



European
Commission



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Media Guide 2016

15-16 June 2016 / Tour & Taxis / Brussels, Belgium

eudevdays.eu

*International
cooperation and
development*

Content

1	Contacts	3
2	Europe's leading forum on international cooperation and development	4
2.1	What?	4
2.2	Who?	5
2.3	When?	5
2.4	Where?	5
2.5	The Global EDD Village	5
2.6	Youth Activities	6
	2.6.1 Young Leaders programme	6
	2.6.2 The EDD Youth Agenda	6
3	EDD 2016 – The way forward for the 2030 Agenda	7
3.1	General programme	8
3.2	Press programme	8
3.3	Media accreditation	8
3.4	Contributing articles to the website	9
3.5	How to organise interviews	9
3.6	Service and facilities available onsite	10
4	How can you cover EDD 2016 from abroad?	12
5	Social media and bloggers	13



Contacts

The European Development Days Press Team is composed of:

Ms Stacey Vickers

European Commission
Directorate-General for Development and Cooperation–EuropeAid
Unit 04 – Communication and Transparency
Team Leader, Press Team
Tel.: +32 (0)2 299 41 53
E-mail: stacey.vickers@ec.europa.eu

Ms Catherine Audouze

Directorate-General for Development and Cooperation–EuropeAid
Unit 04 – Communication and Transparency
Tel.: +32 (0)2 296 09 58
E-mail: catherine.audouze@ec.europa.eu

Mr. Dominik Plonner

European Development Days
Media Relations Manager
Tel.: +49 30 65 000 439
E-mail: press@eudevdays.eu

Dominik Plonner will answer your questions regarding the general programme and press programme, press accreditation and the services and facilities available onsite at the venue or remotely ( **see section 3**).

Accreditation deadline: 27 May 2016

2

Europe's leading forum on international cooperation and development

2.1 / What?

The European Development Days (EDD) are Europe's leading forum on International Cooperation and Development. As the world's biggest aid donor and with its ambitious climate, energy and environment policies, **the EU is leading the way** towards poverty eradication, sustainable development and the fight against climate change.

European Development Days 2016 (EDD 2016) will take place on 15-16 June, and should serve as a cornerstone event in the international and European agenda in bringing together leaders, practitioners and policy-makers, to share analysis, shape best practice and map priorities for the future. **On the occasion of its tenth anniversary, the forum will be one of the first international events to address the way forward for the 2030 Agenda for Sustainable Development**, which provides a once-in-a-generation opportunity to eradicate poverty once and for all and shift our planet onto a sustainable, inclusive, peaceful and prosperous path.

Each year, EDD attracts around **5 000 participants** from over **140 countries**, representing **1 200 organisations** from the fields of development cooperation, human rights and humanitarian aid. The EU also engages **political leaders, development practitioners, the private sector** and **civil society** in shaping the EU's policies for tackling poverty worldwide. In its the **Global EDD Village**, composed of up to 60 stands, development actors demonstrate the benefits of the European Union's international cooperation. They communicate results and share about innovative projects and research initiatives.

2.2 / Who?

The EDD bring together the international development community, world leaders and key opinion makers.

Past EDD editions have witnessed inspiring interventions by prominent leaders such as Nobel laureates Desmond Tutu, Kofi Annan, Shirin Ebadi, Muhammad Yunus and Lech Walesa; leaders such as Ellen Johnson Sirleaf from Liberia, Mathilde, Queen of the Belgians, Macky Sall from Senegal, Tshering Tobgay, Prime Minister of the Kingdom of Bhutan, Mahamadou Issoufou from Niger, and Mikheil Saakashvili from Georgia; and business leaders and philanthropists such as Melinda Gates, Richard Branson, George Soros and Mo Ibrahim.

2.3 / When?

2016 is a strategic year, a time when the EDD are to provide an opportunity to bring together European institutions, Member States and the Global Development Community to share best practices, innovative ideas and views on future policy. The Forum comes at a perfect time to further position the EU as a leading force in achieving the 2030 Agenda.

2.4 / Where?

As in 2015, the EDD 2016 will take place at the venue **Tour & Taxis** in Brussels, Belgium. For more information about the venue, please [click here](#).

2.5 / The Global EDD Village

EDD is an unparalleled opportunity for the development community to share knowledge, lessons learnt and showcase achievements. The Global EDD Village will be a welcoming space at the heart of the venue for forum participants to share ideas on innovative projects and research **initiatives that address development challenges**.

The Village will be composed of around 60 stands that feature projects or reports related to EDD's main themes and thread – 'Our world, our dignity, our future'. Each project or report will also be presented during dedicated lab sessions to facilitate greater learning and exchange.

2.6 / Youth activities

Youth are a driving force behind some of the most inspiring development projects. Sharing their views and experiences is a priority for the European Commission. The European Development Days will host a comprehensive Youth Agenda for the forum, inviting organisations to highlight the active role that young people play in implementing today's development agenda, and invite young speakers to share their views. There are two ways that the EDD will promote the Youth Agenda:

2.6.1 / Young Leaders programme

The European Commission is inviting 16 inspiring young people from around the world to come and speak at the high-level panels of the European Development Days. Young Leaders between the ages of 21 and 26, who are active in their community and working towards a better world, will be able to speak in High-Level debates, as well as other types of panel discussions to present their respective projects and views.

All Young Leaders will be available for interviews on June 14 in advance of the event on-site of Tour & Taxis. Please announce your interest together with your (V)VIP interview requests.

For more information about the final selection of Young Leaders including projects and origin please contact press@eudevdays.eu.

2.6.2 / The EDD Youth Agenda

Organisations active in the development community are invited to submit proposals to organise sessions, stands and other creative activities that are relevant to younger audiences. The Youth Agenda can include anything from youth-lead debates, stands that illustrate inspiring youth projects on the field, or activities that address issues that affect young people around the world.

3

EDD 2016 – The way forward for the 2030 Agenda

The EDD 2016 will be the first major international event to address the way for the 2030 Agenda for Sustainable Development.

The main thread of EDD 2016 will be **“Sustainable development Goals in Action - Our World, our Dignity, our Future”**.

This year’s programme will be structured around 5 main themes, the “5 Ps”- People, Planet, Prosperity, Peace and Partnership- and 15 topics associated to each of these themes.

Theme 1: People

- Inequalities
- Gender
- Leave no-one behind

Theme 2: Planet

- Climate Change
- Circular Economy/Sustainable Consumption and Production
- Water-Energy-Food Nexus

Theme 3: Prosperity

- Inclusive Sustainable and Resilient Cities
- Science Technology and Innovation (STI)
- Trade, Growth and Sustainable Development

Theme 4: Peace

- Working with Fragile States
- Migration and Refugees
- Inclusive and Peaceful Societies

Theme 5: Partnership

- Means of Implementation
- Engaging the Private Sector
- Ensuring Accountability: Follow-Up and Review

3.1 / General programme

All the latest information about the programme and topics can be found online on the EDD website, www.eudevdays.eu.

The programme includes different types of sessions:

56

policy debates
in auditorium
or lab rooms

36

practice and
knowledge sharing
sessions showcasing
innovative projects
and reports;

16

brainstorming
sessions

5

special events
on education,
human rights, good
governance, youth
involvement and
private sector.

More details about the programme are available on the EDD website.

3.2 / Press programme

Although the press is welcome to attend any of the 120 sessions over the two-day programme, the EDD press team will make available as of May 2016 a list of recommended sessions which are considered particularly suitable for the media, as well as the timing of the press conferences.

For further details about this programme, please contact Dominik Plonner at press@eudevdays.eu.

3.3 / Media accreditation

Accreditations will be accepted until **27 May 2016**.

Accreditation is strictly reserved for journalists: print, photo, radio, television media organisations, news agencies and online media, bloggers.

Journalists wishing to attend this year's edition of European Development Days must register prior to the event by sending the accreditation form included in the media package to Dominik Plonner (press@eudevdays.eu)

In order to register, journalists are requested to send an ID picture that will be printed on their personalised badge, and a scanned copy of their ID or passport (both ID/passeport copy and picture are mandatory). ID pictures must be in colour, clear and recent and should exclusively include head and shoulders of the individual.

For non-EU journalists:

Please start **Schengen visa** applications as early as possible. You need to request a Schengen visa from the Belgian Embassy (visiting country) or the embassy representing the country of the first entry point into the European Union. Information on how to obtain a visa for Belgium can be found [here](#).

3.4 / Contributing articles to the website

The [EDD website](#), gathers and promotes major articles, interviews and opinion pieces on development and the EDD 2016 topics, providing an overview of the most important areas and challenges in the post-2015 debate.

Published publications of journalists (photos, texts, videos) on the 15 forum topics can be included on the EDD website, before, during and after the event.

3.5 / How to organise interviews

1. With (V)VIPs via press@eudevdays.eu contact

Interviews with **VIP and high level speakers** will be organised by the press team in advance of the event. Please include your interview requests in your accreditation to press@eudevdays.eu. Please also note that not all requests will be able to be met due to availabilities of high-level participants. Therefore, it is useful to give alternative interview requests.

2. With session organisers via the EDD application (EDD 2016 App)

In order to facilitate communication **between session organisers and journalists**, we recommend using the EDD 2016 App. The application will be available for Android and iOS as from 30 May 2016. To download the app, please click on the personalised link that you will receive via email after registration. Your profile will be automatically generated on the App. To organise interviews, please follow these instructions: 1) select the participants-menu 2) select the name of the participant 3) send a private message.

3.6 / Services and facilities available onsite

A wide range of services and facilities will be offered to journalists attending EDD 2016:

- **Press working room:** A dedicated room with working facilities for up to 40 journalists will be made available during the forum. This working area will be strategically placed close to the VIP and speakers lounge and near the media facilities (press conference room, interview rooms, video edit rooms, media lounge). There will be Wi-Fi connection in this working area to enable journalists to make use of their laptops, tablets and smartphones.
- **Press conference room:** A press conference room with a capacity of 70 people located near the media lounge and next to the VIP area will host press conferences.
- **TV studio:** A TV studio will be made available for recording programmes onsite. As availability is limited, any requests to use the studio must be sent to press@eudevdays.eu in advance (broadcast type, duration, guests, topics, technical details, etc.).
- **Radio studio:** A radio studio will be made available for recording programmes onsite. As availability is limited, any requests to use the studio must be sent to press@eudevdays.eu in advance (broadcast type, duration, guests, topics, technical details, etc.).
- **Interview room:** Located near the media lounge and next to the VIP area, one interview room with a capacity of up to 10 people each will enable journalists to conduct one-to-one or collective interviews throughout the two-day forum. As availability is limited, any requests to use the interview rooms must be sent to press@eudevdays.eu in advance (broadcast type, duration, guests, topics, technical details, etc.).

- **Interview corners:** Located in each auditorium, these interview corners will enable journalists to conduct quick ‘doorstep’ interviews with the panellists after each session.
- **Speech transcription service:** For the keynote speeches delivered during the opening ceremony, the press team will be able to provide copies of the transcripts within 90 minutes of the end of the session. There will be paper copies available in the press working area and transcriptions will also be published online.
- **Press pack:** A press pack will be distributed at the venue, including programme highlights, press releases and the most up-to-date background information. It will also include a form on which journalists will be invited to rate the services.
- **Interpretation service:** During the forum, the European Commission’s interpretation services (SCIC) will provide simultaneous interpretation in English and French in auditoria and the press conference room.

4

How can you cover the EDD 2016 from abroad?

- **Quotes and proceedings:** A team of professional journalists (English and French native speakers) will cover the EDD 2016 and gather quotes from panellists. Quotes will be available online within minutes after each session in the '[Quotes](#)' section of the EDD website. Please note that quotes, written proceedings and press releases will also be regularly sent by e-mail to a selection of international press agencies and to the main national press agencies.
- **Photos:** Eight professional photographers will cover the main EDD 2016 events, as well as bilateral meetings and interviews/debates. Edited photos will be uploaded to the EDD website 90 minutes after the end of each session – in high resolution (jpeg format) in the [photo section](#). Please note that a selection of these photos will be regularly sent by e-mail to a number of international photo press agencies. For information about the photo service, please contact Dominik Plonner (press@eudevdays.eu).
- **Videos:** Buzz and videos of snappy, one minute interviews with speakers, a video recording of the session and snapshot videos of the moderator's summary will be available.
- **Europe By Satellite (EbS):** Europe by Satellite offers live coverage (for the opening and closing ceremony). All material will be available on [this link](#).

5

Social media and bloggers

The EDD Social Media Team will share live updates from the forum by live tweeting during the event, as well as sharing panellists' memorable quotes and PowerPoint presentations.

Join us and get involved:

- Twitter: <https://twitter.com/europeaid>. Handle: @europeaid hashtag: #EDD16
- Facebook: <https://www.facebook.com/europeaid>
- Instagram: @europeaid
- Youtube – [EUintheWorld](#)

For any questions or requests on social media at EDD 2016, please contact Mr. Paul May and his team at socialmedia@eudevdays.eu or lsenan@eudevdays.eu

This guide provides information regarding coverage of the 2016 edition of the European Development Days (EDD 2016).

The EDD 2016 is the perfect occasion for the international development community to form and exchange opinions within the context of the 2030 Agenda for Sustainable Development, which sets out a global framework to eradicate poverty, protect the planet and promote prosperity and well-being for all.

At EDD 2016, you will have the possibility to:

- Conduct one-on-one interviews with world leaders and top experts;
- Attend press conferences and debates with high-level speakers;
- Meet major donors and leading development policy makers;
- Receive best quotes delivered by the participants;
- Access our media facilities (TV/ radio studios) to record your regular programmes;
- Experience innovative development projects in the Global EDD Village and meet Young Leaders in high-level panels.

