

## European Year for combating poverty and social exclusion (2010)

The European Union and its Member States are strongly committed to tackling poverty and social exclusion. The Commission's 2005-2010 Social Agenda put forward 2010 as the European Year for combating poverty and social exclusion, to reaffirm and strengthen the initial EU political commitment, at the start of the Lisbon strategy, to make a decisive impact on the eradication of poverty. The European Year against poverty should therefore have a crucial impact in raising awareness of social exclusion and promoting active inclusion, as no country can escape the consequences of this global crisis.

### Guidelines for putting the objectives of the 2010 European Year into practice

There are many types of activities that can make a positive contribution to the 2010 European Year (see chapter II (7) of the annex to the Decision). Project developers are invited to be creative and innovative and to make their events highly visible for the targeted public and convincing in terms of the messages they put across.

Under the objective **recognition of rights**, the European Year should:

- get people to acknowledge the fundamental rights and needs of people suffering poverty;
- correct the current stereotypes of people in situations of poverty and exclusion, by way of information campaigns, media coverage, and funding for projects in mainstream cultural programmes;
- help people living in poverty to become more self-reliant, by giving them access to a decent income and services of general interests.

Under the objective **shared responsibility and participation**, the European Year should:

- facilitate debate between public and private-sector players to overcome problems that prevent people from participating: through meetings, for instance, such as the annual meeting of European people experiencing poverty;
- encourage exchanges of good practices on shared responsibility between Member States at national, regional and local levels, and between administrations and other stakeholders;
- get business and social partners involved in activities aimed at getting people back into work.

Under the objective **cohesion** the European Year should:

- run specific events and campaigns to give organisations and sectors not usually engaged against poverty the chance to talk to social exclusion experts;
- help boost the visibility and consistency of Community and national programmes and schemes for promoting social cohesion, sustainable development and solidarity between generations.

Under the objective **commitment and concrete action** the European Year should:

- strengthen the EU's and national authorities' commitment to social justice and greater cohesion. Especially the International Day against Poverty on 17 October 2010 should feature a high-profile initiative such as a Declaration on a renewed commitment to eliminating poverty;
- ensure strong commitment to the United Nations' Millennium Development Goals and the Resolution proclaiming the second United Nations decade for the Eradication of Poverty (2008-2017).

## **Priority policy areas**

Taking into account the multidimensional nature of poverty and social exclusion and with a view to mainstreaming the prevention of and fight against poverty and exclusion within other policies, the European Year activities should aim to produce a clear added value and provide an effective complement to the OMC on Social Protection and Social Inclusion. These activities should therefore focus on a limited number of priority areas: In line with the analysis carried out and the priorities identified in the Joint Report on Social Protection and Social Inclusion, the European Year should focus on the following themes:

- promoting multidimensional integrated strategies to prevent and reduce poverty, in particular severe poverty, and approaches which would be mainstreamed across all relevant policy areas
- fighting child poverty including the intergenerational transmission of poverty as well as poverty within families, paying special attention to large families, single parents and families caring for a dependent person, as well as poverty experienced by children in institutions
- promoting inclusive labour markets, addressing in-work poverty and the need to make work pay
- eradicating disadvantages in education and training, including digital literacy training and promoting equal access for all to ICT, with particular focus on the specific needs of disabled people
- tackling the gender and age dimensions of poverty
- ensuring equal access to adequate resources and services, including decent accommodation health and social protection
- facilitating access to culture and leisure opportunities
- overcoming discrimination and promoting the social inclusion of immigrants and ethnic minorities
- promoting integrated approaches to active inclusion
- addressing the needs of people with disabilities and their families, the homeless, as well as other groups or persons in vulnerable situations

In planning European Year activities in line with the above policy priorities, Member States should give special attention to the priorities and challenges identified in their national reports on social protection and social inclusion strategies. They should adapt these policy priorities to national, regional and local situations, and make sure they are mutually consistent.

## **Funding and non-financial support**

### **Funding**

A total of €17 million has been allocated to the 2010 European Year from the EU budget, of which a maximum of €9 million will be used for activities in the Member States. The latter amount must be complemented by equal co-funding or more by the Member States. Therefore around €18 million should become available for national activities. Each Member State's share has been provisionally calculated on the basis of its voting rights in the Council and adjusted to guarantee a minimum support of €120 000 to all Member States.

- EU funding will cover a maximum of 50% of the total eligible costs. National co-funding should match EU funding by at least 50% and may come from either public or private sources (e.g. private foundations or business).

## **Non-financial support**

Activities which do not receive any funding may be permitted and encouraged to use the 2010 European Year logo if they fully meet the objectives of the European Year. At national level this support will be granted by the NIBs for initiatives taken by public or private organisations at national, regional or local level, in so far as the promoters of these initiatives demonstrate that the activities:

- are carried out during the period of the 2010 European Year (between 1 January and 31 December 2010);
- will help achieve one or more of the European Year's objectives;
- are in line with the national strategy, as defined in the NPs.

Activities or events at EU level which have a strong EU dimension or a transnational character, or take place in non-participating countries, could also be eligible for non-financial support. They will receive written authorisation to use the logo and may request material associated with the 2010 European Year, provided they abide by the same rules mentioned above.