



## Why Organ Donation Matters to Us All EUDONORGAN Social Awareness Event on Organ Donation

European Parliament (Room A5E-2), Brussels, Belgium  
February 18, 2019

### Agenda

*Event moderator: M. Istrate, EUDONORGAN Project Coordinator*

08:30 Registration

09:00 **Welcome and opening**

*S. Van Der Spiegel, Head of Sector, Substances of Human Origin, Unit B4, DG SANTE, European Commission & D. Avsec, Slovenija-Transplant*

09:10 **Organ donation and transplantation in the EU**

*M. Seychell, Deputy Director General, DG SANTE, European Commission*

09:30 **EUDONORGAN – the idea and its realization**

*G. Mato MEP\*, A. Alarcó\*, La Laguna University, Spain, & M. Manyalich, University of Barcelona, Spain*

09:50 **The Belgium multilevel approach in organ donation: a unique integration of patient, medical and societal principles**

*L. Colenbie, DG Healthcare, Belgium*

10:10 **The challenge of expanding the donor pool in relation to patients on the waiting lists**

*D. Ysebaert, University Hospital Antwerp, Belgium*

10:30 **Break: Organ donation art exhibition / Press conference**

11:00 **Moderated Panel on Learning from each other to improve organ donation**

(invited speakers from BE, FR, DE, NL, UK)

*Moderator: A.E. Ampelas, Head of Unit B4, DG SANTE, European Commission*

12:00 **Donation from a personal perspective and the role of social media**

*A. Baptist, “Bas, een stoere strijder” Patient Organisation, Belgium*

12:15 **Open discussion with living donors, donor families, patients and patient organisations (IE, IT, HU, SK)**

*Moderator: D. Avsec, Slovenija-Transplant*

12:55 **Closing remarks**

*V. Andriukaitis\*, European Commissioner, Health & Food Safety (DG SANTE)*

13:00 **Commemorative act dedicated to organ donors**

*Led by: H. Vautmans MEP*

13:15 **Group photo, Visit to Beldonor truck and Interviews with the Journalists**

\* Video Message



*Training and social awareness for increasing organ donation in the European Union and neighbouring countries (SANTE/2015/D4/037) <http://eudonorgan.eu/>*

## **Short Project description**

Organ transplantation has become the most cost-effective treatment for end-stage renal failure. For end-stage heart, liver, and lung failure, organ transplantation it is the only treatment currently available. Therefore, organ transplantation recoups potential years lost and improves quality of life for patients with little alternative. One of the major limiting factors affecting organ transplantation, however, is the low quantity of donor organs available. For countries with high numbers on their organ transplant waiting list, it is of particular importance to develop strategies to improve their respective organ donation rates.

EUDONORGAN is a service contract funded from the European Union budget, on the initiative of the European Parliament. It aims to provide specialized training and to raise social awareness on organ donation among health professionals and other relevant actors able to promote and encourage effective donation across the European Union (EU). The project includes the development and implementation of a training of trainers on organ donation and transplantation (WP1) and the organisation of social awareness events in the EU (WP 2).

The project has reached around 400 - 500 participants from the EU and neighbouring countries including healthcare professionals and other relevant actors (non-healthcare professionals) who can promote and encourage effective donation in their daily lives. They include: patients and patient support groups, communication officers of national/regional/local level, authorities and representatives of healthcare establishments, key opinion leaders, journalists, mass media and social media experts.

The social awareness event in Belgium is one of the six such events being organised across the EU as part of WP 2: Social awareness (Belgium, Greece, Hungary, Poland, Portugal, Sweden). Uniquely, the Belgian event is being hosted by the European Parliament.

### **The project is addressing:**

- ✓ Healthcare professionals
- ✓ Journalists, representatives & editors of media channels, social media experts, academic staff of journalism & media
- ✓ Health communication officers
- ✓ Patients, support groups and NGOs
- ✓ Representatives of social services
- ✓ Key local/national opinion leaders
- ✓ Representatives of (potential) donor hospitals



## Project leader

University of Barcelona, Spain



## Consortium

Donation and Transplantation Institute Foundation, Spain



Institute for transplantation of Organs and Tissues, Slovenia



Institute for Transplantation and Biomedicine, Ministry of Health, Republic of Croatia



Italian National Transplant Centre, Italy



Centro Nazionale Trapianti

Dinamia Consultoría Social, Spain

