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**From:** [REDACTED]  
**Sent:** mercredi 25 avril 2018 13:11  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** Agenda - 26 April EC-Lumos comms meeting  
**Attachments:** Communications Plan\_EU\_JKR Draft.docx

Hi everyone

I am looking forward to meeting with you all tomorrow. Please find attached a discussion paper and below an agenda.

Best wishes

[REDACTED]

1. Introductions - [REDACTED]
2. Background and purpose of conference - [REDACTED]
3. Overview of the conference agenda - [REDACTED]
4. Filming & Photography - [REDACTED]
5. Social media - [REDACTED]
6. Post-event press plan - [REDACTED]
7. Briefing notes - all
8. Event invitation - [REDACTED]
9. Timelines & next meeting
10. AOB

[REDACTED] | Director of Marketing & Communications



Protecting Children. Providing Solutions.

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m: [REDACTED]

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**By 2050 all children will grow up in loving, nurturing, protective families.  
Because children belong in families, not orphanages.**

THE UNIVERSITY OF CHICAGO

DEPARTMENT OF CHEMISTRY

PHYSICAL CHEMISTRY

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COMMUNICATIONS PLAN	
EVENT	No Child Left Behind: EU external action supporting children and families conference
DATE	Friday, 15 June 2018
PURPOSE OF DOCUMENT	To develop a clear communications plan between Lumos, the Commission & JKR PR for the event
FOR REVIEW BY	Lumos' Communications Director, [REDACTED], the Commission's communications lead, [REDACTED] and J.K. Rowling's PR lead, [REDACTED].

#### Overview

- This is a high-level international conference on Friday 15 June, jointly organised by the European Commission and Lumos, to raise awareness of the eight million children in institutions globally.
- The main conference on Friday will be preceded on the Wednesday and Thursday by a side event for children, young people, policy makers and practitioners.
- The event should be as youth-led as possible and prominently feature the voices of children from around the world.
- J.K. Rowling will be in attendance from 11.00-15.00 on Friday, 15 June. There will be a Q&A between Commissioner Mimica and J.K. Rowling.

#### Conference Agenda

Please see annexe 1.

#### Conference objectives

- To promote global leadership in tackling the institutionalisation of children and explore how the EU and the international community can continue to drive and support quality child care and protection reform around the world;
- To explore the drivers of institutionalisation, including orphanage trafficking, as well as cross-cutting issues such as gender and disability;
- To ensure children and young people who have experienced institutionalisation play a lead role in influencing the EU and international child rights agenda.

#### Advocacy and Communication objectives

*For discussion...*

#### Advocacy

- To raise awareness of the harm caused by institutions to children; the connection between institutions and trafficking; how reform is affordable and will bring long term cost benefit.

- To highlight the leading role the EU can take in dismantling this issue globally by funding the transition from family and family-like care.
- To highlight responses and approaches to DI from across the globe and showcase solutions.
- To ensure the voices of young people are listened to.
- To inspire decision-maker delegates to take action.
- Overarching EC messages (to be confirmed and shaped by the EC):
  - The EU should make sure that the principles enshrined in the ex-ante conditionality are transferred to all its funding;
  - No EU funds should be spent on supporting institutions – the next Multiannual Financial Framework presents an excellent opportunity for securing this;
  - The link between institutions and trafficking should be addressed in all relevant EU policy documents;
  - EU policies and legislation should go against volunteering in orphanages by adding it to a list of excluded activities.

#### Communications

- Encourage supporters to engage with the issue using hashtags.
- Highlight the significance of the event: high profile supporters of DI gathered together to move forward on the issue and change lives (particularly our Founder and the two European Commissioners).
- Celebrate any commitments/announcements made (especially by the European Commission).
- Create a feeling of momentum building for a global DI shift (building into other events happening throughout the year).
- Capture short videos of people attending the conference: why the issue is important, what action they are going to take as a result (what action decisionmakers should take).
- Take photos of the event to share afterwards.
- Secure media coverage of the issue.

#### Key messages

##### *For discussion:*

- Institutions cause significant harm to children and present a serious breach of their rights. They also contribute to child trafficking.
- The EU has recognised the harm that institutionalisation causes to children and has taken a leading role in the efforts to end this form of care.
- By introducing an ex-ante conditionality on social inclusion with an investment priority on the transition from institutional to community-based care it has acknowledged that institutions are harmful to children.
- Institutionalisation was referenced among the risks facing children in vulnerable situations in the EU External Action Service (EEAS) Guidelines for the Promotion and Protection of the Rights of the Child (2017), which also highlight the importance of appropriate alternative care for children that allows them to participate in community life, preventing family and child separation.
- DI is in line with the *leave no one behind* principle and is linked to the SDGs implementation.
- DI makes economic sense. Family- and community-based models of care produce better results for children and are cheaper than institutions in the long run.
- Investing in DI is therefore more cost-effective in the long term, but also contributes to child protection, welfare and life.
- Family- and family-like care is possible in the development world. We have evidence of this.

- Children's voices are being heard; children's stories are reflected in policy making.

#### Pre-event plan

*TBC in discussion with EC, Lumos and [REDACTED]...*

- We will share a press release and photo post-event. There will not be a press conference.
- Question: is there the possibility of inviting 1 or 2 top journalists to attend?
- J.K. Rowling's name to be used on the save the date and invitation; however, the focus should be on the subject matter covered at the conference.
- This will be an invitation-only event for experts from the sector. The draft invitation list will be shared and agreed in advance with Commissioner Mimica's team and J.K. Rowling's team.
- The Q&A with Commissioner Mimica and J.K. Rowling will be scripted and shared in advance, and questions will be asked by young people
- J.K. Rowling's closing speech will be scripted by Lumos.
- We will begin social media w/c 11 June – with the focus being the event, its aims and not J.K. Rowling (for security reasons and to ensure the focus is the topic).

#### At event plan

*TBC following discussion with the Commission's comms team and [REDACTED]*

- The event will be filmed, but will not be live-streamed. The Commission's team, Lumos and J.K. Rowling's team will sign off on a final edit of a highlights film to be shared after the event.
- Photography TBC
- We would recommend scheduling social media on the day – with 300 people attending, we will not be able to prevent participant tweets and do not want messages diluted by third parties.
- We can prepare posts to share in advance, as well as anticipate any announcements that may be made.
- Social media channels:
  - Twitter/ Facebook/ Instagram/ LinkedIn
- Partners to tag: X, Y, Z

**Commented [HM1]:** Full social media plan to be developed and shared.

#### Post-event plan

*TBC following discussion with the Commission's comms team and J.K. Rowling's team*

- We will develop a communications plan for post-event that will include a press release, photo and film agreed by the Commissioner's team, Lumos and J.K. Rowling's team.

Annexe 1: Draft Agenda

**No Child Left Behind: Families not institutions - EU external action  
championing children's rights**

*Draft Agenda*

10:30-10:55	<b>Conference start</b> <i>Georgette Mulheir, CEO of Lumos and Irena Andrassy, Deputy Head of Cabinet for Commissioner Mimica will give a short introduction, and young people who participated in Global Youth Leaders' Summit will share their key messages.</i>
10:55-11	<b>Introductory video</b>
11-11:45	<b>No Child Left Behind</b> <i>Group conversation facilitated by two young people</i> <b>Speakers:</b> <ul style="list-style-type: none"><li>- Neven Mimica, European Commissioner for International Cooperation and Development</li><li>- Christos Stylianides, European Commissioner for Humanitarian Aid &amp; Crisis Management</li><li>- J.K. Rowling, author, Founder and Life President of Lumos</li></ul>
11:45-12:00	<b>Joining forces to end institutionalisation across the world</b> <i>Overview of what we want to achieve today; highlighting international dynamics and diversity of institutionalisation</i> <b>Invited speaker:</b> <ul style="list-style-type: none"><li>- Georgette Mulheir, CEO, Lumos</li></ul>
12:00-12:10	<b>Videos on deinstitutionalisation and family reunification in 3 countries</b>
12:10-12:45	<b>Strengthening child protection systems (short interventions):</b> <i>Highlighting examples of successful systems reform, personal stories and key lessons learned</i> <b>Invited speakers:</b> <ul style="list-style-type: none"><li>- Lilyana Pavlova, Minister for the Bulgarian Presidency of the Council of the European Union</li><li>- Young person</li><li>- Government of Rwanda</li><li>- UNICEF</li></ul>
12:45-13:30	<b>Break: (Sandwich lunch)</b>
13.30-13:55	<b>The human and financial cost (short interventions):</b> <i>Share evidence from around the world to demonstrate the impact of institutionalisation, and how reform will bring long term cost benefits</i> <b>Suggested speakers:</b> <ul style="list-style-type: none"><li>- Young person</li><li>- Dr. Charles Zeanah, Mary Sellars-Polchow Chair in Psychiatry; Vice Chair, Child &amp; Adolescent Psychiatry, Tulane University School of Medicine (confirmed)</li><li>- Professor Manfred Nowak, Professor of International Law and Human Rights at Vienna University, Co-Director, of the Ludwig Boltzmann Institute of Human Rights in Vienna</li></ul>
13:55-14:05	<b>Videos on deinstitutionalisation and family reunification in 3 countries</b>
14:05-14:35	<b>Emerging responses (Panel)</b> <i>Highlight examples of responses to different drivers of institutionalisation – with a particular focus on disability, trafficking and children on the move</i>

	<b>Invited speakers:</b> <ul style="list-style-type: none"> <li>- (Chair) Cecile Kyenge, MEP, Vice Chair of the Delegation to the ACP-EU Joint Parliamentary Assembly</li> <li>- HRH Prince Mired of Jordan</li> <li>- Filippo Grandi, United Nations High Commissioner for Refugees</li> <li>- Myria Vassiliadou, EU Anti-Trafficking Coordinator</li> </ul>
14:35-15:00	<b>Vision &amp; commitments</b> <i>Vision and commitment to ending institutionalisation globally and the role of the EU</i> <b>Invited speakers:</b> <ul style="list-style-type: none"> <li>- Young rapporteur to give their version of the conference</li> <li>- Mr. Juwang Zhu – Director of the Division for Sustainable Development/DESA, United Nations</li> <li>- Representative from the incoming Austrian Presidency of the Council of the European Union</li> <li>- Commissioner Neven Mimica</li> <li>- J. K. Rowling (Close session; Key messages to bring home)</li> </ul>
15:00 – 16:00	<b>Networking reception</b>

