

**“30 years should have been enough”**

**EAPN 30th celebrations (2020)**

**V1 Proposal for consideration by Bureau**

**Objectives**

* Celebrating the 30 years of EAPN
* Building the strength of our network – celebrating our ‘insiders’ and building space to bring ‘outsiders’
* Communicating with the public with our refined ‘frames and narratives’
* Criticising our political systems and highlighting what needs to change in order to eradicate poverty
* Raising public and political focus on poverty

**Theme for the year**

**“30 years should have been enough”.** This will be our overarching theme, and the Comms Team should develop branding around this. This means that this is the overarching theme for all meetings - sub-topics will obviously take the ‘actual’ focus, but everything (meetings, letters, videos, op eds, social media campaigns) should be linked to the argument that 30 years should have been enough to eradicate poverty.

**Key messages**

* **A**
* **B**
* **C**

**Materials needed**

* A few basic introductory paragraphs about EAPN, our history, what the 30-year celebrations are about - these would be the basis of any specific funding applications etc
* Template letters (to launch, for EU Council meetings, to potential funders and partners)
* Sergio’s timeline, in an interesting way.
* Clear ‘frame and narrative’ for how we will talk about poverty in 2020 (link with Frameworks Institute)
* Short videos from PeP
* Blog articles from key EAPN members / leaders / partners / political contacts every month, on the theme **’30 years should have been enough’**
* Photos – either a physical exhibition or a cool slideshow
* Music – either a band to play, or various EAPN members to bring instruments and we form a band?!
* Prizes to honour key people
* Graphics for social media
* Other?

**Proposed structure**

A strong 30th celebration is only possible if **all parts/structures** of EAPN pull together to make it happen. No part/structure of EAPN (staff, Bureau, Ex Co, EUISG) can make this happen independently, we will need to work together. We propose the following structure:

1. A **‘Core Committee’** (CC) consisting of the Director, Eleni, Carlos, Honoratte, Vera (TBC). This Committee would be led by Eleni. This committee would lead on coordination, key partnerships (Dentons), and funding proposals.
2. 5 (more or less) sub-committees (SC[[1]](#footnote-1)), taking the work forward electronically (email, skype, webex) and during physical meetings if appropriate. These committees would be as follows:
3. **Communications** (Elke + 1 Bureau member + maximum of 2 Comms people, to be designated by Ex Co members). This committee would lead on branding, logo, consistency across events, photos, videos, and links with the press. (Comms SC)
4. **Policy and advocacy** (Sian + 1 Bureau member + maximum of 2 policy and advocacy people, to be designated by EUISG). This committee would lead on advocacy messages, standard letters to the EU Council for members to use, linking the celebration to the EU Council Presidencies (Germany and Croatia) (PA SC)
5. **European Journalism Prize and Short Story** (1 staff member TBC, 1 Bureau member, 2 people to be designated by Ex Co members). This committee would lead on everything related to the Journalism Prize and the Short Story competition, including developing the prizes, (terms and reference, criteria, selection committee, etc.) (EJP/SS SC)
6. **Celebrations.** (1 staff member TBC, 1 Bureau member, 2 people to be designated by Ex Co members) This committee would lead on everything related to the celebrations during the General Assembly and PeP meeting (concert, music, photo exhibition, and or any other events). (Celeb SC)
7. **Football** (1 staff member TBC, 1 Bureau member, 2 people to be designated by Ex Co members). This committee would lead on everything related to Euro 2020 (partnerships, sponsorship, advertising, logos etc) and the Homeless World Cup 2020. (FB SC).

**Relationships / partnerships needed**

We would need to explore partnerships with key actors. We could offer exposure via our website, articles in newsletters, social media exposure, and recognition in key events. We should develop our ‘offer’ here.

* Homeless World Cup
* FIFA / Common Goal
* Euronews (potential Europeanization of Journalism Prize, regular articles and videos, maybe something on the week around the 17th of October, …)
* Governments of Croatia and Germany (if we organise PeP NC meeting in Croatia and GA in Germany, to match Presidencies of EU Council), governments can be called upon to support meetings financially and politically, and to be part of the celebrations
* Dentons (pro bono legal support), maybe as jury members for short story, prize giving ceremony and legal consultants if we need to sign any agreements/contracts with partners.
* Others?

**Calendar**

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| **Month** | **Work to be done** |
| Aug | Finalization of Proposal from Eleni and Leo. Send to Bureau members by 22th Aug 2019.  |
| Sep | Bureau to respond in writing for any comments and or ideas, by 29/82019.  |
|  | Bureau Webex CALL 4/9/2019, possible discussion and decision on the Core Committee members. |
|  | Finalization of the Proposal by 30/8/19 and sent to ExCo members as part of the documents to be discussed in the ExCo Meeting in Helsinki. ExCo members will be asked to carefully read it and be ready for participating in the subcommittees. |
|  | Presentation and discussion in the ExCo Meeting and requesting from members to carefully consider where and in which subcommittee they or any other member from their network can be member and support /work on the implementation of the Proposal. |
|  | Possible meeting of the core committee and the subcommittees in Helsinki. |
| Oct - Dec | Finalising membership of the Core Committee (CC) and Sub Committees (SC). |
|  | **CC** to Contact Dentons and inform them on our 30th Anniversary Activities and see when, how and or where they can support. |
|  | **CC and PA SC** Prepare the template letters to HoS[[2]](#footnote-2), the frame and narrative for how we will talk. |
|  | **CC** Meetings and letters to possible partners and or funders for some of the proposed activities, i.e. EURONEWS for the JP/SS, FIFA, Homeless World Cup, Dentons, the 2 countries (Croatia and Germany), that will hold the presidency of EU on 2020. |
|  | **EJP/SS SC** to finalize the criteria, ToR for the Journalist Prize and Short Story. Deciding on the when the competition will be announced, how, from how long and when it will close, and when the prize will be announced and given (i.e. GA or PeP Meeting). |
|  | **Comms SC** to finalize all relevant logos and branding / maybe preparation of our web page with relevant material and space. |
|  | Start working of articles and interviews in order to be ready. |
|  | **CC** to decide on the PRIZE and or of a small art craft that can be given as a prize as well as a “thank you” gift to former presidents and or other people. IDEAS? What would prize/gift be? Something creative from a PeP? Sculpture? Craft? Street art? |
|  | **PA SC** work on the June 2020 Annual Conference that will have main title “30 Years should have been enough”. |
| **Month** | **Date** | **Political hooks** | **Existing activity planned** | **Potential activity** |
| Jan |  | Start of final year of Europe 2020 strategy  | Bureau meeting – include advocacy meetings, targeting Presidents of Institutions or Commissioners. Press. | All members write to their HoS, based on a common template (introducing the year of celebrations), inviting them to 1. Clarify whether they are happy with progress on eradicating poverty in their country in the last 30 years
2. What commitments they can give to eradicate poverty moving forward
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|  |  |  | Announcing the 30th Anniversary year and core activities | Meeting of the President and Director with press in Brussels, with the support of EURONEWS. Maybe a small reception with finger food for (not a press conference as such), in order to announce the 30th Anniversary, the message and some of our core activities. It will be good opportunity to launch/introduce the EJP and the SS. |
|  |  |  |  | Coordinated newspaper articles across Europe |
|  |  |  |  | Launch a short story contest on how to eradicate poverty – this could run from January until September (General Assembly), across Europe, **across members, with prizes being awarded at the General Assembly**. Could have engagement of a high profile author / film maker who is known for their commitment to fighting poverty – how to find this person?!Up to 6 pages? Comic strips? What would prize be?! |
|  |  |  |  | Launch European Journalism Prize. This isn’t at all funded, and the Commission basically refused to fund it. We have a fully worked out proposal with EAPN Austria, but we need to get it funded! If not, difficult to see how it could work.EURONEWS as funding partners. Let’s discuss the budget for that.  |
| Feb |  |  |  | Coordinated newspaper articles across Europe, SOCIAL MEDIA AND PRESS, promoting the EJP and SS |
| March | 26-27 | European Council | EUISG meeting, press conference focusing on 30 years | All members write to their HoS, based on a common template |
| April |  |  | Bureau and Ex Co meeting | Add a public hearing with HoS or Minister? A public event in cooperation with EAPN national network? |
| May |  |  | PeP NC meeting *How best to use? Discuss with Magda.* The 2020 main theme for the PeP meeting will be “30 Years should have been enough”. | Could be done in Croatia if we could add it in the Croatian presidency calendar. |
| June | 18-20 | European Council | Annual Conference – build the celebration into this?Title of the AC “30 Years should have been enough”. | All members write to their HoS, based on a common templateAdvocacy meetings when members in Bxl |
| June | 12 - 31 | Euro 2020 (football tournament played across Europe, final in London) |  | Link with [Common Goal](https://www.common-goal.org/), footballers who donate 1% of their salary to good causes, bringing Streetfootballworld organisations into the fight against poverty. See [here](https://www.common-goal.org/Content/downloads/High_impact_football_NGOs.pdf) |
| June | Late, TBC | Homeless World Cup (Finland) |  | EAPN team? EAPN supporting? Partnership to highlight systemic issues in media work? Sponsor a team? Have our logo somewhere? Joint visibility activities?  |
| July | 1 - 12 | Euro 2020 (football tournament played across Europe, final in London) |  |  |
| August |  |  |  | Coordinated newspaper articles across Europe. |
|  |  |  |  | EJP/SS SCA selection of winners. |
|  |  |  |  | CC and PC SC work and finalize the General Assembly |
| Sep | TBC | EC Presidents’ Annual Address: “State of the Union” |  | Alternative State of the Union? Response? Video? (Carlos) |
|  | Late/END |  | Bureau and ExCo meeting.General Assembly (Germany TBC). Recognise Presidents past and present. German President? Big. | Prizes / gifts for specific individuals. Prizes for the short story competitionStreet action? |
| Oct | 17 | International Day of Poverty Eradication | Likely Poverty Watch | Build celebration into October 17, into Poverty Watch? How?If we come to an agreement with EURONEWS we can have a week around the 17th of October week on EURONEWS with small videos, or stories, we will have given maybe the EJP so a report can be done for that with the winner.The same with our cooperation with FIFA and or Homeless World Cup. If these 2 cooperation work then again reports can be done and coverage from EURONEWS. |
| Nov | TBC |  | PeP meeting (Brussels) | Build celebration into PeP visibility action, PeP meeting in general. Closing event/ceremony for the celebrations, could involve a concert, photo exhibition (physical or electronic), a quiz and some speeches, as well as prizes for particular individuals. Maybe people from the Commission and or MEPs. Journalists, our funders and partners in the various actions and activities. |
| Dec |  | China deadline to eliminate extreme poverty |  | Article summing up the year’s activity, linking to the political hook, looking forward to the post-2020 strategy and the next 30 years |

**Next steps**

|  |  |  |
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| Action | Deadline | Lead |
| Include section on structures | 20 Aug | Leo (done) |
| Include section on work to be done until end of 2019 | 21 Aug | Eleni (done) |
| Final check through of document | 22 Aug | Leo and Eleni |
| Share with Bureau | 22 Aug | Leo |
| Written comments  | 29 Aug | Bureau members |
| Finalise paper and send to Ex Co | 30 Aug | Leo |
| Webex call | 4 Sep | Bureau members |
| Nominate people for committees | 14 Sep | Bureau and Ex Co |

1. SC = SUB COMMITTEE [↑](#footnote-ref-1)
2. Head of States (HoS). [↑](#footnote-ref-2)