



**External Communications
Report
2022**

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

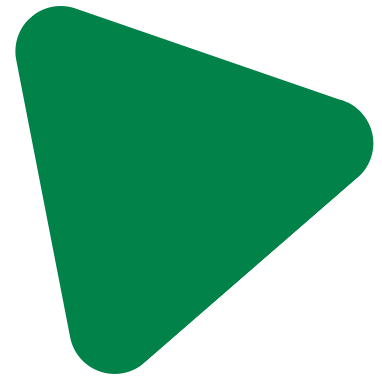
EASPD's vision is for any type of support to be individualised and available, accessible and responsive to the needs and wishes of persons with disabilities. Human rights-based support services play an important role in granting access, participation and inclusion in society. We want society to fully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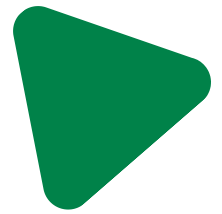
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Executive Summary



Reflecting and reviewing our work always gives us an opportunity to improve and grow. So, we look back at EASPD's 2022 communication milestones! Reaching out to a wider audience and spreading our target message of high-quality service provision to people with disabilities takes centre stage to all our activities. 2022 was also the year we got comfortable with our new logo and website and we embraced our new look from 2021!

We marked the year with our 2 major conferences on key topics in service provision for people with disabilities. Taking the conversation forward, our Spring conference in Zagreb focused on the right to work for people with disabilities. Whereas our Autumn conference in Malta helped us understand the array of debates on measuring the quality of services for people with disabilities. EASPD's communication activities involved a social media campaign for each conference, #RightToWork and #QualitySocialServices for the conferences respectively.

Our work also extended into ensuring that raise awareness regarding the situation of people with disabilities in Ukraine following the Russian invasion in February 2022. We organised 3 webinars, 1 press conference and a documentary screening on the situation of people with disabilities in Ukraine amidst the war, at the European Economic and Social Committee in Brussels. Our communications team worked on promoting these events through our social media channels (Facebook, LinkedIn, Twitter and YouTube).

In 2022 we released 13 press releases, 21 newsletters, 20 video flashes and published __studies. The EASPD newsletter is sent out every two weeks which helps keep our members and other relevant stakeholders up to date with our events, European news and policy changes.

Lastly, the EASPD Communication Network held a workshop on in-house video creation. With 8 participants and two speakers we learned creative methods of making videos specifically for NGOs.



EASPD Websites

The EASPD website is the starting point of all content that we promote. The website is the main source of all our communication activities. From news to events to publications as well as archives of our past conferences can be found in our website. The EASPD website had 130,339 page views in 2022. Of these 43,841 were new page visitor and 5,477 were returning visitors.

Maximum views was received by our events page, with 4,798 users accessing this page.



D-LOT WEBSITE E-LEARNING HUB



We created an e-learning platform to provide learning materials and tools to sustain high quality support services for persons with disabilities. This 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 2022 the website 3 new Massive Online Open Courses (MOOC). With a total of 580,194 log ins. D-lot is available in English and French. Access the courses at the new Knowledge Hub over [here](#).

EASPD Initiatives

Each year we experiment and try new ways to spread the word about EASPD and our goal of achieving high quality service provision to people with disabilities in Europe and beyond.



#RIGHTTOWORK #QUALITYSOCIALSERVICES

Our conference in Croatia on the Right to Work and the role of the social economy for people with disabilities. We promoted our event under the RightToWork hashtag to increase engagement among participants of the conference. In Malta, the QualitySocialServices hashtag helped us promote our conference on existing models to measure the quality of social services provided to people with disabilities. During both conferences, participants used the relevant hashtags while posting on their social media accounts.

EASPD COMMUNICATIONS NETWORK

EASPD's Communications Network was created in 2018 to gather best practices in the field of 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.



In Brussels on 30th November 2022, 8 participants joined us for the workshop, Behind the lens: Creating and marketing videos for NGOs.

Lars Grote from Shift VideoProductions walked the participants through the journey of making a video, from the inception of the idea to the final production of the video.

Kitty Traecy from Ategi explained the idea of co-production with people with disabilities while making videos and telling stories.



INNOVATION AWARDS



We returned in 2022 with a second edition of the Innovation Awards. Launched in 2021, these awards showcased innovative practices implemented by our network of members for inclusion of people with disabilities. This year, focussing on the quality of services for people with disabilities, we choose 5 winners. In 2023, each winning practice will be shared on our social media channels.

THINGS YOU CAN DO AS A CITIZEN



With the onset of the war in Ukraine, we set-up Temporary Regional Offices (TROs) to better coordinate the relocation process for persons with disabilities from Ukraine, particularly those in institutions, to other countries. We started raising awareness through our Facebook and LinkedIn pages on what people can do as citizens to support Ukraine.

UKRAINE-PAUSED REFORMS

On 29th November 2022, we worked with award-winning Bulgarian journalist, Miroluba Benatova who visited Ukraine to learn more about the lives of those who have remained in Ukraine and the state of the social and institutional reforms that have been planned for the county. The stories of the people that she met were told in the documentary 'Ukraine-Paused Reforms' which was screened at the European Social and Economic Committee in Brussels, Belgium.

Communication Tools

We use various communication tools beyond our website to spread our message and work. 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

We released 21 newsletters in 2022 which gave 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 21 newsletters were sent out to 3,299 contacts consisting of policy makers, EASPD members (NGOs, associations, SMEs, decision makers, media, civil servants, research and education centres, universities, among others). All newsletters are on our website, in all languages available via Google Translate. Access all EASPD newsletters for 2022 [here](#).

VIDEO FLASH

We use a variety of media to promote our work, these include videos. In 2022 we published 20 videos to our YouTube page. Access all the vide flashes here.



PRESS RELEASES

13 press releases were published by EASPD in 2022:

- 1) 2022: Time to move forward and build resilience in the disability services sector
- 2) EASPD urges peace and protection of life in conflict in Ukraine
- 3) EASPD: Concrete EU action needed for persons with disabilities in Ukraine
- 4) Act Now to Support Ukrainians with Disabilities and their Families
- 5) EASPD to set up 6 Regional Offices to help refugees with disabilities relocate
- 6) New EU Care Strategy: Time to Act, Time to Use NGO Expertise
- 7) Yes, EASPD will help implement the EU Disability Employment Package



- 8) EASPD announces winners of 2022 Innovation Awards!
- 9) New partnership between UNICEF and EASPD to provide emergency early childhood development support response to displaced Ukrainian families
- 10) Quality of Life & Support Services: From Words to Action
- 11) Stop the cost-of-living crisis from harming Social Service provision
- 12) Time to guarantee access to family-centred Early Childhood Intervention
- 13) New Documentary highlights impact of the war on persons with disabilities in Ukraine

SOCIAL MEDIA

Communicating about the various projects that we are a part of along with everything we publish on our website, the EASPD social media channels are supremely important to our dissemination activities. Facebook, LinkedIn, Twitter and YouTube are the social media channels that we use to spread the word.

- **Most popular post reached 1168 people**
- **5,968 followers 2022, +5.23% growth with regard to 2021**



- **4161 followers, 207 followers gained since 2021. +5.23% growth with regard to 2021**
- **153,623 impressions on most like post**

- **53 new subscribers**
- **Most popular post reached 723 people**
- **March was the month with maximum page visits**



- **The page currently has 2335 followers**
- **+39% growth with regard to 2021**
- **Most viewed post was in May**

Press Review



EASPD was mentioned in a variety of media in Europe and beyond in 2022. Following is a list of news media that covered us and our work:

March

- Ukrainians with disabilities and caregivers, "prisoners" in war: very few manage to escape - Social Editor (redattoresociale.it)
- Fate of Ukrainians with disabilities a 'crisis within a crisis' - SWI swissinfo.ch
- <https://www.nytimes.com/live/2022/03/10/world/ukraine-russia-war#evacuating-ukrainians-with-disabilities-presents-a-range-of-difficulties>
- Fate of Ukrainians with disabilities a 'crisis within a crisis' | WKZO | Everything Kalamazoo | 590 AM · 106.9 FM
- Escaping the horror in Ukraine is not an option for many disabled children and their families - CNN
- <https://www.easpd.eu/press-releases-detail/act-now-to-support-ukrainians-with-disabilities-and-their-families/>
- Persons with disabilities in Ukraine face a 'crisis within a crisis' – EURACTIV.com
- Ukrainians With Disabilities At Breaking Point As Russian Onslaught Bears Down (forbes.com)
- <https://www.kathimerini.gr/world/561758899/aorata-thymata-toy-polemoy-oi-anapiroioykranoi/>

April

- <https://www.pressclub.be/press-releases/easpd-to-set-up-6-regional-offices-to-help-refugees-with-disabilities-relocate/>

November

- <https://www.unicef.org/eca/run-to-kindergarten>

October

- <https://www.europeantimes.news/2022/10/new-partnership-between-unicef-and-easpd-to-provide-emergency-early-childhood-development-support-response-to-displaced-ukrainian-families/>
- <https://www.pressclub.be/press-releases/yes-easpd-will-help-implement-the-eu-disability-employment-package/>

Conclusion



As 2022 has come to an end, we look forward to continue our commitment to promoting high quality service provision for people with disabilities in Europe.

The past 3 years has taught us the ever changing role of communications in a period of crisis. Our team adapted to the different crisis that hit the world, from the COVID-19 pandemic in 2020 to the Russian invasion of Ukraine in 2022. Covid-19 and the crisis in Ukraine brought to attention the lack of services for people with disabilities in tumultuous times.

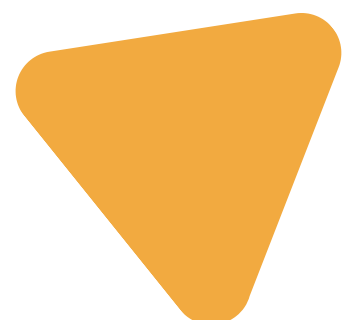
The invasion of Ukraine by the Russian federation also brought to attention the situation of people with disabilities in Europe and their struggle of finding the right support amidst a war. EASPD worked with its members to try to gain more world-wide attention to this specific issue which impacted and continues to impact people with disabilities and their families in and around Ukraine.

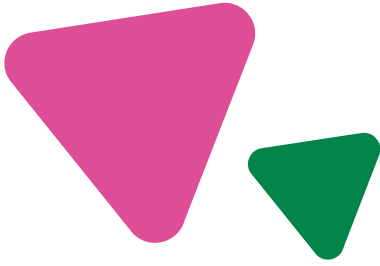
Some of our member organisations worked tirelessly during the onset of the war to accommodate and provide refuge to refugees with disabilities coming from Ukraine. EASPD's communication activities heavily focused on trying to spread their work as widely as possible for national and European level attention.

Moving forward in 2023, our aim is to increase our partnerships worldwide, our UNICEF project partnership being the first step in this direction.

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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.



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