

## Blogactiv.eu is Born

If you have something to say on EU Policy, Blogactiv.eu is the platform to say it on.

Web2.0 is 'opening up' opinion-forming processes in all areas of politics and society. For *EU Actors* working on European Union policy, this offers both opportunities and challenges.

With European elections looming in 2009, now is the time to integrate Web2.0 into your organisation's communications activities.

Hence Blogactiv.eu.

Complementing EurActiv's independent and balanced coverage of EU Affairs, Blogactiv.eu focuses on "expert generated" content on the future of Europe.

Blogactiv.eu will become central to the emerging European public space.

It will be the place to go when you want to argue your corner and engage in EU policy debates.

*"Blogactiv will build on EurActiv's readership to become the premier source for opinions, discussions and views on EU affairs."*

### Blogactiv.eu At A Glance

#### A Blogging Platform designed for the EU Policy Community at large:

- Blogs from individuals, organisations and groups
- Focused on EU policymaking
- Quality over quantity
- Audience for your blog via links from EurActiv and others
- Guest blog to get started
- Technical and Community Support tailored to EU Affairs professionals
- Specific sections on high-profile issues
- Web2.0 platforms for Event and Projects
- Multilingual and decentralised, paralleling EurActiv's CrossLingual Network

### Why do experts blog on Blogactiv.eu?

Anyone can set up a blog on any number of generic platforms in a matter of minutes. And every minute, hundreds of people do exactly that.

Hence the sea of mainly worthless content clogging

up the Web, making it difficult for you to stand out, build and engage with your audience.

Setting up on Blogactiv will be no more difficult, but the audience will be far easier to create: **popular**

Already on Blogactiv.eu: <http://crossick.blogactiv.eu/>



**Stanley Crossick**

*Founding Chairman of the European Policy Centre, Stanley is a political analyst and media commentator on EU internal and external policies, with special expertise on China.*

*"Stanley's Blog" currently focuses on EU-China relations.*

**and noteworthy blogs already receive exposure on EurActiv.com and its CrossLingual Network of sites across Europe, which between them receive 475,000 unique visitors every month.**

Already on Blogactiv.eu: <http://3eintelligence.blogactiv.eu/>



**Willy De Backer**

*An independent journalist and commentator, Willy's "3E Intelligence" blog is required reading for everyone interested in EU energy and climate change policy.*

*"Commenting to a blog can take seconds. Posting your own, a few minutes"*

Technically speaking, moreover, **Blogactiv is tailored specifically to European affairs**. There are myriads of blogging technologies, add-ins and extensions available to today's bloggers. We have examined them all, and adapted those best suited to discussing Europe.

Similarly, Blogactiv will be **multilingual**, and feature major **sections** on some of the main EU issues of the day, featuring background briefings and relevant news from across the web. There will also be technical support, community-building activities, and a very active marketing campaign.

## Blogactiv Platform: A Web2.0 Boost for Your Events, Projects and Campaigns

If you are running a project or organising an event, a dedicated **Blogactiv Platform** can help you:

- **Improve networking**, knowledge exchange and communications
- **Widen participation** to those not directly involved, before, during and after the event
- **Create an Online Community** which will outlive the project or event
- **Create a richer, more interesting and user-centric record** of your project or event

A Blogactiv.eu Platform can range from a simple 'event blog' to a branded, multi-blog platform dedicated to the participants in your project, or the attendees to your event.

The principal is the same: **turn your participants and attendees into contributors** - sharing their thoughts, photos, videos, documents and more - before, during and after the event. We can even send professional 'event bloggers' to your event to get things started.

Already on Blogactiv.eu: <http://orgalime.blogactiv.eu/>



**Mark Redgrove, Orgalime**

*The European Engineering Industries Association was the first industrial association to start blogging on Blogactiv.*

## Don't know where to start?

Should you start a blog, post to the guest blog, comment on other blogs or just monitor the blogosphere? How should you handle comments? How does this work with your existing site? Do you need an event blog for your next workshop? And what exactly is a blog, anyway?

Blogactiv.eu SPRL runs a regular series of **lunchtime seminars** covering both the Why and How of Blogging. If you would like to explore further how Blogactiv.eu can help you better engage with your audiences, don't hesitate to get in touch.



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