

ACHIEVING SAFE JUSTICE FOR VICTIMS OF CRIME

SHAPING VICTIM SUPPORT TOGETHER



CAMPAIGN GUIDE

[#safejustice](#)

'Action Week - in Support of Victims of Crime'

22 February 2023 - 1 March 2023

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!

[CAMPAIGN WEBPAGE](#)

Communications Resources

Campaign hashtag

#safejustice

Other relevant hashtags

#EuropeanDayOfVictimsOfCrime

#22February

#EUVictimsRights

#EUVictimsRightsDirective

#22February

#ShapingVictimSupportTogether

Communication toolkit

The communication toolkit will be available on the campaign webpage under '2023 VSE campaign' (click [here](#)).

The following assets are included in the toolkit:

- campaign logo
- campaign timeline banner
- press release
- joint statement
- campaign poster
- campaign videos and textual testimonies (will be gradually uploaded to the webpage between 20.02-1.03.2023)

Victim Support Europe channels:



Victim Support Europe



@VictimSupportEU



Victim Support Europe



victimsupport.eu



www.victim-support.eu

CAMPAIGN TIMELINE

STEP 1

20 February: Victim Support Europe (VSE) will commemorate the European Day for Victims of Crime on **20 February 2023** with an in-person [event 'Achieving Safe Justice for Victims of Crime'](#) at [The Press Club Brussels Europe](#). The event, which will take place from 14:00 to 16:00 (CET), will simultaneously be broadcast live on the [Brussels Press Club TV](#).

STEP 2

21 February: Victim Support Europe (VSE) will announce the launch of a new policy paper 'Achieving Safe Justice for Victims of Crime'.

STEP 3

22 February: simultaneous online action conducted by all campaign partners

Victim Support Europe (VSE) will publicise the Joint Statement signed by the leading European NGOs and national civil society organisations (to be shared by the campaign partners on the 22 February)

STEP 4

ACTION WEEK: 23 February - 1 March

Victim Support Europe will be sharing various campaign materials during the action week: victims' testimonies, post-20 February event multimedia materials and the recommendations from its freshly published policy paper 'Achieving Safe Justice for Victims of Crime'.

Campaign partners are encouraged to comment and share the campaign content live.

In this document, we provide the campaign partners with the additional victims' rights-related editorial that can be prescheduled by the campaign partners on their social media channels and shared during the Action Week.

CAMPAIGN'S PROVISIONAL EDITORIAL

20 FEBRUARY

On this day, we encourage all campaign partners to talk about Victim Support Europe's event 'Achieving Safe Justice for Victims of Crime' to commemorate the European Day for Victims of Crime.

Please, share the information about the event based on the event press release (with the hashtag #safejustice):

<https://victim-support.eu/news/press-release-victim-support-europe-to-commemorate-the-european-day-for-victims-of-crime/>

21 FEBRUARY

On this day, we encourage all campaign partners to share Victim Support Europe's social media posts regarding the launch of the [discussion paper 'Achieving Safe Justice for Victims of Crime'](#).

*The visual of the Executive Summary of the paper and the paper itself will be available online in the [Communications Toolkit](#) on the 20th February, 2023.

22 FEBRUARY

On this day, we encourage all campaign partners to talk about 22 February - The European Day for Victims of Crime and to share the Joint Statement signed by campaign partners.

The Statement will be published on VSE's social media channels in the morning of 22 February 2023 and will be sent to the Commissioner for Justice Didier Reynders and the President of the European Commission Ursula von der Leyen. The statement calls to stand in solidarity with all victims of all crime and emphasises the importance of the upcoming revised Victims' Rights Directive.

*The visual of the Joint Statement will be available online in the [Communications Toolkit](#) on the 22th February, 2023.

I. Provisional Social Media Posts for the European Day for Victims of Crime on 22 February (campaign partners are free to use the provisional texts of the posts the way they prefer)

Talk about the campaign

Post 1

We are kicking off the #safejustice campaign for the European Day for Victims of Crime with a powerful #JointStatement.

The Statement was signed by the leading European NGOs and civil society organisations that advocate for the benefit of victims of crime.

We call on every person to stand as one for victims and to support the publication of the revised Victims' Rights Directive to ensure that no victim is forgotten or remains voiceless!

#22February #EUVictimsRightsDirective #EUVictimsRights #ShapingVictimSupportTogether

*The visual of the Joint Statement will be available online in the Communications Toolkit on the 22th February,2023.

Post 2

Today is the European Day for Victims of Crime. Our thoughts go out to all people who fell victim to crime. Being a victim of crime is something that can happen to all of us.

Victim Support Europe, its members and partners work daily to protect and assist crime victims. However, we cannot do this alone. We need everyone to play their part, to take action, to speak out, to challenge perpetrators and make victims' voices heard.

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!

#22February #EUVictimsRights #ShapingVictimSupportTogether

*The visual of the campaign poster will be available online in the Communications Toolkit on the 22th February,2023.

Post 3

Up till now, victims have often been adversely affected on their journey for justice. We believe that, when evaluating whether justice has been served, one should not only focus on the efficiency and availability of fair trial rights but should equally see the process from the perspective of the victims and their well-being and safety during the legal proceedings.

#22February #EUVictimsRights #EUVictimsRightsDirective

*The visual of the quote of Philippe Vansteenkiste will be available online in the Communications Toolkit on the 20th February,2023.

TEXT QUOTE PHILIPPE ON VISUAL: *"My sister was killed by Daesh at the Brussels terrorist attacks in 2016. When you become victim of a terrorist attack, your life, your values, and assurances get completely shaken up. Providing an efficient support is very complex. Justice and truth are key pillars for many victims to rebuild themselves. Yet the justice system's approach is often incomprehensible for the victims as the priorities differ. Due to this, the risk that victims harmed by crime feel unheard, misunderstood and revictimised is real.*

Encouragingly, it seems an increasing number of people are willing to step up and meet the challenges. The system does not lack examples of innovation and success, but these need to become the norm. This is why we must all be involved".

Philippe Vansteenkiste, chair of V-Europe

Post 4

The Action Week for the European Day for Victims of Crime is an annual Victim Support Europe's campaign that kicks off on 22 of February and runs until 1 March. It is used as an organizing strategy by individuals and organizations around Europe to fight for progress, to support improvements in European and national laws, and above all to make sure those laws truly help all victims of crime, no matter the crime, no matter the victim.

This year, the campaign will feature victims' stories about their experiences of justice systems and practical recommendations on what needs to be done to achieve #safejustice for victims of crime.

#22February #EUVictimsRights #EUVictimsRightsDirective #ShapingVictimSupportTogether

*The visual of the campaign timeline banner will be available online in the Communications Toolkit on the 20th February, 2023.

Post 5

Our aim as civil society is to address the problems when we know they exist. Our goal is to ensure that the best interest of the victim is reflected in both internal and external EU actions.

This is an issue about the fundamental rights of all victims, of all of us in fact, and we hope that the Council of the European Union, the European Commission and, of course, the European Parliament will work together to adopt new victims' laws and turn those laws into real change for victims.

That's what ultimately matters. When we speak to a victim, their life should have been improved because of our work, because of the European Union.

Explore 'The Brussels Times' article to find out how VSE are working together with partners to build a new ecosystem which could transform victim support across the European Union:

<https://www.brusselstimes.com/350028/shaping-victim-support-together>

#22February #EUVictimsRights #EUVictimsRightsDirective #ShapingVictimSupportTogether

*The visual of the quote of Philippe Vansteenkiste will be available online in the Communications Toolkit on the 20th February, 2023.

TEXT QUOTE LEVENT ON VISUAL: *"... in 2021, a courageous lady gave a speech at VSE's Annual Conference. Nina Fuchs spoke of how she had been raped while under the influence of a date rape drug, how awful her experience – reporting the crime to the police and seeking justice – was. So terrible, as she told the audience in no uncertain terms, that her experience of the criminal justice system was worse than the rape itself. This is a truly sad indictment of our justice systems, of our responses to victimisation".*

Levent Altan, Executive Director of Victim Support Europe

Post 6

As crime rates continue to rise, Aleksandra Ivankovic's job has never felt more relevant. In her role as Deputy Director of Victim Support Europe she deals with all types of crime, from terrorism to online fraud. Listening to victims and ensuring their voices are heard is a key part of her work.

Changing our criminal and civil justice systems to make things better for victims is a labour-intensive process and even more challenging during these unstable times.

Explore 'The Brussels Times' article to learn how Aleksandra's personal experience helps her champion the rights of others: <https://www.brusselstimes.com/238931/supporting-victims-one-step-at-a-time>

#22February #EUVictimsRights #EUVictimsRightsDirective #ShapingVictimSupportTogether

*The visual of the quote of Philippe Vansteenkiste will be available online in the Communications Toolkit on the 20th February, 2023.

TEXT QUOTE ALEKSANDRA ON VISUAL: "No matter the outcome of a criminal proceedings, we can certainly make an effort to reach out to the victims and offer them psychological and other support to help them recover and rebuild their lives. A fundamental shift to achieve this, is the way we measure success in our justice systems. Now, the focus is only on finding people guilty or innocent, and being efficient. We have to include the objective of safe justice – where minimising or preventing harm to victims in the criminal proceedings is as equally important as fair trial rights, and where we measure how successful we are at doing that."

Aleksandra Ivankovic, Deputy Director, Victim Support Europe

Post 7:

Find of guilt is not enough. Justice must mean a #safejustice system – one, which is not only about guilt or innocence, but is also part of a victim's recovery and well-being.

Learn more about safe justice and how to achieve it from the VSE's new policy paper 'Achieving Safe Justice for Victims of Crime': <https://victim-support.eu/publications/safe-justice-for-victims-of-crime-discussion-paper/>

*Kindly note that the paper will be available on VSE's website on Monday 20 February.

II. Provisional Editorial for the ACTION WEEK: 23 February - 1 March

Victims' Rights-related posts (to be shared by campaign partners any day of the Action Week)

Post 1

On one spring morning in 2016, Aleksander was at the airport when the bomb exploded. As many other victims of the terrorist attack, Aleksander was left with many serious injuries, feeling unsafe, lost and helpless in a country other than his own.

Through his story, you will discover the challenges he faced and how he found support to help him cope with the trauma of the attack.

Discover his story at: [YOUTUBE LINK](#)

#VictimsRightToSupport #VictimsRightToCompensation #22February
#VictimsRightToCrossBorderAssistance

Post 2

From the age of 9, Wendy was constantly feeling ashamed, alone and guilty. The emotional and physical impact of crime on children can lead to severe trauma, if it is not recognised and addressed. Children will especially try to hide the abuse from their friends, family members or teachers.

In her own words, Wendy explains to us what she has been through and why getting support as a victim is more important than ever: [LINK YOUTUBE](#)

#VictimsRightToSupport #VictimsRightToInformation #22February

Post 3

Petra was victim of an attempted murder from a member of her family in Croatia. While she tried to look for safety to the police, fearing for her life, all her complaints were ignored.

This is the story of how she survived and recovered from the crime: [YOUTUBE LINK](#)

#VictimsRightToInformation #VictimsRightToRecognition #VictimsRightToRespectfulTreatment
#22February

Post 4

“First, it is difficult for me to talk about what has happened. [...] We have plenty of time. I feel more and more confident and can eventually tell her, what I remember from that evening...”

Freja was a victim of rape in Denmark. After that evening, she felt powerless and didn't know who to turn to, to deal with her physical injuries and the fear she was constantly feeling.

Watch Freja's story here: [YOUTUBE LINK](#)

#VictimsRightToBeHeard #VictimsRightToInformation #VictimsRightToSupport #22February

Post 5

“Days went by, but the anxiety didn't want to go away. (..) The situation was destroying me from within. My last thought was: I can't get through this alone, I need to ask for help.”

Ilenia was lost, feeling unsafe and isolating herself after she became a victim of defamation. As she couldn't find help with her family or close friends, she turned to the support organisations who helped her cope with the crime.

Discover Ilenia's story at: [YOUTUBE LINK](#)

#VictimsRightToInformation #VictimsRightToSupport #VictimsRightToInteractionWithTrained
Professionals #22February

Post 6

"The harassment was getting worse and worse. If you don't belong to a vulnerable group yourself, you wouldn't believe the amount of racism that minorities face daily."

When Karima moved to Stockholm with her children, she started to receive threats and discriminatory/racist comments from her neighbours.

Follow her journey to discover how she found the courage to report the crime and to find support: [YOUTUBE LINK](#)

#VictimsRightToSupport #equality #non-discrimination #VictimsRightToRecognition #22February

Post 7

"It didn't matter what I did and how careful I was to protect my personal data: it was still leaked to a criminal. The situation was out of my control and I cannot describe the effect it had on me in detail."

After being victim of a crime, you often face feelings of guilt, shame or loneliness. Victim support services are available to help you understand these feelings and give advice on moving forward.

Discover the impact it had on Jussi's life: [YOUTUBE LINK](#)

#VictimsRightToSupport #22February

Post 8

"The support worker, who followed-up on my case kept me informed, she would call me to ask me how I was feeling, to get my news. I felt so cared for - it was amazing!".

The video shows how Victoire, victim of domestic violence, found the support she needed with the French association France Victimes: [YOUTUBE LINK](#)

#VictimsRightToSupport #22February

IMPORTANT: The videos of victim's testimonies as well as the textual testimonies, which will be published by VSE on its social media channels throughout the Action Week and further on in March, will be gradually publicised in the Communications Toolkit on the [campaign webpage](#) between the 20th February, 2023 – 1 March 2023.