



# Victims' Rights Communicators Network



Co-funded by  
the European Union

## 35 YEARS OF EMPOWERMENT

FINALISING THE JOINT STRATEGY FOR OUR  
2025 CAMPAIGN

**INFO-EVENT**

**FRIDAY, 25 OCTOBER**

**10:00AM CEST**

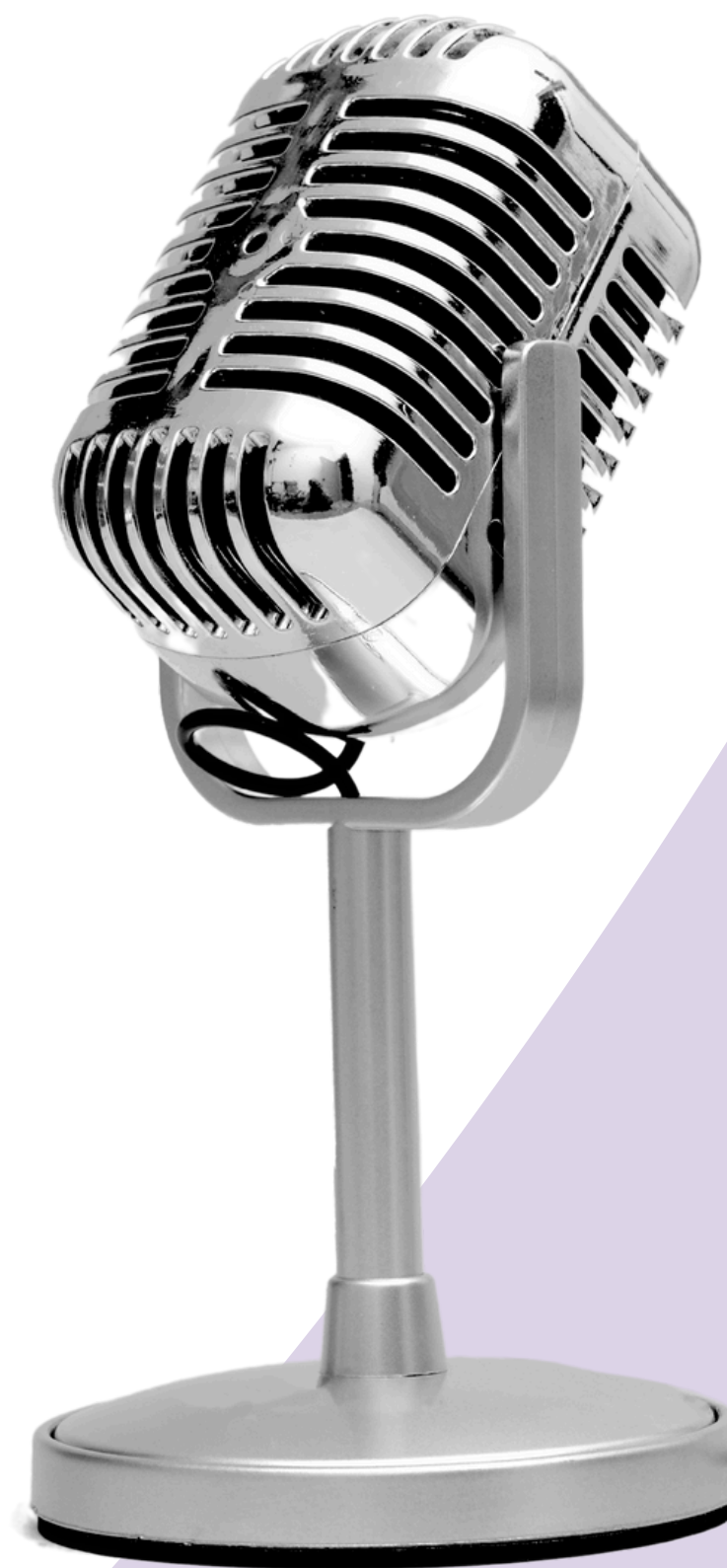


Time	Topic
10:00 - 10:05	<b>Welcoming Words</b>
10:05 - 10:15	<b>Campaign Strategy Essentials: Goals, Targets, Channels &amp; Toolkit</b>
10:15 - 10:30	<b>Engaging Members Through 3 Key Hybrid Events</b>
10:30 - 10:45	<b>Joint Online Campaign Activations</b>
10:45 - 11:00	<b>Feedback Session &amp; Survey</b>
11:00 - 12:00	<b>Closing Words</b>



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Europe

# WELCOMING WORDS



# CAMPAIGN STRATEGY ESSENTIALS: GOALS, TARGETS, CHANNELS & TOOLKIT







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In 2025, Victim Support Europe (VSE) spearheads a pivotal initiative termed "**The Year of Victims' Rights**," marking a significant milestone in the advocacy for victims of crime across Europe. This year-long endeavor, driven by VSE and its 80 member organizations, aims at advancing the cause of victims' rights through three core objectives: **universality, progress, and engagement.**



# THE YEAR OF VICTIMS' RIGHTS IS A YEAR-LONG INITIATIVE

IT HAS:

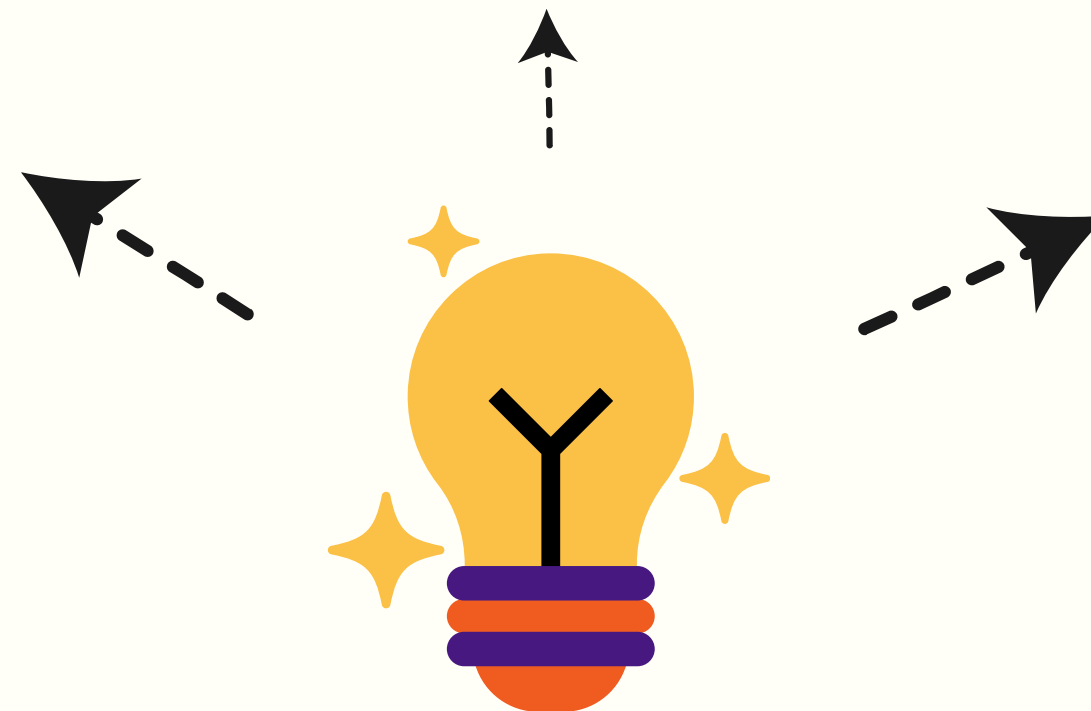


## THREE GOALS

**1. Promoting universality  
and indivisibility**

**2. Looking to the future**

**3. Bolstering the  
comprehensive victim  
support ecosystem**



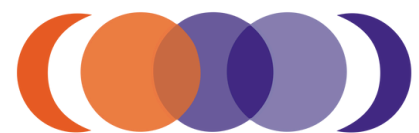
CAMPAIGN MESSAGES/HASHTAGS:

#VICTIMSUPPORTFORALL

#NOVICTIMLEFTBEHIND

#VICTIMSUPPORTISABASICNEED

#ALLCRIMESUPPORTSERVICESAREESSENTIAL



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# KEY MESSAGES

1. Advance understanding and action towards recognizing the universality of victims' rights, acknowledge victim support as an essential component of health and justice, and foster the activism associated with these efforts.
2. Ensure victims are included and at the center of the EU response to crime, security, and justice, and reflected across all EU policies including mental health, education, economy, digitalization, and global affairs.
3. Mainstream the societal necessity of establishing and advancing all-crime (generic) support services.
4. Ensure victims are effectively and adequately supported, by requiring Member States to establish national frameworks for comprehensive support and safe justice systems.
5. Introduce robust legislation and policies for all victims of crime at the EU level and ensuring they are fully implemented by Member States.
6. Increase awareness of the existence of support services or increase availability of support services.
7. Foresee sufficient and consistent (not project-based) budget for efforts that affect all victims of crime.



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# TARGET AUDIENCES

- Politicians (elected) and Policymakers (appointed), at EU and national levels, to encourage them to commit to the advancement of victims' rights.
- Victim support practitioners and related practitioners, leveraging their reach, organizing ability and alignment of purpose and values.
- The general public, with a particular focus on youth (e.g. engage schools, universities, and youth networks in the activities)
- Media, to encourage them to communicate creatively about the 'Year of Victims' Rights'.



**Building an effective campaign requires the right tools. Therefore, VSE will provide a series of communication assets to support campaign partners:**

- **A communication toolkit including the visual identity for the campaign along with the background, key messages and campaign checklist.**
- **A micro-website dedicated to the campaign, with information and resources about the campaign and victims' rights.**
- **Information materials will be produced on an ongoing basis in English (in editable version to be translated into multiple languages) that illustrate how the victims' rights permeate everyday life, everywhere – templates, graphics, event-related press releases, social media editorial, calendar of campaign events, and other resources to assist you at every stage of the campaign.**
- **First round of materials will be delivered on December 15th.**

# CHANNELS

The campaign will be publicized across all of VSE's channels:

**Facebook - [victimsupporteurope](#)**

**Instagram - [victimsupport.eu](#)**

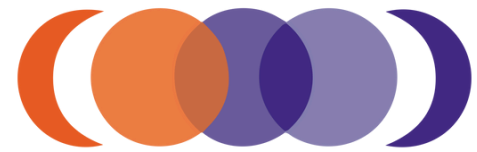
**LinkedIn - [victim-support-europe](#)**

**YouTube - [@victimsupporteurope](#)**

**Website - [victim-support.eu](#)**

**Intranet - [members.victim-support.eu](#)**





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- VSE will continue to utilize our media resources (opinion pieces, 'In Conversation With' pieces) to amplify the campaign.
- Media partnership with The Brussels Times - article introducing the campaign to be published soon.

**CHANNELS**

**The  
Brussels  
Times**



# TOOLKIT

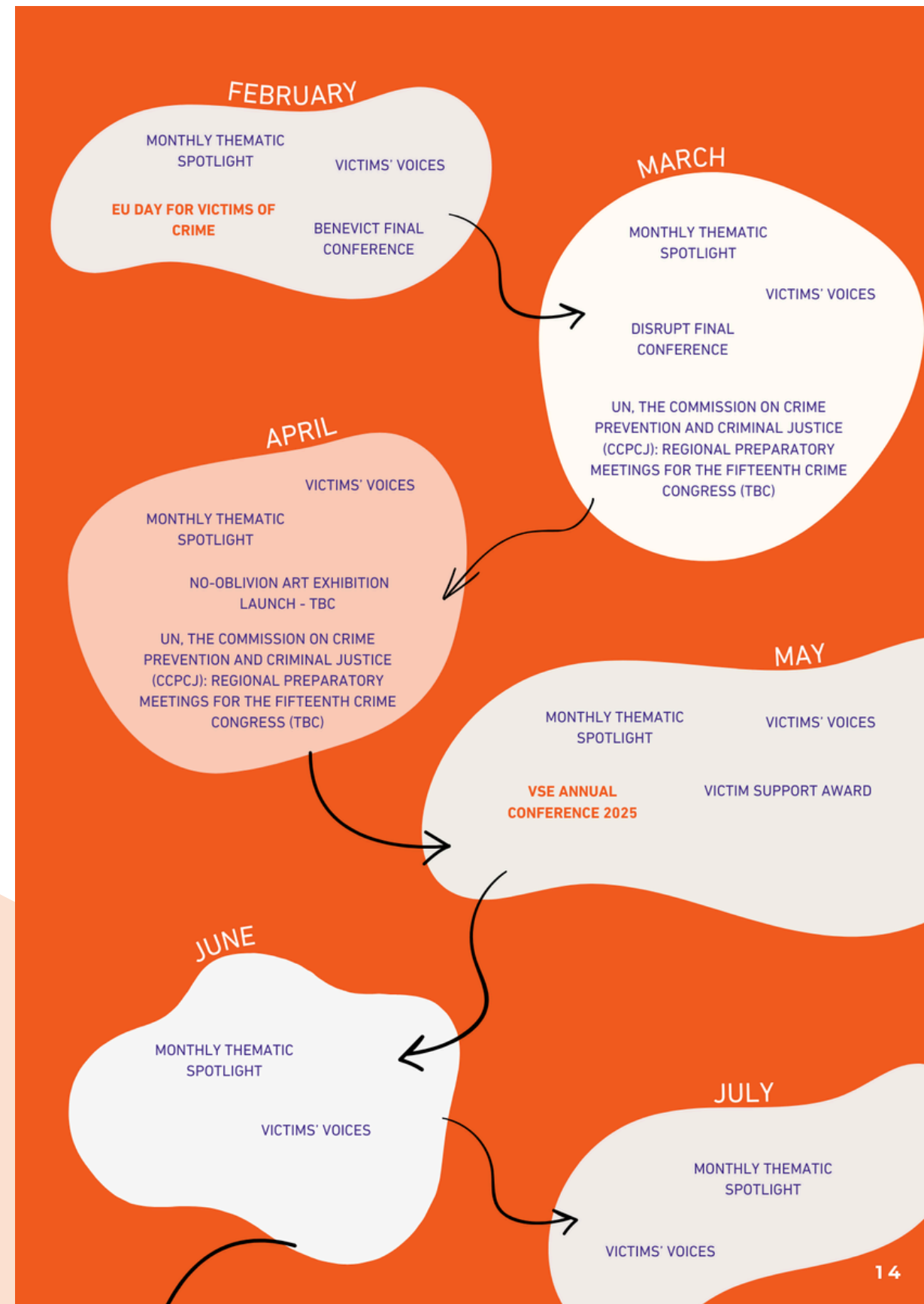


Our communications toolkit provides a comprehensive overview of the campaign, split into sections:

- Campaign background
- Objectives
- Messages
- Target audiences
- Framework
- Timeline & Key Activities



# TIMELINE





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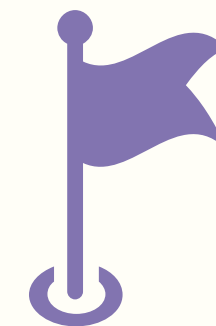
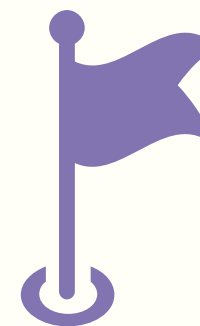
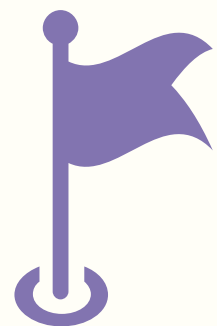
# **ENGAGING MEMBERS THROUGH 3 KEY HYBRID EVENTS**

# THE YEAR OF VICTIMS' RIGHTS IS A YEAR-LONG INITIATIVE

IT HAS:



## THREE MILESTONE EVENTS



**21/02/2025**

**Once Upon a Support:  
A 35-Year Story of the European  
Day for Victims of Crime**

KICK-OFF EVENT

**22 & 23/05/2025**

**VSE Annual Conference 2025**

**28/11/2025**

**More Than Words:  
Turning Commitment into Real  
Change for Victims**

CLOSING EVENT

# **Once Upon a Support: A 35-Year Story of the European Day for Victims of Crime**

**A Journey from Grassroots Support to International Commitment**

**Kick-off Event around the EU Day for Victims of Crime**



**Friday, 21 February 2024**



**Half day event (morning)**

possibility to travel back in afternoon



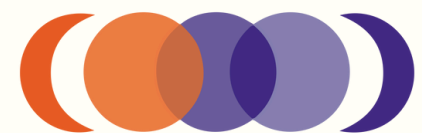
**Press Club, Brussels (BE)**



**BeneVict Final Conference**

Thursday, 20 February 2024

Brussels (BE)



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**Do you see your organisation planning an  
event to commemorate the  
EU Day for Victims of Crime?**





# PHOTO ALBUM

with pictures of  
**22 February Celebrations**  
across Europe





# VSE Annual Conference 2025

**35 Years of Victim Support in Europe –  
Transforming Lives Today, Inspiring a Brighter Tomorrow**

**Cornerstone Event | 22 - 23 May 2025 | Lisbon (PT)**







# INFO FOR MEMBERS:

Conference registration will open end November

Call for Contributions for side events at VSEAC2025 is open!

**DEADLINE:** Thursday, 31st October 2024

AGM will take place on Wednesday, 21 May 2025





# **More Than Words: Turning Commitment into Real Change for Victims**

**Celebrating the 40th Anniversary of the UN's Declaration of Basic  
Principles of Justice for Victims of Crime and Abuse of Power**

**Campaign Closing Event | Friday, 28 November 2025 | Brussels (BE)**



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# **JOINT ONLINE CAMPAIGN ACTIVATIONS**

# VICTIMS' VOICES

A curated collection of stories telling the year-long commemoration of victims' rights (highlighting the existing gaps and solutions based on Benevict report). All these moments sought to increase knowledge on the universality and indivisibility of victims' rights, especially among young people, inspire people to create a movement of shared humanity while empowering them to fight for their rights and take action.



# VICTIMS' RIGHTS 40 COUNTDOWN

Our 40 countdown to Victims' Rights Special Event will feature information to inform, inspire and generate action for victims' rights.

Each countdown day will feature 'Get inspired by...' & a speaker from the final event.

When the countdown is at an end, the final special event will feature the pledges and look to the future of victims' rights in the EU. The final event will be dedicated to celebrating the 40th Anniversary of the UN's Declaration of Basic Principles of Justice for Victims of Crime and Abuse of Power and will take place in November 2025.



# PARLIAMENTARIANS ON BOARD

The Year of Victims' Rights Initiative will seek support by MEPs from every member State through the offline events.

MEPs have a crucial role to play in the initiative and are cornerstones of national victims' rights protection systems with links to national victims' rights institutions, civil society, victim rights' defenders and grass roots organisations. They are critical to ensuring governments' compliance with EU victims' rights obligations and in translating those into national legislation and policies.

The addition of parliamentary voices as part of The Year of Victims' Rights Initiative boosts the call for victims' rights to stay front of the EU agenda.

In this milestone year, MEPs will follow-up on the pledges made for EU elections 2024 to further the promise of victims' rights for all.





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# FEEDBACK SESSION & SURVEY

1



2025 YEAR OF VICTIMS'  
**RIGHTS**

2



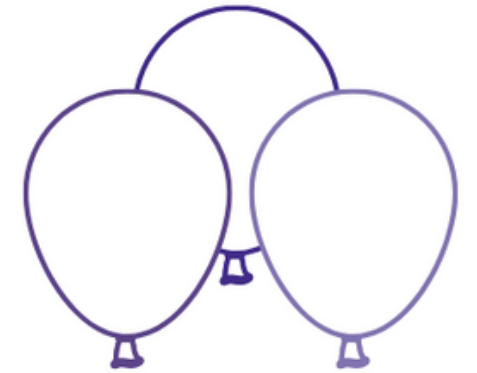
2025 YEAR OF VICTIMS'  
**RIGHTS**

3



2025 YEAR OF VICTIMS'  
**RIGHTS**

4



2025 YEAR OF VICTIMS'  
**RIGHTS**

5



2025 YEAR OF VICTIMS'  
**RIGHTS**

6



2025 YEAR OF VICTIMS'  
**RIGHTS**

7



2025 YEAR OF VICTIMS'  
**RIGHTS**

## Victim Support Europe (VSE) Brand & Communication Research Questionnaire

Victim Support Europe aims to enhance its brand and communications strategies to increase its impact in three key areas:

1. **Advocacy Work** - Expanding influence beyond current policy-makers.
2. **Fundraising & Sponsorships** - Attracting more financial support and partnerships.
3. **Citizen & Community Engagement** - Encouraging public involvement and local community support.

This survey will help us understand how VSE's assets, brand perception, and communication can be improved. Your responses are essential to guide VSE's future efforts.

**Please take 5 minutes to complete the following survey.**

communicationsvse@gmail.com [Switch account](#)

✉ Not shared



Next

Clear form

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# CLOSING WORDS