

**ONE VOICE
ONE CAUSE**

2020

#onevoiceonecause

Awareness Campaign

Phase 1:

'Action Week - in Support of Victims of Crime'

17 February 2020 - 22 February 2020

Phase 2:

Action Months following the publication of the first EU

Strategy on Victims' Rights:

July-November 2020

Campaign Guide

onevoiceonecause.vse-campaign.eu



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Why this campaign?

Let's start with two 'simple' questions:

How well are we doing for victims across the EU and does the EU Victims' Rights Directive work in practice?

Our VOciare project findings reveal toughest challenges the EU Member States are facing to put the directive in practice.

This VOciare report from 26 EU countries tracks how EU Member States implement the Victims' Rights Directive 7 years after it was established.

In 2012, the EU Victims' Rights Directive was adopted to ensure that victims across European borders enjoy their rights and have equal access to support services.

Member States were required to transpose the Victims' Directive into their national context and practically implement it to allow victims to exercise rights enshrined in it until 16 November 2015.

However, till now, Member States did not fully establish the adequate procedures and mechanisms for putting the Directive into practice.

- ❶ None of the Articles of the EU Victims' Rights Directive are fully and satisfactorily implemented for all victims across the EU
- ❷ There is no single country that offers full implementation of the entirety of the Directive to all victims on their territory
- ❸ There still is a few countries in which there a complete absence of generic victim support services is being registered, while in few more, the support is fragmented and hardly available.

Project VOciare aimed at studying the practical implementation of the Victims' Directive at the national level.

During this action week we are going to publicize the main findings of this European-wide research effort.

Ultimately, these findings can stand as a basis for a careful rethinking, at national and EU-level, of how are victims' rights being enacted (or not) and what can be done to improve their standing.

Learn more on: <https://victimsupport.eu/about-us/our-projects/vociare/>

With the #onevoiceonecause campaign we aim to:

Phase 1:

1. Encourage victims to reach out the support services;
2. Inform the audience about the findings of our currently completed 'Project Vociare: Victims of Crime Implementation Analysis of Rights in Europe' in order to continue our practical work on the implementation of the EU Victims' Directive in every Member State.
3. Mobilise people to speak up and take action for victims' rights, as well as show solidarity and support for the victims of crime.



Phase 2:

On 24 June 2020, the European Commission will publish the EU Victims' Strategy 2020-2025. Following the publication of the new EU Victims' Rights Strategy, VSE's communications plan foresees the launch of an information campaign, which will take place in July - November 2020.

The campaign aims at explaining how to make the proposed EU Strategy measures work in practice and be effective in order to support the development of victim support services.

The second phase is based on three principles:

1. Listening to the victims, showcasing victims' views and concerns by featuring their testimonies;
2. Explaining how the EU Victims' Strategy affects peoples' everyday lives;

3. Connecting with EU civil society organisations, public authorities and victim support community to address the achievements and provide a mapping of common gaps which indicate the need for improvement in all Member States.



Key messages

Victims rights are relevant for all of us, every day	The EU Victims' Rights Directive empowers us all	We need to know where to get victim support which is provided to all victims of crime in the EU free of charge
<p>Every year, an estimated 15% of Europeans or 75 million people in the European Union fall victim to crime. More and more people are travelling, living or studying abroad in another EU country and can become potential victims of crime.</p> <p>If you have fallen victim to crime, you are entitled to certain rights and services in the aftermath of crime, both in the criminal justice system and wider society. In 2015 VSE produced a video on victim support and victims' rights, explaining in a simple way victims' rights and</p>	<p>In 2012, the EU Victims' Rights Directive was adopted to ensure that victims across European borders enjoy their rights and have equal access to free national support services. Member States were required to transpose the Victims' Directive into their national context and practically implement it to allow victims to exercise rights enshrined in it until 16 November 2015. However, till now, Member States did not fully establish the adequate procedures and mechanisms for putting the Directive into practice. The findings of our VOciare project can</p>	<p>Everyone in the EU has a right to free victim support services. Every member state has to establish the national victim support service. Every EU citizen has to know about the existence of victim support in their respective state.</p> <p>All victims in the EU are entitled to support and assistance in the aftermath of crime, regardless of whether or not the crime is reported to the police. Victim -Support Europe advances the development of victim support services that are:</p> <ul style="list-style-type: none"> • free of charge • confidential • victim-centred • independent • accessible throughout

<p>services. You can watch it here: - https://victimsupport.eu/help-for-victims/vse-video-on-victim-support-and-victims-rights/</p>	<p>stand as a basis for a careful rethinking, at national and EU-level, of how are victims' rights being enacted (or not) and what can be done to improve their standing.</p>	<p>Europe</p> <ul style="list-style-type: none"> • tailored to meet the individual needs of the victim • delivered by trained and qualified staff/volunteers <p>Find your victim support - service on our Interactive map: https://victimsupport.eu/interactive-map/</p>
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How to get involved?

Spread the word: share our campaign messages on your social media channels!

Share your story with us on our social media channels!

Start a conversation: comment and question!

Share information about the campaign with your network and encourage others to get involved using the hashtag **#onevoiceonecause**.

You can tag us in Facebook (@Victim Support Europe), in Twitter (@VictimSupportEU), in LinkedIn (@Victim Support Europe) and in Instagram (@victimsupport.eu).

Victim Support Europe's communication channels:



victimsupporteurope



@VictimSupportEU



Victim Support Europe



victimsupport.eu



onevoiceonecause.vse-campaign.eu

You can find downloadable campaign materials (incl. videos, links, infographics, etc.) online on the campaign's website in the section 'Campaign Content': <https://onevoiceonecause.vse-campaign.eu/>

Campaign hashtag

#onevoiceonecause

Communication toolkit:

<https://onevoiceonecause.vse-campaign.eu/communication-toolkit/>

- ✓ Logo;
- ✓ Web-poster;
- ✓ A generic press release for campaign kick-off.

Examples of posts

- ✓ *Are you uncertain whether you are or have been a victim of crime? Do you feel that something 'wrong' has happened but are not sure what to do next? Contact your local victim support service:*
<https://victimsupport.eu/interactive-map/>
#onevoiceonecause
- ✓ *If you have fallen victim to crime, you are entitled to certain rights and services in the aftermath of crime, both in the criminal justice system and wider society. VSE produced a video on victims' rights, explaining in a simple way victims' rights and services. Watch the film to learn more about victims' rights in Europe!*
(<https://www.youtube.com/watch?v=vL1EyaegGw8&t=5s>)
#onevoiceonecause
- ✓ *This EU story highlights the improvements made for people who are victims of crime and how their lives changed for the better since the EU adopted a law three years ago which better defends their rights (EU Victims Directive). The video features Yasmine, an LGBTQI+ victim of hate crime. A really important story about the individual getting immediate practical and emotional help from LGBTI support organisation.*
#onevoiceonecause
#Good Human Rights Stories
@eu_eeas
- ✓ <https://www.youtube.com/watch?v=oYRrxgrhTr8>
- ✓ *According to [Eurostat](#) data, around 25 million criminal offences against persons or property, excluding minor crimes, are recorded annually in the European Union. Yet most crimes are never reported, which leads to an estimate that there is likely to be up to 75 million direct victims of crime every year in the EU. REPORT A CRIME! BE AN ACTIVE CITIZEN!*
#onevoiceonecause

The campaign in practice

Phase 1:

The Action Week **#ONEVOICEONECAUSE** will last from 17th February to 22nd February 2020.

Each of the 6 days of the campaign will cover a specific victims' right to illustrate the law and how it works in practice with different types of victims in society. The campaign also features the findings of the Vociare project from 26 EU countries and showcases the videos in which project partners explain the good practices and the most pressing victims' rights challenges in respective countries. Moreover, Victim Support Europe and its partners have issued the joint statement within the #onevoiceonecause campaign.

Phase 2:

The second phase of the campaign is also conducted in close collaboration with VSE members and partner EU NGOs working for the victims' rights. At this stage, the campaign efforts will be focused around the major upcoming victims' rights related events:

- 7 July: Online Webinar "The EU Victims' Rights Strategy: the future of EU action for victims of crime " led by Didier Reynders, Saskia Bricmont, Levent Altan.
- 22 July: the European Day for Victims of Hate Crime
- 21 August: International Day of Remembrance and Tribute to the Victims of Terrorism
- End of September 2020: the publication of EU Handbook by the European Centre for Victims of Terrorism (EUCVT)
- VSE's November Conference on the safe and strategic use of technologies for victims

Who is conducting the campaign?

Victim Support Europe (VSE), the leading European umbrella organisation advocating on behalf of all victims of crime, has developed the **#ONEVOICEONECAUSE** campaign and this guide. We have partnered with civil society organisations, VOCIARE project participants, member organisations and experts in the field of victims' rights to spread the word about the campaign and share victims' experiences from different groups in society.

See all campaign contributors and supporters on:

<https://onevoiceonecause.vse-campaign.eu/campaign-contributors/>

Contact details

If you have any further question or you would like to contribute to the **#ONEVOICEONECAUSE** campaign, you can contact: Marina Kazakova
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