



European Year for Development 2015: *Strategy, Results and Legacy Looking into the Future*

our world

our dignity

our future

Trento, 3 December 2015

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Friendly acknowledgement: EC (DG Dev)

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Strategy:
Identifying
the campaign
audience



Strategy:
Having
clear and simple
messages



Inform EU citizens

The EU is a **leading global actor in development** and we are taking on our responsibilities

Involve EU citizens

Think Global, Act Local!
Every contribution makes a difference

Raise awareness

EU development cooperation **benefits** people **both** in the EU and in our partner countries

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Context: Citizens attitudes towards development



85%



Percentage of Europeans
who think it is important
to help people in
developing countries

End of
the Millennium
Development Goals

Adoption of the
2030 Agenda for
Sustainable
Development

34%



Percentage of
Europeans who have
personal involvement
in helping
development
countries

96%

Percentage of
Europeans who say
they have little or no
knowledge of where
EU development
money goes

Hopes for a global
deal at COP21 in
Paris



Strategy:

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Building a comprehensive Campaign Toolkit



Visual Identity

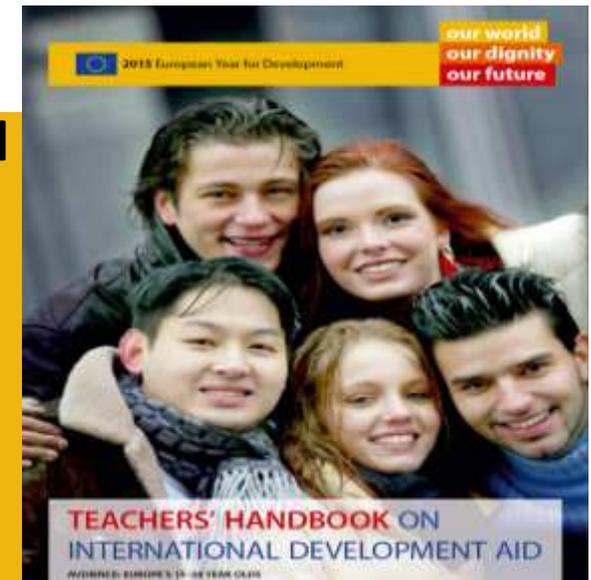


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and
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the
Newsletter



EYD Educational toolkit

- ✓ Handbook
- ✓ Quizzes
- ✓ VIP booklet
- ✓ Lesson Plans



Factsheets & Infographics



Celebrity ambassadors



PLUS:

- ✓ Video and Photos
- ✓ Radio Spots
- ✓ Roll-ups
- ✓ 'Story of the Week' Posters

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Results: Working with Partners strengthened the campaign



- **25 Member States** (3 on ad hoc basis)
- **All EU Institutions**
- **30 International Organisations**
- **120 Civil Society/NGOs**
- **9 Private Sector companies**

 **207 EYD partners !**
(and counting!)

More Stats:

Number of Stories: 584

Number of Posts: 1190

Number of Events: 768



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Results:

Engaging
with social media
brings new dynamics



Facebook:

•31 500 likes

Twitter:

•3 200 followers

- **52 Co-curators**

In November-December:

- ❑ DG CLIMA (8-15 Nov)
- ❑ WWF (16-23 Nov)
- ❑ Friends of the Earth (24-31 Nov)
- ❑ UNRWA (1-8 Dec)

**Join the EYD Social
Media Campaign !**

- ✓ Use the #EYD2015
- ✓ Repost – Retweet
- ✓ Help in growing our accounts

Results:

DEAR assisted in reaching target audiences

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Photo exhibition: Map your Ice-cream



Make Fruit Fair! Petition to EC Commissioner Bienkowska



Catching the train of development

DEAR activities

- photo exhibitions and competitions,
- film and music festivals,
- writing contests,
- development summer camps,
- interactive exhibitions,
- cultural events,
- people and teachers' fora

Results:

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Targeting young people



Twitter Chat: #girlsvoices

#girlsvoices We made it! 1st youth takeover of @EU_Commission account was fantastic! Tx @europeaid @PlanGlobal



Future Leaders and Ban Ki-moon



Innovative video ideas for the youth

Sabina, a blogger and avid
social media user, travelled
for 10 days to 5 countries in 3

Continents to witness
development projects funded
by the EU

(to be launched on Monday 16/11)

Critical reflection

Legacy left behind?
PR, not campaignig?
Quantity or quality? Or/and?
Targets, target groups?
For the young or with the young?
Relevance of issues?
Communication, education?
Europe, which Europe?



THANK YOU FOR YOUR ATTENTION