

# DEAR in Greece 2019: contexts and project observations

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## Table of contents

<b>The national context for DEAR in Greece .....</b>	<b>3</b>
<b>Legal and operational framework.....</b>	<b>3</b>
<b>Institutional structures for implementation of DEAR .....</b>	<b>5</b>
<b>Availability of public and private funding for DEAR .....</b>	<b>5</b>
<b>Capacity development opportunities for CSOs/LAs .....</b>	<b>6</b>
<b>Public opinion relating to international development issues, and Global Learning/ Campaigning-Advocacy .....</b>	<b>6</b>
<b>Political opinion relating to international development issues, and Global Learning/ Campaigning-Advocacy .....</b>	<b>6</b>
<b>Private sector’s opinion relating to international development issues, and Global Learning/ Campaigning-Advocacy .....</b>	<b>7</b>
<b>Media opinion relating to international development issues, and Global Learning/ Campaigning-Advocacy .....</b>	<b>7</b>
<b>The added value of the EU DEAR Programme .....</b>	<b>8</b>
<b>Projects’ interpretation(s) on various DEAR dimensions .....</b>	<b>9</b>
<b>Interpretation of “Quality DEAR” .....</b>	<b>9</b>
<b>Interpretation of “public awareness” .....</b>	<b>10</b>
<b>Interpretation of “critical understanding” .....</b>	<b>11</b>
<b>Communication approaches, engagement of audiences, and dissemination beyond the direct audience .....</b>	<b>12</b>
<b>Approaches/tactics for outreach activities.....</b>	<b>12</b>
<b>Factors shaping communication approaches .....</b>	<b>13</b>
<b>Outreach of wider audiences .....</b>	<b>14</b>
<b>Measurement of communication.....</b>	<b>15</b>
<b>Achievements of projects.....</b>	<b>16</b>
<b>Main achievements and contribution to changes .....</b>	<b>16</b>
<b>Learning approaches.....</b>	<b>19</b>
<b>Further reading and references.....</b>	<b>20</b>
<b>Various publications .....</b>	<b>20</b>
<b>DEAR Project publications and other resources .....</b>	<b>20</b>

This report is based on documentation reviews and a one-day workshop with staff involved in some of the EU grant funded DEAR projects in Greece carried out during September 2019. Reviews and the workshop aimed to gather information, examples, perspectives, opinions and experiences of the context and work of DEAR projects in the country.

## The national context for DEAR in Greece

### Legal and operational framework

There is no specific regulatory framework for global education in Greece, such as in the form of a single law, a strategy, or a national plan. Unlike in various other EU members states, there has been no stand-alone Global Education Strategy in Greece. It is also noteworthy that Greece lacks a multi-annual Development Cooperation Strategy which could incorporate a strategy for global education.

The lack of a specific framework leaves flexibility to the teachers in the formal education system to promote the principles of global education and to apply global education methods in and out of the classroom. However, the available educational material and the analytical program (curriculum) is not adequate to fully promote global issues. The textbooks published by the state, more specifically by the National Institution for Publishing Educational Books, include elements related to global issues but cannot alone be the only source to promote global citizenship. Teachers willing to work on global issues with their students need to search outside of the formal system for resources and programs.

Civil society organisations develop educational material and programs that, according to a specific circular of the Ministry of Education, can be used in the classrooms in public schools under the condition that they are approved by the Ministry of Education relevant services.

The approval process is relatively long. Usually, the Ministry of Education launches a public invitation every year in April, which is open until end June. The following table shows the various steps before CSOs can work with schools.

Actor	Action	Timing	Comments/Risks
CSO	Prepares global education material	Before June	This is the internal process in the frame of projects, including DEAR projects. If the operational year of a DEAR project is not aligned with the school year, there is the risk that the material is not approved timely and the material is not used until the next school year.
CSO	Submits the material/educational programs to the relevant Ministry of Education services for approval	From April to end June	
MoE	Examines the relevance of the material to the educational policy and the curriculum (analytical programmes), with the support and consultation	One and a half to three months after the submission of proposals	The time needed for the approval process might take from one and a half to three months. In addition, very few applications are approved.. Reportedly, the applications are too many for the human capacities inside the Ministry. Not all

Actor	Action	Timing	Comments/Risks
	by the relevant scientific bodies of the Ministry	deadline	applicants receive a formal reply to their application.
MoE	Approves/disapproves the material		
In case of approval			
CSOs	Contact schools to promote the material	From September	This is the step after the approval of the material. CSOs start contacting Directors of schools and/or teachers to inform them about the project and the approved material and program. If the material and program is not approved, it cannot be used.
Director of school	Approves/disapproves the material	From September	Even if the material and program is approved by the MoE, it is the Director's call to decide whether to allow the use of the material and the adoption of the program or not.

Individuals, such as educators, trainers and CSO staff, should follow a specific procedure to access schools, and in particular to participate in the educational process in the classroom. A specific application for access should be submitted by the individual, explaining in detail the rationale behind and the purposes of their work in the classroom. The assessment of the application can take a long time which can jeopardise the results of a DEAR project.

For non-formal education (outside of the classroom but within a specific learning and organizational framework), CSOs can directly invite schools to participate in outdoor activities. However, the schools should get the approval of the Ministry of Education to participate, which again is also a long process.

These administrative challenges do not fully apply to private schools, whose Directors have the freedom to decide directly whether the teachers to use educational resources produced by CSOs or to participate in non-formal activities coordinated by CSOs, as long as this participation contributes to the achievement of the learning outcomes as defined centrally by the Ministry of Education.<sup>1</sup>

As regards public awareness raising / campaigning, there is not a specific framework for implementation of such actions by any interested party. Within the DEAR Programme, CSOs comply with the relevant national and European laws, such as public security laws, protection of personal data laws, civic laws, and make use of the various human rights laws (freedom of press, freedom of association, freedom of expression) to implement their online campaigns, their open events, their research and advocacy activities.

Overall, the lack of a specific framework for global education offers schools the flexibility to work on these issues. However, they should comply with the internal procedures set by a highly centralised system, which forces CSOs to design properly and early in advance their interventions in order to eliminate the risks of not being able to implement their projects.

<sup>1</sup> In Greece approximately 7% of all schools and of all school age pupils attend private schools. Ref.: <https://education.stateuniversity.com/pages/543/Greece-EDUCATIONAL-SYSTEM-OVERVIEW.html> and <https://www.justlanded.com/english/Greece/Greece-Guide/Education>

### **Institutional structures for implementation of DEAR**

The main institutional actor which is in charge of implementation of global education in the formal system in the Ministry of Education. This is the main interlocutor with the Global Education Network Europe (GENE), an EU-funded initiative which brings together institutions from the 28 EU Member States with the aim to promote global education policies through mutual exchanges and research studies.

There is no specific structure, such as Department or Unit, dedicated to global education. The only structure to which CSOs and LAs can have relatively easy access and with which they can work together are the Lifelong Learning Centres for the Environment and the Sustainability, which aim to encourage local communities to actively participate in the environmental management and the maintenance of the ecological balance and foster an identity of active citizenship. However, these structures focus more on ecology and environment as such, and not fully within the spirit of SDG 4.7 on education for sustainable development. This renders them less relevant for cooperation with DEAR projects which focus on social aspects rather on environmental issues.

Structures which DEAR Programme beneficiaries have been working with are the Education Departments within Municipalities. In Greece, the operations of pre-schools are managed by Local Authorities while the Ministry of Education oversees the operations and defines the learning outcomes in the primary and secondary schools.

CSOs also work with universities which can be flexible and promote global education and non-formal activities independently, in the frame of their research and academic programmes. Although the operational framework of universities is set centrally by the Ministry of Education, universities can define the content and educational methods independently and can establish cooperation with any interested actor. In Greece, DEAR Programme beneficiaries have established collaboration with the national Chapter of the UN SDSN is hosted by two research institutes (the International Centre for Research on the Environment and the Economy Political Economy of Sustainable Development Lab of the National and Kapodistrian University of Athens) and its main objective is to mobilise universities and research centres in the country to work for sustainable development in the context of Agenda 2030.

CSOs have also been working with public vocational schools. In the case of WWF Greece, during Fish Forward I campaign (not funded by the DEAR Programme), the organisation had a collaboration with Anavissos School of Tourism Professions, explaining the young chef's the problems that the oceans are facing due to overfishing and their crucial role as multipliers, promoting sustainable seafood sourcing and consumption. During Fish Forward II (DEAR project) WWF Greece delivered the same seminar to the students of IEK ORIZON in Kalamata city.

Finally, it is worth to mention that the Directorate General of International Development Cooperation-Hellenic Aid of the Hellenic Ministry of Foreign Affairs is operational, with very limited capacity and resources, and interaction with the civil society is limited.

Overall, in spite of the lack of mandated and dedicated institutional structures for global education, and the lack of a systematic and coordinated approach nationwide, DEAR beneficiaries have been managed to identify specific relevant institutional actors and to work with them.

### **Availability of public and private funding for DEAR**

Availability of public funding for DEAR in Greece is non-existent. Neither the Ministry of Education nor the Ministry of Foreign Affairs launch calls for CSOs to support DEAR. Private funding is made available through Foundations, such as the Stavros Niarchos Foundation. However, there are no specific calls for DEAR. Private companies, through their corporate social responsibility programmes, cooperate with the civil society. They contribute indirectly by co-organising events with CSOs, inviting CSOs to participate in their events, such as in festivals, or by recruiting CSOs' staff as experts in specific sectors to carry out research or training. However, in such way they reach only very few big CSOs, such as WWF Greece and ActionAid Greece, rather than smaller ones. To the knowledge of DEAR beneficiaries, there are still very few opportunities for private funding for DEAR. On the other side, CSOs themselves are very selective in searching for private funds. Starting from the assessment of the relevance of a company's field of

activity, they also confirm that the values and the operations of a company are in line with their own values before they apply for financial support, since they consider that any negative publicity for a company might also affect the grantee CSO. Overall, trust between CSOs and the private sector in Greece has not yet reached its full potential.

### **Capacity development opportunities for CSOs/LAs**

Capacity development opportunities for CSOs in Greece in the DEAR sector are limited. Opportunities from public institutions are not offered at all. Several foundations offer training to CSOs before they launch their calls for proposals or independently. The capacity development focuses on the institutions' priorities and not always on the needs of the CSOs. An added value of the DEAR Programme in Greece constitutes the fact that the sub-grant scheme in the frame of a DEAR project has offered the opportunity to smaller CSOs to develop their capacities through the implementation of small-scale DEAR action.

DEAR projects implemented by LAs or organisations affiliated to LAs indirectly develop the capacities of LAs' staff. For example, Anatoliki, the Development Agency of Eastern Thessaloniki's Local Authorities, through their DEAR project, develop the knowledge, skills, and competences of the educators who work in the local pre-schools.

### **Public opinion relating to international development issues, and Global Learning/ Campaigning- Advocacy**

In the area of food consumption, during the financial crisis and affected by various interest groups, citizens in Greece started to show preference in fresh, less expensive, and local products neglecting the dimension of fair and sustainable production, fair trade, and sustainable consumption. A survey coordinated by WWF Austria in all Fish Forward project countries at the beginning of Fish Forward I (in 2015) showed that in Greece, when buying seafood, consumers mostly took into account whether the fish is fresh and they were primarily interested in the price and the species, not examining significantly the aspects of overfishing, certification or fair working conditions. The survey shed light on the limited knowledge of consumers about the global fish market and trade, the export from and import to Europe balances.

This example reveals the specific way of thinking of the public, away from the global perspective and the interdependent world and the principles of joint responsibility, social justice and the idea of "leave no one behind". The latest Eurobarometer on EU citizens and development cooperation (Special Eurobarometer 476, published in September 2018) revealed that just over four in ten respondents (41%) in Greece agreed that as an individual they can play a role in tackling poverty in developing countries and only one-quarter (25%) said they are personally involved in helping developing countries. More than seven in ten (74%) thought tackling poverty in developing countries should be one of the main priorities of the EU, but just 35% say this about their national government.

From the perspective of DEAR beneficiaries, contrary to the LAs in Western Europe which have a long tradition of local policies promoting sustainable development, the notion of "sustainable development" is relatively new in Greece and in particular in the policy making debate at local level. Limited awareness of LAs results in limited communication with their citizens about these topics.

To overcome this challenge, DEAR beneficiaries first pose the question "why should I care?" to the citizens. They start from the local perspective trying to make citizens identify themselves with the global problem and thus to start thinking about it.

### **Political opinion relating to international development issues, and Global Learning/ Campaigning- Advocacy**

The previous government, in power until July 2019, made some steps forward as regards the localisation of Agenda 2030 framework. The Office of Coordination, Institutional, International & European Affairs of the General Secretariat of the Government has been appointed to lead and coordinate national efforts for the achievement of the SDGs with a long-term perspective.

However, a National Strategy for Sustainable Development (NSSD) aligned with the Agenda 2030 has not yet been elaborated. Moreover, according to DEAR beneficiaries, sustainable development is still seen by many politicians, Members of the National Parliament and/or Heads of the line ministries, more as an environmental issue than a multi-dimensional concept as reflected in the Agenda 2030. DEAR beneficiaries raised their concern that climate change/crisis from its environmental perspective might continue to dominate the discussion among politicians, who might put much less attention to the many other social dimensions that the global sustainable development framework consists of, such as the ones reflected in SDG 8 and SDG 10.

The perception of politicians as regards global education appears to be similarly uninformed. Reporting progress on the Target 4.7, the 2018 Voluntary National Review makes a very generic reference to reforms that are in the pipeline to “integrate in educational systems knowledge and skills for sustainable development”. However, politicians still seem to confuse global education with environmental education.

On the positive side, DEAR beneficiaries confirmed the interest of some politicians to actively participate in their events, such as open street actions and roundtables. Among other, the present Prime Minister, the vice Minister of Environment, and the leader of a political party were present in DEAR projects’ actions.

#### **Private sector’s opinion relating to international development issues, and Global Learning/ Campaigning-Advocacy**

The private sector has become more aware of the Agenda2030 through their corporate social responsibility departments. The big companies have started to report their progress against SDGs and they have started to be more open to the civil society. The most prominent initiative is the Hellenic Network for Corporate Social Responsibility (CSR HELLAS). DEAR beneficiaries have had the opportunity to participate in debates with representatives from this initiative and exchange views. However, the perception of DEAR beneficiaries is that although private companies promote issues like gender equality, waste management, and responsible consumption, they still lag behind when it comes to other social aspects like inequalities and decent work.

As regards global education, in the frame of the ongoing DEAR projects, WWF Greece has been working with a big super market for the promotion of its campaign “Fish Forward II” and aims, in this project, to continue and enhance the collaboration that had been established with a group of restaurants in the “Fish Forward I” campaign (2015-2017) so they act as “ambassadors” conveying the message of sustainable seafood sourcing. Overall, there are still very few companies which “talk the same language” as within civil society, although progress can be noticed in the establishment of relationships and common understanding, thanks to the Agenda 2030 framework which serves as a common basis.

#### **Media opinion relating to international development issues, and Global Learning/ Campaigning-Advocacy**

The experience of DEAR beneficiaries with journalists reveals the lack of knowledge and interest of the latter about the global perspective of various issues. DEAR beneficiaries try to bring the local element which can trigger the journalists’ interest. What DEAR beneficiaries have experienced is that very few journalists take the initiative to investigate a topic. Usually, it is DEAR beneficiaries that do the research, write an article, explain the background and provide full information and outputs to the journalists so that they publish this information. It is not uncommon that journalists are attracted by the presence of a politician or a popular person in events of DEAR projects and not by the topic/content of the event per se. Therefore, DEAR beneficiaries try to invite such persons in their campaigning and advocacy actions and then it is easier to have journalists covering the event and publishing an article. There is a positive example among mainstream media houses, the TV and radio station “SKAI” which has dedicated a regular special time zone to promote sustainable development, although still focusing on its purely environmental perspective. WWF Greece has had the opportunity to promote the messages of its DEAR project and specific project activities through this communication channel.

Overall, media are not very familiar with the concepts of SGDs, Agenda 2030, campaigning for sustainable development, global education. DEAR beneficiaries, through existing personal acquaintances with journalists, using the few existing opportunities, and using “techniques” to trigger the interest of journalists, have been managing to convey their messages, at least reaching their project targets.

### **The added value of the EU DEAR Programme**

The EU DEAR Programme has alone already created a more favourable environment in Greece for CSOs and LAs, for global education, and for campaigning and advocacy actions in the context of the Agenda 2030. The lack of funding by public institutions and the limited financial resources coming from the private sector and from the citizens, render the EC and in particular the DEAR Programme the only source of adequate funding for most of the DEAR beneficiaries. Subsequently, the DEAR Programme has enabled DEAR beneficiaries to establish cooperation and partnership with other stakeholders, which would not be feasible without this support. Moreover, it has been a great opportunity for the beneficiaries to become more visible to the general public through their campaigning work and to become more credible and legitimate before other stakeholders, especially decision makers. Finally, the DEAR Programme has offered the opportunity to the beneficiaries to recruit new staff and to develop their knowledge, skills, and competences.



## Projects' interpretation(s) on various DEAR dimensions

### Interpretation of "Quality DEAR"

The issue of quality has been investigated in the light of the complexity of the pan-European DEAR projects which bring together big partnerships with beneficiaries with different cultures, starting points, working environments, and capacities.

In awareness raising/mobilisation campaigns, one of the biggest challenges for DEAR beneficiaries in Greece is the "translation" of the common pan-European messages to the local society, which is not familiar with EU and global development political agenda. For example, "provocative" street actions and messages to politicians which can be effective in western EU countries, like the street action of the "Make Europe Sustainable for All" project in front of the main EC Building with a massive inflatable elephant to remind President Jean Claude Juncker that he cannot continue to ignore sustainability, would not be successful in Athens.



Source: <https://www.flickr.com/photos/europeanenvironmentalbureau/sets/72157686304932331/>

One of the dimensions of quality for DEAR beneficiaries refers to the content of the messages they convey, and the channel used which will affect to high extent the effectiveness of a campaign.

In the pan-European DEAR projects, DEAR beneficiaries face a quality related challenge to convey the right message clearly, staying within the common idea of the overall project and at the same time being effective vis-à-vis the capacity of their target groups in Greece. There is a thin line between being progressive and provocative, with the risk of not being understood by the target groups, and being simple and superficial, with the risk of not reaching and attracting the interest of the various audiences.

In this context, DEAR beneficiaries confirmed that there has been certain flexibility allowed by the leading beneficiary for localising the messages and for using the most relevant and effective channels, leading to high impact and thus ensuring the quality of the project.

Other elements that define quality are (according to DEAR beneficiaries):

- The experiential character of the activities, either in global learning or awareness raising

campaigns: DEAR beneficiaries try to integrate what has been proven to be effective, i.e. to engage actively their target groups in every learning or awareness action, to provide them with the tools and basic information and let them learn by doing. For DEAR beneficiaries, the depth of knowledge and understanding beyond the passive reception of information is a key element of quality.

- Quality to be achieved needs time to, among others, develop internal capacities, test things, learn from good and bad practices, establish sustainable partnerships. DEAR beneficiaries make much effort to achieve results of high quality within the three years of implementation of their projects. Two of them, WWF Greece and Anatoliki, have benefitted from the fact that the current projects are continuation of previous campaigns (Fish Forward I) or projects (EYD2015) respectively, having taken on board the lessons drawn.
- Quality is linked to the right division of labour among partners and the selection of project partners who have the capacity to implement the planned activities: As DEAR projects are implemented in parallel in all project countries, it is of utmost importance that the local partner has the necessary capacities to implement the national component contributing to the overall project objectives. An example refers to the Good Food for All campaign of the “Make Europe Sustainable for All” project. This was a campaign that the partnership agreed to implement in the second operational year of the project. The Hellenic Platform for Development, although not experienced in sustainable food related issues, delegated the leadership and coordination of the campaign to two of its member organisations, which have deep knowledge around the subject of the campaign (Common Agricultural Policy), with a result of high quality.
- Quality DEAR projects are the ones that create the bridge between local and global, Europe and developing countries, and convey the reality of interdependencies and joint responsibilities for sustainable development. DEAR beneficiaries always bring in the local dimension in their messages to the public and in educational material they develop.
- For DEAR beneficiaries in Greece, quality means to remain loyal to your values and principles when you implement a project. From one side, DEAR beneficiaries have to take into account the needs and priorities of their target groups, of their members (for example the members of the Hellenic Platform or the shareholders of Anatoliki), of their private partners (for example the big super market that WWF Greece collaborates with), the donors (for example the EU or private donors). On the other side, they have to strongly stick to their beliefs and values, which, according to them, will secure an intervention of high quality. This is driven by the current global, EU, and national trend to focus on climate while there are many other critical aspects of sustainable development not receiving the appropriate attention by stakeholders. The Hellenic Platform sticks to the whole SDGs framework and to more importance social issues (according to its values) instead of “giving in” to the climate change trend.
- Quality is also secured by evidence-based research and by research-based evidence as basis for global learning and awareness campaigns. Research gives credibility to the message and render it more convincing to the target groups. If research is also combined with evidence from the field, then it becomes more tangible and the public can identify themselves with the situation. If the evidence is unbiased and based on objective research, then also can constitute a strong argument for DEAR project partners. This is what WWF Greece does with the Fish Forward campaign, providing evidence-based and research-supported information on over-fishing.
- Quality is related with the internal monitoring and evaluation (M&E) framework and tools that DEAR projects have developed and put in place, including the internal communication system. For DEAR beneficiaries in Greece, using the proper tools under a solid M&E framework designed by their coordinators, allows them to self-assess the progress and to capture the lessons for future improvement of the quality of their activities.

### **Interpretation of “public awareness”**

For DEAR beneficiaries in Greece, “public awareness” is the first step towards long-term behavioural changes of the target groups. For them, it is the presentation of facts about a topic, such as data about

over-fishing or the share of energy production from renewables, and the proportion of people living below 50 per cent of median income in the country, the presentation of the consequences (loss of biodiversity, increase of CO<sub>2</sub> emissions, rise of public unrest), and the presentation of how this affects the target groups. “Awareness raising” is the entry point in the campaigns of DEAR beneficiaries.

DEAR beneficiaries always link “awareness raising” with the next steps, i.e. the presentation of the solution based on the principles of sustainable development, and information about how the target groups can be mobilised and contribute to the solution. The ultimate goal is that this mobilisation will contribute to long-term behavioural changes.

The extent to which DEAR projects focus more on awareness raising than on the mobilisation and long-term engagement of target groups strongly depends on the “maturity level” of each campaign. The campaigns of WWF Greece and Anatoliki, Fish Forward II and “Change the power – (Em)power to Change” are the continuation of previous campaigns. For both organisations, this second phase focuses more on the provision of tools for mobilization, such as the WWF Greece Fish Guide (<https://fishguide.wwf.gr/>) and Anatoliki’s online tool for reducing individual CO<sub>2</sub> emissions. Hellenic Platform started from “raising awareness”, investing time on informing its members of the SDGs, which in turn should “raise awareness” of their target groups around their sectoral area.

### **Interpretation of “critical understanding”**

According to DEAR beneficiaries in Greece, “critical understanding” is the state of mind when a person knows why she/he should act for something.

Contrary to the “understanding” or “comprehension”, which does not directly lead to action, “critical understanding” enables the target groups to get mobilised for a reason. Moreover, this mobilisation is related to advocacy actions, and in the DEAR project case, for implementation of SDGs by the duty bearers. Therefore, “critical understanding” entails policy advocacy actions by the target groups.

DEAR beneficiaries highlighted the importance of policy advocacy which can contribute to top-down initiatives for changes by policy makers. In parallel, they confirmed the importance of public awareness raising which creates trends and critical masses within the society which can lead to critical understanding which enables the society to push for, accept, or resist to changes. Policy changes cannot pass if the society is not ready to accept them. At the same time, policy changes cannot happen if the society does not push for them.

## Communication approaches, engagement of audiences, and dissemination beyond the direct audience

### Approaches/tactics for outreach activities

DEAR beneficiaries in Greece follow a range of communication approaches to reach their target groups, based on the description of the action, their capacities, the lessons that take on board from previous actions, the current communication trends in the country. Overall, DEAR beneficiaries have been offered a high degree of flexibility to adjust the description of action into activities that can work in Greece.

A very effective approach for WWF Greece has proved to be the mobilisation of a **campaign ambassador**. In contrast to an influencer, an ambassador should embrace the same values with the organisation they work with. WWF Greece had completed a thorough selection process before contacting the respective person for the Fish Forward campaign to secure the personal commitment stemming from the sharing of the same beliefs. Unlike with an influencer, who can be mobilised for a short period of time, the work with an ambassador is continuous, is based on specific ex-ante training, and on a specific agreed plan of action. The ambassador is committed to provide feedback, to bring in ideas, and to bridge the organisation and the project with other stakeholders and target groups.

With this approach, WWF Greece has achieved to reach out to the public and specialized target groups for the whole duration of the project/campaign, and through the ambassador to speak the target groups' language and to influence them (an ambassador is also an influencer).

WWF Greece has built partnership with a Greek celebrity chef who offered workshops to future chefs about sustainable seafood sourcing, created educational videos together, and used his own social media account for dissemination. Therefore, the said ambassador has contributed to both awareness raising (passing the message) and to education/learning of smaller groups of individuals.

It should be noted here that WWF Greece is a well-known NGO, with a long record of successful campaigns, and with good reputation among the civil society in the country. From their side, celebrities also assess the risks and benefits before they accept the role of campaign ambassadors. WWF Greece is a prominent partner. However, celebrities are not always accessible to small CSOs, which is the case for most of the CSOs in Greece.

For the Hellenic Platform for Development, the role of ambassador is played by the member organisations. Like in the case of an individual ambassador, member organisations are committed to the values of their umbrella organisation, they maintain regular relationships with the Platform, and they can "speak the language" of their target groups, rendering them more effective than the Platform.

DEAR beneficiaries in Greece regularly use **Facebook**, the most used social media in the country, with a stable/loyal audience. **Paid advertisements** are used to reach the most relevant users. WWF Greece used **Google Ads** to promote its mobile application. **Instagram** is also used in a complementary way to reach young people. Instagram offers possibilities for engagement through tools such as quizzes.

The self-evaluation of the "Fish Forward I" campaign of WWF Greece revealed that mobile applications are an effective tool to engage the public, especially young people, and are on the rise in Greece. Taking this finding on board, the **mobile application** "WWF Fish Guide" (<https://fishguide.wwf.gr/>) was made available aiming at giving consumers useful information for making sustainable seafood choices. Mobile apps need time and resources to be developed, tested, and launched, and are not always received well by users. Therefore, WWF Greece opted for a light and user-friendly application, which already counts with more than ten thousand downloads, very good performance for the standards in Greece.

The Hellenic Platform for Development extensively use social media for the promotion of its national campaigns implemented largely by its members and sub-beneficiaries, around key flagship events/dates within each year, as well as for the promotion of the national component of the three pan-European annual campaigns of the overall project around specific themes agreed by the whole partnership.

For the national campaigns, the Platform has selected three yearly events, 1) the European Sustainable Development Week/ESDW (30 May-5 June) and 2) the UN SDG Summits on 24 and 25 September, and 3)

the UN High Level Political Forum (early July).

The Platform participated in the 2019 edition of the ESDW with the campaign “Together We Can Transform the World” which was created on the motif “ACT / DEMAND”. The verb ACT represents the acts that can bring change at individual level, while with the verb DEMAND are presented requests of the CSOs for reforms at national institutional level. The campaign was jointly implemented by the members ActionAid Hellas, Equal Society, PRAKSIS, Organization Earth and the World without Wars and Violence.

The campaign #17days17goalsgr is part of the UN SDG Action Campaign. It has been implemented since 2018 and takes place from 14 to 30 September (17 days), each day reflecting each of the 17 SDG, with actions in various cities across the country coordinated by and with the participation of numerous CSOs. Children's workshops, theatrical events, public events, cinema nights, informative workshops, discussions and exhibitions are among the implemented actions which promote ideas to integrate the SDGs into everyone's everyday life.

A mini campaign on social media and work with media (press releases or workshops for journalists) take place around the HLPF every July.

The Platform consults with its members to create the content and the messages to be posted on the social media, counting on their sectoral and communication expertise.

Conversely, the “Change the power – (em)power to change” project in Greece has a small campaigning dimension and a strong educational aspect, due to the specific capacities of Anatoliki in developing educational material and in working with pre-schools. The external communication of the key messages is mainstreamed through the mobilisation of personal contacts of the in-house communication officer with local media houses. Social media are much less used. The key messages of the central campaign of the project have been largely adjusted to make them relevant to the public in Greece.

Overall, the key elements of the communication approaches of DEAR beneficiaries are:

- Use of tools and means that have proved to be effective in the past
- Use of existing partnerships and synergies
- Remain in the comfort zone to high extent (making use of the existing capacities) but testing new tools as well (for example the new mobilisation toolkit of Anatoliki)
- Use of social media as a cost-effective way to reach wide audiences
- Use of personal contacts with media
- Simple and clear messages, tailor made to the local context

The key messages of the projects are short, direct, and clear:

- Make Greece sustainable for all (Hellenic Platform for Development)
- Good life is simple (Anatoliki)
- Choose seafood responsibly (WWF Greece), opting for a message that would be well understood, instead of the overall campaign's message “buy sustainable fish”, taking into account that citizens in Greece are not familiar with the term “sustainability”.

### **Factors shaping communication approaches**

The factors that have shaped the communication work of DEAR beneficiaries in Greece in terms of approaches, tools, means, messages can be summarised here below:

- The starting point (awareness) of the target groups and the national context (for example the awareness and interest of stakeholders): The awareness of the target groups before the DEAR projects defined to high extent the focus of DEAR beneficiaries on either awareness of mobilisation and behavioural change and the overall planning (longer duration for awareness). Moreover, it defined the complexity of the messages. For example, the Platform invested more time to raise awareness of its members and other partnering organisations before the latter get mobilised. The messages on social media remain simple without technical language, but still clear and direct and in the spirit of the SDGs. By contrast, WWF Greece has gone deeper into the details of the problem of over-fishing and climate change impact and takes the next step after

the first phase of the Fish Forward campaign (2015-2017) with providing tools for behavioural change. Indicatively, the on line seafood guide was ready since 2016 and was promoted along with Fish Forward website. At Fish Forward II (DEAR project), that on line seafood guide became WWF Greece's main communication material for behavioural change.

- The momentum: Currently, climate change/crisis dominates the public discourse within the European Commission. In Europe, focus has been also put on migration. These are also the two main themes the last DEAR Calls focused on. Therefore, the DEAR projects try to integrate elements from these two aspects into their messages even if their objectives are not to promote specifically these themes (like the "Make Europe Sustainable for All" project).
- Other parallel initiatives: DEAR beneficiaries in Greece decide on their communication actions largely considering potential synergies with other initiatives, in order to a) increase their visibility and impact, and b) to achieve cost effectiveness. They try to join events organised by others, to co-organise actions with others, to use others' communication channels (for example by giving interviews in the frame of other campaigns)
- The capacities of DEAR beneficiaries: As already mentioned, DEAR beneficiaries prefer to make use of communication tools and channels that they have used in past successfully, and to implement activities that they know they work in Greece. They try to eliminate the risk of investing in an innovative action which might not work.

The factors that have enabled a wide outreach are:

- Partnerships with other big CSOs, mainstream media, and big private companies (WWF Greece)
- Mobilisation of celebrities (WWF Greece)
- Mobilisation of member organisations (Platform)
- Participation in high level events and processes which brought visibility (Platform)
- Close relationships with local authorities and access to institutional structures (Anatoliki)

### **Outreach of wider audiences**

All DEAR projects in Greece target the general public with their traditional and social media work as well as specific sub-groups, such as pre-school children and educators.

Indirectly, DEAR beneficiaries have managed to reach wider audiences, achieving an unexpected positive impact.

WWF Greece aims to reach consumers, and, indirectly, their children. WWF Greece has identified that parents are very concerned about their children's nutrition. This is why they are more willing to be informed about seafood consumption. Combining awareness raising events with creative activities for children WWF Greece creates good circumstances for informing and raising awareness. Eventually this can contribute to sustainable changes in children's fish consumption preferences and behaviour. The Platform has managed to reach citizens in the countryside of Greece, where people do not have many opportunities to get engaged with such actions. In addition, although not directly invited, 30 secondary schools learned about the #17days17goalsgr campaign and participated in actions. The members of the Platform are organisations that work with vulnerable people, such as migrants, women, people with disabilities. Thus, the messages of the "Make Europe Sustainable for All" project in Greece also reach these groups of the population. The work of Anatoliki has become known to municipalities from the East part of the metropolitan Thessaloniki, which is not included in the "geographical area" of Anatoliki (in Greek the word means "West/"Western"). Anatoliki has thus started to work with environmental teams within the Regional Office of the Ministry of Education in Eastern Thessaloniki for Secondary Education. This has an added value considering the fact that Western Thessaloniki is less developed than the Eastern part and that minority and vulnerable groups are used to live there.

The mobile apps and the publications (such as the publication of Electra Cooperative on the institutional framework and business models for the establishment and operation of energy communities in Greece) can eventually reach all segments of the population, including policy makers but also energy poor citizens, as long as they have the basic IT infrastructures and devices to download documents from the

internet.

### **Measurement of communication**

Measurement of communication is carried out by DEAR beneficiaries as follows:

- The online campaigning work is measured by the various specialised software such as Google Analytics which extracts information about the traffic to websites and the engagement of people with other social media such as the Instagram, Facebook, Twitter.
- Participation in events, workshops, training, roundtables and other activities where direct interaction between DEAR beneficiaries and target groups takes place are measured by
  - o The number of signatures/participants lists (counts people attended/participated in events)
  - o Informational material distributed, for example the number of stickers, number of leaflets/brochures distributed (counts people reached and/or informed)
  - o Publications distributed, by the number of copies distributed
- Other ways of measurement of the online communication work includes the
  - o Number of clicks to the project newsletters (counts people reached and/or informed)
  - o Scanning of the references made by media to the project, through search on Google (counts the number of articles but not people reached) or use of specialised software to do online media scanning using specific keywords related to the project, or through collaborations with companies that provide media monitoring services

All DEAR beneficiaries admitted that measuring behavioural changes is challenging in the frame of DEAR projects due to the wide audience reached by the projects (either only informed or mobilised) and the limited duration of the projects which prevents a solid assessment of behavioural changes, as well as the limited resources available.

WWF Austria has developed a formula which estimates the level of awareness, engagement, and behavioural change (with the indicator “number of consumers with changed behaviour”) based on an impact factor for every outreach action. According to the methodology, all communication actions have been divided into seven categories, each one with a different impact factor. For example, the impact factor for a petition is 0,9. If 10000 people have signed a petition then the number of people with changed behaviour is 9000. WWF Greece is using this tool for assessing their communication work in Greece.



## Achievements of projects

### Main achievements and contribution to changes

DEAR beneficiaries in Greece have identified the main achievements of their projects, apparent to them despite the fact that their projects are still in the second year of implementation. The achievements refer to both benefits for their target groups as well as for their own organisations.

For WWF Greece the greatest achievements of DEAR project Fish Forward II are<sup>2</sup>:

1. the ambassador digital campaign and the campaign on social media: Indicatively, only in two weeks, 27/02-04/03 and 12/04-19/04 2019, the Google ads results were 363.974 impressions, 157.506 interactions, 1.136 app installs and the Facebook ads results were 64.498 impressions, 41.386 people reached, and 2.335 engagements.
2. the joint campaign with Greenpeace and the cooperation with SKAI on TV and on the radio, which included personal interviews of the project coordinator. The estimated outreach as result of a number of interventions are presented below:

Date	Medium	Description	Channel	Estimated outreach (in persons)
23/4/2018	skai.gr	online clipping on overfishing	online	168.563
23/4/2018	skai.gr	online clipping on seafood consumption	online	168.563
25-Απρ	Skai TV	interview on sustainable seafood consumption	TV	272.097
25/4/2018	Skai TV	interview on sustainable seafood consumption and fish guide app	TV	407.107
25/4/2018	Skai radio	interview on sustainable seafood consumption and fish guide app	radio	53.300
27/4/2018	SKai website	online clipping on sustainable seafood consumption and fish guide app	online	168.563
29/4/2018	Skai radio	interview on fish guide app	radio	62.700
3/5/2018	Skai TV	interview on overfishing and sustainable seafood consumption	TV	184.860
3/5/2018	Skai TV	interview on sustainable seafood consumption and fish guide app	TV	166.166
12/6/2018	Skai TV	overall interview of WWF Greece CEO on overfishing and the importance of sustainable consumption	TV	166.166
3/5/2018	Skai radio	piece fish guide app	radio	77.800
3/5/2018	Skai TV (news)	interview on sustainable seafood consumption and fish guide app	TV	467.342
6/5/2018	econews (Skai TV)	interview of WWF Greece staff on fish guide app and seafood guide	TV	193.168

<sup>2</sup> The presented data were extracted from the internal periodic reports that WWF Greece kindly shared with the expert.



Date	Medium	Description	Channel	Estimated outreach (in persons)
17/6/2018	Hot Doc	interview of the WWF Ambassador on sustainable consumption and seafood guide	print	
10/7/2018	WWF twitter account	Fish Dependence Day	social media	1.163
12/6/2018	Skai TV news	piece from WWF Greece's interview on overfishing and sustainable consumption	TV	467.342

- the corporate partnership with the supermarket chain "AB" for sustainable procurement and certified products:

In April 2018, AB signed a contract with WWF Greece on seafood charter. Within a timeline of 3 years WWF Greece will constantly assess retailer's seafood portfolio including quarterly seafood auctions, providing alternatives sources of lower risk. The 2018 seafood auctions have been assessed and high-risk sources have been identified.

- the seminar in culinary schools for future chefs:

On the occasion of World Fisheries Day in 2018, WWF Greece participated to Kalamata School of Tourism, an event that is taking place in Kalamata city each year, gathering about 1500 hospitality and culinary arts students, as well as professionals from the food service industry. WWF Greece participated to the event with two significant activities: 1) a live cooking show with less commercial fish species, explaining the importance of fish diversity in the menu in order to combat overfishing, as well as the important role of the chefs as multipliers of the sustainable seafood consumption message. The presenter of the show was the ambassador of Fish Forward campaign; 2) A speech by the WWF Greece CEO about the global environmental and social impacts of overfishing. During the event WWF Greece had a booth where the attendants could take Fish Forward information material (lanyards, folders, pens, SFG booklets, T-shirts, magnets). Also, during the event, the WWF Fish Forward team and the event hosts asked the attendants to download WWF Fish Guide app. More than 70 persons filled out the Fish Forward questionnaire, that was distributed in order to collect information about the extent to which the attendants (which are the future chefs) take into account the sustainability factor when they buy fish. The event had high attendance and great media coverage.

For Anatoliki, the main achievements so far are:

- the affiliation of the Municipality of Thermi, one of Anatoliki's shareholders, to the Climate Alliance network:

This is the first municipality from Greece to have joined this pan-European network of cities and associations of cities for the promotion of sustainable energy and climate. Anatoliki has been working in schools of Thermi and has invited local policy makers to the advocacy activities of the project (roundtables, exchange visits to Europe of Climate Alliance's partners from the South), which has contributed to increasing the level of local ownership and interest of the Municipality.

- the increased interest of educators, not only from the 9 municipalities which are shareholders of Anatoliki, for the developed educational material, and for the training and exchange sessions that Anatoliki organised to promote and explain the material. This has led to more pre-schools being involved in the project, creating their own small projects, and promoting the mobilisation of the whole local community, achieving a "whole school approach" to global education.
- the capitalisation of the knowledge acquired on new topics such as the food waste and the water management, and the skills in developing educational material, reflected in new partnerships in other projects with organisations that consider Anatoliki as experts in these topics. The two DEAR projects -EYD2015 and the ongoing one- have strengthened Anatoliki's position as key actor in

Greece in global education on issues related to the use of natural resources (water, renewable energy), responsible food consumption, and urban sustainability.

4. the fact that the results of the project are owned by the local authorities (shareholders) Anatoliki represents, and that ultimately the local authorities are the ones who provide better services to their citizens, in this case skills and competences to educators and subsequently better quality if the provided educational services to children in their pre-school facilities.

For the Hellenic Platform for Development, the main achievements of the “Make Europe Sustainable for All” project in Greece are<sup>3</sup>:

1. the higher engagement of CSOs from all over Greece (not only Athens) with the Agenda 2030 and the SDGs:

Indicatively, the 2018 edition of the #17days17goalsgr campaign reached more than 360,000 citizens, involving forty one (41) stakeholders, including 31 civil society organizations (9 youth, 6 environment, 9 social, 6 development, 1 gender), 4 institutions and businesses and 6 schools/academies, that implemented thirty-four (34) actions. The 2019 edition of the campaign brought together 77 CSOs, schools, universities, local authorities, associations, and informal groups for the creation of a 17-day plan of actions around the 17 SDGs in 25 cities and towns across Greece<sup>4</sup>. Moreover, the project has been an opportunity for member organisations to further develop their capacities, including to align their actions with the SDGs. Finally, the sub-granting scheme has enabled small CSOs to get engaged with the Agenda 2030.

2. development/growth of the Platform:

For many years, the Platform did not have paid full-time staff. Staff of the member organisations were acting as representatives of the Platform but could not allocate adequate time to animate the members and to carry out regular work that a Platform requires. This project has offered the opportunity for recruitment of one full-time person and additional part-time staff. The Platform has achieved during the two years of the project to strengthen relationships with other Platforms, to increase the number of members, to mobilise its members, and to develop their capacities. The project has contributed to the recognition of the Platform as a reference point within civil society. This has been acknowledged, among others, by decision makers.

3. the visibility of the project and of the Platform to decision makers and the strengthening of relationships between civil society and government:

The Hellenic Platform has established contacts with the Office of Coordination, Institutional, International and European Affairs of the General Secretariat of the Government, which is the relevant central governmental structure to coordinate and monitor the progress of the implementation of the SDGs at national level and with the Ministry of the Environment, in particular with the Deputy Minister of the Environment who was the representative of the Greek delegation at the High Level Political Forum in 2018. The Platform was consulted during the preparation of the Voluntary National Review (VNR), and drafted the part which refers to the actions of the Platform. The DEAR project “Make Europe Sustainable for All” is explicitly mentioned in the VNR. Moreover, the General Secretariat of the Government also presented the DEAR project as a best practice in a seminar for civil servants on the Agenda 2030 and the SDGs.

It is expected that the Platform will be participating in the working group for the National Action Plan on SDGs, which, however, due to the change of the government from July 2019 onwards, has not yet formulated.

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<sup>3</sup> Part of the presented text was extracted from the internal periodic reports that the Hellenic Platform for Development kindly shared with the expert.

<sup>4</sup> The presented data for 2019 have been extracted by the consultant from the social media channels of the HPD. They are indicative, since no thorough analysis had been carried out by the HPD until the elaboration of this report. The final figures are expected to be higher than the presented ones.

Finally, for Electra Cooperative, the sub-grant gave them the opportunity to participate actively, together with key stakeholders in the energy sector in Greece, in the elaboration of a much-needed guidebook for energy cooperatives. Making good use of the sub-grant resources, Electra Cooperative organised structured consultation sessions with citizens' groups to harvest and analyse valuable information and data, used as inputs to the guidebook. The guide can constitute the basis for any interested party to learn how to establish an energy cooperative, which is a top priority for the Greek government and the EC in the sustainable energy sector under the new concept of energy "prosumers".

### **Learning approaches**

Learning is closely associated with the internal communication and monitoring systems at overall problem level. Transparency and participation are the key factors which enable learning.

The coordinator of the "Fish Forward II" project, WWF Austria, has introduced an online platform (website) where relevant material, the publications of the project, files and documents, all communication assets and the progress reports are shared with all project partners. The frequent project management calls are not limited to solving of the administrative issues but offer the room for constructive exchange of experiences among the partners. Actions implemented in other countries and shared during these calls and through quarterly updates sent by the coordinator, have inspired WWF Greece to develop their own similar actions at local level. Furthermore, Workplace (a Facebook application) has proven to be a very useful tool regarding project communication among partners and exchange of ideas, since the project partners post relevant news and developments, description and photos from consumer or corporate events, policy papers etc. Also, a very important factor is the essential integration of the project within WWF Greece program and the frequent internal communication that offers the opportunities for exchange of information and synergies. Finally, as already mentioned, a self-assessment of the Fish Forward I campaign (2015-2017) also contributed to the learning and improvements of the ongoing DEAR project.

Like WWF Austria, Climate Alliance, the coordinator of the "Change the power – (em)power to change" project, has offered access to all partners, including Anatoliki, to a server where all project related material is available. An internal newsletter also informs partners about activities implemented in other project countries. Best practices from all countries are also uploaded onto the [www.overdeveloped.eu](http://www.overdeveloped.eu) website, which is linked to the "A good life is simple" campaign. In Greece, the recruited educators provide feedback to Anatoliki regularly as regards the usefulness of the educational material.

A critical factor which can enable or weaken learning is staff turnover. In both afore-mentioned cases, the same persons from Anatoliki and WWF Greece have been acting as the national project coordinators since the first phases of their projects. Lessons from the previous phase have been taken on board. Moreover, the project coordinators learn from their experience in the field.

For the Hellenic Platform for Development, this is the first EU DEAR project since its establishment. Learning from experience is the main -informal- way of capacity development and improvements. The projects Calls also allow for exchanges of best practices. In Greece, learning takes place during the informal meetings among the members of the Platform.

## Further reading and references

### Various publications

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### DEAR Project publications and other resources

Building Energy Communities. Energy in the hands of the citizens. Heinrich Böll Stiftung Foundation, 2019. (ISBN: 978-618-81299-9-3 ([https://gr.boell.org/sites/default/files/2019-09/Building%20energy%20communities\\_full%20text.pdf](https://gr.boell.org/sites/default/files/2019-09/Building%20energy%20communities_full%20text.pdf)))

<http://hellenicplatform.org/makeeuropesustainableforall/>

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<https://fishguide.wwf.gr/>

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<https://makeeuropesustainableforall.org/>

<https://www.csrhellas.net/>

<https://www.esdw.eu/country/greece/>

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### **Projects represented in the workshop**

- Change the Power- (Em)Power to change: Local Authorities towards the SDGs and Climate Justice
- Fish Forward
- Europe in the World - Engaging in the 2030 Sustainable Development Agenda (Make Europe Sustainable for All)
- Community.emPOWERment (Europe in the World)