



**EURO
CARERS**

European Association **Working for Carers**



EUROPEAN
CARERS
DAY - 06 OCT.

2023 European Carers Day

Work-Life-Care
balance

AGM 2023

ECD 2022 in figures

The ECD posters have been designed and translated into **10 languages**

2 press release templates have been shared with our members

The press releases were sent to a DB of nearly **1000 recipients** (Press, MEP, ...)

The main Eurocarers Twitter account generated **21,300 Impressions**

Nearly 8.000 people have been reached via our **Facebook page**

The Eurocarers website has attracted more than **5.000 visitors in October**

There was also a **huge peak in the number of visits** on the day

The campaign was relayed by a lot of **MEPs and sister organisations**

~~UN~~ GLEICHGESTELLT

CARE-ARBEIT
sollte
GERECHT
VERTEILT SEIN!

EUROPEAN CAREERS DAY 19-20.01
A campaign led by EURO CAREERS Swiss Carers Pro Adants

~~IN~~EQUALITY

CARE
should be
SHARED & FAIR!

EUROPEAN CAREERS DAY 19-20.01
A campaign led by EURO CAREERS

~~ERÄTÄ~~SA-ARVO

REILUUTTA
ja vastuuja
HOIVAAN!

EUROPEAN CAREERS DAY 19-20.01
A campaign led by EURO CAREERS

~~IN~~ÉGALITÉ

L'AIDANCE
doit être
EQUITABLEMENT
PARTAGÉE!

EUROPEAN CAREERS DAY 19-20.01
A campaign led by EURO CAREERS

~~NE~~ENAKOST

OSKRBA
naj bo
PRAVIČNO
DELJENA!

EUROPEAN CAREERS DAY 19-20.01
A campaign led by EURO CAREERS

~~AN~~ΙΣΟΤΗΤΑ

ΠΕΡΙΘΑΛΨΗ
δα ισρέιει να
ΜΟΙΡΑΖΕΤΑΙ ΚΑΙ
ΝΑ ΕΙΝΑΙ ΔΙΚΑΙΗ!

EUROPEAN CAREERS DAY 19-20.01
A campaign led by EURO CAREERS

~~AN~~ΙΣΟΤΗΤΑ

Η ΦΡΟΝΤΙΔΑ
δα ισρέιει να
ΜΟΙΡΑΖΕΤΑΙ ΚΑΙ
ΝΑ ΕΙΝΑΙ ΔΙΚΑΙΗ!

EUROPEAN CAREERS DAY 19-20.01
A campaign led by EURO CAREERS

~~U~~LIIKHET

OMSORG
må deles
LIKT OG
RETTFERDIG!

EUROPEAN CAREERS DAY 19-20.01
A campaign led by EURO CAREERS

~~DES~~IGUALDADE

CUIDAR
deve ser
COMPARTILHADO
& JUSTO!

EUROPEAN CAREERS DAY 19-20.01
A campaign led by EURO CAREERS

~~J~~ÄMSTÄLLDHET

OMSORG
ska vara
DELAD OCH
RÄTTVIS!

EUROPEAN CAREERS DAY 19-20.01
A campaign led by EURO CAREERS



Thursday, 06.10.2022, 15:00
Amarilia Hotel, Vouliagmeni
European Carers Day 2022
Equality in Care

Irish Human Rights & Equality Commission

lequel vous avez été identifié
This year's #CarersDay_eu focuses on gender equality in care & the need to take a fair & shared approach to caregiving responsibilities. To mark the day, we're pleased to launch a new report 'Gender Dimensions of Care - An Irish Perspective'. See: familycarers.ie/media/2785/gen.../02kblDyNh2

Merck Healthcare @MerckHealthcare · 47 min
Today's #EuropeanCarersDay focuses on improving equity in caregiving for women who disproportionately take on informal care duties. Through #EmbracingCarers we're working with @Eurocarers_info and others to provide resources with tangible solutions. #CarersDay_EU

Supporting working carers has never been so urgent. To learn more about Korian's support towards carers visit korian.com/en/uk/news/news-2022/eurocarersday

The Parliament

FEATURES INTERVIEWS PARTNER CONTENT DODS ANALYSIS PRINT

Millions of informal carers in Europe: lessons learned from the pandemic

Merck KGaA, Darmstadt, Germany calls on governments and employers to take their roles seriously in developing the correct mechanisms to address the needs of carers in times of crisis and in times of stability.



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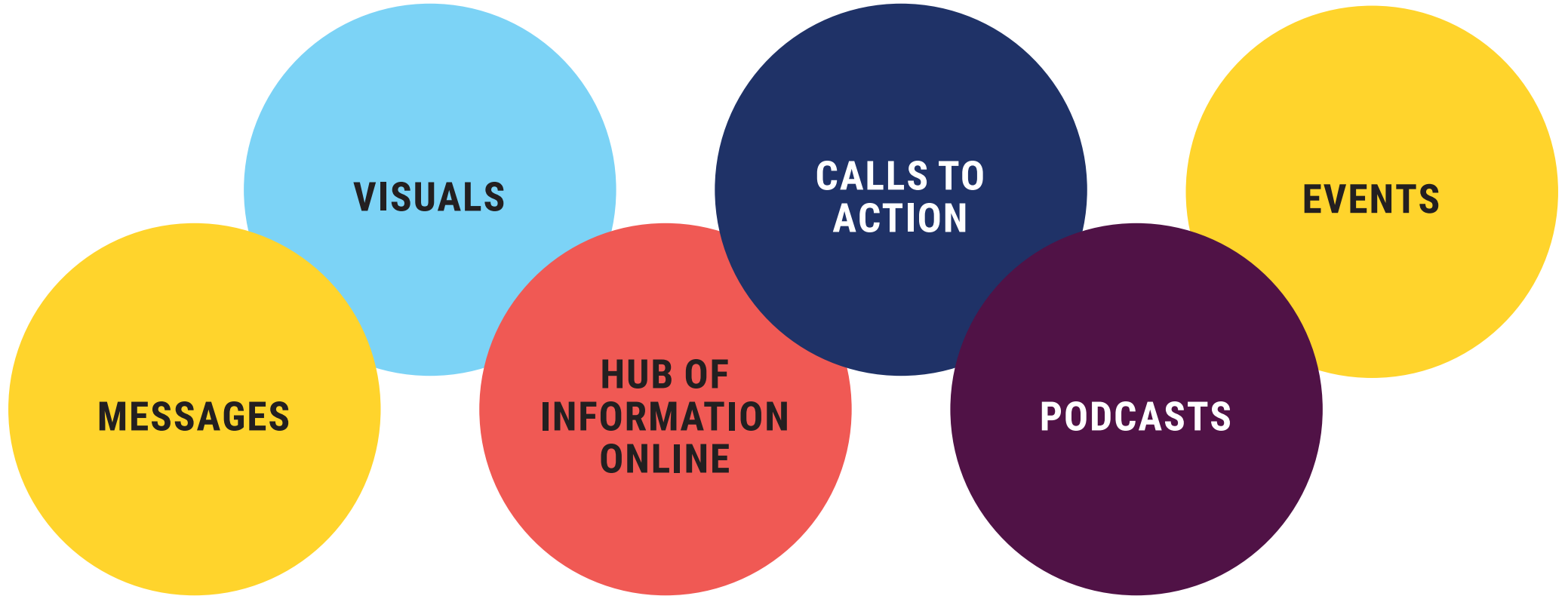
06 October 2023

4th celebration of

European Carers Day

**Work, life and care:
trade-offs or synergies?**

Campaigning tools



Main slogan

BALANCE MATTERS:
Empowering Carers for a Fulfilling
Work-Life-Care Journey!

Main messages

“Balancing work and care shouldn’t mean choosing between a paycheck and your loved ones. Support work-life-care balance for all!”

“Caring for a loved one shouldn’t mean sacrificing your financial security. Let’s end the cycle of poverty and social exclusion for carers!”

“Carers are the backbone of our society. It’s time to recognize their contributions and support them in achieving a healthy work-life-care balance!”

Visuals



Balance
matters

FOR A FULFILLING
WORK-LIFE-CARE JOURNEY!

Visuals

Balance matters

**FOR A FULFILLING
WORK-LIFE-CARE JOURNEY!**


EUROPEAN
CARERS
DAY - 06 OCT.

Visuals



Balance matters

**FOR A FULFILLING
WORK-LIFE-CARE JOURNEY!**




**EUROPEAN
CARERS
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Visuals

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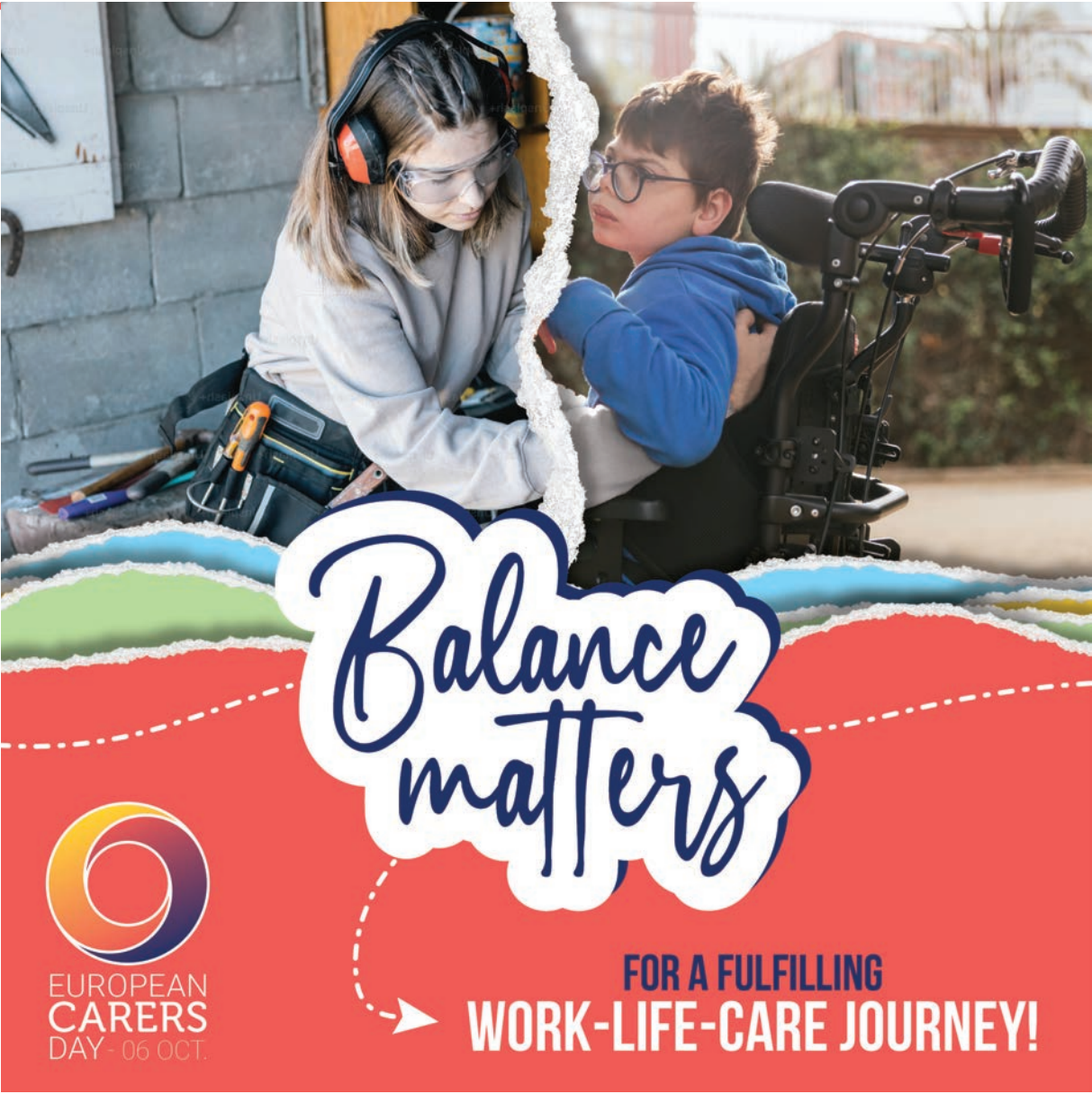
Visuals

Balance matters

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Visuals

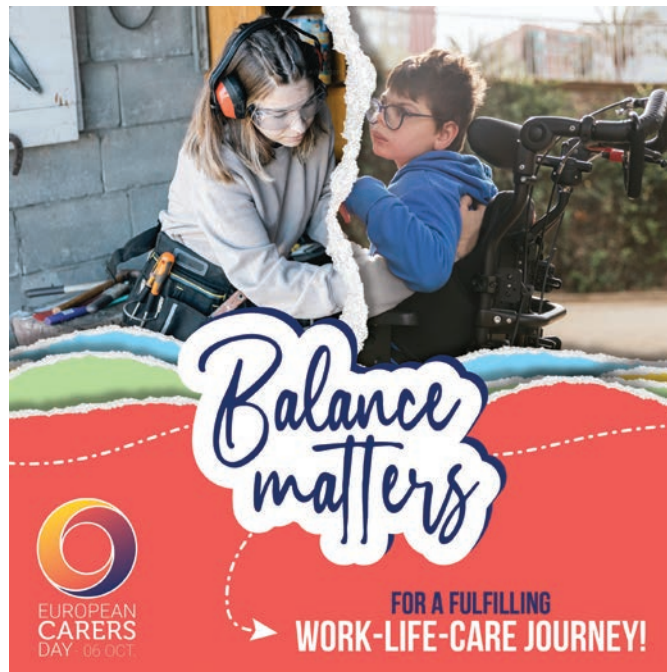
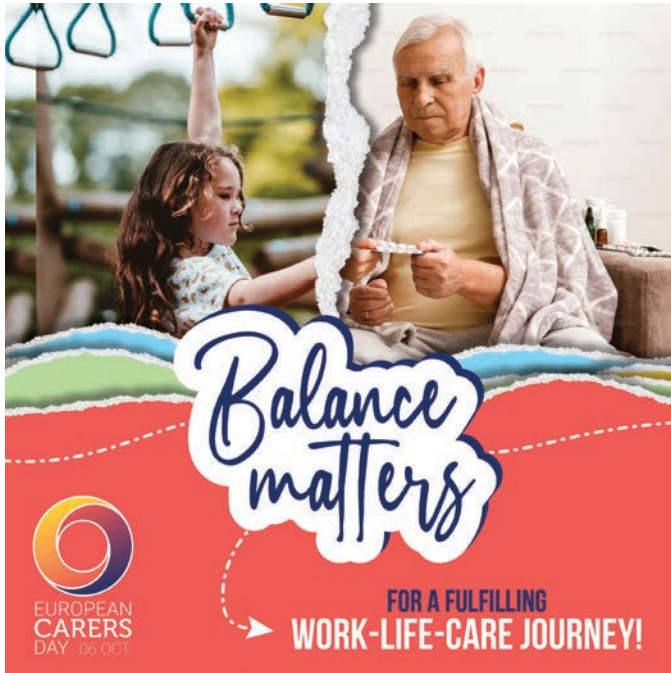


Balance matters

**FOR A FULFILLING
WORK-LIFE-CARE JOURNEY!**


EUROPEAN
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Visuals



Calls to action



Calls to action

**TESTIMONIALS
(Employers &
employees)**



- Collect video testimonials of employers and employees via our member organisations
- Compile them on the ECD web platform
- Share them on social media

Calls to action

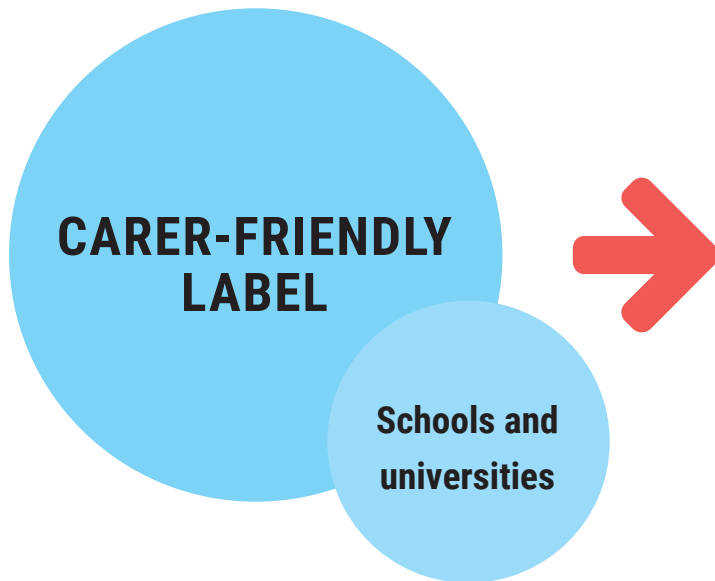


Calls to action



POSSIBLE SELECTION CRITERIA'S

- Flexibility in Work/School schedule
- Supportive absence policy (scholarship!)
- Education and training on caregiving
- Supportive and inclusive Work/School culture
- Opportunities for peer support
- Identification of carers and initial conversation
- Advocacy and awareness initiatives
- Collaboration with local carer organization

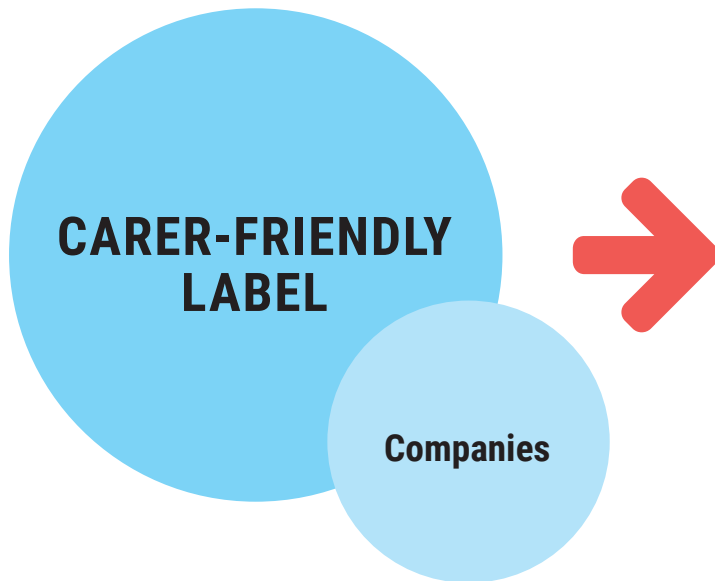


Calls to action



POSSIBLE SELECTION CRITERIA'S

- Flexibility working arrangements
- Paid or unpaid leave policies
- Carer support programs
- Workplace culture and awareness
- Return-to-work support
- Evaluation and improvement
- Collaboration with local carer organization

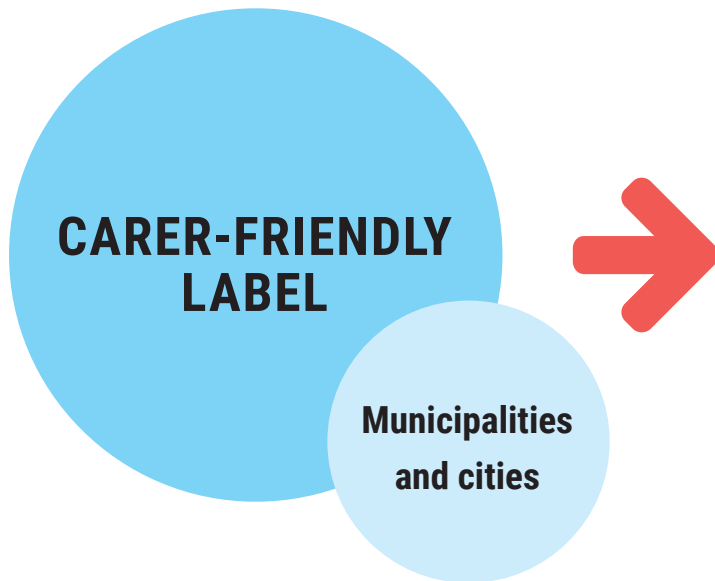


Calls to action



POSSIBLE SELECTION CRITERIA'S

- Policies and programs
- Access to information and resources
- Access to affordable care services
- Reconciliation of work and private life
- Community support
- Inclusive infrastructure
- Collaboration with carer organizations
- Education and training
- Evaluation and improvement
- Public awareness and advocacy



Calls to action

**MANIFESTO
(European &
national)**



AFTER ECD

- Written by policy working group and interest group (Christine)
- Publish a manifesto aimed at European stakeholders
- Support our members in drafting a manifesto aimed at local stakeholders
- Use manifesto around EU elections in 2024 (as of January 2024, ask candidates to sign it)

Calls to action

**MANIFESTO
(European &
national)**



TALKING POINTS

- Encourage MEP to adopt a transversal approach to carers
- European vicious circle:
deficit of investment on social system
→ falls on carers → poverty → exclusion
- Cycle of disadvantages:
not only financial (poverty), but also health,
relationships, career development, quality of life
- Call to invest in the development of support measures
that concern all aspects of carers life (i.e. not only
access to labour market)

Podcasts



FORMATS



- 3-minute topic explainers by experts
- 3-minute summaries of publications by experts
- Panel discussions

Events

**EUROPEAN
PARLIAMENT
INFORMAL CARERS
INTEREST
GROUP**



**WORKSHOPS &
SEMINARS
(WEBINARS)**



**PUBLIC
INFORMATION
SESSIONS**



Member
organisations &
partners

Member
organisations &
partners

Campaign KPI's

Objectives	Target	Aim	Content type	Metrics	KPI
Social media campaign	All	Awareness	Messages and visuals Facebook Twitter LinkedIn	social media metrics	<ul style="list-style-type: none"> - 20.000 + impressions on Twitter - 100+ retweets on Twitter (6th Oct week) - Retweet by 5 MEP - 100+ share on FB (6th Oct week) - 200+ new followers on Twitter in Oct. - 200+ new followers on Facebook in Oct.
Hub of info online	All	Service - credibility of Eurocarers and network	Existing publications	# of publication downloads	<ul style="list-style-type: none"> - 150 publication downloads
Calls to action					
Testimonials	Carers	Grow community	Testimonials	# of testimonials # of visits on testimonial page	<ul style="list-style-type: none"> - 20 testimonials - 1000 page views
Carers-friendly labels	Civil society	Awareness	Label campaign	# of labels by categories	<ul style="list-style-type: none"> - 10 Schools or universities - 10 companies - 3 cities/minicipalities
Manifesto	Decision makers	Policy change	Manifesto to sign	# of signatures	<ul style="list-style-type: none"> - 30 signatures of VIPs
Podcasts	Scientifics and All	Share knowledge	Audio and video podcasts Interviews and vulgarisations	# of podcasts # of listening	<ul style="list-style-type: none"> - 10 podcasts made by experts - 1000 listenings
Events	Decision makers	Awareness	Event	# of events by Eurocarers and members	<ul style="list-style-type: none"> - 1 event Eurocarers - 10 seminars/workshops - 10 public information sessions

Natural partners for 2023



Timeline

ECD workshop
with members
at AGM

26 May

EN visuals ready
+ call for
translation

06 June

Campaign
checklist to EC
members
(timeline + calls
to action)

06 July

06 Sept.

Press release
+ Launch of social
media campaign
+ translations ready

Press
release +
Call to action
+ Event

06 Oct.



Take home

#CarersDay_eu



- Translate visuals and PR's
- Provide testimonials
- Suggest experts for podcasts
- Organise seminars, workshops or info sessions
- Suggest schools, companies and/or cities for carers-friendly label
- Use the material for local/national campaigning
- Follow and relay information on social media

Keep us informed of what you plan and do!

more visibility for your organisation

more impactful joint campaign

Comments or suggestions?

If you have any comment or suggestion,
please share it with Olivier Jacqmain at
oj@eurocarers.org

Thank you

TOGETHER
let's make this
2023 campaign a success!



*Balance
matters*

FOR A FULFILLING
WORK-LIFE-CARE JOURNEY!