

Kummissjoni Nazzjonali ghall-Promozzjoni ta' I-Ugwaljanza ghall-Irģiel 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

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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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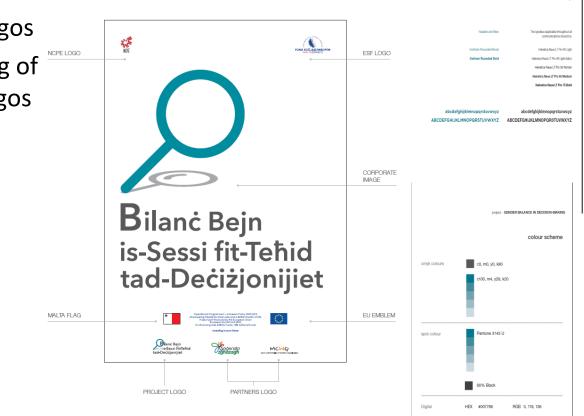


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Project Corporate Image

• Sizes of logos

- Positioning of various logos
- Colour scheme
- Font



<u>Equinet Training Session</u> Helping Equality Bodies to Apply for and Use of EU Funds 3rd & 4th September 2015, Bulgaria Annalise Frantz, NCPE, Malta

project - GENDER BALANCE IN DECISION-MAKING

font family



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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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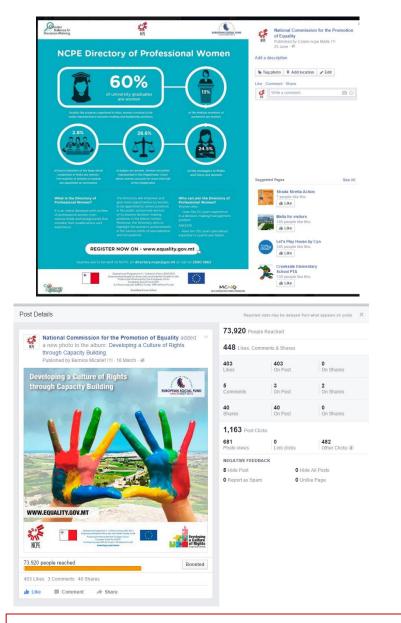




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I'm Not Racist, But...

www.equality.gov.mt

Find us on: facebook. f



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FOR DIVERSITY AGAINST

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



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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



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Have Your Say! Campaign



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Have Your Say! Campaign



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Have Your Say! Campaign



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Communication Plan

Plan well

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

- <u>Effectiveness</u>; how effective will the campaign be if it is one in a hundred? Avoid high peak seasons where possible
- <u>Location</u>; 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 <u>eligibility</u> of expenditure
- Keep the public <u>informed</u> at all times through social media, organisation's website, TV appearances, radio; effective and inexpensive
- Liaise with the <u>project partners</u> 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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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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