



National Commission
for the Promotion
of Equality for
Men And Women

Kummissjoni Nazzjonali
għall-Promozzjoni
ta' l-Ugwaljanza
għall-Irgjiet u n-Nisa

Equinet Training Session:

Helping Equality Bodies to Apply for and Use of EU Funds

The Evaluation and Communication Strategy

3rd & 4th September 2015
Bulgaria

Equinet Training Session

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3rd & 4th September 2015, Bulgaria

Annalise Frantz, NCPE, Malta



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Communication Strategy

Planning an effective communication strategy

- Wide dissemination
- Budget conscious
- Maximum results

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Communication Plan

Aim

What is the aim of the communication plan?

- Awareness-raising
- Publicity
- Advertising

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Communication Plan

Message and Image

Choose the message you want to portray and create various different ways in which to portray that message:

- Slogan
- Logo
- Hashtag

Give the campaign a unique identity by developing a **corporate image**

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NCPE Project Logos



Developing a Culture of Rights

Through Capacity Building

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Project Corporate Image

- Sizes of logos
- Positioning of various logos
- Colour scheme
- Font



project - GENDER BALANCE IN DECISION-MAKING

font family

Header and Title: Helvetica Neue LT Pro 45 Light
 Gotham Rounded Book
 Gotham Rounded Bold

abcde fghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcde fghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

project - GENDER BALANCE IN DECISION-MAKING

colour scheme

cmky colours

- c0, m0, y0, k80
- c100, m4, y28, k20

spot-colour

- Pantone 3145 U
- 80% Black

Digital

- HEX #007788
- RGB 0, 119, 136

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Communication Plan

Target group

Identify your target group to be able to create an effective communication strategy

- Who is the action targeted towards?
 - Particular age group e.g. youths, older persons...
- Know your target group
 - What are their likes / dislikes?
 - Where are you most likely to find this target group?
- Develop a strategy tailor-made for that cohort

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Communication Plan

Choosing the right medium

- Print media
- Online campaign
- TV PSAs and Radio adverts
- Billboards
- Posters
- Brochures / leaflets
- Press releases
- Social media

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Mentoring Programme

Mentors will make a difference
Mentees will gain insight & on-the-job experience

 Gender Balance In Decision-Making

 

Operational Programme II – Cohesion Policy 2007-2013
Empowering People for More Jobs and a Better Quality of Life
Project part-financed by the European Union
European Social Fund (ESF)
Co-financing ratio: 83% EU Funds, 13% National Funds

Investing in your future

 
MALTA CONFEDERATION OF WOMEN'S ORGANISATIONS



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	2014		2015	
	M	F	M	F
15-24	48.7%	48%	47.5%	44.4%
25-34	49.5%	45.7%	49.6%	51.8%
35-44	55.7%	23.3%	53.8%	18.7%
			55.1%	16.3%

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NCPE



The European Commission's
anti-discrimination campaign



FOR DIVERSITY
AGAINST
DISCRIMINATION
www.stop-discrimination.info

Celebrating DIVERSITY

8th December 2012

Merchant Street, Valletta,
from 10:00hrs - 20:00hrs

I'm Not Racist, But...

www.equality.gov.mt



Find us on:
facebook

This project is supported by the European Commission Programme for Employment and Social solidarity PROGRESS (2007 - 2013). This programme is implemented by the European Commission



The information contained in this billboard does not necessarily reflect the position or opinion of the European Commission



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ENHANCING EQUAL RIGHTS

The NCPE aims at enhancing equal rights through various initiatives which stimulate debate and raise awareness, with the ultimate objective of changing mentalities, attitudes and perceptions.

Throughout this last year, NCPE has implemented the project 'Believing Equal Rights' covers all six grounds of discrimination under NCPE's remit, namely gender, religion / belief, race / ethnicity, age, sexual orientation and gender identity. In view of this, the project's activities target several different groups. Primary and secondary school students are targeted through a pilot study on equality mainstreaming in the classroom. Stakeholders are empowered through training provided by an independent equality expert, Mr Neil Crowley. Training on equality mainstreaming, diversity management and non-discrimination, targeted at teachers, employers and NCPE staff, was carried out accordingly.

In order for the objectives to be achieved, NCPE held several outreach activities. The multi-cultural event entitled 'Celebrating Diversity' was held on Saturday 22nd March in Valletta, with the aim of promoting cultural diversity through music, entertainment, children's activities and games.

The 'Have Your Say?' Campaign consists of a roving video booth where individuals can share their views on the effects of discrimination and equality, as well as raise their concerns on discriminatory cases which they have experienced or witnessed. The 'Have Your Say?' roving booth is situated across Malta and Gozo throughout March.

All these initiatives aid in strengthening the role of the stakeholders as well as the individuals in their duty not only to identify discrimination but also take the necessary action/s.

TO REPORT INSTANCES OF DISCRIMINATION
contact NCPE on **2590 3850**
or **equality@gov.mt**

THE NATIONAL COMMISSION FOR THE PROMOTION OF EQUALITY (NCPE) BELIEVES IN THE IMPORTANCE OF CREATING A CULTURE WHERE DIVERSITY IS SEEN AS AN ADDED-VALUE AND WHERE EQUALITY AND NON-DISCRIMINATION ARE PERPETUATED.

**ENHANCING
EQUAL RIGHTS**

NATIONAL COMMISSION
FOR THE PROMOTION OF EQUALITY
NCPE

www.equality.gov.mt

Facebook

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FOR DIVERSITY
AGAINST DISCRIMINATION

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3rd & 4th September 2015, Bulgaria

Annalise Frantz, NCPE, Malta



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Kummissjoni Nazzjonali
ghall-Promozzjoni
ta' l-Ugwaljanza
ghall-Irgjiet u n-Nisa

Communication Plan

Activities

Consider organising activities in prominent places to attract people and deliver the message, think outside the box:

- Theme days
- International days
- Participate in local activities
- Roving vans

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Anti-Racism Theme Days – Celebrating Diversity

**ENHANCING
EQUAL RIGHTS**

Promoting
CULTURAL DIVERSITY
through Music,
Entertainment and Activities

**Celebrating
DIVERSITY**

Saturday, 22 March 2014
at Pjazza De Vallette, Valletta.
from 10.30am to 6.30pm

Find us on **facebook.**

www.equality.gov.mt

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Islamic Corner

Asian Corner

African Corner

OPINION WALL

Celebrating UNIVERSITY

ENHANCING EQUAL RIGHTS





Asian Corner

African Corner

OPINION WALL

Celebrating Diversity

NPHR ENHANCING EQUAL RIGHTS

www.equality.gov.mt

SEMMA' LEARNEKI!

SEMMA' LEARNEKI!

FESTIVAL



Celebrating DIVERSITY







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Celebrating
DIVERSITY

Celebrating DIVERSITY
www.equality.gov.mt



Celebrating DIVERSITY

OPINION WALL



NCEP MAGYAROK
Find us on facebook/INSTAGRAM

COME ON CHELSEA! HAJRA' MAGYAROK!

Beauty comes in different colours!!

Love is all that matters
Diversity is all that matters
All special... cos we're all different

TAKTUKUSI SIKELCK
FAF
SLAMB!
TROLLFOCI.
MBI!
YJW

DIVERSITY IS NOT SOMETHING WE SHOULD HAVE TO THINK ABOUT IT SHOULD BE NATURAL TO ALL OF US TO KNOW HOW TO EMBRACE IT AND ACCEPT IT!!

Same yet Different
Same yet Different

(Greetings from South India)

MAKE THE LEADS SPILL FOR CHRISTIANS

I believe in the Social Positioning Economic equality of women!

If you love someone let them be free

Us Ak B
Harry and Dance
SING TOGETHER

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Have Your Say! Campaign

ENHANCING
EQUAL RIGHTS

HAVE YOUR SAY!

EXPRESS YOURSELF NOW IN NCPE'S
VIDEO BOOTH
WWW.EQUALITY.GOV.MT

find us on | facebook

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HAVE YOUR SAY!

ESPRISSE TOI GHALI NOME IN NOME'S VIDEO BOOTH
WWW.EQUALITY.GOV.MT

MIA HEN FIDEL BOB DAWKIMMI MIA
MIA HEN FIDEL BOB DAWKIMMI MIA
MIA HEN FIDEL BOB DAWKIMMI MIA



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of Equality for
Men And Women

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ghall-Irgiel u n-Nisa

Have Your Say! Campaign



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MOTI QALIBI WIDJEREM
MOTI QALIBI WIDJEREM
MOTI QALIBI WIDJEREM
ESPRIMI DUKHEK
ISSA FIL-
VIDEO BOOTH
TAL-NCPE
WWW.EQUALITY.GOV.MT


SEMMA'
LEANEK!

Man in dark jacket and grey pants standing near the truck.

Woman in black jacket and blue jeans standing near the truck.

Man with red backpack taking a photo.

Man in dark jacket and blue jeans walking.

Man in blue uniform and yellow cap walking.

Man in dark jacket and blue jeans walking.

Woman in black coat and black pants walking.

Man in white hoodie and blue jeans walking.



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ghall-Irgiel u n-Nisa

Have Your Say! Campaign



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Helping Equality Bodies to Apply for and Use of EU Funds

3rd & 4th September 2015, Bulgaria

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Communication Plan

Plan well

Timing is crucial. Take into account several factors when kicking off a campaign

- Effectiveness; how effective will the campaign be if it is one in a hundred? Avoid high peak seasons where possible
- Location; In case of organised activities, choose places with high traffic of people, prominent places, days and times.

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Communication Plan

Points to keep in mind

- Ensure that any type of communication action has the programme logos for eligibility of expenditure
- Keep the public informed at all times through social media, organisation's website, TV appearances, radio; effective and inexpensive
- Liaise with the project partners for further promotion

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Communication Plan

Measure the impact

Be aware of the impact an action has had, e.g.

- Increase in page likes / followers
- Number of clicks on an advert / website
- Number of hashtagged posts
- Interest shown e.g. through emails
- Gather feedback during activities

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Evaluation Strategy

Planning an effective evaluation strategy

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Evaluation Plan

Creating an evaluation plan

- Baseline
- Objectives
- Methods
- Measures to assess the success of the activities
- Identification of risks and ethical issues, including the proposed action to address them

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Evaluation Plan

Aim of evaluation

- Assessment of project activities
- Sustainability
- Improvement for future projects

Selecting the evaluator

- Objectivity
 - Ideally, the evaluator is external to the project

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Evaluation Plan

Assessment

- External evaluation of the project in fulfilment of project aims and with regard to the relevant project target groups
- External evaluation assessing logistics and overall planning
- Gender impact assessment of project
- Comparative analysis of the abovementioned

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Evaluation Plan

Evaluation Tools that can be used

- SWOT analysis
- Evaluation sheets to be disseminated during events
- Feedback from participants during the event (e.g. through brief interviews)

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Evaluation Plan

Sustainability

The evaluation of activities contributes to the sustainability of the activities by:

- Identifying any positive activities which may be continued after project funding
- Identifying methods and feasibility
- Avoiding repetition of similar activities in future projects if the outcome of the evaluation was not positive

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Tips

The recommendations / points may be used:

- for the design of new projects / initiatives
- For the final report of the project

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Have Your Say!

Watch the outcome of the roving van:

<https://youtu.be/r5Q0xmWxuDQ>

or on

www.equality.gov.mt

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Thank you!

Any questions?

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