

## Active citizens fund in Greece

### Guidelines to project promoters on the communication of the projects

#### I. In general on the communication and publicity plan

The communication and publicity plans implemented by the project promoters within the framework of the Active citizens fund in Greece programme should serve the following objectives:

- Informing the general public as well as specific interest audiences (eg journalists, opinion makers, vulnerable groups etc.) about the project, the targets, the activities, the results and the impact of projects and the programme as a whole.
- Promoting any cooperations or opportunities for the development of bilateral relations between the project promoter and entities from the donor states
- Highlighting the contribution and opportunities created by donor states, through EEA Grants, for the civil society in Greece.

You, the project promoters, know better than anyone the activities of your projects and the impact they have on the lives of the people influenced thereby. For this reason, we rely on your cooperation with the team of Bodossaki Foundation and SolidarityNow, as Active citizens fund Operator in Greece, to together highlight, in the best way, the activities, the results and the impact of the projects funded by EEA Grants.

#### II. Basic Concepts

**EEA Grants:** is the name of the EEA Financial Mechanism in Greece and in another 14 states in central and eastern Europe. This brand name should be used in any communication on the Active citizens fund in Greece programme.

**Active citizens fund\*:** is the name of the EEA Grants programme which finances projects to empower the civil society in Greece and in another 14

countries in central and eastern Europe. The name of the programme should be mentioned in every communication of a project financed thereby.

*\* As in the logo, we write Active citizens fund (A capital, c & e in lower-case letters). The programme name is not translated into Greek.*

**Fund Operator:** Bodossaki Foundation and SolidarityNow have jointly undertaken the Active citizens fund in Greece programme management. We refer to the Fund Operator in every official communication on the programme.

**Project Promoter & Partners:** It is you! The project promoter is the non-profit organization to which project implementation was entrusted and partner (-s) are the other organizations that participate in the project implementation, undertaking part thereof. In each project, it is appropriate that a mention is made to the project promoter and partners thereof.

### **How to achieve all these together?**

In written communication and in the materials we publish, we use the following paragraph (boiler text) to talk about the project and the operators that fund it:

The project .....(name of the project) is being implemented under the Active citizens fund in Greece by ..... (name of the Project Promoter) and its partner/s ..... (name of the partner/s).

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 standard texts**

**See Annex II**



Fund operated by:



### III. Logos

Upon signature of the agreement, you will receive the Active citizens fund in Greece identity logos by the Fund Operator. Logos help to visually identify the programme and highlight the donors.



Fund operated by:



**Use of the logos is obligatory.** Please use them systematically in your print and electronic communication, especially in forms, publications, websites and in all material produced in connection with the programme, pursuant to the application specifications that will be provided to you. Modification, alteration or another use of the above logos is not permitted. **The application of logos in your print and electronic communication should have been previously approved by the Communication Department of the Fund Operator.**

### ***Where will I display my own logo, or the logo of the project I am implementing?***

**The rule here is simple: there must be a clear and visual distinction between the operators' funding the programme and those implementing it.**

The distinction shall ensue:

- (a) from size: the logo of the programme should be **larger** than that of the project promoter or of the project
- (b) from placement: the logo of the programme should be placed at the top or/and to the left, alone, in relation to the logos of the project promoter or project

### ***How will I know if the material I am creating is acceptable?***

- (a) Read very carefully the Communication and Design Manual EEA and Norway Grants 2014 - 2021 here, follow the instructions included therein (see

specifically Part 2: Visual Identity). Alternatively, download the manual from the following link: <https://eeagrants.org/resources/2014-2021-communication-and-design-manual>

(b) Ask for the guidance and, **obligatorily**, the **approval** of the Fund Operator's Communication Department about the visual identity you create and intend to apply as regards the funded project

#### **IV. Implementation of the project communication plan**

With your application, you have submitted a comprehensive communication plan for the project, the funding of which has been approved by the Active citizens fund programme. At all stages of project implementation, you will need to follow through and, if necessary, adjust your project communication plan to achieve the best possible results. Do not hesitate to ask for the guidance of the operators of the programmes and the Communication Department of the Fund Operator on the communication activities you are planning or implementing. We will be by your side!

**We remind you that the communication material produced by the project promoters during the programme should be submitted to the Fund Operator for approval before its publication.**

#### ***What should I do?***

In summary, the communication activities required by the project promoters are the following:

- An information activity for the beginning and one for the closing of the project (such as an interview, press conference, seminar or consultation with those involved as regards the content, the course, the results of the project)
- Presentation of information regarding the project on the internet, either through the website of the project promoter or through a special website, dedicated to the project. Information about the project must be regularly updated in Greek.
- For projects with a grant of €150.000 and over, the creation of a separate page on the internet, with information in Greek as well as in English is required.

- In each of your references to the project, do not forget the explicit reference required to the Active citizens fund programme (not translated into Greek) and to the EEA Grants
- Clear reference to donor states of the programme (Norway, Iceland, Liechtenstein) will help to identify the donors.
- If the grant concerns the financing of a physical object and the amount exceeds €50.000 (eg construction, building etc.), the project promoters should place a **commemorative plaque** with a clear reference to the Active citizens fund programme (not translated in Greek) and to the EEA Grants. Samples of such a commemorative plaque can be found on page 72 of the "Communication and Design Manual" of EEA Grants.

## V. Use of Social Media

You definitely have social media channels! Log in to the Active citizens fund facebook page and share the uploaded material, having a multiplier effect on the promotion of your project and its results. When posting material on your project and organization page, do not forget to tag the programme's facebook page and use the # of the programme:

*#activecitizensfund\_GR #ACF\_GR #activecitizens #civilsociety*

*@active citizens fund Greece @EEA and Norway Grants @EEA Grants Greece*

*@Bodossaki Foundation @SolidarityNow*

## V. During the implementation of the project

### **Announcements / Opening events of projects / public events:**

Kindly inform the operators of the programmes and the Communication Department of the Fund Operator in a timely manner about the events you are planning within the framework of the communication activities of your project. Especially at the opening events, it is obligatory to invite a representative from the Communication Department of the Fund Operator, as well as the contact persons of the programmes as representatives of the Fund Operator, giving them the right to address the public with a brief update on the programme and the donors.

### Visual material:

Remember to share with the Communication Department of the Fund Operator, at **regular intervals, good quality updated visual material** related to the progress of your project (high resolution photos and videos, material / stories of beneficiaries etc.). We remind you that the Fund Operator has the right to use all material produced by the project promoter for the communication of the project. The project promoter is responsible for assigning to the Fund Operator the rights to use the material as well as the consent of the people shown in the forwarded material. A representative of the Communication Department of the Fund Operator may visit the project promoters during the programme, to collect audiovisual material for better communication of the projects.

### Regular Progress Report / Final Report:

Kindly include a section on the communication activities you implement in each regular progress report on your project, as well as in the final report.

### Members Area on the site of the Active citizens fund programme

Upon commencement of your programme, we will create a project profile for you. There we will enter the following information for each user:

- o Name and surname
- o Email
- o Project (selection from a list of projects)
- o Promoter (selection from a list of promoters)

Project managers should inform the Communication Department of the Foundation about the users per project who will have access to the members area. For each user they will state an email, full name and promoter. The user will receive an email notification, fill in the password and activate his account (profile). He will login to the members area and will be able to:

- o create a blog post (add new)
- o save it as a draft (save draft)
- o edit it (edit)

o send it to the Communication Department of the Foundation for publication (submit). After sending it for publication, it will not be possible to edit his article again; if he wants a change, he will have to request it offline from the Communication Department.

>>> **More See Appendix II**

### **Register in the Find your partner portal!**

We have created the **Find your partner portal** for you, in which you can, by creating a profile of your organization, become part of an open and updated database to easily find partners. Search is carried out by field of activity, type of promoter and target group. You may enter and register in the portal through the website of the programme [www.activecitizensfund.gr](http://www.activecitizensfund.gr)

### **Communicate effectively!**

#### **i. Tell a human story**

We all understand better an issue through human stories and examples, rather than through statistics and numbers. Show the human aspect behind your activities, highlight the everyday heroes behind them and support the results with data and numbers, given in a human way. Do not forget to encourage your associates to gather testimonies from the beneficiaries, where possible, and have their consent, as long as they are not vulnerable groups, in order for them to be made public. Use lively, human images and videos. They work much better than texts!

*Remember:* testimonies can be anonymous. In the case of an image or video, however, it is necessary to have the **written consent** of the person who appears.

#### **ii. Highlight issues that interest the general public**

Even if you work on a specialised or limited thematic area, think about how this can be integrated into the everyday life that the general public is called upon to manage. Not everyone is familiar with the issues we are dealing with. Speak in a simple and understandable language. Do not be condescending and avoid reproducing stereotypes. Especially when you are talking about vulnerable

groups, use appropriate language, avoid conflicting terms and make sure that your communication touches the general public while at the same time does not offend the specific audiences to which you are addressing.

### **iii. Speak with universal values**

To speak effectively to the general public, step out of your own zone of interests, the so-called comfort zone. Some things that may be obvious to you or the people you work with, do not concern everyone. Stay open to discussion and dialogue, referring to universal values, such as solidarity, love, acceptance, humanity, peace.

### **iv. Cut a long story short**

Many times, a short, concise, comprehensive story is more effective than a long manifesto that few will have the patience to read. Simplify the language, avoid unnecessary chattering and stay in the essence of your message. Use words that do not need to be explained. Do not use jargon, acronyms or specialised terminology. Avoid long sentences and passive voice.

### **v. Get visual!**

A picture is worth a thousand words... focus on producing and using high quality visual material. Lively images, graphics and videos can take off a post and attract the interest of your readers. Do not try to save money by avoiding professional photography, where needed, or the production of a good video, considering that you can shoot one with your mobile phone. The time will come when you will need high quality visual material (both you and us) and you will not have it!

*Remember:* the dominant means of accessing online content are now mobile devices, so whatever you do should work not only on the desktop, but mainly on mobile and tablet.

**Important!:** Always ask for consent when photographing people. Make them aware of the purpose of taking the photographs as well as of how and in which media you may use them. Especially for photos showing minors or people from vulnerable social groups, be very careful, as their written consent may be required.



## **vi. Embrace positivity**

Use positive messages that reach more people and facilitate dialogue. Inspire the people you are addressing, give them something to hope for. Find and highlight the human stories that give hope to all of us.

## **vii. Give your messages an authentic voice**

Choose, if possible, a public figure or an authentic human character from inside your project. He/she can be a beneficiary, a social worker, a volunteer. Leave the wooden tongue behind and look for someone to convey your messages with whom your audience can identify.

## **viii. Do not rely on a press release**

Look for allies among journalists who are interested in the thematic area you are working on. Try to get to know them in person, understand in what they are interested and give them the information in the way they want it: complete, verified and on time. Do not rule out means that may not be so close to your own interests, if you are invited to speak: this is the time to broaden your audience and address others also, not just the initiated.

*Remember:* deadlines are set to be kept. When you tell a reporter "you'll have it by 4" make sure he has the material you promised to deliver before 4. At 5 it will be too late.

## **ix. Accessibility**

Make sure your material is accessible to as many people categories from vulnerable groups as possible: video subtitles for people with hearing problems, accessible room (and, where possible, sign language interpretation) for an event addressed to people with disabilities, possibility to enlarge monitor letters in order to read a post on a site are some simple rules which are good that we all remember and apply.

## **x. Invest in the communication of the project**

Do not hope that the project manager of the project you are implementing can, at the same time, be an expert in social media, take professional photos and

write press releases or posts in STORIES. To highlight in the best way the results of your projects you need more properly trained people, budget and time. We hope you have already included these in the project proposals that have been selected!

**>>>Sources/ More information:**

- ***Booklet: 10 keys to effectively communicate human rights", Fundamental Rights Agency, available [here](#)***
- ***Communication and Design Manual, EEA and Norway Grants 2014-2021, available [here](#)***

## **ANNEX I**

In brief, the basic informative material for the programme has been worded as follows:

### **BOILER TEXT (EN):**

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 programme 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](http://www.activecitizensfund.gr)

### **About the EEA Funding Mechanism:**

In 1992, Iceland, Lichtenstein and Norway signed with the European Union a Cooperation Agreement, establishing the European Economic Area (EEA). The EEA Funding Mechanism, better known as EEA Grants, is a tool for funding support tool, created by these three countries and available to 15 EU member

states, including Greece.

The Fund Operator for the Active citizens fund programme in Greece is Bodossaki Foundation in consortium with SolidarityNow.

### **About the Bodossaki Foundation:**

The Bodossaki Foundation is one of the most respected privately-owned public benefit organizations in Greece. The Foundation is the culminating point of its founder's brilliant course in life and remains the carrying vessel of the values and ideas that he faithfully served throughout his eventful life.

The Foundation was established in 1972 by Prodromos – Bodossakis Athanassiades who decided to donate his entire fortune to support health care, equal opportunities, quality in education, scientific progress and environmental protection.

The Foundation has a deep knowledge of social needs in Greece and has administered so far more than €450m supporting its causes.

The Bodossaki Foundation also supports NGOs working with socially vulnerable groups and has lately set the strengthening of civil society as one of its primary objectives. Since 2013 it administers the regranting facilities of the EEA Grants for civil society in Greece.

More information available at: [www.bodossaki.gr](http://www.bodossaki.gr)

### **About SolidarityNow:**

SolidarityNow (SN) is a non-governmental organization established in 2013 to respond to the needs, and advocate for the rights of the most vulnerable and marginalized groups, indiscriminately. SN's Headquarters are in Athens, with large operations in Thessaloniki and activities across the country. The organization's vision is to improve people's lives and to empower them to create a just and inclusive society. SN's actions fall under three main strategic priorities: a) Promoting safety and protection; b) Catalyzing livelihoods opportunities; c) Strengthening the independence of civil society and defending open society values. SN has supported 300,000 people to date, both through direct project implementation and through regranting programmes. Through its regranting initiatives, SN has supported 73 different programmes and provided a total funding of €14.4M to support Greek civil society organizations.

More information available at: [www.solidaritynow.org](http://www.solidaritynow.org)

## ANNEX II

### **Guidelines for the exploitation of the STORIES application at the website [www.activecitizensfund.gr](http://www.activecitizensfund.gr)**

The website [www.activecitizensfund.gr](http://www.activecitizensfund.gr) was created to highlight the projects and their results in the best way. To keep it full of lively and rich content, we give access to an authorised representative of each project promoter in the STORIES section of the site. There you can upload stories from your projects yourself, highlighting the actions, the people who work for them and the beneficiaries of the programmes.

#### **Access to the STORIES section**

You will first receive an email with a link to set the password you want to for access to the application.


#### **Create a blog post**

1. Log in to [www.activecitizensfund.gr/wp-admin](http://www.activecitizensfund.gr/wp-admin)
2. In the menu on the left, select Stories / Add story
3. Fill in the fields of the blog post:
  - a. Title: the title of the post up to 5 words
  - b. Project + Promoter are automatically completed by your details
  - c. Description: 600 words
  - d. Videos: select Add video and enter for each video title and URL

Word count: 190 Last edited on October 1, 2019 at 12:25 pm

Videos - EN

Videos List

Title	Video
<input type="text" value="Video title"/>	<input type="text" value="https://youtu.be/qEVFWCICa9A"/> 

[Add Video](#)

Downloads Sidebar - EN

Downloads

Label

Downloads Files

File Name	File Link
<input type="text"/>	No file selected <a href="#">Add File</a>

[Add Row](#)

### e. Downloads

Downloads Sidebar - EN

Downloads

Label

Downloads Files

File Name	File Link
<input type="text"/>	No file selected <a href="#">Add File</a>

[Add Row](#)

Gallery Detail Page - EN

Images List

f. image gallery. The images that will upload should have maximum dimensions 1800 pixels width and 1200 pixels height.

- Select "Add image"

Gallery Detail Page - EN

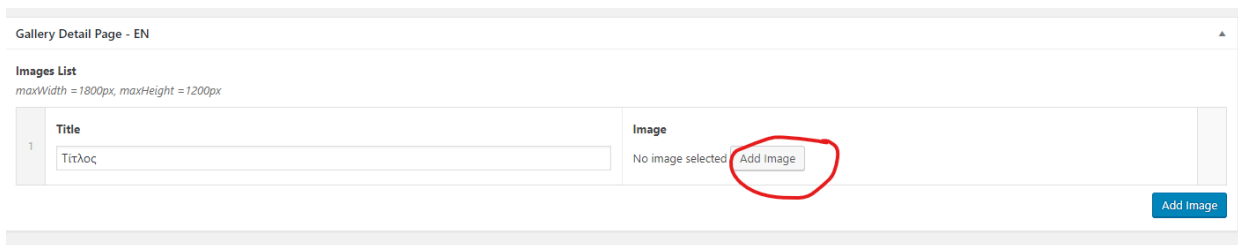
Images List

*maxWidth = 1800px, maxHeight = 1200px*

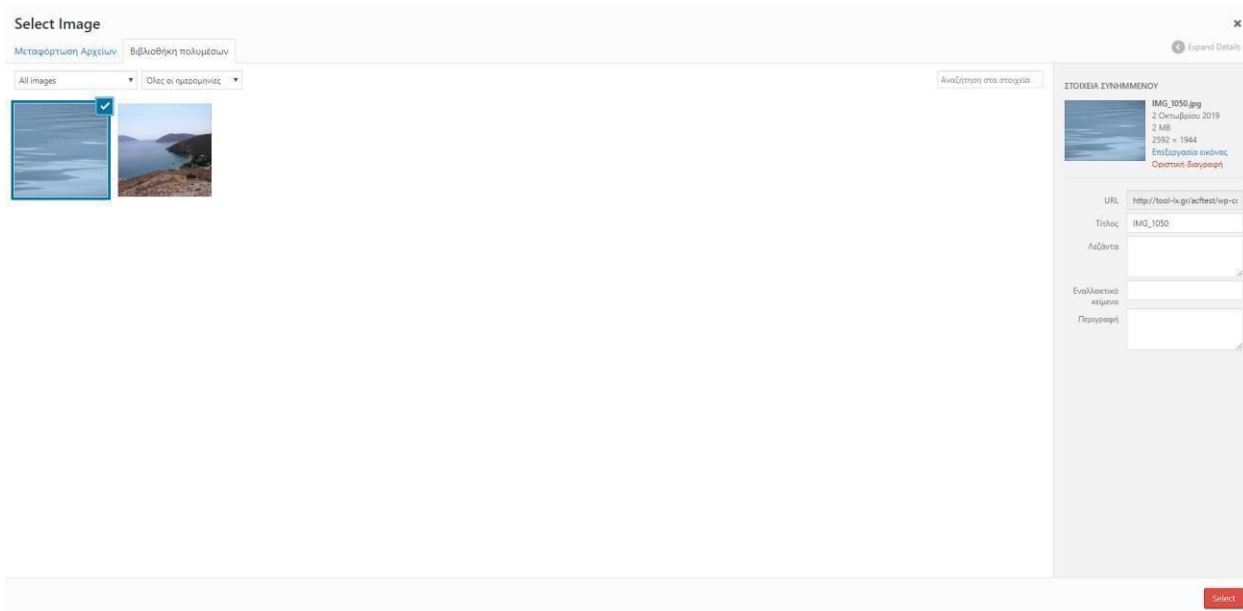
[Add Image](#)

Yoast SEO

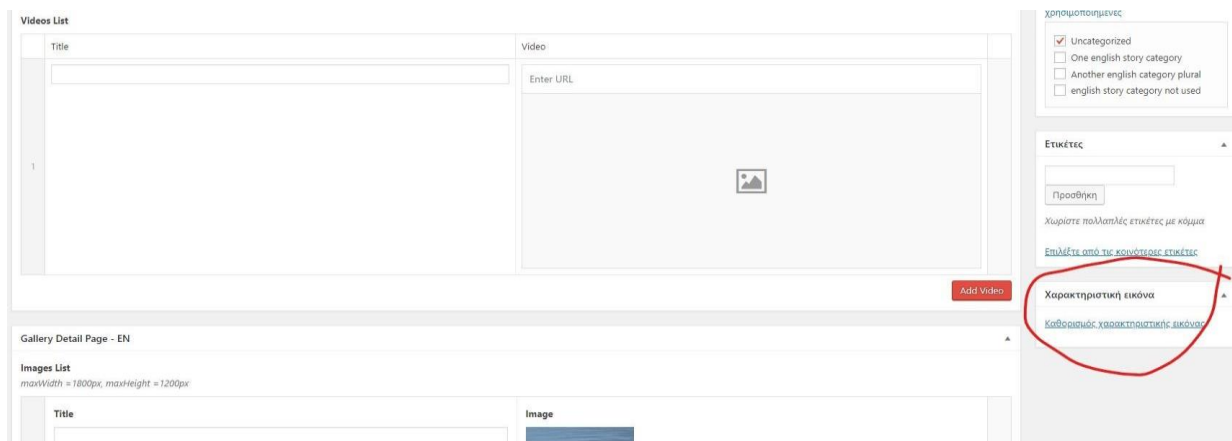
- For the 1st image enter title and to the right select "Add image" to enter the image file.



- In the multimedia Library you see the images that you have already uploaded in the site. If you wish to use any of them, you select it clicking on it. On the bottom right you click "Select"



- If you wish to upload a new image select "Upload files" where you select the file you wish to use and on the bottom right "Select"
4. Select "Save" to save it as a draft. When you are ready for publication



select "Submit for control".

The post is now forwarded to the ACF manager for approval and publication.

After the publication you will not have to process the article again; if you wish to make any change you should ask it by email to the Communications Department.

## Blog post Processing

To process a draft post of the list select "Processing" next to its title



Stories [Add Item](#)

Προσχέδιο (1)

Αγγλικά (10) | ΕΛ (16) | Όλες οι γλώσσες (26)

Όλες οι ημερομηνίες ▾ Όλες οι κατηγορίες ▾ Φιλτράρισμα

<input type="checkbox"/>	Τίτλος		Κατηγορίες
<input type="checkbox"/>	test 2 — Προσχέδιο	+	Uncategorized
	Επεξεργασία   Ταχυεπεξεργασία   Διαγραφή   Προεπισκόπηση		
	test blog post		One english story category
<input type="checkbox"/>	Τίτλος		Κατηγορίες

## English content

To add the translation of the blog post into English select "Add translation into "EN"



Stories [Add Item](#)

Προσχέδιο (1)

Αγγλικά (10) | ΕΛ (16) | Όλες οι γλώσσες (26)

Όλες οι ημερομηνίες ▾ Όλες οι κατηγορίες ▾ Φιλτράρισμα

<input type="checkbox"/>	Τίτλος		Κατηγορίες
<input type="checkbox"/>	test 2 — Προσχέδιο	+	Uncategorized
	Επεξεργασία   Ταχυεπεξεργασία   Διαγραφή   Προεπισκόπηση		
	test blog post		One english story category
<input type="checkbox"/>	Τίτλος		Κατηγορίες

Then fill the following fields

Add New Item

Δώστε τον τίτλο εδώ

Select Project - GR

**Projects List**

Search...

A Ένα έργο  
B Άλλο ένα έργο  
test έργο

Select Project Promoter - GR

**Project Promoters List**

Search...

Άλλος ένας φορέας  
ΕΛΓΕΚΑ  
Ένας τρίτος φορέας

Γλώσσα

Γλώσσα αυτού του/αυτής της story

ΕΛ ▾

Αντιγραφή περιεχομένου από Άγγλικά

Αντικατάσταση με περιεχόμενο σε: Άγγλικά.

Δημοσίευση

📍 Κατάσταση: Προσχέδιο

Ορατότητα: Δημόσια

Κατηγορίες

Μη κατηγοριοποιημένο

One greek story category

Another greek category plural

greek story category not used

Ετικέτες