

JOIN THE BIG EYD DAY 2015!

Dear National Coordinator of the European Year for Development

The first third of the European Year for Development has passed, and we can now reveal an exciting offer for all EU member states to increase the engagement even more. European Commission's DG DEVCO has asked the Denmark-based World's Best News platform to coordinate a big collective EYD Day in the fall – and we hereby invite you all to join. It is a unique opportunity to boost our EU community and to celebrate the good results and achieved goals within our respective development cooperations. The EYD Day is an EU-wide event putting constructive communication, positive news and results from the development countries in the spotlight. It will be a strong European message to send to the world – and we hope that as many of you as possible will join.



What is World's Best News?

World's Best News is a Danish news campaign, founded in 2010, working to raise awareness about the great progress taking place in the developing countries. World's Best News builds on a unique cooperation between the UN, the Danish Ministry of Foreign Affairs' development agency (Danida), over 100 Danish development organisations, and 100 corporate partners.

Through constructive journalism, we write and publish news and features from the developing countries. We focus on showing progress and solutions together with

positive nuances that are often neglected in mainstream media. Once a year, we publish a collection of our best news stories in a printed newspaper that we distribute nationwide through a great volunteer driven event.

The goal of the event is to communicate development in a new, constructive and appealing way to the broad public. In Denmark, we attain this by mobilizing volunteers from local NGOs and by collaborating with the private sector and the national media. The event is held in the morning at public places and passages as plazas, metro stations and bus stops. This way, we send people off to school and work with happy and surprising news.

This year, the EU Commission has decided to expand the event to all EU member states that wish to join. So far, the initiative has expanded to five other countries in different versions: Ireland, Sweden, Norway, Finland and The Netherlands. In Denmark, we will have the event on September 11, but all EU participants are free to choose a date that makes sense locally. We recommend the month of September to use the occasion as a warm-up to the UN General Assembly. The EYD Day is an additional initiative to reach a broad and new audience, being complementary to the existing National Work Programmes.

WORLD'S BEST NEWS

our world
our dignity
our future



2015
European Year
for Development

IF YOU SIGN UP FOR THE EYD DAY, WE WILL PROVIDE:

For the event...

- A newspaper with good news from the world, to be distributed at a joint EU-wide event September 11th 2015. Upon request, the newspaper can be translated, typeset and printed in any language, and edited with a country specific article/editorial on the front page.
- Briefs and advice on how to go about organizing the EYD DAY-event. Upon request, we can make national kick-off workshops.
- Support for national mobilisation of volunteers for the event and the distribution of the newspaper.

- Support for contacting media and sponsors to ensure a great national reach.

- Possibility of additional funding support for event logistics and coordination can be considered.

For your communication channels in English...

- Online and social media content – at least one article per week.
- Ads and posters for web or print (with this year's message: We Live Longer & Better).
- Static and animated online campaign materials (badges, banners).
- Interactive online products: MDG Race and Quiz (for this we have a template, easy to translate to other languages).

- Two myth busting series in which we bust widespread myths about development, with facts, graphics and well-researched articles. We have designed the series particularly for the social media, and the first series is launched on the 20th this month! You can get the materials from us ready to use before everyone else – let us know, and we will send it right away.



Three Levels of Engagement

The World Best News-concept is very flexible and easy to up- or downscale. We have sketched out three possible versions that we can help you achieve:



1. WBN Max: The full concept with the newspaper distributed extensively by volunteers at a nationwide public event. The event is the culmination of cooperation between civil society organisations, private sector, and professional media channels. In addition, politicians and schools are invited to participate.

2. WBN Medium: A moderate version of the concept with focus on distributing the paper and creating a well-documented event, involving some partnerships.

3. WBN Mini: A tight version of the concept with focus on the creation of a simple and strategic media event, in which the paper is included. Online communication is key as warm up.

Why you should join – and how

The World's Best News event has been a great success in Denmark for five years, involving thousands of volunteers, and we are happy and proud to be able to share our concept and know-how with you. Our start-up in 2010 took about six months - so we know that it is possible, and we will help you get there.

Sign up

Sign up for the EYD Day now or receive more information about the different elements by contacting World's Best News'

Project Manager - Maria Grabowski
T.+45 33 18 77 14
M. mgkj@dca.dk

To get the project rolling as soon as possible we would like to hear from you before May 22th. Read more at worldsbestnews.dk