

CELEBRATING SUCCESSES AND IMPACT IN EUROPEAN DIRECT SELLING

At Seldia, we are committed to championing the direct selling industry and the vibrant community behind it. To do this effectively, we need to tell the real stories of our sector.

We are launching a new initiative to collate and celebrate success stories from across our membership. We will be sharing these stories on the Seldia website, in our newsletters and on our social channels.

Our goal is to demonstrate the genuine impact and power of direct selling on individuals, families, communities and the environment. By sharing these narratives, we can collectively highlight the positive footprint of our industry across Europe.

WHAT WE ARE LOOKING FOR

We are inviting Corporate Members, National DSAs and Service Providers to share their good news with us. We want to recognise as much success as possible, focusing on the following key areas:



Seller Success Stories: We want to hear about real-life sellers and how direct selling has positively impacted their lives. Please note that the focus here should not be on high earnings or financial windfalls. Instead, we are looking for the "softer" benefits that define our industry, such as personal development, building confidence, the joy of meeting new people or the flexibility to take children on a family holiday.



Awards and Recognition: Has your organisation or a specific product received an award? Whether it is for innovation, customer service or other external recognition, we want to know about it.



CSR Initiatives: Tell us how your organisation is giving back to the community and helping those in need through Corporate Social Responsibility projects.



Sustainability: We are keen to showcase environmental and sustainability initiatives that demonstrate our sector's commitment to the planet.



Major Milestones: Let us celebrate your growth. This could include hitting a notable anniversary, launching in a new market, achieving record sales or recognising exceptional growth.

CALENDAR OF OPPORTUNITIES

We will be sharing these successes on the Seldia website, in our newsletters and on Seldia's social channels throughout the year. **You can submit your success stories at any time, and we welcome news whenever it happens.**

However, to help inspire your contributions, **we have listed some notable dates below.** You might find these themes useful prompts when thinking about what you could share:

SPRING 2026

27 Feb: World NGO Day
08 Mar: International Women's Day
15 Mar: World Consumer Rights Day
18 Mar: European Consumer Day
20 Mar: International Day of Happiness
21 Apr: World Creativity and Innovation Day
22 Apr: Earth Day
04-08 May: European Mental Health Week
09 May: Europe Day
12 May: European Day of Small & Medium Enterprises
17 May: Internet Day

AUTUMN 2026

05 Sep: International Day of Charity
05-09 Oct: Customer Service Week
10 Sep: International Makeup Day
20 Sep: World Cleanup Day
23-30 Sep: European Week of Sport
10 Oct: World Mental Health Day
16 Nov: Global Entrepreneurship Week

SUMMER 2026

05 Jun: World Environment Day
13 Jun: Global Wellness Day
27 Jun: World Micro, Small & Med' Enterprises Day
15 Jul: World Youth Skills Day
5 Jul: AI Day
30 Jul: International Day of Friendship
12 Aug: International Youth Day

19 Nov: Women's Entrepreneurship Day
21-29 Nov: European Week for Waste Reduction
23 Nov: International Day of Natural Cosmetics

WINTER 2026

05 Dec: International Volunteer Day
10 Dec: Human Rights Day

HOW TO SUBMIT YOUR STORY

We have made the submission process simple. The first point of call for any Member is our online submission form:

<https://seldia.eu/share-your-success>

CONTACT

If you have any questions regarding this initiative or the submission process, please contact **Stuart Murray, Seldia's Communications Partner:**

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seldia

The European
Direct Selling Association