The Active Citizens Fund in Greece is supported through a € 12m grant from Iceland, Liechtenstein and Norway as part of the EEA Grants 2014 - 2021. The program aims to develop the sustainability and capacity of the civil society sector in Greece, and to strengthen its role in promoting and safeguarding democratic procedures, active citizenship and human rights. The Fund Operator for the Active Citizens Fund in Greece is Bodossaki Foundation in consortium with SolidarityNow.

For more information: www.activecitizensfund.gr

Active citizens fund Greece

ACF Communication

Overview of the communication activities February 2019- June 2020









Main objectives

- 1. Increasing public awareness about the contribution of the Donors
- 2. Strengthening public awareness of and engagement with the objective and activities of the ACF
- 3. Ensuring broad visibility and communication of results & achievements at the Programme
- 4. Informing potential and actual beneficiaries and partners about the opportunities offered under the ACF
- 5. Ensuring transparency about how the funding is used
- 6. Ensuring broad visibility and communication of achievements & results of the ACF projects
- 7. Ensuring that PP fulfil their information & communication obligations

Main activities



✓ ACF Launch event



Roadshow / information events across Greece, with focus on rural and remote areas (ongoing)



Website, social media channels, digital storytelling and other collateral (ongoing)

Closing event (2024)







Communication plan – 3 phases



Feb. 2019



2019-2024



2024



Launch of the ACF in Greece & announcement of the first calls



Implementation phase

Total 6 calls

Wrapping up & celebrating results and achievements of the ACF









I. CHANNELS

- WEBSITE: <u>www.activecitizensfund.gr</u>
 Stand-alone website in GR & ENG
- + Bodossaki and SolidarityNow webpage
- SOCIAL MEDIA: ACF <u>facebook</u> page
- + Bodossaki and SolidarityNow Fb page
- INTERVIEWS
- NEWSLETTERS
- PRESS RELEASES

II. ACTIVITIES

- Launch event
- Roadshow I & II

III. MATERIALS

- Digital materials: templates, guidelines, videos, infographics, digital storytelling
- Printed materials: Banners, flyers

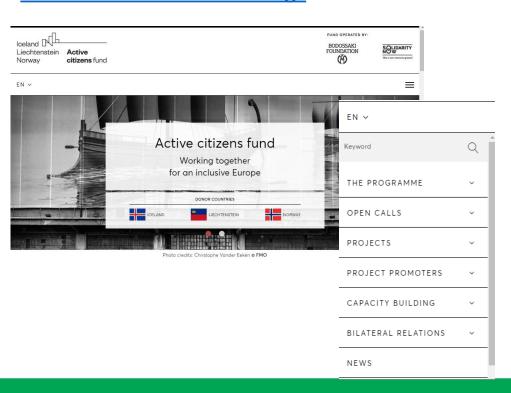






WEBSITE

www.activecitizensfund.gr



The Care Association People with Disabilities of Mental Disability of the Rodopi Prefecture Agioi Theodoroi



LOCATION, REGION Eastern Macedonia and Thrace

PROJECT PROMOTER WEBSITE https://www.syd.gr/



he Care Association People with Disabilities of Mental Disability of the Rodopi Prefecture "Agioi Theodoroi" was founded in 1981 by parents of people with Disabilities of mental disability and sensitized citizens of the Rodopi Prefecture.

It is a Charitable Association incorporated in the Private Sector National Body Record non-profitable and especially Certified L.P. in $P.L_{\nu}$ as non-profitable social care service provider.

Non-profits & Media advocating for good!

PROJECT PROMO	TER:	HIGGS				
RELATIVE CALL:	Sti	Strengthened civil society advocacy and watchdog role				
PROJECT DURATION:		24	PROJECT SIZE	Large		Advocating for Good!
PROJECT WEBSITE	https://higgs3.org/ PROJECT BUDGET 217.				217.902,40 €	Non-profits & Media
GRANT AMOUNT 196.112,16 €						
EXPECTED OUTCOME		Increased citizen participation in civic activities				
LOCATION, REGION		Attica, Eastern Macedonia and Thrace, Western Greece, Central Macedonia, Peloponnese				

Advocacy is an internationally acclaimed tool for Civil Society, in its efforts to bring institutions important social problems. In Greece, especially in the periphery, advocacy activities are either efficiency, with exceptions in human rights, environmental or social welfare issues.

This is attributed to 2 factors:

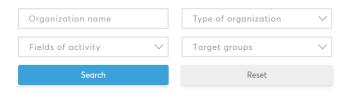
- Firstly, non-profit organizations (NPOs) in Greece lack knowledge and expertise regarding ad methodology and tools, in order to design and implement effective relevant activities



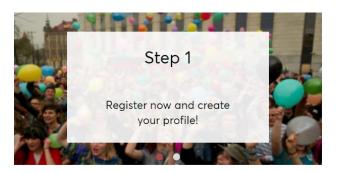




Find your partner! portal



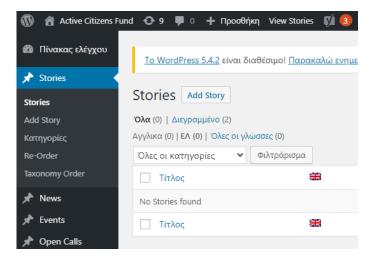
A new platform, aiming at networking civil society actors and finding and consolidating partnerships.





STORIES

The membership section where the PP will upload their stories (storytelling materials, brochures, interviews, videos etc).

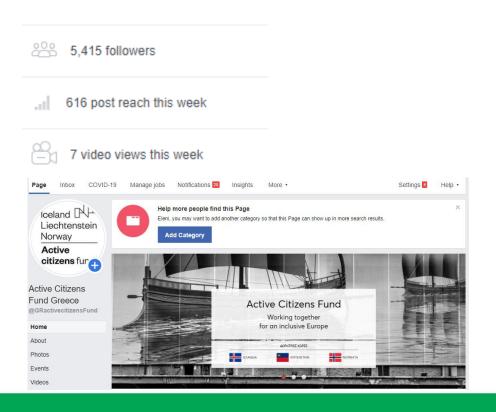








FACEBOOK



#activecitizensfund_GR #ACF_GR #activecitizens
#civilsociety @EEA and Norway Grants @EEA
Grants Greece @Bodossaki @SolidarityNow

Regular content

#FAQs: a question and its answer, picked from the FAQs list (website)

#news or/ and #opportunity: announcements for
the calls, save the date reminders, conferences..
#reminder / #deadlines: for upcoming deadlines

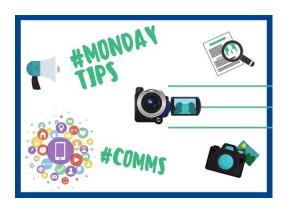
















#tip_of_the_week: useful advice about proposal writing
#happeningnow: referring to events, workshops and photos
#onair (in Greek tag #Είμαστε_στον_αέρα): interviews or reports of
the ACF in press, web, tv, radio, always mentioning the media and the
journalist

#Your_opinion_matters: statements from the participants of events and photos

#ACFproject: short presentation of ACF projects

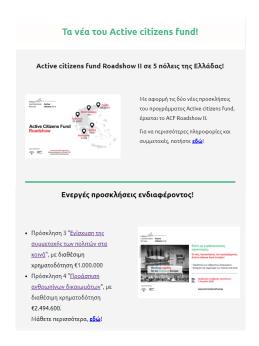






NEWSLETTERS

9 newsletters to **902** recipients





INTERVIEWS @ LOCAL MEDIA

TV: 8 | Radio:7 | Press and Web interviews: 3

PRESS RELEASES

16 Press Releases to 11 media sponsors and to an updated media list, including national, regional and local media:

722 media in Athens,
Thessaloniki, Drama, Trikala,
Ioannina, Xanthi, Peloponese
and Western Greece

11 MEDIA SPONSORS

PRESS RELEASE → 27 FEBRUARY 2020

Active citizens fund Roadshow II in Greece is now completed



W

ith the participation of **376 representatives of civil society organizations**, the Roadshow II of the Active citizens fund in Greece has now been completed. The Roadshow II began in Athens on 16 January 2020 and finished off in Trikala, on 25 February 2020. Events and workshops were also held in loannina, Xanthi,

Kalamata and Thessaloniki.

Altogether, **9 events** were implemented, totaling over **36 hours of information and training**. Information events in the **6 different cities** presented the overall aims and key characteristics of the ACF, while the capacity building workshops provided over **376** CSO representatives with training on how to plan and write successful applications for the programme.







Activities









Launch event, February 2019, Athens

With interpretation in sign language

Roadshow I (5 cities),

February – March 2019

Presentation of the ACF, EEA Grants and FO & CB workshops

Participants Launch & Roadshow I: 1075

Roadshow II (6 cities),

January – February 2020

Presentation of the ACF, EEA Grants and FO & CB workshops

Participants Roadshow II: 376







Materials













- 11 customized digital invitations
- 8 digital materials / social media covers
 (Generic, Save the date, Launch event, Roadshow I,
 Roadshow I report, Infographic for the phase 1, new open calls, Roadshow II)
- 6 materials for press (Kathimerini, Shedia)
- 4 banners & 1 backdrop (outdoor materials)
- Agenda for the Launch event and flyers for the programme



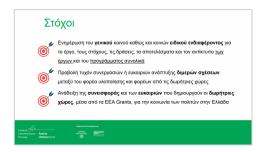




Materials

- Infographic (Results of the Calls 1 & 2)
- Online banners for media sponsors
- Youtube video tutorials (applications procedure, open calls and the training of writing proposals)
- Webinars about CB, Communication and Budget (as an alternative due to COVID19 pandemic)







Πρόγραμμα Active Citizens Fund | Παρουσίαση ανοιχτών προσκλήσεων | Υπότιτλοι SDH



Σεμινάριο συγγραφής προτάσεων για το πρόγραμμα Active Citizens Fund | Ίδρυμα



Active citizens fund, Capacity Building Webinar, May11, 2020



Active citizens fund













Ενίσχυση της Συνηγορίας και του Εποπτικού Ρόλου της Κοινωνίας των Πολιτών



















Measuring effectiveness

Cooperation with INNEWS Agency (news monitoring) -> Anytime access to the publicity elements:

Quantitative (clippings, articles, interviews) & Qualitative (tone of voice, visibility of messaging)







JANUARY 2019 - JUNE 2020

PRESS: 22

WEB: 238

SOCIAL MEDIA: 285

excl.Facebook

TV: 8

RADIO: 7









Objective 7:

Ensuring that PP fulfil their information & communication obligations



Approval of all communication materials of the PP before launching:

- Logos
- Wording
- Websites/ webpages
- Flyers & brochures
- Press releases & newsletter
- Interviews





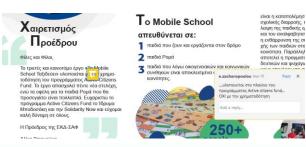




Common errors

Wording





Logos

















Common errors

Websites/ webpages



Το έργο «Προτεραιότητα στη Φύση» υλοποιείται στο πλαίσιο του προγράμματος Active citizens fund, με φορέα υλοποίησης το Green Tank.

Το πρόγραμμα Active citizens fund, ύψους € 12εκ, χρηματοδοτείται από την Ιολανδία, το Λιχτενστάιν και τη Νορβηγία και είναι μέρος του χρηματοδοτικού μηχανισμού του Ευρωπαϊκού Οικονομικού Χώρου (ΕΟΧ) περίοδου 2014 - 2021, γνωστού ως ΕΕΑ Grants. Το πρόγραμμα στοχείει στην ενδυνάμωση και την ενδυχύση της βιωσμότητας της κοινωνίας των πολιτών και στην ανάδειξη του ρόλου της στην προσμότη πλυ δημοκρατικών διαδυκασιών, στην ενίσχυση της συμμετοχής των πολιτών στα κοινά και στην πολιτών και στην ανάδειξη του ρόλου της στην προσμότη που διαδυκασιών, στην ενίσχυση της συμμετοχής των πολιτών στα κοινά και στην πολιτών διαδυκασιών της συμπετοχής των πολιτών στα κοινά από την πολιτών διαδυκασιών, στην ενίσχυση της συμμετοχής των πολιτών στα κοινά και στην πολιτών διαδυκασιών της συμπετοχής του προσμότη του διαδυκασιών διαδυκασιών, στην ενίσχυση της συμμετοχής των πολιτών στα κοινά και στην πολιτών διαδυκασιών της συμπετοχεία του του πολιτών στα κοινά και στην πολιτών στα κοινά του πολιτών και στην ανάδειξη του ρόλου της στην πολιτών στα κοινά και στην πολιτών στα και στην ανάδειξη του ρόλου της στην προσμότη του διαδυκασιών στα κοινά και στην πολιτών διαδυκασιών της της στην του διαδυκασιών στα κοινά και στην πολιτών στα κοινά και στην ανάδειξη του ρόλου της στην προσμότη του διαδυκασιών στα κοινά και στην πολιτών στην είναι της στην πολιτών στα κοινά και στην πολιτών στα κοινά και στην είναι στην είναι στα και στην πολιτών στα κοινά και στην είναι στην είναι στην πολιτών στα κοινά και στην πολιτών και στην είναι στην είναι στην είναι στην πολιτών στα κοινά και στην πολιτών και στην πολιτών και στην είναι την είναι στην είναι την είναι στην είναι στην του είναι της του είναι στην είναι ε

Leaflets

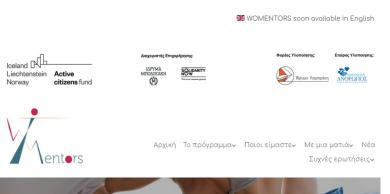




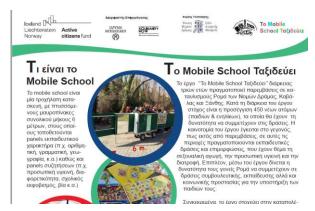




Good examples









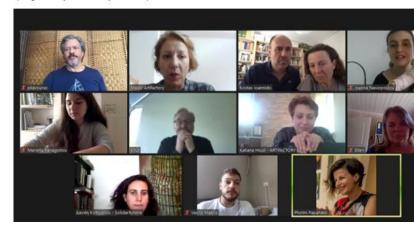
Online events & seminars

Due to COVID19 pandemic

Art and Culture Vs Xenophobia: Let's get started!

₩ On May 25, the innovative project "Art and Culture Vs Xenophobia" officially started with an kick-off meeting, obeying the times, bringing together the people who will work for next year in highlight the #arts and #culture as tools to combat #xenophobia, #racism and #hatespeech.

The Art and Culture Vs Xenophobia project is being implemented under the Active Citizens 1 program, by Artifactory and its part... See more











Thank you!

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 $E: \underline{e.zacharopoulou@bodossaki.gr}\\$





