



Raising Awareness on the Semester

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Starting points

Goal

- One of the 5 headline targets:

„To **reduce** the number of Europeans living below national poverty lines by lifting at least 20 million people out of poverty and social exclusion.”

Reality

- „8 million **more** people are now in poverty (124,3 million), a shortfall of 28 million (in 2012).
- **Very limited progress** has been made on involving stakeholders, particularly civil society and with low impact.”

(Source: Toolkit for Engaging with Europe 2020 and the European Semester 2014-2015, p4)

Facts

- „Brussels is **far away.**”
- „We have **no influence** on what happens.” (No influence on the measures related to poverty.)
- „These problems are **too complicated.**”
- „Reduction of poverty: **Utopia.**”



What is needed?



- The measures influence our **own** life.
- **People power!**
(Organizing excluded communities → Involvement!)
- Bringing the messages **closer**. → Make them easier to understand!
- Absolute poverty **can be and must be abolished** in the EU!

How do we do it?

EAPN Hungary–EAPN Croatia

- *Preparatory methodology meeting:*
 - Connecting the EU 2020 messages with **existing local messages** (HU: debate on the social assistance system, CRO: more visibility to the questions of homelessness)
- *Practice-sharing training:*
 - Learning about national realities → **Similarities!** → Strengthening regionality
 - Learning about **useful methodologies:** HU – how to involve the media, CRO – how to involve more people experiencing poverty (PEP)
- *Events:*
 - HAPN: „**Day of Games to Raise Social Awareness**” (28/11/2015) → sensitizing, involving
 - CAPN: **symposia** (11/2015)
- *Outcomes:*
 - Spreading **messages in the media**
 - Strengthening our **base:** PEP, civil actors, professionals, volunteers
 - Strengthening the „**watchdog**” feature of the civil society: „We are aware of the EU 2020!” → accountability

How can we do it?

- Using our **existing capacities** (staff, experts, base of PEP)
- Involving **new volunteers**
- Having **new resources**
→ the pilot project is *funded by EAPN through its Commission grant*



What we can gain



- Highlighting the **European context** of poverty
- Strengthening the **connection** between Member States
- The voice of **PEP** → Getting heard!
- Civil courage – **democratic participation, civil control**

Different tools of the pilots

- **EAPN Portugal–EAPN Bulgaria** (communication strategy and transnational seminar monitoring EU 2020, audiovisual product)
- **EAPN Macedonia–EAPN Serbia** (shadow report of social situation under Inclusive growth pillar from EU 2020)
- **EAPN Spain–EAPN Italy** (research, report, two seminars, advocacy activities)
- **EAPN Ireland** (briefing on EU 2020 poverty target disseminated to members of Parliament, key advisors, local councillors and civil society, meetings with all parties about their election manifestos)
- **EAPN Hungary–EAPN Croatia** (practice-sharing training, media campaign, „Day of Games...”, symposia)

Thank you for your attention!

For more information about EAPN's Pilot Actions
on Europe 2020:

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