

COMMUNITY

Creating an open, collaborative and inclusive forum

European Development Days (EDD) shows Europe's commitment to the eradication of global poverty. The forum builds on a core belief: cooperation is the cornerstone of a fairer world. An essential aim is thus to facilitate networking and inspire the desire to work together even more closely in a spirit of true partnership. EDD is an incubator of new ideas to inform our shared aim of a poverty-free, sustainable and fair world where everyone has a chance at a decent life.

Everyone is given a voice in this open, collaborative and inclusive platform. Each year, the global development community is invited to contribute directly to EDD by proposing activities and sessions to be included in the official programme in order to share its views and experiences.

This guide will help you get started.

Get involved!

eudevdays.eu

/ Content

1	Our purpose	5
	Thread	6
	Themes and topics	7
	Inclusiveness	8
	Shared communication	8
<hr/>		
2	We connect	9
<hr/>		
3	We meet	13
3.1	Venue	14
3.2	Meeting rooms	15
3.3	Registration	15
3.4	Visa	16
<hr/>		
4	We empower	17
4.1	Future leaders programme	18
4.2	Youth photo contest	19
<hr/>		
5	We debate	21
5.1	Auditorium debates	22
5.2	Lab debates	26
<hr/>		
6	We share	29
6.1	Project or report lab	30
6.2	Stand and project or report lab	34
<hr/>		
7	We solve	37
<hr/>		
8	We communicate	41
8.1	We promote debates	42
8.2	We create awareness	43
8.3	We engage with the press	44
8.4	We tell stories	45
<hr/>		
9	We preserve	47
9.1	We conserve paper	48
9.2	We offset carbon	48
<hr/>		
10	Quick guide	49
10.1	Deadlines	50
10.2	Contacts	51
10.3	Facilities, staff and coverage	52
10.4	Submission options overview	56
<hr/>		

Launched in 2006, European Development Days (EDD) is a key forum for leaders and stakeholders to openly address global challenges and develop innovative solutions. EDD is an incubator of new ideas to inform and inspire our shared aim of a poverty-free, sustainable and fair world where everyone has a chance at a decent life.

Each year, the forum attracts more than 5 000 participants from over 140 countries, representing 1 200 organisations from within the diverse development community. The forum fosters a true spirit of partnership with all stakeholders.

The 2015 edition of European Development Days (EDD15) will take place in Brussels on 3-4 June. The forum serves as the flagship event of the European Year for Development (EYD2015).



COMMUNITY

1 / Our purpose

1

Our purpose

/ Thread

2015 is the European Year for Development (EYD2015) and European Development Days (EDD15) will be its flagship event.

As declared by President Juncker at the opening of EYD2015 in Riga, 'it will be a year, in which we will see actions all over Europe, in all Member States, among civil society, local authorities and from all European institutions. The motto of this European Year, which we owe to the European Parliament, embodies this well: 'Our world, our dignity, our future'.

Each individual and every policy have a role to play for a more sustainable and peaceful world. In 2015, we want to tell stories from around the world to show that regardless of where we come from or where we want to go, our aspirations remain the same. We strive for a stable and peaceful world, education for our children, jobs for young people and a decent life on a planet, of which we need to take a better care.

The title for EDD15 thus echoes the motto of EYD2015: 'Our world, our dignity, our future'.

Commissioner Mimica believes in the importance of collaboration between development actors: 'Today's challenges are universal and interrelated, and need a global response – just think of climate change, insecurity, migration, or famines. These problems are not just limited to a specific region; they are issues that affect the whole world. This obviously makes them Europe's concern, too. The EU, as a major global player, is ready to play its part in tackling these challenges.'

The European Think Tanks group agrees. Their 2014 report explained that 'it is no longer simply a one-way relationship of supporting developing countries – and especially not just about aid. We understand international development in this century to be about all countries and citizens tackling shared problems of sustainable development, with each partner playing its part.'

/ Themes and topics

This year's programme is structured around four key aspects of the common vision for development.

Each theme will be composed of three topics that form the basis of auditorium panels, which the community is invited to help organise.

EDD15 Topics

1. Our world / **Creating sustainable growth within the limits of our planet**

- › Halting climate change and building resilience
- › Sustainable energy for growth
- › An urban world: challenges and opportunities

2. Our dignity / **Developing a shared vision of universal and fundamental rights**

- › Gender rights
- › Right to health
- › Inclusion and inequality

3. Our future / **Each of our policies can make a difference**

- › Feeding the planet together
- › Fair globalisation
- › Migration

4. Our future / **We are all actors in development**

- › Growth and poverty eradication
- › Global citizenship
- › Decent jobs

The EDD15 programme will include plenary sessions, high-level panels, brainstorming labs, project and report presentations and working meetings. The forum will also feature a Project Village to showcase successful practices.

i Visit the **EDD website** to see the tentative programme.

EDD has established itself as the premier European forum on global development issues. It represents an unparalleled opportunity to share ideas, benchmark best practices and learn from the latest innovations to improve the impact and effectiveness of aid. EDD15 will continue in this proud tradition.

This year we are placing special emphasis on creating an inclusive forum and raising the international profile of development challenges.

/ Inclusiveness

EDD15 will have a diverse array of participants that can represent the views and experiences of the global 'North and 'South'.

We are placing special emphasis on engaging new and emerging stakeholders that are true 'movers and shakers' in their respective fields. Discussions will benefit from their fresh perspectives, generating new solutions to longstanding challenges. Youth in particular will have a higher profile and greater representation during events.

Women and girls will also receive special attention. Events will emphasise the need to remove all barriers to women's equal participation, including the gender pay gap and women's health and protection. Speakers will discuss sensitive matters related to gender-based violence and share about positive developments from the field.

/ Shared communication

EDD15 aims to raise global awareness of development issues and activities. We share this mission with our community and encourage everyone to actively promote EDD15, its purpose and outcomes.

This guide will show you how to use social media, EDD's own interactive app, and other tools to share about the forum.



COMMUNITY

2 / We connect

2

We connect

EDD15 will launch a dedicated app to enhance participant's experience on many levels. As the adjacent features list describes, the app offers the participants all the information they need in one, simple tool that is accessible on smartphones, tablets and the web. It simplifies lots of processes and saves time while enabling more meaningful connections through social networking. Together, the features allow the development community to engage in continuous dialogue that can produce actionable outcomes.

Session Organisers can use the app to engage participants and learn about their views with features including moderated brainstorming, segmented polling and idea ranking. This real-time feedback enables Session Organisers to shape priorities and focus on generating the most relevant outcomes.

Moderators can use the app for polling and facilitating Q&A sessions during debates. These features will enable Moderators to quickly and easily adapt content to better reflect audience views when needed.

i Download the app on the [EDD Website](#) starting on 23 March.

i Contact app@eudevdays.eu for support.

EDD15 App features

- **Programme:** Provides access to the latest EDD15 programme and enables the community to promote events.
- **Community:** Allows for social networking inside the app before, during and after EDD15 using popular programmes like Facebook and Twitter.
- **Speakers:** Lists the latest speakers and enables delegations to create secure VIP profiles and develop VIP personal programmes.
- **Meeting/Agenda:** Facilitates meetings between participants before and during the event and automatically books appointments in users' personal diaries.
- **Announcement/Alerts:** Allows Session Organisers to inform participants about news and events in real time with push notifications.
- **Vote/Quiz:** Enables organisers to engage with users during EDD15 sessions directly from their devices.
- **Q&A:** Enables Moderators to interact with users in a Q&A format and publish results in real time.
- **Surveys:** Allows Session Organisers to gather information from the audience.
- **Maps:** Enables participants to locate meetings, stands and other facilities on-site.
- **Event Wall:** Displays questions, comments and tweets on screens in real time.
- **Practical information:** Lists logistical information for participants.
- **Stats:** Gives Session Organisers access to data in various graphical formats.

3

We meet

High-level stakeholders from across government, non-profit organisations, the private sector and academia gather together at EDD. This year we intend to have over 6 000 participants, making it the largest edition yet. We invite the development community to engage in this exciting forum, connect with dynamic organisations and collaborate in sustainable ways.

/ Venue

EDD15 will take place at Tour & Taxis on Avenue du Port 86, B-1000 Brussels.

i Visit the [EDD website](#) for information about how to get to Tour & Taxis.

Parking

A large, guarded car park is available at the venue. The parking ticket costs EUR 5.00 per day.

Taxi

For Taxi reservations in Brussels, contact:

- Taxis Bleus – www.taxisbleus.be – Tel.: +32 2 268 00 00
- Taxis Verts – www.taxisverts.be – Tel.: +32 2 349 49 49

Public transport

The closest underground station is Yser and free shuttles will run between Yser and Tour & Taxis throughout EDD15.

EDD15 Logistics

- **Internet:** Free wireless Internet is available throughout the venue.
- **Catering:** Participants can purchase lunch between 12.00 and 14.00 directly on-site. Water fountains will be available with beverages for purchase in the public lounge.
- **Accommodation:** We recommend that you book your hotel rooms in Brussels well in advance to ensure availability and avoid extra costs.

/ Meeting rooms

We invite you to reserve rooms for your working meetings during the forum and order catering at own expense.

EDD15 App-related features

- **Meeting/Agenda:** Book meetings and update personal agendas.
 - **Community:** Access personal and organisational profiles.
- i** See all app features in 'We connect'.

Next steps

You can request a meeting room until 1 May by contacting programme@eudevdays.eu.

EDD15 Facilities for meeting rooms

- **1 plasma screen**
 - **1 computer running** on Microsoft software only
- i** Refer to the 'Quick guide' for a summary of facilities in meeting rooms.

/ Registration

EDD15 is an open event; however, advance registration is required for all participants.

i Registration will open on 23 March on the [EDD website](#).

By registering for EDD15, all forum delegates, including VIPs and Heads of Delegation, de facto authorise the European Commission to make free use of documents portraying their image, with a view to their conservation and distribution for any publication that it deems appropriate, without limitations in space or time.

/ Visa

Non-EU citizens from some countries must have a Schengen Visa to travel to Belgium. Participants who require a Schengen Visa should apply as early as possible, especially if travel involves a connecting flight within the European Union outside of Belgium. You must request a Schengen Visa from the Embassy representing the country of your first entry point into the European Union.

- 📍 Visit the [website of the Belgian Ministry of Foreign Affairs](#) for more information.



4 / We empower

4

We empower

EDD aspires to be an inclusive forum that represents the diversity of the development community. In this spirit, we encourage Session Organisers and the community at large to engage new voices and emerging actors in development.

Youth are a driving force behind some of the most important development issues. Sharing their views and experiences is a priority.

EDD15 will lead two youth programmes in the build-up to the forum to encourage greater youth participation. We invite pro-active and dynamic young people to apply for these programmes, and the community to promote these opportunities across their networks.

/ Future leaders programme

Together, the EDD15 Steering Committee and Session Organisers will select 12 young people from across the world who have demonstrated their knowledge and leadership on one of the EDD15 topics.

Future Leaders will speak in high-level panels about their projects and experiences and engage with delegations from governments and international organisations. Auditorium Session Organisers must select one Future Leader to speak in their panel. Before and during the forum, Future Leaders will also visit European institutions where they will meet with relevant development policymakers and share practices in their countries or regions.

Future leaders selection criteria

We will assess applications to the Future leaders programme based on three key elements:

- Knowledge, experience and demonstrated impact related to their selected topic.
- Public speaking skills and motivation to participate.
- Leadership experience within an informal or formal organisation.

Next steps

Visit the [EDD Website](#) to apply for the Future Leaders Programme. Applicants must be between the ages of 21 and 26 with applications due by 18 March. You will need to tell your story in a short video as part of your application.

[i](#) Contact youth@eudevdays.eu for more information.

/ Youth photo contest

Before the forum, EDD15 will host a photo contest on Facebook to allow youth from around the world to show how they view development in their everyday life. There will be six finalists, one for each continent, who will each win a trip to the forum.

We will display the six photos at the forum for the public to vote on. The winner will be invited to the World Expo in Milan this October.

Next steps

Visit the [EuropeAid Facebook Page](#) to submit photos for the photo contest by 19 April. All photos must be accompanied by a short story.

[i](#) Contact youth@eudevdays.eu for more information.

5

We debate

As in previous editions, this year's programme will be structured around a series of panel debates to discuss development policies. We rely on Session Organisers to develop thought-provoking proposals and lead organised panels. Session Organisers can choose between two different debate formats: auditorium or lab sessions.

/ Auditorium debates

Since auditorium sessions gather high-profile speakers, they are highly visible segments of the programme. The Steering Committee has pre-identified this year's topics to correspond with auditorium sessions.

Auditorium Session Organisers have specific responsibilities. They must lead:

- 1 high-level panel in an auditorium (90 min)
- 1 project/report presentation in a lab (75 min)
- 1 project/report showcase on a stand in the Project Village (during the 2 days)

👁 See 'We share' for more information on project/report lab sessions and stands.

Selection criteria

We will assess applications to organise auditorium debates based on four criteria:

- Content Approach – 30 %
- Interactivity – 30 %
- Inclusiveness – 20%
- Communication – 20 %

Content approach – Debates, reports and projects

The debate must be lively and interactive and built upon overarching opinions and conflicting perspectives. We highly recommend using the EDD15 app and Oxford-style debates. In order to ensure debates lead to an outcome, panellists should agree on three to five closing findings or recommendations. The moderator should be well informed of these key elements to orient the debates effectively.

Session Organisers also need to showcase one relevant successful project or report. See 'We share' for further information on presentations and stands.

Interactivity – Moderation and App

Session Organisers can select a moderator of their choice to lead auditorium sessions. We highly recommend experienced moderators and professional journalists for this role. Your moderator must attend a 'Moderation Boot Camp' on the eve of the forum where he or she will receive training on best practices and how to lead a lively interactive debate in the EDD framework. Professional moderators and brainstorming facilitators will lead the Boot Camp. Moderators should use the EDD15 app to facilitate sessions.

👁 See 'We connect' for more information.

EDD15 App-related features

- **Programme:** Provides the latest information about sessions
- **Speakers:** Manages VIP speakers
- **Vote/Quiz and surveys:** Enables information and opinion gathering from the audience

👁 See all app features in 'We connect'.

Inclusiveness – New actors and youth speakers

As part of our evaluation, we will consider the diversity of your session and your plan to engage new and emerging development actors. Each high-level panel must include a youth representative from the Future Leaders Programme. The Steering Committee will pre-select the three most qualified youth candidates for each topic and then give Session Organisers the final choice. If you have a youth speaker in mind, refer them to the Future Leaders Programme.

👁 See 'We empower' for more information.

Shared communication – Storytelling

We encourage Session Organisers to share about debates and promote EDD overall. Storytelling is a powerful way to engage the wider EDD community. See 'We communicate' for information on storytelling tools.

EDD15 Coverage services

Session Organisers will work closely with the EDD team to promote panel sessions. Prior to EDD, focal points will meet with team members, including quote-takers, journalists and social media staff to discuss how to collaboratively produce communication outputs.

EDD15 will provide the following services during auditorium sessions:

➤ **Interpretation:** Active and passive interpretation in English and French will be available with additional passive languages and sign language upon request.

⚠ Please note that the European Commission should be credited as the author of this multimedia content, whenever and wherever it is used.

➤ **Photography:** Photographers will take photos to be published on the **EDD website** 90 minutes after each session.

➤ **Quotes and proceedings:** Quote-takers will record key messages and file written proceedings from speakers for publication on the **EDD website**.

➤ **Videos:** Buzz videos of snappy, one-minute interviews with speakers and snapshot videos of the moderator's summary will be available.

➤ **Social media:** In addition to the general promotion of EDD15 sessions on social media, Twitter walls in each session will drive participant engagement and increase EDD buzz on social networks.

👁 Refer to the 'Quick guide' for a summary of coverage services.

Carbon offset and costs

Successful applications are subject to a contribution of EUR 5 600 (excluding VAT), which includes:

- 1 auditorium panel session
- 1 project/report lab
- 1 stand in the Project Village (9 square meters)
- Carbon offset

👁 See 'We preserve' for details about our carbon offset policy.

Next steps

Complete a Session Submission Form if you would like to organise a panel on an official topic. You will see that we strongly encourage applicants to tell a story or submit a video about your organisation's experience with your selected topic.

📧 Contact community@eudevdays.eu for more information.

EDD15 Milestones for auditorium debates

9 FEBRUARY	Send an email to programme@eudevdays.eu to express your interest in becoming an auditorium Session Organiser on a given topic
2 MARCH	Deadline to submit proposals
23 MARCH	Steering Committee announces selected applicants
BEGINNING OF APRIL	EDD recommends three Future Leaders for auditorium Session Organisers to choose from
10 APRIL	Deadline to choose one speaker from the Future Leaders Programme
17 APRIL	Deadline to pay for carbon offset and other costs
20-24 APRIL	Second preparatory meetings with the European Commission

EDD15 Facilities for auditorium debates

Logistics

- Interpretation facilities
- Stage background with appropriate visual identity
- Furniture including 1 table, 8 armchairs and 1 lectern
- Water for speakers and moderators
- 1 large screen with projector and loudspeakers
- 8 microphones for speakers, 1 for moderator and 3 for audience
- 1 computer running on Microsoft software only
- Teleconference facilities

Human resources

- 1 Auditorium Officer to oversee logistics
- 2 Conference Assistants
- Audio-visual crew, including 1 dedicated Technician

👁 Refer to the 'Quick guide' for a summary of facilities in auditoria.

/ Lab debates

Lab sessions will be held on one of the official topics or the general EDD15 thread. They will take place in dedicated rooms for 75 minutes.

Selection criteria

We will assess applications to organise lab debates based on four criteria:

- Content Approach – 30 %
- Interactivity – 30 %
- Inclusiveness – 20%
- Communication – 20 %

Content approach – Debates

Session Organisers should develop debates based on overarching views of development actors and include thought-provoking content. Debates must be interactive, engaging and avoid the show-and-tell approach of presentation panels.

Interactivity – Moderation and app

Moderation is key to the success of sessions. The moderator will introduce and close the session, organise the debates with the speakers and lead the Q&A with the audience. We recommend that you choose your moderator carefully, and ensure that he or she uses the EDD15 app to increase interaction with the audience.

👁 See 'We connect' for more information.

EDD15 App-related features

- **Programme:** Provides the latest information about sessions
- **Vote/Quiz:** Enables information and opinion gathering from the audience
- **Speakers:** Enables online scheduling and management of VIP speakers
- **Q&A:** Facilitates interactive moderation
- 👁 See all app features in 'We connect'.

Inclusiveness – New actors and youth speakers

Creating an inclusive forum, especially regarding youth is a key value for EDD15. We will evaluate session proposals based on their diversity and how well they engage new actors and young voices.

Shared communication – Storytelling

We encourage Session Organisers to share about their activities and promote EDD overall. Storytelling is a powerful way to engage the wider EDD community.

👁 See 'We communicate' for more information.

EDD15 Coverage services

The following coverage is available for all lab sessions:

- **Podcasts** of each lab will be recorded and published on the **EDD website**.
- **Photographers** will take photos to be published on the **EDD website** 90 minutes after each lab.
- **Twitter** walls will drive participant engagement and increase EDD buzz on social networks.

⚠ Please note that the European Commission should be credited as the author of this multimedia content, whenever and wherever it is used.

👁 Refer to the 'Quick guide' for a summary of coverage services.

Carbon offset and costs

Successful applicants are subject to a contribution of EUR 1 400 (excluding VAT), which includes:

- 1 lab panel session
- Carbon offset

👁 See 'We preserve' for details about our carbon offset policy.

Next steps

Complete a Session Submission Form if you would like to organise a panel on an official topic. You will see that we strongly encourage applicants to tell a story or submit a video about your organisation's experience with your selected topic.

📧 Contact community@eudevdays.eu for more information.

EDD15 Milestones for lab debates

2 MARCH	Deadline to submit lab proposals
23 MARCH	Steering Committee announces selected applicants
17 APRIL	Deadline to pay for carbon offset and other costs
20-24 APRIL	Second preparatory meetings with the European Commission

EDD15 Facilities for lab debates

Logistics

- Stage background with appropriate visual identity
- Furniture including 1 table, 6 chairs and 1 lectern
- Water for speakers and moderators
- 1 plasma screen with loudspeakers
- 5 microphones for speakers and 1 for moderator
- 1 computer running on Microsoft software only
- Teleconference facilities

Human resources

- 1 Lab Officer to oversee logistics
- 1 Conference Assistant
- 1 Technician to operate the audio-visual equipment and conduct pre-check

👁 Refer to the 'Quick guide' for a summary of facilities in lab rooms.



COMMUNITY

6 / We
share

6

We share

EDD15 is an unparalleled opportunity for the development community to share knowledge, lessons learned and showcase achievements. We encourage the community to share about innovative projects and research initiatives that are solving longstanding development challenges. The forum offers numerous ways for participants to engage in this exchange. Share about reports and projects in two ways:

- ✎ Organise a project or report lab session in the form of a presentation or brainstorming.
- ✎ Organise a lab session and showcase your project or report on a stand in the Project Village.

/ Project or report lab

EDD15 is an ideal format to share reports that offer useful insights and knowledge about development practices and policies. Report sessions are available for participants to share about experiences relevant to a particular EDD15 topic.

The European Union, its Member States, partner countries and other national and international organisations support a diverse array of development projects around the world. Projects each produce their own lessons learnt that can benefit the community in countless ways. We invite you to share about the lessons from your project in a dedicated session during EDD15.

Selection criteria

We will assess applications to present projects and reports based on four criteria:

- ✎ Content approach – 60%
- ✎ Inclusiveness – 20%
- ✎ Communication – 20%

Content approach

Projects and reports are interesting when they showcase results. We want project or lab sessions to focus discussions on concrete achievements. We recommend two formats for your project or report labs. The traditional presentation, which would be a good opportunity to communicate and share innovative and sustainable solutions with a wider audience of professionals; or a brainstorming session, where you can tap into the creative potential of the audience in order to (i) generate ideas on scaling-up results; and/or (ii) find solutions to challenges and questions, which emerged from your initiatives.

In both cases, we encourage you to build lively and interactive sessions and to use the EDD15 app to collect opinions and perspectives from the audience.

When submitting your project or report lab request, we encourage you to demonstrate the following features:

- ✎ Innovation or the novelty that fills a specific gap in the development toolkit;
- ✎ Results or the evidence-based results in a specific context;
- ✎ Sustainability or the ability to scale up and transfer the lessons learnt from the project or report in other settings.

Inclusiveness

Creating an inclusive forum is a key value for EDD15. We welcome projects and reports from around the globe to reflect the diversity of the development community. We recommend that Session Organisers include new actors and youth in their activities to share fresh, diverse perspectives with the community.

Shared communication – Storytelling

We encourage organisers and participants alike to promote EDD. Storytelling is a powerful way to engage the wider EDD community.

👁 See 'We communicate' for more information.

EDD15 App-related features

- ✎ **Programme:** Provides the latest information about sessions.
- ✎ **Q&A:** Facilitates interactive moderation.
- ✎ **Vote/Quiz:** Enables information and opinion gathering from the audience.
- 👁 See all app features in 'We connect'.

Carbon offset and other costs

Successful applicants who organise a session are subject to a contribution of EUR 1 400 (excluding VAT). This fee includes:

- 1 project/report lab session
- Carbon offset

👁 See 'We preserve' for details about our carbon offset policy.

Next steps

Complete a Session Submission Form if you would like to organise a lab on a report or a project. You will see that we strongly encourage applicants to tell a story or submit a video about your organisation's experience with your selected topic.

📧 Contact programme@eudevdays.eu for more information.

EDD15 Milestones for project/report lab sessions

2 MARCH	Deadline to submit session proposals
23 MARCH	Steering Committee announces selected applicants
17 APRIL	Deadline to pay for carbon offset and other costs
20-24 APRIL	Second preparatory meetings with the European Commission

EDD15 Facilities for project/report lab rooms

Logistics

- Stage background with appropriate visual identity
- Furniture including 1 table, 6 chairs and 1 lectern
- Water for speakers and moderators
- 1 plasma screen with loudspeakers
- 6 microphones for speakers and 1 for moderator
- 1 computer running on Microsoft software only
- Teleconference facilities

Human resources

- 1 Lab Officer to oversee logistics
- 1 Conference Assistant
- 1 Technician to operate the audio-visual equipment and conduct pre-check

👁 Refer to the 'Quick guide' for a summary of facilities in lab rooms.

EDD15 Coverage services

The following coverage is available for all lab sessions:

- **Photographers** will take at least one photo to be published on the [EDD website](#) 90 minutes after each lab.
- **Buzz videos** of snappy, one-minute interviews with speakers will be available.

⚠ Please note that the European Commission should be credited as the author of all EDD15 multimedia content, whenever and wherever it is used.

- **Podcasts** of each lab will be recorded and published on the EDD website.
- **Twitter** walls will drive participant engagement and increase EDD buzz on social networks.

- **Live sketching** will be available.

👁 Refer to the 'Quick guide' for a summary of coverage services.

/ Stand and a project or report lab

EDD15 will host a Project Village to showcase successful projects and groundbreaking reports from around the world. The Village will be the focal point of the EDD15 venue, allowing the community to visit your stand and learn about your achievements. A dedicated youth area will be at the heart of the village to encourage greater interaction and emphasise their contributions.

⚠ Please note that the Project Village will only be open to EDD15 registered participants, and not the wider public.

Selection criteria

We will assess applications to present projects and reports on a stand and during a lab session based on four criteria:

- Content approach – 60%
- Inclusiveness – 20%
- Communication – 20%

Content approach

When submitting a request for a stand package on a project or a report in a lab session, we recommend that you consider the traditional report presentation format or a more creative brainstorming approach to discuss what recommendations can be drawn from the project or report.

EDD15 Village stands

Facilities

- Contemporary space of 3x3 meters
- 1 table, 3 chairs, lighting and Wi-Fi access
- Carpeted to absorb sound
- Ability to decorate stands with your visual identity

⚠ Please note that the stands must be interactive and paperless. Roll-ups will not be permitted.

➤ See 'We preserve' for more information.



Human resources

- A number of Hostesses will be available for assistance in the Village

➤ Refer to the 'Quick guide' for a summary of facilities in the village.

Inclusiveness

Creating an inclusive forum is a key value for EDD15. We welcome projects and reports from around the globe to reflect the diversity of the development community. We recommend that Session Organisers include new actors and youth in their activities to share fresh, diverse perspectives with the community.

Shared communication – Storytelling

We encourage organisers and participants alike to promote EDD. Storytelling is a powerful way to engage the wider EDD community.

➤ See 'We communicate' for more information.

Carbon offset and other costs

Successful applicants who organise a session and a stand at the project village are subject to a contribution of EUR 2 800 (excluding VAT).

This fee includes:

- 1 project/report lab session
- 1 stand in the Project Village
- Carbon offset

➤ See 'We preserve' for details about our carbon offset policy.

Next steps

Complete a Session Submission Form if you would like to organise a lab on a report or a project. You will see that we strongly encourage applicants to tell a story or submit a video about your organisation's experience with your selected topic.

➤ Contact programme@eudevdays.eu for more information.

EDD15 Milestones for project/report lab sessions

2 MARCH	Deadline to submit stand and lab session proposals
23 MARCH	Steering Committee announces selected applicants
17 APRIL	Deadline to pay for carbon offset and other costs
20-24 APRIL	Second preparatory meetings with the European Commission

➤ Refer to the section above for more details about the facilities and coverage of lab sessions,

/ Brainstorming Lab

Innovation can have a lasting impact on the way the development community works, creating new solutions and ways of understanding. EDD15 aims to be a sounding board for global thought leadership to solve the most pressing development challenges. At every level, participants, moderators and speakers from around the world can put forward their ideas and examine creative solutions to shared problems.

Selection criteria

We will assess applications to organise brainstorming sessions based on three criteria:

- › Content Approach – 40 %
- › Interactivity – 40 %
- › Communication – 20 %

Content approach

Brainstorming labs are interactive, topic-oriented sessions that enable participants to roll up their sleeves and propose recommendations that reflect the creative energy of our community. Lasting 75 minutes, brainstorming sessions are the ideal format to showcase new ideas and breakthrough practices. They can also produce concrete recommendations through group problem solving. An editorial artist will sketch all brainstorming live and publish resulting drawings for the public.

Interactivity – Moderation and app

Moderation is key to the success of brainstorming sessions. We recommend that you choose your moderators carefully. We strongly encourage Session Organisers and moderators to use the EDD15 app to solicit opinions and inputs for sessions.

👁 See 'We connect' for more information.

EDD15 App-related features

- › **Programme:** Provides the latest information about sessions
 - › **Vote/Quiz and surveys:** Enables information and opinion gathering from the audience
 - › **Q&A:** Facilitates interactive moderation
- 👁 See all app features in 'We connect'.

Shared communication – Storytelling

We encourage Session Organisers to share about sessions and promote EDD overall. Storytelling is a powerful way to engage the wider EDD community.

👁 See 'We communicate' for information on storytelling tools.

EDD15 Coverage services

The following coverage is available for all lab sessions:

- › **Photographers** will take at least one photo for publication on the **EDD website** 90 minutes after each lab.
- › **Twitter walls** will drive participant engagement and increase EDD buzz on social networks.
- › **Live sketching** will be available.

⚠ Please note that the European Commission should be credited as the author of all EDD15 multimedia content, whenever and wherever it is used.

👁 Refer to the 'Quick guide' for a summary of coverage services.

Carbon offset and costs

Successful applicants are subject to a contribution of EUR 1 400 (excluding VAT), which includes:

- › 1 brainstorming lab session
- › Carbon offset

👁 See 'We preserve' for details about our carbon offset policy.

Next steps

Complete a Session Submission Form if you would like to organise a brainstorming session on an official topic. You will see that we strongly encourage applicants to tell a story or submit a video about your organisation's experience with your selected topic.

i Contact community@eudevdays.eu for more information.

EDD15 Milestones for brainstorming sessions

2 MARCH	Deadline to submit lab session proposals
23 MARCH	Steering Committee announces selected applicants
17 APRIL	Deadline to pay for carbon offset and other costs
20-24 APRIL	Second preparatory meetings with the European Commission

EDD15 Facilities for brainstorming sessions**Logistics**

- Stage background with appropriate visual identity
- Furniture including 5 tables, 40 chairs and 1 lectern
- Water for speakers and moderators
- 1 plasma screen with loudspeakers
- 1 computer running on Microsoft software only

Human resources

- 1 Lab Officer to oversee logistics
- 1 Conference Assistant
- 1 Technician to operate the audio-visual equipment and conduct pre-check.

👁 Refer to the 'Quick guide' for a summary of facilities in lab rooms.



8

We communicate

Many of the challenges that EDD addresses have global impact and require effective responses. Communicating about these challenges within and outside the development community is part of EDD's core mission. We enable organisers and participants to advance this goal by helping them to tell stories, create awareness, engage the press and promote debates.

/ We promote debates

We offer numerous resources to help you promote your activities and EDD15 in general:

- EDD15 video teaser
- EDD15 banners
- Interviews with key development actors
- Photos
- Quotes from auditorium debates
- Buzz videos
- Video recordings from auditorium sessions
- Live sketches
- Podcasts of lab sessions

⚠ Please note that the European Commission should be credited as the author of this content, whenever and wherever it is used. We encourage you to share this content on all multimedia channels.

Before EDD15

- Share session teasers and interviews on social media
- Promote EDD15 in newsletters using official EDD publicity materials
- Promote EDD15 on your website using official EDD publicity materials

During and after EDD15

- Promote EDD15 on social media
- Share content from the sessions on your website
- Promote EDD15 in bulletins and other publications

i Contact socialmedia@eudevdays.eu for more information.

/ We create awareness

The digital revolution has ushered in a journalistic renaissance, fusing art, reporting and storytelling into a single pursuit. Today, multimedia and new media are the new normal. For development to thrive in this competitive marketplace, we need to harness the numerous rich online tools available and engage in powerful digital storytelling.

We encourage the community to create awareness about the EDD issues and activities that matter to you. We offer promotional tools including the official EDD15 logo, banners, teasers and website. Social media is particularly useful to reach new audiences and we strongly encourage its use.

i Contact socialmedia@eudevdays.eu for more information.

For EDD15, we will use the following social media platforms

- **Facebook** - www.facebook.com/EuropeAid – Share EDD15 official updates and promote the photo contest
- **Twitter** – @europeaid – Host and participate in EDD Twitter chats
- **YouTube** – Follow EUintheWorld and other dedicated playlists and share all EDD video content including recorded sessions, interviews and summaries
- **Instagram** – @europeaid – Post original photos, short videos or share posts, including from youth audiences

EDD15 Hashtags

European Development Days 2015	#EDD15
European Year for Development	#EYD2015 #storytelling #action2015 #ourworld #ourdignity #ourfuture
European Development Aid	#EuropeAid #EUAid #agendaforchange #KAPTalks
UN & Millennium Development Goals	#post2015 #postMDGs
Development	#endpoverty #empowerwomen #ENDviolence #education4all #foodsecurity #climatechange #energy-poverty #globalhealth #ICT4Dev #EIDHR

/ We engage with the press

Press facilities will be available to maximise media coverage at EDD. The media centre will have dedicated working spaces for the press, including a conference room and two interview studios.

Press facilities will also be available for Session Organisers. If you would like to launch a new initiative, host a special media event or share your latest news, we invite you to book a 45-minute press conference for an audience of up to 60 people. We can provide active and passive interpretation in English and French. Additional passive languages and sign language are available upon request. You are also welcome to record videos, including interviews and messages in one of the two studios.

Next steps

- i** Contact press@eudevdays.eu by 1 May to organise a press conference or book studios.

EDD15 Press conference room facilities

Logistics

- › Interpretation facilities
- › Stage background with appropriate visual identity
- › Furniture including 2 tables and 4 chairs
- › Water for speakers and moderators
- › 4 microphones for speakers and 2 for the audience
- › 1 plasma screen
- › Radio-studio equipment
- › Cameras and recording equipment
- › 1 computer running on Microsoft software only

Human Resources

- › 1 Lab Officer to oversee logistics
- › 1 Conference Assistant
- › Audio-visual crew

👁️ Refer to the 'Quick guide' for a summary of facilities in the press room and studios.

/ We tell stories

Stories bring development realities into people's hearts and minds. They paint pictures of people and places, reminding us of the big challenges and inspiring us to take action. Use EDD15 to tell your story by organising a session, presenting a project or simply submitting a story for the EDD15 website. We will publish all the stories we receive on the EDD website.

Shared communication

In the spirit of EDD15, we encourage organisers and participants to share about sessions and EDD overall with the wider development community.

Next steps

You can submit a story anytime in print or video format by completing a Story Submission Form.

- i** Contact programme@eudevdays.eu for more information and socialmedia@eudevdays.eu if you are interested in becoming a blogger.

Tips for writing a story for EDD15

1. Centre your story on a person (e.g. team member or beneficiary) with an emphasis on the values he/she shares with the community.
2. Include details that paint a picture in the reader's mind.
3. Write your story as a series of actions to make it more dynamic and interesting.
4. Put yourself in your reader's shoes to engage them.
5. Write clearly, concisely and simply.
6. Test your story on a few impartial readers before submitting it.
7. Include photos or graphics that help tell your story and attract readers.
8. Emphasise your impact by sharing quantifiable outcomes and results.
9. Give proper credit to the organisations or institutions featured in your story.
10. Include powerful and impactful quotes from featured people.

Read '[Storytelling for the EYD2015](#)' for further information about and examples of effective storytelling.

9

We preserve

Like all large-scale summits do, EDD15 will generate a significant carbon footprint. It would be irresponsible to organise a meeting to address the world's development challenges without considering its impact on the environment. We will conserve paper and offset our carbon to reduce EDD's environmental impact. We encourage the development community to consider adopting these practices during your own events as well.

/ We conserve paper

EDD will be as paperless as possible. Upon arrival, participants will only receive a printed programme and a list of speakers and participating organisations. They will not receive welcome packs or other publications. We prefer instead to distribute this information online using the EDD app, EDD website and social media platforms.

We are limiting the use of roll-ups to remain consistent with our environmental ethic. Organisers can only bring roll-ups (one per organisation) to display in rooms during their sessions. All roll-ups should be removed at the end of each session. No roll-ups are allowed in the Project Village or anywhere else in the venue.

/ We offset carbon

Carbon offset fees represent 45% of the price paid by Session Organisers. When paying the total fees, you will be able to choose the carbon offset project that you wish to support. Visit the [EDD website](#) as of 3 March to choose the carbon offset programme that is best for you. If you would like to suggest an alternative project, please send the references to programme@eudevdays.eu.

i Contact programme@eudevdays.eu with any questions about the carbon offset scheme.

COMMUNITY

10 / Quick
guide

/ Deadlines

ACTIVITY	PURPOSE	FORM / CONTACT	DEADLINE
WE DEBATE	Auditorium	programme@eudevdays.eu	9 February – show of interest
	Lab		
WE SHARE	Stand + lab on project/report	Session Submission Form	2 March
	Lab on project/report		
WE SOLVE	Lab		
WE MEET	Meeting room	programme@eudevdays.eu	1 May
WE COMMUNICATE	Press conference room and studios	press@eudevdays.eu	1 May
	Storytelling	Story Submission Form	Ongoing
WE EMPOWER	Future leaders programme	Future Leaders Submission Form	18 March
	Youth photo contest	EuropeAid Facebook Page	19 April

i All Session Submission Forms are available on the [EDD website](#).

/ Contacts

We invite you to carefully read this Community Guide and browse the [EDD website](#) to answer any queries. Should you still have any questions, please refer to the contacts listed below.

FOR ENQUIRIES ABOUT	PLEASE CONTACT
COMMUNITY INVOLVEMENT	community@eudevdays.eu
PROGRAMME AND UPDATES (including carbon offset)	programme@eudevdays.eu
SOCIAL MEDIA	socialmedia@eudevdays.eu
EDD15 APP (as a Session Organiser)	app@eudevdays.eu
PROJECT VILLAGE	village@eudevdays.eu
YOUTH-RELATED MATTERS	youth@eudevdays.eu
REGISTRATION AND BADGES	registration@eudevdays.eu
ON-SITE LOGISTICS, FACILITIES AND SERVICES	logistics@eudevdays.eu
MEDIA COVERAGE AND PRESS SERVICES	press@eudevdays.eu

i Contact programme@eudevdays.eu with any special requests for equipment, staff or facilities.

/ Facilities, staff and coverage services

Facilities

	WE DEBATE		WE SOLVE		WE SHARE		WE MEET	WE COMMUNICATE	
PURPOSE	AUDITORIUM	LAB	LAB		LAB (Project/Report)	STAND (Project/Report)	MEETING ROOM	PRESS CONFERENCE ROOM	PRESS STUDIO
DURATION (min)	90	75	75		75	2 days	55	45	Request
CAPACITY	1 x 800	70	40		70	60 stands	3 x 40 (large)	1 x 60	2 studios
	2 x 350						3 x 12 (small)		
STAGE	Background with EDD15 branding Water for speakers and moderators					Graphic wall (personalised)	-	Background with EDD15 branding Water for speakers and moderators	
SET-UP	8 armchairs 1 table	6 chairs 1 table	40 chairs 5 tables		6 chairs 1 table	3 chairs 1 table	Chairs and tables – office setting	60 chairs 2 tables	2 armchairs 1 table
LECTERN (with microphone)	1	1	1		1	0	0	0	0
SPEAKERS (microphones)	8	5	0		6	0	2 in large rooms	4	Audio-visual studio with interview facilities
AUDIENCE (microphones)	3	0	0		0	0	0	2	
MODERATOR (microphones)	1	1	0		0	0	0	0	
LARGE SCREEN WITH PROJECTOR	1	0	0		0	0	0	0	
PLASMA SCREENS	0	1	1		1	0	1	1	
TWITTER WALL	1	1	1		1	0	0	0	
LOUDSPEAKERS	Yes	Yes	Yes		Yes	No	Yes		
TELECONFERENCE FACILITIES	Yes	Yes	No		Yes	No	No	Radio-studio and cameras	
COMPUTER (Microsoft)	1	1	1		1	0	1	1	0
INTERPRETATION	English/French	No	No		No	No	No	English/French	No

Human resources

	WE DEBATE		WE SOLVE		WE SHARE		WE MEET	WE COMMUNICATE	
	AUDITORIUM	LAB	LAB		LAB (Project/Report)	STAND (Project/Report)	MEETING ROOM	PRESS CONFERENCE ROOM	PRESS STUDIO
ROOM OFFICER (dedicated staff per room)	1	1	1		1	0	0	1	1
ASSISTANTS (dedicated staff in the room)	2	1	1		1	0	0	1	1
TECHNICIANS	1	1	1		1	0	0	0	0
AUDIO-VISUAL CREW	1	0	0		0	0	0	1	1

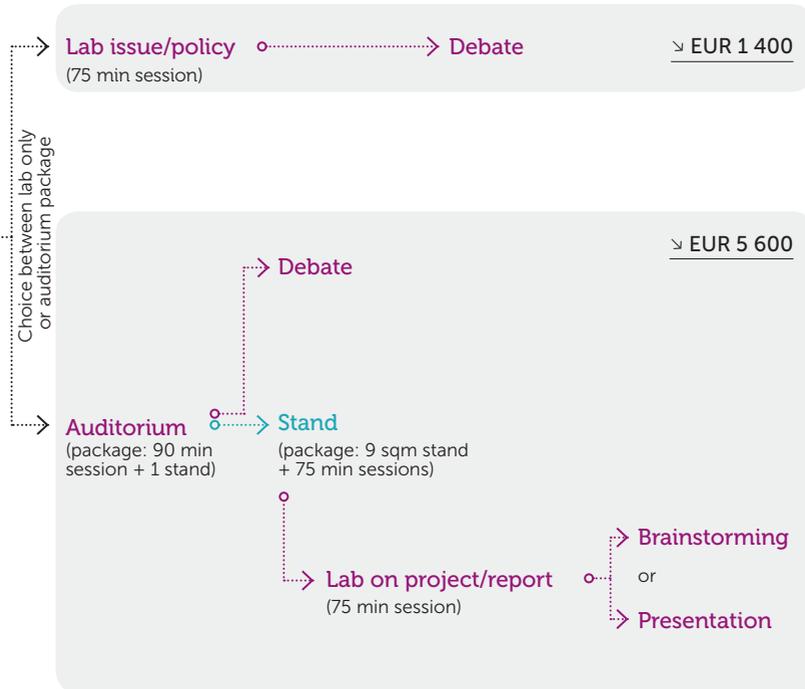
Note: We will have an emergency medical centre onsite.

Coverage services

	WE DEBATE		WE SOLVE		WE SHARE		WE MEET	WE COMMUNICATE	
	AUDITORIUM	LAB	LAB		LAB (Project/Report)	STAND (Project/Report)	MEETING ROOM	PRESS CONFERENCE ROOM	PRESS STUDIO
PHOTOS	Yes	Yes	Yes		Yes	Yes	No	The media centre will be the focal point for journalists, bloggers and social media staff.	
QUOTES	Yes	No	No		No	No	No		
BUZZ VIDEO	Yes	No	No		Yes	No	No		
SNAPSHOT VIDEO	Yes	No	No		No	No	No		
VIDEO RECORDING	Yes	No	No		No	No	No		
LIVE SKETCHING	No	No	Yes		Yes	No	No		
PODCAST	No	Yes	No		Yes	No	No		

/ Submission options overview

WE DEBATE



WE SHARE

