

European Year for Development 2015

our world

our dignity

our future

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our dignity
our future

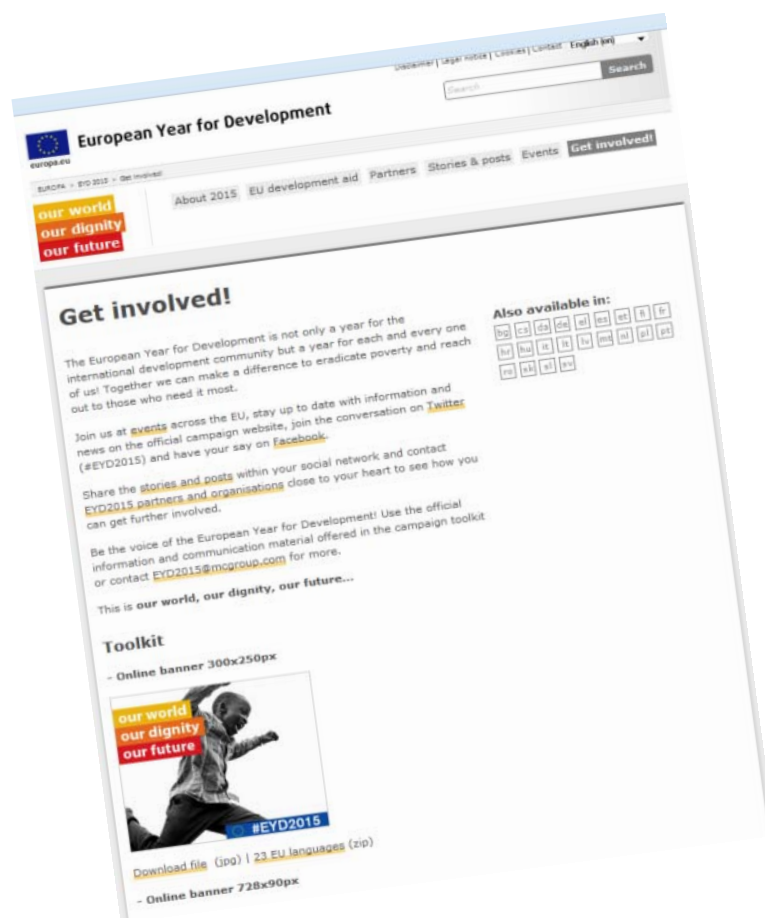


Core campaign interaction channels, events and tools

- Website
- Social media
- EYD daily event & newspaper
- Campaign toolkit
- Educational toolkit
- Radio spots



EYD website - share your efforts!



- ✓ **Feature the profile of your organization** and nominate organizations nominated in your NWP as contributors
- ✓ **What is happening in your countries?** Share information: pictures of events, stories, generic posts
- ✓ **Post in your respective language or in one of the official EU languages**
- ✓ **Promote the EYD2015 website!** Put a link to the EYD2015 website on your official webpage. Find downloadable banners in the *Get involved* tab.

*Please contact the helpdesk for support
EuropeAid-EYD-WEB@ec.europa.eu

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facebook.com/EuropeanYearForDevelopment2015
@EYD2015 - #EYD2015

Engage online!

- ✓ **Follow the official EYD2015 social media channels**
be up-to-date with the latest developments and engage in conversations
- ✓ **Mention the official EYD channels**
in your posts and tweets.
Use the official hashtag #EYD2015 and **encourage your national ambassador to engage!**
- ✓ Like and support what you see?
like/share/retweet the EYD2015 posts and tweets!
- ✓ **Share your stories** – EYD welcomes all suggestions.
Send your post and event suggestions to
EuropeAid-EYD-SOCIAL-MEDIA@ec.europa.eu
Then they can be promoted on the official channels.



EYD2015 Day

- ✓ Based on Denmark's World's Best News day
- ✓ A one-day open public event in September to inform and to engage with citizens
- ✓ Activity proposals:
 - ✓ Summarise the best annual stories collected throughout the campaign
 - ✓ Flash mobs, bike rides, running events, etc.
 - ✓ Involve the EYD ambassadors
 - ✓ Social media competitions
 - ✓ Distribution of promotional material

Interested to join?

Reply to the invitation sent to NCs.



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EYD newspaper

The EYD Newspapers, produced in cooperation with World's Best News, present the best news and outcomes of EU projects around the world. Ideal to share at EYD events and/or with media.

Currently one edition in EN, FR and NL.

For the EYD Days a second edition is planned, in all EU languages.



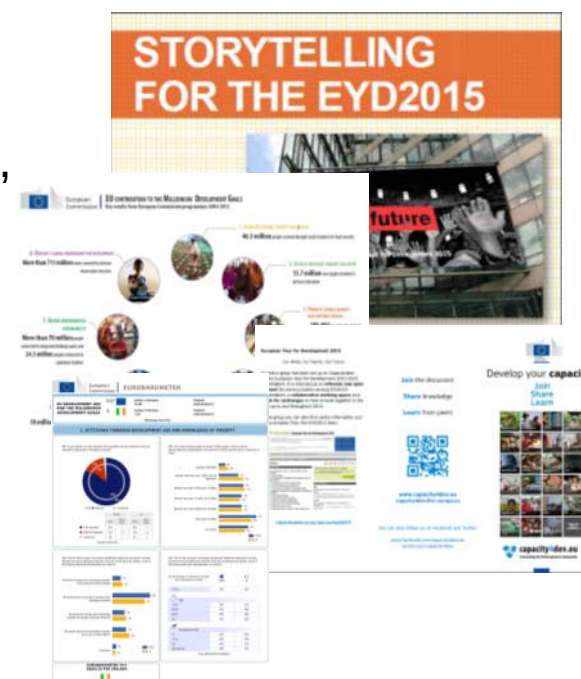
Toolkit

EYD Toolkit * provides **materials, visual elements** and **additional resources** to promote EYD through your own channels.

The toolkit contains:

- ✓ Campaign information and material:
general and each month uploaded thematic fact sheets,
presentation and video, online banners, roll ups etc.
- ✓ Visual identity elements
- ✓ Infographics (uploaded each month)
- ✓ Key messages and thematic months
- ✓ List of key campaign events at EU and national level

* Download from EYD2015 website:
<https://europa.eu/eyd2015>



Educational Toolkit

- ✓ Information and guidance materials, available in all EU languages for teachers to:
 - ✓ help introducing the EYD2015 to EU's 15-24 year olds
 - ✓ raise awareness on the aims and goals of international cooperation and development aid
 - ✓ prompt engagement of students
- ✓ Available via the Teachers' Corner of the EYD website (see under 'Get involved' tag). Includes:
 - ✓ Teachers Handbook
 - ✓ Monthly Lesson Plans
 - ✓ Monthly Quizzes
 - ✓ National Celebrity Profiles



Radio spots

- ✓ Short, engaging radio jingles
- ✓ Depicting one of the key goals of development aid
- ✓ Aiming to involve younger EU citizens.



The spots will soon be available for download at the EYD website in all EU languages.

To be offered to the media in your country and/or to use it on your website,



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Keep in touch

Via internet, Twitter, Facebook and or Capacity4Dev

- europa.eu/eyd2015
- [#EYD2015](https://twitter.com/EYD2015)
- facebook.com/EuropeanYearForDevelopment2015
- Capacity4dev.ec.europa.eu/eyd2015/

For any additional questions, please contact the helpdesk via EuropeAid-EYD-WEB@ec.europa.eu

