



2010 European Year for Combating Poverty and Social Exclusion

EU Poverty and Social Exclusion Awareness Week 24 – 30 May 2010

A call to ALL MEDIA to get INVOLVED

The VISION For one week, media organisations right across the European Union will devote time and space to promoting debate and **raising awareness about poverty and social exclusion**.

The *EU Poverty and Social Inclusion Awareness Week* is a chance for newspapers, television and radio stations across Europe to **help put the eradication of poverty at the top of the agenda**.

Why NOW? 79 million people, 16% of the EU population, live in poverty and social exclusion in the EU. Since the late 1970s, there has been an enormous rise in the levels of inequalities in our societies. 2010 is a real chance to make a decisive and lasting impact on poverty and social exclusion.

The media can be a key partner for prompting a genuine political and social commitment to eradicating poverty in the next decade.

How can the MEDIA help?

- Show **films and documentaries** about the realities of poverty and social exclusion in your country or in other European Union countries.
- Generate **feature articles/programmes** that address the reality of poverty and social exclusion in European countries.
- Make the topic of poverty and inequalities the subject of **debate** in your key current affairs or political programmes.
- Address poverty and social exclusion in the context of **youth orientated media** (e.g. children's TV).
- Programme cultural events (music, poetry, literature...) made by or about people experiencing poverty.

NATIONAL FOCUS WEEKS During this 2010 European year, each EU country (plus Iceland and Norway) will be devoted one week of particular attention. The National Focus week in your country can be found at www.endpoverty.eu. It is hoped that media from the country concerned will contribute to raise awareness and debate about poverty and social exclusion issues in the country concerned.

Poverty touches many vulnerable people such as **children, young people** and the **elderly**. **Homelessness** is often one of the most visible signs of poverty especially when it forces people into rough sleeping. There is also a clear link between the groups who experience **discrimination** and those who experience poverty with migrants, ethnic minorities (including Roma) and people with **disabilities** particularly affected. There is also a significant **gender** dimension to poverty. In addition to financial poverty, large numbers of people in Europe also suffer from serious forms of **deprivation of basic amenities** such as access to indoor toilet facilities or living in housing that is free from damp. High levels of **unemployment** have always been linked with poverty, but **being employed does not necessarily mean getting out of poverty**. Yet Europe is one of the world's richest regions.

In order to **raise awareness, to challenge stereotypes** and to **strengthen political commitment** to fighting poverty and social exclusion at all levels, 2010 has been designated the **European Year for Combating Poverty and Social Exclusion**. The media and press have an important role in **raising awareness and impacting on public opinion**, and throughout the Year they will be invited to focus on national initiatives organised by Member States and NGOs bringing together people experiencing poverty and those who work with them.

From 24 to 30 May 2010, your involvement will make a difference!

SOURCE MATERIALS for MEDIA activities during the European Year

- **NGOs** representing and working with people fighting poverty and social exclusion can provide **knowledge, materials and expertise** – as well as **stories** and **direct experiences**. **Contact them** through the website of the EY2010 NGO Coalition who have come together to coordinate their activities during 2010: www.endpoverty.eu.
- The **National Implementing Body** responsible for the European Year **in your Member State** is working with communications experts who can provide background materials. See the “My Country” section of the Commission’s website www.2010againstopoverty.eu.
- The **European Commission’s communications campaign for 2010** can provide **interviews with European Year 2010 Ambassadors, facts and figures** about poverty and social exclusion drawn from EU and national sources, **information packs** relating to particular aspects of poverty and social exclusion, free of rights footage including video news releases about poverty and related themes, photographs and other audiovisual material in broadcast quality... see the “Press” section of www.2010againstopoverty.eu.
- Other stakeholders, such as social partners, public authorities and international bodies are involved in the European Year and can provide you with useful information.