



Promoting behaviour change

CHANGE Plus

Coordination Meeting for Project Partners
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Promoting behaviour change

WS4 - Dissemination

Objective:

- Ensure that project results, good practices and lessons learned are widely disseminated to national and European stakeholders and policy-makers as well as to the interested public in the EU

How:

- Through communication tools (website, social media, newsletter), intensive media work (press releases, press conferences, briefing for journalists) and participation at EU-wide conferences and End FGM network meetings



Partner Activities



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Who?	What?
All partners	Distribute information on own website, social media channels, newsletters
All partners	Publish at least 4 press releases
All partners	Disseminate project publications through own networks (Prevention brochure, Training manual, Video)
All partners	Active participation and input at Final conference
TDF	Project website www.change-agent.eu
TDF	Organise 2 press conferences in Berlin (mid-term and final)
TDF	Final CHANGE Plus Conference in Berlin (1 day, around 100 EU and national participants/key stakeholders)



Partner Activities



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Who?	What?
End FGM	EU policy-level dissemination: At least 6 website articles on project activities and results
End FGM	EU policy-level dissemination: Reporting about CHANGE Plus in internal and external newsletters
End FGM	EU policy-level dissemination: Participation and presentation of project information and results in 4 EU-wide events/conferences
End FGM	EU policy-level dissemination: Briefing for journalists, with participation of CHANGE Champions
AIDOS	Presentation of project activities and results in End FGM network meetings (as Vice President of End FGM)





Visibility of Union Funding

Projects co-funded by the EU are expected to give **appropriate visibility** to the European Union. Any communication or publication by the Beneficiaries about the activities of the project, including through websites, in print, at conferences or seminars, shall **indicate that the project has received funding from the European Union** and shall **display the European Union emblem**.

In the absence of such indication the costs related to this activity shall not be taken into account when establishing the value of the final grant.





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Visibility of Union Funding

Preferred option:

Write “Co-funded by the European Union” or “Co funded by the Rights, Equality and Citizenship Programme of the European Union” as appropriate next to the EU emblem.

For example:



This project is co-funded by
the European Union





Visibility of Union Funding

All publications shall the following clearly visible **disclaimer**:

„This publication has been produced with the financial support of the Rights, Equality and Citizenship Programme of the European Union. The contents of this publication are the sole responsibility of <Author/Contractor/Implementing Beneficiary> and can in no way be taken to reflect the views of the European Commission.“





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Reporting

All dissemination activities have to be documented, they are part of the quarterly implementation reports!

Template:

► **Workstream 4:** Title:

I. Activities
Implemented activities: 1. 2.
Activities delayed or not implemented: 1. 2.
Unforeseen activities: 1. 2.
II. Output(s)
Output 1:
Output 2:
Output 3:





Reporting: Indicators

Please always give indicators in your reports on dissemination activities, such as:

- Number of recipients (Newsletter, Mailings, ...)
- Target groups (Who is targeted by dissemination activities? Who is reached? e.g. Who ordered the brochure? Who attended the conference?)
- Press review/media coverage (Where and how often is CHANGE Plus named?)
- ...

It is obligatory to always add an URL/Screenshot/Scan/Copy of your dissemination activities (Website, Newspaper, Facebook, ...) to your quarterly reports!



Press Conferences

- 1st Press conference: mid-term (6th February 2017)
- 2nd Press conference: final, combined with Final CHANGE Plus Conference (23rd November 2017)



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Final Conference

Final CHANGE Plus Conference:

- EU-wide conference in Berlin
- Presentation of best practices and lessons learned, dissemination of project related information and tools
- Ca. 100 participants/key stakeholders
- **23rd November 2017** → next to International Day for the Elimination of Violence against Women



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Prevention Brochure

- Brochure has to be disseminated to key professionals and other stakeholders
- Further can be used for Behaviour Change Activities

Each partner responsible for national dissemination:

- Where will the prevention brochure be used?
- How will the prevention brochure be disseminated? Where, to whom, when?



Thank you for your attention!



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