



2019

EXTERNAL COMMUNICATIONS REPORT

EUROPEAN ASSOCIATION OF SERVICE
PROVIDERS FOR PERSONS WITH
DISABILITIES



WHO WE ARE

Located in Brussels, the European Association of Service providers for Persons with Disabilities (EASPD) represents over 17,000 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 equal basis with others.

Since its establishment in 1996, EASPD has promoted the provision of effective and high-quality service systems across Europe which empower people with disabilities.

CONTENTS

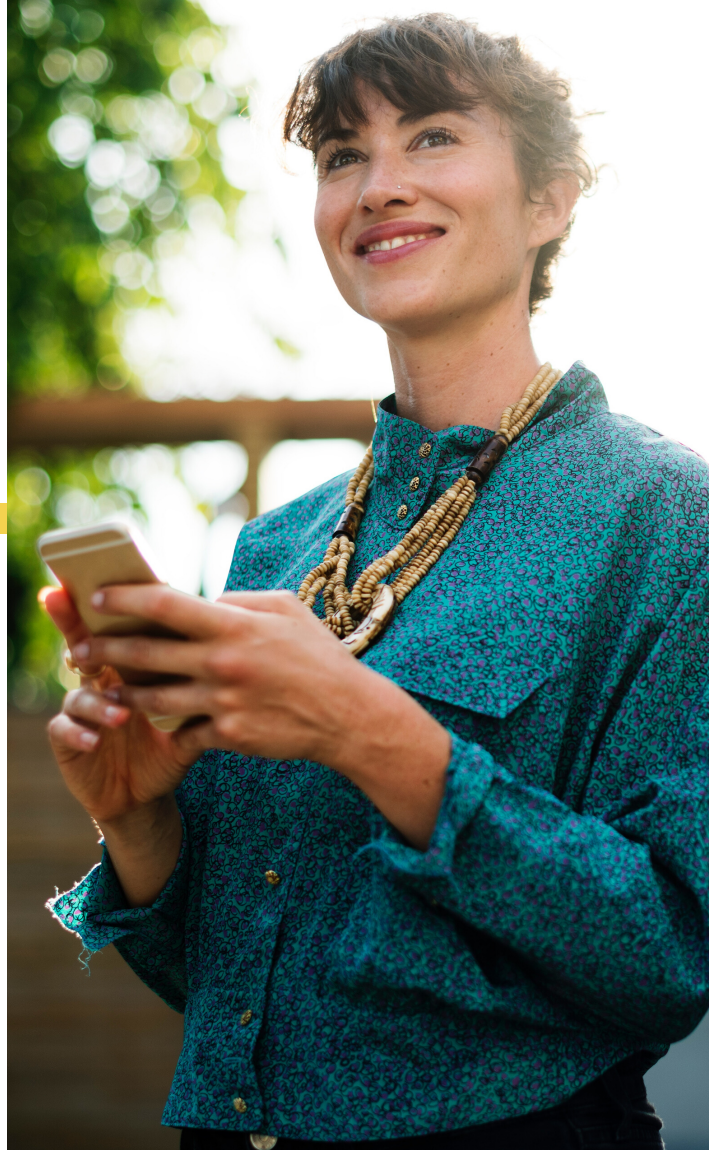
4	Executive Summary
5	EASPD Websites
7	EASPD initiatives
8	Communication Tools
10	Social Media
11	Press Review
12	Summary

EXECUTIVE SUMMARY

2019 was a busy year for Europe and the communication activities of EASPD have reflected this. As EASPD moved into the second year of its Multiannual Strategy **'Commit!'** EASPD has continued to focus on placing its members at the heart of its communication activities and to reinforce its commitment to be a sustainable, member-led organisation. These activities were joined by EASPD's work to ensure the full recognition for the important role of the support service providers sector in Europe.

With the European Elections in May bringing a wave of newly elected Members of European Parliament to Strasbourg and Brussels and a new European Commission taking office, EASPD has worked hard to ensure that its members stayed up-to-date and well informed on the most important news for our sector. This has been joined by our efforts to reach out to key policy makers, to forge new opportunities for cooperation and to promote the importance of high-quality support services for persons with disabilities.

In 2019 EASPD launched its #FundInclusion Campaign, to raise awareness for the importance of investing into the provision of high-quality support services. This year EASPD has also continued its Humans of EASPD' Campaign, to emphasise the positive impact support service providers have on the daily life of people and expanded its Communications Network to further facilitate the communication activities of its membership.



Via its website, articles, regular newsletters, social media and video updates EASPD has continued to keep its members and external partners updated on the latest news, policy developments, events, publications and innovative practices related to our sector.

With EASPD committed to ensuring full implementation of the UN Convention on the Rights of Persons with Disabilities (UN CRPD) and creating a more inclusive European for people with disabilities EASPD's communication activities have continued to play an important role in promoting their correct implementation and application. To find out more about EASPD's work, please read our 2019 Annual Report.

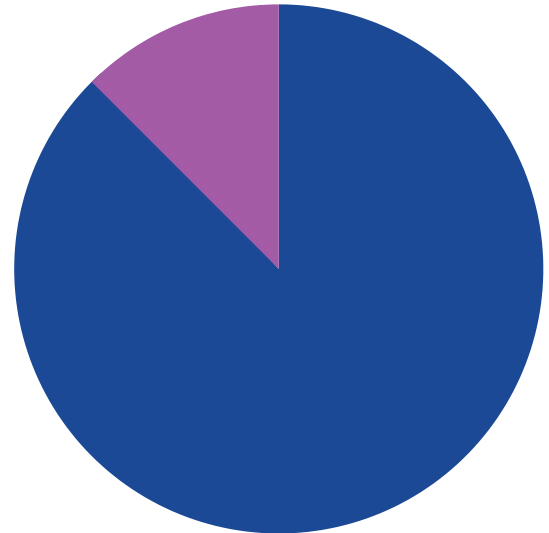
EASPD WEBSITE

The EASPD website, www.easpd.eu, stands at the core of EASPD 's online presence and it is the first point of reference for our latest news, events and publications. The website provides a platform for EASPD to share information that is most relevant to the disability and social services sector as well as our members. Updated daily with new articles and pages, the website provides readers with details on the latest policy developments, news of EASPD's activities, member news and project updates, as well as further information on upcoming conferences and events.

In 2019 there was a 40% increase in visitors to the EASPD website with 51,324 users of the site. Most of the website's users were located in America, Belgium and France. The majority of users accessed the EASPD website via a desktop computer, or a laptop.

Most users visited one page each visit, with 31% of users accessing more than one page with each visit.

Returning Visitors
12.5%



New Visitors
87.5%

Proportion of new and returning users to
www.easpd.eu

51,324

Total number of EASPD
website users in 2019.

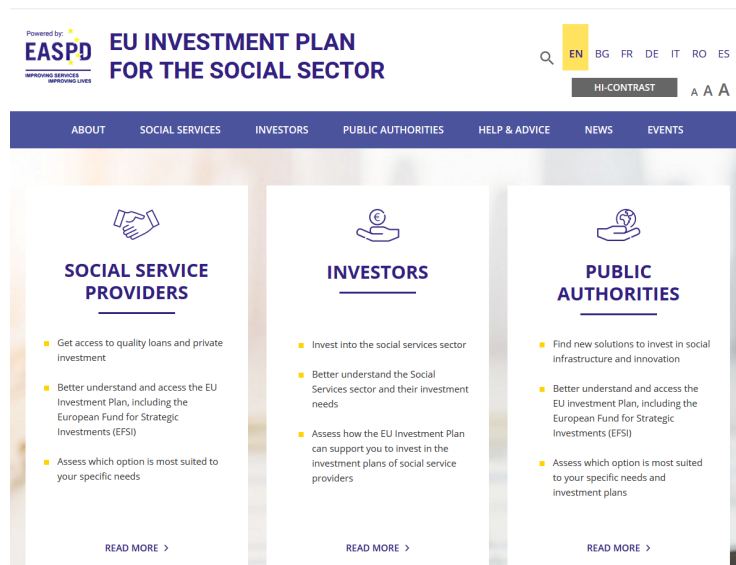
157,230

Total number of page
views on the EASPD
website in 2019.

EFSI WEBSITE

In 2019 EASPD continued to provide Social Services, Investors and Public Authorities with information on how social service providers can access better loans through the EU Investment Plan and the European Investment Bank via its website www.socialinvestment.eu.

In 2020 the website will under-go an update with the support of the Alliance for Inclusive Investment in Social Care and Support (A4i) project.



D-LOT WEBSITE

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.

D-lot aims to be a space for training and knowledge sharing through Massive Open Online Courses, forums where debate can be generated and through sharing important pieces of information in the Knowledge Centre.

In 2019 the website has expanded with an additional 254 people registering to the platform (a 100% increase on 2018). 2 completed Massive Online Open Courses (MOOCs) were added to the platform with 4 more remaining under construction.



EASPD INITIATIVES

In 2019 EASPD implemented a number of initiatives to support it in its work to enhance its communication activities and better promote its work, the work of its members and the visibility of the sector.



EASPD COMMUNICATIONS NETWORK

In 2018 EASPD launched its Communications Network. Composed of those responsible for the communications within our member organisations the Network aims to promote the exchange of expertise, experience and knowledge to support the communication activities of our members.

To support the Network's members in increase their knowledge and skills the Network hosted the webinar: **'Making an Impact: Engagement with policy makers'**. This training explored possible tools and techniques that can be used by the communication officers to more effectively communicate with policy makers to achieve their policy objectives. The webinar aimed to set the foundation for next year, when we will invite comms officers to Brussels and encourage them to be more engaged in policy making at a European level.

If you are interested members can join by contacting Rachel Vaughan, EASPD external communications officer.

#FUNDINCLUSION

In 2019 EASPD launched its #FundInclusion Campaign. The rationale of the campaign is to raise awareness for the need for increased social investment during and after the 2019 European Elections as well as gain the support from the new Members of the European Parliament on this issue. The campaign comprised of a number of leaflets and posters, as well as a series of interview with newly elected MEPS, to hear more about what they will be doing in the coming parliamentary terms to #fundinclusion.

Linked to EASPD's 2019 European Conference, 'Investing in Social Services, Investing in People,' the activities of the campaign aim to: Connect with the incoming MEPS, Support increased social investment into the sector, Activate EASPD members across Europe to advocate for the same in their countries; raise awareness for the need for increased social investment in wider audiences. To find out more about the campaign, click [here](#).

COMMUNICATION TOOLS

EASPD's communication tools are vital for it to communicate with both its membership and external stakeholders.

Central to our communication work is ensuring that our members, partners and stakeholders are informed on:

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

This is joined by our work to channel information and recommendations received from our members through EASPD policy work and communicate to EU institutions (European Parliament, European Commission, European Council and the European Economic and Social Committee) and the UN.

In addition to this our communication activities also aim promote the implementation of the UNCRPD and the European Disability Strategy amongst general audiences.

To do this EASPD uses key communication tools:

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



NEWSLETTERS

In 2019 EASPD released a total of 23 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, French, Spanish, Bulgarian and German and sent out to EASPD's data base of 2,200 contacts from across Europe (EASPD members NGOs, associations, SMEs, decision makers, media, civil servants, research and education centres, universities, among others).

To read EASPD's 2019 newsletters, [click here](#).

AGORA EUROPE

This year the Agora mailing list expanded to 1,300 subscribers.

With the high number of new policy-makers taken office in 2019 this year's Agora focused on raising awareness for EASPD and its key areas of work. Next year will look to use the Agora Newsletter to inform policy makers on EASPD's position on key policy developments to support the delivery of high quality services.

VIDEOFLASH

EASPD's videoflashes aim to improve communication with social service providers, especially EASPD members. It intends to report interactively through a brief video, the latest developments on EU policy, projects in the field of disability in the EU, and other relevant European wide information.

In 2019, 10 new videos were published. The different episodes are posted on all EASPD communications channels (Youtube, Facebook, Twitter, LinkedIn) and disseminated to our database of 2,200 contacts.

All videoflashes are available on [this link](#).



PRESS RELEASES

EASPD published 13 press releases during 2019:

- 'Worlds apart? A4i project launched to support collaboration between investors and social care providers



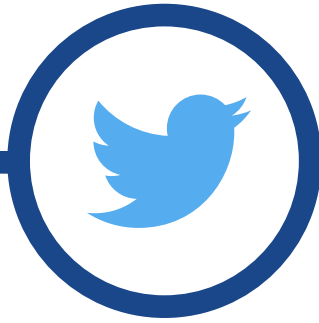
- Ageing and disability: shaping the agenda of tomorrow
- [#FundInclusion: Let's shape the Europe of tomorrow!](#)
- What does the future hold for a more social Europe?
- [Will the EU elections bring a more social Europe?](#)
- It's time to invest in support services, it's time to invest in people
- [Will the EU elections bring a more social Europe?](#)
- European Commission recommends more support for social services to promote access to basic rights
- [EASPD opens the debate on the ageing disability agenda in New York](#)
- New EASPD Report: "How to fund quality care and support services: 7 key elements"
- [A Reality Check on the Situation of Disability Support Services: 6 Key Messages to EU Policy-makers](#)
- Our Staff Matter!
- "Make Us Advisory Partners to Boost InvestEU's Social Impact" says Steering Board for Social Infrastructure
- "We need to build bridges between support service providers and policymakers"
- EASPD shows how the social workforce makes the EU Commission's 2020 priorities a reality

SOCIAL MEDIA

EASPD's key activities, news, calls, events and trainings are always promoted through its social media. EASPD updates its Facebook page and twitter feed on a daily basis alongside providing regular updates to its YouTube Channel and LinkedIn page.



FACEBOOK



TWITTER



YOUTUBE

3,895 page likes



This is a 19% increase from 2018

March was the month with most views: 91 total page views

Our most popular post reached 10,755 people

2,986 followers



On average, EASPD earned 5 likes per day

409,200 Impressions

Male 43% Female 57%
Composition of followers

16 uploaded videos



Over 1,400 views

Our Staff Matters video series were our most popular videos of 2019

LINKEDIN

In 2019 EASPD's LinkedIn page followers grew to 560 people (a 40% increase). EASPD's LinkedIn page is used to share information on our upcoming events, report releases, call for tenders and vacancy's. February was our most popular month with 140 page visits.

PRESS REVIEW

In addition to EASPD's own communication channels, EASPD's work was promoted through other platforms including European, national and local media across the continent.

Click on the titles to read the full article.

EUROPEAN PRESS

- **European Disability Forum:** Barriers to justice for persons with disabilities: Just4All Seminar, Madrid
- **Euractiv:** Disability & Migration – AMiD final conference
- **European Union of the Deaf:** Ageing and Disability
- **Euradio:** Le projet européen – L'association européenne des prestataires de services pour les personnes en situation de handicap
- **European Network for Independent Living:** Highlights from the Disability High Level Group
- **Huffington Post:** L'Union européenne doit s'engager pour une société inclusive adaptée aux personnes handicapées

NATIONAL, REGIONAL AND LOCAL PRESS

- **Kosovo:** Mbahet Forumi i Ofruesve të Shërbimeve për Personat me Aftësi të Kufizuara
- **Spain:** Research to improve access to justice for people with disabilities



- **Greece:** Η «Μέριμνα» στο Ευρωπαϊκό Συνέδριο της EASPD στο Βουκουρέστι (φωτο)
- **Greece:** EASPD Annual Conference – Bucharest 2019
- **Austria:** EASPD Konferenz in Helsinki
- **Bulgaria:** Обучиха младежи във Варна за рисковете от сексуална експлоатация
- **Finland:** Sosiaalialan työntekijöillä on merkitystä!
- **UK:** Associate Director, Professor Shereen Hussein speaking at the latest EASPD annual conference, Helsinki 3-4 October 2019
- **France:** Matinée de débat : Transition inclusive et services : quelle feuille de route pour l'Union européenne ?
- **Greece:** Ομιλία Δημ. Παπαδημούλη σε εκδήλωση στο Ευρωκοινοβούλιο για την καταπολέμηση των διακρίσεων σε βάρος των ατόμων με αναπηρίες

SUMMARY

In 2019 EASPD continued to strive to further the rights of persons with disabilities through the provision of high-quality support services, which empower their users and enable them to fully participate in their community. Our communication work has aimed to support this work and increase the visibility of the sector at a European, as well as national level.

Raising awareness for the need for increased investment into the sector has remained one of EASPD's top communication priorities of 2020. This was joined by the desire to place its members at the heart of its communications activities and ensure the full recognition for the important role of the support service providers sector in Europe.

We will continue this work into 2020, where the negotiations of the EU's next long-term budget and a new European Disability Strategy will be priorities.

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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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