

Stand Up For Ukraine – global pledging event

More than 10 million people have now fled Putin’s war. More than 6.5 million people are displaced internally and over 4 million people seek shelter in neighbouring countries.

With no end to the conflict in sight, we need to provide resources for hosting refugees in Europe and to help cater for internally displaced people in Ukraine.

This is why European Commission President Ursula von der Leyen and Prime Minister of Canada Justin Trudeau have launched #StandUpForUkraine, in partnership with international advocacy organisation Global Citizen.

A social media campaign, already rallied by many artists, to mobilise funding and in-kind donations, globally.

The campaign will culminate in an online global pledging event on 9 April.

From 15h to 16h00 CET, live from the Łazienki Palace in Warsaw, Polish President Duda will join President von der Leyen and Prime Minister Trudeau, for the announcement of pledges from government and business leaders worldwide #StandUpForUkraine

President Zelensky is invited to connect by remote link, and refugees and NGOs working on humanitarian relief will join to discuss the situation on the group.

You will find below a preliminary run-of-schedule of the show, as well as technical information on how to recuperate the broadcast.

For more information on the schedule of the event or timing of the broadcast, please contact the European Commission’s Newsdesk at newsdesk@ec.europa.eu or by telephone: +32 (2) 296 41 06.

Stand up for Ukraine EbS distribution (satellite and embed code)

The event will be broadcast **unencrypted and free of charge** on the European Union’s Audiovisual Service “Europe by Satellite”.

EbS is available **through Satellite, via web-streaming on the Commission’s Audiovisual portal** (<https://audiovisual.ec.europa.eu/en/>) or via **social media**.

Find below the technical details for each transmission modus.

1. Satellite reception

The “Stand up for Ukraine” event is available **through Satellite distribution** with the following technical specifications.

Eutelsat-9B (9°E)
Transponder : E10
Frequency 11900 MHz (horizontally polarization)
DVB-S2 (modulation 8PSK)
Symbol Rate 27.500
FEC 2/3

You can find more info about EbS satellite transmission on the following website:

<https://audiovisual.ec.europa.eu/en/aboutebs>

Pending confirmation, the event will also be broadcast through the **EBU** and **ENEX**. If you are member of these organisations, you can enquire with them if the event will be included in their schedule and on how to recuperate their live-feed.

2. Web streaming

In order to stream the “Stand up for Ukraine” pledging event on your webpage, you can directly embed the EbS live player to your website.

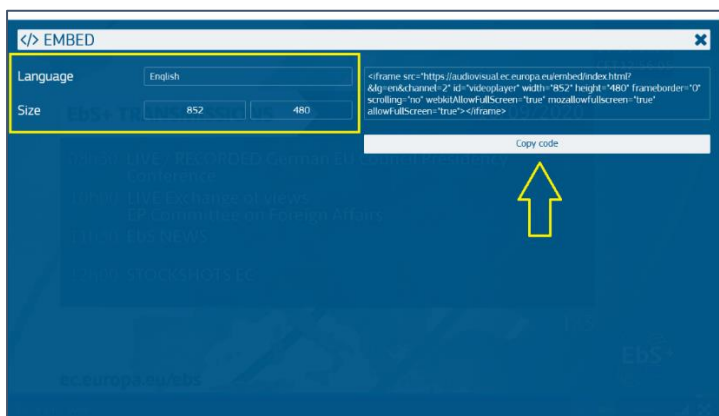
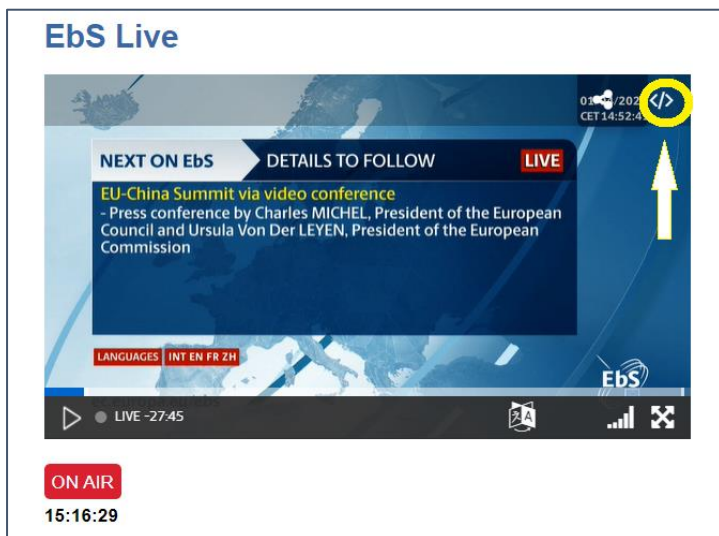
EbS channel (<https://audiovisual.ec.europa.eu/en/ebs/live/1>)

Click on the “<>” symbol on the upper right corner.

You can choose the **size of the player** as well as the language, if interpretation is available.

You can then copy the i-frame code to paste into your website.

```
<iframe src="https://audiovisual.ec.europa.eu/embed/index.html?&lg=INT&channel=1"
id="videoplayer" width="852" height="480" title="" frameborder="0" scrolling="no"
webkitAllowFullScreen="true" mozallowfullscreen="true" allowFullScreen="true"></iframe>
```



Please double-check the website in the days leading up to the event, to make sure that the schedule has not changed.

3. Social Media

The event will also be streamed on the European Commission and President von der Leyen’s social media channels.

For Facebook, you can request cross posting by contacting the comm-social-media-team@ec.europa.eu

For Twitter, you can cross post the LIVE in your tweet by clicking on the live video tweeted, copying the link (making sure the word ‘broadcast’ is included), and pasting at the end of your own tweet.

European Commission social media

Facebook: <https://www.facebook.com/pg/EuropeanCommission>

Youtube: <https://www.youtube.com/c/EuropeanCommission/>

Telegram: https://t.me/EU_Commission

LinkedIn: <https://www.linkedin.com/company/european-commission>

President von der Leyen social media

Twitter: <https://twitter.com/vonderleyen>

LinkedIn: <https://www.linkedin.com/in/ursula-von-der-leyen>

4. Contact

You will find more information about EbS+ and EbS on our website:

<https://audiovisual.ec.europa.eu/en/abouteb>

For more information on the schedule of the event or timing of the broadcast, please contact the European Commission's Newsdesk at newsdesk@ec.europa.eu or by telephone: +32 (2) 296 41 06.

For technical issues concerning the Satellite transmission or the web-player, please contact:

COMM-E-team@ec.europa.eu

For social media questions related to the live broadcast on platforms, please contact: comm-social-media-team@ec.europa.eu

5. Programme

Time	Duration	Action	Notes
3PM	00:02:00	Isha Sesay (moderator) welcome and intro to event	Intro GFX
3:02PM	00:05:00	Opening remarks from principals, President von der Leyen (live) and Prime Minister Trudeau (remote)	
3:05PM	00:03:00	Isha intro to President Duda Welcome remarks from President Duda (live)	
3:08PM	00:02:00	Isha intro to Hugh Evans Hugh Evans (live) to set up SUFU campaign video	Throw to SUFU campaign video of April 8th

3:10PM	00:02:00	SUFU campaign video (showing the mobilisation ahead of the event)	While video plays bring in refugee / IDP Arina
3:12PM	00:05:00	Isha engages in up to date conversation w/ refugee / IDP (Arina) on her experience, immediate needs / purpose of the funding Moderator then throws to first commitment block	Panel engages
3:17PM	00:13:00	Block A of commitment videos	Uses global locator map
3:30PM	00:05:00	Panel response to funding pledges	GFX to show tally
3:35PM	00:05:00	Block B of commitment videos	Uses global locator map While video plays bring in Jamala
3:40PM	00:05:00	Panel in conversation with Jamala about her experience, power of music in driving activism	
3:45PM	00:07:00	Block C of commitment videos	Uses global locator map While video plays bring in TK CSO rep
3:53PM	00:03:00	Panel in conversation with TK CSO rep in response to current tally of pledges	
3:56PM	00:02:00	Final commitments from EC / Canada	GFX to show tally
3:58PM	00:02:00	Closing remarks	
4PM	00:00:00	CLOSE	