DEAR in Portugal 2019: contexts and project observations

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This report is based on documentation reviews, a one-day workshop/roundtable discussion with staff involved in some of the EU grant funded DEAR projects in Portugal and on information obtained from other DEAR stakeholders in Portugal implementing DEAR projects funded by the same EU funding line. The country study, carried out during September and October 2019, aimed to gather information, examples, perspectives, opinions and experiences of the context and work of DEAR projects in the country.

NATIONAL CONTEXT IN WHICH DEAR PROJECTS OPERATE (I.P. REGARDING PUBLIC, MEDIA AND POLITICAL OPINION RELATING TO INTERNATIONAL DEVELOPMENT ISSUES, AND GLOBAL LEARNING/ CAMPAIGNING-ADVOCACY)

At a social level, Portugal is characterised by a low level of citizens' participation in the activities of Non-Governmental Organisations (NGOs). With one of the lowest rates of volunteering in the EU – 7,8% in 2018[1] (EU average is 19,3%) –, volunteering in NGOs is often seen as something to be occasionally involved in and is much romanticised, with a strong connection to charities, meaning that the involvement of volunteers in more "bureaucratic" tasks, essential to the good functioning of NGOs, is largely absent. The appearance of people willing to volunteer tends to be more frequent in certain times of the year, like for example around Christmas.

When faced with emergency situations such as the 2017 June and October fires or most recently the Idai cyclone in Mozambique, Portuguese people strongly mobilise in terms of collecting donations and in doing some "on site" volunteering, but that mobilisation is mainly caused by the mediatisation of the situations and in the long term tends to disappear. Usually the mobilisation is spontaneous and led by emotion and in hardly any cases is there some kind of critical thinking involved.

The participation in public demonstrations is not often a priority to citizens and the connection with these kinds of initiatives is strongly dependent on the topic (is the topic a 'hot topic'?) and on the urgency of the action, involving little reflexion or critical thinking. In the 2019 Flash Eurobarometer[2] 91% of respondents said that they had not "*attended a public meeting or a rally about politics, or went to a demonstration over the last four weeks*". The same happens with the signing of petitions: if it's easy to fill in, people do sign and participate, however if it is too complicated, for example asking too many data/information, people are reluctant to sign even though they feel the issue is important. Regarding petitions, NGOs themselves try to use this instrument only in extreme cases, although they recognise that when it works it has some impact. This occurs because in Portugal the existence of an online platform where anyone can create a petition about almost any topic has trivialised this tool of political influence, thereby diminishing its power.

All of this is made worse by the fact that there is a smouldering feeling of distrust related to NGOs, caused by some corruption and bad management cases in NGOs (Raríssimas[3] in the end of 2017) or related to the mismanagement of donations (Pedrogão[4] in 2018), both of which received much media attention. This distrust makes people want to act by themselves in case of emergency, and also creates some blockages when NGOs try to convey their message: NGO actions are often seen as something suspicious that must have a hidden interest guiding their actions. There is a generalised lack of awareness regarding the values NGOs stand for, and in cases where the NGOs public image is not negative, it is purely seen as charity (and not rights based).

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[1] Statistics Portugal - INE (2019), *Survey on Volunteering Work-2018*,
https://www.ine.pt/xportal/xmain?xpid=INE&xpgid=ine_destaques&DESTAQUESdest_boui=379956830&DESTAQUESmodo=2&xlang=en
[2] European Commission (2019), *Flash Eurobarometer – Emotions and Political Engagement Towards the EU*, European Union
[3] https://algarvedailynews.com/news/13194-minister-of-labour-accused-of-turning-blind-eye-to-social-security-scandal
[4] https://www.portugalresident.com/2018/07/19/fraudsters-suspected-in-home-reconstruction-programmes-following-2017-fires/

The nonexistence of a common regulatory body to verify the action of NGOs contributes to this feeling of distrust and the sector is not seen as professional by other stakeholders.

In Portugal – after being legally created as associations, foundations or cooperatives – entities can then apply to several legal statutes according to their area of activity (social solidarity, development, environment, disabilities, etc.). Each statute usually corresponds to a different managing governmental agency and leads to different public funding opportunities. For this reason in some cases an NGO may have more than one legal statute, having to comply with different rules and creating ambiguity regarding to which governmental body is responsible for auditing or supervising the NGO's functioning.

NGOs rely almost totally on public funds which often raises questions regarding their financial independence and ability to work in watchdog/advocacy activities for example. Public fundraising in Portugal is very difficult and donations represent a minimum percentage of NGO income.

DEAR activities in Portugal are historically implemented by Development NGOs.[5] The Development NGO sector is very small when compared with other NGO sectors: of a universe of more than 71 000 third sector organisations legally constituted in Portugal[6], only about 200 have the legal statute of Development NGO. The Portuguese Development NGO sector lacks power to influence politics, is given little credibility and doesn't have the political weight to be considered relevant to politics by decision makers.

In recent years a diversity of new actors and organisations, not from a development background, have also started to work in DEAR. This is the case of Portuguese higher education institutions and Environmental NGOs (ENGOs) which have obtained support from the EC CSO/LA DEAR funding line. In the case of ENGOs, it is important to note that what sometimes is true for a Development NGO is not true for Environmental NGOs. In the latter case, it seems that organisations have more visibility and political weight to influence actions than Development NGOs.

At a political level, there is currently a favourable climate for DEAR/Global Citizenship Education (GCE): Since 2017 several legal texts have been approved and formal National Strategies have been published on Environmental Education (June 2017), Citizenship Education (September 2017), and Development Education (July 2018), all of them addressing DEAR issues (climate change, human rights, gender equality, migrations, global development, etc.). The present National Development Education Strategy (2018-2022) involves Camões IP, the Institute for Cooperation and Language (CICL), the Ministry of Education, GENE, the Portuguese Plataforma of NGDOs and several other stakeholders representing public agencies and civil society organisations in the areas of gender equality, environment, local development, academia, youth, etc. This strategy builds on the successes and lessons learned of the first National Development Education Strategy (2010-2015/6)

The National Strategy of Citizenship Education and the process that was launched in July 2017 giving schools curricular autonomy and flexibility, enable a formal integration of DEAR topics in the school curriculum namely through the "Citizenship and Development" subject.

Support given by local authorities (i.e. municipalities) is very important for DEAR and local authorities are in general receptive of DEAR, being active partners in some activities, and funding some local DEAR initiatives promoted by local NGOs. The Networking for Development Platform – a Platform that gathers

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[5] Global Education Network Europe (2014), *Global Education in Portugal. National Repor*t, Global Education Network Europe

[6] Statistics Portugal - INE (2019), *Social Economy Satellite Account third edition: Social Economy accounted for 3.0% of GVA – 2016*,
https://www.ine.pt/xportal/xmain?xpid=INE&xpgid=ine_destaques&DESTAQUESdest_boui=379958840&DESTAQUESmodo=2

21 Portuguese municipalities that work in development cooperation – prioritises DEAR as one of its concerns in its 2014-2020 Strategic Plan.

A governmental funding line for Development Education Projects exists. Managed by Camões IP, the Institute for Cooperation and Language (CICL) it is launched annually, currently with an annual allocation available of about 550 000€ (Figure 1 shows the evolution of the amounts available since 2005). The majority of the projects supported by the EC CSO/LA DEAR funding line are co-funded by CICL, because Development NGOs that are involved in these projects apply for co-funding and the line usually prioritises projects that already have other sources of funds guaranteed.

Figure 1 – Evolution of the financial allocation of the Portuguese DEAR funding line 2005-2019 (Data Source: Camões, ICL)
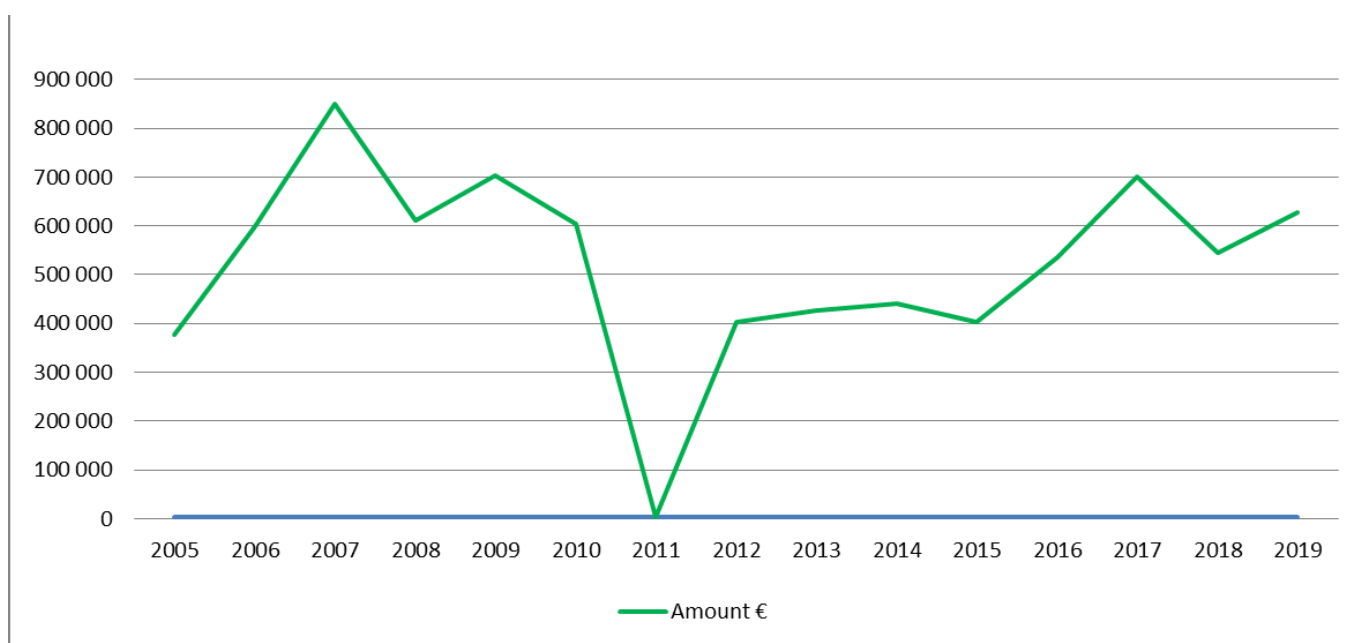
One of the characteristics of the funding line is that only Development NGOs are eligible to apply to it, which means that Environmental NGOs that are partners of EC funded projects cannot apply to this funding line and therefore struggle in finding co-funding for the projects. In fact, Environmental NGOs have few opportunities to get public funding, as funding lines where they are eligible are usually thematic funding lines dedicated to specific topics (example: mitigation, adaptation, etc.) and are most of the times highly competitive as they are open to other types of entities: companies, local authorities, etc..

Despite governmental recognition, DEAR actors are of the opinion that this enabling environment is still highly dependent on key people (DEAR "champions") in the ministries/governmental agencies and it doesn't exist because the importance of DEAR is truly recognised and rooted at a political level. This means that if these key people leave, the DEAR environment might drastically change.

At the politicians' level, the openness to certain themes and to dialogue with NGOs depends on the time. For example, during elections politicians are clearly more open to listen to NGOs. In this context, and despite the efforts made by development NGOs, it is important to note that an analysis of the contents of the political programmes of parties running in the last parliamentary elections (which took place on the 6th October 2019), indicate few references to global issues, meaning that global issues will not be on the agenda/be a priority of political parties for the next 4 years.

The results of this recent elections brought a new issue to the table that gives some worrying signs for the DEAR context in Portugal. For the first time since the end of the Salazar dictatorship in 1974, a Member of the Parliament (MP) from a new nationalist formation has won a seat in Portugal's parliament, putting an end to the long thought immunity of the country to the rise of Europe's far right. This means that populist speech, representing xenophobic and radical arguments of parts of the population are now given an official voice through Parliament; arguments that basically go against all values that DEAR stands for. Also ultra-liberalists have now a seat in the Parliament.

Furthermore, the 2019 elections had the lowest-ever turnout for parliamentary elections in Portugal, with a record abstention rate of 45.5% which reflects the general lack of civic participation of Portuguese people and the inability of existing civil and political institutions and organisations to make themselves relevant to the public. As DEAR activities involve most of times the quest for citizens to actively participate and to stand for causes like the fight against global development inequalities, for social justice, human rights, etc., this high abstention rate reinforces the urgency to tackle the issue of active citizens' participation in DEAR projects.

Regarding openness to DEAR topics, climate change is at the moment a hot topic gaining a lot of attention amongst citizens and in the media. However, other topics related to change of behaviours or global development do not raise so much attention. In the 2018 Eurobarometer[7], 43% of the Portuguese respondents disagreed with the statement "*As an individual, you can play a role in tackling poverty in developing countries*" and 79% admitted that they were not involved at all in helping developing countries, not doing any of the following options: "taking part in demonstrations", "support digital campaigns", "doing voluntary work", "giving money", "making ethical choices when shopping".

The role that media could potentially play in DEAR is currently weakened by the fact that in Portugal there is currently a media crisis characterised by the lack of professionals in the newsrooms and the lack of specialist journalists. At the moment, the only topics that have guaranteed media coverage are "hot" issues, politics and sports. This means that it is very hard to publish something unless it is super attractive or polemic/controversial. The lack of awareness of journalists in these areas worsens the situation, being the media coverage of DEAR issues totally dependent on editorial decisions.

EC DEAR funded projects have an increasingly high campaigning and communication component. For Portugal the use of Facebook and Instagram being the main social media platforms used. However, the recent change in Facebook algorithms makes it much more difficult to get messages spread and disseminated, negating intentions stated during the projects' application phase to reach high targets in social media campaigns. It was also mentioned by respondents to this study that Facebook blocked a content made by an NGO in the frame of an EC funded project because the content was identified by Facebook as being 'political'.

Some DEAR projects are currently involving so called "influencers" and "youtubers" to support their communication and campaigning strategies and help to spread the message to a larger number of people (especially young people) but this approach is not consensual among NGOs as it raises some issues regarding the coherence between the message DEAR projects want to convey and behaviours that these "influencers" and "youtubers" have and showcase in their daily publications.

The new EU data protection rules have also created some challenges in terms of communication work as a lot of NGOs have witnessed a substantial decrease in their data bases for sending newsletters, events, etc., and the collection of data regarding participants in projects' activities for example has become extremely more complex.

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[7] European Commission (2018), *Special Eurobarometer 476 – EU citizens and development cooperation*, European Union

Another characteristic of the national context that was mentioned by NGOs as influencing DEAR projects, is the fact that in Portugal everything is very geographically centralised: the majority of NGOs are based in the big centres of Lisbon and Porto, and the majority of political decisions that influence DEAR projects are taken at a central level, without most of the times taking into consideration the specificities of realities across the country. However, some NGOs have highlighted that people show more openness to participate in events in the interior of the country than in big city centres. Regarding this issue, it was also noticed that there are differences in the perception of DEAR themes across the different regions which sometimes leads to the need to adapt certain activities and messages also to the specific local contexts (and not only to the national context).

In general, participants in the roundtable discussion agreed that DEAR is very important at the national context as DEAR activities and projects give tools for analysing, understanding and thinking critically about the complex global reality we live in. In times of increasing populism and extremism in Europe and of fewer concerns regarding social topics, conveying DEAR values is more important than ever. According to respondents, only long-lasting DEAR interventions can achieve real change.

Influence/contributions of the NSA/LA DEAR Funding line in the national context

It was consensual among participants that the existence of the EC CSO/LA DEAR funding line is key to have an enabling environment for DEAR at a national level.

The main positive aspects of the existence of EC DEAR funded projects are the following:
- The existence of these projects brings innovation to the way Portuguese NGOs work: new topics, new realities, new methodologies, new debates, new managing practices;
- Some projects lead some NGOs to work in topics that in other way they wouldn't. Either because it's an area in which they usually don't work, or because it's a new area;
- The joint work in partnership with other EU countries' NGOs, allows Portuguese NGOs to get to know other realities, helping to promote the EU as a community;
- DEAR calls for applications help to create priorities, although sometimes they are not necessarily the best / the more connected to the Portuguese reality;
- Although its weight is clearly diminishing over time, the EC CSO/LA DEAR funding line is still one of the largest source of funds for DEAR project/activities in Portugal – "providing mid-level investment"[8].

The negative aspects pointed out by Portuguese NGOs regarding the EC CSO/LA DEAR funding line are mainly related to the changes that occurred in the configuration of the call since 2013 and that have a negative impact in the Portuguese DEAR reality:
- Projects are too big for the relatively small scale of Portuguese NGOs: since the funding line changed in terms of projects' financial dimension, there has not been a single project were the lead applicant was Portuguese;
- There is the feeling that the DEAR Programme lost contact with Portuguese reality, there are small participations of Portuguese NGOs in the projects and since the national context in Portugal is different from the European one, some windows of opportunity get lost because of this gap between the country needs and the priorities of the funding line;
- The constant seek for bringing innovation to the ways of work, is something that in some cases is more negative than positive, as it prevents organisations to consolidate practices and in some cases to continue interventions that worked;
- The recent focus of the EC in funding mainly very large campaigning projects that reach a large audience, creates a feeling among NGOs that DEAR is now narrowed to Facebook/twitter campaigns, making the essence of DEAR (educational processes and critical thinking) get lost.

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[8] Ilze Saleniece (2018), *Global Citizenship Education in Europe: How much do we care?,* CONCORD, p.98

PROJECTS' INTERPRETATION(S) OF 'QUALITY DEVELOPMENT EDUCATION & AWARENESS RAISING', 'PUBLIC AWARENESS', 'CRITICAL UNDERSTANDING' AND HOW THEY EXEMPLIFY THOSE IN THEIR WORK

Quality Development Education & Awareness Raising (DEAR)

For participants in the workshop, Quality DEAR implies:
- Being able to achieve the proposed goals in an efficient way;
- Managing projects in an effective and efficient way, and being able to overcome the unexpected challenges that appear;
- Ensuring the potential of replication of projects' methodologies not forgetting the need for adaptation to other contexts;
- Being able to answer to real needs;
- Being able to spread the projects' main messages in a clear and effective way.

Usually when projects have quality there are two main things that happen:
- The public/beneficiaries are highly motivated, and they engage so much in the themes/methodologies that they do much more than what is expected;
- The changes that the project provokes are long lasting and live beyond the project life.

All the projects involved in this consultation process, confirm that quality is something that they aim to achieve in their daily work, and that they adopt several strategies to ensure quality in the processes:

At an internal level, to ensure quality in DEAR interventions, organisations:
- Invest in sound management strategies;
- Constantly monitor projects' activities;
- Invest in an effective internal communication strategy in order to ensure the coherence and consistency of the intervention of the several teams involved;
- Ensure the professionalisation of human resources involved;
- Involve the target groups (e.g.: Teachers) in the planning of the project's activities;
- Take conclusions from the implemented actions in order to lead to new projects;
- Make a detailed and sound analysis of reality (i.e.: educational context, existing documentation, politics, etc.)
- Report on the activities implemented.

At an external level, organisations:
- Adapt the language of the project according to the different publics they are addressing;
- Create partnerships with different entities in order to strengthen the interventions;
- Create Management/Scientific Committees with external stakeholders to technically validate the projects' main messages;
- Find ways of ensuring sustainability after project ends;
- Validate the projects' resources, for example experimenting the resources with the target groups before reaching a final version to be published;
- Promote surveys to monitor projects' quality.

Public Awareness

Concerning Public Awareness, participants agreed that it consists on giving the data and information needed for people (population in general or specific target groups) to think and make a critical analysis of a certain issue. It differs from critical understanding/educational processes because it aims to reach a larger number of people with attractive messages to make them think about topics that they have not though before, and to create awareness and a feeling of urgency to change something. To reach its goals,

and in a world in which people are flooded by information, it is essential that organisations are able to spread the message in an effective and attractive way in all public awareness actions.

When questioned if Public Awareness activities should have as target group the general public or specific target groups, respondents said that although the message should be the same, the way it is conveyed should be adapted to the specificities of the target groups, and that ideally the stakeholders involved in the theme should be involved in the development of the message.

It was not consensual among participants if public awareness actions should aim to change target groups' behaviours or opinions. In fact, some participants defended that public awareness was a first step in the engagement process, where the main aim was to give people information and food for thought, without truly aiming to achieve change "*per si*". In fact, change would only be reached in a second or third phase, after people start to think critically about the topics addressed and then decide if they wanted/could change.

To raise public awareness DEAR projects are promoting trainings, theoretical-practical workshops, volunteering actions/field work (cleaning beaches, etc.) thematic seminars with the participation of experts in the area, commented cinema sessions, among others.

In order to answer to the recent requests from the EC for projects to reach the largest audience possible, some projects have contracted international communication agencies to build a European campaign that includes videos, teasers and real testimonies. The campaign shall then be adapted to the national context by national communication agencies. Some projects are also involving the so called "influencers" or public figures as projects' ambassadors.

Critical Understanding

Critical Understanding aims at answering in a thoughtful way to the complex challenges of the present world, building opinions based on the analysis of those challenges, taking into account different perspectives.
It is seen as something that happens in a phase after awareness raising activities and that enables people to form opinions through a thorough analysis of data and facts, allowing people to take a stand in an evidence-based way and not only acting in a casual manner. In the end, Critical Understanding aims an effective change in behaviours and actions, triggering fact based, informed action and responsible conscience about the problematics in question.

To promote Critical Understanding, organisations believe that it is important to explain issues in a simplified but not simplistic way, promoting questioning, debate and allowing the discovery of new solutions. There is a focus in the quality of the actions instead of quantity, giving preference to smaller groups, promoting networking.

Some projects created scientific advisory groups that produce high quality evidence-based reports, which are then analysed by communication groups who "digest" the information in order to simplify the language to turn it accessible to the wider public. Calls to action are also used, as well as the development of specific resources specially targeting the promotion of critical understanding on certain issues (example: "Global Geohistory manual" – Get up and Goals! Project). Participants in the workshop also believe that the use of certain methodologies -debates, discussions, active activities, role plays, 6 thinking hats, etc. – are more conducive to promote critical understanding of issues.

The challenge to evaluate success in promoting critical thinking is addressed by organisations though the implementation of self-assessment tools, and of baseline and endline surveys that target not only knowledge but also behaviours, values and beliefs.

PROJECTS' APPROACHES AT RAISING THEIR VISIBILITY, AND THAT OF THE ISSUES OF THEIR PROJECT, AND HOW THEY COMMUNICATE WITH A) THEIR IMMEDIATE AUDIENCES/TARGET GROUPS, AND B) WITH WIDER AUDIENCES WHO ARE NOT DIRECTLY INVOLVED

When addressing the issue of communication, organisations think that it is essential to talk also about the importance of a good internal communication. In fact, in projects such as the DEAR ones, where the range and number of partners involved from different EU member states is very wide, ensuring that all partners are "talking the same language" is a key factor for success.

To achieve that goal, the organisation (and budgeting!) of face to face meetings between partners (once or ideally twice a year), and a frequent communication via e-mail (at least monthly) are simple strategies that if not implemented can undermine all work done.

In large partnerships, it was also shared that the creation of working groups - small groups inside the project that meet according to a certain topic/activity – is very useful in order to get work done, and to make sure that all partners are coordinated and are using the same approach or disseminating the same message, on their specific contexts. In some projects, lead applicants also organise briefing and debriefing meetings, especially in key campaigning or advocacy activities.

Organisations also consider that the reporting, monitoring and evaluation procedures are very important in what internal communication is concerned, because these processes promote the sharing and registration of information which are essential to make sure that all different project partners are aware of what is happening in other countries and ensure that no information gets lost. In this sense, the existence of a shared online folder for projects is also considered a useful practice.

In terms of external communication – communication with stakeholders – and given the variety of stakeholders and audiences involved, organisations use different strategies, tailor-made to each context/audience. It was consensual that Communication for Development (C4D) strategies and principles were the most adequate to be used in the DEAR projects and the majority of the projects that participated in the consultation used C4D approaches in reaching their audiences.

During the discussion of the projects' approaches regarding visibility, there were two main concerns expressed by the involved organisations:
- The changes that occurred in social networks, namely the update in Facebook's algorithm, makes it more difficult to spread the messages, involve new audiences and reach large numbers of people in social media. Even when projects are paying advertisements in social networks it is hard to reach the target group.
- The focus of the EC in DEAR Projects reaching very large numbers of people, creates a diversion from what should be the essence of DEAR: promote critical thinking about development issues and create change – therefore, putting projects under pressure to invest time and funds in communication strategies and tools that don't allow going beyond simple and sometimes too simplistic, awareness raising activities.

In Table 1 below, is it possible to see in detail the different methods DEAR projects are using to reach each specific audience.

Table 1: How to reach and activate the audiences?

		AUDIENCE	METHODS USED TO REACH AND ACTIVATE THE AUDIENCE
DIRECT TARGET GROUPS		**Teachers**	- Certified trainings for teachers; - Involvement of the schools boards right from the beginning of the project; - Dissemination of the educational sessions/activities offered – sometimes through face to face presentations, sometimes by e-mail (like a catalogue of actions) – and wait for teachers' contact to say in which activities they want to participate; - Promotion of visibility actions, that sometimes lead to "word of mouth" dissemination; - Use the school subject "Cidadania e Desenvolvimento" (Citizenship and development) as an entry point in schools; - Ensure the motivation of teachers is key for success.
		School Boards	- Face to Face meetings in schools - sometimes these schools already participate in project partnerships but there is a need to reaffirm / remind the compromise made during the application phase.
		Children, young people, students	- Involve teachers in the direct work with students. Teachers are the ones taking students to participate in activities; - Development and use of attractive pedagogical resources; - Invitation to schools to participate in specific activities with students (often the invitation only works if there is a direct phone call to teachers to draw their attention to the activities); - Give voice and space to young people to propose and develop specific activities of their own initiative.
		Decision makers, MEPs, members of national parliament, MEP candidates	- Organisation of breakfasts for decision makers to debate a specific issue; - Organisations of surveys that aim to collect opinions of decision makers about a certain issue; - Participation in debates organised by other entities to address directly decision makers; - Organisation of debates with decision makers about projects' topics; - Schedule face to face meetings/sending e-mails (very difficult to have an answer unless there is already some previous contact or some known contact person); - Analysis of electoral programs and elaboration of two types of recommendations: specific recommendations per party and generic recommendations suitable for all parties; - Definition of decision makers profile and creation of a data base with main contacts; - Invite candidates to participate in a photo mob where they shall write a compromise, if they are elected send the photo afterwards, as a reminder of the compromise made; - Development of reports/factsheets regarding specific issues of the projects that give useful information for policy makers to act; - Organisation of thematic workshops and study visits for policy makers;

		- Organisation of stakeholder meetings.
	Local Authorities Staff	- Organisation of face to face meetings; - Organisation of trainings.
	Civil Society Organisations and Staff	- Identify specific target groups within CSOs staff (people already working on a specific topic for example); - Offer free training; - Dissemination of activities via mailing lists, Facebook, LinkedIn, NGO platforms/umbrella organisations; - Organisation of information sessions.
	Funded CSOs /sub grantees	- Contact via e-mails; - Organisation of specific events; - Organisation of monitoring visits; - "Helpcafes" – i.e. the possibility of sub grantees to schedule a coffee with the project promoter to discuss problems, challenges, clarify doubts, etc; - Creation of a helpdesk, i.e. a person available by phone, skype, e-mail, face-to-face to clarify any doubts or help solving issues that appear.
	Consumers	- Use social networks (Facebook, Instagram, twitter, etc.); - Produce Consumer Guides with clear recommendations, including mentions of things "to avoid" instead of "forbidden" things; - Participate in public events to make dissemination of projects' main messages (example: show cooking organised by Fish Forward 2 Project); - Organisation of exhibitions.
	Companies	- Creation of a database with all the companies organisations aim to work with (first step); - Schedule face to face meetings to present projects' methodology, to make needs assessments and identify the behaviours that need to be changed; - Give visibility to actions: first internally, presenting a report and data, secondly externally, using companies as case studies.
	University students / future teachers	- Develop project's activities in specific subjects, that have an evaluation component; - Promote hands-on actions/trainings; - Share of good practices which allow replication (e.g.: technical booklet which included an instruction manual for taking care of the tree - "Plant the Future" sub granting – No Planet B!)
	Young voters	- Identify groups for disseminating specific information; - Promote meetings between young voters and candidates; - Engage specialists to organise specific sessions for young voters.
INDIRECT TARGET GROUPS	**General Public Specific Communities (Fishermen, Elderly people, Students, School Community, Local Authorities)**	- Create partnerships with local authorities to celebrate commemorative days/international days, through for example the organisation of flash mobs in the city centre; - Organisation of cinema cycles, open to the community, and that are disseminated also in the cultural agenda produced by the municipality; - Use story telling methodologies (for example the Get

		Up and Goals! project uses the so called "human libraries", migrants that tell their life story in sessions organised for the different target groups); - Use of social networks (in some cases there is one common profile/page per project – international, in other cases it's up to each partner to create its own profile); - Some projects have a website where all the activities/resources of the project are disseminated. These websites are usually online during 2/3 years after project finishes and after that period, most of the times, information is embedded in the organisations' institutional websites.
	Scientists **Political Parties/Decision makers**	- Organisation of public events, allowing the networking with specialists; - Organisation of awareness raising activities specially targeting these specific target groups.
	Media/Journalists **Digital platforms followers**	- Use the more attractive themes to draw media attention to the project; - Create partnerships with different media; - Create a data base of journalists to send information whenever necessary; - Use public ambassadors ("famous" people) to attract media; - Create "surprise moments" and attractive visual effects (e.g.: trees distribution, create a very good momentum in terms of media involvement – opportunity to take good photos and for media interview people.)

How do projects measure engagement?

Generally projects use the same methods to measure the engagement of direct and indirect target groups. The more basic methods are counting the number of participants, the number of views, using also statistics from websites, social networks. For this, projects use online analytic tools that can be used either for websites or for Facebook pages and that allow the production of monitoring reports that are analysed along the projects' implementation.

Some projects also enumerate the use of the resources produced by the project, collecting feedback on how people are using the resources, what can be improved, etc., Projects with a focus in sub-granting or in giving support to certain organisations have tools to register and count the number of contacts made, the time spent in each contact, etc.
Projects also send surveys to collect feedback/evaluation in order to assess space for improvement during projects' implementation.

WHAT PROJECTS SEE AS THEIR MAIN ACHIEVEMENTS TO DATE AT THE LEVEL OF THE COUNTRY CONCERNED

Projects involved in the consultation are generally half-way through their implementation period, however there are already some **achievements and changes caused** by projects at national level that can be reported:

  - Outreach to small NGOs spread all through the country from North to South (and Azores) – No Planet B! (sub granting Lot);

- Changes in the food sustainability practices in some companies (for example Marriot Hotels) – Fish Forward 2;
- Synergies with other initiatives taking place at national level – all projects;
- Increasing cooperation with Municipalities, with the Municipalities' staff playing an active role in the projects – several projects;
- Involvement of the community: due to the partnership with Viana do Castelo Municipality, the project organised a public event, in the city centre, that had the active participation of teachers and students involved in the project. This created a multiplying effect with students and teachers from other schools expressing their wish to be involved in the project. The motivation of teachers that were already participating also increased – Get Up and Goals!;
- Elaboration of a "Global Geohistory manual" that is now in translation into 12 languages. This is a Manual, common to all participating countries, about global history and that aims to enrich the debates regarding the visions that are being perpetrated in history books. – Get Up and Goals!;
- Openness of NGOs to apply to new funds and to do bigger initiatives. Boosted by the sub grants given under the Project, small NGOs start to think that maybe they can do more and think at a bigger scale – No planet B!;
- Increase of team work within the organisation/project: educational resources are produced jointly, and besides the project manager, a team of teachers is directly involved in the project activities working together in the resources – Get Up and Goals!.

Despite these successes, there are also **blockages and challenges** that projects are facing during the period of implementation:
- Differences among Portuguese culture and context, and the culture and context of other countries where the project is implemented, is sometimes hard to explain and hard for project partners to understand (for example some activities may have high rates of participation in some countries, but then in Portugal they do not work given the national context);
- Differences in the power of influence of Portuguese NGOs when compared to the power of influence of some partner NGOs in other EU Countries (Portuguese NGOs have very low power of influence);
- In sub granting mechanisms, managing partners are faced with a feeling of unaccountability from the side of smaller NGOs that receive sub granting. It is common that these small NGOs use the excuse of its small size to justify lack of professionalism and some amateurism in managing the small grants;
- Often because managing partners try to be as supportive as possible to sub grants receivers, they develop a close relation with sub grantees giving space for informality that smaller NGOs use in a not so positive way, for example feeling at ease to miss deadlines;
- DEAR projects usually imply a lot of personal commitment and engagement, which sometimes leads to difficulties in safeguarding life-work balance, and may lead to emotional distress;
- The EC demand for projects, independently of their area of work, to have a strong communication/campaigning component that makes projects reach larger audiences, creates a challenge in some organisations that feel forced to work in campaigning when that area of work is not part of their institutional DNA (for example in NGOs that have as focus of work projects in formal education, a big investment is needed to create or contribute to a massive communication campaign);
- Relating the national agenda to those of projects is often not easy and it implies the ability to adapt and to be creative. This is something that sometimes is seen as positive – as it brings the possibility to work in new areas and learn new things – but at the same time, it is seen as negative, because there is a feeling that some windows of opportunity that exist at a national level (for example at the level of legal changes in the educational curriculum) are wasted because organisations are involved in European projects that not necessarily correspond to the real needs or context of the country;
- The fact that DEAR projects don't predict follow up in terms of funding from the EC sometimes leaves a space to be filed and a feeling that all the lessons learned will be wasted. In some cases, partnerships will continue but without funds, what prevents involved organisations to deliver specific follow up activities (for example in terms of sub granting).

THE SIMILARITIES AND DIFFERENCES IN RESPECT OF THESE QUESTIONS BETWEEN GLOBAL LEARNING AND CAMPAIGNING-ADVOCACY PROJECTS

During the consultation it was interesting to notice that in the majority of the discussions there were not big differences between Global Learning Projects and Campaigning-Advocacy Projects in what regards the vision about the national context, identification of struggles and challenges and the strategies used to engage target groups. The only topic in which differences of approaches and opinions could be identified was concerning the Critical Understanding concept, being clear that for Global Learning Projects this is at the core of all the activities and it's something that projects prioritise and aim to achieve, while in the campaigning-advocacy projects it's not a central issue to be discussed, being the focus in these cases to reach the largest audience possible.

CONCLUDING SUMMARY

In Portugal, DEAR Projects are implemented in a challenging social context marked by low civic participation levels both in NGOs activities and in political activities, by low media coverage regarding global development topics, and by a lack of political weight of NGOs working in DEAR. However, at a governmental level, efforts have been made to strengthen DEAR namely through the approval of a new Development Education National Strategy, and by the maintenance of a funding line specific for DEAR Projects implemented by Development NGOs. The existence of a National Strategy for Citizenship Education that foresees the implementation in schools of a new subject that deals with DEAR topics is also seen as very positive as it gives a favourable framework for NGOs to strengthen their action in this area.

Quality DEAR is at the core of the objectives that projects want to achieve during their implementation. Furthermore, although there are some small differences in opinions regarding Public Awareness and Critical Understanding both approaches are used by the consulted projects.

Several creative strategies are used by NGOs to reach and activate the DEAR projects' audiences, and although NGOs have already found some strategies to measure audiences' engagement, they still struggle in measuring long-term engagement for example.

Despite some struggles and difficulties Portuguese NGOs face during projects' implementation, the CSO/LA DEAR funding line continues to be seen as a key element for strengthening DEAR in Portugal which, in times of increasing extremism and populism, is of the ultimate importance.

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PROJECTS REPRESENTED AT THE WORKSHOP/ROUNDTABLE DISCUSSION

- No Planet B! (Project Partner + 2 sub grantees) - https://www.noplanetb.net/
- Get up and Goals! Global education time: an international network of learning and active schools for Sustainable Development Goals (SDGs) (Project Partner) - https://www.getupandgoals.eu/
- Responsible seafood consumption (Fish Forward 2) - (Project Partner) - https://www.fishforward.eu/en/
- Supporting the implementation of the SDGs (sub grantee) - https://www.christianaid.org.uk/about-us/programmes/citizens-financial-justice-eu-dear
- Trade Fair, Live Fair (sub grantee) - https://wfto-europe.org/ongoing-projects/