



2023 European Carers Day

Work-Life-Care
balance



EUROPEAN
CARERS
DAY - 06 OCT.

Campaign checklist

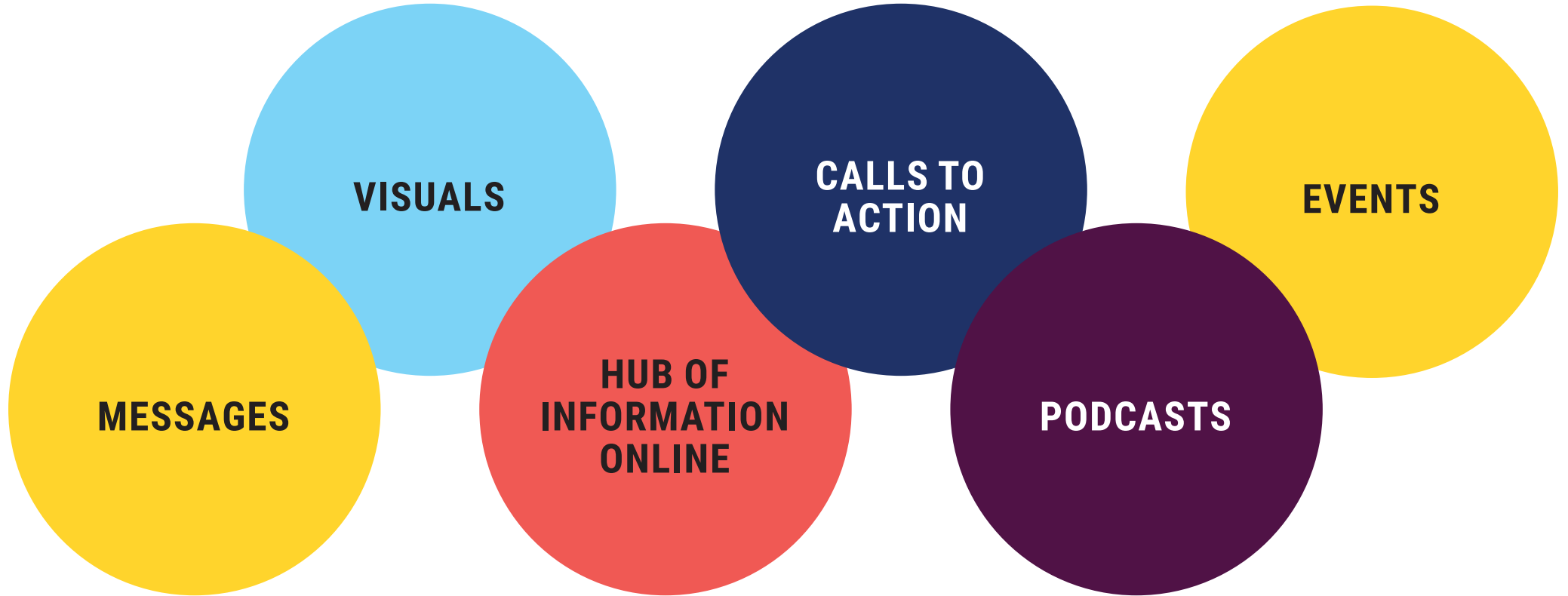
06 October 2023

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 slogan

JOURNEY

noun [C] (experiences)

**a set of experiences that someone has over a period of time,
especially when they change the person in some way**

Main messages

**“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!”**

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

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

Visuals



Balance matters

FOR A FULFILLING
WORK-LIFE-CARE JOURNEY!

Visuals

Balance matters

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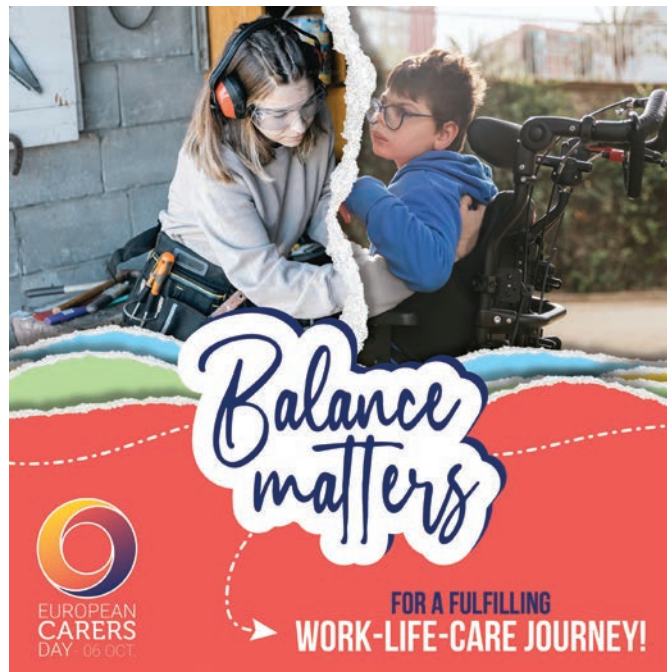
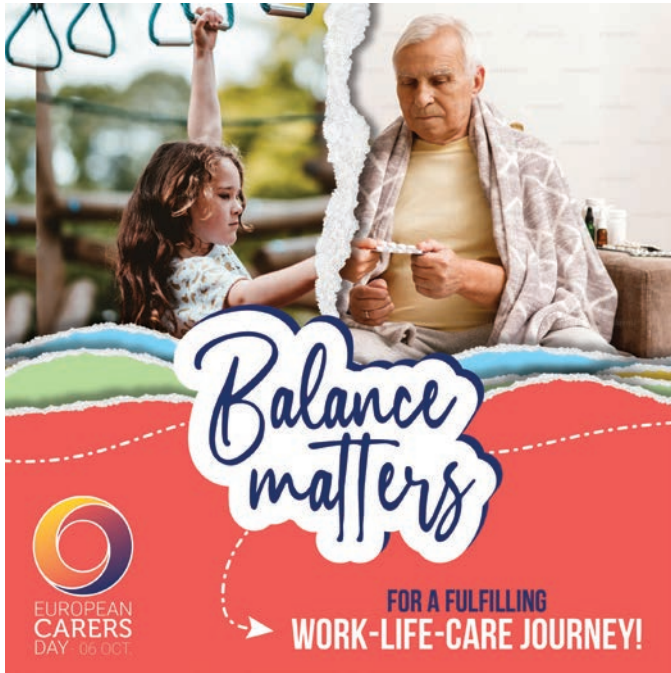
Balance matters

**FOR A FULFILLING
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**EUROPEAN
CARERS
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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



**CARER-FRIENDLY
LABEL**



In the light of our discussions during the AGM in Berlin, we have decided to leave the European carer-friendly label on the side.

Nevertheless, since it is of great interest to some of our colleagues, we encourage you to share the national and local carer-friendly labels that you are aware of in order to create a repository of existing initiatives on the Eurocarers website.

Calls to action

**MANIFESTO
(European &
national)**



AFTER European Carers Day

- Written by policy working group and interest group
- 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)

Podcasts

CONCEPT



Interview (or give the floor to) experts on a specific topic related to the theme of the campaign

TARGET



- European carers
- General public, including the media
- Policymakers at EU and national level

Podcasts

TOPICS



- Carer poverty
- Pension credit
- Carers exclusion
- Implementation of WLB
- What is missing from the EU care strategy?
- Good measures to support working carers
- And more...

GOALS



- Vulgarise the topics
- Make them easily available
- Showcase good practises
- Engage with viewers

Events

**EUROPEAN
PARLIAMENT
INFORMAL CARERS
INTEREST
GROUP**



**WORKSHOPS &
SEMINARS
(WEBINARS)**

Member
organisations &
partners



**PUBLIC
INFORMATION
SESSIONS**

Member
organisations &
partners

Natural partners for 2023



Timeline

ECD workshop
with members
at AGM

26 May

Visuals
translations
ready

20 August

06 Sept.

Press release
+ Launch of social
media campaign
+ translations ready

Press
release +
Call to action
+ Event

06 Oct.



25 July

Campaign
checklist + call
for translation

Members should

- Translate visuals and PR's
- Provide testimonials
- Suggest experts for podcasts
- Organise seminars, workshops or info sessions
- Share carers-friendly label initiatives
- 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!