

**EUROPEAN ECONOMIC AREA FINANCIAL MECHANISM 2014-2021 (EEA GRANTS)**

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**«EMPOWERMENT AND SOCIAL INCLUSION OF ROMA »**

**DELIVERABLE 1:**

**«D.1 Communication Plan Preparation  
(Communication Plan)»**

ΕΥΕΔ ΕΣΠΑ ΑπΚΟ



ΥΠΟΥΡΓΕΙΟ ΕΡΓΑΣΙΑΣ, ΚΟΙΝΩΝΙΚΗΣ ΑΣΦΑΛΙΣΗΣ  
ΚΑΙ ΚΟΙΝΩΝΙΚΗΣ ΑΛΛΗΛΕΓΥΗΣ

ΓΕΝΙΚΗ ΓΡΑΜΜΑΤΕΙΑ ΔΙΑΧΕΙΡΙΣΗΣ ΚΟΙΝΟΤΙΚΩΝ ΚΑΙ ΆΛΛΩΝ ΠΟΡΩΝ  
Εδρά: Υπουργείο Εργασίας, Κοινωνικής Ασφάλισης και Κοινωνικής Οικονομίας

Iceland   
Liechtenstein  
Norway grants

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## **Overview**

This Communication Plan aims to support the Communication Strategy of the Program "Empowerment and Social Inclusion of Roma", which is going to be submitted within the draft Program Agreement to the National Focal Point. The aforementioned program is of a total budget of € 7 million and it is co-financed by resources of the EEA Grants 2014-2021 with the amount of 5 million € and by resources of the Public Investment Program with the amount of 2 million €. The aim of the communication plan is to raise awareness of:

- ✓ the existence, objectives and the potential of bilateral cooperation with donor countries, as well as
- ✓ the implementation, results and overall impact of support from the aforementioned countries through the specific program.

The communication plan includes the following:

- description of the communication objectives and target groups, including potential actors and beneficiaries, potential and actual partners from Iceland, Liechtenstein and Norway,
- the strategy and content of information and communication measures, including a list of activities, media and timetables, taking into account the added value and impact of the EEA, national, regional and local funding for this area of empowerment and the social integration of Roma,
- information on the planning of at least two important information activities on the progress, outcomes and impact of the program and the contribution of the donor countries, such as a seminar or workshop with the parties involved, a press conference or press releases,
- information about the Program Operator's website / website dedicated to the Program and being up-to-date both in Greek and English,
- information on the bodies responsible for the implementation of information and communication measures and an indication of how to evaluate the information and communication measures in relation to the visibility and

awareness of the specific program co-financed by the resources of the EEA Grants, the objective and the its impact, as well as the role of Iceland, Liechtenstein and Norway.

## 1. Introduction

Information, Publicity and Communication form an integral part of all funded projects and programs co-financed by the European Economic Area Financial Mechanism (EEA Grants, thereafter) for the period 2014-2021. As explicitly mentioned in the relevant guidelines and recommendations of the Financial Mechanism Office (FMO), any publicity action taken by all stakeholders should, amongst others, inform the general public about the contribution of the EEA Grants regarding the reduction of the social and economic disparities and strengthening the bilateral relations between the donor countries, namely Iceland, Liechtenstein and Norway and the corresponding Beneficiary Member States.

The present Communication Plan, following the Communication and Design Manual (FMC / NMFA), describes in detail all the information and publicity actions to be followed during the implementation of the specific EEA Grants Program: "Empowerment and Social Inclusion of the Roma".

## 2. What is the Programme: "Empowerment and Social Inclusion of Roma »?

The program "Empowerment and Social Inclusion of Roma" is one of the planned actions to support the " Greek National Strategy for Roma Inclusion" and is a priority for the implementation of the EEA Financial Mechanism 2014-2021 in Greece, which has been agreed with the 31-10-2017 signed Memorandum of Understanding between the donor countries (the Kingdom of Norway, the Republic of Iceland and the Principality of Liechtenstein) and the Greek State (Ministry of Economy and Development).

The objective of the program is to contribute to reducing economic and social disparities in the European Economic Area and to strengthen bilateral relations between donor states and beneficiary Member States through financial contributions to the various priority areas. The total financial support for this program is EUR 7 million, of which EUR 5 million will be covered by the EEA Grants 2014-2021 and EUR 2 million will be covered by the national public investment program. The Program will last until 2024.

### 3. Involved entities of the Programme

- Special Service: “Executive NSRF Structure – Sector of Employment and Social Economy” of the General Secretariat for the Management of European Funds within the Ministry of Labour, Social Security and Social Solidarity as the Programme Operator
- Special Secretariat for the ROMA Social Inclusion of the Ministry of Labour, Social Security and Social Solidarity, as Beneficiary State Strategic Partner.
- The Fundamental Rights Agency of the European Union (EU FRA) as International Partner Organization
- National Focal Point – Ministry of Economy and Development
- Financial Mechanism Office (FMO)

The program includes two pre-defined projects complementing other targeted and integrated measures and interventions planned by the Special Secretariat for ROMA Social Inclusion of the Ministry of Labor, Social Security and Social Solidarity to be implemented in the coming years regarding the social integration of the Roma population into national level.

- ✓ The first project will help tackling the housing issue of a Roma community currently living in improvised housing under severe housing deprivation. This program, following the principles of social housing, will serve as a model / pilot for the development of social housing measures for vulnerable social groups such as the Roma. Improving housing conditions, which are inextricably linked to access to basic

goods and rights, will help strengthen education and increase employment opportunities as well as improve health.

- ✓ The aim of the second project is to set up and operate a Task Force which is going to assist the Special Secretariat for Roma Social Inclusion at regional and local level in order to support the implementation of a series of social inclusion actions related to the first project, actively involving Roma residents, public authorities and community bodies in all relevant interventions.
- ✓ In order to promote the effective participation and empowerment of Roma population, an amount of the program will be allocated in the form of three small grant schemes to finance specific "soft" actions to be decided jointly with the members of the Roma local communities and will target:
  - the empowerment of Roma women;
  - young Roma to design a small-scale intervention on their own; and
  - the participation of Roma children in Children's Camps.

#### **4. Communication Plan Purpose**

The Communication Plan of the Program "Empowerment and Social Inclusion of Roma" describes the actions and activities planned, the target groups, the information and communication tools and the implementation timetable.

Specifically:

- it identifies the target groups, including potential implementing bodies and beneficiaries, potential and actual partners from Iceland, Liechtenstein and Norway.
- it describes the communication strategy

- It analyzes the means of publicity and
- It indicates the bodies responsible for implementing the information measures and the way in which the measures are assessed, the promotion of the Program, its impact and the role of the donor countries.

The Communication Plan is designed in such a way in order to ensure the sound management of information and to ensure maximum dissemination of the Program's objectives and results. In this context, the assistance of all partners is extremely valuable for optimizing the results and the social impact of the Program.

## 5. Identification of Target Groups

With a view to strengthening and enhancing equal participation of Roma in local communities, the following target groups will be informed of all actions and results of the Program:

- Local Roma communities and non-Roma citizens;
- Bodies of local and regional authorities;
- School Units, Regional Directorates of Primary and Secondary Education;
- Local Businesses;
- Local PES Offices;
- Cultural and Sports Associations, etc.

In addition, the following potential project promoters will be notified:

- Municipalities and Regions - Roma Branches of Community Centres
- Educational institutions
- Public PES bodies, Social Welfare Centers, Health Units

- Bodies and Organizations in the field of Culture and Sports (depending on the existing infrastructure of each area: Museums, Conservatories, Children's Camps, Civil Society Organizations).

Finally, particular attention will be given to informing the program's final beneficiaries, especially young and Roma women, for whom it is envisaged to use means of communication that are understandable and accessible to people living in deprived living conditions without access to basic goods and low educational level.

## **6. Communication Plan**

The Communication Plan is designed to ensure the involvement and support of all stakeholders and individuals, including public authorities, local authorities' bodies and organizations, Roma and non-Roma citizens, as well as any other interested party who could contribute to disseminating information and transferring the results of the actions of the Program with reference to donor countries and bilateral relations.

### **6.1 Strategy and content of information and communication measures**

The objectives and results of the program "Empowerment and Social Inclusion of the Roma" will be disseminated to the general public in order to inform, raise awareness and participate in its actions and interventions. In addition, there will be information on the benefits that will emerge for all through the smooth social inclusion of the Roma.

Since the Program includes two distinct but interlinked projects, as well as three small targeted grants, the project and the means of information and communication are differentiated accordingly.

For the project "Relocation of Families to a Standard Settlement of Social Homes in the Municipality of Katerini", the following are foreseen:

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- Approximately 50 families are going to be informed on their relocation, living conditions before and after relocation and the contribution of the EEA Grants.
- Video recording of the relocation. The process of relocation is going to be recorded (video and photography) aiming at creating a small video showing step by step the whole relocation (pre and post intervention conditions) for information and awareness raising, participation in possible related exhibitions, presentation in relevant workshops, etc.
- For the relocation project, local residents, local bodies of education and employment (Directors and Pedagogical staff of School Units, Second Chance Schools, Local Branches of PES, local businesses, etc.) as well as the wider society will be informed through workshops and meetings.
- There will be visits to schools in the area and through experiential approaches children will be asked to express and understand the importance of harmonious coexistence and the defense of fundamental rights.
- Publications in national and local media.
- Presentation of the project in relevant workshops
- Printing of brochures, posters and related material.
- In addition, the results of the project will be published on the project website, as detailed below.

The following actions will be carried out for the project: "Establishment of a Task Force":

- informing local and regional authorities about the role and responsibilities of this group mainly through workshops and informative meetings of the Special Secretariat for Roma Social Inclusion and with

the participation of the European Fundamental Rights Agency as an international partner of the Program.

- Informative meetings in cooperation with Roma Branches of Community Centers in local Roma communities, in which the Task Force will be activated. These meetings will combine information with experiential and participatory actions such as acquaintance with Roma cuisine, bazaar, photography exhibition, painting in order to meet the characteristics and needs of the target groups.
- Press releases as well as brochures and posters with useful information on the work of the Task Force
- Brochures and posters.
- TV and radio spot, as described below.

Finally, for the three small grants - Children's Summer Camps, Empowerment of Young People and Empowerment of Women - information sessions will be organized in Roma settlements and schools, information will be disseminated on the Program's website and various radio spots are going to be produced with an emphasis on the benefits of coexistence, which, with the appropriate empowerment and support, the target group (ROMA children, young people and women) may be socially integrated.

## **6.2 Publicity Media –Information and communication measures**

The means of publicity (information and communication measures) that will be used for the promotion of the actions and the results of the Program are presented below.

### **6.2.1 Use of Logos**

A special logo of the Program will be drawn up, and in all publicity media there will be the EEA Grants logo, the logo of the Programme Operator and the source of funding will be explicitly mentioned. "The program is co-funded

by 75% of the EEA FM 2009-2014 and by 25% from the Public Investment Program ".

Together with the Programme's logo, a banner will be created for use on the internet, which will refer to the Program's website and can be placed on the websites of the potential actors (Regions and Municipalities).

### **6.2.2 Informative material (brochure and poster)**

Brochures will be created in hard copy and electronic form. The brochures will include useful information on the role and responsibilities of the Task Force, its contact details per region, information about the project of relocation as well as information about the co-funded small grant schemes.

Depending on the final content, the brochure is suggested to be triptych in size A4 (210 x 297 mm). The printed and electronic formats will be distributed widely. The brochures will be in English and Greek and they will be available electronically through the Program's website.

In addition, a poster will likely be printed in size A3.

Finally, press releases will be produced in local, regional and national media.

### **6.2.3 Programme's website**

A dedicated website will be developed by the Programme Operator so that the Programme could be immediately accessible and visible by all interested parties. The Programme site will have multiple roles. In addition to information and publicity, it will provide a simple and easy-to-use communication and exchange platform through a user-friendly, customized website that provides easy-to-use ways for all target groups, particularly those with a low level of education.

The information will be provided in a simple and comprehensive manner and publicity will be supported by the Special Secretariat for ROMA Social

Inclusion. In addition, the site will host links to other relevant websites and will be directly connected to Social Media Networks.

Indicatively, the site will include the following sections:

- **The Programme:** with general information on the programme, the partners, the sources of funding and the timetable.
- A **sub-section for each project:** with relevant information per project.
- A section for **invitations:** In which invitations for the three grant schemes will be posted.
- **News / Events:** all events will be announced, as well as anything new concerning the implementation of the Program.
- **A consultation platform** for communication and dialogue with all stakeholders and individuals. It will be considered that the platform will operate separately per region.
- **Communication:** with reference to the contact details of all involved parties during implementation.
- **Hyperlinks to social media**

The web site will be up-to-date in both Greek and English.

#### 6.2.4 Social Media Networking

Besides the site, a social networking strategy will be developed that exploits the potential of the most prevalent social media tools to inform, raise awareness and encourage public debate on issues related to the Program's objectives and actions. This strategy will contribute to the active participation and empowerment of Roma population through their ability to express their views, ideas and disagreements on the integration policies that apply to them.

In addition, social media networks will be used to publicize the Anti-Roma campaign which will be planned. The campaign will be designed to invite everyone to take action (through incentives such as photography contests etc.). Thus, on one hand, the general population will be informed about Roma issues, racism and stereotypes, and on the other hand there will be information to the Roma themselves on the understanding and recording of racist speech and discrimination.

### **6.2.5 Television and radio spots and video recording**

A television and two (2) radio spots for use in national and regional media will be created to highlight the objectives of the Program through the promotion of equal treatment and participation issues.

In addition, as stated above, the tv spot is planned to provide photographic and cinematic coverage of the entire relocation process in order to understand the impact of living conditions in all aspects of social life, as well as to highlight the contribution of the donor countries.

### **6.2.6 Information actions**

Three (3) national information events will be held for all program interventions and at least 15 actions / events at regional and, furthermore, local level according to the needs of each project, as mentioned above. Particularly:

#### National level:

1. Launching event / Workshop (within the first quarter from the signing of the Program Implementation Agreement start) in which the Program will be presented as a whole with the participation of all partners.
2. A mid-term meeting (approximately 12-18 months after the initialization of the implementation) to monitor and to present the results of the Program so far and to provide information on the planned future actions.

3. Final Programme Conference (within the last quarter of the implementation) aiming at presenting the results of the programme, its evaluation, its impact and the contribution of the donor countries.

At regional level meetings will be held in each of the four (4) Regions in which the Task Force will operate. These meetings will involve all local stakeholders and all interested individuals and organizations.

Moreover, as described in detail above, according to the needs of each region, local meetings will be held with the participation of local Roma communities, potential actors and, if necessary, bilateral relations with donor countries.

## **7. Responsible bodies**

The Special Secretariat for Roma Inclusion in cooperation with the Programme Operator will coordinate and oversee all publicity actions of the Program. Municipalities and regions will be responsible for disseminating information.

## **8. Evaluation of information and communication measures**

The evaluation of the effectiveness of the information measures will be carried out through a special evaluation form distributed to the participants of the information actions. In addition, it is planned interviews to be conducted using a structured questionnaire with the direct partners, but mainly with individuals from the Roma communities in the Program Implementation Regions

## 9. Timetable

<b>INFORMATION MEASURES</b>	<b>YEAR 1</b>		<b>YEAR 2</b>		<b>YEAR 3</b>	
	<b>Months 1-6</b>	<b>Months 7-12</b>	<b>Months 13-18</b>	<b>Months 19-24</b>	<b>Months 25-30</b>	<b>Months 31-36</b>
<b>Logos</b>						
Logos creation						
Banner for electronic use						
<b>Informative material</b>						
Creation of a brochure and poster						
Press Releases						
<b>Website</b>						
Creation of a website						
Updating of the website						
Creation and banner links						
<b>Social Media Networks</b>						
Networking						
Campaigns for raising awareness and information						
<b>TV and radio spots and video recording</b>						
Creation of TV spot						
Creation of radio spot						
Video and photographic recording of relocation						
<b>Information actions</b>						
Workshops at national level						
Meetings at regional level						
Meetings at local level						

