

Appendix 1: EU document types included in the content analysis

Document type	n
EU charter of fundamental rights	1
EU Pillar of social rights	1
White Papers	7
Green Papers	38
Annual Growth Survey	10
Europe 2020 strategy	1
Employment guidelines	2
Country-specific recommendations	233
Total	293

Source: authors

Appendix 2: Examples of coded segments

Approach	Example sentence (verbatim)	Indicative word types and phrases	Document
reference	Scientific understanding <i>underpins</i> industrial innovation and environmental protection.	Simple present tense	Green Paper Marine Knowledge 2020 from seabed mapping to ocean forecasting (2012)
objective	Cooperation between employment services <i>should be</i> reinforced, and the EURES platform can provide the basis for a more integrated European labour market.	Should be; in order to	Annual Growth Survey 2013 (2012)
tool	Reduce the high gender pay gap and enhance full-time employment opportunities for women, <i>notably through</i> the provision of additional care services for dependants.	Through; by	CRS for Austria (2011)
action	<i>Increase</i> the provision of quality mainstream education, in particular for Roma.	Imperative verb form	CSR for Bulgaria (2017)

Source: authors