



COMMS ANNUAL WORKSHOP 2024



HELLENIC REPUBLIC
Ministry of Economy
and Finance

Celebrating 30 years of the EEA Grants lasting presence in Greece...

... a c u l m i n a t i o n o f e f f o r t a n d c o l l a b o r a t i o n

Elli Vazou, PhD

Comms officer

National Focal Point, Greece

[#WeCanBecomeMore](#)

A unique opportunity
to take this further.

[#WeCanBecomeMore](#)

A memorable festivity—a beacon of years of dedication



Financial Mechanism-wise

...the 30-year journey of EEA Grants in Greece came to life, a beacon highlighting years of efforts dedicated to **empowering communities**, strengthening **resilience**, and fostering **partnerships** across borders.

NFP in Greece-wise

Since the foundation of the NFP in 2017, we have evolved into a Community not just about Comms moving from a grassroots endeavor to a well-recognized force.

Comms-wise

Five years ago we started with simple, fundamental questions: “Do we have a logo? Should we be using it? How do we make ourselves known?” Today, these modest beginnings have evolved into a testament to our capability to **implement Comms** within the realm of the Grants.

Visibility-wise

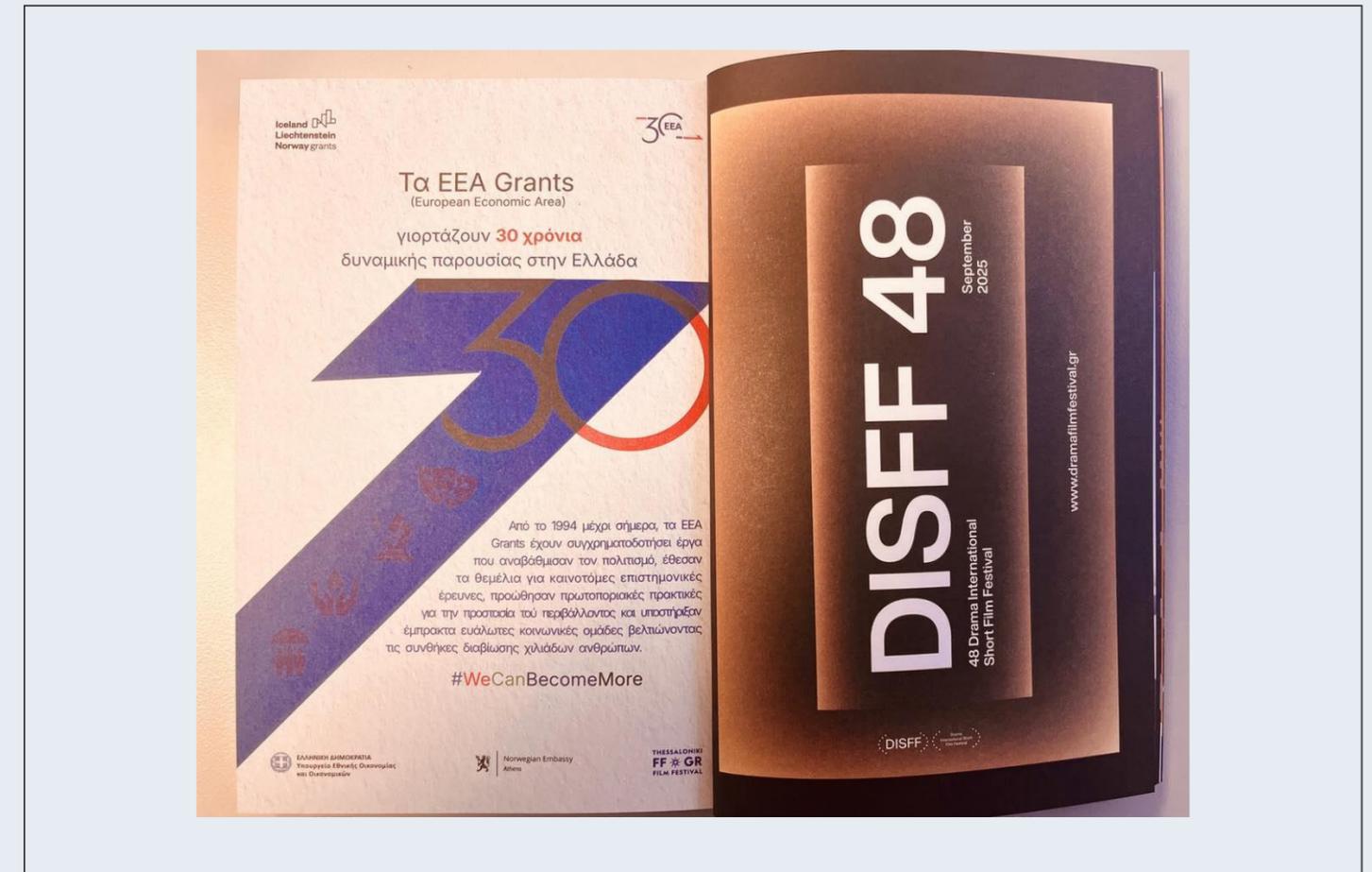
The events offered visibility and impact to **political leadership** and the **broader public**. It was more than just recognition — it was about **amplifying voices**, nurturing our sense of **community**, and building a strong **foundation** for future pursuits.

#WeCanBecomeMore

An especially valued supporter...

...was the Thessaloniki International Film Festival which endorsed our 30th anniversary and supported us with an array of communication provisions, including among others:

- a venue for the event and art installation at the port;
- a full-page listing in the screening program booklet;
- mention in the Festival's Official Catalogue under the "Parallel Events" section;
- recognition of the EEA Grants during the press conference;
- inclusion in special press releases for the festival's parallel events.



#WeCanBecomeMore

Building on the anniversary's visual identity..

We developed a cohesive set of materials to signify this milestone and harmonize with our online and offline activities:

- Backdrops
- Roll-up banners
- Swag items (Greek silk scarves, umbrellas, cufflinks)

We also customized accordingly:

- our SoMe accounts
- our site's URL

Created a dedicated newsletter

- launched as part of our #WeCanBecomeMore campaign (banner on the right)



#WeCanBecomeMore

And crafted “Save the dates” and invitations



Each element worked together to create a unified and impactful celebration, magnifying our message and strengthen our connection with our audience.

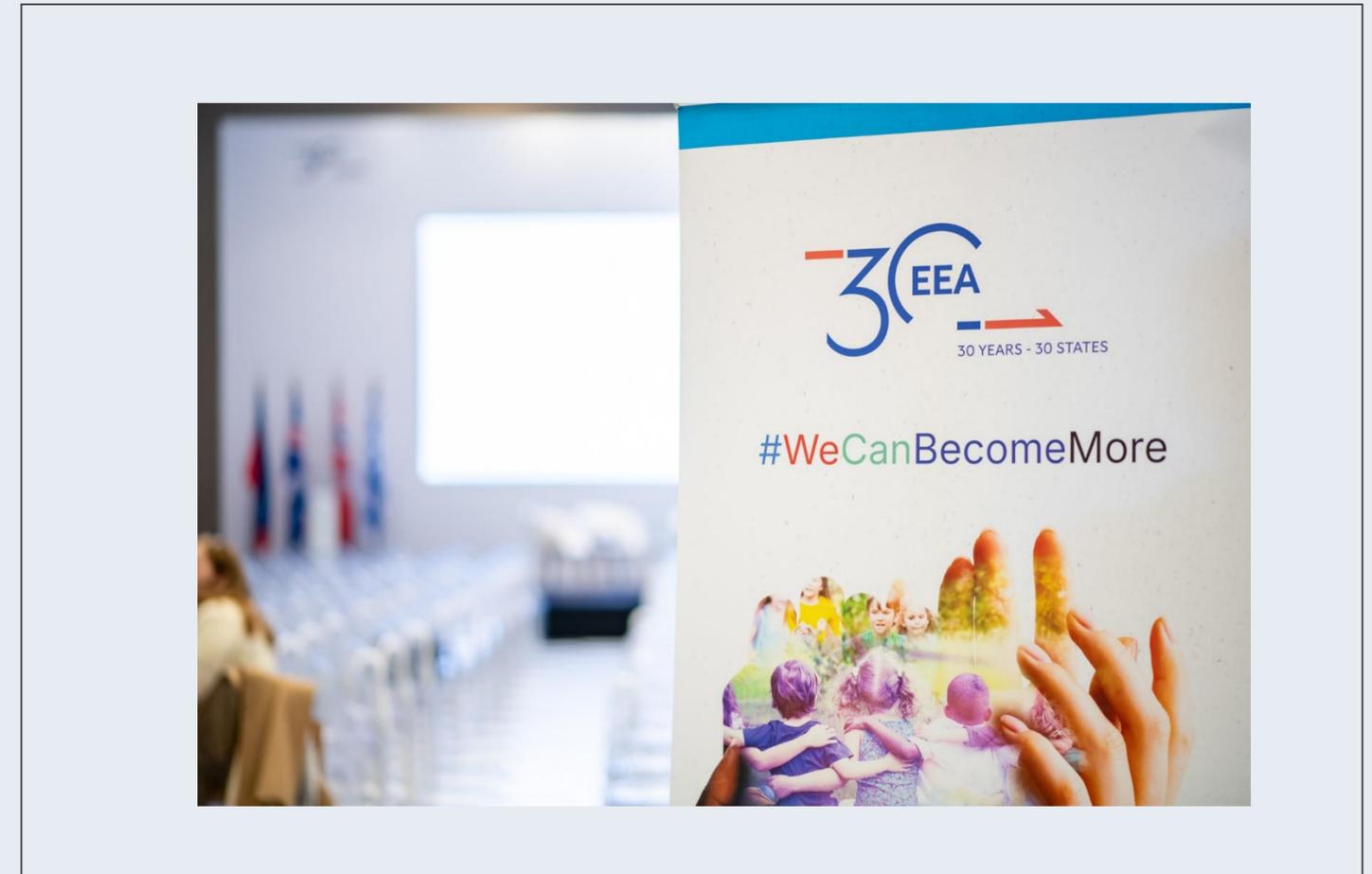
#WeCanBecomeMore

Behind the scenes...

We started researching past funding periods' projects three years ago, addressing gaps in content and sharing stories of impact;

- this journey and the 30-year celebration converged perfectly with the launch of our national campaign, #WeCanBecomeMore

—a slogan that denotes **transformation**, boundless **potential** and **collective progress**.



#WeCanBecomeMore

Key achievements

A snapshot of SoMe impact, press reach, and event success



01 — SoMe impact
150.2K post views
74.2K reach
1.7K FB site visits
386.8% increase ↑

02 — Press releases
and article views
10,000 article views
40 eNewspapers



03 — **4 Native articles**
Stoa of Attalos: A Case Study on How Classical Architecture Meets Modern Technology," "The EEA Grants as the FM that has changed Greece," "EEA Grants: Supporting the Most Vulnerable for an Inclusive Society", "The Ombudsman now has its own office in the heart of Thessaloniki"

04 — **2 events**
in Athens and Thessaloniki
400 attendees

30th



05 — **4 videos**
app. 80K views
(fb posts)

06 — app. 1,000 photos



www.eeagrants.gr

TIFF endorsement in numbers



01 — **250+ theatrical screenings**

Sponsor cards displayed before films.

02 — **~80,000 online views**
Sponsor cards shown during online events.

Online



03 — **10,000 copies**

Screening booklets:
Full-page ads and sponsor mentions

04 — **2,000 posters**
Distributed to 200+ locations.



05 — **Mentions**

in press releases and during the press conference

www.eeagrants.gr

Next steps

We need to elevate visibility after gaining traction through media, political channels, and social media ads:

- Strengthen community and grassroots engagement
- Expand digital storytelling
- Explore new media channels
- Evaluate for continuous improvement
- Stay adaptable and open to new opportunities





HELLENIC REPUBLIC
Ministry of Economy
and Finance

Looking forward to seeing how we can build on this together.

#WeCanBecomeMore