ANNEX A

European Commission

Non-State Actors and Local Authorities in Development

Public awareness and education for development in Europe

Grant Application Form (Part B)

Budget lines 21.03.01 and 21.03.02

Reference: EuropeAid/126341/C/ACT/Multi

Deadline for submission of full proposal

15 July 2008

Reference of the Call for Proposals	**EuropeAid/126341/C/ACT/Multi**
Title of the Call for Proposals	**Non-State Actors and Local Authorities – Public awareness and education for development in Europe**
Name of the applicant	**Armadilla Onlus**
N° of the proposal[1]	**DCI-NSA/2008/157**

PART B. FULL APPLICATION FORM

I. THE ACTION

1. DESCRIPTION

1.1. Title

European Citizens working for the global development agenda.

1.2. Location(s)

Italy (cities of Rome and Grosseto)**, Bulgaria** (Sofia)**, Romania** (Bucharest)**, Belgium** (Brussels).
+ action where TV documentaries will be shot (Mozambique, Malawi, Botswana, Sierra Leon, Ghana, Syria, India).

1.3. Cost of the action and amount requested from the European Commission

Total eligible cost of the action (A)	Amount requested from the European Commission (B)	% of total eligible cost of action (B/Ax100)
EUR 662.359,43	EUR 496.769,57	75,00. %

[1] Proposal number as allocated by the European Commission.

1.4. Summary (max 1 page)

Total act. duration	24 months		
Objectives of the action	The **overall objective** of the Action is to contribute to enabling public opinion makers (educationists, media, local authorities, development actors) in Italy, Belgium, Bulgaria and Romania to better understand and tackle the international development issues, so as to better inform the public of the scope and challenges for actions against poverty and for building fairer relations between developed and developing countries. The **specific objective** of this Action is to create, collect, organize, make accessible and distribute knowledge resources and tools for educationists, media personnel and local government policy makers in Italy, Belgium, Romania and Bulgaria, so as to facilitate opinion makers to illustrate to their audiences the issues of international cooperation for development.		
Partners	Municipality of Grosseto.	Italy	LA
	Fondazione Labos	Italy	NSA
	UCIIM (Catholic Union of School Teachers)	Italy	LA
	Time foundation	Bulgaria	NSA
	Children of Europe	Bulgaria	NSA
	ERCEQ	Bulgaria	NSA
	NASMB-National Association of Small and Medium Businesses	Bulgaria	NSA
	TEHNE	Romania	NSA
	European Union Experts – EUE – AISBL.	Belgium	NSA
	Kautilya Society for intercultural dialogue	India	NSA
	Syrian International Academy	Syria	NSA
Target group(s)[2]	The **primary target groups** are opinion makers who directly participate in the activities of this action: (i) 80 persons participating in 4 network building workshops (in Italy, Belgium, Bulgaria, Romania); (ii) Associations of stakeholders involved in the network building activities; (iii) 100 opinion makers who will participate in capacity building activities. The **secondary target groups** are those who will be reached and will benefit from the knowledge resources, information tools and media products created, collected and produced by this action; (i) The opinion makers of target countries who will benefit from the manuals and other resources made available through the Action web site and promoted through the networking and dissemination activities; (ii) the EU public reached indirectly through the distribution of the media products of this Action.		
Development issues	The 8 MDGs, Education for development, Development and media, global security, migration, human rights, social dimension of globalisation.		
Estimated results	EU level network is established for sharing resources and generating cross-sectoral synergies on informing the EU public about international cooperation agenda; Web site is created for collecting and sharing knowledge resources; 3 manuals published and distributed; Capacity of 100 stakeholders is built; An 8 episode documentary on 8 MDGs (TV broadcast and 250 DVD copies); Knowledge resources and awareness building tools distributed; Concluding workshop.		
Main activities	Conducting 4 network building workshops; 1 Round table, developing a Web Site; producing 3 manuals, holding 2 Capacity building (CB) workshops, Producing and broadcasting an 8 episode TV documentary on MDGs; Organizing the concluding workshop		

[2] "Target groups" are the groups/entities who are targeted by the awareness-raising and education for development activities.

1.5. Summary (max 1 page)

The **overall objective** of the Action is to contribute to enabling public opinion makers (educationists, media, local authorities, development actors) in Italy, Belgium, Bulgaria and Romania to better understand and tackle the international development issues, so as to better inform the public of the scope and challenges for actions against poverty and for building fairer relations between developed and developing countries.

The **specific objective** of this Action is to create, collect, organize, make accessible and distribute knowledge resources and tools for educationists, media personnel and local government policy makers in Italy, Belgium, Romania and Bulgaria, so as to facilitate opinion makers to illustrate to their audiences the issues of international cooperation for development.

This action will focus on the role of media for awareness generation and education for development. The Action is built on the assumption that by improving the way knowledge is organized, shared and utilized, it will be possible to change the attitude of target audiences towards development partnerships and the issues and difficulties faced by the people in developing countries.

Through activities of networking and production of knowledge resources to be shared and utilized by network partners, this action intends generating a virtuous circle of :

- opinion makers and educators better capable of informing the public on the scope and challenges of international cooperation for development,
- increased awareness among the public about linkages between development cooperation, international security and global governance;
- greater pressure on policy makers for implementing international agreements aimed at reducing poverty and establishing fairer relations between developed and developing countries;
- policy makers and LA becoming more participative and attentive towards anchoring development policies in European societies, giving visibility to the development activities utilizing European taxpayers money.

The direct target groups, of most outputs produced and activities conducted by this action, will be opinion makers (educators, media professionals, local authorities, development actors); Although the EU public of the target countries will be reached indirectly, the change in their attitude is the primary objective of the action. This objective will be achieved through the empowerment of the opinion makers that will better create a sustained change in the attitudes of the EU public towards development.

1.6. Relevance of the action (max 3 pages)

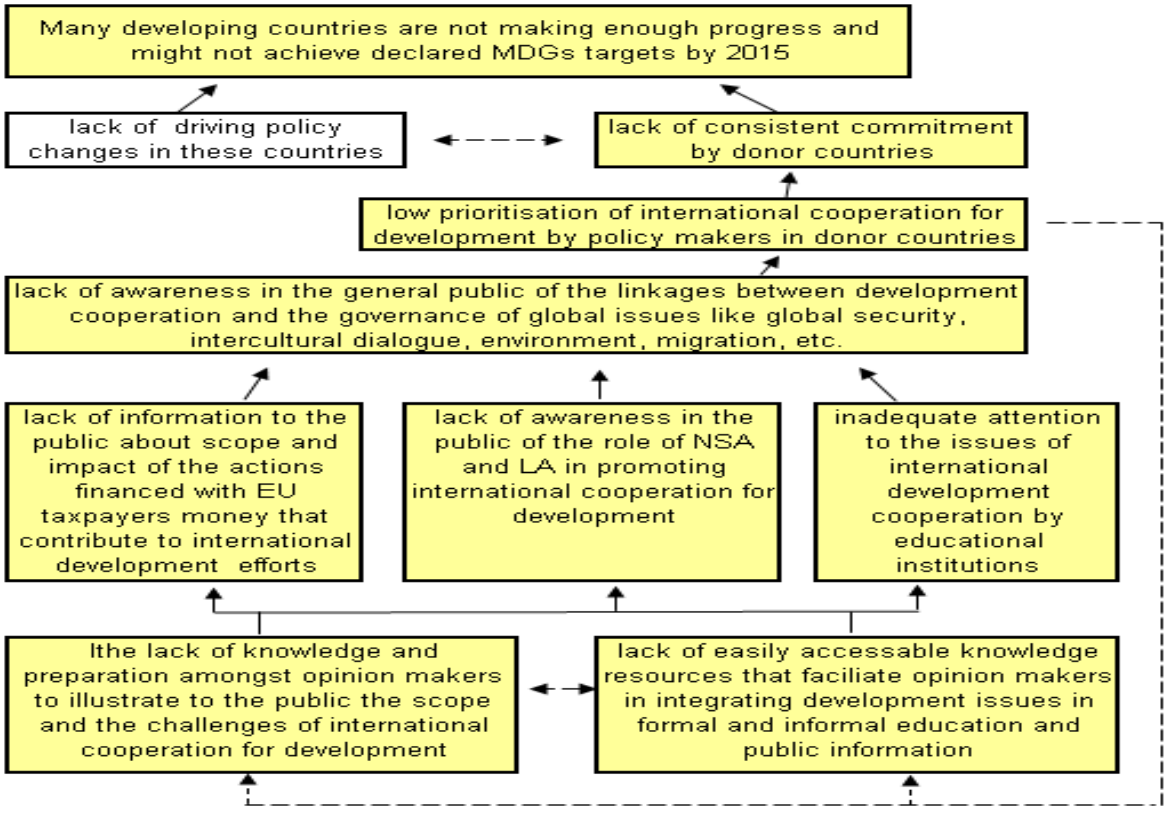
The Action objectives have been conceived as a response to the problems identified in the context analysis that was conducted by the Action partners. This analysis revealed:

1. the declining level of public support for actions, in support of developing countries, financed by EU taxpayer money,
2. a general lack of knowledge and preparation amongst opinion makers of target countries (Italy, Bulgaria, Romania and Belgium) for illustrating, to the public, the scope and the challenges of international cooperation for development.

This context analysis also revealed that there is a vicious circle of scarce attention given by educational institutions to development issues and insufficient media coverage of international development agendas that leads to low prioritization among policy makers with regard to implementation of international cooperation agreements.

Furthermore, UN monitoring of MDG (www.mdgmonitor.org) reveals that many countries are not making enough progress and might not achieve declared targets by 2015. This is largely due to a combination of the lack of driving policy changes in these countries and the lack of consistent commitment by donor countries. In spite of official declarations to pursue the 8th MDG goal (i.e. Developing a Global Partnership for Development) by devoting at least 0.7% of GNP to development cooperation, the average contribution by donor nations is still approx 0.23%, i.e. equal to US$ 56 billion per year (EU has committed 0.7% by 2012). UN and World Bank estimate that an additional USD 50 billion donor contribution per year is still required to this end. One of the reasons for the low prioritization of commitment to International Development Agenda is the low awareness, among people in Europe, of the real development issues and on the scope and impact of international cooperation. (see The Millennium Development Goals Report 2007).

Box 1: Problem Tree



The context analysis also revealed that organized campaigns concerning world poverty do reach the public with touching slogans and images. Official campaigns about MDGs have been well articulated in Italy and Belgium through posters, presence on the press and TV spots; this campaign did achieve important results as far as the viewership it achieved. However, most of these campaigns adopt an advertisement-style rhetoric. The public perceives this rhetoric as being motivated by the interest of justifying the business niche of the campaigner. The result is that these campaigns have a limited ability to change the attitudes of the public towards issues and difficulties that developing countries face (except sometimes in the case of humanitarian response to massive calamities). Besides ad hoc spaces that the agenda for the MDGs obtains in the media, it does not really get mainstreamed into the regular news programs; from the special events in schools or small additions to curricula, attention to development issues does not advance onwards to get mainstreamed into regular learning. And although policy makers voice out their intentions to support international development efforts, its implementation is actually linked to the availability of additional funds which are often found later on to be insufficient.

The context analysis further revealed that the public has faith in the messages of the trusted educators and informers (journalists, local authorities and educators) rather than the campaigners. However, the professional context in which these trusted educators and informers work tends to lead them to highlight only the negative side of development problems and to often miss out the positive-impact stories, like the coordinated efforts of development actors in responding to emergencies through a globally participated agenda. These opinion makers, who can make a significant change in the attitude of the public, are little prepared to tackle communication on:

- the scope and impact of the actions financed with EU taxpayers money that contribute to international development efforts;
- how and why NSA and LA become actors of international cooperation for development and what do they benefit through such efforts.

Instead, those who know more about international cooperation agendas, i.e the development experts and actors, are unable to produce a significant change when they try to reach the public directly because their efforts are perceived as self motivated, i.e. aimed at justifying their own business niche. And the lack of cross sectoral synergy between the development experts and the opinion makers hampers the transfer of knowledge resources and information tools from the former to the latter. These two groups tend to remain apart and rarely have the opportunity to work together for raising public awareness about development issues and promote education for development in the European Union.

From this context analysis, the partners identified the 3 main problems that this Action will address:

1. the lack of awareness among the general public on the linkages between development cooperation and the governance of global issues (like global security, intercultural dialogue, environment, migration, etc.) .
2. insufficient knowledge and preparation amongst opinion makers;
3. lack of synergy and subsidiarity between the development actors and the opinion makers

(see Box 1: The problem tree)

This Action, being a response to the above problems, while building awareness on issues related to the 8 MDGs, Education for development, Development and media, global security, migration, human rights, social dimension of globalisation, will focus on:

- producing knowledge tools and resources required by the opinion makers in order to improve their capacity to inform the public about development issues;

- build networking and subsidiarity amongst stakeholders (development actors and the opinion makers) so as to build cross sectoral synergies aimed at enabling the public to give an informed support to actions against poverty and in favour of fairer relations between developed and developing countries (this being relevant to Objectives of this Call).

Disseminated through informal and formal channels of education, the above themes, will be understood by analysing:

- what are the current challenges in the implementation of the MDGs agenda,
- what are the factors establishing coherence for development,
- how can we anchor development polices in European societies,
- what are the ethical responsibilities of opinion makers in enabling informed choices among the public with regard to the support for actions aimed at reducing poverty and establishing fairer relationships between developing and developed nations;
- what is the communication style that facilitates intercultural understanding and dialogue.

The above problems, needs and themes are directly related to the **primary target groups** which will be opinion makers directly participating in the activities of this action, i.e. development actors who need to learn how to transfer their expertise on development issues to opinion makers (journalists, educators, policy makers); and the opinion makers who need to acquire more knowledge about development issues in order to raise the awareness of their audiences and allow them to make informed decisions. The **primary target groups are:**

(i) 80 (20 from each target county) opinion makers (educationists, journalists and policy makers at non-State level governments) participating in the 4 network building workshops (in Italy Belgium, Bulgaria, Romania);

(ii) The associations of stakeholders (opinion makers and development actors) in target countries that will be involved in the networking activities. This will include: associations of LAs, media enterprises, educators, NGOs and other NSAs that have an interest in promoting international development cooperation and the implementation of international agendas for fighting poverty;

(iii) 100 educationists, journalists and policy makers at non-State level (65 from Bulgaria and 35 from Romania) who will work together with partners in developing the portal and will be trained in the utilisation of the 3 manuals prepared.

Approximately 60% of target persons will be from among women and youth.

The **secondary target groups** will be those who will benefit from knowledge resources, information tools and media products collected and produced by this action.

(i) the opinion makers of target countries who will benefit from the manuals and other resources made available through the Action web site and promoted through the networking and dissemination activities,

(ii) the EU public reached directly through the distribution of the media products of this Action (TV documentaries broadcast in Italy, Belgium Bulgaria, Romania, partner and other EU countries; manuals; web portal); and reached indirectly as impact of this action.

By enabling public opinion makers (educationist and media) to raise awareness and by promoting education for development, among the EU public, particularly in new Member States, the Action will contribute to changes in the attitudes of the EU public with regards to issues and difficulties the developing countries and their peoples are facing. By creating, collecting and distributing knowledge resources and tools for media personnel so as to facilitate them in informing their public of international development priorities, this Action also adheres to the guideline priorities of linking media and development. By focusing on development issues faced by sub-Saharan Africa, South Asia and Latin America, the content of the Action products is in line with the priorities of the Call guidelines.

1.7. Description of the action and its effectiveness (max 14 pages)

This Action is conceived as a response to the problems emerging in the context analysis carried out by the Action partners and described in Section 1.6 above. Its primary aim is to reach the opinion makers (educators, media professionals, local authorities) and contribute to changing their attitude, so that they can take up more responsibility in informing their public about the priorities of the international cooperation agenda.

Outputs and expected results

The outputs of this Action will be the knowledge resources and information tools that will help the opinion makers in informing the public on the scope and challenges of international cooperation for development.

The main expected outcome of the Action is the empowerment of opinion makers who will be better able to generate cross sectoral synergies with development actors and generate awareness among the EU public on international development cooperation issues. It is expected that the empowerment of opinion makers will lead to sustained and lasting changes in the behaviours and attitudes of the EU public.

The expected impact of the Action will be greater awareness among EU public that is expected to create greater pressure, by the EU public, on policy makers to implement international agreements aimed at reducing poverty and to establish fairer relations between developed and developing countries, thereby giving visibility to the development activities utilizing European taxpayers money. By demonstrating, to the development stakeholders, the effectiveness of empowering the trusted opinion makers rather than reaching out directly to citizens through advertisement style campaigning, the success and impact of the Action will influence analogous efforts in other EU countries.

In this Action, EU partners will build the capacity of the new EU member states in effective communication among the stakeholders of development cooperation public. It is expected that the Action partners from the new EU member states will lead collaboration with partners from other new EU member states in order to replicate this experience, its methodology, results and outcomes, thus carrying forward the model of networking and cross sectoral synergies for generating awareness among the public of the new EU member states

The information collected and the manuals produced in this Action and available in the "Clearing House" will be utilised to produce other knowledge resources and tools that the Action Network will continue to utilise.

Outputs and expected results, their inter-linkages and how they lead to objectives and outcomes

Result 1.1 A EU level network is established for sharing resources and best practices and generating international and cross-sectoral synergies on how to inform the EU public about international cooperation agenda. This network will be formed by Associations of stakeholders (development actors and opinion makers), that will include: associations of LAs, media enterprises, educators, NGOs and other NSAs that have an interest in promoting international development cooperation and the implementation of international agendas for fighting poverty	It is expected that the activities of networking and consultation among the primary target group of 80 opinion makers, from target countries, who will increase their capacity and knowledge base to be able to better inform the public about the scope and the challenges of international cooperation for development and to support the production of the other media products (manuals, web site, documentaries) that will reach and benefit the secondary target group. The network created will form the basis for stakeholder consultations and contributions in the production of the other expected results and in the wide dissemination of the resources produced and collected.
Result 1.2 A Portal, a web based community and a virtual working environment is made available for media professionals, policy makers and educators on how to inform the EU public about international cooperation agenda. The Portal will include: • description of the Action partners and their activities, • databank of the existing information resources on the relevant development issues, awareness building tools, toolkits and methodologies in this sector, case studies and best practices in development education; • a development education glossary; • a news-section and a newsletter + mailing list.	**The web portal** will be the communication tool supporting the networking and knowledge sharing activities. It will be used: • at the beginning of the action by the partners promoting the network and the stakeholders who will join it, for consultation in the preparation of Action outputs and for collecting and sharing knowledge resources and tools; (functional to the achievement of Result 1.1) • at a later stage, for giving wider access to the knowledge resources collected and created (manuals, documentaries) and for disseminating the lessons learnt in the Action. (functional to the achievement of Result 4.1) This result will directly lead to the achievement of the Action specific objective, i.e. : *to create, collect, organize, make accessible and distribute knowledge resources and tools so as to facilitate opinion makers in target countries to illustrate to their audiences the issues of international cooperation for development*.

Outputs and expected results, their inter-linkages and how they lead to objectives and outcomes

Result 2.1 Three manuals (to be published on the Web site and distributed electronically) to address the capacity gaps among the primary target beneficiary groups: • *a manual for educationists* on how to integrate development issues in school education programs and curricula; • *a manual for media personnel*, on how to tackle development issues in a responsible and balanced manner • *a manual for policy makers within Non-State level governments* on how local governments can play an essential role in contributing to MDG achievement and on the kinds of educational and awareness generation initiatives that can be implemented at local level, and how these can feed into policies and targeted plans The manuals will be produced in English, Italian, Romanian and Bulgarian and disseminated in electronic formats through the web site and the mailing list	The **three manuals** will be the centre point of Action results: they will contain the outcomes of the consultations amongst partners and wider stakeholder groups and will articulate the basic principles on how to integrate development issues into education and information activities; these manuals will also represent the methodological basis for training activities and will provide the practical indications on how to utilize the knowledge resources made available through the portal. Raising awareness among the general public of target countries (category (ii) of the secondary target group) is the intended final impact of this Action; this is expected to be achieved indirectly through the opinion makers that become better informed and are better able to communicate. It is expected that the opinion makers of target countries (as category (i) of secondary target group) who will benefit from the manuals and other resources made available through the action web site will understand better the scope and impact of the actions financed with EU taxpayers money that contribute to international development and will therefore be able to illustrate this to their audiences.
Result 2.2. Capacity built of 100 opinion makers (educationists, journalists and policy makers at non-State level); 65 from Bulgaria and 35 from Romania in utilising the 3 manuals and the Web Portal resources for building public awareness and promoting education for development	The three manuals will constitute the methodological basis for linking the specific objective of this action to its overall objective, i.e. *to contribute to enabling public opinion makers (educationists, media, local authorities, development actors) in Italy, Belgium, Bulgaria and Romania to better understand and tackle the international development issues so as to better inform the public of the scope and challenges for actions against poverty and for building fairer relations between developed and developing countries.*

Outputs and expected results, their inter-linkages and how they lead to objectives and outcomes

Result 3 An Eight-episode documentary on the eight Millennium Development Goals, analysing the challenges of implementing the MDG agenda, the EU commitment and effort and the progress achieved; these will be communicate through: • TV broadcasts in Italy, Bulgaria, Romania and other EU countries, • Web broadcast from the Action portal, • Documentaries distributed in 250 DVD copies to be utilized for educational and awareness building events organised in schools, among associations (media, NGO, political, business) and in local cultural initiatives.	The **8 TV documentaries** will be a demonstration of the application of the concepts and principles explained in the manuals. Besides this, their TV broadcasting will serve: • to raise interest for the other Action results; • to reach directly the public of target countries (Secondary target groups)
Result 4.1 Utilisation of Knowledge resources and awareness building tools developed by the Action is promoted amongst the wider network of educationists, media personnel and local government policy makers in EU so as to facilitate the process of integrating development issues in formal and informal education and in increasing public awareness.	By promoting the utilization Action outputs, the Action aims at enabling opinion makers in target countries to better inform their audiences about international development priorities and impacts (see overall objective). This will impact on the awareness of the general public, thus contributing to changes in their attitudes towards development cooperation and their capacity to advocate for policy changes.
Result 4.2 Final workshop for 50 persons to share the products, findings, lessons learnt and forward planning among primary target beneficiaries	

The proposed activities and their effectiveness

Activities are structured on the basis of the results they are meant to achieve. Although the activity lines run parallel, there is constant interaction among them. Although there isn't a specific chronological order among activity lines, there is a chronological order between activity results. The chronological order of the activities depends on the outputs of preceding results becoming inputs of the succeeding ones.

Activity line 1: Networking for sharing resources and best practices and generating international and cross-sectoral synergies on how to inform the EU public about international cooperation agenda.	Result 1.1 A EU level network is established for sharing resources and best practices and generating international and cross-sectoral synergies on how to inform the EU public about international cooperation agenda.
	Result 1.2 A portal, web based community and a virtual working environment is made available for media professionals, policy makers and educators on how to inform the EU public about international cooperation agenda.
Activity line 2: Developing and disseminating three manuals to address the capacity gap among the primary target groups.	Result 2.1 Three manuals to address the capacity gaps among the primary target beneficiary groups Result 2.2. Capacity built of 100 persons (educators, journalists and policy makers) in utilising the 3 manuals and the Web Portal resources for building public awareness and promoting education for development
Activity line 3: Producing and Broadcasting an eight-episode documentary on the eight Millennium Development Goals.	Result 3 : An Eight-episode documentary on the eight Millennium Development Goals broadcast on TV by Action associates (RAI in Italy, TV2 in Bulgaria). Documentaries are available on the Action Web Site; Possible broadcast by other EU television broadcasting Agencies.
Activity line 4: Promoting, amongst the wider networks of educationists, media personnel and local government policy makers in EU, the utilisation of the knowledge resources and awareness building tools developed in the Action	Result 4.1 Utilisation of Knowledge resources and awareness building tools developed by the Action is promoted amongst the wider network of educationists, media personnel and local government policy makers in EU, so as to facilitate the process of integrating development issues in formal and informal education and in increasing public awareness. Result 4.2 Final workshop for 50 persons to share the products, findings, lessons learnt and forward planning among primary target beneficiaries.

A fifth activity includes "Monitoring and evaluation" activities that will be conducted through the duration of the Action. Each partner will monitor its progress against milestones and deadlines. A mid term review will be conducted at the end of the first year of implementation and an evaluation will be conducted at the end of the Action duration. (see details in the methodology section).

There will be a set a start up activities that will include:

- A Kick off meeting between partners will be held for better reciprocal understanding, for logistic and administrative coordination. Opportunities will be identified for capitalization on other Actions' results and for synergies with similar initiatives.
- Elaboration of the Action schedule and Defining the criteria for the selection for networking and capacity building activities.

The output of this start up phase of the action will be a document that outlines the operational methodology and framework, including the communication plan and the partnership MOUs.

Activity Line 1 **Networking for sharing resources and best practices and generating international and cross-sectoral synergies on how to inform the EU public about international cooperation agenda.**

By "networking" we mean the intention and the ability by the stakeholders to identify common objectives, collaborate for achieving these objectives and exchange resources and tools for the activities required to achieve the common objectives.

As mentioned above, the context analysis, carried out by the Action partners, has revealed the need for a new strategy for cross sectoral synergy so that development experts provide opinion makers with knowledge resources and information tools. Mere collection and distribution of resources is insufficient; what is required is a process of consultation and understanding between public informers and development actors that leads to networking, knowledge sharing and reciprocal empowerment. In view of these observations, the Activity 1 will focus on establishing a network among Action partners, associates and associations of stakeholders, i.e., including development actors, opinion makers, associations of Local Authorities, media enterprises, educators, NGOs and other Non State Actors that have an interest in promoting international development cooperation and the implementation of international agendas for fighting poverty. The network created will form the basis for consultations that will feed into the production of the other expected results and will be responsible for the dissemination of the resources produced and collected. They will also be responsible for Action replication with other networks in their country, with other new EU member states and for the extension of the Action outcomes. The **network** created among stakeholders (opinion makers and development actors) will thus form the basis of the consultations for the production of the other expected results and for the dissemination of the resources produced and collected.

Abbreviation of implementing bodies and respective codes used in the Activity Tables below:

- A:, Applicant: Armadilla – Italy

Partners:

- L, Labos - (NSA) Italy
- U, UCIIM (CATHOLIC UNION OF SECONDARY SCHOOL TEACHERS) - (NSA) Italy
- G, Municipality of Grosseto. – (LA) Italy
- TF, Time foundation - (NSA) Bulgaria
- C, Children of Europe - (NSA) Bulgaria
- ER, European Roma Centre for Education and Qualification - (NSA) Bulgaria
- N, National Association of Small and Medium Business - (NSA) Bulgaria
- T, TEHNE – Centre for Innovation and Development in Education. - (NSA) Romania
- EUE, European Union Experts – AISBL. - (NSA) Belgium
- K, Kautilya Society for intercultural dialogue - (NSA) India
- S, Syrian International Academy - (NSA) Syria

Associates:

- R3, Associate: Rai Tre – TG3 - (NSA) Italy
- TV2, Associate: TV2 ltd - (NSA) Bulgaria

All: All partners and assoctes

Activity line 1: Networking for sharing resources and best practices and generating international and cross-sectoral synergies on how to inform the EU public about international cooperation agenda

tasks (Activity Subdivision and Expected Results)	Main Implementing body	expected results
Activity 1.1.1 Conducting 4 network building workshops, one two-day workshop in each target country, participated by 80 persons, 20 persons in each in the four target countries (5 among these will participate in the workshop in Italy - from Syria, India, Mozambique, Sierra Leon and Malawi), to understand needs and gaps in the sector, share and compile information and best practices to be published on the Portal and included in the manuals		Result 1.1: A EU level network is established for sharing resources and best practices and generating international and cross-sectoral synergies on how to inform the EU public about international cooperation agenda.
• Network building workshop in Italy	A, L, U, G	
• Network building workshop in Belgium	EUE	
• Network building workshop in Bulgaria	TF,C,ER,N	
• Network building workshop in Romania	T	
Activity 1.1.2. Organising 1 four-day Round Table in Rome, involving other network members who can assist and make interventions through the Web Portal	A, with participation of all partners and associates	
Activity 1.2.1. collecting information through 4 target web based surveys (1 in English speaking Countries, 1 in Italy and Belgium and 1 in Eastern Europe) compiling information, developing, maintaining and updating the Web Site		Result 1.2 A portal, web based community and a virtual working environment is made available for media professionals, policy makers and educators on how to inform the EU public about international cooperation agenda.
• Survey in Italy	A, G	
• Survey in English speaking countries	A	
• Survey in Belgium	EUE	
• Survey in Eastern EU	EUE, TF,C,ER,N,	
Activity 1.2.2. Creating a Portal and Web based community to inform the media professional and educators and the EU public about international cooperation agenda and to store and retrieve knowledge resource and tools	A.	
Activity 1.2.3. Evaluation of the user ability, the effectiveness and the impact of web site	All partners and associates	

Activity 1.1.1: Conducting 4 network building workshops . The purpose of the 4 workshops is to create a network among stakeholders (development actors and opinion makers), to share knowledge resources and tools; to involve them as contributors for the "what" and "how" of Result 1.2. and for the successive phases of the action. These workshops will also help in identifying gaps and needs in public awareness of development issues and in education for development among target countries. Each of the four workshops will be attended by 20 stakeholders each from the primary target groups. These 80 persons will also contribute to the preparation of the other Action outputs and will support the dissemination of these among other stakeholders and the public in their respective countries; Once stakeholders are better able to network, generate synergies, share resources and act amongst themselves in a spirit of

subsidiarity, they will find it easier to communicate effectively with their audiences on development issues.

Activity 1.1.2: Organising A four-day Round table. This meeting will be held in Rome to present and discuss the findings and information emerging from the 4 workshops, defining the content and methodology of manuals, web portal and documentaries. 15 participants will attend the meeting and will be selected from the participants of the Activity 1.1.1.

Activity 1.2.1: Conducting Surveys. Surveys will be conducted among stakeholders in order to collect and compile existing information that will be organised and shared, through the Web Portal, by the partners and the network established (see Activity 1.1.1.).

Activity 1.2.2 and 1.2.3.: Creating a **Web portal.** The portal will be a dynamic multilevel and multi-stakeholder communication tool to support the Action networking and knowledge sharing activities. It will be used by the partners:

- at the beginning of the action, for promoting the network and the stakeholders that will join it, for consultation in the preparation of all Action outputs and for collecting and sharing knowledge resources and tools; (functional to the achievement of Result 1.1.1)
- at a later stage, for giving wider access to the knowledge resources collected and created (manuals, documentaries) and for disseminating the lessons learnt by the Action. (functional to the achievement of Result 4.1)

The **Web Portal** will include:

- description of the Action partners and activities, news and events and archive of the documents produced
- a databank of information resources, awareness building tools and methodologies, case studies and best practices in development education;
- a development education glossary,
- a section of news and events, a newsletter (including Action findings and lessons learned) to be distributed also to a mailing list.

It will be organised along two main user centred dimensions: by development theme and by category of user. The themes covered will be the eight Millennium Development Goals and related development issues identified above in section 1.6.

Building upon the existing tools and experiences of other regional information sharing and dissemination initiatives implemented in the EU and in the ENPI Region, such as EnviroWindows, the EEA platform and the SMAP Clearing House, the Euro-Mediterranean Clearing House for the Environment, the Action Portal will be designed in order to support a multi-user trans-national clearing house mechanism. All Action partners and stakeholders will be able to exchange information through the Portal. All sections of the portal will be open to their contributions and the content will simply need quality check and validation (clearance) by a section or portal Administrator in order to be publicly displayed. This open contribution-validation mechanism is commonly referred to as “clearing house”. The main goal of the information Clearing House will be to increase the circulation of and to improve the access to existing information on a specific theme.

The web traffic data on the portal will be continuously monitored along with the information available and the registrations of users in order to assess the effectiveness of the tool and of the actions undertaken. Questionnaires will be also sent to the Action mailing list in order to have a more in-depth and collaborative review of the strengths and weaknesses of the initiative and to adjust the strategy/approach promptly.

Activity line 2 Developing and disseminating three manuals to address the capacity gap among the primary target groups.

The manuals will be prepared through a process of stakeholder consultations conducted by all Action partners. These manuals will articulate the basic principles on how to integrate development issues into education and information activities, represent the methodological basis for training activities and provide the practical indications on how to utilize the knowledge resources made available through the Web Portal.

The information, data analysis, findings, recommendations, etc. that will be collected and compiled within other Activity Lines, will be utilised to develop the 3 Manuals.

The manual for educationists will focus on how to integrate development issues in school education programs and curricula: for e.g. "why" of including development education in school curricula, ethical and economic issues motivating Europeans to support initiatives for development cooperation; what are the MDGs and modalities of proactive participation and contribution by local EU communities, Youth and development, gender issues in development, etc.

Besides the above issues, the Manual for the media personnel will additionally focus on what is "coherence for development" , what are the areas of public interest where common goals for development are important, the subsidiarity between media and development, the specific methodologies of communication for improving dialogue and understanding.

Besides all the above issues, the Manual for policy makers at Non-State government levels will focus on how local governments can play an essential role in contributing to international cooperation agreements, including MDG achievement, the role of LAs in awareness generation and how this can contribute to the credibility and image, amongst public, of the policy makers at local government levels, how the increased awareness of local communities about global development issues can contribute to policy changes at local levels.

The Three Manuals will be translated and published in 5 languages (English and the language of each of the four target countries), in 50 hard copies for each language and 250 multi-language interactive CDs. contain the findings emerging from the networking workshops, the Round Table and the reports of the rounds of consultations that will be conducted amongst partners and wider stakeholder groups. It will articulate the basic principles on how to integrate development issues into education and information activities; the manuals will also represent the methodological basis for training activities and will provide the practical indications on how to utilize the knowledge resources made available through the portal.

Activity 2.2. Organizing and conducting 2 workshops. Once the Manuals are ready for utilisation, they will be launched through 2 workshops which are also conceived as training events for 100 opinion makers. The purpose of this workshop is to facilitate the maturation of the Action from the outputs (Manuals, Web Portal, Documentaries) to the outcomes (facilitate opinion makers to illustrate to their audiences the issues of international cooperation for development.). This training will help participants in becoming facilitators, within their respective networks, for utilising and promoting the Action outputs.

Activity line 2: . Developing and disseminating three manuals to address the capacity gap among the primary target groups.

tasks (Activity Subdivision and Expected Results)	Main Implementing body[3]	expected results
Activity 2.1.1 Stakeholder consultations for participated and informed processes of manual writing		Result 2.1: Three manuals and respective CDs to address the capacity gap among the primary beneficiary groups. 1.***a manual for educationists*** on how to integrate development issues in school education programs and curricula; 2.***a manual for media personnel***, on how to tackle development issues in a responsible and balanced manner 3.***a manual for policy makers at Non-State level governments*** on how local governments can play an essential role in contributing to MDG achievement and on the kinds of educational and awareness generation initiatives that can be implemented at local level, feed into policies and targeted plans
• Consultations in Italy	A, L, U, G	
• Consultations in Belgium	EUE	
• Consultations in Bulgaria	TF,C,ER, N	
• Consultations in Romania	T	
Activity 2.1.2. Writing and editing three manuals	A	
• Translations (Each manual will be available in English, Italian, French, Bulgarian, Romanian.)	A	
• Publication on the Web Site	A	
• Distribution via e-mail to the Portal mailing list.	A	
• Distribution of 50 hard copies and 50 interactive CDs of each manual in English and in each of the partner country languages	All	
• Evaluation of the user ability, effectiveness and impact of the manuals	All	
Activity 2.2. Organizing and conducting 2 two-day workshops, one in Bulgaria and one in Romania to train 100 persons		Result 2.2: Capacity built of 100 persons (educators, journalists and policy makers) in utilising the 3 manuals and the Web Portal resources for building public awareness and promoting education for development
In Bulgaria (65 persons)	TF,C,ER ,N	
In Romania (35 persons)	T	
Evaluation of the effectiveness of training	All partners	

Activity line 3 Producing and Broadcasting an eight-episode documentary on the eight Millennium Development Goals

The 8 TV documentaries will be a demonstration of the application of the concepts and principles explained in the manuals. The documentaries are the Action outputs targeted to the general public and will, in fact, be broadcast through television channels. However, in line with the Action specific objective, these documentaries are mainly intended to facilitate opinion makers, through practical examples of development cooperation, in understanding the issues and methodologies explained in the Manuals.

[3] See list of abbreviations at page 13.

The Action associates (RAI3 in Italy and TV2 in Bulgaria 2) will collaborate in the production of the documentaries and will be responsible for their broadcast on their Television channels. The web version of the documentaries will be made available in the Action Web portal that will be integrated into the web sites of RAI and TV2.

The 8 TV documentaries will focus on the 8 MDGs and the actions promoted by EC for contributing to their achievement. They will demonstrate new approaches on development issues so as to set up models on how it is possible through television, to increase, in target countries, the awareness on the ground reality in the developing nations and on why their development is important for Europe.

Documentaries will be shot mainly in Sub-Saharan Africa, but also in Syria and South Asia, with the support of the network partners from these regions (KS and SIA) and the Armadilla personnel currently implementing other activities in those regions. Specifically, they will be shot in Mozambique, Malawi, Botswana, Sierra Leon, Liberia, Ghana, Mali, Syria, India, Colombia, Ecuador.

Activity line 3: . Producing and Broadcasting an eight-episode documentary on the eight Millennium Development Goals

tasks (Activity Subdivision and Expected Results)	Main Implementing body[4]	expected results
Activity 3.1. Producing, with proactive participation of Action partners and associates, an eight-episode documentary on the Eight Millennium Development Goals.		Result 3: An Eight-episode documentary on the eight Millennium Development Goals, analysing the challenges of implementing the MDG agenda, the EU commitment and effort and the progress achieved.
• Research and logistics	A, R3	
• Script writing	A, R3	
• Production	A, KS, TF, R3	
• Postproduction	A, KS, R3	
Activity 3.2. Broadcasting and distributing the eight-episode documentary in partner countries through television channels and among target groups		
Broadcast n Italy	R3	
Broadcast n Bulgaria	TV2	
Web broadcast through the Action portal	A	
Distribution of 250 DVD copies to be utilized for educational and awareness building events organised in schools, among associations (media, NGO, political, business) and in local cultural initiatives.	All	
Evaluation of the impact of documentary broadcasting on target audiences.	A, R3, TV2	

[4] See list of abbreviations at page 13.

Activity line 4 **Promoting, amongst the wider networks of educationists, media personnel and local government policy makers in EU, the utilisation of the knowledge resources and awareness building tools developed in the Action**

The network established in Activity 1.1.1., responsible for producing the Action outputs, specifically the Manuals, Web Portal and Documentaries, will also be proactive in utilising, disseminating and promoting these outputs among wider networks of stakeholders and for planning further actions in collaboration with them.

Through the utilization and promotion of Action outputs, it is expected that opinion makers in target countries are enabled to better inform their audiences about international development priorities and impacts. This, in turn, will impact on the awareness of the general public, thus contributing to changes in their attitudes towards development cooperation and their capacity to advocate for policy changes.

Activity line 4: . Promoting, amongst the wider networks of educationists, media personnel and local government policy makers in EU, the utilisation of the knowledge resources and awareness building tools developed in the Action

tasks (Activity Subdivision and Expected Results)	Main Implementing body[5]	Expected Results
Activity 4.1. Utilizing the created network for promoting and disseminating resources produced by the Action.		Result 4.1 Utilisation of Knowledge resources and awareness building tools developed by the Action is promoted amongst the wider network of educationists, media personnel and local government policy makers in EU, so as to facilitate the process of integrating development issues in formal and informal education and in increasing public awareness.
• Promotion and distribution in Italy	A, L, U, G	
• Promotion and distribution in Belgium	EUE	
• Promotion and distribution in Bulgaria	TF,C,E, N	
• Promotion and distribution in Romania	T	
Activity 4.2. Organizing and conducting a one-day final workshop, where the action results are evaluated and further strategies are agreed upon	A	Result 4.2: Final workshop for 50 persons for sharing the products, findings, lessons learnt and forward planning among primary target beneficiaries.
• Publishing the Final Workshop and other reports on the web site	A	

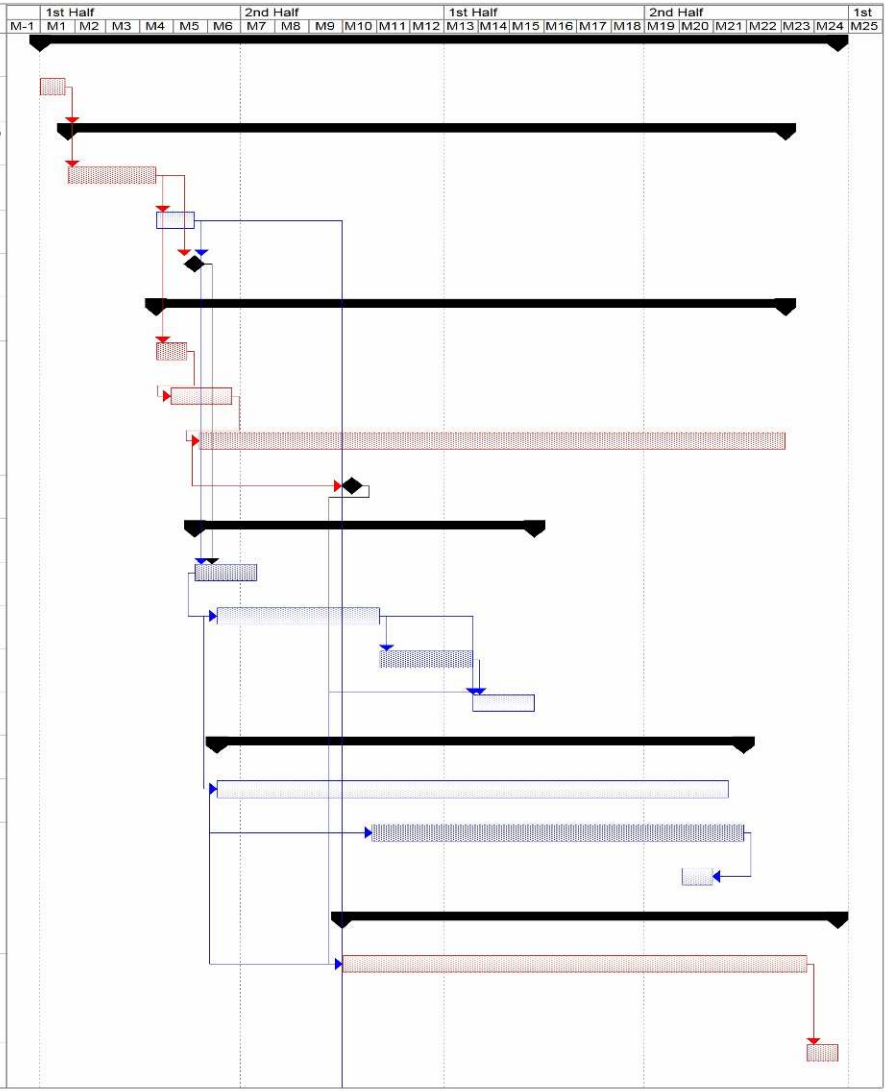
The main aim of the final workshop is to give wider visibility to the Action and to share lessons learnt among the Action partners. It will be an event where experiences and recommendations emerging from the Action will be shared with the EC, experts, NSAs, LAs and policy makers. In this workshop, the partners will also make forward planning for further actions to be undertaken in order to ensure replication and extension of Action outcomes.

[5] See list of abbreviations at page 13.

Sequence and link between different activities and the critical path

The critical tasks are Red Bold Underlined

ID	Task Name
1	European citizens working for the global development agenda
2	**Initial activities:**
3	1.1. Networking for sharing resources and best practices and generating international and cross-sectoral syn
4	**1.1.1. Conducting 4 network building workshops**
5	1.1.2. Organizing a 4-day Round Table in Rome, participated by 15 persons of the Primary target groups
6	*the findings and information emerging from the 4 workshops are presented and discussed*
7	**1.2. Creating a portal, web based community and a virtual working environment**
8	**Activity 1.2.1. collecting information through surveys**
9	**compiling information**
10	**1.2.2. Developing, maintaining and updating the Web Site**
11	*The portal is capable support a trans-national clearing house mechanism in the sector*
12	2. Preparation and dissemination of three manuals
13	2.1.1. Stakeholder consultations to have participated and informed processes of manual writing
14	2.1.2. Writing and editing three manuals
15	Translation of the manuals in English, Italian, Romanian and Bulgarian
16	2.2. Organizing and conducting 2 two-day workshops to train 100 persons
17	3. Producing and Broadcasting an eight-episode documentary on the (MDGs
18	3.1. Producing an eight-episode documentary on the eight Millennium Development Goals
19	3.2. Broadcasting, distribution and and promotion of the documentary
20	Evaluation of the impact of documentary broadcasting on target audiences.
21	4. Promoting the utilization of the knowledge resources and tools
22	**4.1. Utilizing the created network for promoting and disseminating the resources produced by the Action**
23	**4.2. Organizing and conducting a final workshop**



1.8. Methodology (max 4 pages)

Three key factors determine the methodology of this Action:

1. the belief that in order to be effective and sustainable, awareness building activities must move through "Trust patterns" of the community; i.e. they must not cast aside traditional opinion makers and target the public directly; instead they must reinforce these "trust patterns" by supporting and empowering the trusted opinion makers. This is not only a more effective way of spreading the messages but also a pedagogic method that and reinforces existing social structures while providing new contents. This methodology is also in line with the spirit of international cooperation where providing aid is accompanied with reinforcement of existing social patterns and not substituting them.
2. it is the dialogue between development actors and opinion makers (Action target group) that will generate and articulate the content of the communication material (Manuals, Web Portal, knowledge resources, etc.) which will also explain and illustrate the same process with which it was constructed. This is the very application, on social communication, of the fundamental pedagogic metaphor that says "awareness is not a pot to fill but a fire to light" .
3. Often communication products created for sharing knowledge resources run the risk of being pedantic and doctrinal. It is, therefore, important to use a smarter and more lively communication methodology that brings the issues under consideration closer to the emotions of the target groups. And it is for this reason that the Manuals will be accompanied by the Web Portal and the Documentary films.

Thus, the approach of this Action is to involve the primary target groups as partners in implementing the activities. A mechanism of networking and resource sharing will be developed during the Action and this process will gradually involve other stakeholders who in turn will share it with relevant audiences in their countries, thus expanding the impact of the action. Since partners belong to the same categories of stakeholders as the primary target group, they will mobilise their networks of alliances during selection of participants in the networking and capacity building activities.

Action stakeholders (opinion makers and development actors) will be trained in utilising and promoting the knowledge resources and awareness building tools that they will help in developing and compiling during this Action. In accordance with this approach, the Web Portal is organised as a "Clearing House" rather than a static "Web Site". And similarly, the documentaries will be produced involving partners from developing countries as co-authors. The Manuals also will not be doctrinaire but will be a toolkits with best practices, examples, tips, practical advice, etc. for facilitating the opinion makers in reaching their public.

Role and participation of actors and stakeholders. (see Section 1.7 for details)
The Action being proposed, and the selection of the partnership presenting it, is based on the complementarity of the experience and expertise of each partner, is the product of a dialogue among partners and is based on an in-depth context analysis conducted in each target country. Although some of the partners have worked together earlier and others will be cooperating for the first time, their organisational objectives and complementarity will foster links between educationists, media, local authorities and international cooperation actors. The Applicant will provide an enabling environment for the specific professional competences and experiences of the various partners and integrate them in a synergic and subsidiary process.

Action partners belong to the same categories of the stakeholders of the primary target group and they will mobilise their network of alliances in the processes of selection of those who

will participate to the networking and capacity building activities. The Action will be implemented by 4 kinds of partners:

(i) output producing or leading partners (Armadilla, TIME Foundation, Kautilya Society, SIA- with experience in international development cooperation and education for development) who will be responsible for producing the Action outputs, after a process of consultation with the other partners, their stakeholder networks and associates;

(ii) network creating partners (UCIIM, EUE–AISBL, TEHNE- with experience in development education) who, along with the leading partners, will establish the network with other Non-State Actors active in the sector for sharing and promoting the resources produced by the Action;

(iii) network and output promoting (Municipality of Grosseto, Labos, Children of Europe; ERCEQ, NASMB with experience in awareness building in development issues) who, along with the other two categories of partners, will be responsible for promoting, reinforcing and using the network created by this action and will give inputs for the creation and distribution of outputs and for advocating their integration into education policies and systems;

(iv) Associates (RAI3. TV2) which are media enterprises and will be responsible for distributing documentaries and providing technical contribution for them.

Management. The Action will be managed by the Applicant in close cooperation and in continuous consultations with a Core Coordination Committee that will be created ad-hoc and will comprise of one or two members assigned by each Action partner. The members of this Core Committee will be the reference persons for the Applicant in terms of coordinating with the Partners and with networks in their countries, ensuring that activities and tasks assigned are completed as per deadlines and milestones, monitoring is regular and corrective measures are taken, providing inputs for producing quality Action outputs and providing feedbacks for reports.

In order to manage the Action efficiently and effectively, the Applicant and each Partner organisation will create, within its structure, an Action Management Team, comprising experts and staff assigned to the Action. Whenever required, partners will seek expert assistance and/or associate themselves with local actors. In order to ensure that work is shared according to competence and experience, activity lines have been divided into different tasks, assigned to specific professional figures within individual partners. (see section 1.9).

Since the work of experts is assigned to pre-defined output oriented tasks, all experts will be given separate service orders (if they are employed) or separate contracts, (if they are external consultants). On the completion of each contract (or service order), before receiving the fee, the expert will produce a task report. Since all outputs are necessary, it will be ensured that all outputs are produced. The knowledge outputs of each activity in progress will contribute to substantiate the knowledge produced by other activities. The delivery of each output is an Action milestone. Thus, by monitoring the delivery of outputs and their ability to produce the intended results, it is possible to monitor and evaluate the progress of all activities and tasks.

Gender Mainstreaming. In order to mainstream gender equity in all components and phases of the Action, approx. 60% of the persons involved as direct stakeholders will be women. Among these, special attention will be given to the involvement of youth. Furthermore, special attention will be given to the role of and impact on women in the status, analysis and achievement of MDGs.

Building on partner experience and expertise

This Action builds on the Applicant's (Armadilla) direct development cooperation experience and will contribute to its larger programme in development and humanitarian aid and advocacy with development actors and opinion makers in Italy, Sub-Saharan Africa, Syria and India (see Section 4 for similar experiences). These projects aim, in Italy at awareness building on and promoting direct public involvement in international development issues and Italian, EU and international efforts to tackle the same; in sub-Saharan Africa, at awareness building and empowerment of local communities and local authorities in the sectors of health, education and gender equality; in India for promoting, through dialogue between EU and Indian local authorities and Non-State actors, a sustainable development based on the preservation of local cultures; in Syria for training media personnel in building public awareness about international agendas for development.

It also builds on and takes inspiration from the joint initiative of Armadilla and the Action associate RAI3-TG3 (since 4 years) aimed at communicating the current issues and challenges of international development cooperation agenda to the general public. One of the important outputs is a TV documentary serial called the "World Agenda" being broadcast by RAI3.

This Action will also utilise the experience of and contribute to the larger programme of the Commune of Grosseto, called "Operation Reporter" (being carried out in cooperation with Armadilla and RAI 3), which aims at taking journalists into schools to explain and discuss the challenges of reporting, especially in the sector of international agendas for development and peace building. The project also aims at communicating to the wider public, through television, the reality of the schools, youth and their perceptions about the world agendas. In order to widen the impact of this initiative and replicate it among other Municipalities, Armadilla also supports the efforts of Commune of Grosseto to promote this initiative within the network of the Association of Italian Municipalities (ANCI) and other networks of European Communes.

The EUE in Belgium has been working with Armadilla, since 2006, for generating awareness among opinion makers among local authorities and schools, especially on the issues of human rights. EUE is also working with the Bulgarian partners and Romanian to promote awareness building among schools, local authorities and opinion makers, on issues revolving around the relationship between development, environment protection, human rights and gender equality. The cooperation also includes distributing, in other EU countries, documentaries focusing on these issues;

Time Foundation (partner) and TV2 (associate) in Bulgaria cooperate with each other on developing and presenting programmes on issues revolving around sustainable environment development. For the Time Foundation, this Action will be integrated into its wider programme on building capacity and improving institutional communication in education for sustainable development. Although the Bulgarian partners have not worked together earlier, they have worked separately with the Belgian partner and will utilise this opportunity to jointly extend the results and outcomes after the Action is completed. For Labos and UCIIM in Italy, this project will be integrated into their wider programmes on educational and social policy research.

This Action also contributes to the larger programme of NASMB (National Association of Small and Medium Business) that aims at promoting, among its members, Corporate Social Responsibility initiatives and at building their awareness (through ICT) on development issues, labour rights, occupational health and safety benchmarks.

The partnership will provide an opportunity for partners in the new EU member states to learn from the long experience among Italian and Belgian partners, about analysing and

communicating to the wider public on development cooperation issues, international development agendas and EU policies. It will also provide an opportunity for partners to build new networks and synergies for further cooperation among themselves, associates and their networks so as to build public awareness and make policy recommendations and changes.

Follow up and Evaluation.
The Action partners will continue to promote the utilisation of the Action outputs among wider stakeholder networks, including other EU countries whenever possible. The Applicant will update the Web Portal and continue to animate it. Furthermore, the partnership created for this project will continue to cooperate for awareness building and advocacy for related issues. It is expected that the approach utilised to understand and analyse development issues in the production of TV documentaries (as explained in section 1.7) is replicated for other audio-visuals on related issues. The action partners, as sector stakeholders, will be motivated to support such multiplier processes to spread the impact of Action outcomes. The network created and the web based knowledge resources will be the tools that will help extend the Action scope and replicate the activities in other contexts.

Led by Armadilla, the Applicant, the partners will jointly facilitate, accompany and monitor the transparency, accountability, sustainability, effectiveness and efficiency of the entire process and closely coordinate with existing local networks of actors. Action management is facilitated by the fact that in the action design all activities are objective-related and all tasks are output-finalized. Each output is simultaneously an action milestone. So by monitoring the delivery of outputs and their ability to produce the intended results, it is possible to monitor and evaluate the progress of all activities and tasks.

A Monitoring and Evaluation system will be embedded into the Action right from the beginning so as to measure progress against indicators and assess the programme impact. To this end, a set of indicators have been developed and integrated (see Action logical framework). In order to ensure Action impact, each partner will also monitor the progress of its activities, deadlines and indicators and will make corrective measures, if required. A mid term review will be conducted in the 11 month of Action duration and an internal ex-post evaluation will take place in the last month. The final workshop will also be a moment of joint reflection and self-evaluation. Evaluations results will be communicated to EuropeAid through regular reporting.

Action Implementation Teams.
Italy: Armadilla (General Administrative Manager; Director, Documentary Films; Expert in Communication; Web Portal Developer and Manager); Labos (Expert in Social Policy Research); UCIIM (Expert in Education for Development); Municipality of Grosseto (Expert in Participatory Methodologies); **Bulgaria**: Time Foundation (2 Experts in Sustainable Development); Children of Europe (Expert in Education for development); ERCEQ (Expert in Education for Development); NASMB (Expert in Organisational Networking); **Romania**: TEHNE (Expert in CSR); **Belgium.** EUE – AISBL (Expert in Awareness building and Organisational Networking); **India.** Kautilya Society (Expert in intercultural dialogue; Assistant director, films); **Syria**. SIA (Expert in Media and International); **To be Sub-contracted** (Film production team- cameramen, sound technician, post production, editing, dubbing; Translators)
Equipment. Two lap top will be bought; All other equipment and tools required for carrying out the Action are either in possession of the action partners or will be hired.

1.9. Duration and indicative action plan for implementing the action

The duration of the action will be **24 months**.
Duration and indicative action plan for implementing the action

Abbreviation of implementing bodies and respective codes used in the Activity Tables below:

- A:, Applicant: Armadilla – Italy

Partners:

- L, Labos - (NSA) Italy
- U, UCIIM (CATHOLIC UNION OF SECONDARY SCHOOL TEACHERS) - (NSA) Italy
- G, Municipality of Grosseto. – (LA) Italy
- TF, Time foundation - (NSA) Bulgaria
- C, Children of Europe - (NSA) Bulgaria
- ER, European Roma Centre for Education and Qualification - (NSA) Bulgaria
- N, National Association of Small and Medium Business - (NSA) Bulgaria
- T, TEHNE – Centre for Innovation and Development in Education. - (NSA) Romania
- EUE, European Union Experts – AISBL. - (NSA) Belgium
- K, Kautilya Society for intercultural dialogue - (NSA) India
- S, Syrian International Academy - (NSA) Syria

Associates:

- R3, Associate: Rai Tre – TG3 - (NSA) Italy
- TV2, Associate: TV2 ltd - (NSA) Bulgaria

All: All partners and assoctes

Activities in the first year	first year												Implementing body
	1	2	3	4	5	6	7	8	9	10	11	12	
Intitial activities													All
Activity 1.1..1 Conducting 4 network building workshops													
Network building workshop in Italy													A, L, U, G
Network building workshop in Belgium													EUE
Network building workshop in Bulgaria													TF,C,ER,N
Network building workshop in Romania													T
Activity 1.1.2. Conducting 1 Round table in Rome													All
Activity 1.2.1. collecting information through 4 target (1 in English speaking Countries, 1 in Italy, 1 in Belgium and 1 in Eastern Europe)													
Survey in Italy													A,
Survey in Belgium													EUE
Survey in Eastern EU													TF,C,ER,N

Activities in the first year	first year												Implementing body
	1	2	3	4	5	6	7	8	9	10	11	12	
Activity 1.2.2. Designing and implementing a web based electronic collaboration system to store and retrieve knowledge resource and tools.													A
Activity 2.1.1. stakeholder consultations conducted by Action partners in their respective countries to have participated and informed processes of manual writing													
Consultations in Italy													A, L, U, G
Consultations in Belgium													EUE
Consultations in Bulgaria													TF,C,ER,N
Consultations in Romania													T
Activity 2.1.2. Writing and editing three manuals													A
Activity 2.2. organizing and conducting 2 workshops in Bulgaria and Romania for 100 persons													
In Bulgaria (65 persons)													TF,C,ER,N
In Romania (35 persons)													T
Activity 3.1. Producing, with proactive participation by Action partners, an eight-episode documentary on the Eight Millennium Development Goals.													A, R3, KS, TV2
Activity 3.2. Broadcasting the eight-episode documentary through television channels in partner countries and distributing among target groups in partner and other countries.													
Broadcast n Italy													R3
Broadcast n Bulgaria													TV2
4.1. Utilizing the created network for promoting and disseminating the resources produced by the Action													
Promotion and distribution in Italy													A, L, U, G
Promotion and distribution in Belgium													EUE
Promotion and distribution in Bulgaria													TF,C,ER,N
Promotion and distribution in Romania													T

Activities in the second year	second year												Implementing body
	1	2	3	4	5	6	7	8	9	10	11	12	
Activity 1.2.2. Designing and implementing a web based electronic collaboration system to store and retrieve knowledge resource and tools.													A
Activity 2.2. organizing and conducting 2 workshops in Bulgaria and Romania for 100 persons													
In Bulgaria (65 persons)													TF,C,ER,N
In Romania (35 persons)													T
Activity 3.1. Producing, with proactive participation by Action partners, an eight-episode documentary on the Eight Millennium Development Goals.													A, R3, KS, TV2
Activity 3.2. Broadcasting the eight-episode documentary through television channels in partner countries and distributing among target groups in partner and other countries.													
Broadcast n Italy													R3
Broadcast n Bulgaria													TV2
4.1. Utilizing the created network for promoting and disseminating the resources produced by the Action													
Promotion and distribution in Italy													A, L, U, G
Promotion and distribution in Belgium													EUE
Promotion and distribution in Bulgaria													TF,C,ER,N
Promotion and distribution in Romania													T
Activity 4.2. Organizing and conducting a final workshop where the action results are evaluated and further strategies are agreed upon.													A
Activity 5. Monitoring and Evaluation													A

1.10. Sustainability (max 3 pages)

The Action was designed with proactive participation of partners. This has led to the Action being based on in-depth context and needs assessment such that outputs and results are a product of wide and committed stakeholder participation. The tangible impact on target groups will be the change in attitudes among the networks of stakeholders and the increased involvement of opinion makers in issues raised and addressed by the Action. It is expected that the Action partners from the new EU member states will lead collaboration with partners from other new EU member states in order to replicate this experience, its methodology, results and outcomes, thus carrying forward the model of networking and cross sectoral synergies for generating awareness among the public of the new EU member states

Partners will work together to ensure that expected impacts, results, activities are achieved and that programme quality, transparency, impartiality, and accountability is maintained. It is expected that through local capacity building, sharing of lessons learnt among the project target groups, dissemination of information produced by the Action, this process will be replicated within other countries and partnerships. It is also expected that the findings emerging from this Action will contribute to national level policy formulation processes. With the aim of sharing the Action implementation process, concerned national level local authorities will participate in all phases of the Action.

Sustainability will also be ensured through (i) increase in capacity and permanent change in the attitudes and beliefs of women and men such that appropriate local communities can promote initiatives in their municipalities; (ii) engagement with many development actors and opinion makers who will advocate and support integration of Action outputs and issues into local development processes beyond the timeframe of the project; (iii) building sustainable linkages and advocacy mechanisms among stakeholders such that related strategies continue to be formulated through participated, consensus based and transparent mechanisms; (iv) linking provincial level initiatives to national policy decisions and building local capacities such that fairer relationships can be promoted in development cooperation among developing and developed countries

Financial. It is expected that, as a result of the success and impact of the Action, the wide dissemination and use of Action outputs and the extensive stakeholder networking promoted, the partners will be able to raise funds, together or individually, from private and public sources, in order to extend project outcomes and replicate the Action with other partners in other countries. If there is any revenue from the Action outputs, especially from the documentaries, it will be re-invested, after consultations with the partners, into activities and products aimed at continuing to achieve Action objectives.

Institutional Level. The Network created during the Action will work in cooperation with other networks to demonstrate the benefits of education for development. The Action will be a catalyst in the starting of such networks. The very fact that the partners already work in this sector and have proactively participated in the analysis and design of the Action demonstrates the feeling of ownership among them. This will be a motivating factor to keep the networks alive. The Action partners are committed to maintaining their networking, beyond Action duration, to utilise and update information and products, to make and distribute follow up documentaries, to continue training other stakeholders, to support schools and policy makers with information and refresher activities and to continue advocating the cause that the Action addresses. These products will be distributed to the wider public so as to have sustained resonance. The involvement of local authorities in all phases of the Action will not only help

increase their awareness but will also assist them in providing and evaluating targeted development aid to South countries, thus promoting sustainable actions in these countries.

This Action will receive support from key local institutions in all target countries. These institutions will present a good platform for promoting the Action, its outputs and results and will give added value to project results. It is expected that through television broadcasts and non-formal education systems, awareness will be built on development issues, Action Outputs and results. It is also expected that advocacy with political platforms will result in integration of development issues into local programmes and plans.

By demonstrating the possibility of having greater impact through the empowerment of trusted opinion makers rather than advertisement-style campaigning reaching out directly to the public, this Action is piloting a replicable methodology of institutional communication aimed at generating awareness among the public. While this methodologically is particularly applicable to the sector of development cooperation, its scope can also be extended to other sectors of public awareness building where dialogue among government, civil society and the private sector is the strategic factor of development.

Policy Level. The Action will result in better equipped opinion makers who will support and facilitate the integration of development issues in the formal and non-formal education systems. The Action will also result in better informed opinion makers who can make local level changes in policies and/or fund new initiatives in this sector. Rather than legislative changes, it is expected that the Action leads to amendments of strategies, programmes, plans, budgets that were earlier allocated to the Action related activities.

Risk Analysis

General Risks:

Political Risk: The low level of cooperation, from the government agencies and departments of partner countries, in providing the information required to develop the Action products or imprecision in information provided

Steps to mitigate these risks. The Action partners will work with local partners for engaging the key local stakeholders right from the beginning so that Action objectives, resonance, and benefits are understood. The local stakeholders will be continuously informed and specific additional interventions will be done if need arises.

Social Risk. Lack of common consensus among stakeholders (target groups) and inadequate responses by institutions to be involved in the consultation processes and networking for extension of outcomes and wider resonance of the Action.

Steps to mitigate these risks. The team will dedicate time at the beginning of the Action with partners to understand local social dynamics, will bring on board all key actors, will explain the Action to them and keep them informed through regular communication, will include all key actors in the dialogue process right from the beginning and will build in mechanisms that ensure partners and associates lead the process in their countries.

Management Risk. Effectiveness of activities and outputs is compromised by distance management of the Action

Steps to mitigate these risks. As part of forward planning, the Activity Plan will be detailed out and thoroughly discussed among partners during the kick off meeting. A monthly teleconference will be organised among partners to discuss progress and problems encountered so that corrective actions can be taken in time.

Activity Line 1: Networking for sharing resources and best practices

Risk. Reticence and resistance from stakeholders to give correct and updated information on development issues being collected and analysed

Steps to mitigate these risks. Stakeholders will be brought on board right form the start of the Action

Risk. Low stakeholder interest in utilising common Web platforms created for improving distance collaboration.
Steps to mitigate these risks. The Portal will be utilised through the Action among partners for networking and accessing resources such that they are able to communicate it further while promoting the Portal among other stakeholders. The uses and advantages of the Portal will also be demonstrated in the Action workshops.
Risk. Since the contribution for the Web Site is voluntary and the network partners can upload documents freely, there is the risk of information overload.
Steps to mitigate these risks. Special attention will be given to filtering and evaluating data regularly through user feedbacks
Activity Line 2: **Developing and disseminating three manuals**
Risk. Insufficient feedbacks from stakeholder consultations to develop a representative and comprehensive manual
Steps to mitigate these risks. Care will be taken that stakeholders selected are persons/ organisations who have previous experience in the sector and are play a proactive role in promoting the issues identified in the Action.
Activity Line 3: Producing and Broadcasting an eight-episode documentary on the eight MDGs
Risk. Insufficient and incorrect information on the development issues to be tackled in developing countries.
Steps to mitigate these risks. Care will be taken that all information is cross checked with available documentation with the UN agencies, local governments, international cooperation agencies working in the country in the sector, other non-state actors and people's stories
Risk. Local governments do not give permission to shoot films
Steps to mitigate these risks. Partners in target and developing countries will be transparent and explain the Action objectives to the government so that permissions can be granted
Activity Line 4: Promoting the utilisation of the knowledge resources and awareness building tools developed in the Action
Risk. Partners are unable to motivate and involve wider networks for promoting Action products
Steps to mitigate these risks. The wider networks will brought on board right from the beginning to ensure active participation and motivated synergies

The Pre-conditions of the Action are: (i) MoUs are duly signed between partners; (ii) Relevant stakeholder agree to be part of the Action target groups and networks and further agree to dedicate time and resources for the development and distribution of Action outputs; (iii) EU opinion makers are interested in participated and transparent processes of disseminating information to a wider public; (iv) Partner commitment to sustain the Action critical path

The Main assumptions of the Action are: (i) EU stakeholders cooperate and give priority to this initiative by integrating it in important events, media time and space, school initiatives and policy initiatives; (ii) Political interest and willingness at government level to integrate Action findings into policies; (iii) Opinion makers in target countries are open to dialogue with their respective counterparts in South countries and with non governmental stakeholders in order to generate synergies and reciprocal understanding on concerned issues; (iv) continued availability of credible technical inputs by Governmental authorities and other agencies.

Logical Framework				
	Intervention logic	**Objectively verifiable indicators**	**Sources and means of verification**	**Risks and Assumptions**
Overall objective	*What is the overall broader objective,(s) to which the project will contribute ?*	*What are the key indicators related to the overall objective?*	*What are the sources of information for these indicators?*	
	to contribute to enabling public opinion leaders (educationists, media, local authorities, development actors) in Italy, Belgium, Bulgaria and Romania to better understand and tackle the international development issues so as to better inform the public of the scope and challenges for actions against poverty and for building fairer relations between developed and developing countries	extent and quality of participation of local public opinion leaders in the Action; quantity of funds allocated by local authorities to education for development; # of new initiatives on Action related themes that are given space in the media; extent of integration of development education in school curricula; willingness of local policy makers to adopt policy recommendations; increase in awareness among target groups; attitude changes among public	KAP (Knowledge, Attitudes, Practices) Survey; media reports; Monthly Action reports; stakeholder interviews; target group feedbacks; case studies; workshop proceedings	
Specific Objective (Project purpose)	*What are the specific objectives, which the project shall achieve?*	*What are the quantitative or qualitative indicators showing whether and to what extent the project's specific objectives are achieved?*	*What are the sources of information that exist or can be collected? What are the methods required to get this information?*	*What are the factors and conditions not under the direct control of the project which are necessary to achieve these objectives? What risks have to be considered?*

	to create, collect, organize, make accessible and distribute knowledge resources and tools for educationists, media personnel and local government policy makers in Italy, Belgium, Romania and Bulgaria, so as to facilitate opinion leaders to illustrate to their audiences the issues of international cooperation for development	increase in capacity and awareness among opinion makers; readership of the Portal; satisfaction of target group on quality of data; number of stakeholders who participate in the Action events; satisfaction among stakeholders on Action processes and results; # of opinion makers who are trained; # of people who know about, have read and use the Action outputs	KAP (Knowledge, Attitudes, Practices) Survey; media reports; Monthly Action reports; stakeholder interviews; target group feedbacks; case studies; workshop proceedings; number of "hits" of the Web Portal	The low level of cooperation, from the government agencies and departments of partner countries, in providing the information required to develop the Action products or imprecision in information provided; Lack of common consensus among stakeholders (target groups) and inadequate responses by institutions to be involved in the consultation processes and networking for extension of outcomes and wider resonance of the Action; Effectiveness of activities and outputs is compromised by distance management of the Action
Expected results	*What are the concrete outputs envisaged to achieve the specific objectives? What are the envisaged effects and benefits of the project? What improvements and changes will be produced by the project?*	*What are the indicators to measure whether and to what extent the project achieves the envisaged results and effects?*	*What are the sources of information for these indicators?*	*What external factors and conditions must be realised to obtain the expected outputs and results on schedule?*
	Result 1.1: A EU level network is established for sharing resources and best practices and generating international and cross-sectoral synergies on how to inform the EU public about international cooperation agenda.	# of persons/associations signing up to the network; organisations/ profiles of participants; # of workshops held; # of workshop participants; documents signed off after consensus	Monthly Action reports; stakeholder interviews; target group feedbacks; case studies; workshop proceedings; participation register; signed MoUs	EU stakeholders cooperate and give priority to this initiative by integrating it in important events, media time and space, school initiatives and policy initiatives; Political interest and willingness at government level to integrate Action findings into policies; Opinion makers in target countries are open to dialogue with their respective counterparts in South countries and with non governmental stakeholders in order to
	Result 1.2 : A portal, web based community and a virtual working environment is made available for media professionals, policy makers and educators on how to inform the EU public about international cooperation agenda.	quantity and quality of resources compiled and posted on the Web; # of Web Portal users among target groups; number of "hits" on the Portal; extent of coverage by surveys; number of survey respondents; quality of feedback given for the survey; extent of use, by target groups, of knowledge resources made available through the web portal;	Monthly Action reports; Survey report; evaluation report for Web portal; stakeholder interviews; target group feedbacks; case studies	

	Result 2.1: Three manuals (to be published on the Web site and distributed electronically) to address the capacity gap among the primary target beneficiary groups.	# of manuals published; quantity and quality of stakeholder participation and feedbacks during consultations; feedbacks from target users of Manuals; # of users whose contirbutions are integrated;	Monthly Action reports; stakeholder interviews; target group feedbacks; case studies; consultation meeting reports; participation register; evaluation report;	generate synergies and reciprocal understanding on concerned issues; continued availability of credible technical inputs by Governmental authorities and other agencies.
	Result 2.2. Capacity built of 100 opinion makers (educationists, journalists and policy makers at non-State level); 65 from Bulgaria and 35 from Romania in utilising the 3 manuals and the Web Portal resources for building public awareness and promoting education for development	# of workshop paricipants; organisations/ profiles of participants; increase in skills and capacity of participants;	Monthly Action reports; stakeholder interviews; target group feedbacks; case studies; participation register; Training evaluation report; workshop proceedings; trainee evaluation feedbacks; pre and post test for evaluating skill levels	
	Result 3: An Eight-episode documentary on the eight Millennium Development Goals, analysing the challenges of implementing the MDG agenda, the EU commitment and effort and the progress achieved. (TV broadcast and 250 DVDs)	number of broadcasts; quality of documentary films; extent of increase in awareness among target groups on development isssues; number of television channels broadcasting the programme;	Media reports; Monthly Action reports; stakeholder interviews; target group feedbacks; case studies	
	Result 4.1: Utilisation of Knowledge resources and awareness building tools developed by the Action is promoted amongst the wider network of educationists, media personnel and local government policy makers in EU so as to facilitate the process of integrating development issues in formal and informal education and in increasing public awareness.	# of Partner initiatives to promote the Action resources; # of products distributed; # of policy makers, media personnel and educationists who accept and integrate Action products into local plans and programmes;	Media reports; Monthly Action reports; stakeholder interviews; target group feedbacks; case studies	
	Result 4.2: Final workshop for 50 persons to share the products, findings, lessons learnt and forward planning among primary target beneficiaries	# of participants; organisations/ profiles of participants; extent of participation; acceptance by target group of Action recommendations; target group commitment to carry forward the initiative	workshop proceedings; participation register; Media reports; Monthly Action reports; stakeholder interviews; target group feedbacks; case studies	
Activities	*What are the key activities to be carried out and in what sequence in order to produce the expected results? (group the activities by result)*	***Means*** *What are the means required to implement these activities, e. g. personnel, equipment, training, studies, supplies, operational facilities, etc.*	*What are the sources of information about project progress?*	*What pre-conditions are required before the project starts? What conditions outside the project's direct control have to be present for the implementation of the planned activities?*

	Activity 1.1..1 Conducting 4 network building workshops	°each partners experts- 0.5 mon 1.3.1.1. Diem for expatriate in Brussels (Belgium) - 4 1.3.1.2. Diem for expatriate in Sofia (Bulgaria) - 6 1.3.1.3. Diem for expatriate in Bucharest (Romania) - 6 1.3.3.1 Diem for Seminar participants in Italy - 4 1.3.3.2 Diem for seminars and workshop in Romania - 8 1.3.3.3 Diem for Seminar and workshops in Bulgaria - 8 - 2.1.1. round trip Rome-Sofia - 1 2.1.2. round trip Rome-Bucharest - 1 2.1.3. round trip Brussels-Sofia - 1 2.1.4. round trip Brussels-Bucharest - 1 2.1.5. round trip Rome-Brussels - 1 2.3 Train or bus tickets for workshop participants - 25 4.4.1. Consumable and materials per seminar for 3 network building workshop and 2 training workshops - 3 5.8.3. Catering - 80	monthly Action reports; milestones; workshop proceedings	(i) MoUs are duly signed between partners (ii) Relevant stakeholder agree to be part of the Action target groups and networks and further agree to dedicate time and resources for the development and distribution of Action outputs; (iii) EU opinion makers are interested in participated and transparent processes of disseminating information to a wider public (iv) Partner commitment to sustain the Action critical path
	Activity 1.1.2. Conducting 1 Round table in Rome	° each partners experts- 1 week 1.3.3.1 Diem for Seminar participants in Italy:44 2.1.1. round trip Rome-Sofia :5 2.1.2. round trip Rome-Bucharest :2 2.1.5. round trip Rome-Brussels:1 2.1.11. Round trip Rome-Delhi:1 2.1.12. Round trip Damascus-Rome:2 2.2.1 Train Rome-Grosseto Rome:1 2.3 Train or bus tickets for workshop participants:4 4.4.2. Consumable and materials per seminars 5.8.1. seminar room hire	monthly Action reports; milestones; workshop proceedings	
	Activity 1.2.1. collecting information through 4 target (1 in English speaking Countries, 1 in Italy, 1 in Belgium and 1 in Eastern Europe)	°UCIIM expert 1 mon °Armadilla expert 1 mons °TEHNE expert 1 mon °Time Foundation expert 1 mons °EUE – AISBL expert 1	monthly Action reports; milestones; information posted on the Web	

	Activity 1.2.2. Creating a Portal, Web based community and Virtual working environment	1.2.2. Armadilla expert in communication (Italy) 1.35 mons 1.2.3. Web Portal Designer and Manager (Italy) 5 mons 1.2.4. Web Manager Junior (Italy) 6 mons 1.2.8. Time Foundation expert in sustainable development (Bulgaria) 1.5 mons 1.2.11. TEHNE – expert in organizational networking (Romania) 1.6 mons 1.2.12. EUE – AISBL expert Organizational Networking (Belgium) 1.1 mons 6.4. Web Hoosting 2 6.5. Platform Software Developer (subcontracted) 1 mon	monthly Action reports; milestones; Portal ready and made available on the Web	
	Activity 1.2.3. Evaluation of the user ability, the effectiveness and the impact of web site	Armadilla expert 1 mons EUE – AISBL expert 0.5 mons Platform Software Developer 0.5 mons	evaluation report	
	Activity 2.1.1. Stakeholder consultations for participated and informed processes of manual writing	1 mon each for each partners experts	consensus documents produced, monthly Action reports; milestones;	

	Activity 2.1.2. Writing and editing three manuals	1.2.2. Armadilla expert in communication (Italy) 4.4 mons 1.2.3. Web Portal Designer and Manager (Italy) 1 mon 1.2.6. UCIIM expert in education for development (Italy) 0.4 mons 1.2.7. Municipality of Grosseto expert in participatory methodologies (Italy) 0.4 mons 1.2.8. Time Foundation expert in sustainable development (Bulgaria) 0.4 mons 1.2.9. ERCEQ expert in Education for Development (Bulgaria) 0.4 mons 1.2.11. TEHNE – expert in organizational networking (Romania) 0.4 mons 1.2.15. SIA expert in Media and International Relationships (Syria; Italy) 1.4 mons 1.2.16 Children of Europe expert in Education for development (Bulgaria)) 0.4 mons 5.1.1. Hard copies of the manuals 500 5.1.2. DVD with the documentaries and a copy of the Web Site 200 5.5.1. Translator into Italian (subcontracted) 1 5.5.2. Translator into French (subcontracted) 1 5.5.3. Translator into Bulgarian (subcontracted) 1 5.5.4 Translator into Romanian (subcontracted) 1 500 Hard copies of the manuals 200 DVD with the documentaries and a copy of the Web Site 5.8.2.workshop room hire 1 6.3. Mailing to primary target groups of 200 of printed manuals (paper and DVD)	Availability of Manuals; monthly Action reports; milestones	

	Activity 2.2. organizing and conducting 2 workshops for training 100 persons - one each in Bulgaria and Romania	1.2.2. Armadilla expert in communication (Italy) 1.35 mons 1.2.8. Time Foundation expert in sustainable development (Bulgaria) 0.8 mons 1.2.9. ERCEQ expert in Education for Development (Bulgaria) 0.75 mons 1.2.10. NASMB expert Corporate Social Responsibility (Bulgaria) 0.75 mons 1.2.11. TEHNE – expert in organizational networking (Romania) 1.6 mons 1.2.12. EUE – AISBL expert Organizational Networking (Belgium) 0.75 mons 1.2.16 Children of Europe expert in Education for development (Bulgaria) 0.75 mons 1.3.1.2. Diem for expatriate in Sofia (Bulgaria) 6 1.3.1.3. Diem for expatriate in Bucharest (Romania) 6 1.3.3.2 Diem for seminars and workshop in Romania 8 1.3.3.3 Diem for Seminar and workshops in Bulgaria 8 2.1.1. round trip Rome-Sofia 1 2.1.2. round trip Rome-Bucharest 1 2.1.3. round trip Brussels-Sofia 1 2.1.4. round trip Brussels-Bucharest 1 2.3 Train or bus tickets for workshop participants 27 4.4.1. Consumable and materials per training worshops 2 5.8.2.workshop room hire 3 5.8.3. catering 100	monthly Action reports; milestones; workshop proceedings	

	Activity 3.1. Producing, with proactive participation of Action partners and associates, an eight-episode documentary on the Eight Millennium Development Goals	1.2.1. Armadilla Director Documentary Films Italy; Bulgaria ; Romania; Belgium; Mozambique; Malawi; Botswana; Sierra Leon; Ghana; Syria; India) 7 mons 1.2.13. Kautilya Society expert in intercultural dialogue (India;) 2.5 mons 1.2.14. Kautilya Society Assistant director and producer (India; Italy; Mozambique; Malawi; Botswana; Sierra Leon; Ghana; Syria) 9 mons 1.3.1.4. Diem for expatriate for documentary making Syria 14 1.3.1.4. diem for expatriate for documentary making India 20 1.3.1.6. diem for expatriate for documentary making Mozambique 14 1.3.1.7. diem for expatriate for documentary making Malawi 14 1.3.1.8. diem for expatriate for documentary making Botswana 14 1.3.1.9. diem for expatriate for documentary making Sierra Leone 14 1.3.1.10. diem for expatriate for documentary making Ghana 14 2.1.6. Round trip Rome-Freetown (Sierra Leone) 2 2.1.7. Round trip Freetown Acra (Ghana) 4 2.1.8. Round trip Rome Maputo (Mozambique) 2 2.1.9. Round trip Maputo Lilongwe (Malawi) 4 2.1.10. Round trip Maputo Gaborone (Botswana) 4 2.1.11. Round trip Rome-Delhi 2 2.1.12. Round trip Damascus-Rome 2 3.1. Car rental and fuel for documentary shooting (by the day) 50 6.1. Video Cassettes Betacam 80 6.2. Permissions (for video recording in DCs) 8 6.6. Video Production Team - cameramen; sound technician (Subcontracted) 8 6.7. Video Editing and Post Production Team (subcontracted) editor sound technician graphics 8	completion and availability of documentaries for broadcast; monthly Action reports; milestones	

	Activity 3.2. Broadcasting and distributing the eight-episode documentary in partner countries through television channels and among target groups	Armadilla Director Documentary Films 2 mons	broadcast of documentaries; monthly Action reports; milestones	
	4.1. Utilizing the created network for promoting and disseminating resources produced by the Action	all EU partners experts 1 mon each	Action Resources and Products disseminated by all the partners and target groups give their feedback; monthly Action reports	
	Activity 4.2. Organizing and conducting a final workshop where the action results are evaluated and further strategies are agreed upon.	°Italian partners experts- 0.5 mons 1.3.3.1 Diem for Seminar participants in Italy:4 2.3 Train or bus tickets for workshop participants:4 4.4.2. Consumable and materials per final workshop:1 5.8.1. room hire for final workshop in Rome:1 5.8.3. catering) :50	monthly Action reports; milestones; workshop proceedings; Recommendation Document; Final Report	
	Activity 5. Monitoring and Evaluation	Armadilla expert 1 mon. External Auditor	M&E reports	