European Commission

EUROPEAN PILLAR OF
SOCIAL RIGHTS ACTION PLAN

# GUIDELINES
## FOR STAKEHOLDERS

## Contents

# WHAT IS THE EUROPEAN PILLAR OF SOCIAL RIGHTS?

The Pillar of Social Rights is about better working and living conditions for citizens in the EU based on 20 key principles. These principles will guide us towards a strong social Europe that is fair, inclusive and full of opportunity.

With the European Pillar of Social Rights **Action Plan**, the Commission has set out concrete initiatives to deliver on the European Pillar of Social Rights, targeting:

- Equal opportunities and access to the labour market

- Fair working conditions

- Social protection and inclusion

Implementing the European Pillar of Social Rights is the shared responsibility of the EU institutions, national, regional and local authorities, social partners and civil society. We all have a role to play in building the social Europe of tomorrow.

Through this campaign, we can join forces to magnify our impact and deliver on the promise of a fairer, more inclusive Europe with equal opportunity for all.

# EUROPEAN PILLAR OF SOCIAL RIGHTS ACTION PLAN: KEY FACTS AND FIGURES*

In the first quarter 2021, the seasonally adjusted employment rate of people aged 20-64 in the EU stood at **71.9%.**

Work-related accidents and illnesses lead to an estimated annual loss of around **3.3%** of GDP in the EU.

**46%** of Europeans consider equal opportunities and access to the labour market to be the most important issue for the EU's economic and social development.

Although skills are essential to equip people for new green and digital jobs, **under 40%** of adults participate in any form of training every year.

In light of these statistics, it is not surprising that **88%** of Europeans consider social Europe to be important for them personally.

The **Action Plan** has **3 ambitious targets** by 2030...

In 2019, around **91 million** people (including **17.9 million children** aged 0-17) were at risk of poverty or social exclusion in the EU.
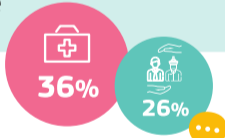
## Is social Europe important to you personally?
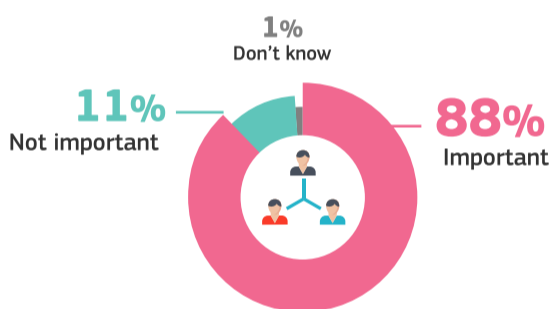
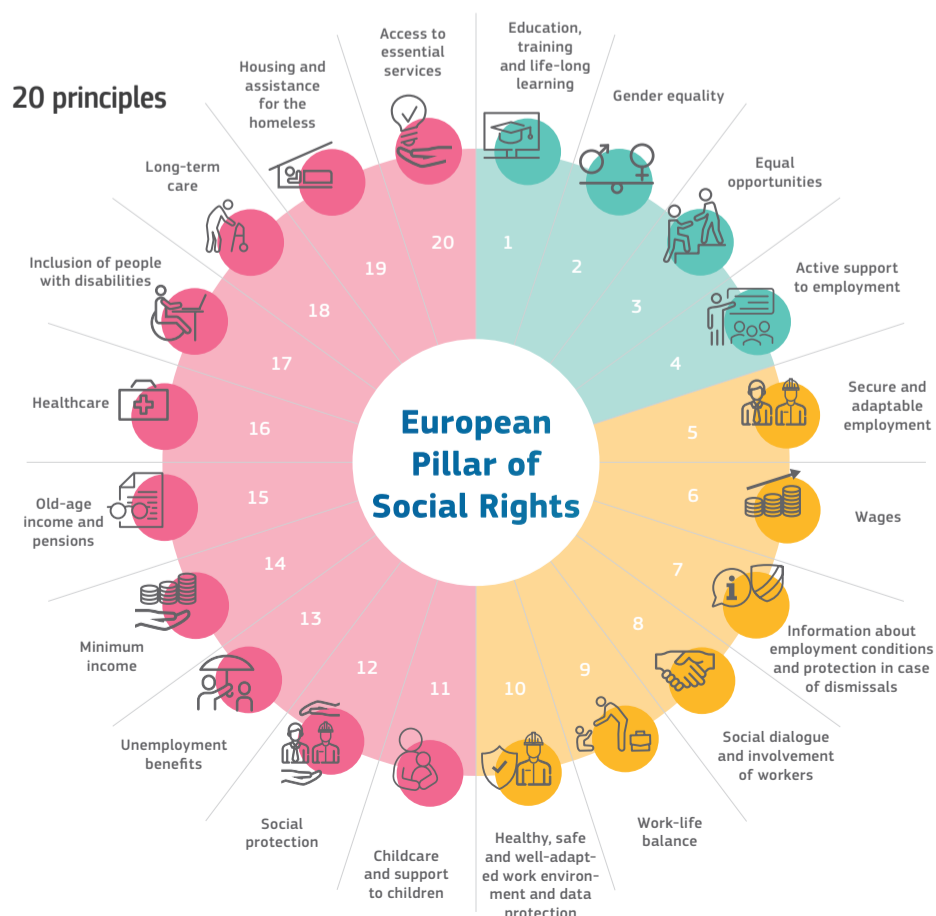At least:

- **78%** of population aged 20 to 64 should be in employment

The employment rate for persons with disabilities aged 15-64 in the EU is **47%** compared to **67%** for people with no disability.

**1%** Don't know

**11%** Not important

**88%** Important

- **60%** of all adults should be participating in training every year

The European Pillar of Social Rights builds on **20 principles** to guide us towards a strong social Europe that is fair, inclusive and full of opportunity.

## Health care and social protection

are the two most imporant elements for the future of social europe

**36%**

**26%**

- **15 million** fewer people at risk of poverty or social exclusion, including

- **5 million** children

*Statistics from Eurostat and Eurobarometer.

## 20 principles

**European Pillar of Social Rights**

Access to essential services
Education, training and life-long learning
Housing and assistance for the homeless
Gender equality
Long-term care
Equal opportunities
Inclusion of people with disabilities
Active support to employment
Healthcare
Secure and adaptable employment
Old-age income and pensions
Wages
Minimum income
Information about employment conditions and protection in case of dismissals
Unemployment benefits
Social dialogue and involvement of workers
Social protection
Work-life balance
Childcare and support to children
Healthy, safe and well-adapted work environment and data protection

20 19 18 17 16 15 14 13 12 11 10 9 8 7 6 5 4 3 2 1

# KEY MESSAGES ON THE EUROPEAN PILLAR OF SOCIAL RIGHTS ACTION PLAN

Messaging is the foundation of any well-built communication campaign and should be:

- Consistent (with a common narrative);

- Compelling (engaging to the audience);

- Relevant (important to the audience);

- Credible (believable by the audience);

- Different ('yours' alone);

- Defensible (against challenge).

Effective messaging is usually comprised of a key communication which transmits the fundamental points of the communications initiative and then normally up to three supporting messages – all founded on relevant evidence.

The Key Messages are:

## General Messaging on the European Pillar of Social Rights

### Key message: The European Pillar of Social Rights sets out 20 principles for a fairer European Union

| SUPPORTING MESSAGE 1 | SUPPORTING MESSAGE 2 | SUPPORTING MESSAGE 3 |
|---|---|---|
| EU countries will deliver new and more effective social rights, according to a set of shared principles. | The Pillar will contribute to better living and working conditions, a fairer job market and well-functioning welfare systems. | Making the Pillar a reality is the joint responsibility of the EU institutions, national, regional and local governments, social partners and civil society. |

## Messaging on the European Pillar of Social Rights Action Plan

### Key message: The European Pillar of Social Rights Action Plan aims to make the Pillar's 20 principles a reality and guide the construction of a stronger, fairer and more inclusive Europe

| SUPPORTING MESSAGE 1 | SUPPORTING MESSAGE 2 | SUPPORTING MESSAGE 3 |
|---|---|---|
| The Action Plan promotes quality job creation as key for economic and social development, to achieve the target of an employment rate of at least 78% by 2030. | The Action Plan calls for investment in skills, lifelong learning and training to meet the needs of the economy and society, to have at least 60% of Europeans participating annually in training by 2030. | The Action Plan targets adequate social inclusion and social protection policies to reduce the number of people living in poverty or social exclusion by at least 15 million by 2030, including 5 million children. |

## Messaging for Equal Opportunities and Access to the Labour Market

### Key message: The European Pillar of Social Rights upholds equal opportunities and fair access to the job market for all

| SUPPORTING MESSAGE 1 | SUPPORTING MESSAGE 2 | SUPPORTING MESSAGE 3 |
|---|---|---|
| The Pillar affirms every citizen's right to high quality education, training and lifelong learning. | The Pillar underlines every citizen's right to equal treatment and opportunities in all areas, including employment, work and pay. | The Pillar emphasises every citizen's right to active support in finding work, training or re-qualification opportunities and in becoming self-employed. |

## Messaging for Fair Working Conditions

### Key message: The European Pillar of Social Rights upholds every citizen's right to fair working conditions

| SUPPORTING MESSAGE 1 | SUPPORTING MESSAGE 2 | SUPPORTING MESSAGE 3 |
|---|---|---|
| Precarious employment contracts should become a thing of the past. Workers should be better protected against unfair dismissals. | The Pillar affirms every worker's right to a decent wage and highlights the importance of a work-life balance for parents and other people with caring responsibilities. | The Pillar upholds the importance of social dialogue among employers and workers in ensuring fair and effective employment practices and policies. |

## Messaging for Social Protection and Inclusion

### Key message: The European Pillar of Social Rights upholds essential social protection measures for workers, jobseekers, children and vulnerable people

| SUPPORTING MESSAGE 1 | SUPPORTING MESSAGE 2 | SUPPORTING MESSAGE 3 |
|---|---|---|
| The Pillar affirms that every child has the right to equal opportunities, early childhood education and protection from poverty. | The Pillar upholds everyone's right to affordable, high quality healthcare, long-term care and essential services. | The Pillar specifies essential rights for people with disabilities, and affirms every citizen's right to safe, secure housing, a minimum income and an adequate pension. |

## HOW CAN YOU HELP PROMOTE THE PRINCIPLES OF THE EUROPEAN PILLAR OF SOCIAL RIGHTS?

- Read about the **European Pillar of Social Rights** and find out more about each principle of the Pillar, in order to have a good understanding.

- Establish links between your own activities and the European Pillar of Social Rights where relevant (e.g through news items in your website or newsletter, inserting a link to the Pillar Action Plan in your website, organising or participating in events about social rights, posting about social rights in your social media accounts, etc.).

- Discuss the Pillar with your colleagues, networks and fellow citizens where relevant, and ensure Pillar materials are available in your communication channels.

- Sharing, re-posting and liking social media posts on the subject by using #SocialRights

- Spread the word about the Pillar every time you have the chance to, using the tools in the **Communications Toolkit**.

- Join the Facebook group of European Pillar of Social Rights ambassadors and exchange ideas with them: **https://www.facebook.com/groups/690595388076496/**

## COMMUNICATIONS MATERIALS

To support you with your communication activities, we have prepared a set of communications tools for online promotion of the Pillar of Social Rights. On the **website**, you can find the ready to use templates and materials that are presented at the end of these guidelines. These include:

- templates for visual quotes;

- templates for social media banners;

- templates for social media posts;

- templates for web visuals;

- templates for event visuals;

- promotional news item you can use on your websites.

You can use these tools to promote the European Pillar of Social Rights and the Action Plan among your networks and on your websites.

You can access the communications toolkit **here**.

## SOCIAL MEDIA

This section has been designed to help you, as multipliers and partners, to promote the European Pillar of Social Rights and to make it a reality for citizens across the EU.

This social media toolkit provides tips on how you can help promote the Pillar's key principles highlighted above and increase awareness of the Action Plan that will make them a reality, including:

- By sharing materials via social media

- Following the social media platforms, sharing content and using the right hashtags

- Tips and advice on how to publish content on Facebook and Twitter etc., including templates and links to materials that you can use and post

- Tips and advice on how to create your own content, including using Facebook Live

- Spreading the word at events, including tips on live-tweeting

**Promoting the European Pillar of Social Rights and the Action Plan and sharing materials on Social Media:**

Use the following hashtags to share your activities on social media and tag the Directorate-General for Employment, Social Affairs and Inclusion (DG EMPL):

### #SocialRights

**@EU_Social**    **@SocialEurope**    **@europesocial**

## Top tips for publishing content on Facebook ...

1. Post content that will interest and engage with your target audience.

2. Be brief – you have the opportunity to write more on Facebook, but this doesn't mean that you should do so. Studies have shown that Facebook posts with 80 characters or less receive 88% more engagement.

3. Post a variety of content: images, blog posts, photos, press releases, videos, etc.

4. Use questions to engage your audience: visitors to your page are more likely to respond to your posts if you address them directly and encourage them to get involved. A direct question is a good way to do this. e.g. "The European Pillar of Social Rights Action Plan aims to effectively implement the Pillar and guide the construction of a stronger, fairer and more inclusive Europe. Which social issue matters most to you?"

5. Don't post too frequently – nobody likes to get spammed. However, post regularly - your audience will appreciate receiving messages that you believe to be important.

6. Allow followers to write on your wall – it is important to generate a discussion. But make sure to moderate your page and respond to comments and questions.

7. Don't share Twitter posts on your Facebook page. These are two different platforms, so you should adapt your content and remove the #&@s etc.

## ..and using Facebook Live

1. Go live with a strong mobile/broadband connection.

2. Engage with your audience: say hello to commenters by name and reply to their comments; bring audience questions or comments into the broadcast itself by answering questions on air; encourage event participants to engage with the audience via the live comments; pin great comments to the top of the chat.

3. Broadcast for longer periods of time to reach more people: Facebook prioritises longer videos (3 min +) that inspire people to continue watching. For live broadcasts, the longer you are live, the more likely people are to discover and invite their friends on Facebook to watch the video.

4. Tell people ahead of time when you're going to broadcast.

5. Be creative and go live often! Try different types of broadcasts – and go live frequently – to keep your audience engaged. Try different phone or camera orientations, and different broadcast durations and formats to see what works best for you.

## Ten tips for Tweeting...

1. Tweet early and often, but don't oversaturate your audience.

2. Time your tweets to make sure that your target audience will be more likely to read them.

3. Try to create a sense of urgency and excitement with your tweets.

4. Be as brief as possible – the Twitter character limit is 280 characters, but you don't have to reach this. The ideal length of a tweet is 70-100 characters.

5. Avoid using more than two hashtags.

6. Add images, animation, videos or other elements to tweets to increase retweets.

7. Don't use all caps.

8. Conduct polls to interact with followers: all you need to do is click the same button you always click to add a new tweet, then click on the poll icon at the bottom of the screen.

9. Connect with your audience, through retweets and replies.

10. Make clear calls to action: ask yourself "What do I want people to do when they read this?" and then ask them to do it.

## ... and some for live tweeting.

1. Prepare in advance: Have an up-to-date agenda, see if speakers will share comments in advance, gather Twitter handles (usernames preceeded with @) in advance, pre-write your first tweets, and create short links to content early on.

2. As with regular tweets, use hashtags wisely.

3. Make tweets accessible; engage others to participate.

4. Capture a conversation's essence – don't try to be a rapporteur, get soundbites that summarize the topic.

# MEDIA RELATIONS

This media relations toolkit guides you through the various media channels you can use to raise awareness of the European Pillar of Social Rights and any related events that you may organise. This toolkit provides advice on approaching the media and how to make your story stand out, along with guidance on how to prepare and distribute a press release.

## WHO MIGHT BE INTERESTED?

**Local newspapers, radio and TV stations, news websites and blogs:** These can be approached in the lead-up to your event/activity to encourage people to attend. A press release around two weeks before the event/activity, plus a reminder a few days before, is a good approach. Do not be discouraged if you've received few, if any, replies. Journalists are often simply too busy to respond to the numerous emails they receive each day. That is why it's important to send a follow-up message three or four business days after the initial outreach.

**Event / activity listings:** Local event/activity guides or lists are a great way of encouraging people to participate in your event/activity, as people are often keen to hear about events/activities in their area.

**National newspapers** may be interested to hear about the Pillar and the activities taking place. Providing facts and figures that are relevant to a general audience, quotes and interview opportunities can help to attract their interest. Send a press release and a follow-up email as with local newspapers.

**Specialist publications** may also be interested in what you have to say. You should approach these as early as possible as their editorial calendars may fill up in advance.

## MEDIA RELATIONS CHECKLIST

Here is a simple checklist you can follow to generate coverage, followed by more in-depth advice.

- Decide which media you would like to approach.

- Add interesting and relevant local stories and information.

- Adapt the template News Item on the **website** with information about your event/activity

- Include your name and contact details so you can answer queries.

- Share photos, videos, quotes, factsheet on the Action Plan and infographics that can be published, taking care to comply with copyright/data protection requirements.

- Welcome journalists on the day and introduce them to people they might want to interview

- Think about who could be a potential interviewee.

- Follow-up with a phone call to key media.

- Email the press release and photos to media contacts.

- Persevere!

The first step is to identify which media covers your area. You can then find out the contact details of the journalists who cover local events, employment and education issues, social policy or European affairs by looking at their website or ringing their offices. You can also look at how to submit your event/activity to event listings. A good contact list is the first step for successful media coverage. Getting your event/activity into event listings will also give you more visibility.

## PREPARING A PRESS RELEASE

The best way to provide information to the media is by sending a press release. Most media organisations prefer receiving press releases in the body text of an email, rather than as an attachment, so copy and paste the press release into an email before sending it.

### Tips

Put the important information first. Always try to answer what, who, when, where and why.

- Use short sentences and dynamic language.

- Avoid jargon and specialist language, and explain abbreviations.

- Include quotes and figures.

- Send a photo the journalists can use (only include photos they can publish without infringement of copyright or personal data rights).

- Include your contact details for inquiries.

- Bring your press release to life with:

  - Campaign visuals

  - Photos

  - Quotes

  - Key facts and figures

- Make it as concrete as possible: don't just speak about the Pillar, explain what social rights (and the Pillar) concretely mean for the audience of the outlets you are addressing. Adapt it to your local context.

## DISTRIBUTING THE PRESS RELEASE

As mentioned above, for local media and daily newspapers, send it about two weeks before the event/activity. It is also a good idea to send a reminder a day or two before the event/activity. For specialist publications and magazines, send the press release earlier as their editorial calendar may get booked up in advance.

You should also post your press release on your organisation's website and share it on LinkedIn, Facebook and Twitter.

### Building relationships with journalists

Establishing a good relationship with journalists can help generate coverage. You can phone them and invite them to cover your event/activity in addition to sending the press release. Make sure you ask whether they have any specific requirements or interests. Send them a reminder before the event.

# EVENT ORGANISATION

Increase the impact of your event with European Pillar of Social Rights co-branding.

Gain visibility by registering your event on the website of the **Conference on the Future of Europe**. For more information, see **here**.

Co-branding your events/activities as part of the European Pillar of Social Rights campaign will increase the reach of your events/activities and help raise awareness of the European Pillar of Social Rights Action Plan.

Event organisers can use these guidelines and the templates and materials available **here** to give their events/activities greater impact. If you need tailor-made materials, please contact **EMPL-SOCIAL-RIGHTS@ec.europa.eu**

You may also wish to seek cooperation with the Europe Direct Centre or any other relevant partner organisation in your country. For EDCs, see **here**.

## TO GET STARTED

- Decide on an event/activity

- If relevant. register your event on the Conference on the Future of Europe **website**.

- Co-brand your event with the European Pillar of Social Rights Action Plan campaign and exchange with other event organisers on Facebook

# GRAPHIC DESIGN TIPS AND TEMPLATES

This visual identity toolkit provides a basic overview along with some examples to help you in the production and implementation of a wide range of outputs.

This visual identity is constructed to work within the framework of the European Commission **visual identity**. The use of the European Commission logo is governed by the European Commission visual identity charter and its use and application should adhere to those guidelines.
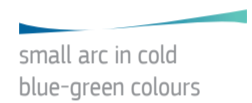
This toolkit shall be observed whenever European Commission staff, external partners or stakeholders communicate on the European Pillar of Social Rights, or on any of its actions, activities or programmes

small arc in cold blue-green colours

top banner,
the main element of
identity

use this colour, use
this shape, keep the
bottom arch

use this colour, use
this shape, keep the
bottom arch
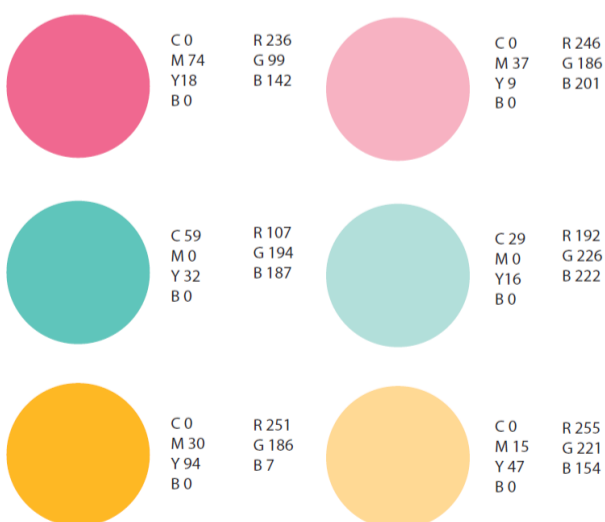
to resize always add
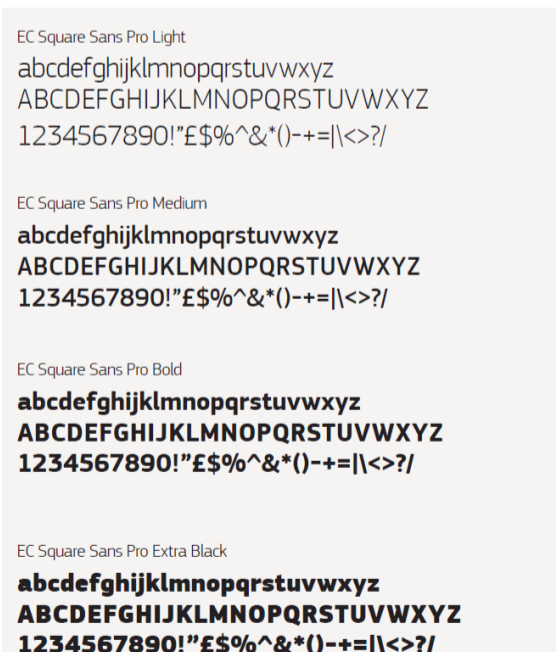or delete from top
part of the banner

## COLOUR PALETTE

This vibrant colour palette is for use in graphic and text elements. Colour should be used to highlight areas and draw attention to key features.

| C 0 M 74 Y 18 B 0 | R 236 G 99 B 142 |
| C 0 M 37 Y 9 B 0 | R 246 G 186 B 201 |
| C 59 M 0 Y 32 B 0 | R 107 G 194 B 187 |
| C 29 M 0 Y 16 B 0 | R 192 G 226 B 222 |
| C 0 M 30 Y 94 B 0 | R 251 G 186 B 7 |
| C 0 M 15 Y 47 B 0 | R 255 G 221 B 154 |

## TYPOGRAPHY

**EC Square Sans Pro** is the mandatory font for the European Commission outputs.

EC Square Sans Pro Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!"£$%^&*()-+=|\<>?/

EC Square Sans Pro Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!"£$%^&*()-+=|\<>?/

EC Square Sans Pro Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!"£$%^&*()-+=|\<>?/

EC Square Sans Pro Extra Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!"£$%^&*()-+=|\<>?/

## TYPOGRAPHY (ALTERNATIVE TYPOGRAPHY FOR OFFICE AND WEB)

**Verdana** is used for any document created for the web or web mobile using Office programmes, e.g. Word, Power-Point, Excel (except for Eurolook, Legiswrite or Egreffe, in Times News Roman).

Verdana Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!"£$%^&*()-+=|\<>?/

Verdana Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!"£$%^&*()-+=|\<>?/
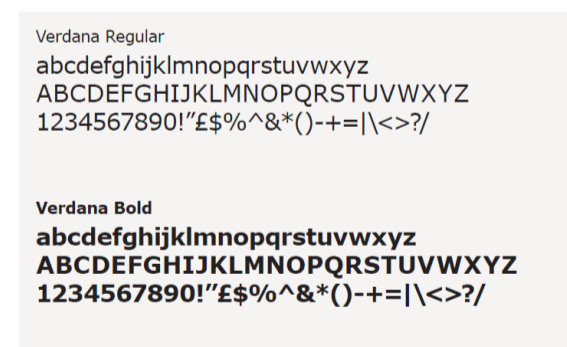
## SAMPLE GRAPHICS

### Quote cards



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod, quis nostrum.

#SocialRights

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod, quis nostrum.

Name LASTNAME
*Title*

#SocialRights

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod, quis nostrum.

Name LASTNAME
*Title*

#SocialRights
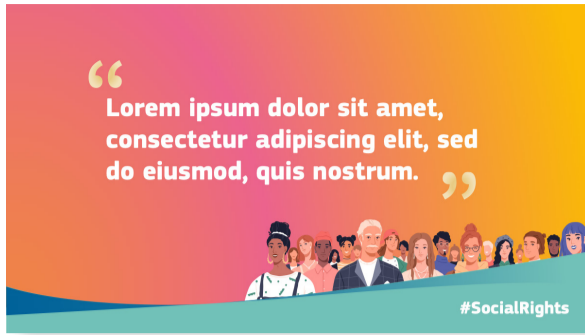
### Social Media Covers

FB cover



THE EUROPEAN PILLAR OF SOCIAL RIGHTS
**ACTION PLAN**

Twitter cover



THE EUROPEAN PILLAR OF SOCIAL RIGHTS
**ACTION PLAN**

### Templates for web visuals



Lorem ipsum sit amet, consectetur adipiscing elit.

#SocialRights

Lorem ipsum dolor

**65%**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod, quis nostrum.

#SocialRights

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod, quis nostrum.

European Pillar of Social Rights

#SocialRights

### Templates for event visuals



SAVE THE DATE

**15-16 JUNE 2021**

EVENT TITLE LOREM IPSUM LOREP FSET

brussels

#SocialRights

SPEAKER
15 JUNE 2021

**TITLE OF THE SEMINAR**
Name LASTNAME
*Title of the speaker*

#SocialRights

**EVENT TITLE LOREM EOIEWR IPSUM LOREP FSET**

brussels

**05/06/2021**

16:00 – 17:30

#SocialRights

## LOGO, VISUAL IDENTITY

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- permission is requested and granted before the logo is used

- there is no likelihood of the user of the logo being confused with the European Commission

- it is not used in connection with objectives or activities which are incompatible with the aims and principles of the European Commission

- it is not used to imply or suggest unintended endorsement or promotion of the objectives and activities of the user of the logo by the European Commission

To request permission for the use of the European Commission's logo, please email the **unit responsible for visual identity**.

You can download the European Commission logo **here**.

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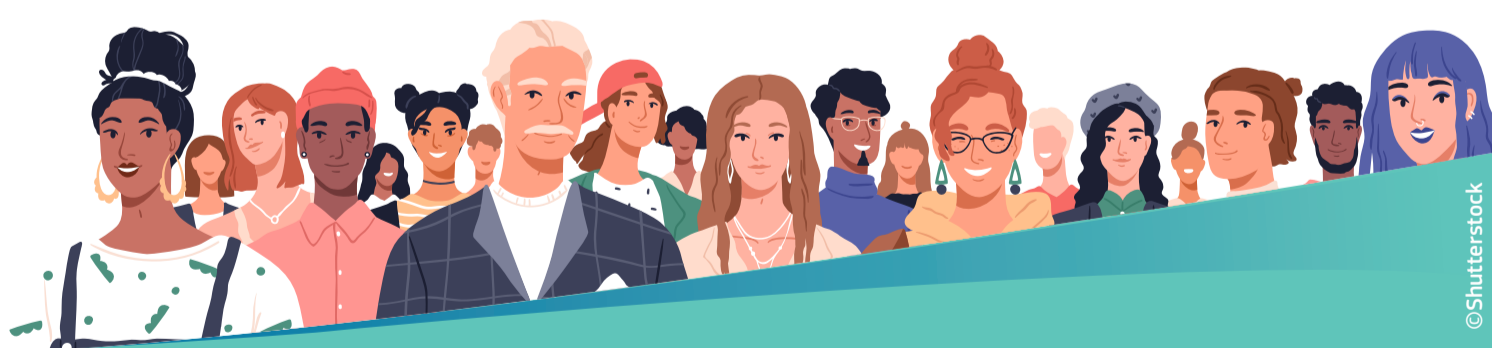
## CONTACT US

**If you need advice or have questions regarding this toolkit please contact us at:**
**EMPL-SOCIAL-RIGHTS@ec.europa.eu**