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Become an “influencer for life”: 2022 edition of the European Day for Organ Donation and Transplantation encourages people to share what’s most precious

The 2022 edition of the European Day for Organ Donation and Transplantation (EODD) will be hosted by Poland on 8 October 2022. The European Directorate for the Quality of Medicines and HealthCare (EDQM) of the Council of Europe has sponsored EODD in a different country every year since 1996. The EODD aims to raise public awareness of the need for organ, tissue and cell donation and promote the principle of voluntary and non-remunerated donation.

The need for organ donors remains unfulfilled and an average of 20 patients die every day in Europe while waiting for a transplant.¹

As every year, the EODD is supported by a social media campaign which aims to raise awareness on organ, tissue and cell donation. This year’s campaign invites us to positively influence others’ lives and seeks to recruit “influencers for life”, who take the time to consider organ donation. The campaign acts as a reminder that we should all reconsider what is really worth sharing, and is inspired by the social media environment where sharing content is a common practice. The campaign uses social media terminology to make organ, tissue and cell donation more relevant than ever.

Check out the [EODD 2022 web page](#) to get information on the campaign, [download the EODD 2022 posters](#) and see the figures on transplantation activities in Europe for 2021. The figures are derived from the latest edition of the *Newsletter Transplant*, which provides comprehensive information and data on donation and transplantation activities every year. This report is produced thanks to the Spanish Organización Nacional de Trasplantes (ONT), which coordinates the collection, compilation and analysis of international data annually through a vast network of health authorities and officially designated individuals involved in donation and transplantation activities. The *Newsletter Transplant* can be [downloaded for free](#) and paper copies can be ordered through the [EDQM WebStore](#).

For over a quarter century, the EODD has contributed to the steady increase in the number of donors in Europe by spreading the message among the general public on the importance of organ, tissue and cell donation and transplantation. The EODD is part of the mission of the European Committee on Organ Transplantation (CD-P-TO), the steering committee in charge of organ transplantation activities at the EDQM/Council of Europe, which includes raising awareness on organ, tissue and cell donation for transplantation. Its work also focuses on elaborating ethical, quality and safety standards in the field of transplantation, promoting the principle of non-commercialisation of organ, tissue and cell donation, and strengthening measures to avoid trafficking.

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Note for the Editor: Further information is available on the internet site www.edqm.eu.

1. Figures provided concern the 43 Council of Europe member states that provided data pertaining to 2021. Source: *Newsletter Transplant* 2022.

The EDQM is a leading organisation that protects public health by enabling the development, supporting the implementation and monitoring the application of quality standards for safe medicines and their safe use. Its standards are recognised as a scientific benchmark worldwide. The European Pharmacopoeia is legally binding in member states.² The EDQM also develops guidance and standards in the areas of blood transfusion, organ transplantation and consumer health issues.

2. The [European Pharmacopoeia Commission](#) comprises 40 members: Albania, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Republic of Moldova, Montenegro, Netherlands, North Macedonia, Norway, Poland, Portugal, Romania, Serbia, Slovak Republic, Slovenia, Spain, Sweden, Switzerland, Türkiye, Ukraine, United Kingdom and the European Union.

A political organisation set up in 1949, the Council of Europe works to promote democracy and human rights continent-wide. It also develops common responses to social, cultural and legal challenges in its 46 member states.