



Getting out of poverty

Audiovisual package for TV broadcasters

1/ Content of the package

29 country videos (3 min; EN + B-roll of 10min), each comprising of:

- National poverty facts & figures
- Successful national project
- Portrait of a project beneficiary
- National priorities in combating poverty

EU video mapping the approach at the EU level:

- EU-wide poverty statistics
- Poverty reduction target (20 millions by 2020)
- Interviews: Commissioner Andor, Pervenche Bérès, EP and Fintan Farrell, EAPN

2/ Added value for journalists

- **European dimension** (same topic shot in 29 countries)
- **Human dimension** (positive examples + testimonies)
- **Flexibility** (ready-to-use or adaptable to all types of programmes)
- **Diversity**
 - **Several thematic angles** (themes: housing-jobs-education, vulnerable groups: children-elderly-migrants)
 - **Benchmarking & comparison** (single mother in Bulgaria or single mother in UK)
 - **Wide range of anti-poverty initiatives** (food aid, rural community development, early childhood education, empowerment through arts, over-indebtedness, comprehensive strategies against homelessness, social integration enterprises)

www.tvlink.org/povertyineurope

-> Your source of professionally shot footage and features

-> Download your material – free of charge, free of copyright



Also on www.tvlink.org/povertyineurope:

Video news release on Child Poverty

In Europe, one in five children lives in poverty – a worrying figure which due to the current economic crisis is likely to get worse before it gets better.

To cover this topic, we offer you some video material from Ireland and Bulgaria looking at how the crisis is affecting youngsters and families with children.

In **Bulgaria**, one of the EU's poorest countries, the footage presents Roma families living in alarming conditions. The video also contains footage of children who beg for a living, a single mum without enough money to afford childcare and teenagers in an abandoned rural village where the school has just closed.

Ireland has been badly hit by the economic downturn. In the run-down Ballymun district of Dublin, the footage shows youngsters growing up in an environment of criminality and violence and parents voicing their fears for the future of their children. The video also features young single mothers and the difficulties they face in bringing up children alone.

Video news release on Microfinance

The **European Progress Microfinance Facility (EPMF)** was launched on 9 and 10 November promoting entrepreneurship and financial inclusion. The Facility **provides microcredit to SMEs and to vulnerable groups** who want to start their own businesses. Anyone who wishes to start a small business could from now on benefit from micro-loans of **up to €25,000** under this EU programme, funds to be distributed through national financial intermediaries (banks, microfinance institutions, etc.).

For journalists interested in covering microfinance activities, we offer:

Topical footage illustrating the EU microfinance policy through two concrete examples:

- a restaurant in London, United Kingdom, benefiting from EU funding
- a pet care business in Barcelona, Spain, able to grow with microfinance loans

Exclusive interviews with:

- Laszlo Andor, EU Commissioner for Employment, Social Affairs and Inclusion;
- Klaas Molenaar, President of the European Microfinance Network;
- Two of the multiple beneficiaries of the European Microfinance Policy.