



2015
European Year
for Development

our world
our dignity
our future

Newsletter for EYD2015 communication partners

In this issue:

1. Welcome
2. **Strategy** Co-communication, co-branding and co-creation of content
3. **Strategy** Working with the monthly themes
4. **Website** Some words about the EYD2015 website
5. **Website** Preparing content for the organisation page
6. **Website** Preparing replies to the three questions
7. **Press** Partnerships and Follow up
8. **Social media** Co curating our Facebook and Twitter accounts
9. **Coordination** Next steps, deadline reminders, useful resources
10. **Useful resources**
11. **Contact details**

1. Welcome!

Dear communication partners,

This newsletter will be issued every month running up to and during the European Year to all EYD2015 communication partners. It is aimed at all those that will be working with the EYD2015 website built by the European Commission, with the official social media accounts of the year and on press outreach. This first issue is being sent to all participants at the Member State Technical Working Group that was organised on 9-10 October 2014 in Brussels.

It includes important information on the online and social media elements of the campaign and recaps the next steps in our joint work in these respects.

I look forward to an intense and fruitful collaboration with you. Together, we will create a vibrant and multi-faceted online

presence for the European Year for Development 2015 (EYD2015).

Stina Soewarta,

Head of Unit Communication and Transparency at the European Commission's Directorate-General for Development and Cooperation – EuropeAid

If this newsletter has been forwarded to you and you wish to subscribe to it to receive regular information about the online dimension of the EYD2015 communication campaign, please send an email to EuropeAid-EYD-WEB@ec.europa.eu with the title "Newsletter subscription"

2. **Strategy** Co-communication, co-branding and co-creation of content

The European Year for Development is a unique communication opportunity for the whole European development community, not just the EU institutions. It is a year of partnership and cooperation, and this is reflected in the way the campaign has been structured and the tools such as the shared website and the social media strategy have been set up. The campaign aims to 1) inform about EU and Member State development cooperation and highlight results; 2) foster direct involvement, critical thinking and active interest; 3) raise awareness of benefits, foster a sense of joint responsibility, solidarity of opportunity. (Please study

carefully the legal basis of the year, Decision No 472/2014/EU).

The key messages of the year can be summarised as follows:

- The EU is a global player which tackles today's challenges
- In an increasingly interdependent world, EU development cooperation benefits people both in the EU and in our partner countries.
- Think global, act local. A single person can make a difference.

In line with the collaborative nature of the year, the three building blocks of the EYD2015 online strategy are "co-communication, co-branding and co-creation of content".

Co-communication: All communication partners, be they Member States, civil society organisations, international organisations, EU institutions and other organisations involved in the year, have ownership of the year. They have the right to communicate on European development cooperation from their own specific perspective.

Note that organisations that do not support the aims of the year or do not subscribe to the key messages should refrain from participating in the communication campaign.

Co-branding: On its own, the EYD2015 is a weak brand. It communicates that development is a priority all over the EU in 2015, but not much more. In itself, it has no personality; it is a mere vehicle created by and for the community of EU development organisations that wish to put development cooperation high on the political agenda. On the other hand, the communication partners have very strong brands, be they Member States, local and regional authorities, civil society organisations, EU or international organisations or any other type of organisation.

Co-branding – combining the visuals of year and the recognisable identities of the partners – is a win-win situation in that it lends credibility and personality to the year and gives a sense of priority and opportunity to the partners.

Partners should include the European emblem and the official name of the year in their communication products. They are

also encouraged to use the visual implementation of the motto. If they wish, they are free to use the 'partner label' prepared to help partners brand their own material.

The use of the visual identity is described in detail in the guidance document available for EYD2015 national coordinators and beneficiaries in the restricted Capacity4dev group, where the graphical files in 23 languages have also been uploaded. All other partners can, at the moment, obtain it either through their national coordinator or by sending an email to the EYD2015 functional mailbox (EuropeAid-EYD@ec.europa.eu).

National coordinators are welcome to share the visual identity files with any trusted partners by forwarding them the following download link:

<https://www.dropbox.com/sh/35tqb2odn6l6w1w/AACzPQiuHlvpSxOJciKrACpza?dl=0>

Co-creation of content: Communication partners are free to develop communication materials for the European Year. This can include stories and social media posts about development cooperation, as well as infographics about results and remaining challenges, photo exhibitions, videos, music, publications for specific audiences, give-aways, ... In addition, partners are encouraged to 'brand' their regular, ongoing communication products with the year, by for instance inserting a reference to the year in their email signatures, newsletters, websites, annual reports, etc.

The shared website will rely on the active generation of EYD2015-related content. Partners are also strongly encouraged to develop fresh and innovative social media content that can be easily shared by their many followers on the various social media platforms to create engagement.

3. **Strategy** Working with the monthly themes

The European Year for Development will be divided into twelve thematic months. We would strongly encourage you to take these months into account when you plan for your content production.

- January: Europe in the world
- February: Education
- March: Women and girls
- April: Health
- May: Peace and security
- June: Sustainable growth, decent jobs and business
- July: Children and youth
- August: Humanitarian aid
- September: Demography and migration
- October: Food security
- November: Sustainable development
- December: Human rights

Of course, partners are free to publish stories and posts about any of these topics at all times during the year. However, the more engaging and attractive content that we can together publish during each thematic month, the more impact our collective efforts will have.

The opening theme is "**Europe in the world**". We would in particular encourage partners to prepare content that helps to build an understanding of the global picture.

Many organisations have already prepared information material about their work, their results and their position in relation to global issues. Much of this information can be repurposed for the EYD2015 communication campaign and can be turned into stories, infographics and posts. Note that as this is a European year, we want to include a European dimension in the material. This can be done in a number of ways. Below are some practical suggestions:

| If you mention... | ...also mention ... |
|--|--|
| ...how much your country spends on international development aid | ... how this compares with the EU average or with other comparable EU countries. |
| ... the political issues that your organisation is working for in your country | ... how you seek to influence policy at EU level. |
| ...your organisation's position in international negotiations | ... how your position relates to partners in other EU countries or with the official position of the European Union. |

4. **Website** Some words about the EYD2015 website

The website will be collaborative and will allow all communication partners to work independently with their own content. The editorial responsibility relies with each organisation that signs up to the website.

Ultimately the decision on what organisation should be allowed to work on the website lies with the EYD2015 national coordinators nominated in each country or – in case of organisations working at EU or international level – with the European Commission. It is up to the national coordinators to spread the word to the organisations involved in their national work programmes about the opportunity to participate in the EYD2015 website.

Stakeholders proactively looking to participate in the EYD2015 website should express their interest by sending an email to EuropeAid-EYD-WEB@ec.europa.eu. Their request will then be examined at the relevant level (by the EC or a national coordinator)

If the national coordinators decide to manage the content centrally, they should make sure that the organisations that provide content to the website receive due

credit for their work. More information on how this is done will be supplied in November.

For an overall description of the EYD2015 website, please refer to the EYD2015 website guidelines shared with the national coordinators at the Technical Workshop on 9-10 October and in the Capacity4dev.eu group for coordination with member states.

Some points are highlighted below:

- The website will be fully multilingual and all partners may set their own language policy. They are encouraged to publish information in their own language(s), and may choose to also publish in other languages.
- Translations will be fully managed by the partners.
- The website is a campaign website and should be used for material related to the European Year. The target audience is general public, not specialists.

5. **Website** Preparing content for the organisation page

Content upload to the website can start in November, but already now it may be useful to start preparations.

Each partner that registers to publish information on the website will have its own organisation profile page.

It might be a good idea to already agree on the content of this page. Note that if

you want to communicate in more than one language, you need to make sure that the organisation page is translated to all languages you will use. The organisation profile page will include the following elements:

The description of your organisation

Each organisation page will include a summary text about the organisation. When drafting this, try to keep it short. To make sure that all organisation pages are similar and that people can easily find the information that they are looking for, please structure the text according to the following guidelines.

Paragraph 1 - **Description**. The aim of this section is to help people understand what you are and what your aims are. Start by the name of your organisation:
"[Organisation] is ..."

Paragraph 2 - **Your ongoing development work**. What type of work are you doing, what countries, continents, sectors, target group etc do you focus on? If relevant, add some budget figures.

Paragraph 3 – **Your plans for the European Year for Development**. You can at all times go back to this description and update it, for instance to add links to events, campaigns or competitions.

Paragraph 4 – **Call for engagement**. Note that one of the aims of the year is to foster engagement. Do you welcome new members? Donations? Do you offer volunteering possibilities?

Additional elements:

Logo of the organisation - for countries, the flag would be appropriate

Contact information such as address, press contacts, website link, link to social media accounts.

6. Website Preparing replies to the three questions

When creating the organisation page, all partners will be asked to respond to three questions about development. Each answer should not be longer than 600 characters. You will be able to upload your answers when you get access to the website in November.

The answers to the three questions will be displayed on the organisation page and on an overview page that collects answers from all organisations. Note that if you work in more than one language, you will need to translate your responses.

Questions:

1. Why should we care about development? (*Comment: "we" refers to citizens in general, not to the development community.*)
2. What is the added value of the EU as a global player?
3. How can each of us make a difference? (*Comment: "each of us" refers to citizens in general*)

7. **Press** Partnerships and follow up

In the next month, we will be finalising our media partnerships, and setting up at least two per Member State (with main broadsheets/ TV and radio, as well as with other more specialised media – faith, women’s magazines, environmental publications, youth media and bloggers.) Please let us know if you have any

existing partnerships with media outlets (or plan to set them up) so that we do not duplicate. Similarly, if you have specific advice on which outlets we should look at partnering with, let us know. We will keep you informed on our own plans too. Contact Stacey.Vickers @ec.europa.eu.

8. **Social media** Co-curation of EYD2015 accounts

We will be hosting a ‘Social Media takeover’ throughout the year, allowing our partners to curate the official EYD Facebook and Twitter accounts. Please let us know if you are interested in co-curation of the accounts for a week during the year (or if you receive requests from partners to do so), together with the

specific week which you are interested in. We will do our best to accommodate requests where possible, but please bear in mind that certain dates in the calendar (World Food Day, International Women’s Day etc) are already filling up very quickly. Contact EuropeAid-EYD-SOCIAL-MEDIA@ec.europa.eu.

9. **Coordination** Next steps and deadline reminders

7 November:

Website The EYD2015 team will start creating user accounts for all those that will edit the website. Member States shall submit the following information:

1) Names and contact details of staff that will upload content on behalf of the national coordinator;

2) Names of organisations listed in the national work programmes that will manage their own content on the website, as well as the name of the web contact point for each organisation. If already known, names and contact details of additional editors shall be provided for each organisation.

Note: Management of the community of editors will be an ongoing process throughout the year. However, to avoid creating bottlenecks and to manage the workload around the launch of the website, the EYD2015 team wishes to receive registration information as early as possible. Late submission of contact information may entail delays in registration.

3) List of any organisations – and contact details - other than the above that we should keep informed on online and social media communication for the EYD2015. These and the above contacts will be added to the mailing list for this newsletter and will be invited to join a new Capacity4dev group to be created specifically for coordination with

communication partners. There we will be uploading technical guidance on the website and social media curation and we will be publishing in advance of their release each story of the week as well as suggested social media posts.

7 November

Social media Please let us by the 7th of November if you or any of the organisations involved in the implementation of the EYD2015 under your national work programme would be interested in curating the EYD2015 twitter and facebook account for one week and, if so, during which thematic month.

18 November (indicative):

Website The editorial interface of the website will be made available to partners. At this point, training materials and technical guidance will also be available.

12 December (indicative):

Website The first edition of the website will be made available to the public.

10. Useful resources

To facilitate your efforts of sharing the visual identity and the web and social media guidelines, we have also made available this content via the below download link, which you are welcome to forward to your trusted communication partners:

<https://www.dropbox.com/sh/zti8fl6thw3f1wn/AAC6y3hlmZCx3aWDWjucNfXNa?dl=0>

11. Contact details

| | |
|-------------------------------------|---|
| General inquiries about the EYD2015 | EuropeAid-EYD@ec.europa.eu. |
| EYD2015 website | EuropeAid-EYD-WEB@ec.europa.eu |
| Social media | EuropeAid-EYD-SOCIAL-MEDIA@ec.europa.eu |
| Capacity4dev | sorina.juglan@ec.europa.eu |
| Press | stacey.vickers@ec.europa.eu |