



ANNUAL REPORT 2020

INTRODUCTION

2020 was not the year that nurses expected. What should have been a year of celebration turned out to be the most tumultuous year we have ever endured. Instead of celebrating the Year of the Nurse, the coronavirus pandemic meant that we had to work on the front line of a global crisis with all the characteristics of a war zone. We worked hard and learned a lot, we showed resilience, we supported each other, and we are now in the early stages of recovery.

Straight after the ESNO 2020 congress, the ESNO leadership had to do a lot of planning, because of social distancing issues and to free up the nurses involved for patient care. This included moving the 2021 congress online, and rescheduling the launch of the ESNO microbes guide. This needed flexibility and creativity from all of the teams.

In 2020 we worked on the fundamentals for professional standards of ESNO, established the ESNO foundation formally, and met the compliance required for the legal frameworks. This involved working on internal structures, organising congresses, activities and campaigns on health issues, and connecting with external supporting organisations. We also worked to increase the visibility of ESNO and its campaigns.

As well as providing an overview of all that we have completed in 2020, this annual report also acts as the ESNO yearbook, showing what we plan for nurses in Europe through to 2030.

"Strengthening fundamentals in the midst of a storm"

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FOREWORD

To the reader of this ESNO annual report

First of all, I'd like to thank you for taking the time, taking time for this first extended annual report. Too much has happened and too much is coming up to stay short, brief and modest. We have learned to be proud on our work and also showcase our work and explain it better than we used to do.

2020 was a year that affected us all because of the global COVID-19 pandemic. The impact was felt widely across societies and families, as well as throughout ESNO and our members and associates. Although we had called for more awareness on microbes, no one could have overseen that 12 months later the impact on the health system and on specialist nurses.

Around half of the five million nurses in Europe are specialist nurses, including those who work at an advanced level. Our organisation does its very best to support these nurses; it fills me with pride to work with the board members and the team to meet nurses' expectations.

These expectations reflect the changes in health systems triggered by the health crisis of the past year. We cannot step back into the past, and we need to take on board the learnings from this unprecedented year. These changes will have an impact on professional standards, as well as increasing the use of digital health. They also need to be seen in the light of the nurse shortages that we see.

Over the next year, we will continue to apply corporate responsibility standards in the pursuit of our association's ambitions, and showcase our contribution in an innovative health ecosystem. These are vital for the long-term success of European healthcare systems, and for creating value with our stakeholders. We also aim to play an active role in promoting high standards of health and nursing care to patients and the public. We are committed to help professionals, particularly young and early career nurses, to unlock their potential in an inspiring European specialist nursing context.

Adriano Friganovic
ESNO President



ESNO MEMBERS AND ASSOCIATES

The aims of associations include bringing out the best of each member, putting in place activities to make all of the members stronger, forming a community and aiming for common goals. All of the members of an organisation contribute with their own special skills and viewpoints. In our case it is these unique contributions that give ESNO its strength. This is why it's important that as many specialist nurses and nurses' organisations connect with ESNO as possible and join in with its activities.

Membership of ESNO means that members can make their mark, and that ESNO can invest in and support its members. Our plans for our members are to:

- Place a stronger emphasis on the recognition process of the specialist nurses
- Strengthen relationships with European institutions and organisations
- Publicise our mission through the campaign 'Caring4Nurses'
- Engage with European health projects
- Contribute opinions to the European 'Nurse Shortage' issue

Over 2020 we welcomed around 20 individual associate members who were involved in ESNO projects.

"Health is a function of participation": Werner Erhard

THE BOARD AND COMMITTEES

In April, during the General Assembly, ESNO elected a new board with functions and roles. All positions were taken for a two-year term.

- Adriano Friganovic, President
- Patrick Crombez, Vice President
- Wouter de Graaf, Treasurer
- Nico Decock, Board member, lead Education Committee
- Christine Willems, Board member, member of Education Committee
- Maria-Teresa Parisotto, Executive Director
- Ber Oomen, Senior Advisor

ESNO'S VIRTUAL OFFICE

Because of the travel restrictions related to the COVID-19 pandemic, and the likelihood that these would be in place for some time, ESNO moved its office from its physical location of Brussels to a virtual office in Arnhem, Netherlands in 2020. The office will remain virtual during 2021, until there is more certainty.

Experience of online meetings during 2020 has shown that this approach can make it easier for members, stakeholders and nurses to meet and collaborate, and that it can trigger more engagement. It also reduces the carbon footprint of meetings and projects.

ADMINISTRATION SUPPORT

As the organisation's structure, finances and budgets are becoming more complex, we have decided to work with a Dutch company that provides professional association management and administration. This provides us with access to experienced professionals who can meet the Dutch financial requirements, such as tax requirements. This also allows ESNO to meet professional requirements and the requirements needed by funding organisations, and means that the ESNO executives can focus on the mission and goals of the association.

FINANCE AND BUDGETS

The income from members was stable in 2020, with additional income from associate members. ESNO had a large increase in interest from organisations wishing to engage in European projects. This gave ESNO the opportunity to take part in more projects, and allowed the organisation to set out criteria for new professional engagements and projects in the future. The overall budget was increased significantly through the support of five sponsoring organisations. This required the organisation to meet specific professional standards, and required collaboration with an independent accountant, BDO.

The financial overview is [available online](#).

ESNO EVENTS AND ACTIVITIES

CONGRESS 2020

The Specialist Nurse in European Healthcare towards 2030

THE 2019 congress was the first in a set of three annual congresses under the theme 'The specialist nurse in Europe towards 2030'. The 2019 congress explored the breadth of the role of the specialist nurse in Europe. It used a position statement to stress the importance of harmonising both job titles and education for specialist nurses across Europe¹.

THE 2020 congress reflected the role of specialist nurses from members' perspective. We also put local and national initiatives in place. All the presentations are available at www.esno-congress.eu. Following the congress, the ESNO team created a position statement² based on the outcomes of the congress. This included the importance of topics such as cross-border healthcare.

As ESNO, we call on the European Commission, national regulatory bodies, and European and national nursing organisations to contribute to an improvement of cross border healthcare and professional mobility for nurses with post-graduate training and qualifications. This is required to break through the siloes and be ready for the expectations of Healthcare 2030. By formalising these processes, we will protect the future and enhance progress. We urgently call health institutions; both regulatory and those representing national nurses, to open their doors and move beyond the status quo ([Position Statement 2020](#)).

THE 2021 congress will cover the roles of national and chief nursing officers, including their responsibilities for contributing advice to national authorities. It will also have opportunities for delegates to network and learn from each other.

¹ http://esno.org/assets/files/ESNO_Position_Statement_April_2019_FINAL.pdf

² http://esno.org/assets/files/ESNO_Position_Statement_Specialist_Nurse_Mobility_2020.pdf

INTERNATIONAL NURSING DAY 2020

2020 was the Year of the Nurse, and we had an event planned in Brussels. However, the physical event had to be cancelled because of the COVID-19 travel ban and social distancing. The event went ahead online, supported by sponsors and the Brussels-based digital agency ZN Consulting.

CAMPAIGNING FOR NURSES – 12 MAY 2020 – 12 MAY 2021

Nurses are at the forefront of our healthcare system. They're always there providing vital and expert services, even under an unprecedented workload. They provide highly specialised care and even put themselves at risk to take care of us. They have proved that we can count on them, even in difficult and risky situations. Now it's time to appreciate their true value and take care of them.

On 12 May 2020, on International Nursing Day in the year of the Nurse and Midwife 2020, a campaign started and lasted for a full year until 12 May 2021.

During the months of 2020, health professionals and especially nurses had too few opportunities to showcase their contributions, both relating to COVID-19 and to the nursing profession in general. There is still more to address.

Health organisations supported this campaign through a year-long campaign showcasing the best nurses have to offer in all aspects. It was built over 12 months, 12 storylines and 12 topics. In this campaign, "every day will be nursing day".

The reason behind the campaign is to utilize the current appreciation for healthcare workers to give nurses the recognition and working conditions they deserve: It is critical to support and invest in nurses, not just now, but at all times.



The conclusion of the event led to the initiative 'Caring4Nurses' with its own website (www.Caring4Nurses.eu). The aim is to extend the initiative based on insights from the year-long campaign.

GENERAL ASSEMBLY

In November 2020, ESNO met for an online General Assembly. This allowed members to share their concerns and challenges, both from an organisational and personal perspective. Topics included a reflection on ESNO in the past, financial challenges, and the ESNO congresses over the next year.

ASSOCIATE MEMBERS

At the end of October 2020, ESNO scheduled an informal meeting to get in touch with the associate members, and around 25 nurses attended online. During the event members shared a lot of experiences were shared. Surprisingly not all were related to COVID-19, but all were about learning and sharing. It was agreed to meet again during 2021.

WEBINARS 16 AND 17 OCTOBER

In October 2020, ESNO and EHMA organised two webinars on COVID-19, and collected a lot of information on experiences during the pandemic.

16 OCTOBER: COVID-19 – SHARING PERSONAL STORIES

Nurses shared their experiences, stories and feelings during this unforgettable event. It was moderated by Tamsin Rose and was not recorded.

17 OCTOBER: COVID-19 AND PPE

Noel Abela gave an overview of the COVID-19 situation worldwide. He talked about the importance of PPE, discussed the global shortage of PPE, and referred to the ECDC document published in July 2020.

Rebecca Cachia Fearne shared her experience in the management of COVID-19 including the training of staff, as well as the challenges in implementing the guidelines on PPE.

The session was organised by: European Health Management Association, Foundation of Nurses Specialists Europe (www.fonse.eu), AUVB – UGIB – AKVB (www.auvb.be/nl) and Mater Dei Hospital Malta.

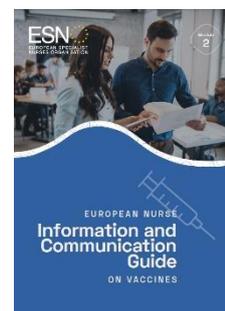
PROJECTS AND HEALTH THEMES

"Participation is the best form of education"

ESNO PROJECTS

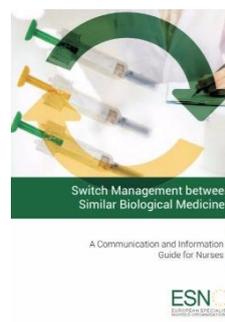
Microbes – Nurses Information and Communication Guide

- In May 2020 ESNO published a nurse's guide on microbes in several modules covering microbes, medication, vaccination, anti-microbial resistance and infection prevention and control. As a consequence of the COVID-19 outbreak, the development of COVID-19 vaccines and the increased use of PPE in infection control, the ESNO team decided to separate the modules and begin updates. These will be published in 2021 and 2022.
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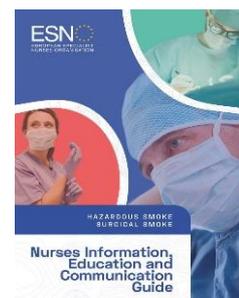
Biosimilars – Nurses Information and Communication Guide

- In 2018 the ESNO Biosimilars focus group created a biosimilars information and communication guide for nurses. The project spanned a year with support from Medicines for Europe and EFPIA, and was followed up by the publication of a guide for patients. The nurses' guide was published in eight languages and printed in English and Dutch. A second edition is in the planning stage, based on new information and insights. The team is also planning online educational activities and presentations, and is seeking funding and support for the new projects.



Surgical Smoke – Nurses Information and Communication Guide

- The specialist nurse information and communication guide on surgical and hazardous smoke aims to raise awareness on the topic, provide information and educational materials, and support communication and training.



Plasma Specialist Nurse Curriculum

- The objective of this project is to support plasma donation centres aiming to develop a competency framework for specialist nurses to expand their responsibilities and become recognized 'Qualified healthcare professionals'. The framework will be based on evidence-based practice roles and responsibilities based on the four pillars of advanced nursing practice that is: education, competencies, research and consultancy.
- PPTA www.pptaglobal.org

FONSE, THE ESNO FOUNDATION

During 2020, ESNO supported the creation of the ESNO foundation (FoNSE), with the specific goal to handle all ongoing and future ESNO projects. The foundation was formalised on 26 April 2020, including the legal requirements such as the registration in the Chamber of Commerce, the opening of the bank account and the creation of the leadership structure. The website is in place, and the transfer of projects from ESNO to FoNSE has begun. The supervision board exist of ESNO board members.

ESNO's previous Executive Director has taken the leadership role in the foundation and a new Executive Director has been appointed to lead ESNO. The two directors worked together during the transition.

During the year we will develop the leadership and a provisional website will be designed with the expectation that over the years to come, this will have a more professional status. Also FoNSE will be active on social media.

"The organisation for ambitious nurses contributing to European health projects"

www.fonse.eu



Education committee in 2020 with a perspective for 2021 toward 2030

"If you think education is expensive, try estimating the cost of ignorance", Howard Gardner

Patient care is becoming increasingly specialized and changing health needs have a direct impact on professional practice. The mission of the ESNO education committee is to make sure that qualified specialist nurses gain a certain competency level to ensure safety and quality of care, and maintain this level as needs change. This level of expertise correlates with positive public health outcomes. The committee is formed from ESNO member experts in the field of education who have created their own training framework and competence profiles. The education committee is chaired by Nico Decock, and assisted by the ESNO Executive Director, delegated ESNO representative member education experts and external experts.

2020 ACHIEVEMENT

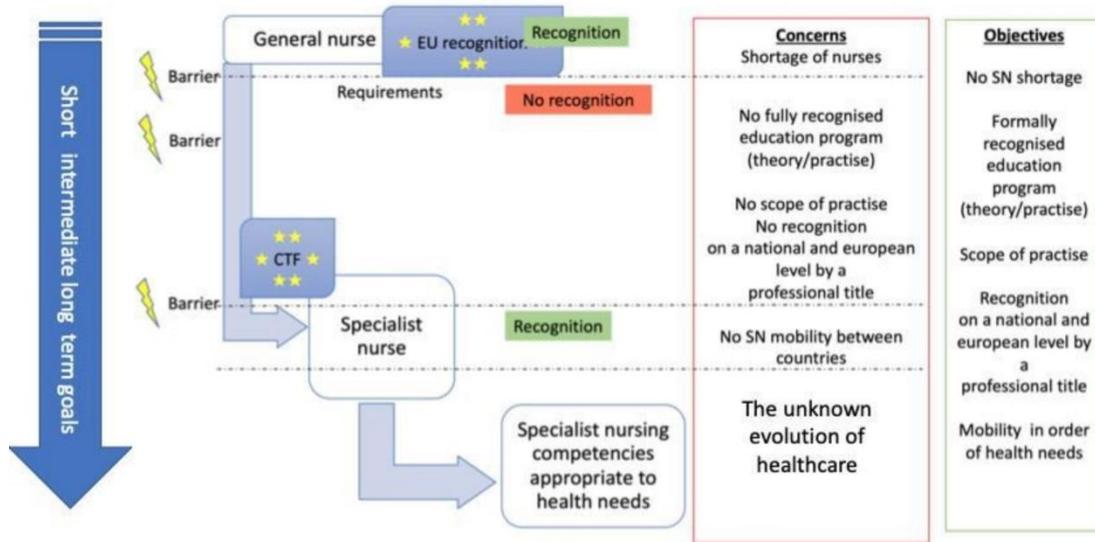
- Following inputs from ESNO members, the education committee set up a strategy using an evidence-based approach. The committee then carried out a second survey highlighting the different aspects of specialized education programs for nurses. The statistical analysis of intermediate survey data using a mixed, quantitative, and qualitative approach made it possible to base the conclusions on the practice of specialist nurses as a whole. The ESNO education committee carried out these rigorous methodological steps in line with the Delphi technique.
- The results were presented at the international congress in Brussels. In parallel, this evidence has been the subject of an in-depth analysis to define the strategies for recognizing and harmonizing training.
- With limited resources, we found evidence of significant complexity in terms of duration and level of training and the consequent recognition at the European level. Our network is on permanent alert to mobilize the scientific references that feed our missions. In addition, this monitoring work is complemented by feedback from the member associations. The variability between different countries in terms of educational and professional dimensions is the main criterion giving a breadth and depth to the data. The identification of common points of view will be the basis for a consensus validated by experts that will merge harmonization.
- These findings have been presented to experts and politicians. Based on these very useful discussions, we have set up a dynamic international reflection process beyond the health constraints.
- At its annual meeting, the committee evaluated the progression of the themes we are working on, and the roadmap was adopted.

This outcome has created a solid foundation for a major project.

2021 PERSPECTIVES

We are at the beginning of a very challenging cross-European project – that of recognizing the professional practice of specialist nurses – and this will require dedicated logistical and human resources. This process is our collective responsibility. The potential is enormous, but it will be necessary to manage all the protagonists across borders while respecting the different histories, habits, and cultures. The start of this innovative research project is awaiting the necessary funding.

SN pathway for next decade : removing barriers and achieving objectives



PUBLICATIONS 2020

One of the cornerstones of advanced education organisations and academia is providing frequent publications. Publishing provides a communication channel for members and stakeholders within a field, a repository of important research efforts, and a recognition mechanism for researchers and institutions alike. ESNO publications provide specialist nurses with knowledge and experience, as well as giving specialist nurses the opportunity to get involved in projects and programs. The aim is to publish Nurses Information and Communication Guides at least quarterly, as well as creating publications with a focus on cross border professional healthcare provision.

All publications are published on the ESNO website. <https://www.esno.org/publications.html>

MICROBES

The ESNO Information and Communication Guide on Microbes was launched on 12 May 2020. This includes sections on microbes, medication, vaccination, antimicrobial resistance and infection prevention and control for specialist nurses. The guide has its own page on the ESNO website

<https://www.esno.org/microbialissues.html>

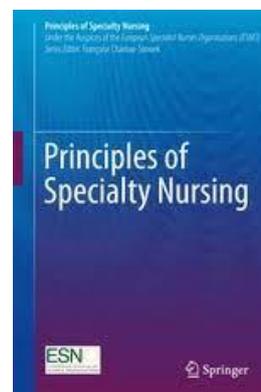
POSITION STATEMENT

The 2020 position statement was on the topic of recognition of specialist nurses with emphasis on mobility.

SPRINGER – PRINCIPLES OF SPECIALTY NURSING

The role of the specialist nurse in Europe is still not clearly defined. Despite the fact that there have been formal training programs – e.g. for nurse anaesthetists, operating room nurses, intensive care and mental health nurses – for years now, the practices, status, duration and content of training can vary greatly from country to country. Therefore, there is a need to establish European evidence-based practice on the basis of different clinical experiences. This series, which encompasses textbooks for each specialty, shapes evidence-based practice in Europe, while also integrating lessons learned from other continents. Moreover, it contributes to clarifying the status of the specialist nurse as an advanced practice nurse.

<https://www.springer.com/series/13892>



2020

'Principle of Nursing in Oncology, New Challenges'

- The purpose of this book is to produce evidence-based nursing in oncology from a European perspective including international literature..

SCHEDULED PUBLICATIONS

2021 'Principle of Nursing in Gastroenterology and Endoscopy'

2022 'Principle of Nursing in Nurse Anaesthetists

'Principle of Nursing in Dialysis', Transplant and renal care

2023 Principle of Nursing in Biosimilars

PARTICIPATING PROJECTS

In order to support European specialist nurses, it's important for ESNO to contribute to a wide range of fields in European healthcare. The organisation aims to find the best members and associates to represent ESNO for each project. ESNO executives can also act on behalf of ESNO members and associates, and feed back insights and outcomes. By being involved in these projects and program, ESNO representatives can provide input and gain insight, in order to get a better understanding of topics and to provide leadership. Healthcare improves through engagement and collaboration.

Blood and Beyond

- The aim of the initiative is to raise awareness of the impact of blood transfusion on patients, support networks, healthcare systems and society at large. The overarching goal is to help advance policies and practices that improve patient outcomes by optimising blood management and supporting innovation across Europe.
- www.bloodandbeyond.com

Pain

- EFIC (European Pain Federation) has an interprofessional approach to pain education, recognising the role played by all healthcare professionals in pain management. To date, EFIC has developed curricula on pain medicine, pain physiotherapy, pain nursing, and pain psychology. These curricula form the basis of each of our educational projects.
- europeanpainfederation.eu and support on curricula europeanpainfederation.eu/wp-content/uploads/2019/11/EFIC-CORE-NURSING-WEB-FINAL-Published-on-website.pdf

DISH – Digital & Innovation Skills Helix in Health

- The Digital & Innovation Skills Helix in Health (DISH) project aims to bridge the missing link' between the progressive digitalisation of the healthcare sector and the lack of eHealth and innovation skills among health and social care professionals. The goal is to allow health and social care professionals to fully benefit from the use of innovative eHealth products and solutions.
- ehma.org/research-projects/digital-innovation-skills-helix-in-health/

Health workforce.

- The 'Support for the health workforce planning and forecasting expert network' joint tender is a new action in the field of European health workforce planning. The action is supported by the health programme of the European Union and aims to establish an expert network on health workforce planning and forecasting.
- healthworkforce.eu/about-us

Falsified medication

- The European Alliance for Access to Safe Medicines (EAASM) is an independent, pan-European initiative dedicated to protecting patient safety by ensuring access to safe and legitimate medicines. The Alliance was formed by a cross-section of European stake-holders from a variety of backgrounds. Its key activities include campaigning for the safer use of unlicensed or off-label medicines and the exclusion of counterfeit and substandard medicines from the supply chain, raising public awareness around such issues, and promoting effective legislation and enforcement in relation to falsified medicines.

- eaasm.eu/en-gb

Nutrition

- The European Nutrition for Health Alliance (ENHA) is a charity established to promote and implement nutritional risk screening and improve nutritional care for all European citizens. ENHA members and partners are key European professional societies, associations and patient groups in public health and healthcare. They work together to promote and implement nutrition risk screening and optimal nutritional care across Europe create public awareness of malnutrition/undernutrition share good practices and create innovation improve education and training in nutritional care.
- european-nutrition.org/enha

Joint Action EU-JAMRAI

- EU-JAMRAI is the EU Joint Action on Antimicrobial Resistance (AMR) and Healthcare-Associated Infections (HCAI) that brings together 44 partners and more than 40 stakeholders. The mission is to foster synergies between EU members states by developing and implementing effective One Health policies to fight the rise threat of AMR and reduce HCAs.
- eu-jamrai.eu

Joint Action EU-JAV

- Vaccination is one of the greatest public health and medicine success stories of the 20th century, saving millions of lives worldwide every year. Immunisation protects health throughout life. However, people are still dying from diseases such as measles that can easily be prevented with vaccines. EU-JAV is the EU Joint Action on Vaccination that aims to strengthen cooperation between European countries to fight vaccine-preventable diseases. EU-JAV's goal is to deliver and share concrete tools for stronger national responses to vaccination challenges.
- eu-jav.com

Vaccination Confidence Initiative

- VACC PACT is the Vaccination Confidence – Patients' and Professionals' Awareness, Communication and Trust Objectives. Its goals are to: Integrate national perspectives and gather the voices and concerns of patients, their supporting communities and healthcare professionals, create a platform connecting patients, support communities and healthcare professionals in which everyone feels safe and empowered to share their views, hopes or concerns, validate and/or refine the content of the toolkit, based on feedback from its target user and disseminate the draft toolkit to target audiences at national and regional levels and prepare the ground for effective dissemination of the final toolkit.
- www.eu-patient.eu/globalassets/ppt-vaccination-launch.pdf

EU Coalition for Vaccinations

- The EU Coalition for Vaccinations brings together European associations of healthcare professionals and relevant student associations in the field. Healthcare professionals' role is to reassure people that vaccines are safe and effective. The Coalition aims to support the delivery of accurate information to the public, combating myths around vaccines and vaccination, and exchanging best practices on vaccination
- www.vaccinestogether.org/eu_coalition_for_vaccinations

Connecting Nurses

- Connecting Nurses is an international project that was created for the nursing community by nursing organisations, with support from Sanofi. Its aim is to provide professional resources for its members around the world.
- www.connecting-nurses.com

STOP Cancer at Work

- The campaign focuses on getting the European Commissioner to act to stop cancer at work by proposing or accepting legislation in the 2020 revision of the Carcinogens and Mutagens Directive (CMD) to include cytotoxic drugs that can cause cancer.
- www.stopcanceratwork.eu

Heart Failure Policy Network

- 'Helping advance meaningful policy change on heart failure'. The Heart Failure Policy Network is an independent, multidisciplinary platform of healthcare professionals, advocacy groups and policymakers from across Europe. It aims to raise awareness of the unmet needs surrounding heart failure and its care, and to help drive meaningful changes in policy and practice.
- www.hfpolicynetwork.org

NCD Academy

- Education by Global Thought Leaders for the Primary Care Community
- NCD Academy is a first-of-its-kind collaboration between major actors in global health to equip frontline health workers with integrated, mobile-first education on NCD care as they take on a more prominent role in prevention. Led by the American College of Cardiology, in collaboration with the World Heart Federation and NCD Alliance, and supported by Viartis, NCD Academy has premiered with courses on Cardiovascular Disease & Stroke Prevention and COVID-19: Protecting Patients at Greatest Risk; and new courses from other leading societies in clinical education are following.
- <https://ncdalliance.org/ncd-academy>

Cancer related complications and comorbidities initiative

- The Cancer Related Complications and Comorbidities Initiative is chaired by ECPC and brings together 20 EU level stakeholders on the joint statement 'Making cancer-related complications and comorbidities an EU health priority'. The statement calls on EU policy makers to make cancer complications and comorbidities a priority in the EU Cancer Plan and highlighting the effect cancer complications and comorbidities can have on a patient and their treatment. During the European Week Against Cancer 2021, 29 members of the Cancer Related Complications and Comorbidities Initiative launched White Paper: The impact of cancer-related comorbidities on patient treatment, treatment efficacy, survivorship, and quality of life.
- <https://ecpc.org/policy/cancer-comorbidities/>

ESNO MEMBERS OVERVIEW



<https://www.efccna.org/>



<https://www.edtnerca.org/>



<https://ifna.site/>



<https://nurses.uroweb.org/>



<https://eorna.eu/>



<https://www.fend.org/>



<https://enda-europe.com/>



<https://cancernurse.eu/>



<https://esgena.org/>



<http://eusen.org/>



<https://www.acovene.eu/>



<https://ewma.org/>



<https://www.intnsa.org/europe/>



<http://www.eann.info/>

OUR SUPPORT NETWORK OF SPECIALIST NURSE EXPERTS

ESNO is proud to have a range of ambitious nurses engaging in our projects, providing expertise, opinions, advise, science and wishing to take leadership in projects. For the future, our aim is the have all our associate members as expert in our projects.

NAMES AND NATIONALITIES

Aafke Bosma – Netherlands

Alexandra Isabel Gomes Pereira – Portugal

Brioni Elena – Italy

Corinne Scicluna – Malta

Cristiano Magnaghi – Italy

Enrique Castro-Sanchez – Spain

Eveline Hoefkens – Belgium

Francesca Cardone – Italy

Hanneke Voorneveld – Netherlands

Ingeborg Groothuis – Netherlands

Jeannette Verkerk – Netherlands

Johan de Munter – Belgium

Josephine Declay – Belgium

Luigi Apuzzo – Italy

Marijke Quaghebeur – Belgium

Noel Abela – Malta

Rebecca Cachia-Faerne – Spain

Sabina Krup – Poland

Susana Reis – Portugal

Tihana Batrnek – Croatia

Wioletta Medrzycka – Poland

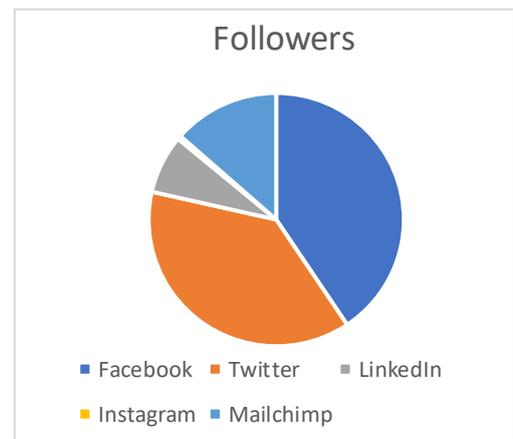
SOCIAL MEDIA

In 2017 the members agreed to increase the visibility of the ESNO and first explore opportunities. This resulted in an increase in the use of social media given the health crisis of 2020. This started on 12 May, International Nursing Day, by going online. From that moment we experienced great learning curves with getting to know the relevance of investing more in social media. First it was to increase current and new members' levels of engagement, drive traffic to our website and encourage attendance at the next event and improve members' and stakeholders' conversions. Also to add value to the discussions and narrative of the specialist Nurses work.. We even experiences going live during events to share key takeaways in real-time.

OUR CHANNELS

Overall we see the majority of interactions with Twitter and Facebook.

- On Twitter (1468) @esno_web
 - o our followers and those who we follow are strongly business and company related, whereas
- On Facebook (1591)
 - o we reach the nurses on an individual and personal basis.
- We are also increasing visibility with our LinkedIn (293)
 - o This is used with more relevance on but less frequent
- Mailchimp (524)
 - o We see an increase on this channel but needs more consistence, and balancing messages specific on topics and general ESNO updates
- Instagram (18)
 - o This hasn't yet been fully explored, but is an aim for future campaigns.
- YouTube in schedule for 2021
 - o As we are creating more video's it's the intention start to create a profile soon in 2021



CAMPAIGN SUPPORT

ESNO has started to work with a campaign organisation. This organisation will support ESNO through the provision of social media, and by also providing advice in the branding of specialist nurses in the social media environment. This will ensure consistency of messaging. The campaign organisation will also be involved in ESNO events, and in the design of booklets and projects.

PRESENTATION – 'ACTE DE PRÉSENCE'

During 2020, we gave four presentations at stakeholder meetings

FUNDING SOURCES 2020

NON-INDUSTRY RELATED INCOME 2020		
Contribution to the overall association management and operations		
Source	Amount (€)	% of total income
Full Members	6000	84.3%
Members Individual Associates	120	1.7%
Donation (ESNO member)	1000	14%
Total	7120	100%

Industry related income 2020: ESNO wants to thank the following donors for their support		
Contribution to the projects		
Source	Amount (€)	% of total income
EFPIA	25,000	26.2%
Sanofi Europe	28,000	29.4%
Medicine for Europe	10,000	10.5%
MYLAN	29,988	31.4%
PPTA	2,500	2.5%
Total	95,488	100%

ABOUT ESNO

GOALS AND MISSION

The European Specialist Nurses Organisation (ESNO) is a non-profit organisation, and its goal is to facilitate and provide an effective framework for communication and co-operation between the European Specialist Nurses Organisations and its constituent members. ESNO represents the mutual interests and benefits of these organisations to the wider European community in the interest of the public health. Members of ESNO consist of individual European specialist nurse organizations.

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