2010 European Year for Combating Poverty and Social Exclusion

Healthy Workplaces Summit on Safe Maintenance

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OSHA Bilbao, 22 November 2011
What are we talking about?

- An EU-wide communication and information campaign on poverty in Europe
- Poverty is a reality for almost 80 million people in the EU. 19 million of these are children.
- 1 European out of 6
- The poverty threshold is set at 60% of median national income
Which objectives of the EY 2010?

- To better acknowledge the right of people living in poverty to play a full part in society
- To build and reinforce partnerships between actors working to fight poverty and social exclusion beyond the classical ones
- To increase awareness of the many forms of poverty
- To inspire people to come together and to generate new impetus in the struggle against poverty and social exclusion.

In a nutshell:
- Raise public awareness
- Call to Action
- Strengthen political commitment to more effective and efficient social inclusion policies
Target audiences

1. National administrations
2. Stakeholders: NGOs, social partners, Foundations, Think tanks...
3. Journalists and the press
4. People experiencing poverty
   - General public
Building Together
One European Campaign

One European campaign despite a threefold diversity:

“United in diversity”

- Geographical and cultural diversity (29 countries)
- Thematic diversity: child poverty, minimum income, education, access to services, migrants, homelessness...
- Timely progression: from the beginning to the closing of 2010; sequential focus weeks; lasting effect of the EY
How is it implemented?

Key principles of EY 2010: decentralisation and coordination

- **At national level:**
  - a national implementing Body
  - a national programme

- **At European level:**
  - one common information and awareness raising campaign
  - a specific budget (17 million € + national co-financing)
EU level: organisation

- Consultative Committee (national implementing bodies’ heads)
- Other European institutions & Presidencies of the EU (Spain and Belgium)
- European Commission
- National implementing bodies and other
- European NGOs and other stakeholders
Key Campaign Tools

- One visual concept: a series of 4 posters, one logo
- Publications and promotional material
- 900 events
- 160 EY Ambassadors
- 60 Videos
- Press work and media monitoring
- 1 website in 23 languages
Visual identity

2010 European Year for Combating Poverty and Social Exclusion

www.2010againstpoverty.eu
Promotional items

Lanyards
Pens
Bookmarks
T-shirts
USB keys
Bags
Folders
Events at EU and national levels

EU events

- 7 majors milestones: conferences, focus weeks, competitions
- 32 Partnerships events
- Final Declaration EU and national commitment

National events

- 220 events directly organised by the NIBs
- 660 projects co organised with stakeholders
Conference: Poverty between reality and perceptions in Oct 2009

- 2 workshops (ATD) & 3 sites visits the day before the conference
- 350 participants
- 130 journalists
- Presentation of Eurobarometer on Poverty
- Preparing EY 2010
Opening Conference

- Madrid, hosted by Spanish EU presidency
- Over 450 participants
- 40 European journalists
- Launching EY2010
- Presentation flash Eurobarometer
32 EU partnership events and over 660 national events
More than 160 AMBASSADORS
60 videos of 3 minutes
27 Event Clips and 4 News Clips
29 country features

download or embed news clips and country features

www.tvlink.org/povertyineurope
Journalist Competition

- 1200 entries to the competition
- Print/online and TV and radio reports
- National winners and EU winners
- Award Ceremony in Brussels
Media monitoring

Print/online: permanent press work across 29 countries
-> 10 000 media clippings

Audiovisual: press work around the peaks
-> over 49 million viewers reached
A renewed political commitment

- The EY2010 had left a lasting political legacy at EU level. In the EUROPE 2020 Strategy (a poverty target and a European platform against poverty and social exclusion)

- Political declaration signed at end of the Year by the 27 Ministers
Planning

- **Adoption of the Decision** establishing the EY 2010 by the European Parliament and the Council of Ministers in October 2008
- **Preparation phase:** Mid 2008 – End 2009: Key messages, target audiences, communication contractor, stakeholders groups, Member States consultative committee, Task Force etc...
- **Implementation phase:** January – December 2010
- **Evaluation phase:** June 2010–April 2011
- **Report to the European Parliament and the Council of Ministers:** February 2012
Thank you for your attention