

COMMUNICATION PLAN

Youth Employment and Gender Equality: Mobilizing human capital for sustainable growth in Greece

Project Promoter: [Hellenic Foundation for European and Foreign Policy \(ELIAMEP\)](#)

Project Partner: [Fafo Institute for Labor and Social Research \(Fafo\)](#)

“Working together for a competitive and inclusive Europe”

The first stage of the project (which has been approved for funding) involves desk research regarding the labour market and its link with the educational system, and the design and implementation of a youth barometer survey. The second stage of the project, which will start, pending approval, following the completion of the first stage, will investigate deeper the views of the population groups of interest -the young and women- through focus groups, and in view of the findings of the research from both stages, result in the formulation of **concrete policy proposals** on how to facilitate the access of young people to the Greek labour market, including proposals to overcome gender barriers.

The main target groups for the first stage of the project include members and organizations of the research community (e.g. researchers, academics, research centres, think tanks, universities), as well as relevant government and other public policy bodies (e.g. Ministry of Labour, the OAED Manpower Employment Organization, the National Institute of Labour and Human Resources (EIEAD)), as well as research institutes of organisations involved in labour market policy-making, such as the research institutes of employer associations (e.g. Hellenic Federation of Enterprises (SEV) and trade unions (e.g. INE-GSEE, the research institute of the private sector employees trade union). For the second stage priority will be given to the second aforementioned group, i.e. policy-making bodies and organizations engaged in the policy making process.

The most effective means of communicating the policy proposals to them is via direct communication, the submission of a digital and printed copies of the interim (first stage) report and the final (second stage) report including the policy proposals, as well as an event/workshop inviting members from these groups. The publication of Policy Papers/ Policy Briefs, and/or the organization of podcasts or webinars via ELIAMEP’s website, and shared via its newsletter and social media is a further way of reaching national, regional and local-level stakeholders. It is noted that ELIAMEP has developed a rich network of contacts whose work is directly related to the relevant issues, through its experience running the Greek & European Economy Observatory.

In addition to the above means offered by ELIAMEP’s website, newsletter and social media, sharing aspects of the research and policy proposals at academic conferences (online and in-person, depending on Covid-related developments), as well as publishing research papers in academic journals, and through other academic fora, is proposed, particularly for communicating the empirical findings of the research to the research and academic communities.

Finally, given the high public interest in topics such as youth unemployment and gender barriers in the labour market, we will communicate the findings and proposals of the research to the broader public via the media, with the assistance of ELIAMEP's Media Officer, publishing articles in-print and online in quality media outlets, as well through webinars/podcasts and ELIAMEP's social media, as described above.

Fafo will also communicate the research to relevant stakeholders in Norway, such as the social partners, public servants (e.g., in the Ministry of Labour and Social affairs and the Norwegian Labour and welfare service) and the research community. Public webinars and/or podcasts related to the project will be promoted at Fafo's web site and in social media. The interim report and the final report will be promoted in news articles at Fafo's web site, in Fafo's newsletter and in social media. Reports will be made available for free download from Fafo's web site.

Building on ELIAMEP's communication with the Royal Norwegian Embassy in Athens during the project's preparatory stages, we will send an update to the Norwegian Ambassador to Greece about the official launching of the project, as well a final update and report at the end of the project.

In addition, communication updates will be sent to the Programme Operator every six months, as well as ad hoc updates regarding events and publications.

Throughout all of the above communication, the assistance from Iceland, Lichtenstein and Norway, and the bilateral cooperation between ELIAMEP and Fafo will be emphasized.

Information activities

**Two main information activities had been planned for this project: a Kick-off meeting to take place at the beginning of the project in Athens, with the participation of representatives from Fafo, followed by a Workshop to take place at the end of the first stage of the project in Norway. Due to the Covid pandemic and respective restrictions, we have adapted our information activities as follows:*

1. An unofficial first team meeting was held online on Friday, 16 October, with the researchers from both ELIAMEP and Fafo to officially launch the project and discuss the work programme and methodology.

This meeting and the launch of the programme were communicated via the ELIAMEP website and Social Media, to a national and international audience, including relevant stakeholders.

The launch of the project was accompanied by two opinion articles written by the Scientific Director of the project, Head of the Greek and European Economy Observatory at ELIAMEP, Dr. D. Katsikas, which were published on the 'capital.gr' website, one of the country's premier economic news and analysis websites. In both articles there was mention of the project.

2. A webinar to take place in the spring of 2021 including presentations by and discussion among the researchers from ELIAMEP and Fafo, as well as possible invited speakers, where preliminary results can be presented and promoted more effectively in both Greece and Norway.

3. A Workshop and study visit to take place in Norway in October 2021, with the participation of researchers from both ELIAMEP and Fafo. The draft final project report will be presented and discussed, and the ELIAMEP researchers will have the opportunity to discuss with local representatives in academia and the labour market, welfare and educational institutions.

It is noted that in all communication relating to such events, the assistance from Iceland, Lichtenstein and Norway will be highlighted, the EEA Grants logo used in the appropriate manner, and the EEA Grants slogan used wherever helpful.

Web presence

ELIAMEP has added a dedicated webpage for the project to its existing website, available:

In [English](#)

In [Greek](#)

The webpage currently includes a description of the project and the participating researchers and other team members, from both the Project Promoter and Project Partner institutions, as well as the relevant information regarding the EEA Grants (including the website) and funding from Iceland, Lichtenstein and Norway, including the EEA Grants logo.

As the project progresses, the webpage will also include the project achievements and results, including publications and events.

All publications and events will additionally be publicized via the ELIAMEP website home page, ELIAMEP newsletters, and ELIAMEP social media.

We will evaluate these posts by examining the data provided by Google analytics, as well as the number of reactions to posts on Social Media, for a quantitative assessment, and gather any feedback to all communication and information measures for a qualitative assessment.

The Project Partner, Fafo, also provides information relating to the project and its progress on the institution's website in [English](#) and [Norwegian](#), and will promote the project achievements and results, including publications and events, through the respective social media and newsletters.

Throughout all Project communication, the EEA Grants logo and slogan will be used as specified in the Communication and Design Manual, and we will respect the typography specifications, including font type, font size and colours.

To this end, we will prepare template communication material that may be required throughout the project's duration, such as for a letterhead, press release, invitation, report cover page, and the format for posts and hashtags on social media, to be approved by the Programme Operator

During the project period the above information and communication measures will be managed by ELIAMEP with the cooperation of Fafo, as follows:

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