



INSTITUT PRO EVROPSKOU POLITIKU

EUROPEUM

INSTITUTE FOR EUROPEAN POLICY

Integrace - internet portal on EU issues



Ukrainian-Czech partnership building conference,

Donetsk, June 18-20, 2008

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Rytířská 31, Prague 1

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www.europeum.org

www.integrace.cz

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Structure of presentation

- History and functions
- Content
- Authors and contributors
- Readership and access statistics
- Funding
- Lessons learned
- Euractiv.cz

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History

- Launched in 2000 in order to fill in the niche on the media market in the CR where a journal on European integration was missing
- Online portal and printed version
- Specific long term project of Europeum
- Since 2005 (after the EU accession) only in form of an archive

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Functions

- Expert medium
 - Not academic, no standard reviews of the articles but it served and was recommended as a tool to the EU studies and IR students
- An opportunity to publish for experts, academics and PhD students
- Internships for students
- “Incubator“ of talents for Europeum

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Content

- European news – a network of correspondents was built (students studying abroad)
- On-line coverage of the EU summits (correspondents on the ground)
- Articles, analyses, interviews, op-eds
- Calendar of events
- Special section (funding) – i.e. EU Convention, Presidencies, Career and jobs in EU, etc.

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Content

- Archive of academic works (dissertations, PhD dissertations) on EU
- Newsletter for registered users and via database of the EIC
- Cross-links with partner media and institutions
- List of useful links (EU institutions, think-tanks, etc.)
- Content exchange with foreign partners
- Integrace was included into the media monitoring systems (like Newton in the Czech Republic)

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Authors and contributors

- Experts on EU issues
- Academics and students
- Civil servants active in the accession process
- Journalists covering the EU issues
- Foreign contributions

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Readership and access statistics

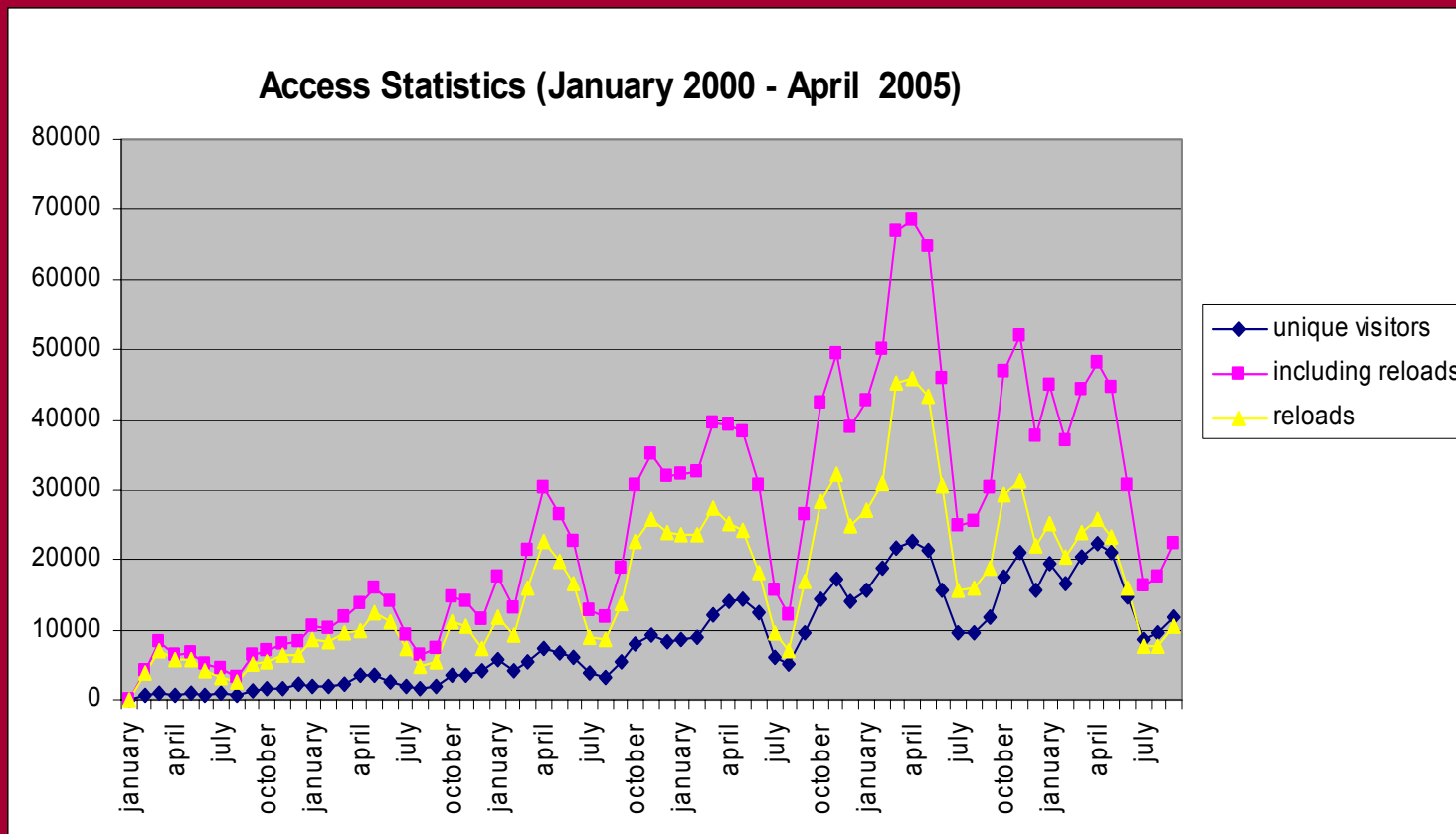
- A detailed survey in April 2004
- 18-35 years of age - 60% (the most important target group)
 - a) University students – several visits per month, interested mostly in Career in the EU, EU Politics and Institutions
 - b) Civil servant dealing and private sector employees dealing with EU issues

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Readership and access statistics

- 20% - group of 35-55 years of age
- 60% of the readers were University graduates or students
- Structure of readership – 34% private sector (surprise), 30% state institutions and ministries, 24%- academia, research institutions, think-tanks, 4% - media

Readership and access statistics



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Funding

- PHARE- Small Projects Programme (2000,2001, 2003, 2004)
- Faculty of Social Sciences, Charles University
- MATRA/KAP programme (the Netherlands)
- EU MS Embassies (FR,DK,GRE,UK,NL) + Norway
- Foundations - CERGE-EI, FES, KAS, IVF
- Ministry of the Environment

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Funding

- Euractiv.com
- Czech-German Future Fund
- Only in 2003 and 2004 – corporate sponsors (Skoda Auto, Interel Public Affairs)
- In 2005 –project of DG Education and Culture –“I am an European citizen-how can I learn about my rights“

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Lessons learned

- Lack of information and insufficient EU issues and European integration media coverage in the pre-accession period
- Elaborated analytical texts (not academic) and longer articles on EU issues are missing on the media market in the pre-accession period
- The information demand is rising with the date of the accession approaching

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Lessons learned

- Standard media got active only just before the accession
- Special sections and practical are attracting interest (career in the EU, free movement of workers, EU citizenship)
- Balanced content attracts almost all target groups

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Lessons learned

- Problems with funding
 - Financial sustainability
 - Structure of donors and sponsors
 - Flexibility in allocating received funding
- Marketing

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Lessons learned

- Consequences
 - Need to phase out the project due the financial unsustainability after the EU accession (archive)
 - In search of economically sustainable portal – Euractiv.cz (different model)

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Euractiv.cz

- Euractiv.com – Brussels mother company
- Professional design of the portal, good orientation and access to information
- Possibility to draw on the Brussels content
- Business model based on advertisement selling (consequences content-wise)
- Europeum as an exclusive content partner until recently

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Q&A's

Thank you