

Iceland  
Liechtenstein  
Norway grants

4th Annual Meeting | The NFP Greece

The EEA Grants communication is us.

18 November 2021

Elli Vazou, PhD



HUMAN

DOM

EQUALITY

GNITY

DEMO

HUMAN RIGHTS

**Remembering last  
year's discussion and  
aspirations.**





# So, we mostly talked about:

- the revised

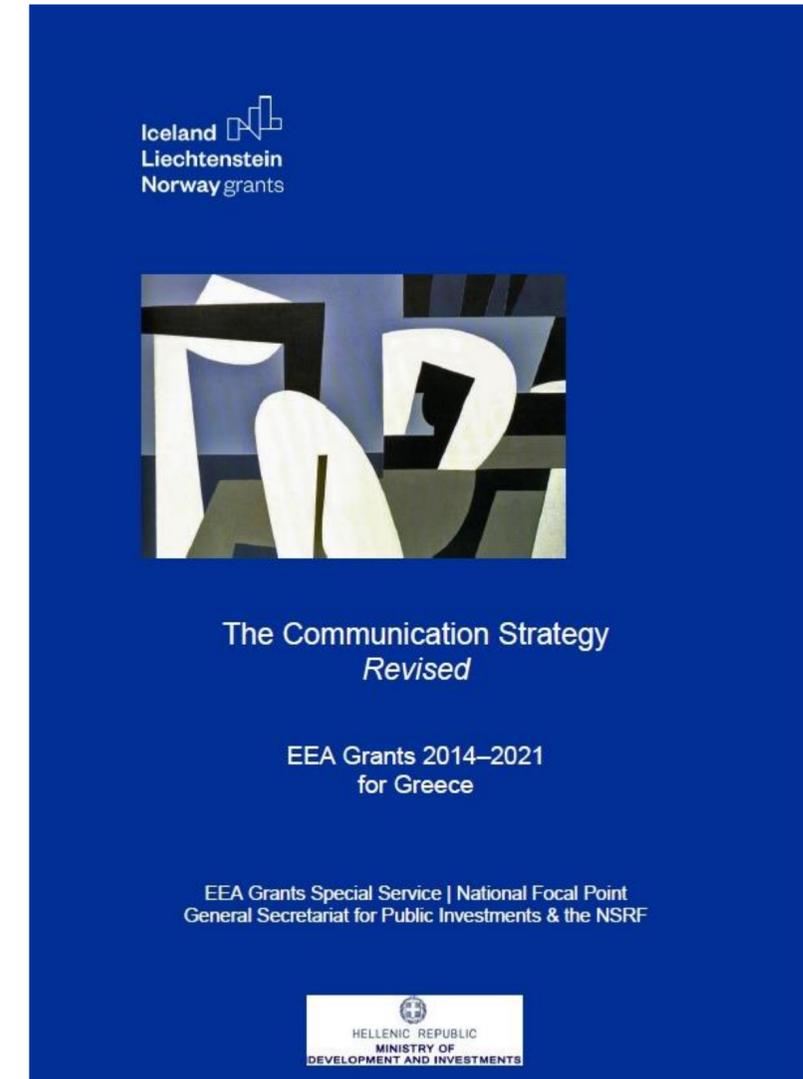
## Communication Strategy

- the fact that **social media** had to take the principal energetic role in disseminating the message
- the activation of social media

## campaigns

- the need to create a

## Content Marketing Guidebook



**Walking together on  
the comms and  
publicity path paved  
so far.**





# What have we done up to today:

- As we “lived” and “breathed” before the programmes’ implementation phase, we needed to

## CREATE CONTENT

- since the spring 2021 till the mid summer, every Tuesday was dedicated to the

## BF initiatives

- and every Thursday to the

## historic flashback,

a “place” to present the EEA Grants Programmes since 1994 (first programming period)

- Our team grew **STRONGER** and kept its

## FAITH

amidst the gloomy lockdown days.

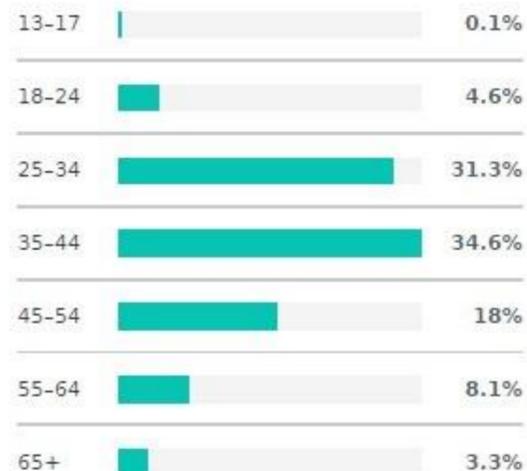


# Facebook demographics

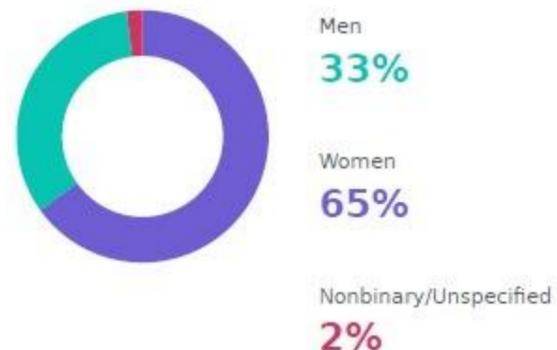
## Page Fan Demographics

Review your audience demographics as of the last day of the reporting period.

### Audience by Age



### Audience by Gender



Women between the ages of 35-44 appear to be the leading force among your fans.

### Audience Top Countries

Country	Count
Greece	1,911
United Kingdom	40
Norway	36
Cyprus	31
Romania	28

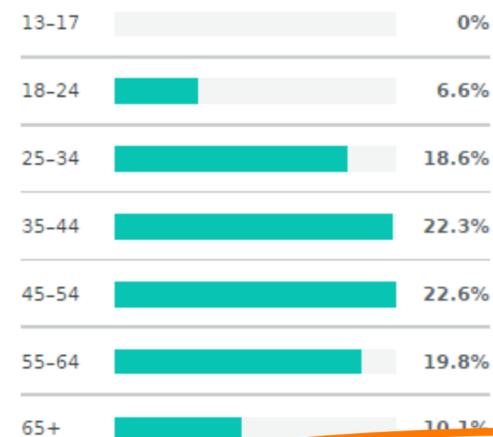
### Audience Top Cities

City	Count
Athens, Greece	824
Thessaloniki, Greece	154
Piraeus, Greece	47
Heraklion, Greece	46
Lárisa, Greece	32

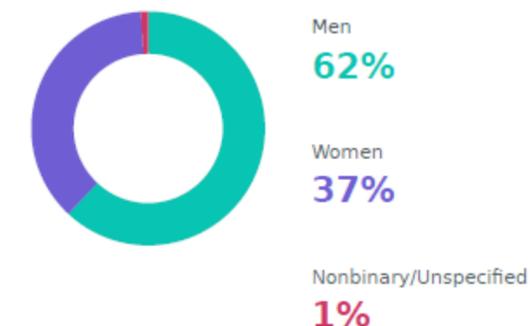
## People Reached Demographics

Review the average daily user demographics of the people reached during the reporting period.

### People Reached by Age



### People Reached by Gender



Men between the ages of 45-54 have a higher potential to see your content and visit your Page.

### People Reached Top Countries

Country	Daily Average
Greece	14,555.11
Norway	6.22
United Kingdom	4.39
Cyprus	4.07
Germany	4.03

### People Reached Top Cities

City	Daily Average
Athens, Greece	1,616.28
Thessaloniki, Greece	799.89
Patras, Greece	356.53
Heraklion, Greece	334.56
Lárisa, Greece	269.25

# What have we done up to today:

- During the hot **summer months**, every Friday was about a dreamy summer destination in Greece,

where **EEA Grants programmes** had been implemented (e.g., supply water to remote islands)

- We also

## TRANSLATED

the Annex 3, the Communication and Design Manual, and the promised **Content Marketing Guide** in Greek to facilitate the PPs' entrance into the Comms world.



EEA Grants Greece  
@eeagrants\_gr

#ItsSummerTime 🍷

📌 During the 2009-2014 programming period the project

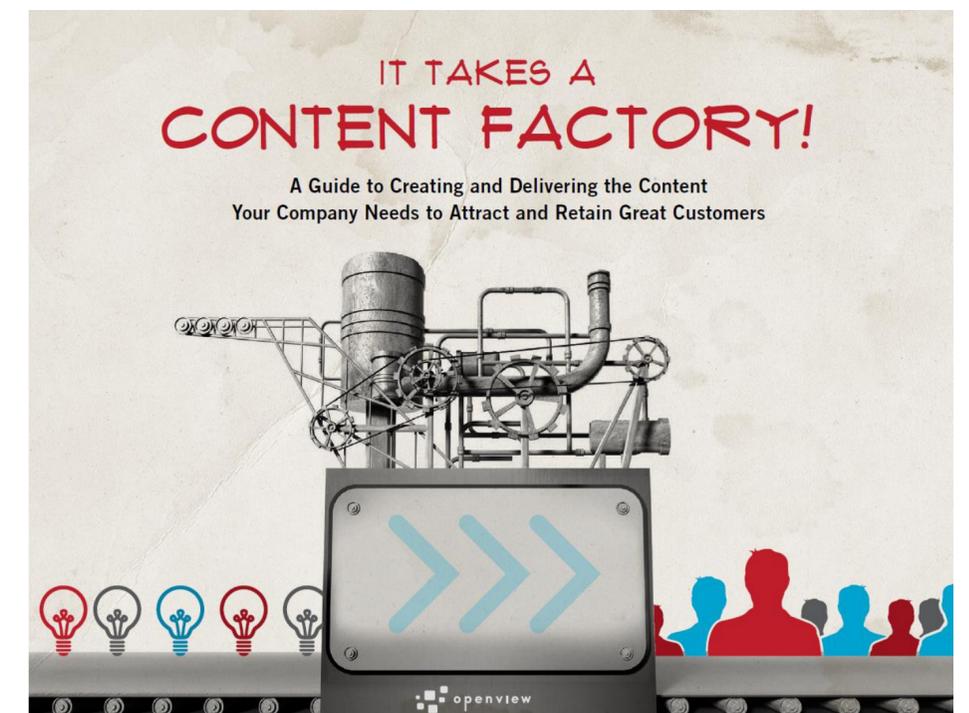
🚢 Supply of a Mobile Sea #Water #Desalination Unit for Oia, the capital of Santorini 🌊 was implemented.

#eeaGrants #Greece @EEANorwayGrants @norwayingreece

For now, #lets just escape to #Santorini !



10:48 AM · Jun 25, 2021 · Twitter Web App



## Something beautifully and nostalgically important

- Starting visiting sites/works of the past programming periods
- On October 21, we visited the

### Athenian Agora,

where during the programming period **2004-2009**, the #EEAGrants funded the project

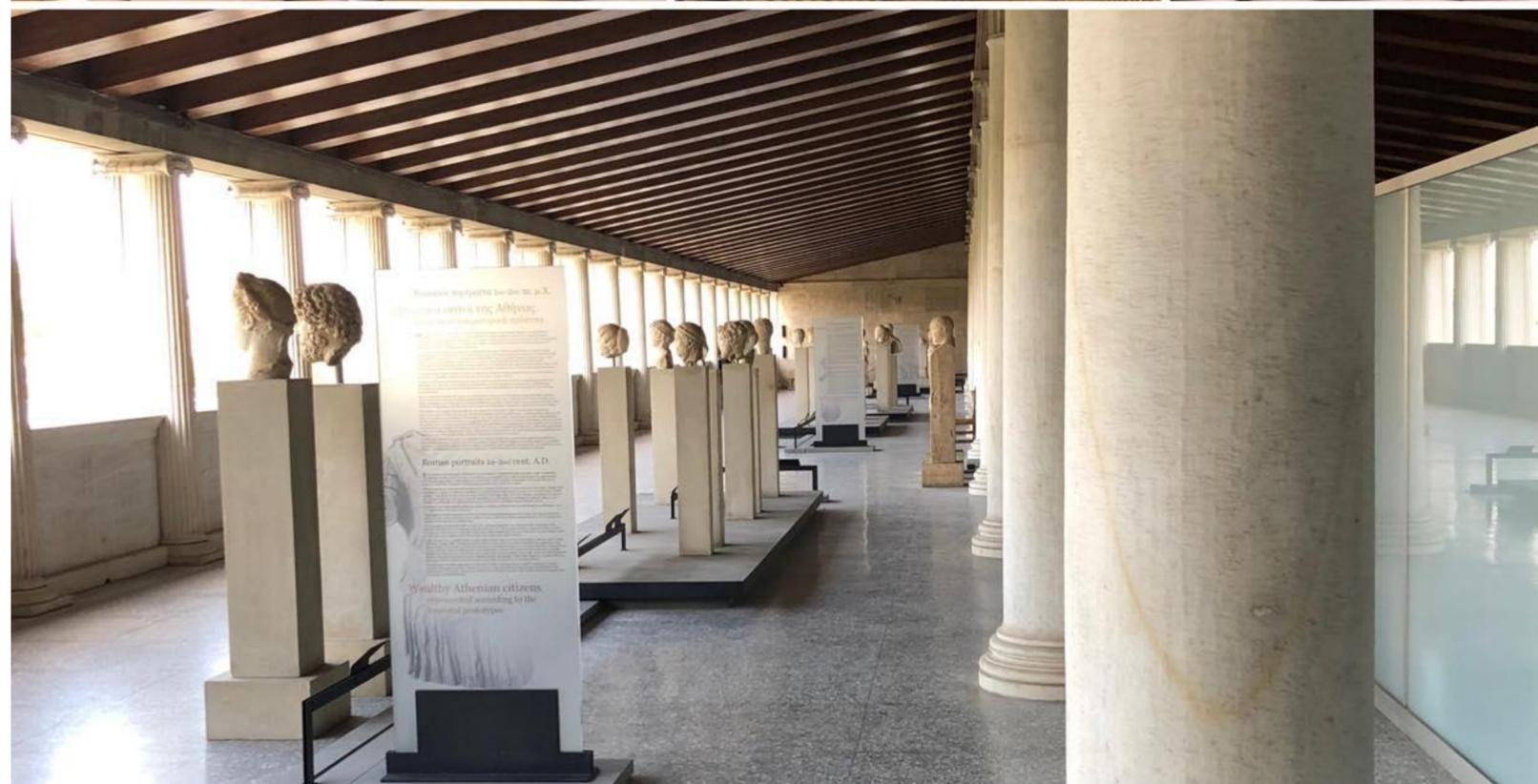
### "Reviving the Ancient Agora: The Cradle of Democracy",

within the framework of the measure "Preservation of the European Cultural Heritage" (budget: 482,100 euros).



# Something beautifully and nostalgically important

- The project had 2 distinct components:
- the **#digitization** and **electronic cataloguing** of excavation data, namely excavation **#notebooks**, photographs, catalogue cards, plans, and reports of the excavations carried out by the School in the Athenian Agora from 1931 to the present;
- the **#renovation** and refurbishment of the existing exhibition space on the floor of the reconstructed **Stoa of Attalos**, measuring 1440 s.m., which remained inaccessible to the public for over 30 years.



# Something beautifully and nostalgically important

★ We had this once-in-a-lifetime experience to

## SEE and TOUCH

plans, drawings, illustrations, and photographs that document the archaeological excavations and allow scholars to study material from one of the most important excavations of the classical period in Greece.

★ Most of all, we witnessed the

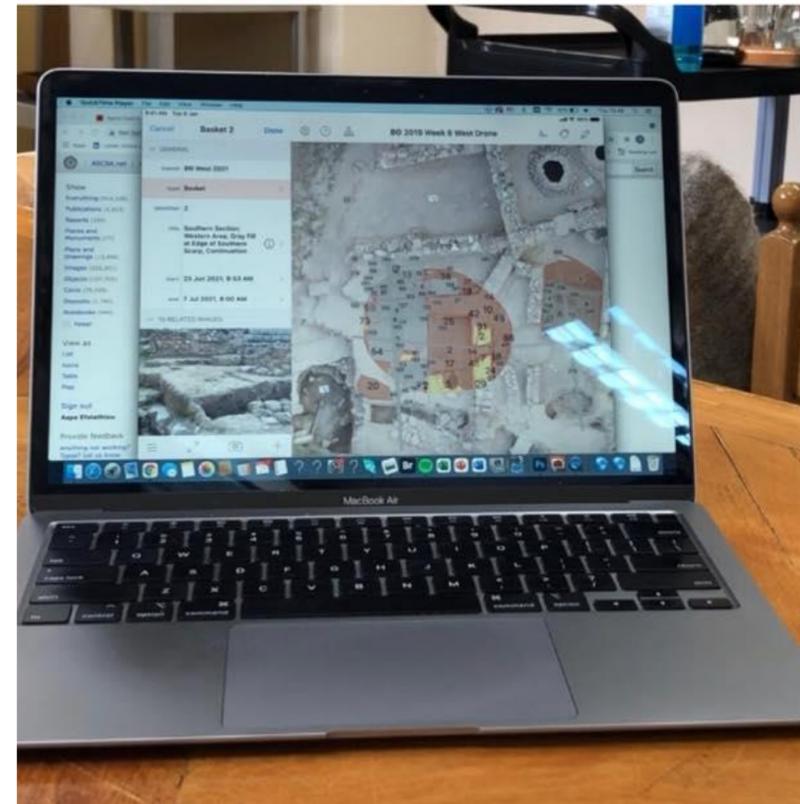
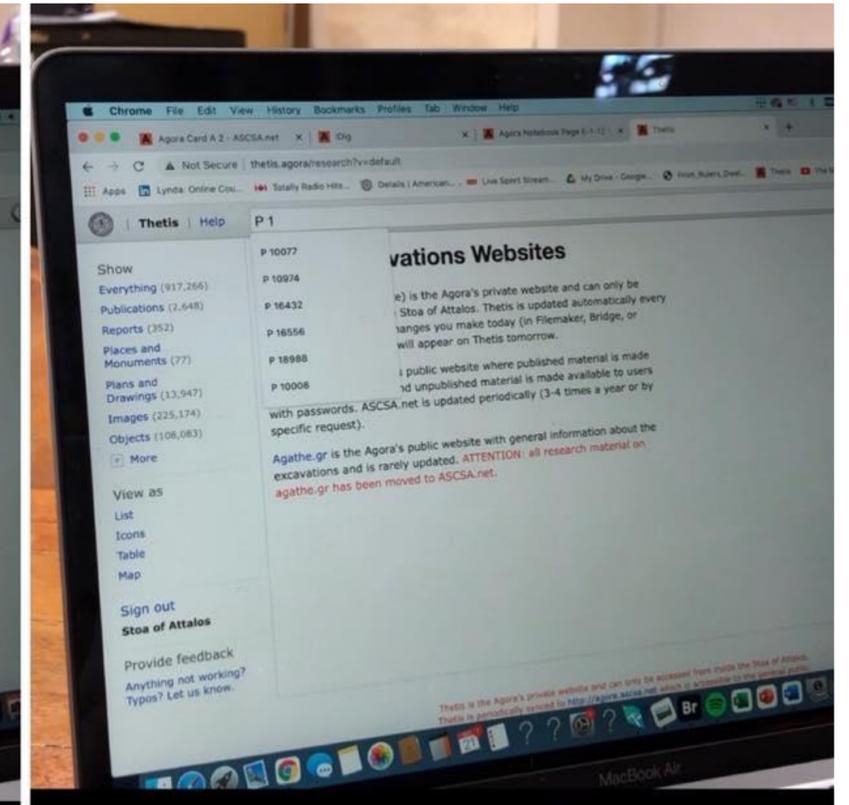
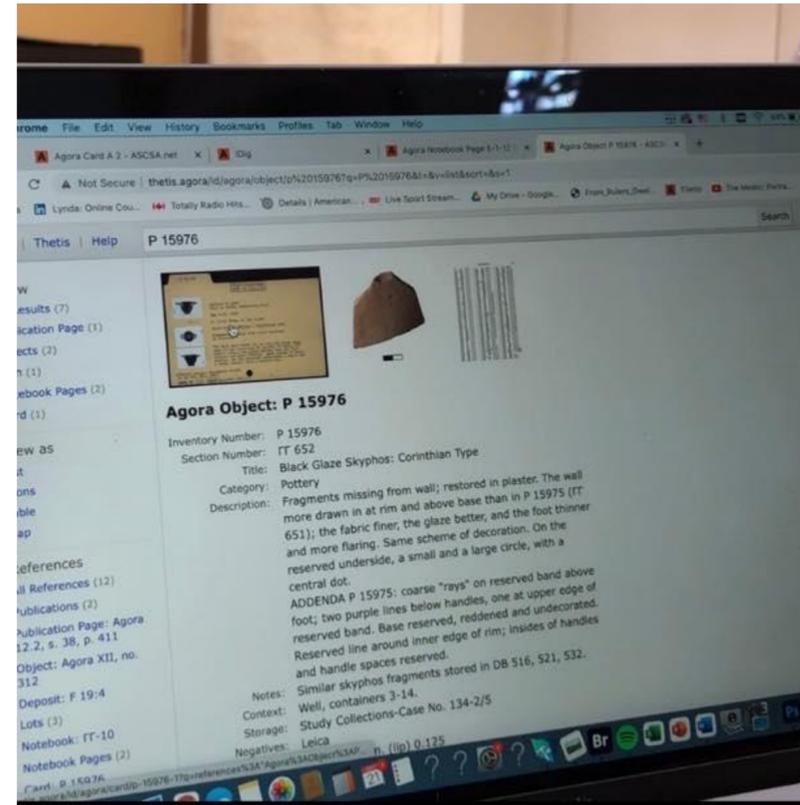
## CEASELESS #EVOLUTION

of a project funded by the EEA Grants that started years ago, and has deeply affected scholars, students, and Greek history lovers till today.

★ A project that will

## continue to do so

with enduring zest and enthusiasm.



DEMOCRACY HUMAN RIGHT

FREEDOM EQUALITY DIGNITY

RULE OF LAW DEMOCRACY

HUMAN RIGHTS FREEDOM

EQUALITY DIGNITY DIGNITY

**We presented our  
highlight PR activity  
as best practice at  
September's Comms  
annual workshop.**



**Participated for the first time...**

...in the

# **International Thessaloniki Fair**

the greatest exhibition event in Greece, and

the first MAJOR one organized in **Europe** in 2021  
(11—19 Sept.)



Iceland   
Liechtenstein  
Norway grants

**Working  
together**  
FORA

green  
competitive and  
inclusive Europe

#eeaGrants #eeaGrantsCommunity

 85<sup>th</sup> Thessaloniki International Fair  
Διεθνής Έκθεση Θεσσαλονίκης  
11-19.9.2021



ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ  
ΥΠΟΥΡΓΕΙΟ  
ΑΝΑΠΤΥΞΗΣ ΚΑΙ ΕΠΕΝΔΥΣΕΩΝ

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## so, what we did:

Found speakers and audience.

Find (the only left) a time slot during the first 3 days of the Fair the most important ones as the Greek government and stakeholders visit the Fair.

Found promotional material, swags, visual content, and wrote articles for the ePress.



**tip**

We asked our speakers to recommend, or invite colleagues or acquaintances.

. to **INTRODUCE**

the EEA Grants Financial Mechanism in a charming and captivating manner, not just listing off “dry” info

. to **REACH OUT**

to people, we had never talked to before and asked them to participate as our audience (such as diplomats, journalists, representatives of the local government, etc.)

SPONSORED ΕΠΙΧΕΙΡΗΣΕΙΣ

## Ανάπτυξη διμερών σχέσεων και ευκαιρίες χρηματοδότησης από τα ΕΕΑ Grants



Newsroom

Τετάρτη, 08 Σεπτεμβρίου 2021 10:00

28



Απόρρητο



## Ο ΧΜ ΕΟΧ στη ΔΕΘ

Αξίζει να σημειωθεί πως η Ειδική Υπηρεσία Χρηματοδοτικού Μηχανισμού ΕΟΧ (ΧΜ ΕΟΧ), Εθνικό Σημείο Επαφής (ΕΣΕ), θα πάρει μέρος στην 85η Διεθνή Έκθεση Θεσσαλονίκης, όπου οι ίδιοι οι φορείς θα μιλήσουν για τα προγράμματα και τα οφέλη των ΕΕΑ Grants στην Ελλάδα.



MENΟΥ

ΠΡΟΤΟ  
**ΘΕΜΑ**



Ελλάδα

## Ο Χρηματοδοτικός Μηχανισμός του Ευρωπαϊκού Οικονομικού Χώρου (ΕΕΑ Grants) 2014-2021 στην Ελλάδα



MENΟΥ

ΠΡΟΤΟ  
**ΘΕΜΑ**



### **Info**

Η Ειδική Υπηρεσία Χρηματοδοτικού Μηχανισμού ΕΟΧ (ΧΜ ΕΟΧ), Εθνικό Σημείο Επαφής (ΕΣΕ), θα πάρει μέρος στην 85η Διεθνής Έκθεση Θεσσαλονίκης, όπου οι ίδιοι οι φορείς θα μιλήσουν για τα προγράμματα και τα οφέλη των ΕΕΑ Grants στην Ελλάδα.



19 Σεπτεμβρίου 2021 | 15:01

35 °C Αθήνα



NEWS



NEWS: - «Έχει τη δική της σχέση με τους ανθρώπους που κρίνονται

Ειδήσεις

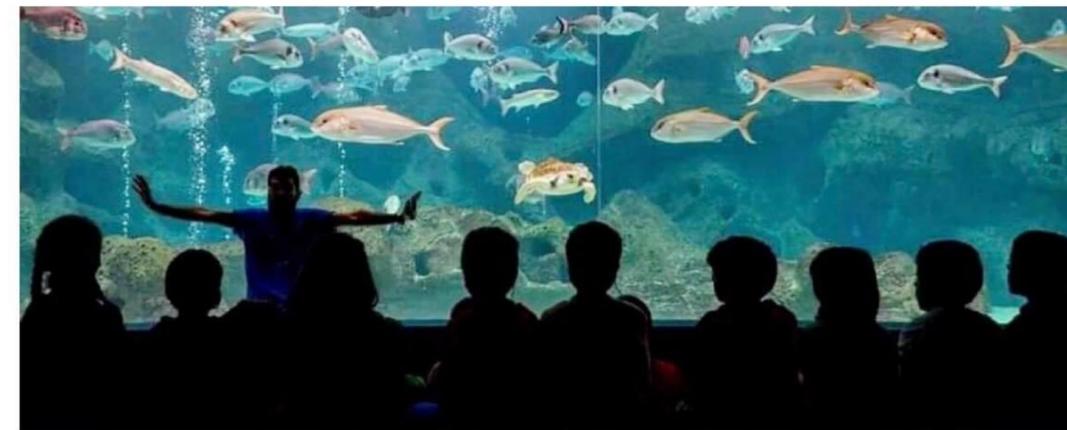
**ΑΥΚΥΣ** – Τηλεφωνική  
συνδιάλεξη Μπάιντεν και  
Μακρόν τις επόμενες...

**Τσίπρας**  
**θάρρος**  
**προκηρύ**

PLUS : ΤΑ ΝΕΑ ΤΗΣ ΑΓΟΡΑΣ

## Τα προγράμματα ΕΕΑ Grants στην Ελλάδα: Παρελθόν, παρόν και μέλλον

Ένα από τα πιο σημαντικά εργαλεία για να υλοποιηθεί η άρση των οικονομικών ανισοτήτων είναι και ο Χρηματοδοτικός Μηχανισμός 2014–2021 του Ευρωπαϊκού Οικονομικού Χώρου (εφεξής: ΧΜ ΕΟΧ | ΕΕΑ Grants).



### Η πρώτη προγραμματική περίοδος (1994–1998)

Βοήθησε να υλοποιηθούν στην Ελλάδα εμβληματικά έργα, που άγγιζαν, κυρίως, τη διατήρηση της πολιτιστικής μας κληρονομιάς (αναπαλαίωση ιστορικών μνημείων, τη δημιουργία του [Cretaquarium](#), πρώτου μεγάλου ενυδρείου της Ελλάδας, ανάπτυξη λειτουργικού συστήματος για τις θαλάσσιες περιβαλλοντικές συνθήκες (Σύστημα [Ποσειδών](#)), υποδομές στην ενέργεια κ.ά.).

EEA Grants Greece  
Published by Eir Vassou · 9 September at 10:43

🇬🇷 Το Εθνικό Σημείο Επαφής θα συμμετάσχει για πρώτη φορά στη ΔΕΘ 🇬🇷

👉 Έχουμε δουλέψει πολύ για μια παρουσία που θα γνωστοποιηθεί με ελκυστικό τρόπο τα προγράμματα του ΧΜ ΕΟΧ στην Ελλάδα μέσα από τις ομαλίες των Instagram και Fund Operators αλλά κ εκπρόσωπων εκάστων ομάδων επί

👉 πιστεύουμε ότι το τελικό αποτέλεσμα θα μας χαροποιήσει όλους/ες. Ευχόμαστε μια καλή επιτυχία 🍀

👉 Μείνετε συντονισμένοι για τις δράσεις μας στη ΔΕΘ και διαβάστε το άρθρο που γράφτηκε για εμάς στο CNN.gr 🍀 <https://www.cnn.gr/.../anaptysi-dimotia-oxeia-ka...>

#WorkingTogetherToMakeADifference #eeaGrantsCommunity #eeaGrants #eeaGrantsGR EEA and Norway Grants The Norwegian Embassy in Athens, Greece Υπουργείο Ανάπτυξης και Επενδύσεων Υπουργείο Εργασίας & Κοινωνικών Υποθέσεων SolidarityNow Human Rights 200 Bodonaki Foundation - Ίδρυμα Μπαδσακάκη Action against fund Greece Υπουργείο Περιβάλλοντος και Ενέργειας Κέντρα Αντανύσεων Πηγών και Εξοικονόμησης Ενέργειας - KATIE

EEA Grants Greece  
Reference website

Learn More

504,584  
People reached

3,605  
Engagements

Boost post

1.2K  
16 comments 15 shares



EEA Grants Greece @eeagrants\_gr · Sep 12

#InternationalThessalonikiFair  
Day #2

📖 Enjoy a Sunday morning read (in Greek) about the @EEANorwayGrants presence in #Greece from 1994 till now.  
#Past #Present #Past

#eeaGrants #eeaGrantsCommunity #eeaGrantsGR @norwaygreece



Τα προγράμματα EEA Grants στην Ελλάδα: Παρελθόν, παρόν και μέλ...  
Ενα από τα πιο σημαντικά εργαλεία για να υλοποιηθεί η άρση των οικονομικών ανισοτήτων είναι και ο Χρηματοδοτικός Μηχανισμός ...  
🔗 in.gr

2 5

EEA Grants Greece  
363 followers  
2d

📖 It is a #fact that we do #worktogether in the EEA and Norway Grants community.

📖 Here is an easy read (in Greek) about the programme #Roma #Inclusion & #Empowerment 🍀 <https://bit.ly/3Et2cso>

📍 Where: Municipality of Katerini  
✔ Programme Operator: Ministry of Labour, Social Security and Social Solidarity  
✔ Strategic partner: General Secretariat for Social #Solidarity and Fight Against #Poverty  
🔖 Budget allocation: 7,700,000€

#eeaGrants #eeaGrantsGR #Roma #Inclusion and #Empowerment Norwegian Embassy in Athens

2

# the event

what: **The EEA Grants in Greece: A financial mechanism that embraces us all.**

when: Monday, 13 September

where: pavilion 7, event area

speakers: 9

audience: more than 20 (invitees, journalists, the vice consul of the USA, etc.)



# photos from the event



# photos from the event





**Dreaming and  
planning for a  
luminous future.**



# a call for tender

## about the Strategic plans of Comms and Publicity

- use the budget wisely and **imaginatively**

- adopting **fresh**, more exciting tools

- accomplishing an

## **inventive mix-and-match**

between online and offline activities

- social media **campaigns**

- audiovisual** content (gifs, infographics, videos, testimonials)

- media trips**

- podcasts**

- articles on **ePress**



**a campaign on a national level**

**based on emotions**

to show **INCLUSIVENESS**

## **Emotions:**

- touch everyday people and show the EEAGrants' human face
- are difficult to be frowned upon and criticized
- we all have and express them, while values are not shared by everyone and need special care if to be used as the pillars of a comms campaign



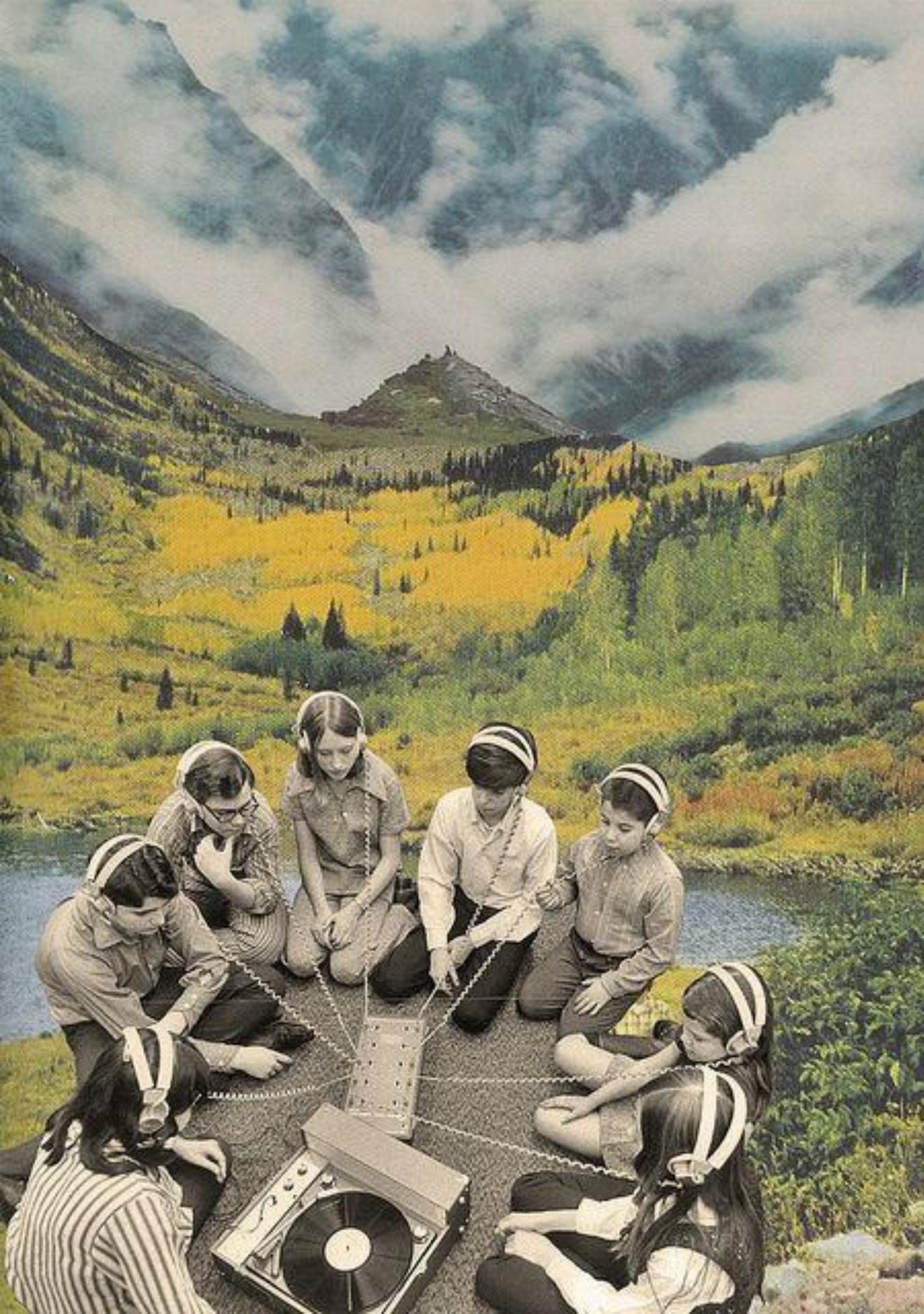
DEMOCRACY HUMAN RIGHT

FREEDOM EQUALITY DIGNITY

RULE OF LAW DEMOCRACY

HUMAN RIGHTS FREEDOM

EQUALITY DIGNITY RULE OF



## lesson (re)learnt

We need to work in a community to build  
**STRONG** relationships  
**TRUST**

The NFPs shoulder this responsibility to  
infuse the sense of

**togetherness**

and to be a “hug” that

**FACILITATES** and **guides** the POs.

This is the  
**AWARENESS**  
stage.



**WE**



Iceland   
Liechtenstein  
Norway grants

a hearty thanks to all of you!

[www.eeagrants.gr](http://www.eeagrants.gr)

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HUMAN RIGHTS