



ACHIEVEMENT REPORT

July 1st, 2015 to April 30th, 2016

VOLVO

Section:

Transport

CONTENT

EXECUTIVE SUMMARY	2
SECTION READERSHIP	3
CORE readers	4
Most read articles	4
NEWSLETTER READERSHIP	5
Institutional subscribers	5
MEDIA MONITORING	6
SPECIAL REPORT	8
Social media	8
Top article	8
CORE readers breakdown	9
Banner promotion	9
LINKSDOSSIER	10
ADVERTISING	11
COMMUNICATION SERVICES	12
CONTACTS	13

EXECUTIVE SUMMARY

EurActiv is the pan-European media network, providing news on EU policies in 12 different languages, from 12 different European capitals.

Since the 1st of July 2015, Volvo has supported EurActiv's editorial coverage of the [Transport section](#) on EurActiv.com, enabling EurActiv's Brussels editorial team to provide regular reporting on Volvo's editorial priorities – most notably, road safety and CO2 emissions.

You will see in this report that EurActiv's coverage – including news, interviews, opinions, videos and LinksDossiers – has often been quoted or mentioned by several international media outlets.

Besides supporting editorial coverage on the Transport section, Volvo can use two modules (of either editorial or promotional nature) to reinforce its messages within EU policy circles. During the first half of the partnership, Volvo supported a **Special Report**, "[Transport: Moving ahead](#)", that was published at the end of September. In April 2016, Volvo supported a **LinksDossier**, "[What is the EU doing about truck emissions?](#)" which also serves as a platform to display Volvo banners advertising the European Transport Forum 2016.

This report includes analytics and readership data on the Transport section, as well as on the two editorial modules mentioned above. A few highlights:

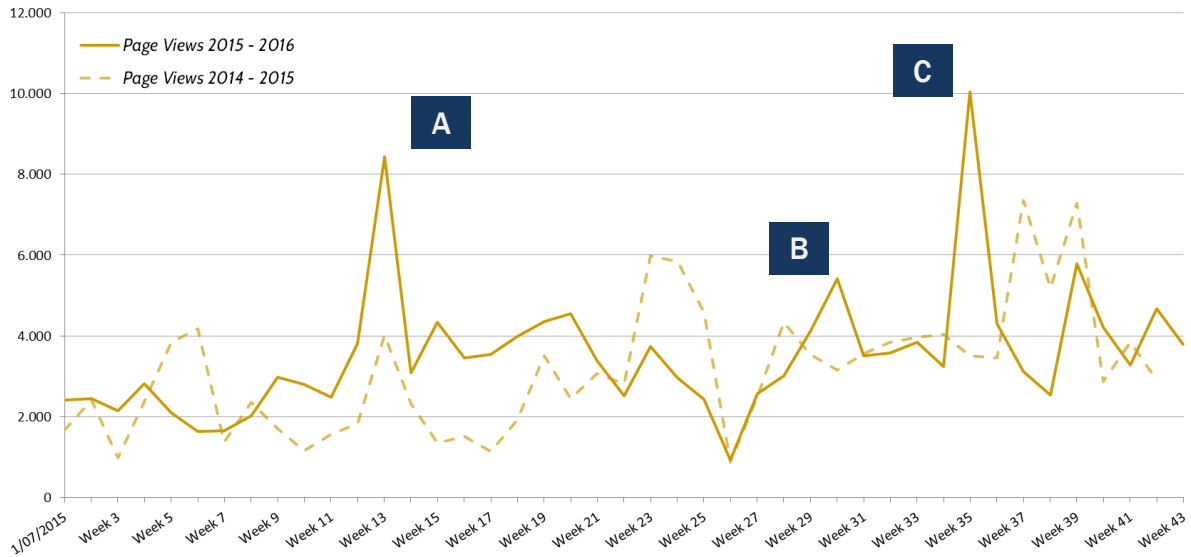
- **Page views** for the Transport section **from July 2015 to April 2016 have increased of 12% over the previous period**. This can be linked to the Transport section offering more coverage on automotive issues and policies. Volvo is currently the only Transport section sponsor with a stake in these issues.
- **One in four unique visitors of the section belongs to what we define as the CORE readership** - IP addresses originating from the EU institutions (e.g. the European Commission, the European Parliament, the Council) and from major relevant capitals in Europe (Brussels, Paris, London, Berlin).
- **4.163 unique visitors accessing the section from an official 'europa' internet provider** (see breakdown). Please note that this number is most likely under-estimated, as many visits from EU staff may be from personal devices or through an external IP.
- **Increased open rate and click rate for our Transport policy newsletter**, currently reaching more than 4.000 e-mail addresses every week.
- **The Special Report "[Transport: Moving ahead](#)" has so far generated almost 3.500 page views.**
- Very positive results for the European Transport Forum advertising campaign we ran on EurActiv.com last September 2015, with a CTR of 0.38%.

<i>Content published - Transport section from July 2015 to April 2016</i>				
<i>News</i>	<i>Opinions</i>	<i>Interviews</i>	<i>Videos</i>	<i>Infographics</i>
164	20	6	4	2

SECTION READERSHIP

Transport

Page views from July 2015 to April 2016 on the [Transport](#) section show a 12% growth over page views from the same period of the previous year



The coverage on our [Transport](#) section from July 2015 to April 2016 has attracted 152.000+ page views, for an average of 15.200+ page views per month. Readership peaked end of September, also thanks to a story on flawed car emissions tests (see A below); in January thanks to EurActiv's interview to Volvo's Niklas Gustafsson (B); and in March, with a story linked to the refugee crisis (C).

A **UK, France and Germany lobbied for flawed car emissions tests, documents reveal**
 24 Sep 2015 - 08:01
 1.652 page views

B **Volvo exec: 'Plenty more scope' to cut CO2 emissions from trucks**
 Home | Transport | Interviews
 By Frédéric Simon | EurActiv.com
 Jan 25, 2016 (updated: Apr 1, 2016)
 1.319 page views

Niklas Gustafsson, Chief Sustainability Officer, Volvo Group. [Volvo Group]

C **Refugee crisis puts truckers' lives at risk, says road transport lobby**
 Home | Transport | News
 By Catherine Stupp | EurActiv.com
 Mar 4, 2016 (updated: Mar 4, 2016)
 7.872 page views

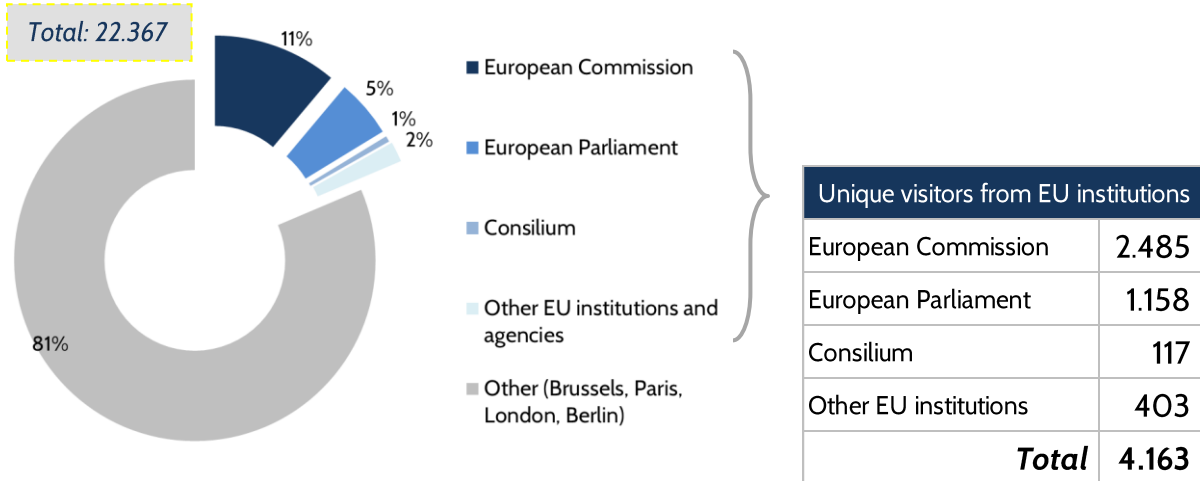
July 2015 to April 2016	Page Views	Unique Visitors
All readers	152.152	85.575

CORE READERS

We define **CORE readers** as IP addresses originating from the EU institutions (e.g. the European Commission, the European Parliament, the Council) and from major relevant capitals in Europe (Brussels, Paris, London, Berlin).

July 2015 to December 2015	Page Views	Unique Visitors
CORE readers	66.665	22.367

We have identified **22.367 CORE unique visitors** accessing our [Transport](#) section from July to December 2015. You can see a breakdown in the pie chart below.



Within the CORE segment, we identified **4.163 unique visitors** accessing the section from an official 'europa' internet provider (see breakdown). Please note that this number is most likely under-estimated, as many visits from EU staff may be from personal devices or through an external IP.

MOST READ ARTICLES

Refugee crisis puts truckers' lives at risk, says road transport lobby

Home | Transport | News

By Catherine Stupp | EurActiv.com

Mar 4, 2016 (updated: Mar 4, 2016)

7.872 page views

377 CORE page views

Brussels airport delays reopening as Belgium lowers attacks toll to 32

Home | Transport | News

By EurActiv.com with AFP

Mar 30, 2016 (updated: Mar 30, 2016)

3.747 page views

2.017 CORE page views

UK, France and Germany lobbied for flawed car emissions tests, documents reveal

24 Sep 2015 - 08:01

EurActiv in partnership with The Guardian

1.757 page views

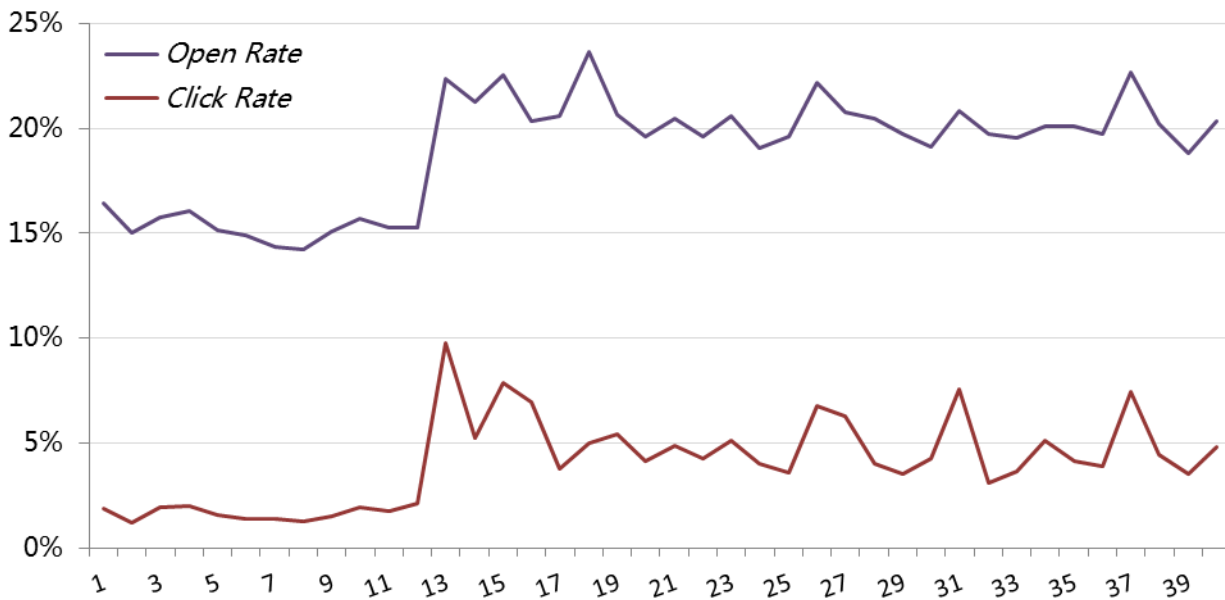
546 CORE page views

Comments f t in

NEWSLETTER READERSHIP

Since July 2015, we have sent 42 Transport newsletters, containing the most recent news, opinions, interviews, as well as relevant press releases, events and job vacancies. In total, these newsletters have generated 6.630 visits to our stories (for an average of 158 visits per e-mail). This goes to show the reach and visibility of our newsletters, which is also a powerful tool for advertising your events, press releases, or marketing campaigns.

Subscribers	Newsletters sent	Total Opens	Total Clicks	Total Visits
4.367	42	51.073	10.483	6.630



Thanks to our recent newsletter redesign, we have improved both the open rate and click rate of our Transport newsletters, that reach both institutional and private subscribers every week.

INSTITUTIONAL SUBSCRIBERS



53 subscribers



9 subscribers

Council of the European Union



100 subscribers

+ 33 subscribers with another europa.eu e-mail domain



MEDIA MONITORING

EurActiv's coverage in the Transport section has attracted attention from international media in the past few months. You can see below some examples of media quoting, mentioning, or picking EurActiv items. Please note that this list is not exhaustive, as we are aware that many other media regularly use EurActiv coverage for their daily briefings without mentioning their sources.



Rinnovabilit'

Rigettata anche la proposta annacquata delle Commissione europea

Italia ipocrita: no ai nuovi test per le emissioni delle auto diesel

Share 734 Tweet G+ 17

LesEchos.fr

Scandale des moteurs diesel truqués : les eurocrates sur la sellette

JEAN MICHEL GRADT / JOURNALISTE | LE 26/10/2015 À 08:28 MIS À JOUR À 14:46

IRISH TIMES

COP21: Aviation and shipping a climate law unto themselves

No tax is paid worldwide on aircraft or ship fuel despite those sectors' huge emissions

© Mon, Dec 7, 2015, 01:00



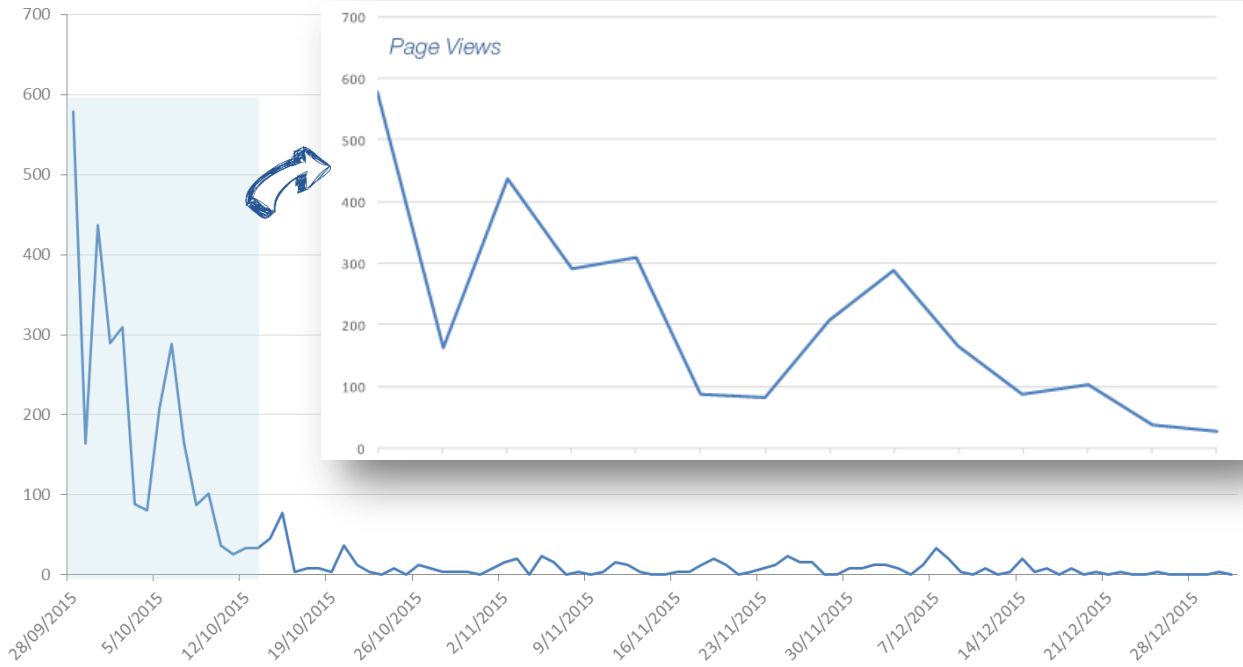
[Revue de presse] Triche aux tests de pollution : Volkswagen en danger, les Etats européens complaisants ?

COUNTRY	MEDIA	ARTICLE
Belgium	The Brussels Times	"We are safe," says head of Brussels Airport
Bulgaria	Investor	Румъния ще поиска от Volkswagen допълнителни екотакси
Bulgaria	Investor	Автомобилната индустрия иска от ЕС отлагане на новите правила за вредни емисии
Czech Republic	Respekt	CAMERONŮV SKANDÁL UKAZUJE, JAK SE NAVZÁJEM HLÍDAJÍ ELITY
France	l'Humanité	Des eurodéputés allemands, de mèche avec Volkswagen ?
France	La Tribune	La Commission s'intéresse à la gestion américaine du scandale Volkswagen
France	Toute L'Europe	[Revue de presse] Triche aux tests de pollution : Volkswagen en danger, les Etats européens complaisants ?
France	Les Echos	Scandale des moteurs diesel truqués : les eurocrates sur la sellette
Germany	openPR	Cronus ahead of the EU curve on emissions
Greece	Metoforespress.gr	Εννέα στα δέκα πετρελαιοκίνητα υπερβαίνουν τα ευρωπαϊκά όρια της ρύπανσης
Greece	Skai	Η Κομισιόν «βάζει μπρος» τα αυτοκίνητα χωρίς οδηγούς
Greece	Tribune	Σλοβακία: Έξω οι μουσουλμάνοι από τη χώρα μας

Greece	Sofokleousin	Η Κομισιόν ψηφίζει αυτοκινούμενα οχήματα
Ireland	The Irish Times	COP21: Aviation and shipping a climate law unto themselves
Italy	Rinnovabili	Italia ipocrita: no ai nuovi test per le emissioni delle auto diesel
Romania	Stirileprotv	Proiect UE: taxa europeana unica de drum. Un kilometru pe o sosea din Romania va costa la fel de mult ca unul pe autobahn
Romania	PSnews	Comisia Europeană, anunț important pentru deținătorii de ...
Romania	Dej24.ro	Ai mașină cu motor DIESEL? Normele de poluare ar putea fi modificate
Romania	Realitatea	Anunț pentru cei cu MASINI DIESEL: decizia anuntata de Comisia Europeana
Romania	PSnews	Anunț important pentru șoferii de mașini diesel făcut de Comisia Europeană
Romania	RomaniaTV.net	Anunț pentru cei cu MAȘINI DIESEL: decizia anunțată de Comisia Europeană
Romania	Vocea Transilvaniei	Anunț pentru cei cu MAȘINI DIESEL: decizia luată de Comisia Europeană
Romania	Revista 22	Normele de poluare la motoarele diesel vor fi relaxate
Romania	MONEY.ro	Comisia Europeană relaxează normele de poluare la motoarele diesel
Romania	Capital	Anunț pentru cei cu MAȘINI DIESEL: Decizia luată de Comisia Europeană
Romania	Digi 24	Comisia Europeană relaxează normele de poluare la motoarele diesel
UK	ITSInternational	German transport minister clashed with EU over road tolls
UK	Carbon Pulse	Voluntary market data from CTX for Jan. 29, 2016
UK	The Ecologist	MEPs vote for killer car pollution at double the legal limit
UK	Port technology	EU Backs Port Service Proposal
UK	Materials Handling World Magazine	Cronus Logistics ahead of the EU curve on emissions
US	joc.com	Data sharing seen as roadblock to 'digital transport
US	ITS International	EU accelerates on connected vehicles

SPECIAL REPORT

Transport: Moving ahead



July to December 2015	Page Views	Unique Visitors
All sessions	3.484	2.002
COORE sessions	1.498	842

SOCIAL MEDIA SHARES



46



143



65

TOP ARTICLE

'Intelligent mobility' faces reluctance from commercial carriers

30 Sep 2015 - 07:13 updated: 01 Oct 2015 - 07:37 EuActiv.com by Catherine Stupp



1.074 page views

818 unique visitors


CORE READERS BREAKDOWN

We have identified 197 unique visitors accessing the Report from a Europa.eu internet provider. Please note that this number is most likely under-estimated, as it does not include EU staff accessing our site via other Internet providers (e.g. personal or external wi-fi access).



BANNER PROMOTION



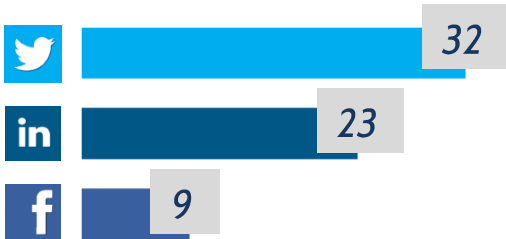
Banners running from Sept. 28 to Oct 11, 2015	Impressions	Clicks	CTR
	3.033	17	0,56%

LINKSDOSSIER

From publication date (7 April 2016)	Page Views	Unique Visitors
All readers	946	863
CORE readers	377	247

The screenshot shows the top of the EurActiv website. The header includes the EurActiv logo and navigation links for Sections, News, Special Reports, and Linksdossiers. Below the header is an advertisement for the 'European Transport Forum' with the text 'Save the Date'. The main article title is 'What is the EU doing about truck CO2 emissions?'. Below the title, it says 'Home | Transport | Linksdossiers' and 'By EurActiv.com'. The article is dated 'Apr 7, 2016 (updated: Apr 8, 2016)'. The main image is a white Mercedes-Benz truck. Below the image, there is a caption: 'The European Commission is under pressure to cap CO2 emissions from trucks.' and a credit: '[Lee bristol/Flickr]'. At the bottom of the article, there are social media sharing icons for Print, Comments (1), Facebook, LinkedIn (23), Google+, Email, and Twitter. To the right of the article is a 'SECTION SUPPORTERS' section featuring the Volvo logo and another 'European Transport Forum' advertisement.

SOCIAL MEDIA SHARES



ADVERTISING

CAMPAIGN: EUROPEAN TRANSPORT

Sections	from	to	Impressions	Clicks	CTR
Homepage	07/09/2015	18/09/2015	10.656	40	0,38%
Innovation & Enterprise					
Transport					



*The **Click-Through Rate (CTR)** is calculated as the ratio of the number of clicks by the number of impressions generated by the banners. It is a measure of the success of the advertising campaign. The average CTR in our industry oscillates between 0.10% and 0.13%.*

COMMUNICATION SERVICES

We would like to remind you that you can use our communication tools ([Press Release](#), [Agenda](#), [JobSite](#)) unlimitedly, and free of charge, during your sponsorship period.

The screenshot shows the EurActiv PressRelease website. The header includes the logo, navigation links for 'PRESS RELEASES', 'ORGANISATIONS', 'PUBLISH PR', and 'CONTACT', and a list of categories: 'Climate & Environment', 'Innovation & Enterprise', 'Health & Lifestyle', 'Energy Efficiency', 'EU Treaty & Institutions', 'Euro & Finance', 'Infosociety', 'Social Europe & Jobs', and 'Transport'. A search bar and a 'Publish a Press Release' button are also present.

Below the header, there is a filter section with a dropdown for '- Topic -', an 'Organisation' input field, 'From' and 'To' date pickers, and an 'Apply' button. A 'Login' button is located to the right.

The main content area features a table with the following columns: TITLE, ORGANISATION, DATE, and TOPIC. Two entries are visible:

TITLE	ORGANISATION	DATE	TOPIC
Risk Management in the Context of CAF and Total Quality Management	EIPA	02 Mar 2015	Innovation & Enterprise, Science & Policymaking
Standardization experts discuss next steps in development of standards for smart energy grids with European Commission, energy industry and other key stakeholders	CEN - CENELEC	02 Mar 2015	Energy

To the right of the table, there are sections for 'Agenda' (listing dates 02 Mar 2015 and 03 Mar 2015) and 'Jobs'.

The screenshot shows the EurActiv Agenda website. The header includes the logo, navigation links for 'LIST VIEW', 'CALENDAR VIEW', 'AGENDA PLANNER', and 'EURACTIV EVENTS', and a list of categories: 'Climate & Environment', 'Innovation & Enterprise', 'Health & Consumers', 'Energy Efficiency', 'Euro & Finance', 'Social Europe & Jobs', 'Infosociety', 'EU Treaty & Institutions'. It also features social media icons for Twitter, Facebook, and RSS, a search bar, and buttons for 'Post an event here' and 'Advertise on the Agenda'.

Below the header, there is a navigation bar with 'LIST VIEW', 'PREV | MARCH 2015 | NEXT »', and 'Month Year' buttons. A 'Login' button is on the right.

The main content area features a 'FEATURED EVENTS' section with a grid of event cards. Two events are visible:

Date	Event Title	Location
Mon 02 MAR	EU Environmental Law for Non-Lawyers EIPA - The European Institute of Public Administration Luxembourg Target group [...]	SOCIAL EUROPE & JOBS
Mon 02 MAR	European View Launch - Europe's Defining... Wilfried Martens Centre for European Studies The Wilfried Martens Centre for European Studies cor [...]	EU PRIORITIES 2020

To the right, there are sections for 'Events of the week' (listing a 'Stakeholder Conference: Cardiovascular Diseases, Cholesterol - What Impact for Europe?') and 'Location'.

The screenshot shows the EurActiv JobSite website. The header includes the logo, navigation links for 'POLICY', 'LEGAL', 'ADMINISTRATION / SECRETARIAL SUPPORT', 'COMMUNICATIONS', 'GENERAL MANAGEMENT', and 'PROJECT MANAGEMENT', and a list of categories: 'Accountancy', 'Economist / Analyst', 'Editorial / Research', 'Engineering', 'Finance / Banking', 'Human Resources', 'Internship/Graduates', 'IT', 'Sales / Marketing', 'Translation', 'Other', and 'Education opportunities'. It also features social media icons for Twitter, Facebook, LinkedIn, and RSS, a search bar, and buttons for 'Post a vacancy here!' and 'Advertise on the JobSite'.

Below the header, there is a search bar with dropdowns for '- Category -', '- Location -', and '- Experience -', and a 'Search' button. A 'Login' button is on the right.

The main content area features a 'FEATURED JOBS' section with a grid of job cards. Two jobs are visible:

Company	Job Title	Location
efpia	EFPIA - European Federation of Pharmaceutical Industries and Associations Digital Communications Manger	Brussels 13 March
efsa	EFSA - European Food Safety Authority Head of Resources and Support Department (RESU) (AD12)	Italy 03 March

To the right, there are sections for 'Jobs of the week' (listing a 'Campaigner / responsable de campagne (h/f)') and 'Supporters' (listing logos for efpia, eu careers, and other organizations).

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*EurActiv welcomes ongoing feedback
on our partnership*