

A photograph of a group of people holding hands in a circle outdoors at sunset. The focus is on the hands and arms of an older man in a wheelchair and a younger person in a plaid shirt. The background is a soft-focus scene of other people and trees under a warm, golden light.

IMPACT REPORT 2021



socialplatform

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Social Platform is the largest, leading organisation working on social issues. We have strength in numbers and put power back into people’s hands who want a more Social Europe. Collectively we unite and give a voice to tens of thousands of organisations and hundreds of millions of people in Europe in all their diversity.



In 2021 Social Platform received the majority of its funding from the EU’s Europe for Citizens Programme, which was managed by the Education, Audiovisual and Culture Executive Agency (EACEA)

WELCOME!

For the first time in a long time, it feels as though the spotlight is slowly starting to shift towards social rights.

After years - decades - of calling for stronger, more inclusive social policies, 2021 saw the EU begin to step up its game: from pandemics to Porto declarations, to progress on minimum wages, it feels like people are finally recognising that the future of Europe is social.

In this year's Impact Report - my first as Secretary-General - we'll share some of Social Platform's 2021 highlights. Our wins, both big and small, lay the foundations for us to build the truly social Europe that is at the heart of everything we and our members do.

Alva Finn

SECRETARY-GENERAL



P.S. At Social Platform we want to build a Europe that puts the wellbeing of people first...but we need *your* support! [Click here to donate to our fight for a decent life for all people living and working in Europe.](#)

WE INFLUENCE



FLYING THE FLAG FOR SOCIAL RIGHTS IN PORTO

On 7 May, a small delegation from Social Platform was invited as the only civil society organisation to speak at the Porto Social Summit. As well as participating in the Summit's workshops and having the opportunity to meet EU and national leaders (bonjour, Monsieur President), our President Piotr Sadowski addressed the closing plenary and signed the official Porto Social Commitment, which we also contributed to, on behalf of civil society. The other co-signatories were the Presidents of the European Council, Commission and Parliament, the Portuguese Prime Minister, and business and employee representatives, showing that Social Platform is recognised as *the* key voice on social Europe.



If we are serious about a European recovery that leaves no one behind, let us stop focusing on what cannot be done and focus on what *can* be done to improve the lives of every person in our society, in every corner of our European Union.

PIOTR SADOWSKI

PRESIDENT

EVERYONE DESERVES A LIVING WAGE!

IT'S TIME TO MAKE WORK PAY FOR ALL WORKERS IN THE EU!

VOTE **YES** FOR THE DIRECTIVE ON ADEQUATE MINIMUM WAGES



A LIVING WAGE FOR ALL!

We're one step closer to making living wages a reality for all people working in the EU thanks to the European Parliament voting for a strong Directive on Adequate Minimum Wages. 2021 saw Social Platform update our position on minimum wages to

guide our advocacy work, which played a key role in getting the Directive over the line, and our social media campaign and opinion piece helped thwart a last-ditch effort to have the Directive sent back to the drawing board (and also got us our best social media stats ever!)

INTRODUCING THE SOCIAL PILLAR CHAMPIONS

The Group of Social Pillar Champions brings together Members of the European Parliament who are the most vocal and visible supporters of social rights with civil society organisations. We officially launched the group in November and were joined by honorary Champion, European Commissioner Nicolas Schmit!

So far, over 40 MEPs have joined our group and signed a pledge to fight for all 20 principles of the Social Pillar, and to work closely with civil

society organisations to make sure the needs of vulnerable and disadvantaged groups are heard by EU decision-makers.



© European Union, 2019



Social Platform @social_platform · 30 Nov 2021

.@NicolasSchmitEU: "I'm very grateful for this [#SocialPillarChampions](#) initiative which comes at a very important moment...the [#SocialPillar](#) has become a real compass not only for social Europe but all  policies." Thank you to our honorary Champion in the [@EU_Commission](#)! 🙌

WE LEARN



EXPLORING 'SOCIAL CITIZENSHIP'

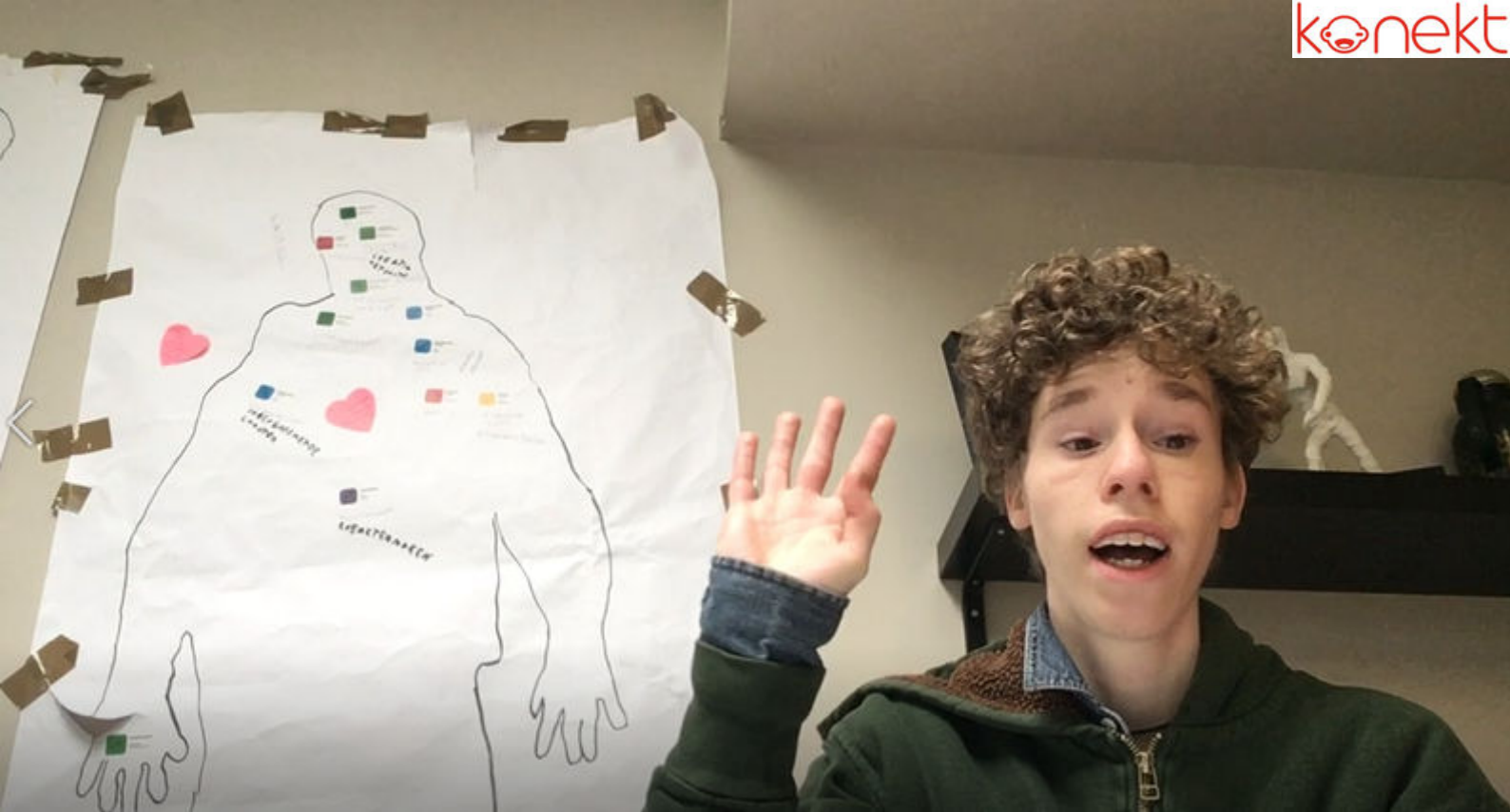
As part of our involvement in the EU Horizon2020-funded EUROSHIP project on social citizenship in Europe, three of our team travelled to Prato, Italy for the project's third consortium meeting. While there we learned about the results of interviews with people in vulnerable situations conducted by our academic partners, and we presented the work of Social Platform and opportunities for the project to have an impact at EU level in 2022.

LISTENING TO LEARN

Strengthening our community knowledge and expertise is vital if we're to continue the fight for social justice. In 2021 we held many exchanges and peer-to-peer learning sessions, including a conversation on democracy and the rule of law with Matthew Caruana Galizia and now-President of the



European Parliament, Roberta Metsola. Other topics covered include accessible communications and sustainable development.



What Brake-Out means for me and the group is friendship and adventure, open house and of course, being together. And learning new things, because when we learn new things we can put our talents at use. For me, my hope for the future is that I can work with animals, and make lots of music!

GLORIAN

MEMBER OF THE 'BRAKE-OUT' PROGRAMME

STUDY VISITS

In November, we visited Konekt in Ghent to learn more about their 'Brake-Out' programme. The programme brings together young adults with intellectual disabilities to explore their passions and talents, and how they can use their strengths to build a bright future for themselves in their communities. [Learn more about this inspirational programme here.](#)

WE REACH OUT



BUILDING
SOCIAL
EUROPE

'BUILDING SOCIAL EUROPE' CONFERENCE

In May, we held our 'Building Social Europe' conference, which was an official side event of the Portuguese EU Presidency and included high-level representatives of the EU institutions and national governments. Through workshops on

employment, skills and life-long learning, services, and the social economy, participants developed social civil society's key messages ahead of the Porto Social Summit that took place the same week.

 overview: **39** tweets **64,940** impressions **1,030** engagements

THE STATE OF THE EUROPEAN UNION

In September, we ran a live blog to share our reactions to European Commission President Ursula von der Leyen's State of the European Union speech. We shared our social perspective on topics ranging from democracy and rule of law, to fair taxation, to the climate crisis.

Overall, our messages were shared with a wide audience: the live blog

was visited around 5,200 times and our Secretary-General Alva Finn was featured as the lead reaction in POLITICO's 'EU Influence' newsletter.



 overview: **6** tweets **8,582** impressions **248** engagements

GROWING OUR ONLINE PRESENCE

In 2021, we developed a new communications strategy and began to transition towards a more campaign-style approach of communications and advocacy. We are already seeing the positive impact of this, and look forward to harnessing this momentum in 2022. Here's an overview of our stats for 2021:

TWITTER



Social Platform @social_platform · 23 Nov 2021

In-work poverty affects 1/10 EU workers. Yet on Thursday a group of MEPs will try to block a report that would deliver a living wage to millions! 🐼
MEPs, we call on you to support the fight against poverty: vote ✅ YES ✅
for the report on #MinimumWages! bit.ly/3cFE4pB ✅

- 1,038 new followers
- 203 tweets
- 512.8K impressions
- 2,857 likes
- 1,220 retweets



Our top tweet earned over 11K impressions!

FACEBOOK

- 236 new followers
- 68 posts
- 7,756 people reached
- 1,513 engagements
- 504 reactions
- 105 shares

WEBSITE

- 98,325 page views
- 51,959 sessions
- 40,895 users

TRADITIONAL MEDIA

We were prominently featured in traditional media, both at EU and national level, with the Porto Social Summit giving us our highest exposure. Here are some of the outlets that covered our work:



WE PLAN AHEAD



SOCIAL PLATFORM ELECTIONS

In May and November, our General Assembly elected a new Management Committee for the 2021-2023 period: President Piotr Sadowski, Vice-Presidents Catherine Naughton and Shannon Pfohman, Treasurer Heather Roy, and Ordinary Members Mikael Leyi, Mary Collins, and Patrizia Bussi.

FUNDRAISING PUB QUIZ

Which two countries joined the EU in 1985?

What is Sherlock Holmes's address?

Which countries won the 1969 Eurovision in a four-way tie?

These were 3 of the questions put to players of our first ever fundraising.pub quiz in October. As well as giving everyone a great time, the evening also raised over €600 for us to continue our work promoting social justice.



1



The Schuman Heaux

2



Los Raffaellas Carras Equipo

3



Queerio

A LOOK UNDER THE HOOD



ALVA FINN
Secretary-General



LAURA DEBONFILS
Head of Policy & Advocacy



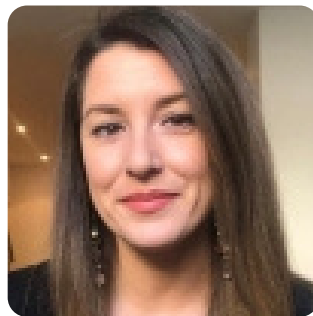
SILVANA ROEBSTORFF
Senior Policy & Advocacy Officer



KATJA REUTER
Senior Policy & Advocacy Officer



JESSICA NGUYEN
Policy & Advocacy Officer



HELEN WILLETTS
Senior Communications & Media Officer



SUZANNA FUINO
Senior Finance & Administration Officer

Thanks also to Kélig Puyet, Juris Lavrikovs & Andrew Dickie who left the staff in 2021.

FACTS & FIGURES



2 General Assemblies,
2 Steering Groups,
6 Management Committees



46 newsletters



Took a stand on 7 issues including EU economic governance, access to social services, minimum wages



31 external speaking engagements



New high-level relationships developed with European Commissioner Elisa Ferreira, Cabinet of Commissioner Margrethe Vestager, DG Energy

STRONGER TOGETHER

Thank you to all our members for your support and commitment in 2021!



JOIN US!

Does your organisation want to join the fight for a more social, inclusive, sustainable Europe?

Social Platform is the largest, leading organisation working on social issues.

Collectively we unite and give a voice to tens of thousands of organisations and hundreds of millions of people in Europe in all their diversity – children, young people, older people, different ethnic and religious backgrounds, Roma people, the LGBTI community, carers, and the people that provide invaluable services to these people.

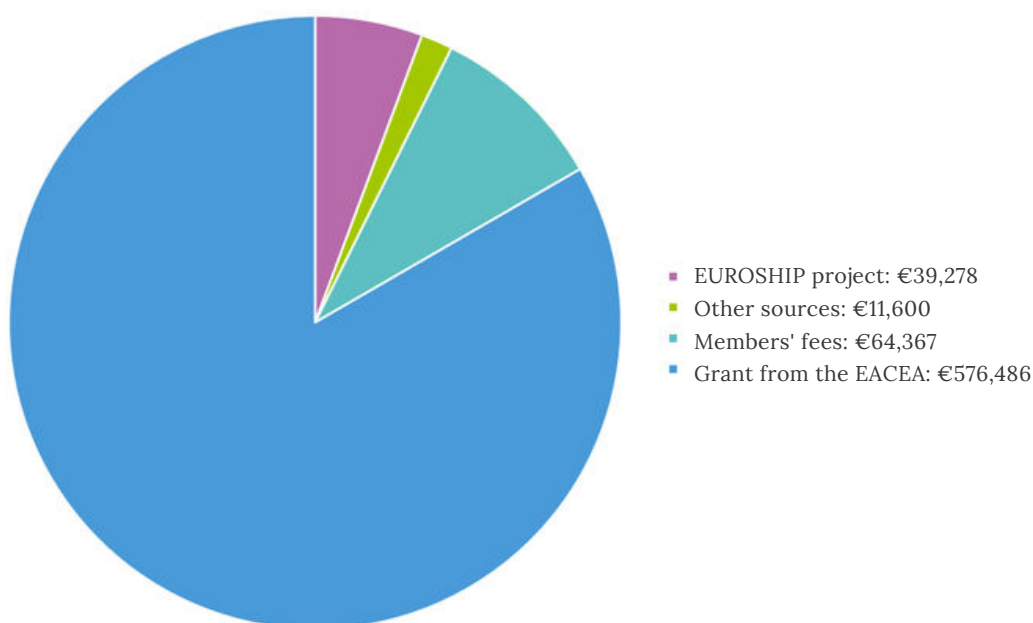


[Find out how to become a member of Social Platform here!](#)

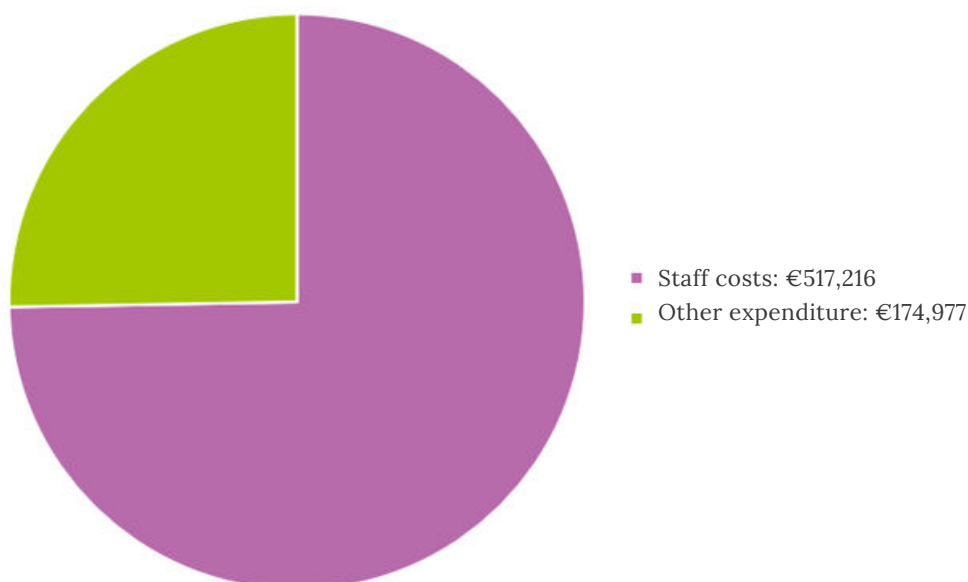
SHOW ME THE MONEY!

Below is a summary of our income and expenditure in 2021. At the time of publishing our 2021 accounts were awaiting approval by the General Assembly. Once approved the finalised accounts will be published at the Banque Nationale de Belgique, where they will be available to the public.

TOTAL INCOME: €691,731



TOTAL EXPENDITURE: €692,193





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