



# **EASPD External Communications Report 2021**

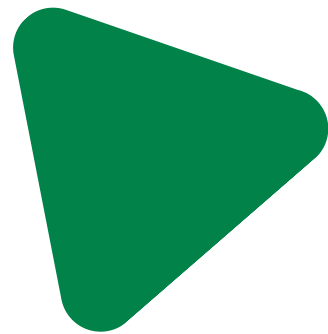
# Who we are

Located in Brussels, the European Association of Service providers for Persons with Disabilities (EASPD) represents over 20,000 support service providers for persons with disabilities. Driven by our members and supported by a team of professional staff, EASPD strives to deliver high-quality services that promote the full participation and inclusion in society of all persons with disabilities. Alongside our 160 members we strongly believe that support services for people with disabilities play a major role in enabling people to enjoy their human rights on an equal basis with others.



## Vision

EASPD's vision is for any type of support to be individualised and available, accessible and responsive to the needs and wishes of persons with disabilities. Human rights-based support services play an important role in granting access, participation and inclusion in society. We want society to fully understand that these support services are human rights enablers.

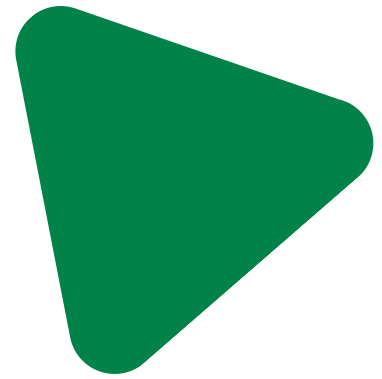


## Mission

Our mission is to deliver the implementation of the United Nations Convention on the Rights of Persons with Disabilities by supporting our members in the design, development and set up of individualised models of support, responsive to specific needs and wishes.



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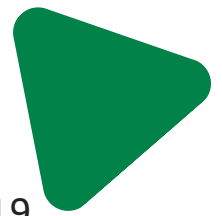
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# Executive Summary



2021 witnessed a new normal with the continuation of the COVID19 pandemic. The pandemic heightened the need for our communication strategy to ensure the effective delivery of EASPD messages and member connection via online channels of communication with the continued absence of in-person events until later in 2021.

As a way to understand better these changes and how to adapt to them EASPD held 2 events under the Communications Network. The in-person event in Brussels talked about COVID19 and its impact on communications, the webinar later in the year focused on fundraising online.

Furthermore, we ran 2 social media campaigns throughout 2021. The first, #EASPD25 was created to celebrate 25 years of EASPD. Our second campaign started in November and aimed to highlight the innovative practices of our members and our first Innovation Awards, which was launched to coincide with the anniversary of EASPD. Furthermore, we witnessed a growth in our social media pages and subscriptions to our newsletter.

We published 13 press releases and 22 newsletters during the course of the year. Being the year of growth and change for us, 2021 brought forward a new identity for EASPD. Our new website newsletters, social media and video updates continued to keep our members and external partners updated on the latest news, policy developments, events, publications and innovative practices related to our sector.

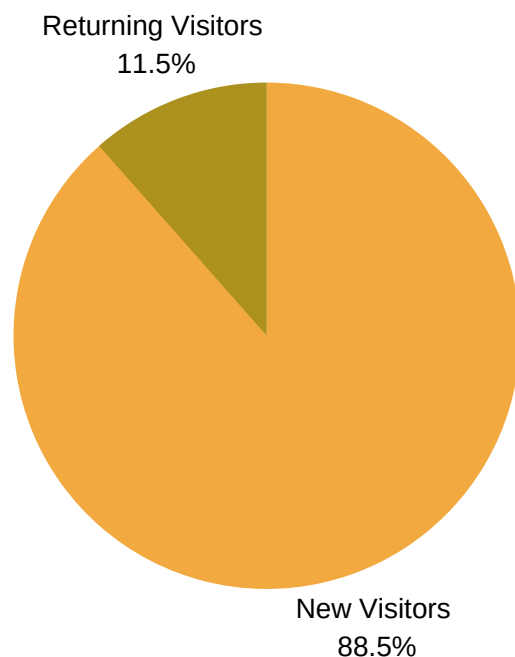
2022 will pave the way for our new strategy of 5 years, "Moving Forward: Smart Transformation and Building Resilience" which will help us in achieving our goals! to know more about what we as organisation achieved in 2021, please read our Annual Report 2021 [here](#).





# EASPD Websites

The EASPD website underwent a makeover during 2021. After 25 years of being on the road, we decided to pave the way for a newer representation of EASPD. Our website is the central element of our communications. All news articles, videos, policy papers and any updates on EU news regarding the disability sector can be found on our website. Along with news of EASPD's activities, member new and project updates, as well as further information on upcoming conferences and events. The EASPD website had 13,949 page views in 2021. Of these 88.5% were new page visitor and 11.5% were returning visitors.

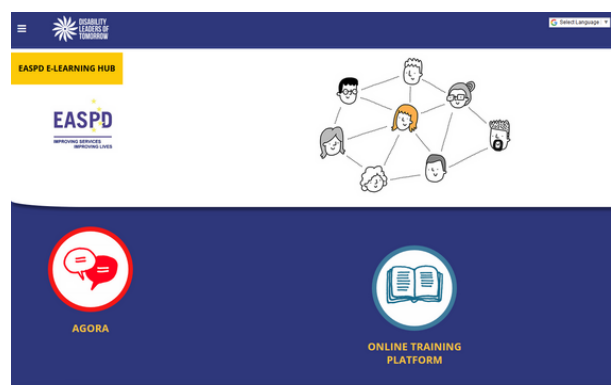


Proportion of new and returning users to [www.easpd.eu](http://www.easpd.eu)

## D-LOT WEBSITE E-LEARNING HUB

EASPD's e-learning Hub provides tools, learning materials, advice and guidance about how to develop and sustain high quality support services for persons with disabilities. The learning platform is available for everyone wishing to offer or acquire new understanding/new skills and expertise in community-based services that can fuel the real change in the adoption of the social model of disability.

In 2021 the website expanded with an additional 254 people registering to the platform (a 100% increase on 2018). 2 new Massive Online Open Courses (MOOC) for the BEYOND and a4i projects. With a total of 2291 log ins.



# EASPD Initiatives



2021 was an extremely special year for EASPD as we finished 25 years of being in service. We carried out a few initiatives that helped us in looking back at our work alongside paving the way forward.

## #EASPD25

During the EASPD Technology conference, which was hosted in celebration of these 25 years, a #EASPD25 campaign was started. All pictures and posts on all social media platform with respect to the conference had the #EASPD25 written in the caption.



## EASPD COMMUNICATIONS NETWORK



EASPD's Communications Network was created in 2018 as an attempt to gather best practices in communications among our member organisations. The Network aims to promote the exchange of expertise, experience and knowledge to support the communication activities of our members. 17 participants joined.

In October 2021, EASPD's Communication Network met in Brussels to attend the workshop, 'Communicating effectively post COVID-19' to explore how we can maximise the impact of our communication activities post COVID-19. 15 participants joined the webinar.

The second meet up was virtual, held in December 2021, where the network of communications officers got together to better understand the world of online fundraising and how non-profit organisations can benefit from tools available online to raise funds through EASPD's Online fundraising webinar.



## INNOVATION AWARDS

To celebrate EASPD's 25th Anniversary, and to highlight the work of our members, EASPD launched the first edition of its Innovation Awards. Starting the campaign in November on our social media channels, EASPD showcased all submissions of best practices carried out by our member organisations. We published 6 posts on Facebook, Twitter and LinkedIn.



The Innovation Awards posts were shared by a total of 26 people and 124 likes. These posts received a lot of engagement mainly from our members.

# Communication Tools

Our work is showcased via our various social media channels alongside other communication tools that help in amplifying the impact EASPD has made. Our other communication tools help in keeping our members, partners and other stakeholders aware of:

- new policy and legal frameworks developed at the European level;
- the latest innovations in our sector and
- important European news.



The following are our communication tools:

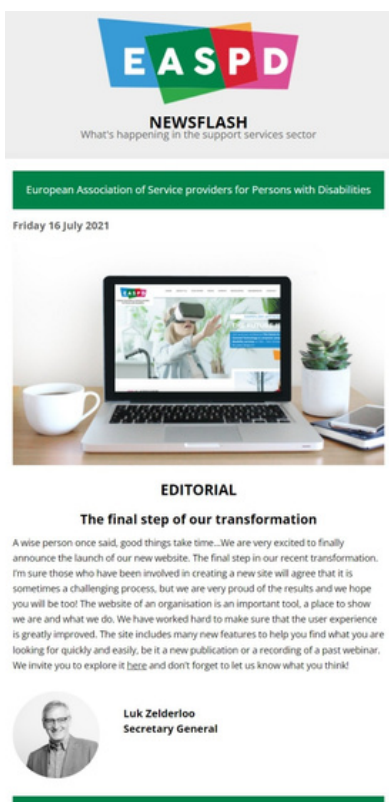
- Newsletters
- Publications
- Videoflashes
- Press Releases
- EASPD's News Feed.



## NEWSLETTERS

In 2021 EASPD released a total of 22 newsletters. These newsletters provide updates on:

- **EASPD news-** which includes news on our policy work, events and activities,
- **European news-** which includes the latest developments happening in Europe that are relevant for the sector
- **Project updates-** which provides information on EASPD's latest project activities, and
- **Member news-** which provides our members with the opportunity to share information on what they are doing and their latest events.





These newsletters were provided in English, and sent out to EASPD's data base of 3,543 contacts from across Europe (EASPD members NGOs, associations, SMEs, decision makers, media, civil servants, research and education centres, universities, among others). The newsletters can be translated into all languages available on Google translate.



To read EASPD's 2021 newsletters, [click here](#).

## VIDEO FLASH



EASPD created and shared 22 video flashes during the course of 2021. These videos are a mechanism through which we are able to express the work of EASPD and our members, reaching out to our audience by giving them updates also on EU policy within the disability sector.

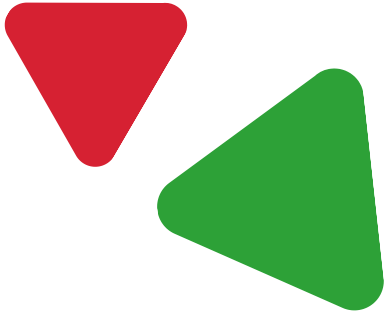
Access all EASPD video flashes [here](#).

## PRESS RELEASE

EASPD published 13 press releases during 2021:

- [EASPD & Inclusion Europe launch easy-to-read information on Covid19 vaccination in 14 languages.](#)
- [European policy makers urged to make labour market recovery more inclusive.](#)
- [Address the Resilience of Support Services in Upcoming European Disability Strategy](#)
- [EASPD is ready to help implement promising new Disability Strategy](#)
- [Inclusive education: EASPD calls for more flexibility and concrete action in schools](#)





- Message to Member States: adopt the Child Guarantee
- Social Services to Member States: invest in the social recovery too
- Child Guarantee: don't leave children with disabilities behind
- EASPD appoints next Secretary General: Maya Doneva
- Greece launches new Strategy for Deinstitutionalisation
- No school for thousands of children with disabilities in France
- Yes dear President, we are with you!
- EASPD launches Lisbon Declaration for Inclusive Education



**PRESS RELEASE**  
The latest news from EASPD



**PRESS RELEASE**  
The latest news from EASPD

European Association of Service providers for Persons with Disabilities

Brussels, Monday 15 November 2022

European Association of Service providers for Persons with

Brussels, Monday 13 |

## EASPD launches Lisbon Declaration for Inclusive Education

On 1<sup>st</sup> December, the [European Association of Service providers for Persons with Disabilities \(EASPD\)](#) published the [Lisbon Declaration on Inclusive Education](#). The Declaration aims to support efforts to make inclusive education a much bigger reality in Europe and provides a number of recommendations to European institutions, national policy makers, support service providers;

## EU Care Strategy needs a 21st Century vision

On 15th November, the [European Association of Service providers for Persons with Disabilities \(EASPD\)](#), publishes its position paper on the EU Care Strategy that will be proposed in

# Social Media

Our social media channels are the base of our dissemination activities. Facebook and Twitter are the two most active channels alongside LinkedIn which we mainly use to disseminate and share about various reports and studies that EASPD has published or been involved in. Finally, Youtube is a platform we use to publish our video content.



- 4,996 Page likes
- Most popular post reached 14,682 people
- October was the month with maximum page visits
- 5663 followers 2021, a 27.5% growth with regard to 2020.



- 3,954 followers, 500 followers gained since 2020. 14.6% growth with regard to 2020.
- 296,705 impressions

- 68 new subscribers
- Most popular post reached 14,682 people
- October was the month with maximum page visits



- The page currently has 1,679 followers. 976 in 2020.+72% growth with regard to 2020
- Most viewed post was in October



# Press Review

EASPD's work was amplified through other platforms including European, national and local media across the continent.

Click on the below titles to read the full article.



## January

- [EASPD: Luk Zelderloo assumes presidency of Social Services Europe | Press Club Brussels Europe](#)
- [EASPD & Inclusion Europe launch easy-to-read information on COVID-19 vaccination in 14 languages | Press Club Brussels Europe](#)
- <https://www.ecdc.europa.eu/en/covid-19/external-resources>
- [https://www.ecdc.europa.eu/en/covid-19/facts/questions-answers-prevention \(under question 6\)](https://www.ecdc.europa.eu/en/covid-19/facts/questions-answers-prevention)
- <https://www.ecdc.europa.eu/en/covid-19/prevention-and-control/vaccines>

## February

- [Israeli disabled peoples' NGO invited to speak at European conference - The Jerusalem Post \(jpost.com\)](#)
- [ODS8. Grupo SIFU recibe el Premio “Empleo Para Todos” otorgado por la EASPD | Corresponsables.com España](#)

## March

- [Grupo SIFU recibe el Premio “Empleo Para Todos” otorgado por la EASPD | Economía de Hoy \(economiadehoy.es\)](#)

## April

- [El notariado europeo aborda en un taller políticas y mejores prácticas sobre discapacidad en materia de acceso a la justicia | Líder en Información Social | Servimedia](#)
- [https://www.standaard.be/cnt/dmf20210401\\_97627402](https://www.standaard.be/cnt/dmf20210401_97627402)

## June

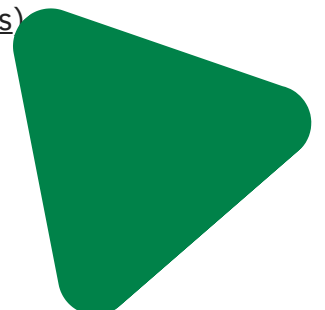
- [EASPD appoints next Secretary General: Maya Doneva • The European Times News](#)

## September

- [EASPD \(European association of service providers for persons with disabilities\) video of key moments \(tacinterconnections.com\)](#)

## November

- [Lichtwerk krijgt Europese Innovation Award - Bouwkroniek](#)





# Summary



2021 was a year of getting comfortable with the new normal.

Our promotion of the rights of persons with disabilities through the provision of high-quality support services, continued in 2021. EASPD's communication work has aimed to support this goal and increase the visibility of the sector at a European, as well as international level.

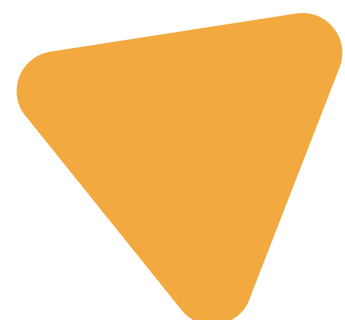
As we adapted to the new normal, we hosted our first in-person conference since the pandemic, giving our members and various speakers a platform to express their views.

In 2021 EASPD widely communicated on the new Strategy for the Rights of Persons with Disabilities 2021-2030. Disseminating our own position on it along with ways in which we can implement this strategy was central to our communications work. We also focused on the EU care strategy and how we as an umbrella organisation can help implement this by publishing a position paper on this topic.

We will continue this work into 2022, with the new EASPD 5 year strategy, "Moving Forward: Smart Transformation and Building Resilience", in force!

**For additional information, please contact:**

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EASPD is the European Association of Service providers for Persons with Disabilities. We are a European not-for-profit organisation representing over 17,000 social services and disability organisations across Europe. The main objective of EASPD is to promote equal opportunities for people with disabilities through effective and high-quality service systems.