



The European Year for combating poverty and social exclusion (2010)

*"Reaffirm and reinforce
the Union's commitment to solidarity,
social justice and greater cohesion"*





- highly symbolic date: 2010 time horizon indicated for Lisbon strategy for eradicating poverty
- A lot of progress achieved – but still very far from the objective...
- OMC important tool for providing EU guidance and support to MSs
- However, its effectiveness depends on public ownership and commitment of all relevant actors
- European Years relevant in raising public awareness, fostering participation and create political momentum around policy priorities
- Year 2010 can be essential additional tool to ensure a stronger EU value added within OMC & reaffirm/strengthen political commitment





Specific objectives

Four key words

- 1. Recognition** = recognising right of people in situation of poverty/exclusion to live in dignity and play full part in society
- 2. Ownership** implies increasing public ownership of social inclusion policies, emphasising *everyone's* responsibility in tackling poverty
- 3. Cohesion** spells out our vision for Europe: a more cohesive society is one where no one doubts that everyone will benefit from the eradication of poverty
- 4. Commitment:** we can only eradicate poverty as a result of a substantial and consistent effort that involves all levels of governance, at EU and national level





- fighting child poverty
- promoting inclusive labour markets
- eradicating disadvantages in education and training
- tackling the gender and age dimensions of poverty
- ensuring access to adequate resources and services
- overcoming discrimination and promoting social inclusion of immigrants & ethnic minorities
- addressing the needs of disabled people and other people in vulnerable situations

MSs will adapt these to the national, regional and local situation and challenges, including considerations linked of territorial cohesion





- Overall budget: € 26 million, of which € 17 million from the EU
- Actions in Member States: € 18 million, of which €9 million from the EU
- Actions organised at European level: € 8 million (information and communication campaigns, tools for the implementation of the European Year, European events)





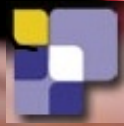
The real challenge: to set up a framework that paves the way for a real *involvement and mobilisation* of all institutional and non institutional actors, both at EU and at national level

The response: a mix of both centralised and decentralised activities has been retained as the most appropriate option

–to promote policy coherence between actors and levels

–while maintaining the flexibility to accommodate national specificities





What is the role of the Commission?

- encourage involvement and political commitment from the EU and the Member States
- facilitate the most appropriate participation of stakeholders, including the most vulnerable groups
- monitor consistency with the National Strategies
- monitor the coherence of activities both in the preparation and implementation of the Year
- ensure support to the MSs, by providing technical assistance and advice, including in terms of administrative and financial issues, and, where appropriate, through site visits

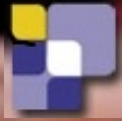




At National level:

- each MS will be responsible for co-ordinating and implementing activities at national, regional and local levels -> National Implementing Bodies
- National Programmes according to guidelines & in consultation and close cooperation with a broad range of relevant stakeholders, including civil society, organisations defending or representing the interests of those who experience poverty, social partners, & regional and local authorities

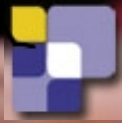




The activities of the European Year

- organise events & campaigns to promote a large debate around EU role in achieving a more cohesive society – e.g in connection with preparation of EU initiatives (*Round Table & PEP Meeting*)
- provide opportunities for widening this debate to organisations and sectors not usually engaged with “social” issues
- help to combat stereotypes and “stigmatisation”: info campaigns, cooperation with media, funding projects & production media tools
- carry out educational campaigns and other actions in schools, including organisation of awards and competitions
- training opportunities -> increase knowledge about poverty & different policy tools available
- encourage and facilitate actions at regional/local levels, including the development of pilot action plans for social inclusion
- organise “solidarity initiatives” for poverty alleviation





The next steps at EU level

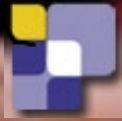
The Strategic Framework Document

- Made public in November, action-oriented
- Consultation on the draft content in October

Other documents

- EC letter to the Member States (National implementing bodies)
- Financial acts: financing decision 2009, framework decision about NIBs' characteristics
- Call for tender on communication





Roadmap for early 2009

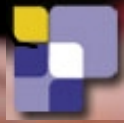
January/February

- Appointment of NIBs and EU consultative committee (by 15 Jan)
- NIBs identify priorities for the national programmes
- Commission awards contract for communication

March/April /May

- NIBs work in partnership with stakeholders
- National programmes sent to the Commission
- Preparation starts for the EU conference “perception and image of poverty”





The projects we need should (1)

Promote the political framework

- Money for some projects, non-financial support for many more

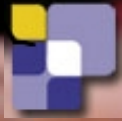
Specify the target groups of the actions

- The general public, disadvantaged people, media, policy makers

Connect national and local actions

- Feed into each other, where possible





The projects we need should (2)

Mainstream the EY2010 in external events

- Developing actions in broader events to reach a wider audience

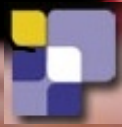
Integrate communication strategy from scratch

- Projects should be visible beyond those who attend them

**Be creative ! Work in partnership !
Target beyond the usual audiences !**

Think in terms of the specific added value of the EY2010





What would we consider a "success"?

- an enhanced political commitment, which might take the form of a Declaration, e.g. at the occasion of the International Day against Poverty on **17th October 2010**
- higher awareness in our societies of the existence of poverty, on its multi-dimensional and hidden character, and of the fact that the fight against poverty is possible and can be successful
- a contribution towards a better coordination between central & local authorities -> encourage setting up of permanent structures and mechanisms & allow cooperation among all partners
- contribution to a wide debate on European values and on the ways in which these values are ensured to be the guiding principles for EU and MSs policy making
- contribution to a change in attitudes towards persons experiencing poverty, allowing them to play their part in society and to exercise their rights in full



2010againstpoverty.europa.eu

2010againstpoverty@ec.europa.eu