EDD15 First preparatory meeting

COMMUNITY

Klaus Rudischhauser

Deputy Director General, Directorate-General for International Cooperation and Development

Setting the context

Context – A new College

- First participation for President Juncker, HRVP Mogherini and Commissioner Mimica
- New political guidelines: greater coherence between external policies and aid instruments
- Not just DEVCO but all the Commission
- We have changed our name to DG International Cooperation and Development

Context – What's new?

- **Participation:** More forum attendees
- **Inclusiveness:** More voice to youth
- **Communication:** More stories on websites (EYD2015, capacity4dev.eu, eudevdays.eu)
- **Interactivity:** Introducing an EDD15 App

Context – What's new?

- **Knowledge sharing:** More field projects and results in the forum's village
- **Free access:** No charges linked to registration
- **Cost sharing:** Session organisers and exhibitors will share set-up and carbon offset costs

Context - International agenda

EDD15 will take place:

- **2 weeks after the 2nd UN Sustainable Energy for All (SE4ALL) Forum in New York (18-22 May)**
- **3 days before the G7 Summit in Germany (8-9 June)**
- **1 week before the EU-CELAC Summit in Brussels (10-11 June)**
- **During the World Economic Forum on Africa (3-4 June)**

Context - European agenda

EDD15 will take place:

- 1 week after FAC/DEV on 26 May
- 1 day after the *Assises de la Coopération Décentralisée* organised by the CoR (1-2 June)
- During the Green Week organised by DG ENV (1-5 June)

Context - Post-2015 negotiations

EDD15 will take place:

- 1 week after FAC/DEV on 26 May
- 6 weeks before the Third International Conference on Financing for Development in Addis Ababa (16-18 July)
- 3 months before the UNGA scheduled to adopt the new set of SDGs (25-27 September)

Context – EYD 2015

- Flagship event
- High turnout
- Showcase innovation
- Communicate stories

Stina Soewarta

Head of Unit, Transparency and Communications,
Directorate-General for International Cooperation
and Development

Our world, our dignity, our future

Thread

- Challenges are universal and interrelated
- Beyond aid - all countries and citizens must tackle shared problems of sustainable development

Main thread “Our world, our dignity, our future”

Themes

- Our world - Creating sustainable growth consistent with the limits of our planet
- Our dignity – Developing a shared vision consistent with universal and fundamental rights
- Our future - Each of our policies can make a difference
- Our future - We are all actors in development

Our world

Creating sustainable growth consistent with the limits of our planet

- Halting climate change and building resilience
- Sustainable energy for growth
- An urban world: challenges and opportunities

Our dignity

Developing a shared vision consistent with universal and fundamental rights

- Gender rights
- Right to health
- Inclusion and inequality

Our future

Each of our policies can make a difference

- Feeding the planet together (PCD)
- Fair globalisation (PCD)
- Migration (PCD)

Our future

We are all actors in development

- Growth and poverty eradication
- Global citizenship
- Decent jobs

Teaming up for another success

European Commission will organise/host:

- Opening ceremony
- Closing panel
- 4 high-level panels
- 8 labs
- 4 village stands

We welcome your submissions for:

- 8 high-level panels
- 48 lab sessions
- 56 village stands

Next steps

- Communicate your interest in a given topic and a type of contribution (high-level panel, lab, stand) by next Monday 9 February 2015 to programme@eudevdays.eu
- Submit your session or stand requests online eudevdays.eu by Monday 2 March

Patrice Lenormand

Deputy Head of Unit, Governance, Democracy, Gender & Human Rights, Directorate-General for International Cooperation and Development

Human Rights at EDD15

- One event
- One campaign
- One debate
- One area

National Human Rights Institutions - NHRIs

- **Context:** Independent State bodies with a constitutional and/or legislative mandate to protect and promote human rights
- **Core functions:** Complaint handling, human rights education, recommendations on law reform
- **'Protection gap'** between the rights of individuals and the responsibilities of the State - link between government and civil society

Event with NHRIs

Objectives?

- HR and SDGs
- Support NHRIs as new kid on the block

Who?

- Co-organise with ICC/NHRIs and four regional NHRI networks
- Association of stakeholders (UN, CSOs, EIUC, EU NHRIs)

Event with NHRIs

Format (2 days)?

- NHRI high-level panel
- NHRI bilateral meetings and speed-dating facilities
- Working groups (exchange of practices, role and challenges)

Cartooning for Peace - Campaign

- **On the Sustainable Development Goals (SDGs)**
  - 17 cartoons on each SDG
  - Cartoonists from all over the world

- **On Development and Human Rights**
  - In December (HR month, European Year for Development)
  - 28 cartoons - One cartoonist per EU Member States

Cartooning for Peace – What?

- International network of +130 engaged cartoonists, from 45 countries
- Initiated by Kofi Annan & 12-cartoonists' delegation, incl. Plantu, current President
- Struggling with humour for freedom, democracy & culture

Cartooning for Peace : How?

Supporting endangered cartoonists around the world

Syrian cartoonist Ali Ferzat, with hands broken by Bachar El Assad
© Ed Hall

Raise youth's awareness of major society issues and facilitate their expression

Meeting between Willis from Tunis and Tunis School of Fine Arts' students, October 2013
© CFP

Facilitate dialogue between cartoonists and the citizens

Exhibition « Quelle-connerie la guerre » at Paris' Forum des Halles et des Images (October 2014) © CFP

Debate on freedom of expression

- **Discussion panel**
- **Focus on cartoonist and artistic freedom**

Jiho (France)

Human Rights at EDD15

- Exhibition of cartoons
- Human Rights area
- Cocktail reception, event

STAVRO (Liban)

Stavro (Liban)

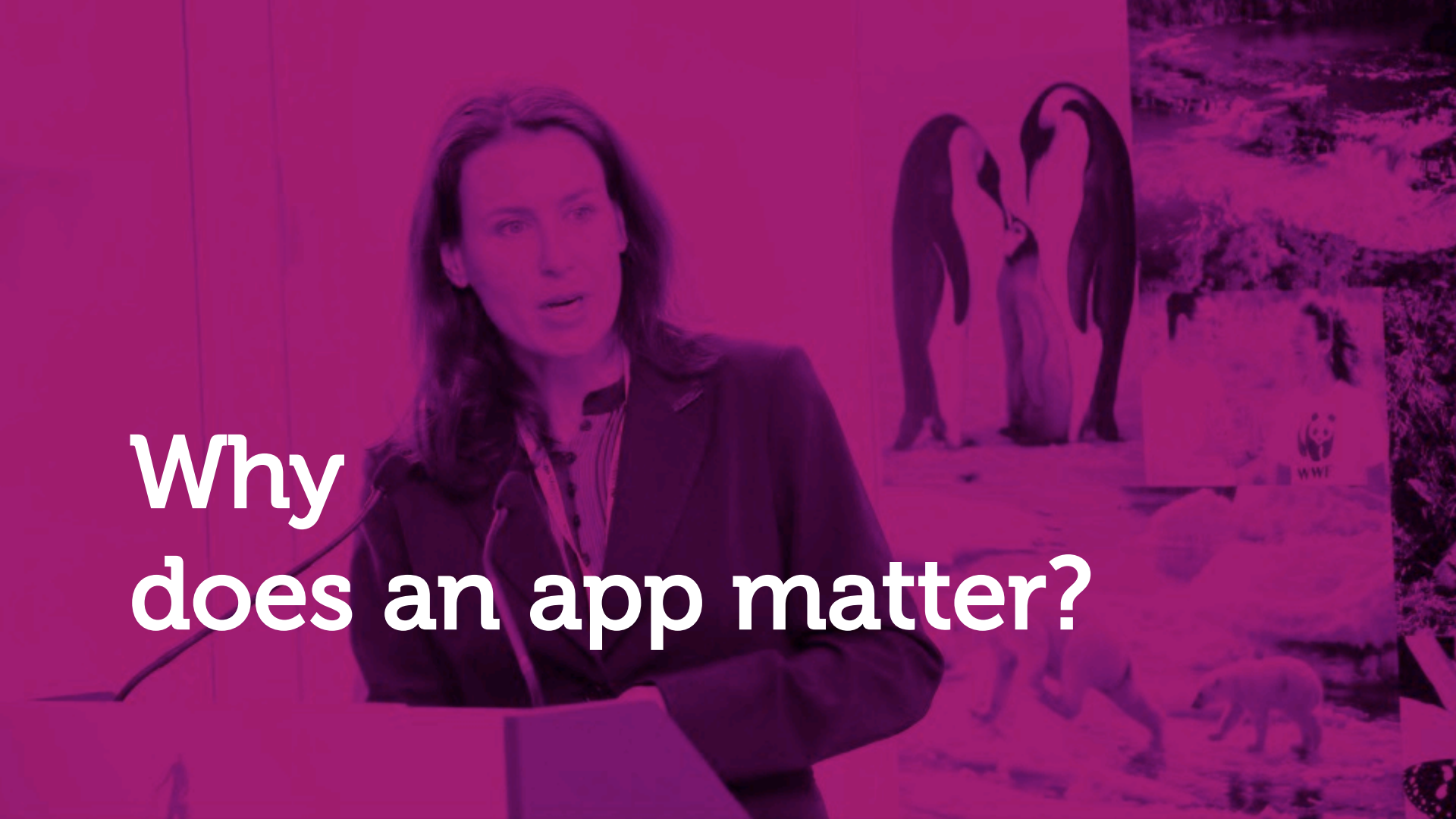
ANY QUESTIONS?

Pierre Metrailler
Spot Me

We connect – EDD15 app

The EDD App

- Why does an app matter?
- How do we define success?
- What are the tools of the EDD App?
- How does it work?
- How will stakeholders contribute?


Why
does an app matter?

Content & Engagement

20

minutes

average human attention span
during a presentation

Install the SpotMe app
from the App Store or from
Google Play
and activate with the
following code
eihrgz4i

Interaction
40
percent
increases participant learning
eihrgz4i

Networking

68

percent

of participants attend primarily to interact with other participants

eihrgz4i

How
do we define success?

COOL features?

eihrgz4i

pushing CONTENT?

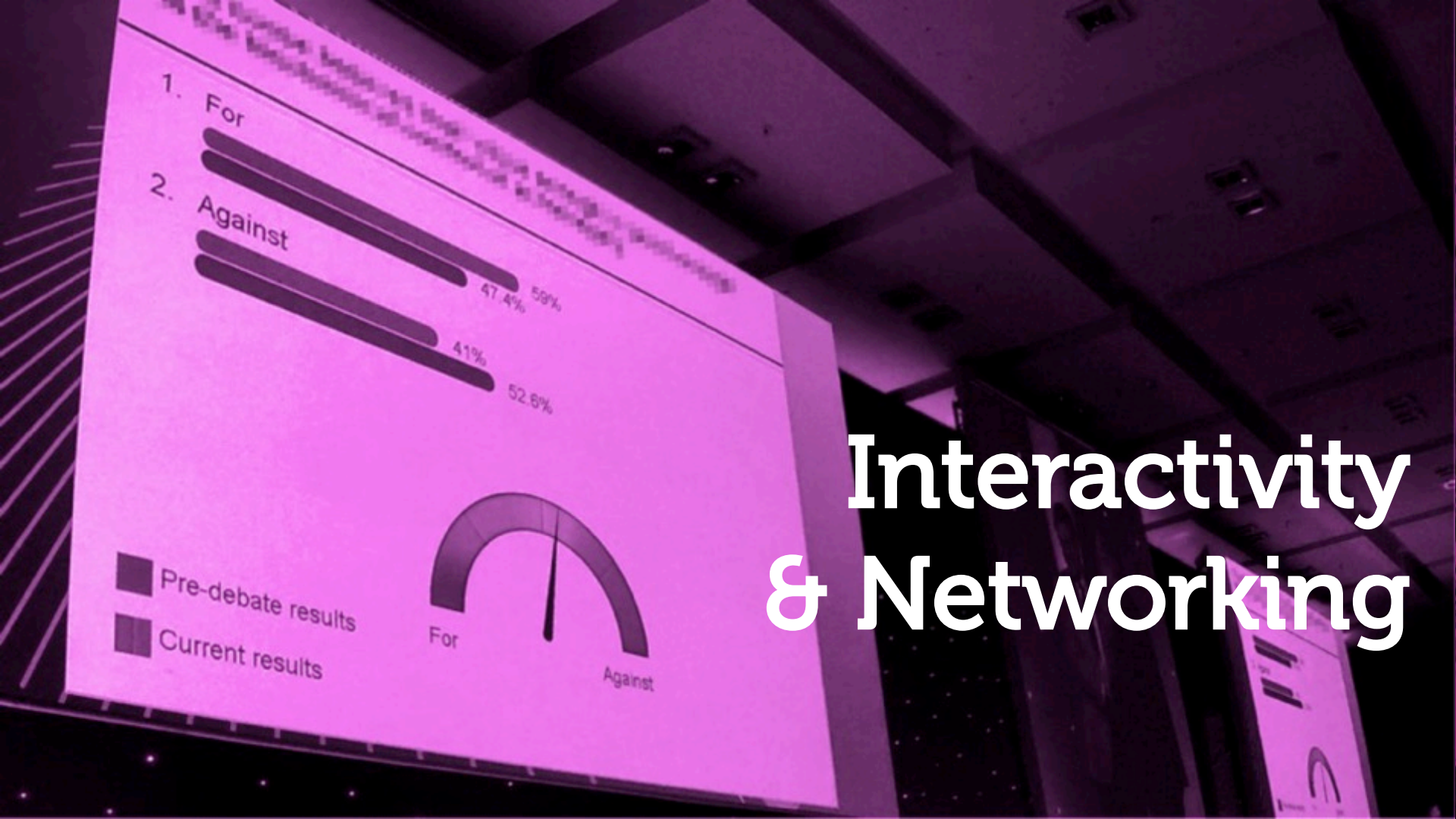
a transformative
event

an intimate interactive experience

a strategic collaboration

a bit of fun

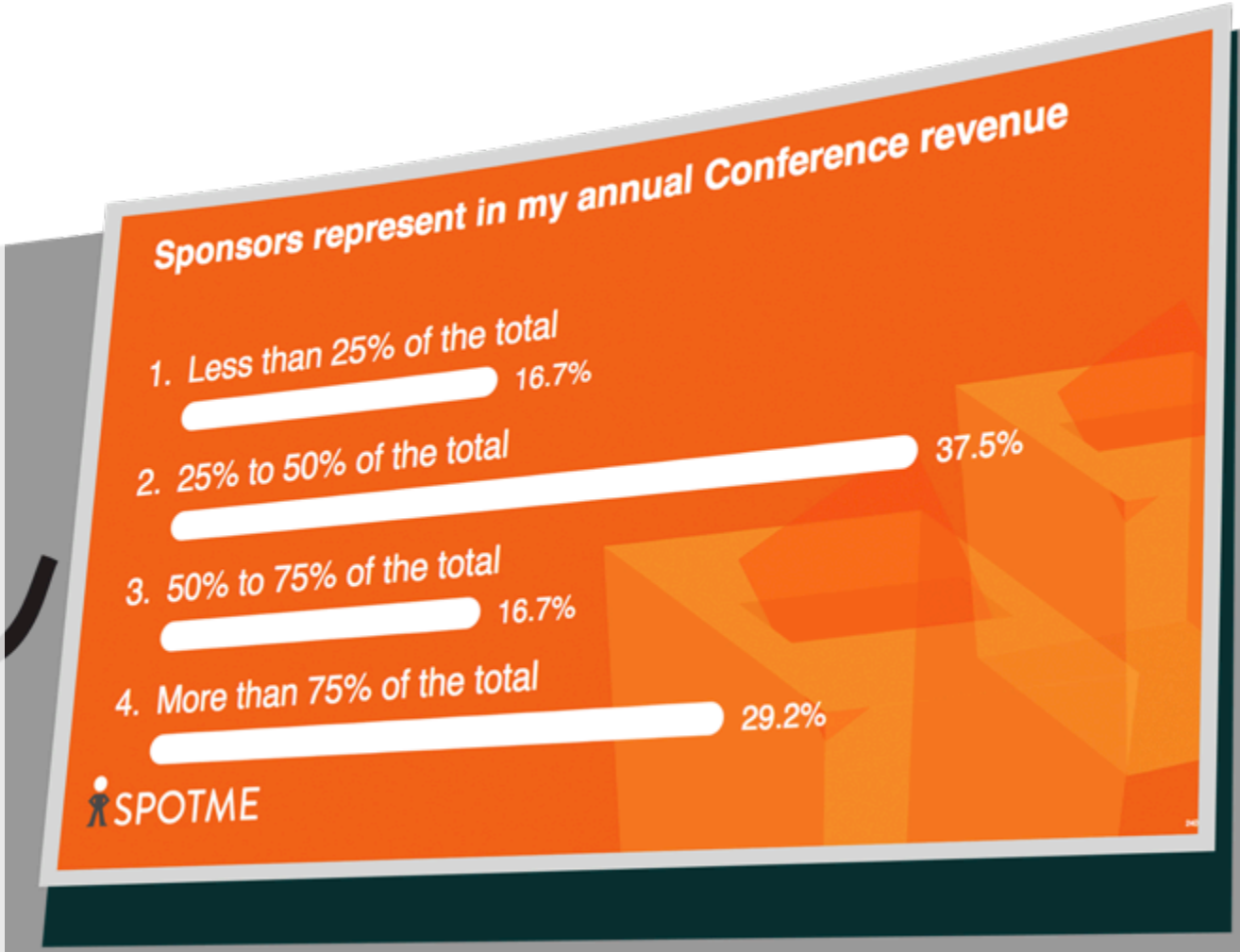
What are the tools of the EDD App?

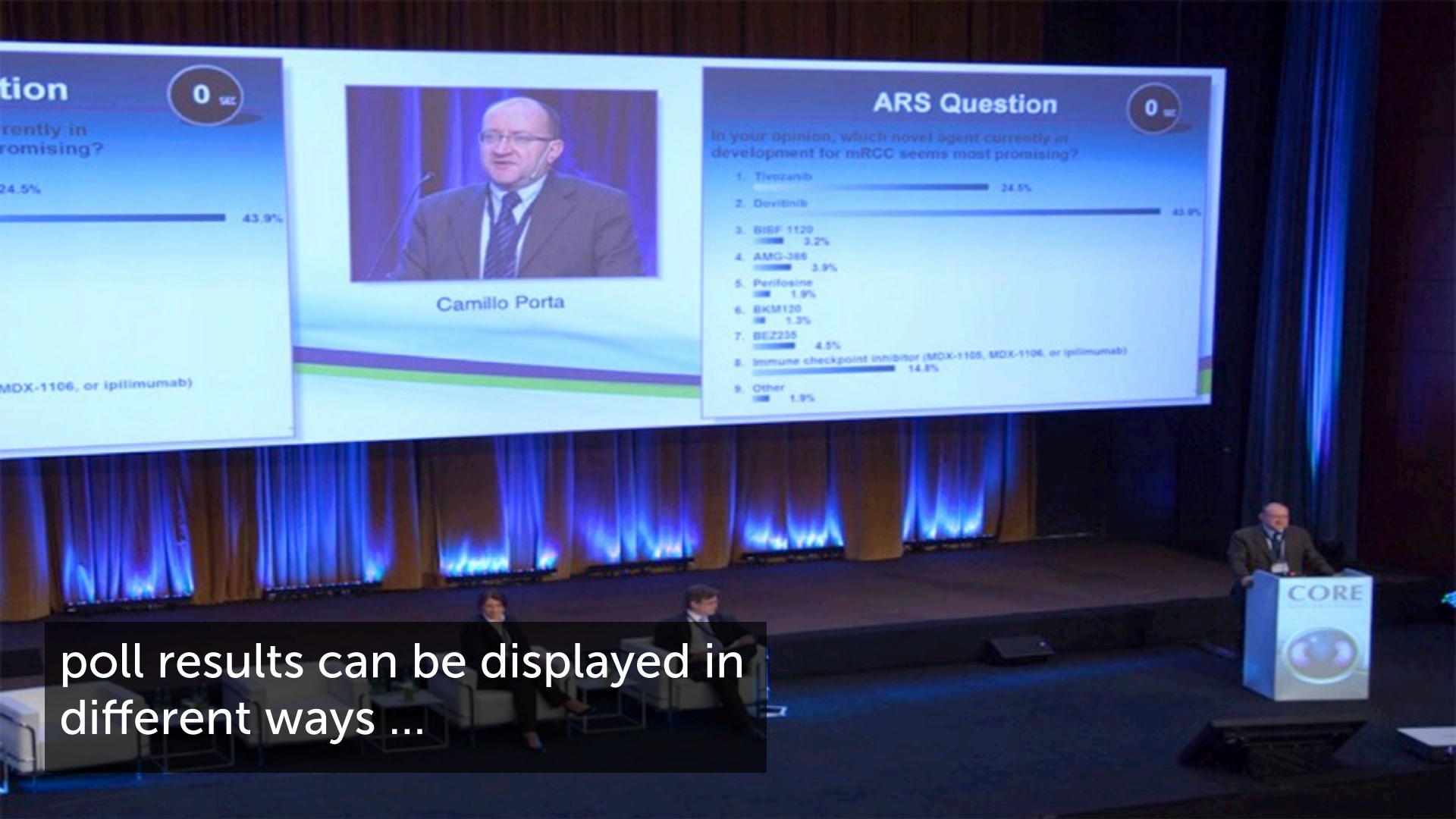


Interactivity & Networking

voting and polling:
real-time feedback
from participants

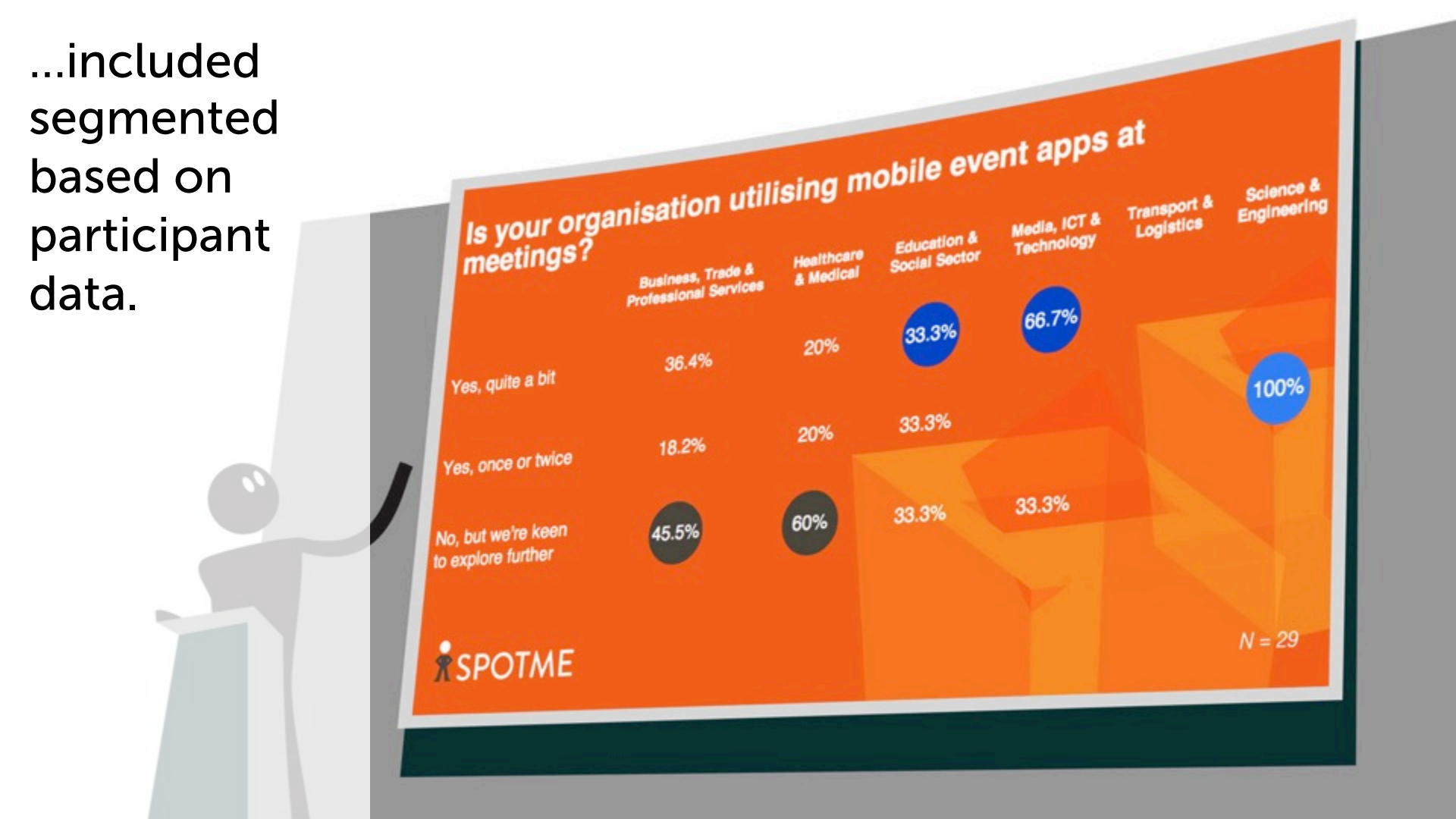
Polling is one of the core interactive tools. Questions and results are shown on the big screen while participants vote using a keypad within the app.





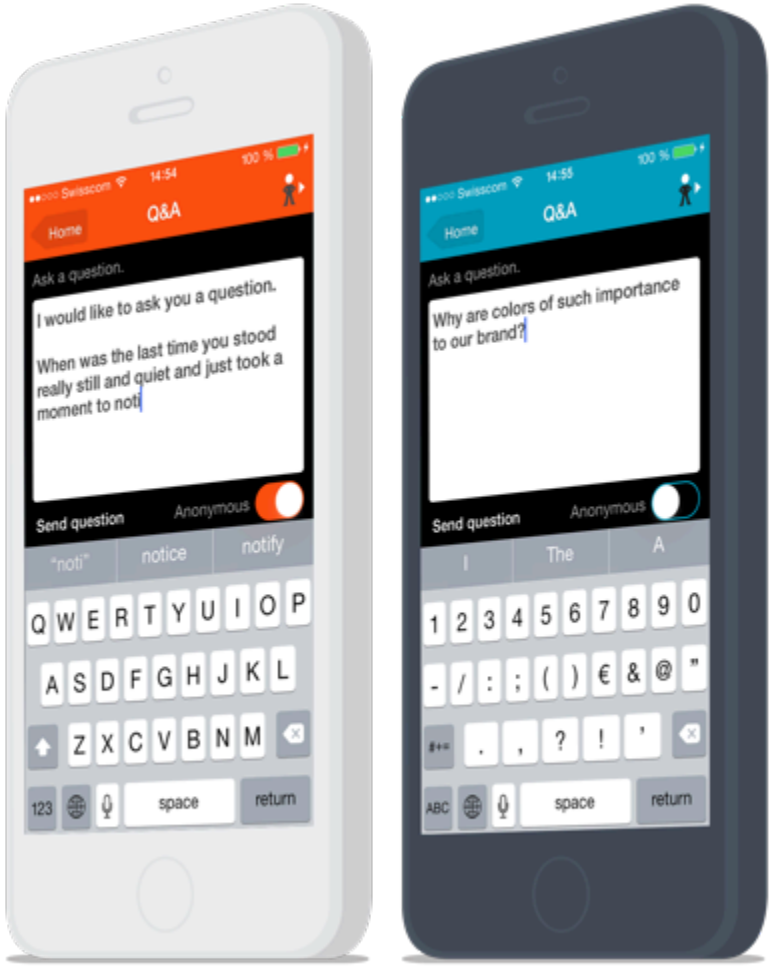
poll results can be displayed in different ways ...

...included segmented based on participant data.

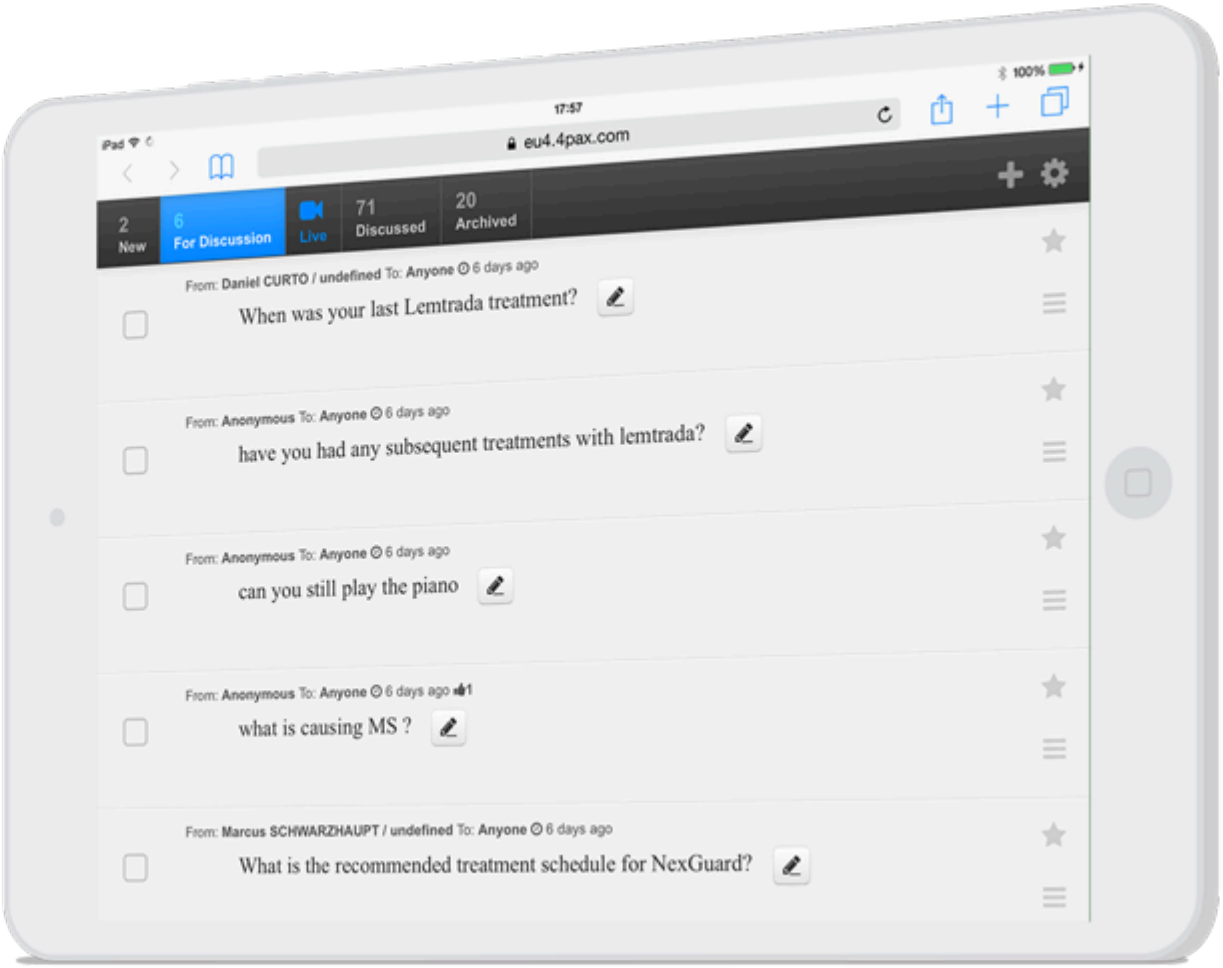


questions and answers:
have a moderated discussion
with your audience

Q&A is one of the simplest and most engaging interactive tools in the SpotMe arsenal and lets your participants send questions to the speaker throughout the presentation, anonymously or otherwise.

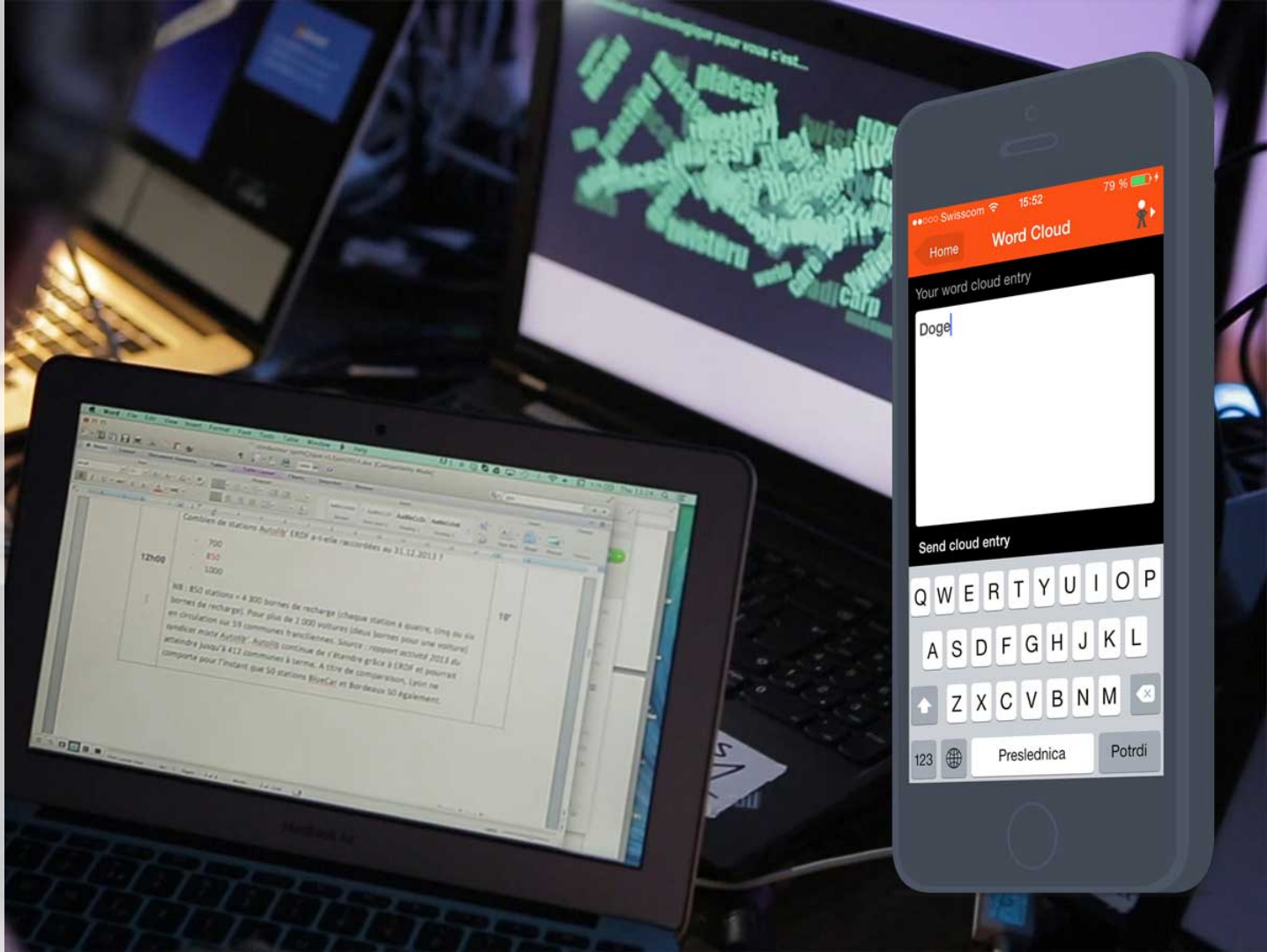


Q&A supports multiple moderators, allowing up to thousands of participants to have their voices heard and can be used to create engaging interactive sessions with minimal preparation.



word clouds:
visualize what's on participants' minds

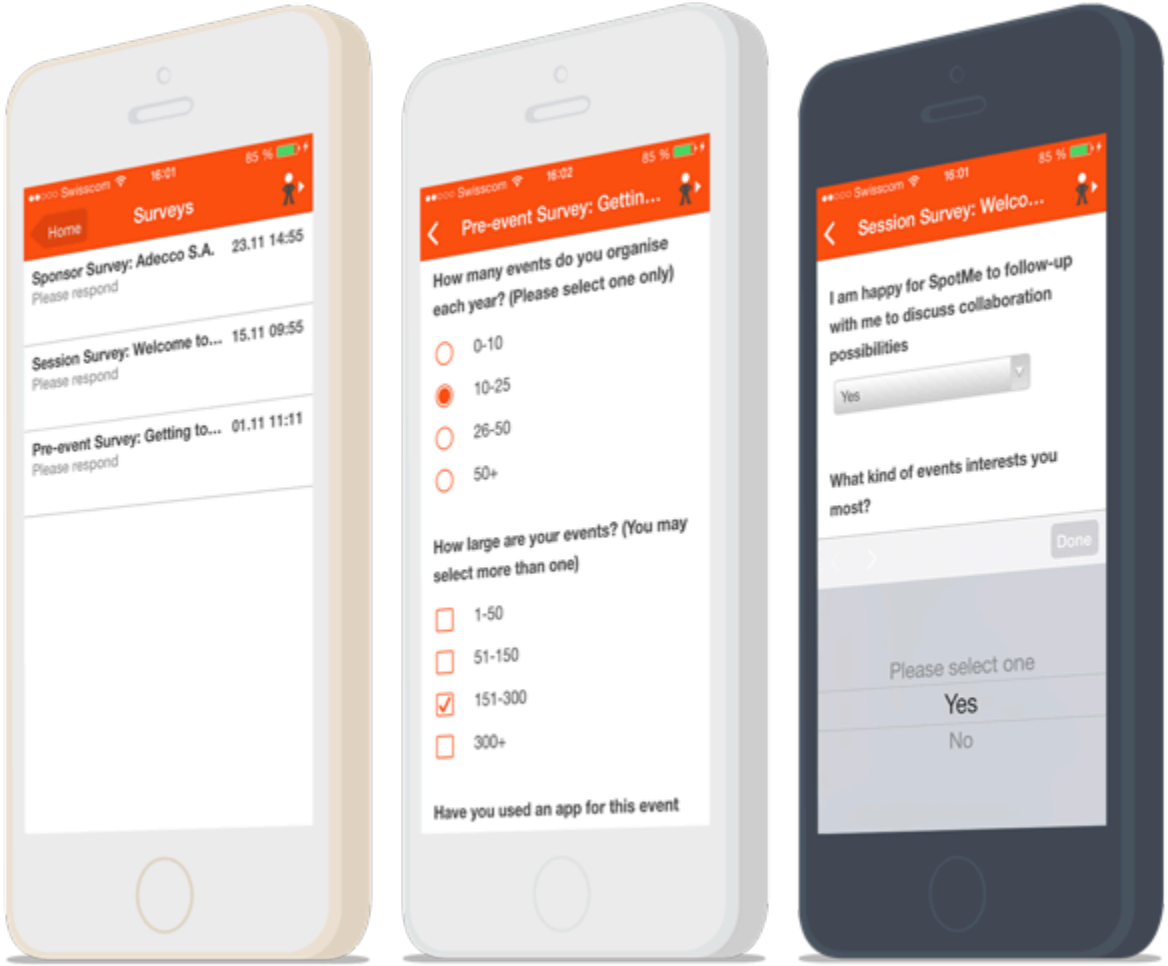
With the word cloud your speakers can ask open-ended questions that can be answered with a word or short phrase. Your participants submit their responses through their apps and in real-time the more popular answers get larger, while the less popular ones get smaller.



Surveys: feedback for your sessions

Surveys are delivered to your participants directly to the app at pre-designated times, either within the session view or through a push notification.

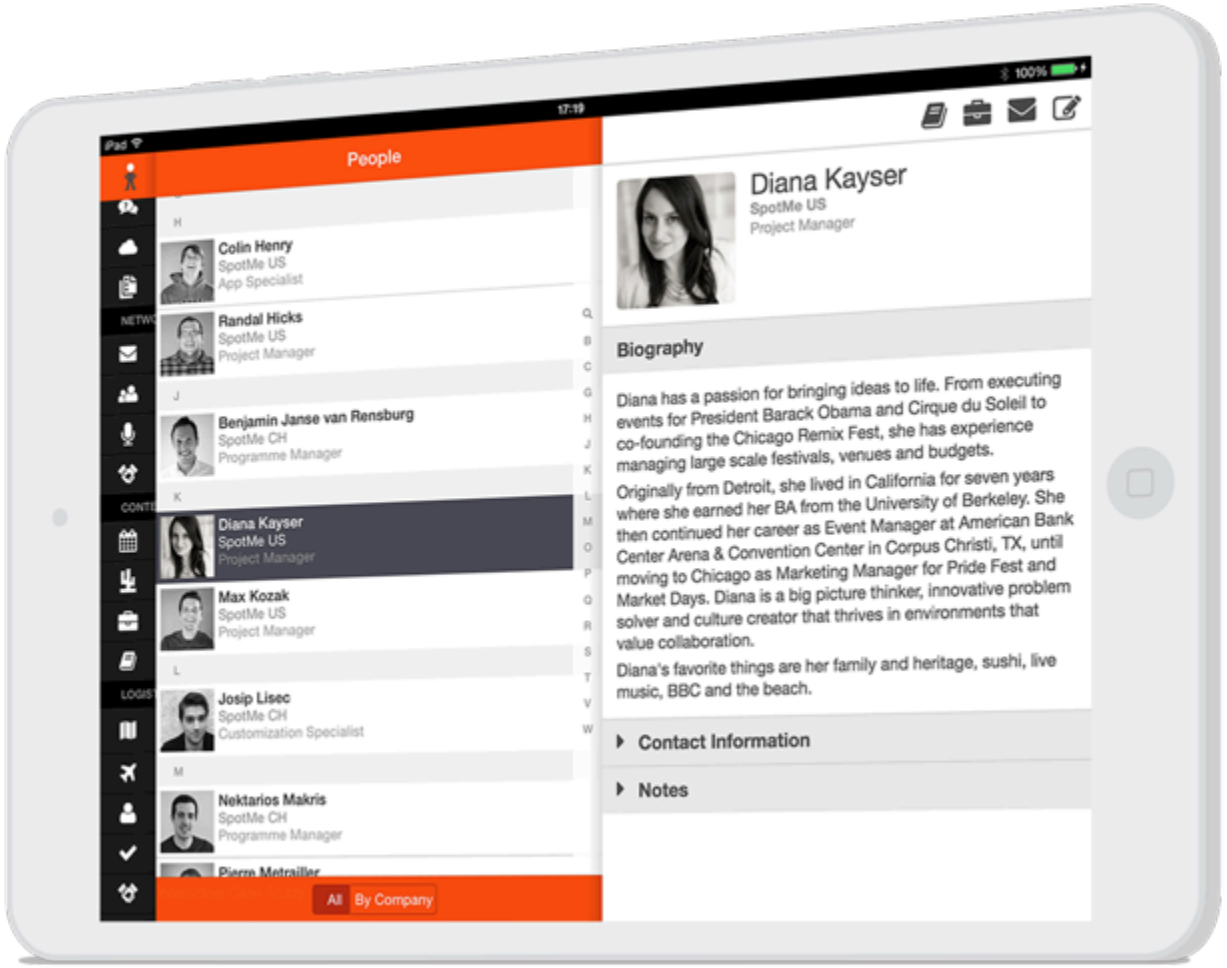
You can build surveys with free text fields, multiple-choice questions, ranking questions, check boxes and star ratings.



networking:
connecting your
participants

Participants can exchange contact information by scanning each other’s device or sending/approving contact requests inside the app.

Participant profiles are the first step to catalyzing networking. Information is pulled from registration info or participants can integrate with their LinkedIn profile. Filters provide a quick and easy way for you to find the people you really want to meet.



The connection wall visualizes the networking as it happens.

Other networking & interactivity tools

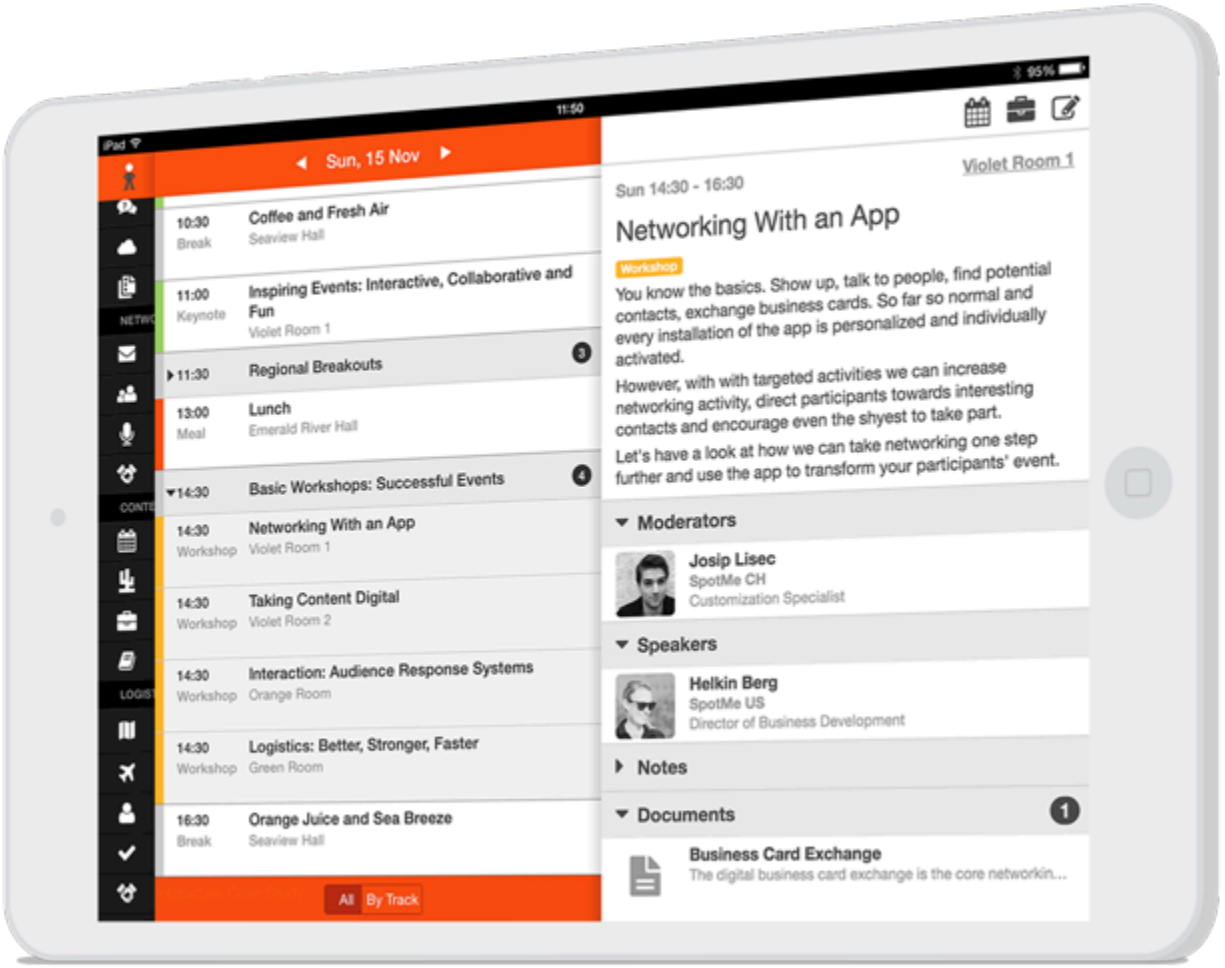
- Meeting requests
- Social media integration
- Live call
- Project Village
- Brainstorming sessions

Content & Logistics

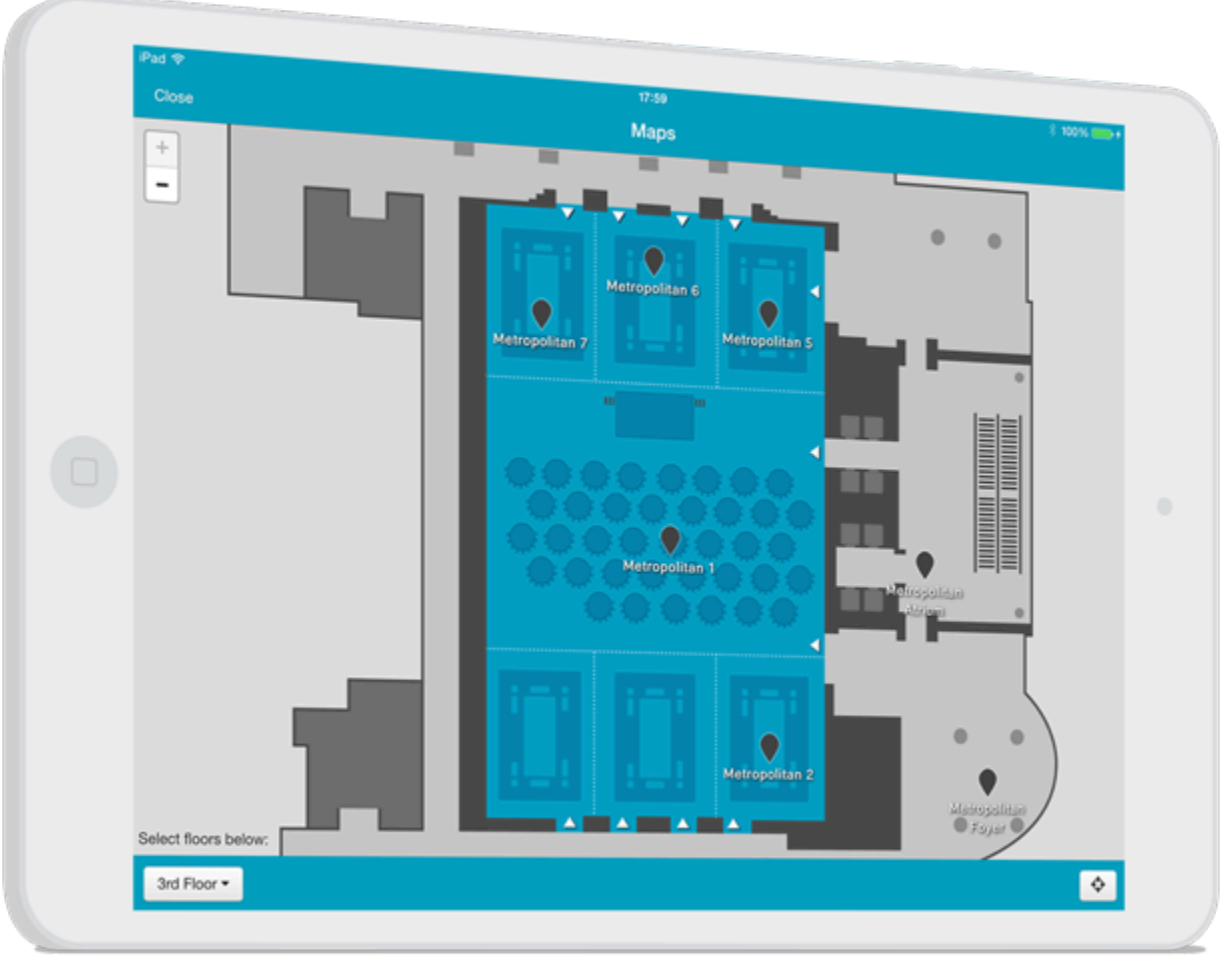
more than just a schedule:
your digital agenda toolset

Besides simply informing your participants of what is happening and when, the SpotMe agenda also includes:

- speaker bios
- session surveys
- related documents
- public comment feed
- notes



messaging:
communicate & inform

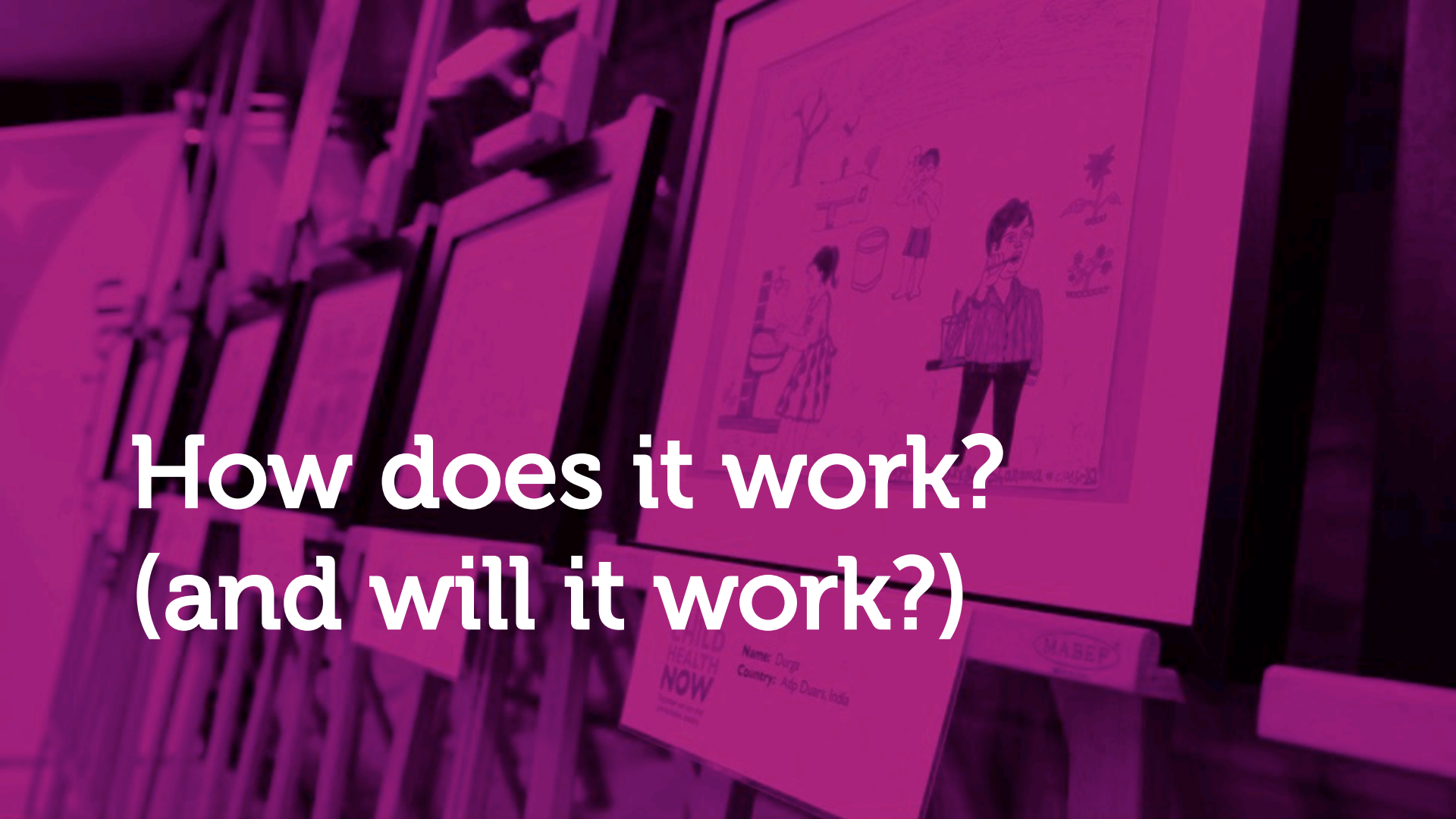


Maps let your participants know what sessions are happening where. We prepare the maps for each of your events to optimize display on a mobile device and to associate each session with a corresponding map point.

save your event:
a briefcase for your favorite sessions, people, notes and documents.

Other content & logistics tools

- **Logistics & practical information**
- **Project Village**

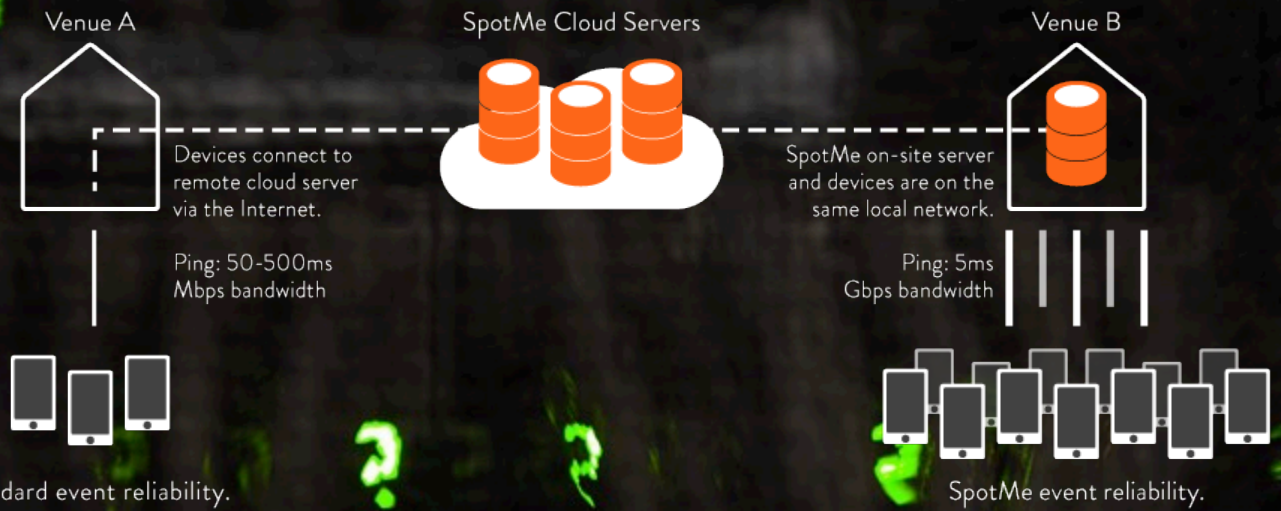


How does it work? (and will it work?)

Total

Participation

Total Reliability



How can stakeholders contribute?

Content management features

- Session profile
- Description, speakers, documents
- Q&A moderation
- Session discussion thread
- Session activity metrics
- VIP programmes

ANY QUESTIONS?

Coffee break
15 minutes

Arnaud de Vanssay

Team Leader, Knowledge Sharing, Directorate-General for International Cooperation and Development

Capacity4dev.eu

Capacity4dev.eu

- You are all welcome to join our platform
- EDD15 dedicated working group with new features
- Audiovisual coverage before (themes, sessions)
- Interview corner in the project village during the forum

capacity4dev.eu

Connecting the Development Community

Antonia Sariyska
EDD15 Programme Officer

Our purpose and overview

Our purpose – EDD15 activities

- **We debate**
  - Auditorium debates
  - Lab debates
- **We solve**
  - Brainstorming
- **We share**
  - Project/report labs
  - Stands in Village
- **We empower**
  - Engagement of youth
- **We communicate**
  - Promotion on social media
  - Storytelling on websites
  - Media relations
- **We meet**
  - Network/private meetings

Our purpose – Assessment criteria

- **Content approach:** relevance to EDD15 topics, reports, videos, infographics, articles, arguments
- **Inclusiveness:** gender balance, new actors, youth
- **Interactivity:** polls, surveys, moderation, Q&As on EDD15 app
- **Shared communication:** social media, storytelling

Antonia Sariyska
EDD15 Programme Officer

We debate and solve – Auditorium and lab panels

We debate - Auditorium

What's new

- **Content approach**: link with stands in the Village
- **Inclusiveness**: Future Leader as speaker
- **Interactivity**: EDD15 app to engage with audience

Key features

- High-level panel discussion in an auditorium
- Relevant to EDD15 topics
- 90 minutes, 350+ pax

We debate - Lab

What's new

- **Interactivity**: EDD15 app to engage with audience
- **Logistics:** pre-built modules, better soundproofing, no interpretation

Key features

- Panel discussion in a lab
- Lively and interactive, as opposed to show-and-tell
- Relevant to EDD15 topics
- 75 minutes, 70 pax

We solve - Brainstorming

What's new

- **Content approach**: can be linked to project or report - ideas to scale-up results
- **Interactivity**: EDD15 app to facilitate groupwork

Key features

- Hands-on discussion in small groups to generate solutions
- Live sketching
- 75 minutes, 40 pax

ANY QUESTIONS?

Vincent De Coninck

EDD15 Village Manager

We share – Stands in Village and/or project/report labs

On partage - Objectifs

- **EYD2015:** Montrer les résultats de la coopération européenne
- **Communication:** Présenter des réalisations concrètes à la presse
- **Programme:** Enrichir d'exemples concrets de projets et de rapports
- **Réseautage:** Faciliter les rencontres et les échanges

On partage – Le Village, un carrefour

- **3 zones:** Notre monde, notre dignité, notre futur
- **Stands:** 60 de 9 m2
- **Accès:** Réservé aux participants enregistrés
- **Documentation:** Supports papier proscrits

On partage - Project/report labs

Deux options

- Stand et session
- Session uniquement

Deux formats

- **Présentation:** 70 pax - 75 min
- **Brainstorming:** 40pax - 75 min

DES QUESTIONS?

Claire Veale
EDD15 Youth Officer

We empower – Youth involvement and inclusiveness

Future Leaders - Key features

- **Momentum:** building on success at EDD13
- **Speakers:** 1 per auditorium session, 12 in total
- **Age:** 21 to 26
- **Programme:** EDD15, Green Week, visiting EU institutions, meeting policymakers

Future Leaders – Selection criteria

- **Leadership:** representation of an organisation, community or other youth
- **Results:** impact on community
- **Knowledge** of the chosen EDD15 topic
- **Skills:** public speaking

Future Leaders - Process

- **Launch:** today – Spread the word!
- **Application:** video, details about involvement, reference letters until mid-March
- **Pre-selection:** 3 highly qualified Future Leaders proposed to each Auditorium Session Organiser (April)
- **Selection:** Auditorium Session Organisers will chose one Future Leader to speak on their panel (April)

Youth Photo Contest – Key features

- **Theme:** Our future is on the table!
- **Launch:** This week - Spread the word!
- **Age:** 15 – 25
- **Applications:** EuropeAid Facebook by 10 April
- **Finalists:** 6 finalists, one per continent, photos displayed during EDD15

ANY QUESTIONS?

Ella Nicolescu
EDD15 Social Media Officer

We communicate – Social media and coverage

We communicate – Social Media

Channels

- Facebook – EuropeAid
- Twitter – @europeaid
- YouTube –EUintheWorld
- Instagram – @europeaid

Hashtags

#EDD15 #EYD2015 #action2015

#storytelling #EuropeAid

#ourworld #ourdignity #ourfuture

We communicate – Before/after

Before EDD15

- Promote EDD15 and registration (video teaser)
- Promote youth photo contest, Future Leaders programme, village
- Share interviews, infographics on EDD15 topics

During and after EDD15

- Share content from sessions – videos, quotes, photos, sketches, podcasts
- Participate in live-tweeting and other social media coverage through EDD15 app
- Share session outcomes and press-releases

We communicate – Storytelling

Submit and read stories on websites:

- EDD15: www.eudevdays.eu
- EYD2015: www.europa.eu/eyd2015

Share your views - 'Our world, our dignity, our future':

- Capacity4dev: www.capacity4dev.ec.europa.eu

We communicate – Media services

During EDD15, open to all:

- Press conference room
- Interview studio with equipment
- Dedicated media centre

ANY QUESTIONS?

Deadlines and Submission Process

Key dates

- 9 February – Communicate your interest in a given topic and a type of contribution (high-level panel, lab, stand) – programme@eudevdays.eu
- 9 February – Submission forms are available online – www.eudevdays.eu
- 2 March – Deadline for submission of session proposals – www.eudevdays.eu

Key dates

- **23 March** – Announcement of session selection results
- **17 April** – Payment for carbon offset and sessions
- **20-24 April** – 2nd Preparatory meetings (session organisers)

ANY QUESTIONS?

Download Community Guide: www.eudevdays.eu

We look forward to hearing back from you by 9 February and receiving your submissions