



2015 European Year for Development

our world  
our dignity  
our future



#EYD2015

## Communication synergies and resources for DEAR partners

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# 1. Welcome!

This document includes information on the EYD2015 visual identity, on the online communication and social media elements of the EYD2015 communication strategy, and provides some suggestions on how DEAR beneficiaries can align their communication and visibility efforts and work in synergy with the EYD2015 campaign. It also includes a recap of the resources and tools made available by the EYD2015 task force to facilitate the involvement in the European Year for Development of as many stakeholders as possible.

We look forward to an intense and fruitful collaboration with you. Together we will increase the understanding and visibility of EU development cooperation, building on the momentum created by the European year.

The EYD2015 Task Force



## 2. **Background** A few words on the European Year for Development 2015

The European Year for Development is a unique communication and awareness raising 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, in the tools provided, such as the shared website, and in the chosen social media strategy.

The **objectives** of the EYD2015 are the following:

- 1** Inform EU citizens about the results that the EU, acting together with the Member States, has achieved as a global actor and will continue to achieve in international development.
- 2** Foster **direct involvement, critical thinking and active interest** of EU citizens and stakeholders in development cooperation including in policy formulation and implementation.
- 3** Raise awareness of the benefits of the EU's development cooperation, as well as to foster among citizens in Europe and developing countries a sense of joint responsibility, solidarity and opportunity in a changing and increasingly interdependent world.

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



### ***What will the campaign involve?***

The EYD2015 campaign consists of activities implemented by a large number of stakeholders, including EU institutions, EU Member State institutions, international organisations, CSOs, the private sector etc.

Large, pan-European flagship events, such as the EYD Conference on Gender, the European Development Days, and the Kapuściński Development Lectures, organised jointly by the European Commission, the UNDP, universities and development think tanks, are just some of the activities organised to help raise awareness of EYD2015 around the EU.

Campaign activities also include conferences and stakeholder events organised at national level in the Member States, as well as internet, radio and TV debates, school competitions, and artistic or sporting themed activities.

At the local level, actions aim at connecting people and decision makers around the post-2015 agenda and making sure entire communities are engaged in the EYD2015.

EYD2015 will be supported by partners and ambassadors throughout the EU, including EU institutions, the EU Member States, civil society, international organisations, both in the public and private sector, and volunteers. These partners will have the opportunity to take control of the EYD2015's online presence, ensuring it is not just a top-down campaign, but functions well at a grass-roots level also.

All partners are strongly encouraged and supported to feature their EYD2015 activities on the official EYD2015 website.

### ***What is the communication strategy?***

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

**Co-communication:** All partners, be they Member States, civil society organisations, international organisations, EU institutions and other organisations involved 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:** The EYD2015 can be seen as vehicle created by and for the community of EU development organisations that wish to put development cooperation high on the political agenda.

Co-branding – combining the visuals of the 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.

**Co-creation of content:** Partners are free to develop communication materials for the European Year. This can include educational materials, 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 etc. In addition, partners are encouraged to 'brand' their regular, ongoing communication products EYD2015, by for instance inserting a reference to the year in their email signatures, newsletters, websites, annual reports, etc.

The shared website relies 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 on social media platforms with the hashtag EYD2015 in order to create engagement.

#### ***Is there an editorial plan?***

The European Year for Development is divided into **twelve thematic months**. To coordinate communication efforts and maximise synergies, partners are encouraged to take these months into account when planning their communication.

### **THEMATIC MONTHS**

Each month during the campaign will focus on a different theme involved in development around the world:



<i>January:</i>	<b>EUROPE IN THE WORLD</b>
<i>February:</i>	<b>EDUCATION</b>
<i>March:</i>	<b>WOMEN AND GIRLS</b>
<i>April:</i>	<b>HEALTH</b>
<i>May:</i>	<b>PEACE AND SECURITY</b>
<i>June:</i>	<b>SUSTAINABLE GREEN GROWTH, DECENT JOBS, BUSINESSES</b>
<i>July:</i>	<b>CHILDREN AND YOUTH</b>
<i>August:</i>	<b>HUMANITARIAN AID</b>
<i>September:</i>	<b>DEMOGRAPHY AND MIGRATION</b>
<i>October:</i>	<b>FOOD SECURITY</b>
<i>November:</i>	<b>SUSTAINABLE DEVELOPMENT AND CLIMATE ACTION</b>
<i>December:</i>	<b>HUMAN RIGHTS AND GOVERNANCE</b>

Partners are free to launch communications on any of these topics at any time 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.

Many organisations have readily available 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 attractive articles, stories, infographics and posts on online platforms. Note that as this is a European year, we want to include a European dimension in the material.

### 3. **Visual identity** Branding your materials EYD2015

DEAR projects are **contractually obliged** to follow the visibility requirements as outlined in the Communication and Visibility Manual for European Union External Actions:

[http://ec.europa.eu/europeaid/sites/devco/files/communication\\_and\\_visibility\\_manual\\_en.pdf](http://ec.europa.eu/europeaid/sites/devco/files/communication_and_visibility_manual_en.pdf)

This includes the use of the disclaimer mentioned on page 32.

Given the strong link between DEAR activities and the EYD2015, **DEAR projects have additionally been requested, for mutual visibility gains, to use the EYD2015 motto and emblem** on their materials during the European Year for Development 2015.

The EYD2015 motto and emblem should always be displayed together, next to each other. The use of the EYD2015 visual identity is described in detail in the guidance document available in the online group set up for coordination with EYD2015 stakeholders on the interactive platform of DG EuropeAid, Capacity4dev.eu (<http://capacity4dev.ec.europa.eu/eyd2015/document/eyd2015-toolkit-visual-identity-files-branding-your-actions-eyd2015-updated-translations> )

All visual identity files, available in 23 languages, can also be downloaded from the Get involved section of the EYD2015 website (<https://europa.eu/eyd2015/en/content/get-involved> ).

To meet all the requirements described above, including the use of the disclaimer, it is necessary to display the EYD2015 emblem and motto in a different place than the EU flag (and other partner logos), as in the examples below. Please note that the implementation of the EYD2015 emblem and motto in Example 2 can easily be created in any language by following the instructions in the visual identity guidelines document mentioned under point 2 above.

For any additional questions or clarifications concerning the EYD2015 visual identity you are kindly requested to address your request directly to [EuropeAid-EYD@ec.europa.eu](mailto:EuropeAid-EYD@ec.europa.eu).

Example 1:



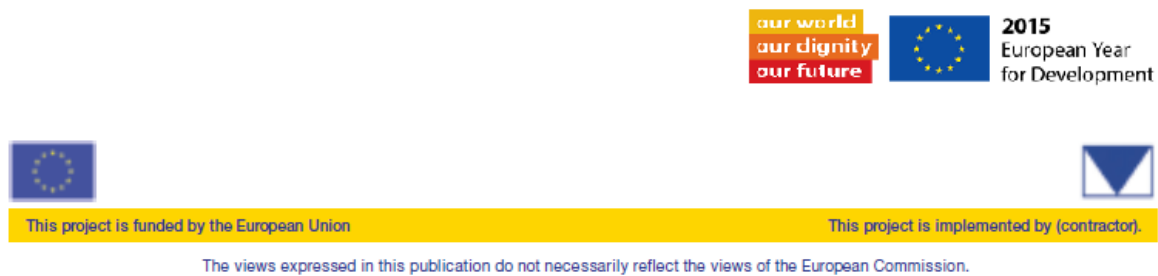
This project is funded by the European Union



This project is implemented by (contractor).

The views expressed in this publication do not necessarily reflect the views of the European Commission.

Example 2:



## 4. **EYD2015 Website** Posting your contributions to the EYD2015 website

The EYD2015 website is the core building block of the online strategy for EYD2015 and a key feature of the campaign. Each partner is granted the rights to publish content directly, in any of the 23 EU languages, on this interactive platform. The editorial responsibility relies with each organisation that signs up as a contributor to the website. Each contributor has to agree with the Terms and Conditions of the site in order to be granted publishing rights.

DEAR beneficiaries are considered key partners of the EYD2015. They are encouraged to join the website and to feature their events and activities, but also any insights, in particular when targeting a broad audience and related to the theme of the month. They can also benefit from website helpdesk support.

To sign up as contributors to the EYD2015 website, interested organisations are invited to send to the EYD2015 website helpdesk ([EuropeAid-EYD-WEB@ec.europa.eu](mailto:EuropeAid-EYD-WEB@ec.europa.eu)) the following:

- a signed Declaration of agreement to the Terms and Conditions of the site
- contact details of each individual contributor and the way the name of the organisation should appear on the website

The Terms and Conditions, the Declaration template and the List of contributors template table, as well as a technical manual for EYD2015 website contributors, can all be downloaded from the online group for EYD2015 stakeholders on the interactive platform of DG EuropeAid, Capacity4dev.eu, via this link: <http://capacity4dev.ec.europa.eu/eyd2015/document/eyd2015-toolkit-eyd2015-website-shared-partners#>

Fill in the declaration, scan it and send it directly to [EuropeAid-EYD-WEB@ec.europa.eu](mailto:EuropeAid-EYD-WEB@ec.europa.eu) and the EYD2015 will contact you shortly after to provide you with your login and password and with guidance on how to get started.

For an overall description of the EYD2015 website, please refer to the EYD2015 website guidelines and to the manual for EYD2015 website contributors which are available for download via the link

mentioned above: <http://capacity4dev.ec.europa.eu/eyd2015/document/eyd2015-toolkit-eyd2015-website-shared-partners#>

A few points are highlighted here:

- The website is fully multilingual and all partners may set their own language policy. You are encouraged to publish information in your own language(s), but you may choose to also publish in other languages.
- Translations are fully managed by the partners.
- The target audience is general public, not specialists.
- There are three types of content that can be uploaded: *events*, *stories* (human interest articles using a story telling style) as well as free-style *posts*
- Each partner that registers to publish information on the website will have its own organisation profile page. The organisation profile page includes a summary text about the organisation. We advise you to structure your profile page as follows:

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 is 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. How can visitors engage with you? Do you offer learning or volunteering possibilities?

**Additional elements:**

Logo of the organisation

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

- 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. 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*)

## 5. **Social media** Working in synergy to increase visibility

The European Commission is hosting a 'Social Media takeover' or (curation rotation) throughout the year. Each week a different organisation is curating the official EYD2015 [Twitter](#) and [Facebook](#) accounts. Civil society organisations are well represented. While the deadline for expressing an interest in participating in this exercise has passed, interested organisations can still be added on a waiting list in case anyone drops out. (Inquiries should be sent to [EuropeAid-EYD-SOCIAL-MEDIA@ec.europa.eu](mailto:EuropeAid-EYD-SOCIAL-MEDIA@ec.europa.eu) )

The European Commission is also using the EuropeAid [Twitter](#) and [Facebook](#) accounts to post updates on the EYD2015. Civil Society Alliance members, EYD2015 sub-grant beneficiaries and CONCORD members are kindly encouraged to follow us and help promote the accounts, as well as the EYD2015 [website](#)!

Together we can enhance the visibility of the year and of the Civil Society Alliance EYD2015 activities. Here are some suggestions for the CSA members:

- Follow the EYD2015 and EuropeAid accounts and the hashtag #EYD2015 and retweet our posts. From the EuropeAid account we will also be retweeting (when possible) your posts using the hashtag #EYD2015;
- Use the hashtag #EYD2015 in your posts
- Mention the EYD2015 and the social media accounts in your tweets to help promote it. We suggest using this EYD2015 presentation video prepared by DG COMM and available in all languages, in your post: <https://www.youtube.com/watch?v=7OhcYmqnmdl>
- Promote on your own social media your contributions to the EYD2015 website to help promote it
- You are also welcome to send us suggested posts about your key EYD2015 events and activities and targeting the general public at the following email address [EuropeAid-EYD-SOCIAL-MEDIA@ec.europa.eu](mailto:EuropeAid-EYD-SOCIAL-MEDIA@ec.europa.eu). We will try to promote them to the extent possible, with the hashtag #EYD2015.

## 6. **The EYD2015 toolkit** Useful resources and tools from the EYD2015 team

The European Year for Development 2015 team has prepared downloadable campaign material to facilitate the involvement of as many stakeholders as possible. DEAR beneficiaries are invited to make use of it.



- The latest official information and communication material offered can now be downloaded from the "**Get involved**" section of the EYD2015 website:  
<https://europa.eu/eyd2015/en/content/get-involved>

**The material available currently includes the visual identity, campaign video, electronic banners, a photo bank, printable roll-ups, fact sheets with more to come (including an educational toolkit).**

For any questions or requests concerning this material, please contact the contractor supporting the European Commission in the implementation of the EYD2015 at [EYD2015@mcgroup.com](mailto:EYD2015@mcgroup.com).

- In the library of the Capacity4dev.eu group for EYD2015 stakeholders additional resources are made available for partners directly involved in implementing the European Year for Development. The group is accessible here: <http://capacity4dev.ec.europa.eu/eyd2015/>. Individuals who create a profile on Capacity4dev.eu and join the group as members receive notifications of new posts and can post themselves.

In addition to the official campaign material available to all on the EYD2015 website, the [tools](#) in this group also include the following:

**EYD2015 Storytelling Guidelines** Storytelling is the red thread of the EYD2015 campaign. Communication partners are invited to post their development stories on the website EuropeAid is preparing in order to inform, educate and engage with the general public about development cooperation. We hope these guidelines will help you prepare compelling, curiosity inciting material.

**Leaflet on the Capacity4dev.eu EYD2015 Stakeholders group**, including a section on the EYD2015 stakeholders group You are welcome to distribute it to other stakeholders interested to stay up to date on the EYD2015 campaign.

**Guidance for EYD2015 Social Media partners**

**Guidance for EYD2015 Website partners**, including the Terms and Conditions and the Declaration form that needs to be submitted to become a contributor

- **The official EYD2015 presentation video prepared by the European Commission is available in all languages on YouTube:** <https://www.youtube.com/watch?v=7OhcYmqnmdl>

## 7. **Contact details** Whom to direct your questions to

Questions	Contacts
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