



EUROPEAN COMMISSION
Directorate-General for International Cooperation and Development

Director-General

Brussels, 24. 07. 2015
DEVCO.DGA1.05 (2015) 3298139

Subject: EUROPEAN YEAR FOR DEVELOPMENT 2015 – HALF TIME

Dear Sir,

The European Year for Development has reached its midway point. We would like to take this opportunity to express our gratitude to you for the strong support you have shown to the European Year. Your work has been vital to reach the main objectives of the year, which are to inform and involve EU citizens and demonstrate the mutual interest and global dimension of EU development cooperation. The next stage of the EYD2015 campaign is to adapt and strengthen our communication strategy on the important international events around the post-2015 agenda against the backdrop of the current political and economic situation in the EU.

In the first half of the year, centrally managed flagship events such as the opening event in Latvia, the youth event with UNSG Ban Ki Moon and the European Development Days were organised. The EYD2015 is also supported by all services in the Commission and by the other EU institutions to facilitate a consolidated communication approach towards EU citizens.

Furthermore, we offered a very complete set of EYD2015 campaign materials in all Member States' languages, from videos to the educational toolkit, which is available at (<https://europa.eu/eyd2015/en/content/get-involved>). The dedicated website <https://europa.eu/eyd2015/> and our social media accounts on Facebook and Twitter are widely shared and co-curated by numerous partners.

Decentralisation of responsibilities and actions is one of the key principles of this year. As we have entered the second half of the Year, we rely on our established bilateral and multilateral relationships to produce more results.

Mr Jeppe TRANHOLM-MIKKELSEN
Secretary General
General Secretariat of the Council of the European Union
Rue de la Loi, 175
1048 Brussels

SECRÉTARIAT GÉNÉRAL DU CONSEIL DE L'UNION EUROPÉENNE	
SGE 15 / 007 254	
Reçu le	28 -07- 2015
M. SCHIAVO	
DEST. PRINC.
DEST. COPISTES
M. TRANHOLM-MIKKELSEN	
DGE-Secrétariat	

We also think that there is scope to intensify the cooperation among the institutions to bring the EYD2015 campaign even more to the national, regional and local levels in Europe.

The focus will be on the following six aspects in the remaining months:

- **Strengthen the outreach** to the broader European audience, especially to those parts of the population traditionally not being in contact with communication on development cooperation, with a **special focus on young people**.
- **Better communicate on policy coherence for development**, explain to EU citizens the links between the relevant policy fields, how they connect to their daily life and what a difference they can make.
- Make **better use of the existing package of communication tools**.
- Strongly **focus communication on upcoming international events** such as the UNGA in New York and the COP21 in Paris.
- **Ensure proper reporting of all EYD2015-related activities**; an aspect that has so far been lagging behind in some national work offices, as efforts have been focusing on getting activities up and running. However, it is of key importance to get this right so as to be fully accountable to European taxpayers and other stakeholders.
- **Agree on the legacy** of the year, as a shared exercise of all main stakeholders.

Please find attached an overview of the concrete actions we propose to reach these overall targets.

The EYD2015 Task Force is always available to work with you. Together, we can make a great second half of this European Year.

Yours sincerely,



Fernando FRUTUOSO DE MELO

Annex: Overview on activities

Cc: Vincenzo Le Voci (Council of the European Union)

Recommendations for improving EYD2015 implementation

Coordination

- **Clearly make a link of your activities to one or several of the three objectives of EYD2015)** and encourage partners at the national level to do the same.
- Repeat as much as possible in your communications the campaign **key messages** (1. The EU is a global player which tackles today's challenges. 2. In an increasingly interdependent world, EU development cooperation benefits people both in the EU and in our partner countries. 3. Think global, act local. A single person can make a difference) related to the EYD2015 **overarching objectives** and relate them to the extent possible to the **EYD2015 monthly themes**. Encourage your partners to do the same.
- **Actively share experiences, information, and plans with the EYD2015 Task Force**, in the face-to-face meetings and workshops in Brussels, as well as in the capacity4dev.eu online group set up for the purpose.
- Bear in mind the importance of proper **branding of EYD2015 activities**. The visual identity, guidelines for its use as well as a photo bank and other useful visual elements can be downloaded from the EYD2015 website: <https://europa.eu/eyd2015/en/content/visual-identity> Use it when organising EYD2015 related events or producing EYD2015. Also encourage your partners to do so.
- Make greater use of the communication material in the **EYD2015 campaign toolkit**, such as the monthly **factsheets** and **infographics**. These are available for download on the EYD2015 website: <https://europa.eu/eyd2015/en/content/campaign-toolkit>
- **Distribute more proactively/recirculate the EYD2015 campaign toolkit** (the link to the subsection of the EYD2015 website where it can be downloaded from) to any partners you are working with. E.g. USB sticks for MEPs with the complete toolkit in respective MS languages have been prepared for better promotion of the information available and the tailored educational toolkit available in all languages.
- Provide **more opportunities for involvement in the EYD2015 for those stakeholders least involved so far** (for example youth and youth-based organisations, information multipliers, academia and think tanks, the private sector).

Press

- Aim for **better press and media coverage** of the events and activities and ongoing discussions, including at regional and local levels. Use you strong local, regional and national links.

Social media

- Continue to engage with citizens and EYD2015 stakeholders online via social media, using the campaign **hashtag #EYD2015** in your posts.
- **Follow the EYD2015 and EuropeAid accounts** and the hashtag #EYD2015 and retweet and share our posts. From the EuropeAid accounts we will also be retweeting and re-sharing (when possible) your posts using the hashtag #EYD2015
- **Mention the EYD2015 and the EYD2015 social media accounts** in your posts to promote them. We suggest using this EYD2015 presentation video prepared by DG COMM and available in all languages, in your posts: <https://www.youtube.com/watch?v=7OhcYmqnmdI>

- **Share** 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.

EYD2015 website and online communications

- **Feature on the EYD2015 website all EYD2015 events** and activities organised by you in the framework of the EYD2015 for increased online visibility. Additionally, contribute regularly **stories** on development cooperation results and challenges. You also have the possibility to upload other types of content, including photos, videos or documents, as **posts**.
- **Include links/backlinks to the EYD2015 website and social media accounts on your own websites, Facebook and Twitter** accounts to promote EYD2015 activities and related discussions. **A version of the motto and emblem that includes the website url has been uploaded** on the EYD2015 website for this purpose:
<https://europa.eu/eyd2015/en/content/visual-identity>
- To the extent possible, please **post content on the EYD2015 website in multiple languages**, not only in English. The website is asymmetrical which means that visitors browsing in languages other than English only see the content posted in their language.
- Please be reminded that on the EYD2014 website you also have the possibility to upload as **contributions** background documentation and links to further information sources in your posts, as well as in other contributors' posts, including in the stories of the week published by the European Commission. This increases the visibility of your contributions to the website.

Events

- Develop a strategy to **ensure that the EYD2015 and the upcoming international events are mutually reinforcing** (events such as the Third International Conference on Financing for Development in Addis Ababa, UNGA70 in New York, COP21 in Paris, and the adoption of Sustainable Development Goals).
- Take the opportunity of these upcoming international events **to generate critical debates involving not only development specialists but also citizens**. This will require creating more publicity and engaging universities or think-tanks via traditional press, online communications and social media.

Reporting

- Please be sure to participate as requested in the **regular monthly reporting** as requested by the European Commission by filling in the reporting templates and sending them in on time.