

Edelman DXI & EUDAS21

USING DIGITAL TO UNDERSTAND YOUR LANDSCAPE •

1 DECEMBER 2021



THE NEED FOR INTELLIGENCE IS CLEAR.

Policy conversations are happening online.

Of MEPs and EU policy influencers polled...

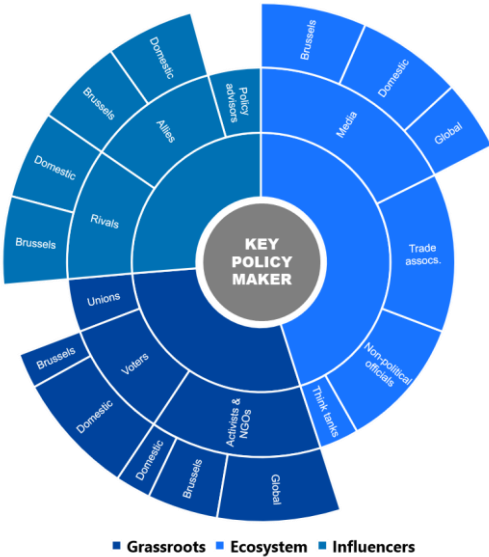
95%

use Twitter often, compared to 79% in 2018.

42%

believe social media is the most influential source in supporting them to make informed decisions.

Influence is moving online.



It's getting crowded in here.

25,000

lobbyists, with a combined annual budget estimated at more than

€3,000,000,000

sought to influence EU policy in Brussels in 2021.

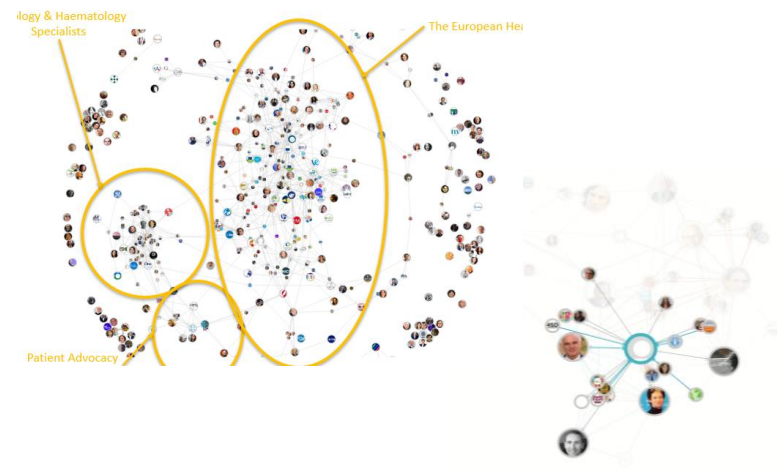
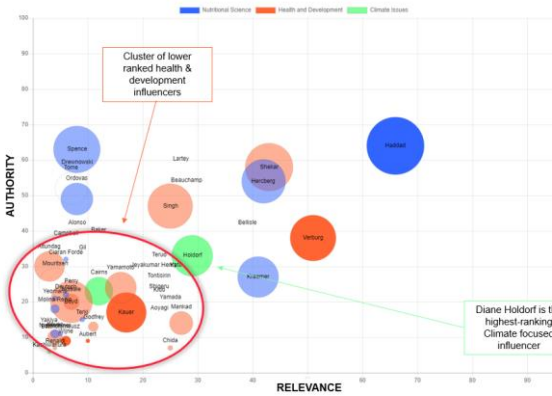
CONTENT IS NO LONGER KING . . .



Image by [Felix Mittermeier](#) on Unsplash

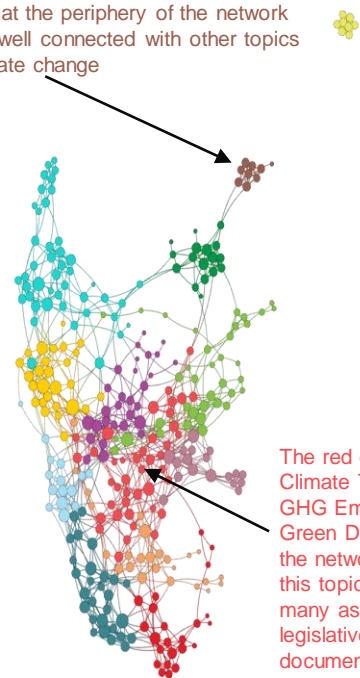
... NOT WITHOUT THOUGHT LEADERSHIP
INFRASTRUCTURE

STAKEHOLDER MAPPING & ANALYSIS



TOPIC & CONVERSATION ANALYSIS

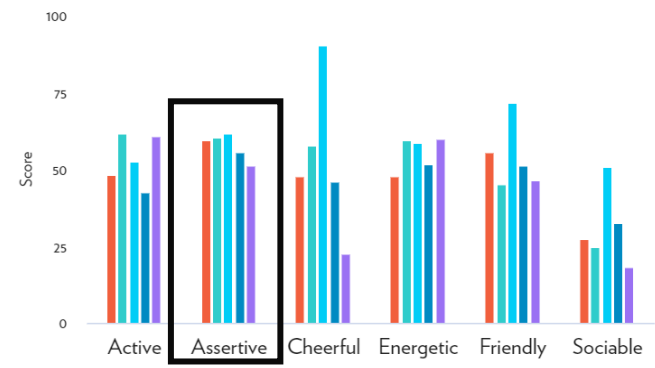
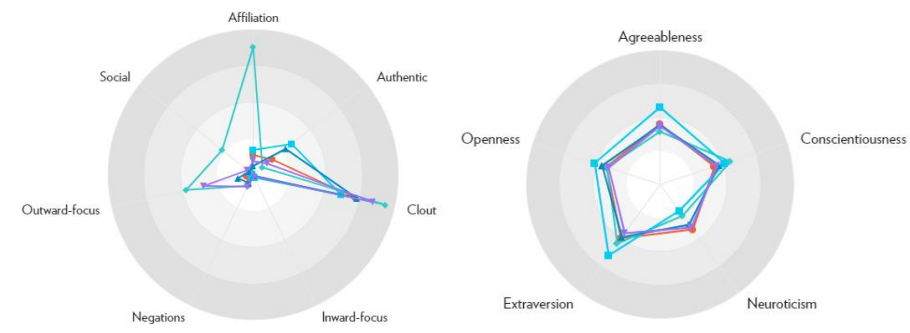
This cluster on Energy Efficiency and Labeling (2.8%) is located at the periphery of the network meaning it is not well connected with other topics pertaining to climate change



The red cluster on Climate Target Plan: GHG Emissions and EU Green Deal is central to the network meaning this topic penetrates many aspects of the legislative and policy documents analyzed.

The network is highly focused with only a few clusters emerging

PSYCHOMETRIC PROFILING



CONTENT ISN'T KING, IT'S THE JEWEL IN THE CROWN.



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