DEFEND ETHIOPIA
TASKFORCE EUROPE
PREPARED BY
Steering Group

2022 ACTIVITY HIGHLIGHTS

MESSAGE OF KITAW YAYEHYIRAD, CHAIRPERSON OF THE DEFEND ETHIOPIA TASK FORCE IN EUROPE (DETF-EU)

2022 was an eventful year for Ethiopians in the Diaspora and a decisive year for Peace in Ethiopia. Following up on the worldwide #NoMore movement in November 2021, 2022 had started with the Great Ethiopian Home Coming of Ethiopians abroad for Ethiopian Christmas to support the country's economy, show the world that Ethiopia is still a stable country and rectify western medias' negative portrayal of Ethiopia.

As we end an extraordinary year for Ethiopia, the members of the Steering Group of the DETF-EU extend their very best wishes to all. 2023 heralding a new chapter with the breakthrough Peace Agreement and following sequence of events, we have planned to focus more on redressing Ethiopia's image to the World (and the Diplomatic Community) through our Public Diplomacy activities with the leitmotif 'Promote and Defend Ethiopia'. We look forward to increased engagement and action towards the betterment of Ethiopia in 2023, as a lasting Peace consolidates, the National Dialogue progresses, and the country and its people fully engage in the reform and development track.

Enjoy the read of the snapshot report of activities of Defend Ethiopia Task Force in Europe (DETF-EU) and best wishes for a great 2023!

Defend Ethiopia Task Force in Europe (DETF-EU) is a group of professionals and scholars defending Ethiopia from pressures by external entities through Public Diplomacy with the support of Ethiopian Communities in Europe.

Several groups of Ethiopians in several European countries were engaged in public and digital diplomacy to confront the misinformation and disinformation on the conflict in Northern Ethiopia. For example, Defend Ethiopia UK was formed in the United Kingdom four days after the conflict erupted.

H.E. Ambassador Teferi Melesse Desta and other ethiopian ambassadors in Europe took the initiative to synchronize the similar efforts in different countries. As a result, in April 2021, the groups agreed to work together, sending representatives to form a Steering Committee that coordinates the Defend Ethiopia Task Force in Europe (DETFEU). DETF-EU now has representation from 14 European countries: Belgium, Czech Republic, Denmark, Finland, France, Germany, Ireland, Italy, Norway, Spain, Sweden, Switzerland, the Netherlands and the United Kingdom.

Chairmanship rotates amongst its Steering Group members from around Europe. The first chair was Zelalem Getahun from DETF-UK. Kitaw Yayehyirad (Switzerland) was elected Chairperson in September 2022.

DETF-EU's long-term mission is to transform the Ethiopian Diaspora Community in Europe into a valuable diplomatic instrument of Ethiopia in a constructivist approach. The immediate objectives stated in 2021 are to:

- Confront the disinformation and misinformation launched against our country;
- Challenge the policies and actions of European Governments, the European Union (EU), the European Parliament (EP) and UN entities that might negatively influence Ethiopia's interests;
- Win the hearts and minds of Ethiopians and friends of Ethiopia, foreign citizens, policymakers in favor of Ethiopia.

Activities are conducted under four pillars: Lobby and Diplomacy, Mainstream Media, Social Media and Mobilization. Since November 2020, DETF-EU has been at the heart of all major Ethiopian Public Diplomacy Initiatives in Europe conducting effective digital campaigns, responding to Media articles in various countries and lobbying amidst the avalanche of disinformation and misinformation against Ethiopia during the two yearlong conflict.

SUMMARY OF KEY ACTIONS AND OUTCOMES OF DETF-EU IN 2022

In 2022, the Defend Ethiopia Task Force in Europe continued to conduct sustained activities towards its stated objectives by regularly exchanging and sharing current and up to date news from well-grounded sources, advocating for and conducting Public Diplomacy initiatives to Defend Ethiopia with the support of the Ethiopian Communities in Europe. These actions consisted mainly of:

- ICoordinating Digital Campaigns (Email and Social Media campaigns on Twitter)
- Sending letters to European Governments, the European Union (EU), the European Parliament (EP), the UN Human Rights Council Members and other UN entities to pressure and influence policymakers in favor of Ethiopia;
- Coordinating demonstrations in several European cities to promote Ethiopia's cause.
- Organizing Webinars to raise awareness and mobilize the Ethiopian Communities and also Africans through our Pan African Wing.

As an advocacy group of Ethiopians in Europe defending our country, we have effectively and efficiently used Digital Platforms to reach out to Members of Parliament, politicians, journalists, NGOs, think tanks, specialized agencies of the United Nations, Permanent Missions of member states of the Human Rights Council in Geneva, investors in Ethiopia and relevant players in 12 European countries. Several of Defend Ethiopia EU country representatives appeared on Media (both in and outside Ethiopia) giving interviews in support of the objectives of the Task Force.

BY NUMBERS

- Email Campaigns (over 30000 emails were sent to over 1200 contacts in Europe including Policy Makers, Parliamentarians, Media, representatives at Permanent Missions to the United Nations in Geneva and more.

- More than 50 Twitter Campaigns, with over 4.5 million reach each, 400+ targeted Twitter @handles of all Human Right Council Members, EU Parliamentarians, influential policy makers and journalists in Europe, effectively contributing to reversing/redressing trends and narratives on the conflict on Social Media public sphere.

- More than 200 hours of meetings including 2 to 3 hours of weekly meetings for 20 months.

IOver 25 letters were sent including the below co-signed by 20+ Ethiopian Advocacy groups in Europe, North America and Africa:

- Resolution by Ethiopian Advocacy Groups in support of the Peace Agreement and following developments – November 2022

- Call for the disestablishment of the International Commission of Human Rights Experts on Ethiopia (ICHREE) – September 2022

- European Parliament's proposal for a resolution on the recent humanitarian and human right situation in Tigray – September 2022

The Steering Group members of the Defend Ethiopia Task Force in Europe

- Abiy H. Gebreselassie (United Kingdom)
- Amir Teshome (France)
- Belayneh Bekele (Finland)
- Dagmawi Yimer (Italy)
- Elias Atlabachew (France)
- Ephrem Zewdu (Belgium)
- Getahun Tafesse (Germany)
- Haimanot Aynalem (Ireland)
- Ibrahim Adem (Sweden)
- Ileni Demise (Norway)
- Kassahun Gedlu (Norway)
- Kitaw Yayehyirad (Switzerland)
- Kiya Negash (Italy)
- Mahlet Ayele (Netherlands)
- Michael Dejene (Switzerland)
- Rahel Dalton (Ireland)
- Seblewongel Tariku (Finland)
- Sirage De-Tango (Sweden)
- Tarekegn Asnake (Spain)
- Teshale Shebeshi (Czech Rep)
- Wondim Belachew (Denmark)
- Yiraglem Yifru (Spain)
- Zelalem Getahun (United Kingdom)
- Zerihun Assefa (Belgium

Resolution by Ethiopian Advocacy Groups
in support of the Peace Agreement

THANK YOU DETFE

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