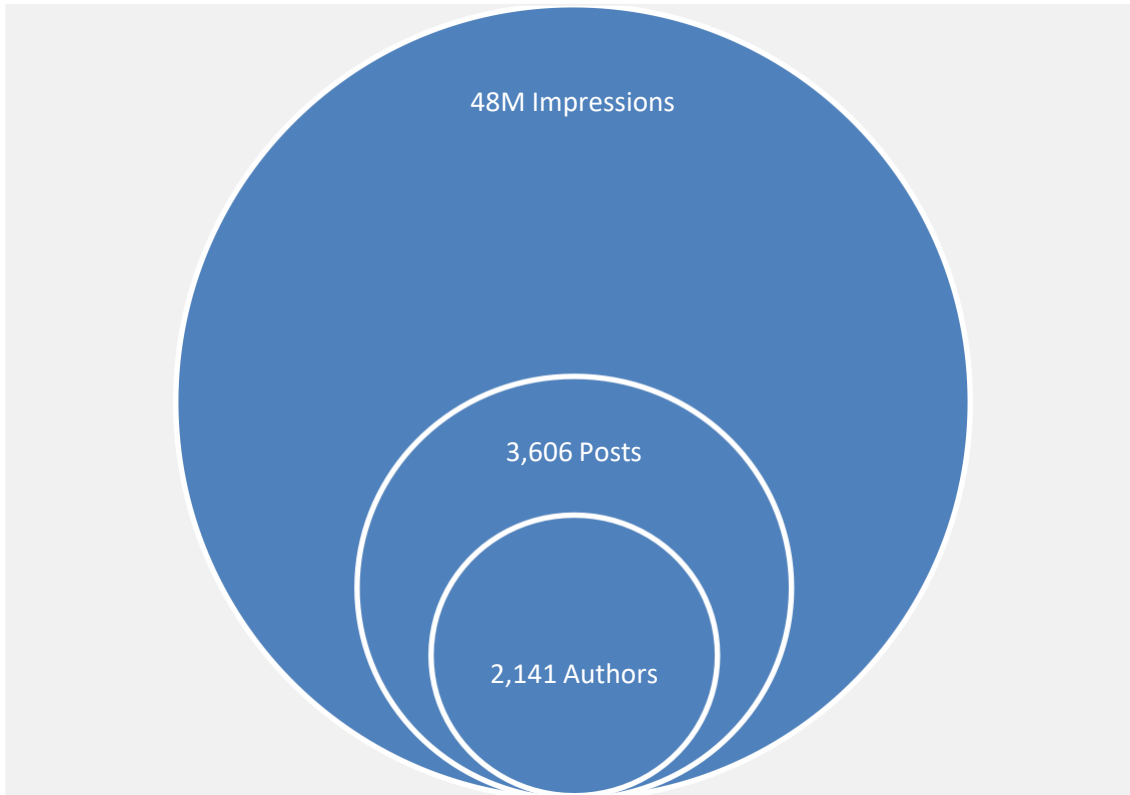


#SOER2020

SHARED MEDIA
01-10 December

Between 01-10 December the followers of EEA and external commentators published 604 original posts discussing SOER 2020. A majority of the engaged Twitter audience (either as authors or sharers) were individuals with a reach of less than 1k followers. High reach contributors were more likely to publish an original post or share EEA content with their own comments. This behaviour explains the very high impressions count achieved by original posts. Posts published by EEA or a commentator were shared 2,942 times, generating total audience exposure of 49M impressions.

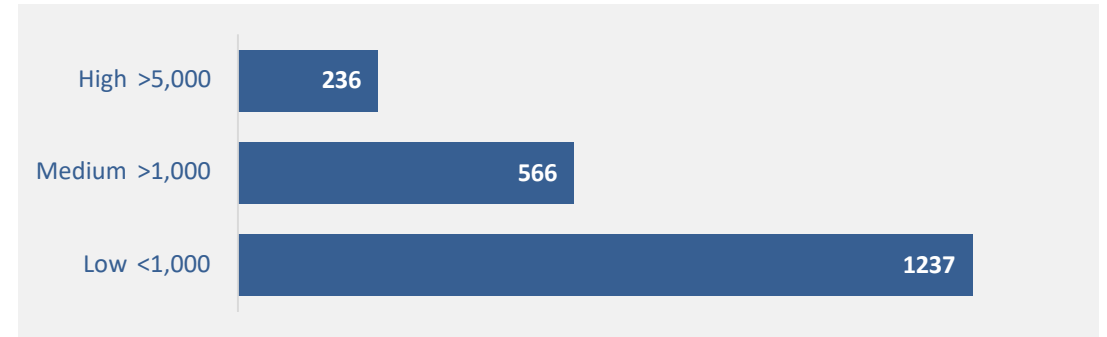
Twitter Amplification SOER 2020, 01–10 Dec



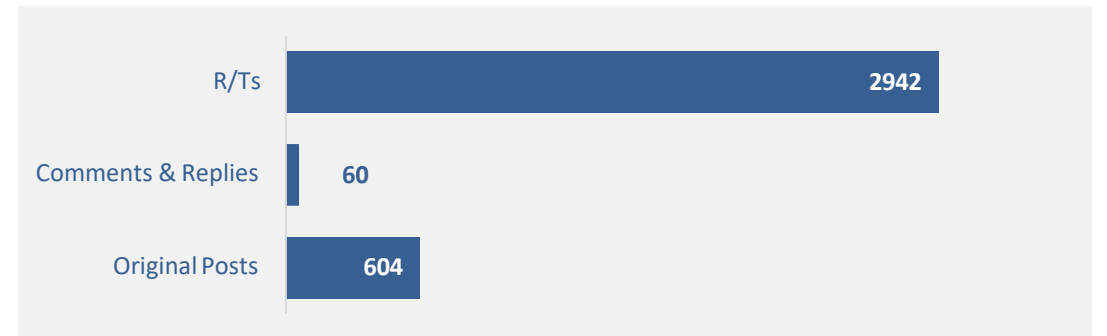
Twitter KPIs SOER 2020, 01-10 Dec

Social Media KPIs	Tweets	Comments & Replies	R/Ts	Total
Volume	604	60	2,942	3,606
Unique Authors	385	36	1,720	2,141
Impressions	29,852,664	1,711,232	16,608,717	48,172,613

Follower Count of Twitter Authors

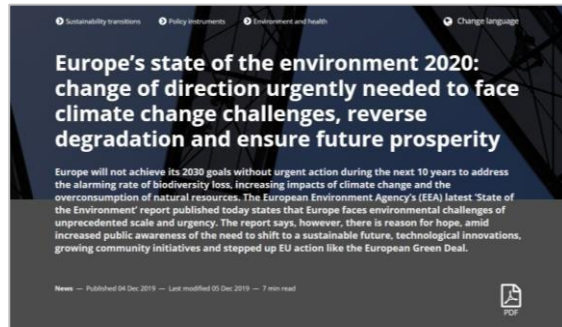


Behaviour of Twitter Authors



MOST SHARED CONTENT ON TWITTER

Most shared EEA content



Most shared NGO content



Most shared news content



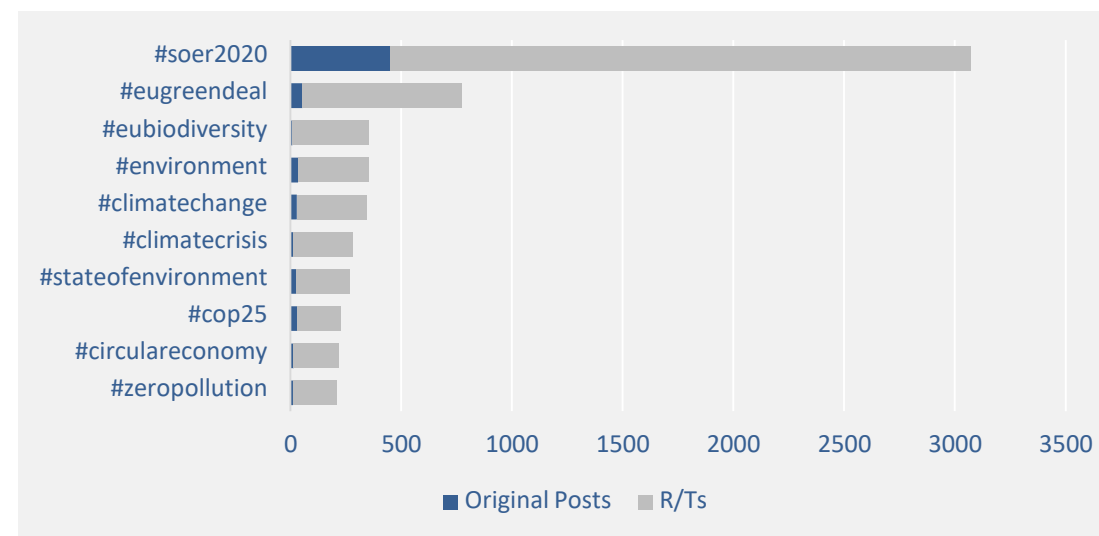
	Tweets	RTs	Total Activity	Impressions
eea.europa.eu/highlights/soer2020-europes-environment-state-and-outlook-report	30	461	491	3,235,538
eea.europa.eu/soer-2020	23	160	183	1,255,925
eea.europa.eu/soer-2020	23	112	135	946,242
eea.europa.eu/soer-2020/at-a-glance	17	89	106	700,765
eea.europa.eu/publications/soer-2020	34	58	92	222,753
greenpeace.org/eu-unit/issues/climate-energy/2505/eu-report-warns-pursuit-of-growth-is-incompatible-with-environmental-protection	1	83	84	2,110,647
video.consilium.europa.eu/en/webcast/aef7595d-5ff0-4133-95d6-ae2d90bb828	17	53	70	678,942
theguardian.com/environment/2019/dec/04/dont-pursue-economic-growth-at-expense-of-environment-report	7	58	65	384,474
eea.europa.eu/fr/highlights/etat-de-lenvironnement-en-europe	2	56	58	122,228
euractiv.com/section/energy-environment/opinion/devastating-marks-for-europes-environment-policies	6	48	54	264,048

KEY TOPICS – ACCOUNTS & HASHTAGS IN TWITTER POSTS

Top 20 Most Mention Accounts in Shared Posts

Country	Tweets	RTs	Impressions
@euenvironment	171	1,691	13,724,453
@eu_env	17	355	2,211,568
@timmermanseu	23	339	2,138,518
@vsinkevicius	35	320	2,784,564
@eu_commission	17	268	3,609,335
@vonderleyen	14	133	1,454,589
@euclimateaction	3	107	747,370
@greenpeaceeu	2	106	2,197,401
@pcanfin	19	80	850,138
@wwfeu	3	85	364,163
@sykeinfo	3	77	370,857
@birdlifeeurope	2	77	202,463
@yministerio	6	71	427,909
@foeeurope	2	70	700,709
@_emmanavarro	9	56	936,178
@arielbrunner	1	61	105,343
@esterasineu	11	51	599,786
@lpofrance	0	56	90,489
@osilfverberg	1	55	72,865
@eib	5	43	626,936

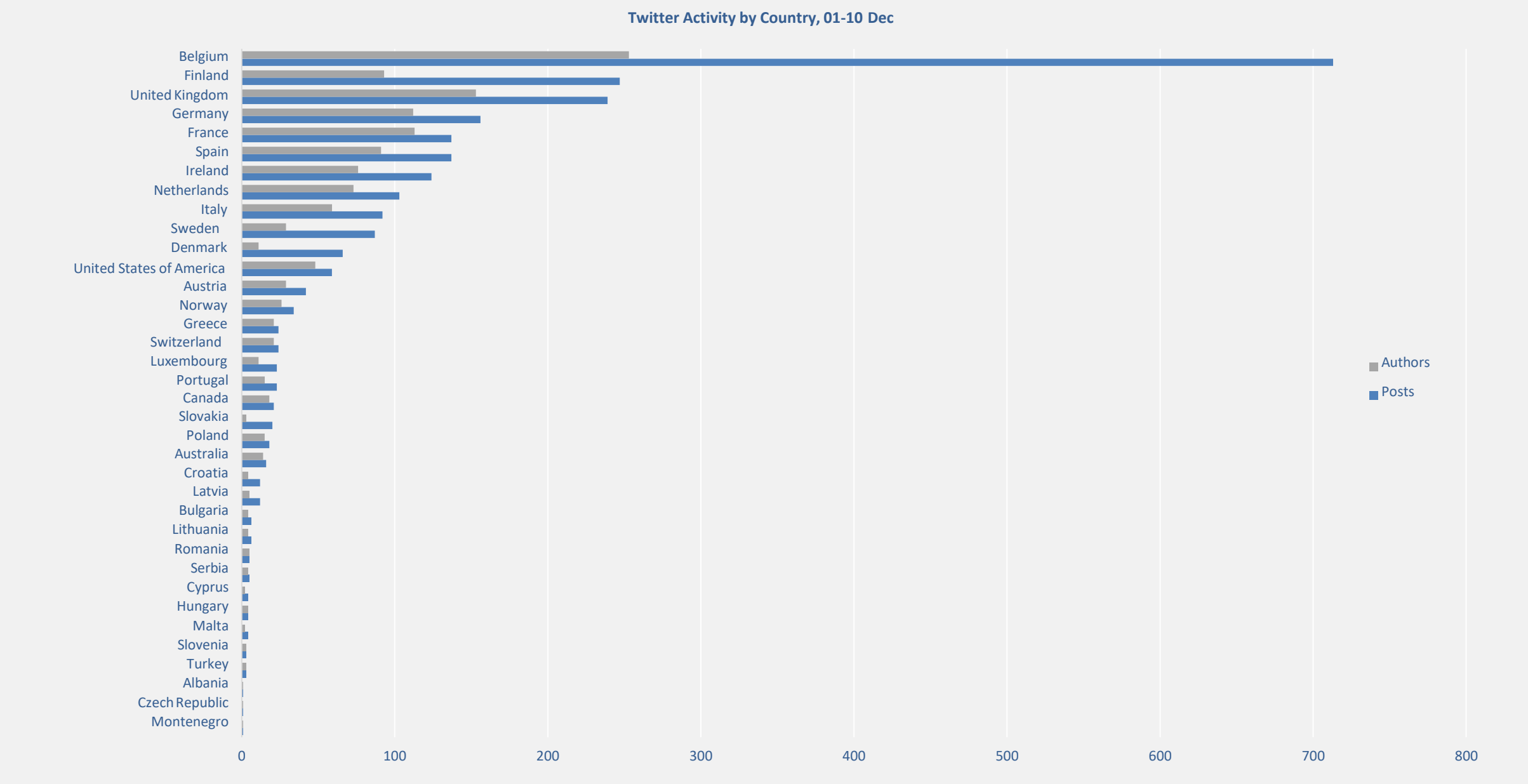
Hashtags used By Twitter Authors



Top Ten SOER 2020 Hashtags

	Tweets	RTs	Impressions
#soer2020	451	2,622	21,864,822
#eugreendeal	55	718	5,136,122
#environment	33	320	2,055,541
#eubiodiversity	7	346	2,732,575
#climatechange	29	313	2,029,190
#climatecrisis	13	268	2,022,603
#stateofenvironment	29	239	2,502,736
#cop25	32	198	1,826,089
#circulareconomy	15	205	1,709,313
#zeropollution	11	195	1,675,122

TWITTER COMMENTATORS BY COUNTRY



Ariel Brunner
@ArielBrunner

Really worth watching Hans Bruyninckx and @VSinkevicius speaks at #SOER2020 launch. On chilling and sobering but calm and analytical. The second hopeful and clear but also firm. So far so good. #europeangreendeal will be first test.

6:33 am - 4 Dec 2019

Per Mickwitz
@PMickwitz

@VSinkevicius thanks the EEA for the #SOER2020 report and states that it comes at exactly the right moment. He promised that he will make sure that every commissioner will get a copy of the report



6:23 am - 4 Dec 2019

Jutta Paulus
@JuttaPaulusRLP

"There is no more business as usual, we're full in business as unusual already" says Hans Bruyninckx, director of European Environmental Agency at #soer2020 launch



3 2:06 PM - Dec 4, 2019

Outi Silfverberg
@osilfverberg

Sipilän hallituksen ero vei keväällä huomion tärkeämmältä, eli Suomen lajien uhanalaisuusarvioinnin julkistamiselta. Tänään julkaistiin Euroopan ympäristön hälyttävästä tilasta kertova #SOER2020 -raportti, ja taas on päällä #hallituskriisi. #biodiversiteettikriisi #ilmastokriisi twitter.com/ymparistotieto...

Ympäristötiedon foorumi @ymparistotieto
Euroopan ympäristötilan #SOER2020 -raportti on julkaistu! Eurooppa ei saavuta ympäristötavoitteitaan ilman tiukempaa ilmastopolitiikkaa sekä nopeaa puuttumista luonnon monimuotoisuuden hupenemiseen ja ylikulutukseen. Seuraa julkaisutilaisuutta klo 15.30: eea.europa.eu/soer-2020/

25 10.28 - 4. jouluk. 2019

Tom Oliver
@Tom_H_Oliver

"We have not addressed the systemic drivers on natural capital and health sufficiently to turn things around" EEA Director Hans Bruyninckx on long-term environmental decline in Europe at State and Outlook of European Environment today #SOER2020



13 1:59 PM - Dec 4, 2019

Grace O'Sullivan MEP
@GraceOSilvn

Just out of @EUEnvironment Agency's launch of their 5 year report on state of Europe's #Environment, and the warnings are beyond stark. Significant underperformance across board from national governments. We're nowhere near systemic change needed+business-as-usual will mean chaos



55 3:21 PM - Dec 4, 2019

MOST ENGAGED COMMENTATORS

Most Engaged Commentators by Post Volume

Twitter Handle	SOER 2020 Posts	No. of Followers	Following
ArielBrunner	47	2803	705
PMickwitz	47	1,525	370
news_rapha	42	1,708	640
c_thevignot	35	268	309
Cladupont	27	1,146	1,133
anselmonadir	27	3,069	4,998
paulakivim	25	1,245	725
B_HerreroCangas	24	353	1,405
pboucneau	19	3,682	4,847
JarvenpaaElise	17	42	72
mubarakbashir83	17	145	196
HarrietBirdlife	16	1,031	449
PircVelkavrh	15	11	56
mullerichard	15	593	1,272
greenkontractor	13	34	117
NABU_Biodiv	12	3,195	671
Nina_Ella_	12	1,074	2,450
RichDGregory3	12	1,686	1,240

The most engaged community are professionals, environmentalists and academics with between 1k-5k followers on Twitter. Their behaviour is a mix of expressing their own views on SOER 2020 and sharing content with their network. Commentators are amplifying each other, as well as amplifying the output of @EUEnvironment.



Ariel Brunner
@ArielBrunner Follows you
Senior Head of Policy @BirdLifeEurope
Brussels birdlife.org/regional/europ... Joined January 2013
705 Following 2,805 Followers
Followed by Frédéric Simon, IUCN Europe, and 90 others you follow



Per Mickwitz
@PMickwitz Follows you
From January 2019 Director & Professor at The International Institute for Industrial Environmental Economics (IIIEE) at Lund University
Lund, Sverige mickwitz.net Joined February 2013
370 Following 1,526 Followers
Followed by Leena Ylä-Mononen, SYKEinternational, and 23 others you follow



Raphael Weyland
@news_rapha Follows you
Lawyer. Environmentalist. Democrat. European. Weltretter. Tweets i.a. in EN/DE/FR. #LessIsMore #RuleOfLaw #SDGs #FutureofEurope #NoPlanetB
Brussels Office @NABU_de. Europe. Joined August 2015
643 Following 1,725 Followers
Followed by EU2019FI, Green Budget Europe, and 46 others you follow

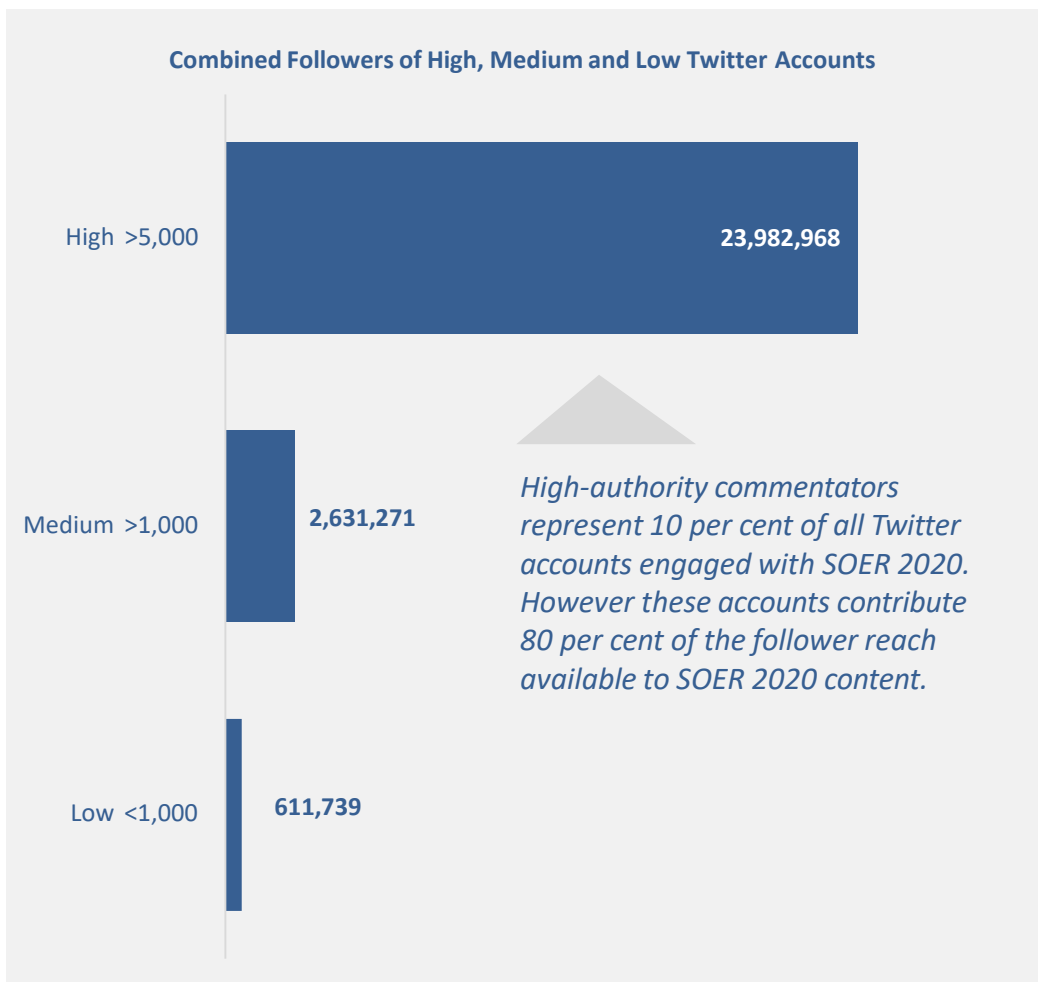


Claire Dupont
@Cladupont Follows you
Assistant Professor of European and International Governance @Ugent: EU, climate, energy, environment, democratic governance. Member of @govtran.
Ghent, Belgium Joined August 2010
1,133 Following 1,148 Followers
Followed by Andreea STRACHINESCU #EUinfluencer: 2019, Climate Diplomacy, and 25 others you follow

HIGH AUTHORITY COMMENTATORS

Twitter momentum for SOER 2020 was boosted by over 200 high-authority accounts. A combination of political leaders, senior academics, ecologists and economists, these people promoted SOER 2020 to their extensive networks and added their personal credibility to SOER 2020's call to action. A example of a high-authority commentator is Norway's Svein Veitdal, an academic with almost 300k followers and a strong personal engagement with climate change issues.

In addition to the activities of individual commentators, SOER 2020 also benefitted from the support of ecology organisations at global and national level. @Greenpeace shared SOER 2020 content with almost 2M followers and @friends_earth tweeted twice to its 200K followers.




Cristina Narbona 
@CristinaNarbona Follows you

Economista.Pero..no hay Economía sin Ecología.Miembro de la Red Española de Desarrollo Sostenible.Presidenta del PSOE.Vicepresidenta primera del Senado

Joined December 2011

1,583 Following 28K Followers

Followed by Daniel Calleja, EU Maritime & Fish, and 49 others you follow



Simonetta Sommaruga 
@s_sommaruga

Vorsteherin des Eidgenössischen Departements für Umwelt, Verkehr, Energie und Kommunikation @UVEK; Cheffe du DETEC @UVEK_DETEC; Capo del DATEC @UVEK_DATEC

Joined June 2019

209 Following 4,512 Followers

Followed by Eliane Schmid, Inger Andersen, and 3 others you follow



Svein T veitdal
@tveitdal

Tweeting Climate Change news. Climate lecturer: science, policy, solutions. Director Klima 2020, former UN Director. For contact use svein@klima2020.no

Joined September 2009

112.2K Following 295.7K Followers

Followed by Aileen McLeod MEP, Joyce Msuya, and 366 others you follow



Thomas Power
@thomaspower

Futurist Speaker Board Member @9Spokes @TeamBlockchain @OSTdotcom @bicraorg @savortex @tbusinesscafe @digentre thomas.power@9spokes.com @WhatsApp +447875695012

Joined March 2007

102.9K Following 321.4K Followers

Followed by MY World, COP18CMP8Doha, and 112 others you follow

CONTENT CAPTURE

Content:

All references to SOER 2020 in English or European languages

Media:

- Online news from European Union, Rest of Europe, US, Canada, Australia
- EEA owned media channels on Facebook, Twitter and LinkedIn. Follower engagement is measured globally (no country segmentation / restrictions).
- Global Social media buzz from Twitter (Twitter posts are segmented by the same categories as online news, with an addition category for Rest of World).

Dates:

- 01 – 10 Dec inclusive

Online News Segmentation:

- Release date and time
- Country of origin
- Average monthly visits to page url

Calculation of Owned Media Values – All values for posts, audience reach and engagement are sourced from the Page Insights tools of Facebook, Twitter and LinkedIn.

Two layers of data are used to measure Owned Media:

1. **Page Data:** metrics for all page activity during the study period. Between 01-10 Dec, activity was mostly (but not exclusively) driven by SOER 2020. Other use cases include audience engagement with non-SOER 2020 content, general site visits, job applications etc.
2. **Post Data:** metrics specific to SOER 2020 posts published between 01-10 Dec. All post-level data is 100% attributable to SOER 2020.

Social Media Buzz data is sourced from the Newton iSocial / Brandwatch platform. Key metrics for SOER 2020 social media performance are:

- Total number of mentions
- Total audience impressions
- Total number of unique authors
- Author follower reach
- Author location by country
- Post engagements (likes, comments & replies, shares)
- Hashtags used to describe SOER 2020
- Total audience reach of content referencing EEA

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