



STATISTICS

IED Webinar | Green no deal? Carbon Border Adjustment Mechanisms: How to make it work

General statistics :

Video stream on Vimeo (b2match+IED website):

- 196 views in English
- 61 views in French

Facebook: 220 views

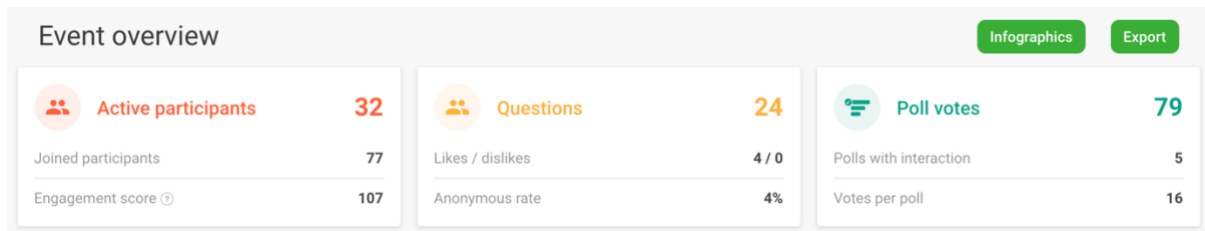
B2match:

During the event, there was always around 50 viewers connected throughout the 2 sessions (French and English together). This does not mean that the same 50 persons viewed the whole event. It means there was always an average of 50 viewers present.

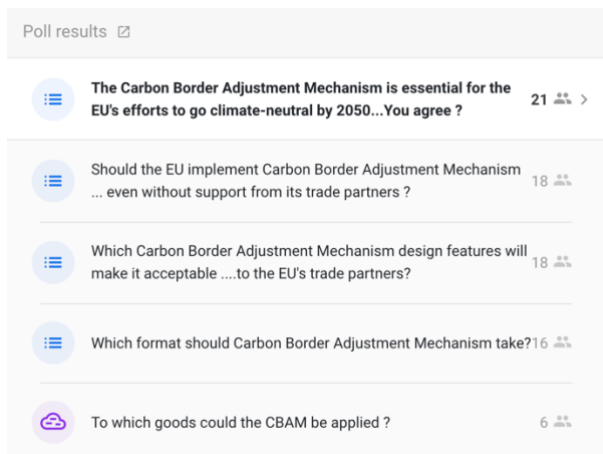
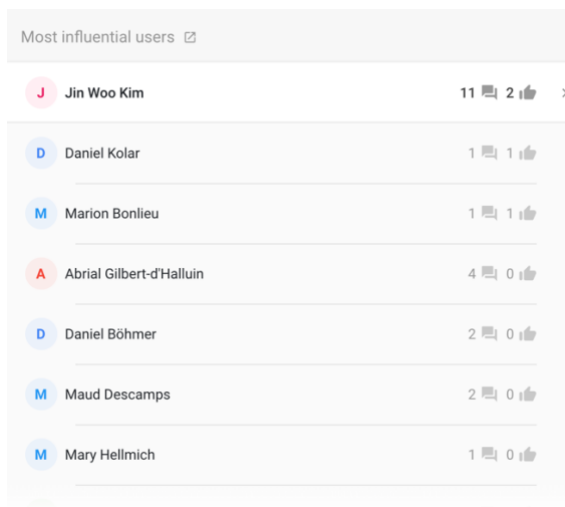
Reminder emails sent via the b2match platform have open rates of 39% and 49% which are very good open rates.

Be2match registrations:





Engagement score : total number of questions, likes and poll votes



Slido was very well used by the viewers and made the discussions interactive. Participants asked very relevant questions and got involved in polls and word clouds.