



CAMPAIGN TOOLKIT | MAY 2023

#EXPLORECAPACITY4DEV

DIRECTORATE-GENERAL FOR INTERNATIONAL PARTNERSHIPS Unit.D4

HOW-TO-USE MANUAL

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CAMPAIGN DESCRIPTION

The European Commission's Directorate-General for International Partnerships (DG INTPA, Unit D4) has launched the new Capacity4dev platform, an online hub for development professionals.

Designed to foster collaboration, facilitate learning, and drive innovation, the revamped platform is a game-changer in the field of development cooperation. Originally created in 2009, Capacity4dev has a new look and improved features and functionalities.

The main objective of the #ExploreCapacity4dev campaign is to raise awareness of the website revamp and its potential for international cooperation professionals. As a community platform, we aim to activate our members and partners so that they act as campaign champions and help spread the news.

The campaign launches in May 2023 and is expected to run until the end of summer 2023.



HOW TO USE THIS KIT

We developed this toolkit to help you spread the word on the **#ExploreCapacity4dev** campaign.

Please [click here](#) to access the campaign's materials:

- **1 video** announcing the launch of the new platform.
- **1 tour video** showcasing the platform with its new features and functionalities.
- **Static visuals** for your social media posts including banners.

In this document, you will find:

- **Examples of social media posts:** feel free to use these posts as such or to adapt them to the desired tone of voice, and to your specific audience! You are very welcome to translate the social media posts in your own language. You are also encouraged to tag relevant accounts. Please remember to use the hashtag **#ExploreCapacity4dev** and mention the **@capacity4dev** account.
- **A template email** that you can use (and customise as you see fit) to reach out to your respective networks to inform them about the campaign and encourage them to take part in this initiative.

EXAMPLES OF SOCIAL MEDIA POSTS (FOR TWITTER, FACEBOOK, LINKEDIN)

POST 1

🔥 It's finally here! 🔥

✨ We're thrilled to introduce the  platform of #Capacity4dev, the European Commission's premier online knowledge sharing platform for international cooperation and development.

Join a vibrant  community of EU staff, development practitioners, and stakeholders from across the globe. Let's collaborate, share insights, and drive innovation to enhance capacity development worldwide.

Connect today! #ExploreCapacity4dev

👉 <https://capacity4dev.europa.eu/>



POST 2

🌟 Have you checked the new Capacity4dev platform which is packed with new 🚀 tools and functionalities?

Discover a seamless collaboration experience, improved knowledge sharing, and innovative learning opportunities. Join today and explore the future of development professionals' cooperation!

📺 Watch the tour video & #ExploreCapacity4dev ➡ <https://capacity4dev.europa.eu/>

POST 3

🚀 The new and improved Capacity4dev is here with a host of cutting-edge ⚡ features.

Seamlessly collaborate with experts, access rich knowledge resources, participate in engaging discussions, and stay up-to-date with the latest development trends. Unlock your potential and take your professional journey to new heights 🧑🏫!

👩🏫 📺 Watch the tour video & #ExploreCapacity4dev ➡ <https://capacity4dev.europa.eu/>

POTENTIAL ACCOUNTS TO TAG IN YOUR POSTS

When posting, we invite you to tag other EU institutions, including the RELEX family (e.g. DG INTPA, DG NEAR, EEAS, ECHO and the Service for Foreign Policy Instruments). You are also encouraged to add links of international development professionals, from your own initiatives or initiatives you trust.

Please find below a short list of suggested accounts.

FACEBOOK:

@Capacity4dev
@EU International Partnerships
@ EU Neighbourhood & Enlargement
@European External Action Service – EEAS
@EU Civil Protection & Humanitarian Aid

LINKEDIN:

@Capacity4dev
@ European External Action Service
@ EU Neighborhood & Enlargement
@EU NEIGHBOURS east
@EU Neighbours South

TWITTER:

@Capacity4dev
@EU_Partnerships
@eu_near
@eu_eeas
@eu_echo
@EU_FPI



E-MAIL TEMPLATE

Subject: Join the New #ExploreCapacity4dev Campaign for Development Professionals!

Dear Sir/Madam,

The European Commission's Directorate-General for International Partnerships (DG INTPA, Unit D4) has launched the new **Capacity4dev platform**, an online hub for development professionals to connect, learn, and collaborate.

As someone who is deeply committed to the field of development, we believe that the new Capacity4dev platform presents an incredible opportunity for us to come together, share our expertise, and drive positive change. We invite you to join us in the **#ExploreCapacity4dev** campaign and make a lasting impact on the development landscape.

Here's how you can participate in the campaign:

- 1. Explore the New Platform:** Visit the new Capacity4dev platform at <https://capacity4dev.europa.eu/>. Take a moment to navigate through the updated interface, discover a wealth of knowledge resources, and experience the user-friendly features that facilitate seamless collaboration.
- 2. Sign up and Engage:** Create your account on the platform and become an active member of the community. By joining, you gain access to exclusive content, discussions, and a network of development professionals from various backgrounds and organizations. Engage in conversations, share insights, and contribute to the collective knowledge base.
- 3. Spread the Word:** Help us amplify the reach of the campaign by sharing your positive experiences and encouraging others in your network to join Capacity4dev. Together, we can foster collaboration, innovation, and learning within the development community. Use the hashtag #ExploreCapacity4dev in your social media posts to join the conversation and inspire others to get involved.
- 4. Become a Champion:** As a champion of the Capacity4dev platform, you have the power to influence and shape the development discourse. Share your success stories, best practices, and lessons learned on the platform. By contributing your expertise, you can inspire others, spark innovation, and contribute to sustainable development.

In order to make sure you have all the tools and resources to support us in this campaign, we have prepared **campaign assets**. In the relevant folder, you will find a campaign toolkit which includes:

- A description of the campaign;
- Official #hashtags to use;
- Social media posts;
- Recommended accounts to tag.

Thank you in advance and we hope to count on your support!

Kind regards,

[Your Name]

[Your Title/Organisation]

[Contact Information]