

Annex 1. The operationalisation of reputational dimensions in annual activity reports.

To operationalize the four facets of an agency’s reputation, we used Busuioc and Rimkute’s methodology (2020 (1)) based itself on Carpenter’s work (2010). This methodology offers to code the four aspects of an agency’s reputation through specific keywords, translating the definition of each facet. The keywords selected for the “technical” reputation refer to the professional and technical dimensions of an agency’s work (“technic\*”, “expert\*”, “data” etc.). The words fitting in the “performative” category are related to the demonstration of an agency fulfilling the objectives set in its mandate (among others “goal\*”, “achievement\*”, “effectiv\*”). The keywords associated with the “legal-procedural” facet reflect the idea of the agency engaging in socially approved procedures (for instance, “audit\*”, “independent\*”, “liability\*”), while those related to the “moral” aspect offer to capture the ethical and moral values the agency is committed to (e.g. “integrity”, “moral”, “ethic\*”).

Nonetheless, we had to amend Busuioc and Rimkute’s dictionary. While the latter was built to examine the evolutions of the annual activity reports issued by 20 different agencies covering very different areas, some of the keywords caused a problem in our case study. Indeed, after a test of this dictionary on a sample of Europol’s reports, it appears some words were biased and did not capture what we are attempting to study. This was for instance the case with “deliver\*” or “inspect\*” appearing in the “performative” category in Busuioc and Rimkute’s dictionary, while in Europol’s reports they refer also to some technical features (e.g. “controlled delivery” as a police technique to trace the flow of illicit goods and “inspection” as police operations or police “inspectors”). These problematic keywords were hence deleted and replaced by less ambiguous terms. Other words were also irrelevant in Europol’s context such as “consumer”. Finally, we also attempted to obtain an equal number of keywords for each category to avoid any unbalance.

We used the Nvivo software, dedicated to mixed-methods analysis, to reference the number of appearances of each keyword per annual report. We divided this frequency count by the total word count of each annual report. This allowed us to obtain the frequency percentage of each reputational dimension and to observe their evolution over the time without any bias related to the transformation of Europol’s reports. Indeed, not all reports have the same format, some being much shorter (9 924 words in 1999) than other (39 469 words in 2018). This was even more necessary as in 2015 and 2016 two activities reports were issued by the agency, one in the traditional format of “annual report of activities” and one in the new format “consolidated annual activity report”, required by the 2016 Europol regulation.

Reputational dimensions	Keywords
<b>Technical reputation</b>	Analy*, assess*, calcul*, data, evidence*, examin*, expert*, investigat*, knowledge, methodolog*, model*, profession*, qualitat*, quantify*, quantitat*, reliab*, research, robust*, science*, scientif*, studi*, technic*, test*.
<b>Performative reputation</b>	achieved, achievement*, action*, adopt*_decision*, application*, complianc*, comply, effecti*, efficien*, enforce, enforced* goal*, improv*, inspect*, KPI* [Key

	Performance Indicator], objective*, outcome*, output*, perform*, result*, satisfy*, target*, timely*.
<b>Legal-procedural reputation</b>	Accountab*, appeal*, audit*, conflict*_of*_interest*, consult*, control_standard*, declaration*_of*_interest*, formal*, independen*, internal_control*, internal_operation*, internal_system*, legal*, liabilit*, management_standard*, management_system*, oversight, procedur*, requirement*, rule*, scrutin*, supervis*.
<b>Moral reputation</b>	Common_interest*, credibility, democratic_control, dialogue*, engagement*, ethic*, flexibl*, good_governance, honest*, inclusiv*, integrity*, moral, openness*, precaution*, protect*, public_access, public_interest*, (fundamental/human)_right*, safeguard*, societal*, transpar*, trust*, values.