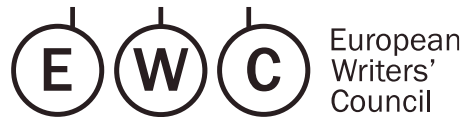


**Day of European Authors**  
**27.03.2023**



Creative Europe  
**PUSH**  
BOUNDARIES



*Brussels, 19 March 2023*

## **COMMUNICATION HANDOUT FOR PARTICIPANTS OF THE Day of European Authors (celebrated on March 27<sup>th</sup>)**

### **Dear participants of the DAY OF EUROPEAN AUTHORS (27/3):**

As the celebration of the Day of European Authors is getting closer (next Monday, 27<sup>th</sup> of March), we have prepared, in coordination with the Commission and the Directorate Education and Culture, as well as with the Consortium of the European Union Prize for Literature (EUPL), some guidance for your public communication, and have prepared for all authors individual images and a dedicated website:

<https://europeanwriterscouncil.eu/dea-ewc-writers-on-tour/>

The Cabinet of Commissioner Gabriel shared on Friday the complete list – together with EUPL laureates we nearly hit the 100 together – of authors, countries and schools with all Members of the European Parliament and ask the MEPs kindly to promote “their” authors. Fingers crossed we have some reading addicts in policy....

### **VISUALS FOR THE AUTHORS (and schools)**

Under the OneDrive Link [VISUALS DEA](#) you find several folders. Two are most useful:

- [INDIVIDUAL SQUARE POSTS](#) Individual Square png - these ready-made-images are for postings on your social media channels. You find your personalised canva in the official frame of the Day of European Authors.
- A folder named [toolkit](#) with:
  - e-mail image signature
  - a blank frame
- Useful for your school: a power point template for A4 Posters. These can be filled out according to your own wishes, printed out and used, for example, as an event poster.

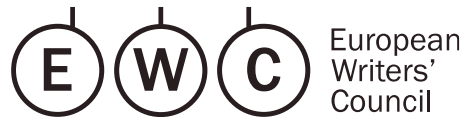
### **VISUALS AND WORDING FOR PARTICIPATING ORGANISATIONS**

Visuals:

Under the OneDrive Link [VISUALS DEA](#) you find several folders. Two are most useful:

- [INDIVIDUAL SQUARE POSTS](#) Individual Square png ready-made-images for postings on your social media channels with “your” authors.
- The [toolkit](#) with:
  - e-mail image signature
  - with a blank frame
- In the overall folder [VISUALS DEA](#) you have also several official images by the Commission for your websites or similar actions, if you would like to promote the day

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and the participation of your organisation. Also, you find some EWC logos (in case you want to update your websites ;)

Wording:

Who are we in this action? The EWC is one co-organiser of this initiative, together with the Commission ( Creative Europe ), and the EUPL Consortium (The Federation of European Publishers' Associations FEP and the Federation of Booksellers' Associations EIBF).

And so are all 26 organisations also co-organisers, who made the launch of the Day possible!

The following phrase serves maybe for inspiration:

*We, the Union of XXXX Writers, are delighted to co-organise together with the European Writers' Council (EWC), EUPL & the Creative Europe, the first Day of European Authors on 27/3, to bring books & writers closer to children & young people. Our author XY will visit the XX School. #ReadWithEurope*

### IMPORTANT COPYRIGHT NOTE FOR ALL

- The visuals provided by the European Commission are not to be modified in any way. Please do not put any logos, phrases, or photos on the visuals.
- The same for the frame: you can use the “empty” frame inside the square as you wish (And the rights are cleared), but please take care that the frame itself is not changed or overlapped.
- If you use a ready-made frame with “your” author(s) by us, please take care, that any added logo by your organisation has to be inside the frame, and not on it.

### What's next?

The period for your promotion starts now!

You can share from now on the website <https://europeanwriterscouncil.eu/dea-ewc-writers-on-tour/>, or start to share the canvas we prepared individually for every participating author in your social media profiles.

- The main hashtag is: **#ReadWithEurope**
- You can add any other # if you may wish so or translate “Day of European Authors” in your language as additional hashtag.
- Please tag the EWC as well as Creative Europe or the EU Commissioner on Twitter or Facebook (our Insta account is not working right now):
  - Twitter: @CouncilWriters @GabrielMariya @europe\_creative
  - Facebook: @europeanwriterscouncil @mariya.gabriel.eu @ CreativeEuropeEU
  - Instagram: @creative.eu

Please dedicate any question you may have to: Miguel Ángel Serrano, EWC Vice President [miguelangel.serrano@europeanwriterscouncil.eu](mailto:miguelangel.serrano@europeanwriterscouncil.eu) and in cc to Nina George, President, under [ewc.secretariat@europeanwriterscouncil.eu](mailto:ewc.secretariat@europeanwriterscouncil.eu) with the Subject Day of European Authors.