



European
Commission

PROMOTIONAL GUIDE

How-to guide on using
the European Solidarity
Corps tools and materials



**EUROPEAN
SOLIDARITY
CORPS**



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INTRODUCTION

This toolkit guide lists the materials that have been created for European Solidarity Corps. It contains tools to promote and communicate to organisations and participants on the European Solidarity Corps and proposals on how to use the materials. The guide is non-exhaustive, and the materials can be used in other channels than suggested here. If you need any technical support in using these or if you have any questions about the content, please contact the European Commission: EU-SOLIDARITY-CORPS@ec.europa.eu

A. DIGITAL LEAFLET



What is it?

The digital leaflet is a 2-pager available in 28 languages and is targeted at general audience. It provides information about the European Solidarity Corps: what it is about, what the organisation can gain, who can participate, how an organisation or individual can participate and where to find further information.

Where to find it?

The digital leaflet is available [here](#).

How to use it?

The leaflet can be shared for information with potential participants and partner organisations via online channels, such as:

- > email
- > dedicated webpages
- > print



B. 2 FACTSHEETS



What is it?

Two factsheets are one-pagers that tell in a nutshell what the Corps jobs and traineeships mean and what the opportunities for volunteering are. They are available in 28 languages and also provided in the format of Facebook carousel. Main target audience for these are young people.

Where to find it?

You find the factsheet on jobs and traineeships [here](#) and the factsheet on volunteering [here](#).

How to use it?

The factsheets can be printed and distributed as a handout in youth events. Facebook carousel format is recommended for boosted posts.



C. ANIMATED VIDEO CLIP - YOUR PRACTICAL JOURNEY THROUGH THE EUROPEAN SOLIDARITY CORPS



What is it?

The animated video of less than 3 minutes guides young people step by step through the journey of the European Solidarity Corps from joining to the end of the project.

Where to find it?

You find the animated video [here](#). It is available in 28 languages.

How to use it?

This video can be used to inform a potential candidate about the different steps in engaging with the Corps. The video can be shared on websites, social media or by email.



D. 2 TESTIMONIAL VIDEOS OF PARTICIPANTS



What is it?

Two testimonial videos of Geraldine and Laura offer experiences of two young people in working with asylum seekers. Geraldine from France is a Corps trainee in Cosenza, Italy. Laura from Italy is a Corps volunteer in Eupen, Belgium. The videos are around 3 minutes.

Where to find it?


You can access the video of Geraldine [here](#) and the video of Laura [here](#). Subtitles are available in 28 languages.

How to use it?

Video is the dominant form of content to grab the attention of your audience. This can be disseminated offline in presentations and meetings, or online on a website.



E. KEY MESSAGES TO ORGANISATIONS



Key messages for organisations to participate in the European Solidarity Corps

Become a solidarity flag bearer/promoter of solidarity/solidarity ambassador OR
Bring solidarity/social responsibility into action

The Corps is a way for organisations and companies to address societal challenges, to promote solidarity and to become international.

The Corps brings together people from different cultural backgrounds, broadens their horizons while enriching local communities. Playing a significant role in the community, the participating organisations have become locally recognised actors. They promote solidarity and EU values while responding to specific needs and challenges at the local level.

The Corps increases organisation's positive image and social capital. The organisation will be encouraged and empowered to build a community of organisations that are interested and active in the solidarity area in Europe.

Empower and be inspired

The Corps is mutually beneficial offering learning experiences to both, your organisation and the youth.

Your organisation will give young people the opportunity to realise their potential while responding to societal challenges. On the other hand, young people will bring you different points of view, fresh ideas and inspire your organisation to improve with new, innovative and creative ways.

Once accredited, your organisation gains direct access to over 100,000 proactive motivated young people young people who want to make a difference as a volunteer or in a social or environmental-related job. There is currently no similar pool of young people at European level which has signed up to engage in solidarity work.

Access to EU funding and support

Any organisation can take part in the Corps, be it NGOs, local authorities or companies. You have different ways of getting involved.

With the Quality Label you will get free support to help access EU funding for different types of activities: volunteering, traineeships and jobs. You can choose what best meets your needs and priorities. The projects to funded can cover a broad range of areas, such as environmental protection, climate change mitigation, education and youth activities or social inclusion.

What is it?

The key messages for organisations are one-pagers with three key selling arguments for organisations to participate in the Corps.

Where to find it?

You find the key messages annexed to this toolkit.

How to use it?

These messages can be tailored and supported by local facts and figures or examples. They can be used as a part of other communication: presentations, social media, websites, newsletters, questions & answers or emails to organisations.



F. INFOGRAPHIC - 8 STEPS FOR ORGANISATIONS



What is it?

The one-page infographic helps organisations navigate their way through the European Solidarity Corps processes until the closure of the project. The infographic is available in 28 languages.

Where to find it?

You can access the infographic [here](#).

How to use it?

This infographic can be placed on websites or printed as handouts in events for organisations that show interest in the Corps.



G. 4 TESTIMONIAL VIDEOS OF ORGANISATIONS PARTICIPATING IN THE EUROPEAN SOLIDARITY CORPS

What is it?

Three testimonial videos from people working in organisations participating in the European Solidarity Corps and hosting volunteers. They share their views on what the organisation can offer to participants, as well as how the participants contribute to the organisation. The fourth video showcases a solidarity project. It focuses on the gains that young people and the local community receive from such a project. The videos are approx. 2 minutes long.

Where to find it?

The videos can be found here:

- > De Hoge Rielen from [Belgium](#)
- > MJC Flers from [France](#)
- > Aventura Marao Clube from [Portugal](#)
- > Solidarity project European Solidarity Coffee from [Lithuania](#)

How to use it?

Video is the dominant form of content to grab the attention of your audience. You can disseminate it offline in presentations or meetings, online on websites or post it to social media.

H. 10 TEMPLATES OF SOCIAL MEDIA POSTS

What is it?

Templates with social media messages for Facebook, Instagram and Twitter that are consistent with the European Solidarity Corps brand to attract interest of organisations and young people. They are available in English.

Where to find it?

Examples of posts can be found annexed to this toolkit.

How to use ?

You can use the social media messages to promote the Corps and let your followers know that you are part of the Corps community. You can translate the text or add information about your local activities.

A few tips:

- > Use the #EUSolidarityCorps hashtag, mention the website www.europa.eu/solidarity-corps, and the European Youth social media accounts – EuropeanYouthEU for both Twitter and Facebook, when promoting your messages.
- > Include questions, facts and figures in your tweets to engage viewers.



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The European Solidarity Corps also regularly promotes posts on Facebook and Twitter. Follow the Corps and take an active role by liking, sharing and commenting on its posts. Avoid using the abbreviation 'ESC', but rather use European Solidarity Corps, Solidarity Corps or the Corps. Finally, make sure not to make any reference to EVS.

Official hashtags: #EUSolidarityCorps - Official account: @EuropeanYouthEU