

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

Communication report

Overview of the communication activities June 2020 – June 2021

ANNUAL REVIEW MEETING FMO
5th July 2021

COMMUNICATION PLAN – 3 PHASES



February 2019



ACF Launch event
& announcement
of first 2 calls



2019 - 2024



Implementation of 6 calls. More
than **60 ACF projects** are currently
being implemented and by
September 2021 will be **83**



Autumn 2024



Closing event &
announcement
of program
results

CHANNELS OF COMMUNICATION



1. **Website:** www.activecitizensfund.gr in GR & ENG

2. **Portal:** Find your partner! A useful networking tool for NGOs

3. **Social Media:** ACF Greece facebook page shares by Bodossaki and SolidarityNow facebook page

4. **Newsletter:** Over 1000 recipients

5. **Press Releases:** Announcement of open calls and results

6. **Native (non paid) ACF stories in Greek media:** As a result of media pitching

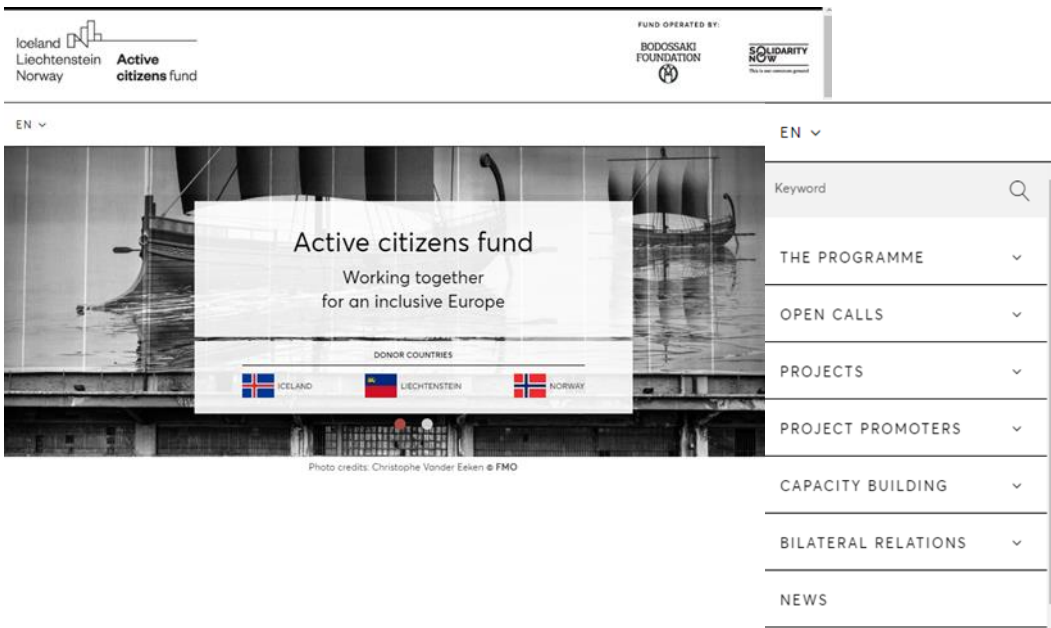
CHANNELS OF COMMUNICATION

Website

www.activecitizensfund.gr

Main menu with information about:

Programme, Calls, Projects, Project Promoters, News, Stories by PPs



Find your partner! portal

www.activecitizensfund.gr//findyourpartner

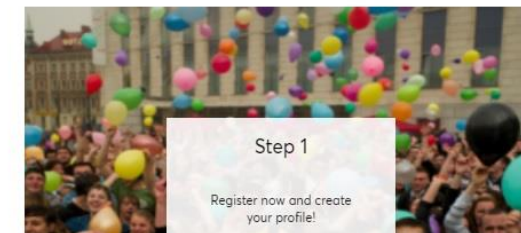
Search engine with filters:

Name of Organization, Type of Organization, Fields of Activity, Target Groups



Find your partner!

<input type="text" value="Organization name"/>	<input type="text" value="Type of organization"/>
<input type="text" value="Fields of activity"/>	<input type="text" value="Target groups"/>
<input type="button" value="Search"/>	<input type="button" value="Reset"/>



CHANNELS OF COMMUNICATION

ACF Website Stories - PPs Members' Section

9 ΜΑΡΤΙΟΥ 2021

Η Βασιλική βρήκε τον «Σύμμαχο» που χρειαζόταν για τη φροντίδα γυναίκας με καρκίνο

ΦΟΡΕΑΣ	Σύλλογος Γυναικών με καρκίνο μαστού «ΑΛΜΑ ΖΩΗΣ» Ν. Αχαΐας
ΕΡΓΟ	Υποστήριξη γυναικών πασχουσών από καρκίνο μέσα από την ολοκληρωμένη εκπαίδευση και ψυχοκοινωνική στήριξη των φροντιστών τους



17 ΑΠΡΙΛΙΟΥ 2021

Εργασία για όλους: Η δική μας ιστορία



Γνωρίζετε ότι στην Ελλάδα του 21ου αιώνα στην πλειοψηφία τους τα ενήλικα άτομα με αναπηρία, δεν εργάζονται;
Σας είναι γνωστό ότι δεν υπάρχει κανένα οργανωμένο σύστημα υποστήριξης των λειτουργιών ΑμεΑ στην αγορά εργασίας και στην αυτόνομη διαβίωσή τους;

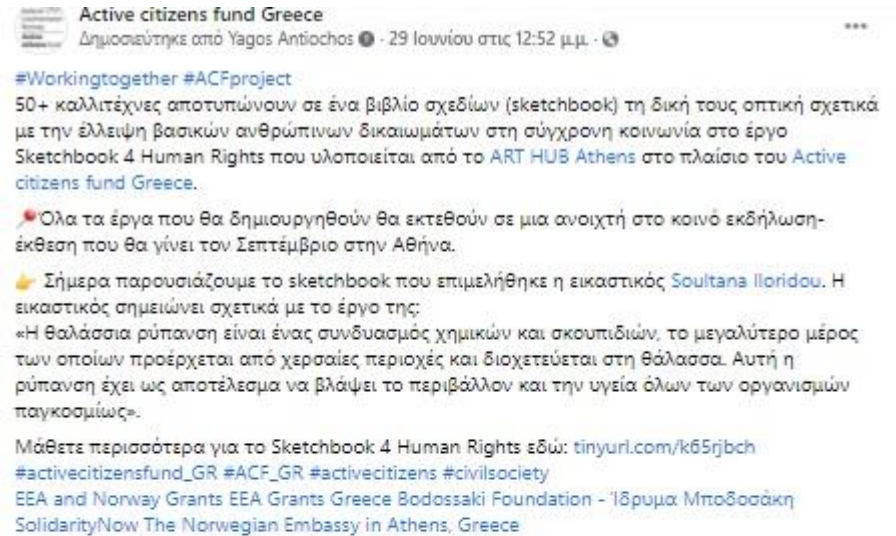
Stories

In members' section of Active citizens fund website, Project Promoters **upload their stories**, as well as brochures, interviews and multimedia content.

11 stories are uploaded by the PPs.

CHANNELS OF COMMUNICATION

Social Media – ACF Greece FB account



Active citizens fund Greece



Page followers: **6,500**

Page likes: **5,900**



167 posts



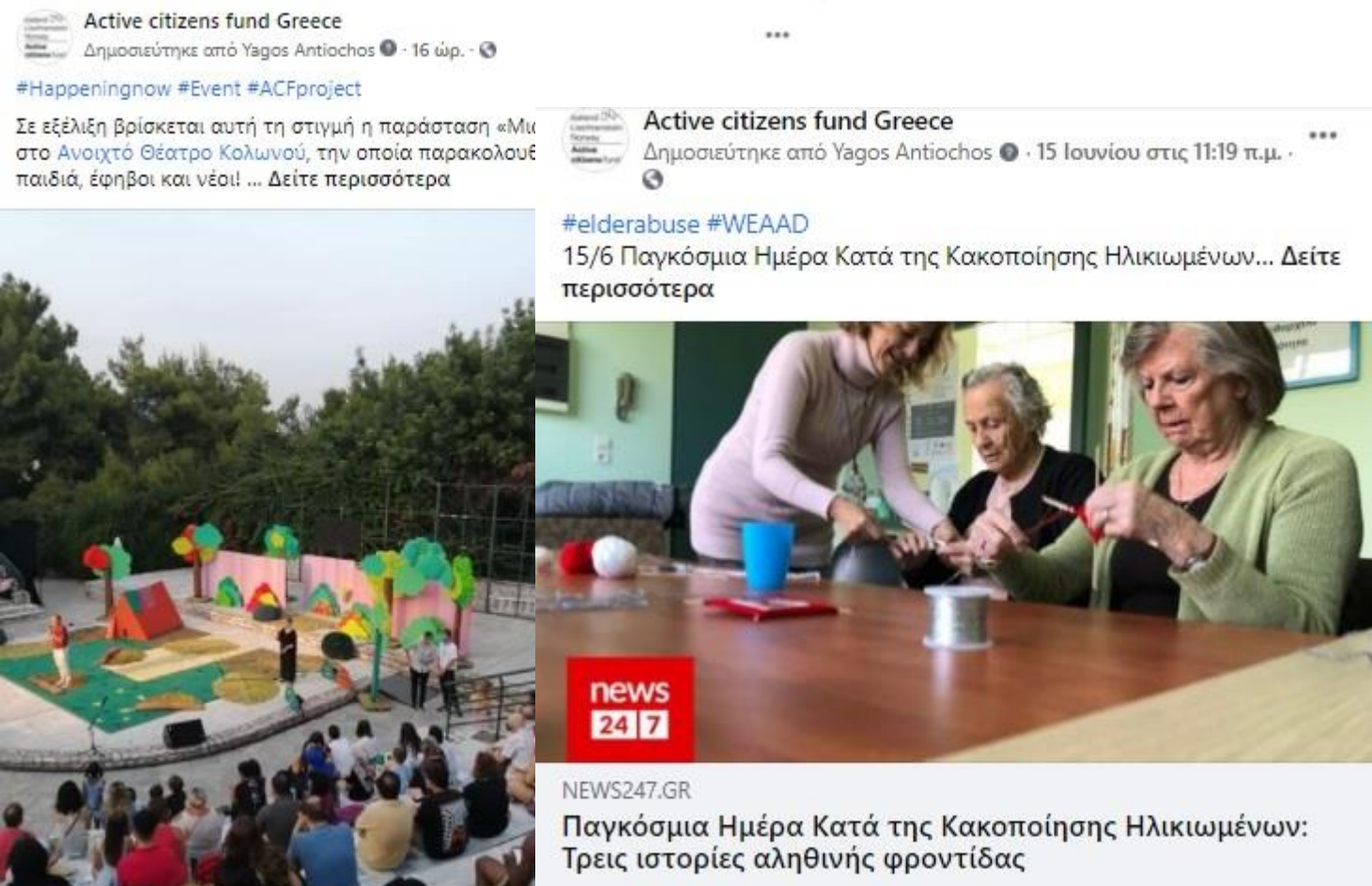
Hashtags & mentions in every post of ACF Greece and PPs accounts:

#activecitizensfund GR #ACF_GR #activecitizens #civilsociety @active citizens fund Greece @EEA and Norway Grants @EEA Grants Greece @Bodossaki Foundation @SolidarityNow @The Norwegian Embassy in Athens, Greece



CHANNELS OF COMMUNICATION

Social Media – ACF Greece FB Content



#ACFproject: Posts about ACF projects

#happeningnow: Posts for events and workshops

#WorldDays: Posts that associate World Days with ACF projects

#deadlines: Posts for upcoming ACF deadlines

Newsletter

4 sent to 1040 recipients

News, ACF Stories, Funding Opportunities,
Media Coverage

Press Releases

3 sent to an updated media list

Announcement of open calls and results



Τα νέα του Active citizens fund

Φεβρουάριος 2021

ΠΡΟΣΚΛΗΣΗ

Εργαστήρια Σχεδιασμού Προτάσεων για τις νέες προσακλήσεις του Active citizens fund



Μάθετε περισσότερα για τα εργαστήρια σχεδιασμού προτάσεων χρηματοδότησης για τις νέες προσακλήσεις του προγράμματος Active citizens fund [εδώ](#).

Τα εργαστήρια είναι ανοικτά σε οργανώσεις από όλη την Ελλάδα και θα πραγματοποιηθούν διαδικτυακά στις 12, 15, 18, 19 & 23/2.





Press Release





Active citizens fund: New open calls for proposals support Civil Society in Greece with € 1.5 million

The Bodossaki Foundation and SolidarityNow, in their capacity as the Fund Operator of the Active Citizens Fund program in Greece, which has already allocated over € 7 million to support Civil Society, **announces two open calls for proposals**: "Gender equality promoted and gender-based violence combatted" and "Platforms and networks among CSOs developed".

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According to data, Greece scores last at the European Gender Equality Index of the EU. The call "Promoting gender equality and combating gender-based violence" with a total available funding € 1,005,400, aims to contribute to inequalities reduction and gender-based **violence** elimination.

The new call encourages civil society organisations and actors to take initiatives that will contribute to informine. raise awareness and advocate on gender equality issues. including.



The organisations eligible as implementation bodies are NGOs with legal status in Greece, while the project partners may be public or private sector organisations with legal status in Greece, NGOs, Cooperative Social Enterprises, international organisations, informal citizens groups etc.

Active citizens fund enables organizations with little experience in project implementation but with great social local impact, to receive funding. Part of the funding will be allocated for the empowerment of the organizations that will implement the projects, thus contributing to the sustainability of the program results.

Given the negative impact of the COVID-19 pandemic on civil society, the program may cover up to 100% of the project costs.

All relevant documents for the preparation of proposals, such as the guidelines to applicants, the Call document etc. are available in electronic format [here](#) for the open call "Gender equality promoted and gender-based violence combatted, and [here](#) for the open call "Platforms and networks among CSOs developed".

The closing date for the submission of proposals for funding is **April 12, 2021**.

Finally, the open call for **Bilateral Cooperation Initiatives**, aiming at the strengthening of bilateral relations between NGOs in Greece and entities in the Donor States (Iceland, Liechtenstein, Norway), remains open for potential applicants.

Bilateral cooperation refers to networking, exchange, strengthening cooperation, sharing and transfer of knowledge, technology, experience and best practices between NGOs in Greece and entities in the Donor States (Iceland, Liechtenstein, and Norway). The funded activities include educational trips for young people aged 18 to 30, who are given the opportunity to attend seminars, workshops and similar activities supporting the exchange of best practices and experience. The call for the strengthening of Bilateral Relations, with **available funding € 92,000 supports initiatives of up to € 6,000 each** and will remain open until June 30, 2023, or until the

ACF STORIES IN GREEK MEDIA

Capitalizing on the gradual easing of COVID-19 restrictive measures we started visiting PPs in order to produce content (interviewing beneficiaries, project managers and project promoters' staff e.t.c.) for media pitching. **2** of our stories featuring ACF projects were published in popular Greek media in **May and June 2021**.

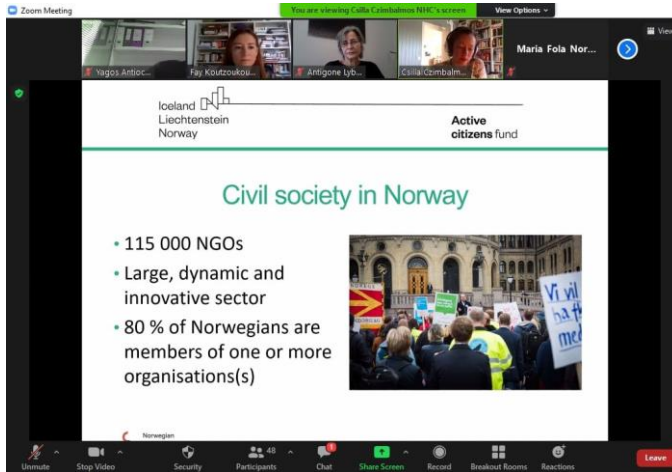


The screenshot shows the news247 website. The main article is titled "Παγκόσμια Ημέρα Κατά της Κακοποίησης Ηλικιωμένων: Τρεις ιστορίες αληθινής φροντίδας" (World Day Against the Abuse of the Elderly: Three stories of real care). The article features a photo of three elderly women sitting at a table, engaged in a craft activity. The text describes the importance of caring for the elderly and mentions the project "Legends of Disability".

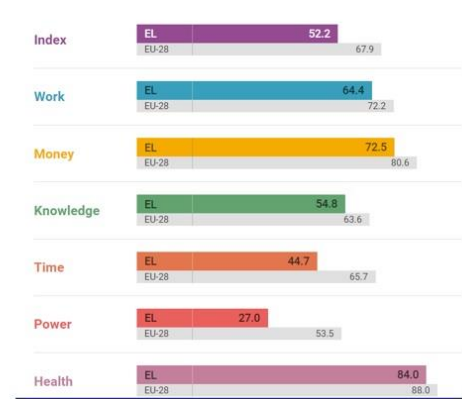


The screenshot shows the ThePressProject website. The article is titled "Legends of Disability: Επιτραπέζιο παιχνίδι με role models ανάπηρους ανθρώπους" (Legends of Disability: Board game with role models of disabled people). The article describes a board game designed to raise awareness and promote inclusion for people with disabilities. It features a colorful illustration of diverse people playing a board game.

ACF EVENTS



Gender
Equality Index
2020:
Greece



Matchmaking workshop on Gender issues

March 2021

Participants: **40**

Countries: **8** Norway and Iceland, **38** Greece



5 Proposal Design Workshops (Online)
February 2021

Presentation of the ACF, EEA Grants, new open calls and how to apply for them

Participants in Workshops: **341**

Civil Society Organisations: **245**

Cities: **32**

COMMUNICATION MATERIALS

Iceland
Liechtenstein
Norway

Active citizens fund

Διαχειριστής Επιχορήγησης:

ΙΔΡΥΜΑ ΜΠΟΔΟΣΑΚΗ

SOLIDARITY NOW
This is our common ground

Iceland
Liechtenstein
Norway


Active citizens fund

Διαχειριστής Επιχορήγησης:

ΙΔΡΥΜΑ ΜΠΟΔΟΣΑΚΗ

SOLIDARITY NOW
This is our common ground

Υποβολή αιτήσεων μέχρι: 12/4/2021, 23:59





Προσκλήσεις:

1. ΠΡΟΑΓΩΓΗ ΤΗΣ ΙΣΟΤΗΤΑΣ ΤΩΝ ΦΥΛΩΝ ΚΑΙ ΚΑΤΑΠΟΛΕΜΗΣΗ ΤΗΣ ΕΜΦΥΛΗΣ ΒΙΑΣ
2. ΑΝΑΠΤΥΞΗ ΤΩΝ ΔΙΚΤΥΩΝ ΜΕΤΑΞΥ ΤΩΝ ΟΡΓΑΝΩΣΕΩΝ ΤΗΣ ΚΟΙΝΩΝΙΑΣ ΤΩΝ ΠΟΛΙΤΩΝ


FROM 341 participants

32 cities across Greece

AND 245 Civil Society Organisations



ΕΡΓΟ:
«ΤΕΧΝΗ ΚΑΙ ΠΟΛΙΤΙΣΜΟΣ
ΑΠΕΝΑΝΤΙ ΣΤΗΝ ΞΕΝΟΦΟΒΙΑ»



Iceland
Liechtenstein
Norway

Active citizens fund

Διαχειριστής Επιχορήγησης:

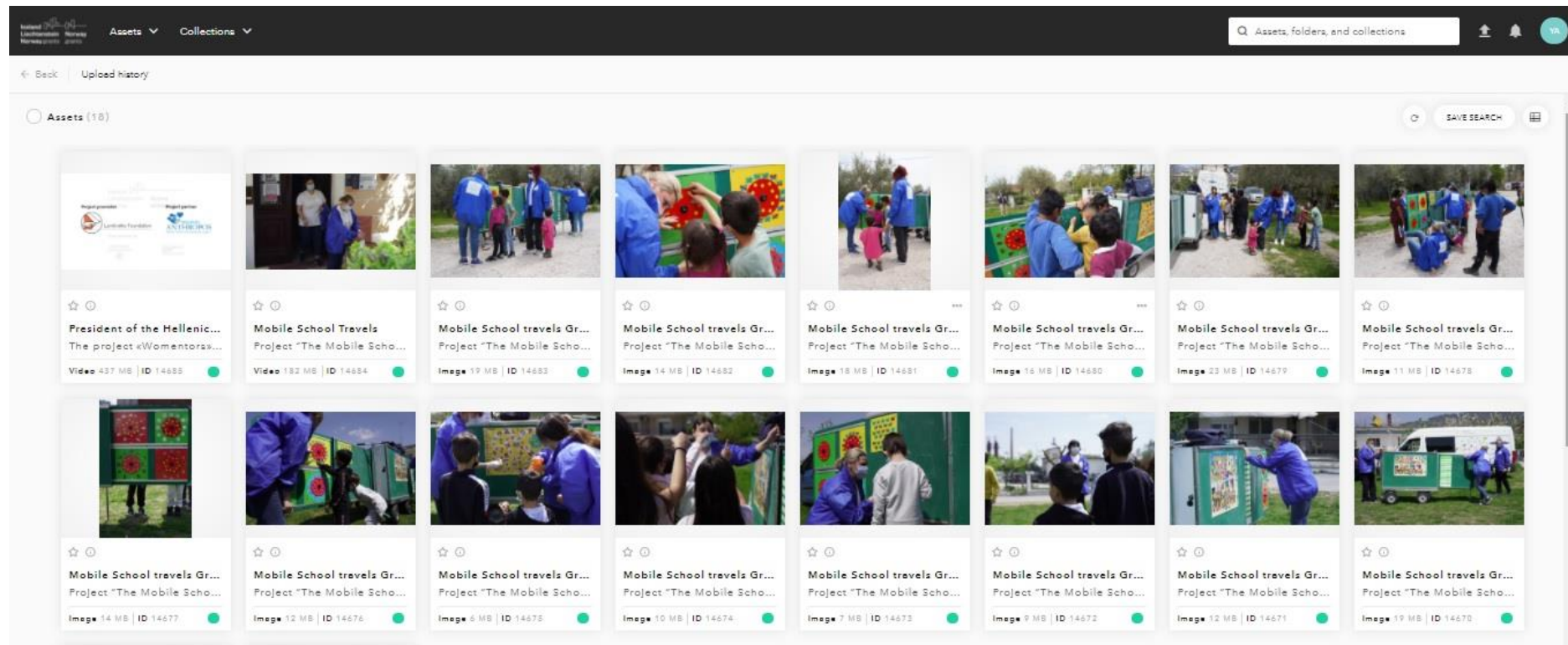
ΙΔΡΥΜΑ ΜΠΟΔΟΣΑΚΗ

SOLIDARITY NOW
This is our common ground

- Short video produced for International Day for the Elimination of Racial Discrimination and posted on ACF FB page
- **11** visual materials for online use & social media covers (Proposal Design Workshops, Deadline for Calls 5 & 6, Workshops results Infographic, customized invitations, announcements).

EEA LIBRARY

Between **April - June 2021** **3 English subtitled videos** and **15 photographs** from ACF projects have been uploaded to the new eealibrary.org



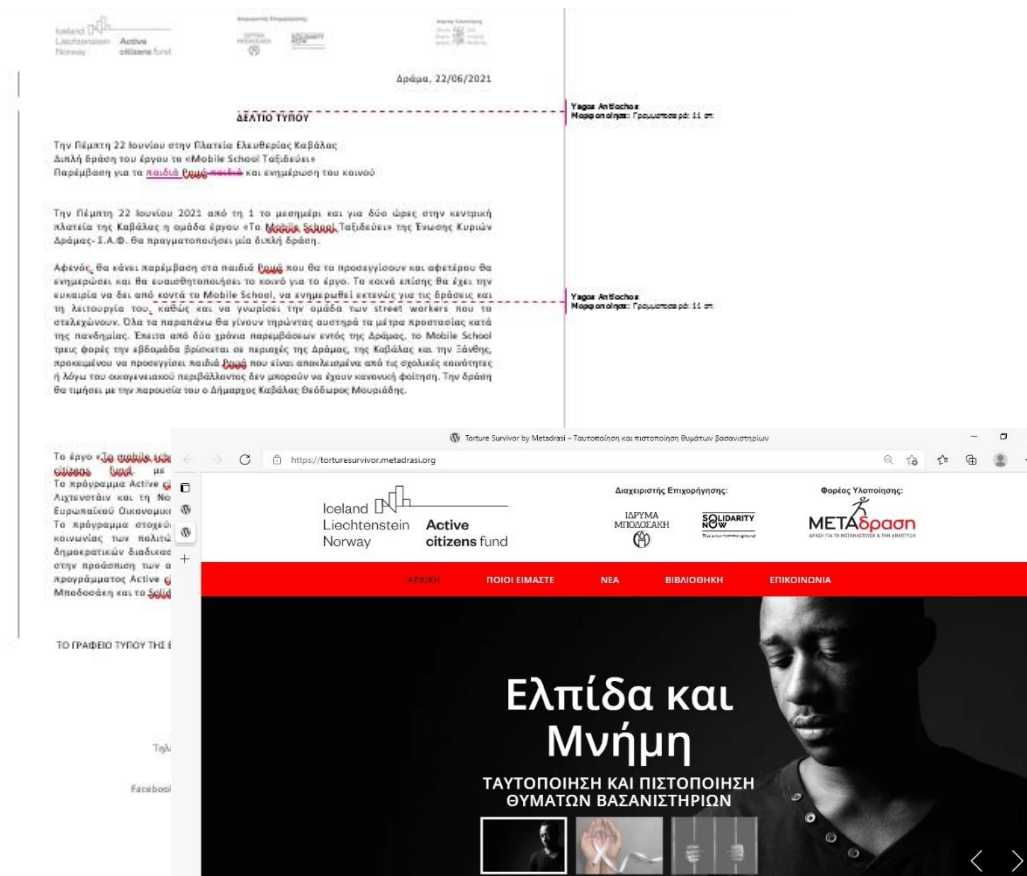
QUALITATIVE CONTROL OF PROJECT PROMOTERS' COMMUNICATION MATERIALS

40 – 60 communication materials are checked on a monthly basis for messaging and alignment with **ACF guidelines:**

- Logos
- Use of boiler text
- Wording

Communication Material submitted to Fund Operator:

- Press releases & newsletters
- Websites/webpages
- Videos / multimedia materials
- Flyers & brochures
- Banners
- Merchandise



ΓΡΑΜΜΗ ΠΛΗΡΟΦΟΡΗΣΗΣ ΓΙΑ
ΤΗΝ ΕΜΠΟΡΙΑ ΑΝΘΡΩΠΩΝ

Κάθε 30 δευτερόλεπτα, ακόμα
ένας άνθρωπος γίνεται σκλάβος.

ΑΝ ΔΕΙΣ ΚΑΤΙ, ΠΕΣ ΚΑΤΙ.



ΟΛΟ ΤΟ 24ΩΡΟ - ΑΝΩΝΥΜΑ
200 ΓΛΩΣΣΕΣ





Thank you!

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