



15<sup>th</sup> European Day for Organ  
Donation and Transplantation



# European Organ Donation Day Initiative

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# Council of Europe vs EU: Do not get confused



## Council of Europe:

47 member states. 800 million of Europeans

An international organisation in Strasbourg which comprises 47 countries of Europe



## European Union:

27 member states. 500 million of citizens

Member states have delegated some of their sovereignty so that decisions on specific matters of joint interest can be made democratically at European level.

No country has ever joined the EU without first belonging to the Council of Europe.

# Council of Europe vs EU: Different Roles, Shared Values



**Same fundamental values:**

**Human rights, democracy, rule of law**

**Different, yet complementary, roles:**

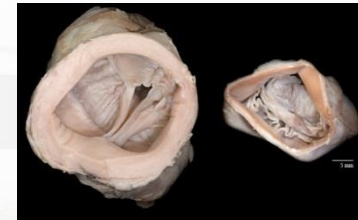
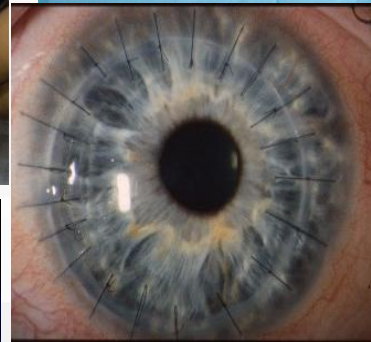
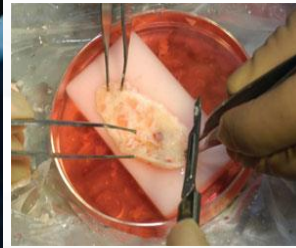
The CoE brings together governments to agree **minimum legal standards** in a wide range of areas. It then **monitors** their implementation and provides **technical assistance** to help them do so.

The EU refers to the same values for its **deeper political and economic integration processes**. It often builds upon CoE standards when drawing up legal instruments and agreements and regularly refers to CoE standards and monitoring work in its dealings with neighboring countries, many of which are CoE member states.

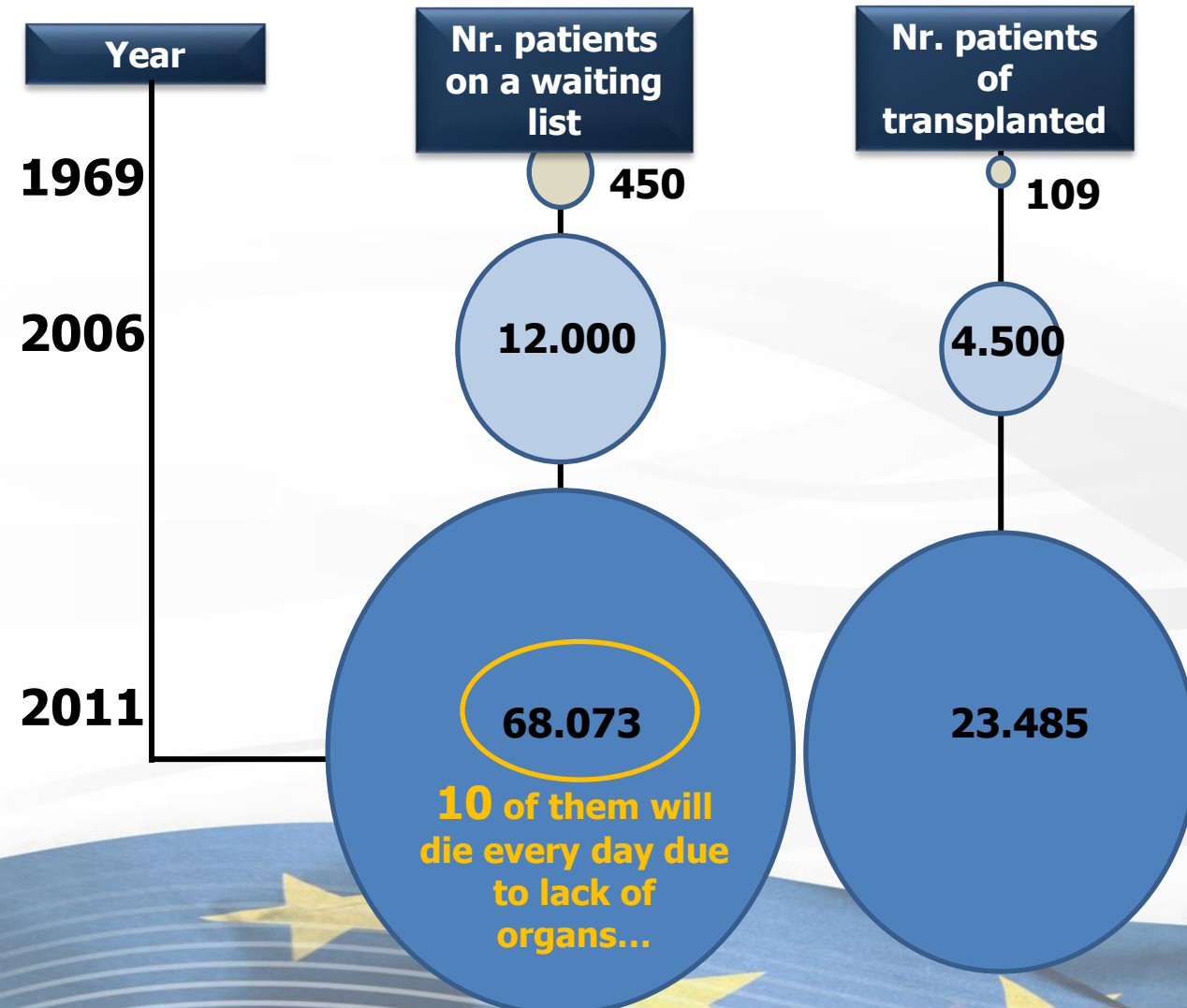


# Organ, Tissue, Cell Transplantation At The CoE

The Council of Europe has been working in the area of organs, tissues and cells transplantation since 1987



# Waiting Lists are Longer Than Ever Before



Renal failure has been estimated to increase at a rate of **3-9%** each year for the last 5-10 years

Most transplant centres in Europe have a **waiting list** that by far **outnumbers available organs** by a factor of 2-3.

**Organ shortage remains the main obstacle in transplantation medicine!**





# Why A European Organ Donation Day?



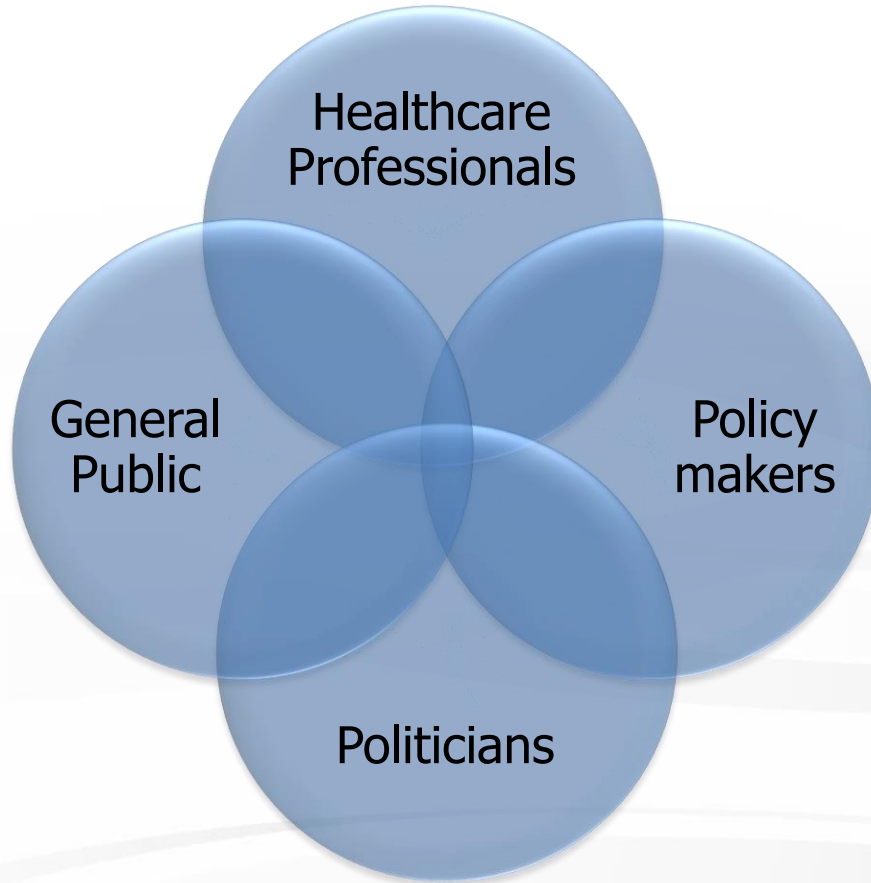
**Encourage debate, provide information and sensitise the public** on organ donation and transplantation so that each person can decide on donation.

Opportunity to **honour and thank all organ donors and their families** and to **thank transplantation professionals** throughout Europe whose hard work helps saving lives and improving the quality of life of many people.

Establish **trust** among general public towards **responsible, ethical and non-commercial** organ donation and transplantation.

**Increase the number of donors** so we can save and improve the life of as many patients as possible.

# Who Is The European Organ Donation Day For?

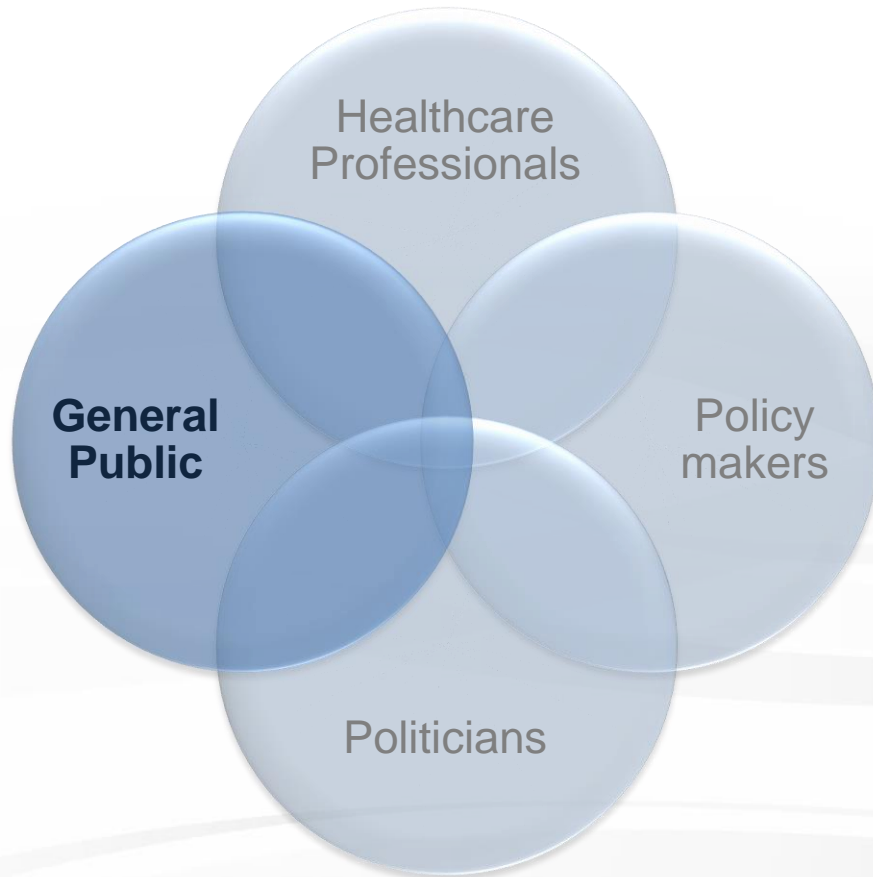


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During EODD we try to address all these partners and authorities that shape health policy



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During EODD we try to address all these partners and authorities that shape health policy

**One of the most important factors that influences organ donation rates is social awareness**

**Encourage people to speak and think about organ donation and communicate their wishes to their relatives**

# When/Where is European Organ Donation Day?

**1996**  
1st EODD in Geneva (Switzerland)



**1998**  
CoE takes over organisation of main event in a different country each year



**12 October 2013**  
13th EODD in Brussels (Belgium)

**Towards a unified European Donation Day across Europe:  
2<sup>nd</sup> Saturday in October**





# European Organ Donation Day



Berlin (2009)



# European Organ Donation Day



Berlin (2009)





# European Organ Donation Day



Zagreb (2010)

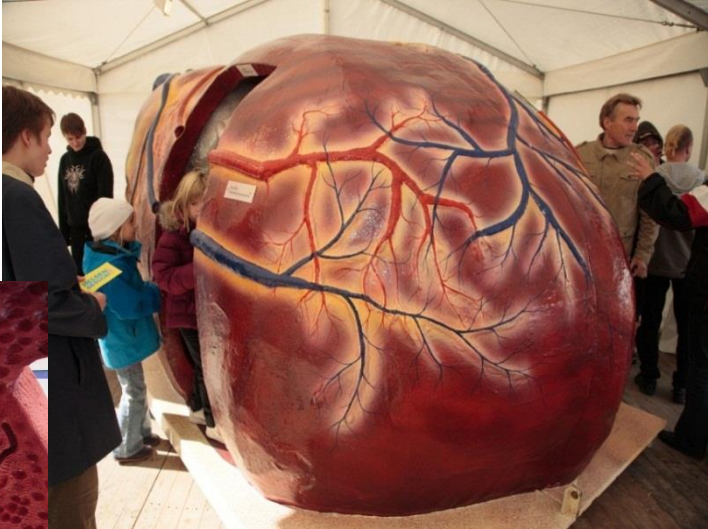


Brussels (2008)

Strasbourg (2011)



# European Organ Donation Day



Berlin (2009)

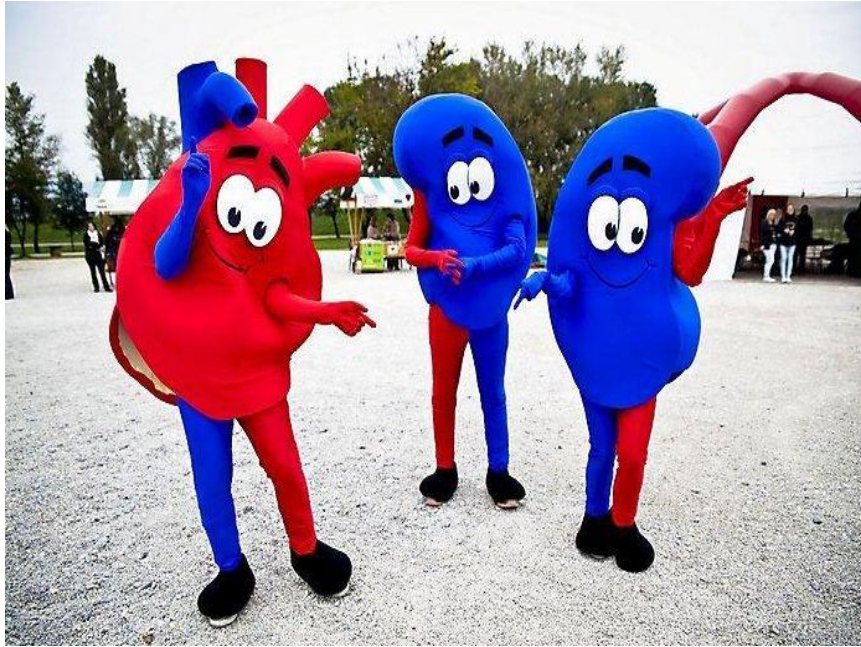


Brussels (2010)





# European Organ Donation Day



Zagreb (2010)



Berlin (2009)





# European Organ Donation Day



Ljubljana (2010)





# European Organ Donation Day



Budapest (2012)



Prague (2010)



# 15<sup>TH</sup> European Organ Donation Day 2013





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## Concepts international campaign

- NEW: Campaign specially designed for social and online medias
- As numerous video resources exist online delivering more testimonials or institutional messages
- 2013 EODD Strategy : show short and animated characters to illustrate 4 lives (all ages either recipients or donor)
- Aim: avoid drama, pathos, guiltiness, repetition to create interest, awareness, receptiveness for the message to be delivered





## 4 teasers' stories: heart, kidney & cornea transplants + bone marrow donor





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## Online presence

- ♥ Communication via CoE Facebook and twitter accounts
- ♥ Creation of an EODD page on the social media platform 'Thunderclap'. To merge all supporters' followers to create a massive impact and deliver the Day a supporting message
- ♥ EODD pages CoE and EDQM's websites updated (EN, FR, DE, IT, RU) and highlighted (see 'Focus' sections of the homepages or the week in brief)
- ♥ Interactive map to highlight national contacts for EODD celebrations in Europe
- ♥ EODD specific email signatures delivered for external communications including several hyperlinks i.e. to the EODD 'Thunderclap' page



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## Online presence

- ♥ EODD message delivered internally via Intranet
- ♥ Communication to MS official contact points
- ♥ Communication to all stakeholders including donors associations
- ♥ Communication via the European Youth Centers' networks
- ♥ Visual, teasers, hyperlinks and electronic signatures released
- ♥ YouTube channels updated (4 teaser video clips FR & EN)



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## Press Activities

- ♥ Media alert week 30 September 2013
- ♥ Media package specially designed for TV (European Broadcasting union) and CoE network of journalists week 30 September
- ♥ Press conference 10 October 2013 (Brussels)
- ♥ USB key (4 teasers)
- ♥ Copies of Story boards
- ♥ Updated factsheet for the dissemination of these to the journalist network





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## Press Activities

 Join us and disseminate the most largely possible this material

 Make the thunderclap exercise the most visible possible and successful

 Any questions?

“ The only thing you take  
with you when you're gone is  
what you leave behind.”

- JOHN ALLSTON

**THANK YOU !**

