

16

From: [REDACTED] <[REDACTED]@wearelumos.org>
Sent: mercredi 9 mai 2018 17:43
To: [REDACTED] (CAB-MIMICA); [REDACTED]
Cc: [REDACTED] (DEVCO)
Subject: RE: Publication timeline + invitation letter
Attachments: 09.05 Invite letter final_TRACK CHANGES.docx; 09.05 Invite Letter_FINAL EMAIL VIEW.docx

Dear [REDACTED]

Thank you so much for sending through the draft agenda, and for working on this on your time off. Comms are starting on the design of it now.

We have had the draft invitation letter back from [REDACTED] team and [REDACTED] already. I have attached it to this email (document title: "09.05 Invite letter final_TRACK CHANGES"). It looks like a lot of changes, but in fact most of the track changes result from the movement of paragraphs to put the information about the conference at the top. The rest are quite minor changes.

There is another thing that we need to raise with you: we have been informed by our Comms team that it is **not possible to add attachments to the invitation email, or it will be blocked.**

The draft agenda can be added via a "click here" link, as with the registration form.

However, we feel that it would not work to do so with the invitation letter as it could easily be ignored. The only other option is to put the letter itself in the body of the email. As it is not possible to have an electronic signature from Commissioner Mimica, and this is less the "done thing" in emails anyway, would you be happy for the *email* to come from the Commissioner, JK Rowling and Georgette *without* including the signatures?

I've attached a document to show a bit what this would look like (document title "09.05 Invite Letter_FINAL EMAIL VIEW") – with the practical information at the bottom (although of course the Comms team will be designing it to look more like the original Save the Date).

So to summarise, the final thing that would be sent out is one email, which contains the letter from Commissioner Mimica / JK Rowling / Georgette in the body of the email, with their names at the bottom but without signatures, plus the practical information, containing links to the registration form and draft agenda.

Does this sound acceptable?

We will have the designed-up version of this ready to share with you on Monday when you are back.

Please do let me know if you have further comments on the text of the invitation letter.

Kind regards,
[REDACTED]

From: [REDACTED]@ec.europa.eu [mailto:[REDACTED]@ec.europa.eu]
Sent: 09 May 2018 16:30
To: [REDACTED] <[REDACTED]@wearelumos.org>; [REDACTED] <[REDACTED]@wearelumos.org>
Cc: [REDACTED] <[REDACTED]@ec.europa.eu>
Subject: RE: Publication timeline + invitation letter

[This message is from an external source]

Dear [REDACTED], as promised, here are some tweaks to the draft programme ... hope ok for you. Let me know and otherwise ok to start with the final design. I am still waiting for the feedback from Stylianides, but I am sure it will be ok, will let you know. Best, [REDACTED]

From: [REDACTED] [mailto:[REDACTED]@wearelumos.org]

Sent: Wednesday, May 02, 2018 3:07 PM

To: [REDACTED] (CAB-MIMICA); [REDACTED]

Cc: [REDACTED] (DEVCO)

Subject: RE: Publication timeline + invitation letter

Dear [REDACTED] and [REDACTED],

As promised, please find attached a shorter version of the draft agenda, to share with participants when we send the invitation email.

There are a few adjustments of note:

Content

- Based on feedback from the meeting with the DEVCO Comms team and JK Rowling's team last week, and the importance of ensuring meaningful participation for the young people where they do take part, we feel that it is perhaps better to have somebody else facilitate the scripted conversation with JK Rowling and Commissioners Mimica and Stylianides. We don't think this should be Georgette as she is already doing so much in the conference, it will be too much. We will have a think internally about who could facilitate this session instead, but if you have any suggestions, they would be welcome.
- We removed the young person in the session "Strengthening child protection systems around the world" (so there are now 3 rather than 4 speakers in that session)

Appearance on the page

- We haven't yet included explanatory paragraphs as we realised that these would just be repeating the information included in the letter. It was also considered neater if we can fit the whole agenda on to one page. However, if it is important to add background paragraphs to the agenda, we can find a way to fit these in, perhaps by making the agenda fit over two pages.

If you agree to the structure and the abovementioned changes, our Comms team can add some basic design elements along the lines of the Save the Date, to both the letter and the agenda, and share with you for your agreement.

I apologise for sending you so many emails, but we want to make sure you have all the pieces in as timely a manner as possible.

The registration form / body email is being finalised (we have to make sure it is GDPR-compliant) but we should hopefully be able to share this with you ASAP.

Kind regards,

[REDACTED]

From: [REDACTED]

Sent: 02 May 2018 09:29

To: '[REDACTED]@ec.europa.eu' <[REDACTED]@ec.europa.eu>; [REDACTED] <[REDACTED]@wearelumos.org>

Cc: [REDACTED] <[REDACTED]@ec.europa.eu>

Subject: RE: Publication timeline + invitation letter

Dear [REDACTED],

Please find attached the draft invitation letter (the one that we previously discussed, to be signed by Commissioner Mimica, JK Rowling and Georgette).

As [REDACTED] may have already fed back to you from our meeting with JK Rowling's PR representative last week, she felt that it was more appropriate for our Founder to be jointly representing Lumos with Georgette as CEO, rather than taking the spotlight for herself. The overall approach in the attached text has been agreed by her team.

If it is at all possible for you to provide feedback on this by the end of the week, we would be most grateful. We would ideally like to send out the invitation email next week (W.B. 7th May) so that it is at least a month before the conference – especially as we will need to close registrations by early June in order to allow for the production of the e-passes.

We aim to come to you with a proposal for the email sending of the invite and the registration form (as we discussed in our last meeting) ASAP, as well as the shorter draft agenda to be shared with participants along with the invitation email.

We also wanted to let you know that the publication team has had to slightly revise the below proposed timeline. This means that now, we would invite you to review and approve the text in Word (before it goes to the design stage) on the **28th and 29th May** rather than the 15th and 16th, and approve the designed version on the **4th / 5th of June**. We could make final edits based on your feedback and would need to send to print by 7th June at the latest.

In summary, this would be the new schedule:

Task	Start date	Deadline
Lumos text finalised, all edits made and senior level sign off		25.5.18
EC sign off text	28.5.18	29.5.18
Design	30.5.18	1.6.18
EC sign off design	4.6.18	5.6.18
Printing	7.6.18	11.6.18 (Printed and delivered)

Is this feasible? Please let us know if you have any concerns.

Kind regards,
[REDACTED]

From: [REDACTED]@ec.europa.eu [mailto:[REDACTED]@ec.europa.eu]

Sent: 24 April 2018 16:24

To: [REDACTED] <[REDACTED]@wearelumos.org>

Cc: [REDACTED] <[REDACTED]@wearelumos.org>; [REDACTED]
<[REDACTED]@ec.europa.eu>

Subject: RE: Publication timeline

[This message is from an external source]

Ok, thanks!

From: Irina Papancheva [mailto:irina.papancheva@wearelumos.org]
Sent: Tuesday, April 24, 2018 4:22 PM
To: ANDRASSY Irena (CAB-MIMICA)
Cc: [redacted]; [redacted] (DEVCO)
Subject: RE: Publication timeline

That's what I meant. Language confusion.

From: [redacted]@ec.europa.eu [mailto:[redacted]@ec.europa.eu]
Sent: 24 April 2018 16:18
To: [redacted] <[redacted]@wearelumos.org>
Cc: [redacted] <[redacted]@wearelumos.org>; [redacted] <[redacted]@ec.europa.eu>
Subject: RE: Publication timeline

[This message is from an external source]
Not the speech, the forward for the material.

From: [redacted] [mailto:[redacted]@wearelumos.org]
Sent: Tuesday, April 24, 2018 4:15 PM
To: [redacted] (CAB-MIMICA)
Cc: [redacted] (DEVCO)
Subject: RE: Publication timeline

Dear [redacted]

Thank you. This would be very helpful.

We would be happy to draft the Commissioner's speech.

Best wishes,
[redacted]

From: [redacted]@ec.europa.eu [mailto:[redacted]@ec.europa.eu]
Sent: 24 April 2018 16:12
To: [redacted] <[redacted]@wearelumos.org>
Cc: [redacted] <[redacted]@wearelumos.org>; [redacted] <[redacted]@ec.europa.eu>
Subject: RE: Publication timeline

[This message is from an external source]

Dear [redacted], thanks for this and let's try to work around those deadlines then.

For the Cmmsr intro text, are you going to draft it and propose it to us? We need to have all those parts coherent so that would help, and not to have completely different approaches in drafting the messages. Can you confirm this? We can of course work on your draft and add personal touch of Cmmsr.

Thanks and otherwise we are in touch on the rest, best,
[redacted]

From: Irina Papancheva [mailto:Irina.Papancheva@wearelumos.org]
Sent: Tuesday, April 24, 2018 3:15 PM
To: ANDRASSY Irena (CAB-MIMICA)

Cc: [REDACTED]; [REDACTED] (DEVCO)
Subject: Publication timeline

Dear [REDACTED],

Given the tight timeline for producing the publication we discussed and the need for sign-off from both parties, our publications team has worked out a timeline with some quite tight slots for feedback.

We are letting you know all of the proposed moments for your feedback, and deadlines for this, in advance, so that nothing is a surprise. We know this is an ambitious timeline, but we really feel that this document will be important to help make an impact and engage with the attendees at the conference, many of whom will be high-level and who may never have engaged with the issue before. Please see below a copy of the entire timeline, so you can see why the deadlines are so tight.

Firstly, as we discussed in the meeting last week, the publication would ideally begin with forewords written by Commissioner Mimica, Georgette and the young people. These should be no longer than half a page each, including a photo and once designed, so ideally the text would be no more than around 200 - 300 words. We are aiming to have all the raw material assembled by the **4th May** so that the whole text can be put together. Is it feasible to get it done by this date? We are quite conscious of your holiday period and imagine that the week between **4th and 13th May** will be quite a "dead week" for you.

Secondly, once the document has been fully assembled and reviewed internally, we would invite you to review and approve the entire text before it goes to the design stage (ideally, any edits to the text would be made at this stage, as it is much harder to do once the text has already been designed). We would ask you to do this on the **15th and 16th of May**. Is this feasible?

Finally, the text would then be designed, and sent to you on the 25th of May for final review of the design and any final corrections. Ideally, as soon as you are able to review and send us your feedback the week after, the better, as we would need to send it for printing on the 1st June with all the corrections taken into account.

Task	Start date	Deadline
Foreword – Commissioner Mimica	24.4.18	4.5.18
Forewords – Georgette & young people	24.4.18	4.5.18
Main body of text: internal drafting	24.4.18	4.5.18
Internal editing / corrections / Finalised text	4.5.18	10.5.18
Lumos senior level sign off	11.5.18	14.5.18 (n.b. two working days)
EC sign off text	15.5.18	16.5.18
Design	17.5.18	25.5.18
EC sign off design	25.5.18	1.6.18
Printing	1.6.18	8.6.18

We plan to produce the documents for the conference (this joint publication, agenda + bios, document about the two host organisations) **only in English**, as sending all of them for translation would add considerable time to their production (plus it is not clear which other language we would choose). We wanted to check with you that this is ok?

Best wishes,

[REDACTED]
EU Advocacy Manager
Rue de l'Arbre Bénit / Gewijde-Boomstraat 44 b.7
B-1050 Brussels
Belgium
Mob.: [REDACTED]
Email: [REDACTED]@wearelumos.org



Protecting Children. Providing Solutions.

With your help, we can change the lives of millions of children



Please consider the environment before printing this email.

This email and any attachments to it are confidential. Any use, copying or disclosure other than by the intended recipient is unauthorised. If you are not the person for whom this email is intended, please notify the sender immediately by calling +44 20 7253 6464 or emailing postmaster@lumos.org.uk and delete this message and any copies from your computer and network.

Lumos Foundation (Lumos) is a company limited by guarantee registered in England and Wales number: 5611912 | Registered charity number: 1112575 | Registered office: Gredley House, 1-11 Broadway, Stratford, London, E15 4BQ.

16

[LOGOS and some design features, along similar lines to the Save the Date]

INVITATION

No child left behind: Families not institutions - EU external action championing children's rights

Brussels, 15 June 2018
European Commission, Charlemagne building, Rue de la Loi 170
10:30 – 16:00

Registration details below

Dear [NAME],

The European Commission and international children's organisation Lumos invite you to join us at the high-level conference "*No child left behind: Families not institutions - EU external action championing children's rights*," in Brussels on Friday 15 June 2018.

We will bring together the voices of young people, leading experts and international decision and policy-makers, to examine the role of the EU and the international community in leaving no child behind, ensuring that all children across the world can realise their right to live safely within their families and communities.

By participating in this conference, you will be part of a key global moment which aims to improve the lives of millions of the most vulnerable and forgotten children around the world.

Together we will explore the drivers of institutionalisation, the negative impact on children and society and showcase the alternatives in different challenging contexts.

An estimated eight million children are currently living in institutions. Over 80 years of international research demonstrates that growing up in an institution – often referred to as an 'orphanage' – harms children's development, while subjecting them to an increased risk of all forms of abuse and reducing their future life chances.

Research consistently demonstrates that 80% of children in institutions are in fact not orphans, as they have at least one living parent. And others have a relative who could look after them with the right support in place.

Poverty, disability, marginalisation, irregular migration, instability, war and natural disaster tear families apart and drive children into institutions. Profit fuels the industry, with large sums of well-intended international funds and resources creating a 'demand' for children which can lead to 'orphanage trafficking'.

This is a solvable issue and momentum is building. Proven alternatives to institutions exist that help keep families together and strengthen communities – in different cultures and contexts. Governments, businesses, NGOs and others are committing to change – shifting their support from institutions to children, families and communities.

Every child has a right to a family and to be included in the community.

We hope you will be able to join us to promote global leadership in tackling the issue of institutionalisation of children and explore how the EU and the international community can continue to drive and support quality child care and child protection reform around the world.

Yours sincerely,

Neven Mimica
European Commissioner
for International Cooperation
and Development

J.K. Rowling
Founder & Life President, Lumos

Georgette Mulheir
CEO, Lumos

Participation is by invitation only. This invitation is non-transferrable.

To register for this event, please fill in the [online registration form](#) as soon as possible and **by Thursday 31 May at the latest**. Please note, **registration for this event is mandatory**.

A **draft agenda** for the event is available here [[link to draft agenda](#)].

Please note that this invitation is **for [NAME] only**. Given the high level of the event and the limited space available, we are only able to accept registrations from those who have received an invitation. If you wish to send an alternate or invite someone else, please send your request to neven.mimica@wearelumos.org

Lumos is collecting your personal information in order to allow you access to the event and keep you informed about event arrangements. Your data will be held securely on our systems within the European Union.

16

[LOGOS and some design features, along similar lines to the Save the Date]

INVITATION

No child left behind: Families not institutions - EU external action championing children's rights

Brussels, 15 June 2018
European Commission, Charlemagne building, Rue de la Loi 170
10:30 – 16:00

Formatted: French (France)

The European Commission and international children's organisation Lumos We are delighted to invite you to join us at the high-level conference "No child left behind: Families not institutions - EU external action championing children's rights," which we will co-host in Brussels on Friday 15 June 2018.

Commented [NS1]: Unless those invited will know about Lumos already?

Formatted: Font: Italic, Font color: Black

We will be bringing together the voices of young people, leading experts and international decision and policy-makers, to this high-level conference will examine the role of the EU and the international community in leaving no child behind, ensuring that all children across the world can realise their right to live safely within their families and communities.

Commented [NS2]: Suggest the purpose for the conference is higher up

By participating in this conference, you will be part of a key global moment which aims to improve the lives of the millions of the most vulnerable and forgotten children around the world.

Together we will explore the drivers of institutionalisation, the negative impact of institutionalisation on children and society and showcase the alternatives in different challenging contexts.

Formatted: Font: Font color: Black

An estimated eight million children are currently living in institutions across the world. Over 80 years of international research demonstrates that growing up in an institution – often referred to as an 'orphanage' – harms children's development, while subjecting them to an increased risk of all forms of abuse and reducing their future life chances.

Commented [NS3]: Repetition of across/around the world. Could it be omitted here?

Every child has a right to a family and to be included in the community.

Research consistently demonstrates that 80% of children in institutions are in fact not orphans, as they have at least one living parent. And ~~orphans~~ will have a relative who could look after them with the right support in place.

Poverty, disability, marginalisation, irregular migration, instability ~~and~~ and natural ~~disaster~~ tear families apart and drive children into institutions. Profit fuels the industry, with large sums of well-intended international funds and resources creating a 'demand' for children which can lead to 'orphanage trafficking'.

This is a solvable issue and momentum is building. Proven alternatives to institutions ~~that~~ that help keep families together and strengthen communities ~~in~~ – in different cultures and contexts. Governments, businesses, NGOs and others are committing to change – shifting their support from institutions to children, families and communities.

Every child has a right to a family and to be included in the community.

Bringing together the voices of young people, leading experts and international decision and policy-makers, this high-level conference will examine the role of the EU and the international community in leaving no child behind, ensuring that all children across the world can realise their right to live safely within their families and communities.

By participating in this conference, you will be part of a key global moment which aims to improve lives of the millions of the most vulnerable and forgotten children around the world.

Together we will explore the dangers of institutionalisation, the negative impacts it can have on children and society, and showcase the alternative in different challenging contexts.

We hope you will be able to join us to promote global leadership in tackling the issue of institutionalisation of children and explore how the EU and the international community can continue to drive and support quality child care and child protection reform around the world.

Yours sincerely,

Neven Mimica
European Commissioner
for International Cooperation
and Development

J.K. Rowling
Founder & Life President, Lumos

Georgette Mulheir
CEO, Lumos