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Photo on the cover page: Word cloud developed by evaluators via WordArt, based on the question “When you think of your journey through Frame, Voice, Report!, what words come to your mind?”, which was posed to all participants of the FVR! European Exchange Event on 23 September 2020

Evaluators would like to thank partners, grantees and other informants for their active engagement in the evaluation and a valuable feedback. This report has been financed by the European Union. It presents solely the view of the evaluators and cannot be interpreted as the view of the European Union or any other party.

Acronyms and abbreviations

A.N.I.S.	Alimentation (Food) – Nutrition – Intercultural – Solidarity
ARCC	Anaikatty Rural Community College
BE	Belgium
CADA	(French - Centre d'Accueil de Demandeurs d'Asile) Reception center for asylum seekers
CAF	(French - Caisse d'Allocation Familiale) Family allowance fund
CAO	(French - Centre d'Accueil et d'Orientation) The Reception and Orientation Center
CCMA	Catalan Public Service Broadcaster
CERAPCOOP	Auvergne International Cooperation Network
CISU	Civil Society in Development
COCOPA	Italian Municipalities for Peace
COO	Chief Operating Officer
COP	Consortium of Piedmontese NGOs
CSOs	Civil Society Organizations
DEAR	Development Education and Awareness Raising
DFUNK	Danish Refugee Council Youth
DG-DEVCO	The Commission's Directorate-General for International Cooperation and Development
DHS	Declaration of Human Rights
DIAK	Diaconia University of Applied Sciences
DKK	Danish krone
DK	Denmark
EBRD	European Bank for Reconstruction and Development
EC	European Commission
ECAS	Catalan Federation of Social Assistance Organisations
EDD	European Development Days
ENCATIP	Edo State NGO Coalition Against Trafficking in Persons
EPRD	Economic Policy and Regional Development (Ltd.)
EQ	Evaluation question
ES	Spain
ESF	Catalan - Associació Catalana d'Enginyeria Sense Fronteres
EU	European Union
EU COM	EC document, a preparatory act (COM is an identifier)
EUR	Euro
FB, fcb	Facebook
FI	Finland
Fingo	Finnish Development NGOs
FR	France
FVR!	Frame, Voice, Report!
GCE	Global Citizenship Education
GDPR	General Data Protection Regulation
IDEAS	International Development Evaluation Association
IOC	Interim Outcome
IOM	International Organisation for Migration
IISO	International Organization for Standardization
IT	Italy
KEHYS	former Finnish NGDO Platform to the European Union
KEPA	former Finnish NGO
LA	Local Authority
Lafede.cat	Catalan Federation of Global Justice Organisations
LVIA	Lay Volunteers International Association
MEL	Monitoring, Evaluation and Learning
M&E	Monitoring and Evaluation
MFA	Ministry of Foreign Affairs
MiCò	L'Associazione di Promozione Sociale, Italy
MONIKA	Multicultural Women's Association, Finland
MUNDU	Center for Global Education, Denmark

NGO	Non-Governmental Organization
NL	The Netherlands
OC	Outcome
OCR	Optical Character Reader
ODA	Official Development Assistance
OECD/DAC	Organization for Economic Cooperation and Development/ Development Assistance Committee
OO	Overall Objective
PODER	Project on Organizing, Development, Education and Research
PRIR	(French - Projet de Renouveau urbain d'Intérêt Régional) Urban Renewal Project of Regional Interest
PWC	PriceWaterhouseCoopers
RESACOOOP	Support Network for Cooperation in Auvergne Rhône-Alpes
RESF	(French - Réseau Éducation Sans Frontières) Education without borders network
ROM	Result Oriented Monitoring
SAS	Supply and Sanitation
SDGs	Sustainable Development Goals
SOSTE	Finnish Federation for Social Affairs and Health
ToR	Terms of Reference
UN	United Nations
UNDP	United Nations Development Programme
UNICEF	United Nations Children's Fund
VR	Virtual reality
WBN	World's Best News
WG	Wilde Ganzen
WWF	World Wildlife Fund
YMCA	Young Men's Christian Association
YWCA	Young Women's Christian Association

Executive summary

Introduction of Frame, Voice, Report!

The evaluated programme Frame, Voice, Report! (EuropeAid/151103/C/ACT/MULTI, further as FVR!) has been funded by the European Commission (EC) under the call for proposals titled “Raising public awareness of development issues and promoting development education in the European Union” (EU).

FVR! was dedicated to sub-granting to small and medium-sized civil society organisations (CSOs) in 7 EU countries (NL, BE, DK, FI, ES, FR, IT) to raise citizens’ awareness and engagement in the Sustainable Development Goals (SDGs) and specifically in migration, gender and climate change. It has been implemented from 1 December 2017 to 31 December 2020. The budget was 7,777,777 EUR.

Program partners, COP, Lafede.cat, RESACOOP, Wilde Ganzen, CISU, Fingo and associated 11.11.11, are national or regional umbrella organisations (of CSOs or Local Authorities, LAs) engaged in capacity development of their members, awareness raising and advocacy.

FVR! Principles and Values

FVR! highlighted above all the following principles and values:

- 1 global interconnectedness and the (structural) causes and context of the depicted issue(s).
- 2 diverse and complex voices from the Global South.
- 3 constructive and transformative frames that contribute to social change.
- 4 feasible solutions beyond charity and humanitarian-only approaches.
- 5 cooperation with media and constructive journalism (beyond publishing outputs in media).
- 6 new forms of partnerships and / or new target groups of the organisation.

FVR! Projects and Grantees

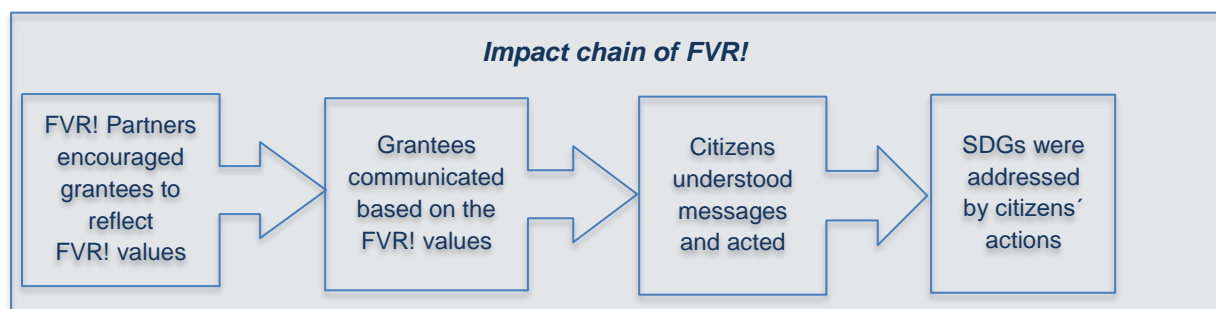
In two annual calls, the program has funded 177 projects and trained 220 small and medium-sized CSOs to increase their outreach and capacity in communicating about SDGs. Projects included a wide range of topics and means (documentaries, articles, debates, festivals, workshops, cycling tours, student exchanges and even escape rooms or virtual reality). See <https://www.framevoicereport.org/grant-overview/> for project details.

Evaluation

The evaluation was conducted for both accountability and learning purposes. Evaluation methods were quantitative (cross-country survey among grantees with 45 % response rate) and qualitative (desk study, interviews, group discussions, case studies, the European Exchange Event with around 50 grantees and all partners, partnership meetings, observation). Methods and sources of data were triangulated when possible. Key evaluation findings and conclusions are given below.

Impact: Transformation of small and medium-sized CSOs and media

The heart of the FVR! is the transformation of small and medium-sized CSOs and media (grantees). FVR! helped them consider frames and FVR! values – these needed to be understood, accepted and reflected by the grantees first so that they could further communicate them to EU citizens and help them transform their values before actions were taken.



Most grantees changed significantly or at least partially the way how they communicated about SDGs and/or the 3 priority themes (migration, gender, climate change). These changes included for example different work with sources and data, adapting language, localising the issues, bringing more real-life stories and connecting people.

Grantees' projects demonstrated a significant alignment with FVR! principles and values, while enjoying the flexibility in the way they were applied. This transformation seems equally if not more important than the evident increased outreach of grantees estimated between 13 and 31 mil. EU citizens and around 128 thousand engaged EU citizens. This is because it will likely have a long-term effect on grantees' awareness raising, citizens' engagement and grantees' other actions.

Impact: Ongoing awareness raising and engagement

A number of cases show ongoing dissemination of communication products and sustained engagement of target groups; especially volunteers, teachers, media and partially authorities. Moreover, at cases, FVR! projects contributed to multi-stakeholder collaboration and advocacy (especially in Italy on migration, as coordinated by COP). Denmark is an example of increased awareness and engagement based on the efforts of all key actors including FVR! grantees, who worked with people even in remote places.

Impact: Influencing factors

Supportive decision makers and media (and their actions), strong ambassadors, volunteers, networks, previous and simultaneous campaigns or educational initiatives as well as creativity and diversity of approaches and target groups (including youth) seem to be the key influencing factors of the (changed) awareness and engagement of active citizens. Government priorities, issues in collaboration with stakeholders as well as the on-going Covid-19 pandemic were among the main challenges. Nevertheless, FVR! partners and grantees managed to work creatively with different scenarios.

Effectiveness: Call set-up, trainings, coaching, networking helped increase outreach

FVR! likely helped to increase grantees' outreach not only thanks to the grants provided, but also thanks to initial (call) requirements, trainings, coaching and networking. FVR! boosted the diversity of actors (CSOs, journalists, small and mass media, local authorities) who communicated on SDGs and priority themes as well as the diversity of target groups (children, youth, schools, journalists etc.) the actors reached out to. Projects led by journalists seem to have a high outreach. Cooperation with the media needs further strategizing in most countries as some grantees feel less confident in this area.

Effectiveness: Joint learning helped reflecting FVR! principles in practice

FVR! toolkit, launch seminars, coaching and peer learning likely helped grantees and their media partners reflect FVR! principles in the funded projects. In fact, most grantees started applying framing thanks to the FVR! – within their FVR! projects and beyond. At the same time, most grantees claimed they let those who tell their stories choose their framing. Yet, this may be contradictory to the messages the grantees want to send.

●●●
"We could learn a lot from exchanges. ... We are not part of a big family like Oxfam or Action Aid, so we don't have so many European exchanges."
FVR! grantee
●●●

Further, besides working with "Southern voices", many grantees strived to collaborate with partners in the "South", if applicable, on a more equal basis. With respect to media cooperation and constructive journalism, it seems that grantees had diverse expectations from media and/or journalists regarding their roles. The depth of cooperation and the reflection of FVR! principles by the media widely differed. No systematic media analysis was undertaken to make further conclusions. In future, collaborations with journalists (e.g. in national advisory groups) would help to map trends in communication on SDGs / thematic, to define best ways for communicating specific issues and to monitor how the narratives brought by grantees have been reflected.

Effectiveness: Joint learning helped change communication on migration, gender and climate

Thematic issues were usually not tackled by a specific training, but by the FVR! toolkit and through personal exchanges between partners and grantees. As a result, a considerable number of grantees redesigned their communication on thematic priorities. They used reliable sources of information, reframed messages and

●●●
"Real stories, letting people speak themselves through interviews... This is another way ...to really touch or engage the target audience." FVR! grantee
●●●

introduced new language, communication products and channels. It is not clear which elements of the learning process had the biggest influence on the changes, yet capacity development in framing seems to have helped. At the end, a few projects likely influenced the narratives in the media. As the themes are complex, it is likely that some myths and stereotypes were spread too. In future, more in-depth analysis of the awareness of the target groups and lessons learnt from other countries could also help in strategizing the communication.

Efficiency: The management of the sub-granting scheme was efficient and effective

The programme was tailor-made to the target CSOs. The procedures slightly differed by country (in line with the local context), yet remained transparent and effective, even if likely time-consuming at times for both grantees and the FVR! partners. The ongoing, tailored collaboration with grantees was essential to deliver quality outputs and outcomes.

The organisational set-up was effective. Communication was frequent, constructive and appropriate. Established systems worked well and were flexibly adjusted when needed. The lead agency seems to be the role model in administering a sub-granting scheme as well as in leading the consortium. The quality of the management is demonstrated also by the fact that CISU as the lead partner has been recently engaged in co-designing and administering a national sub-granting scheme with a similar aim to FVR!

On the other hand, some smaller CSOs or informal citizen initiatives (e.g. youth movements in the area of climate change) were likely left out due to ineligibility or a lack of capacities for preparations or grant administration. Some grantees may have also lost the capacities (in terms of professional staff hired for the project) after the funding ceased. Sustainability, complementarity to other projects and multi-actor cooperation should be considered as priorities in future schemes.

Implemented lessons learnt of partners

FVR! partners prioritised their support on small and medium-sized CSOs beyond their membership and increased their focus on civic engagement as a way to achieve SDGs. They have also implemented specific changes in their procedures (e.g. composition of selection committees, timing of trainings, coaching of CSOs, peer learning).

Partners have reported a number of specific lessons learnt about what works in promoting awareness and engagement, on-line and off-line. Collaboration of CSOs with journalists and media (including on-line communication), dissemination of project products and cross-country networking, learning and collaboration are areas that would need further attention.

Unintended outcomes

The FVR! strengthened the whole local ecosystem of CSOs and the CSO enabling environment. Grantees have improved their communication, increased capacities, improved strategies, strengthened networking and collaboration, received subsequent funds and even engaged in advocacy. Moreover, „Southern” partners and citizens benefited in a number of ways, including capacity development, improved visibility, quality of partnerships or changes in real lives of people (even though funding of activities in the South is limited by the EC DEAR call). The high unintended impact and the interest to fund similar projects by the decision-makers hint at a high relevance of the programme and a lack of similar engaging programmes in the area of promoting SDGs. A preliminary stakeholder analysis is further supporting the “flagship” position of the FVR!.

Partners strengthened their capacities to fund projects and to build capacities of CSOs. Yet FVR! outcomes were much bigger, from strategic adjustments, to networking, higher credibility, fundraising, new priorities or roles.

Furthermore, national decision makers in some target countries have adjusted their understanding of DEAR and become more willing to fund further actions similar to FVR! to enhance their implementing capacities in effectively promoting the SDGs. Finally, FVR! produced a number of on-line materials, accessible beyond FVR!. Finally, FVR! contributed to a “revival” or DEAR or Global Citizenship Education (GCE) at a number of schools.

Sub-granting remains relevant to public awareness and engagement in SDGs

The FVR! introduced key quality elements (principles), while respecting the right of initiative of local actors. Such a sub-granting was and still is highly relevant to small and medium-sized CSOs, which bring unique contributions to the national and EU DEAR, from localizing SDGs, tackling diverse local and global themes, applying a diversity of approaches, reaching diverse, even new target groups (e.g. engineers), to creating personal commitment and long-term engagement. They directly communicate with citizens (their neighbours), local schools, activists, diaspora or authorities and tailor their messages to the specificities of each area and audience. Their budgets are often low thanks to strong volunteering base and in-kind contributions.

●●●
“Big organisations have their own value in terms of advocacy work, but in parallel to have funding for small CSOs allows to listen to civil society voice, multi-faceted voice.”
Government representative
●●●

A sub-granting scheme is considered the only way to provide wide support to small CSOs in remote areas. It puts citizens in the centre and balances the power of other actors, including big non-governmental organisations (NGOs).

Training and support to small CSOs by experienced staff is absolutely strategic as the starting point of a sub-granting mechanism like FVR!. Therefore sub-granting needs dedication and expertise from the organisations managing it.

Next step to implement Agenda 2030: multistakeholder engagement and advocacy

Agenda 2030 was a theoretical concept for many grantees before they joined FVR!. They learnt how to use SDGs as a starting point for their agendas, even though many are still hesitant to refer to them in their day-to-day work.

The Agenda 2030 recognizes the roles and responsibilities of national, local and subnational governments, which are the closest to citizens and thus have the transformative power to understand and influence people’s attitudes and behaviours. The future sub-granting should thus capitalize engagement of citizens towards specific advocacy goals, policies and actions. With respect to advocacy (as well as CSO capacity development and further outreach of communication actions), collaboration with decision makers, regional and national CSO networks and multistakeholder groups working on development education and awareness raising (DEAR), global citizenship education (GCE), SDGs and the three priority themes is relevant.

1. BACKGROUND

1.1. Introduction

This evaluation report has been prepared in response to the Terms of Reference (ToR) for the Evaluation of Frame, Voice, Report! (EuropeAid/151103/C/ACT/MULTI, further as FVR! programme), a sub-granting programme awarded by the European Commission (EC) under the title “Raising public awareness of development issues and promoting development education in the European Union” (DEAR).

1.2. Awareness raising of and engagement in SDGs in the EU

The last decade has provided evidence for the growth of inequalities within and across the EUⁱ and other countries. This is linked to a lack of appropriate responses to several critical issues: globalization, trade and financial integration, technological transformation, demographic, social or environmental trends.

The United Nations (UN) **Sustainable Development Goals** (SDGs) are 17 objectives which world leaders have committed to achieve by 2030ⁱⁱ, with equality in its centre. The 2030 Agenda for Sustainable Development, referred to also as the “declaration of interdependence”, considers different national realities, yet applies development universally and requires leaving no one behind. It recognizes the roles and responsibilities of local and subnational governments, which are the closest to citizens and thus have the transformative power to understand and influence people’s attitudes and behaviours.

The evaluated programme has been funded by the European Commission (EC) under the call for proposals titled “**Raising public awareness of development issues and promoting development education in the European Union**” (further referred as the DEAR Call). It was the first time that a specific Lot (no. 3) was dedicated to sub-granting towards smaller CSOs across Europe to raise citizens’ awareness and engagement in SDGs and in priority themes, namely migration, gender and climate change.

The latest Eurobarometer on civic engagement, conducted in February 2020ⁱⁱⁱ, advises that the most frequent reasons for citizens to increase engagement with CSOs are ‘being convinced that the engagement will have a real impact’ (33%), and ‘knowing how financial engagement will be used by the CSOs’ (25%). Fewer than half of respondents are actively engaged with CSOs. Nevertheless, having seen a campaign organised by CSOs, a majority of respondents ‘took concrete actions’ (55%) and ‘discussed the campaign topic with other people’ (54%).

1.3. Program background

The Frame, Voice, Report! (FVR!) program has been funded from the EC DEAR Lot 3 – Financial Support to Third Parties – led by a CSO or an association of CSOs from EU member states.

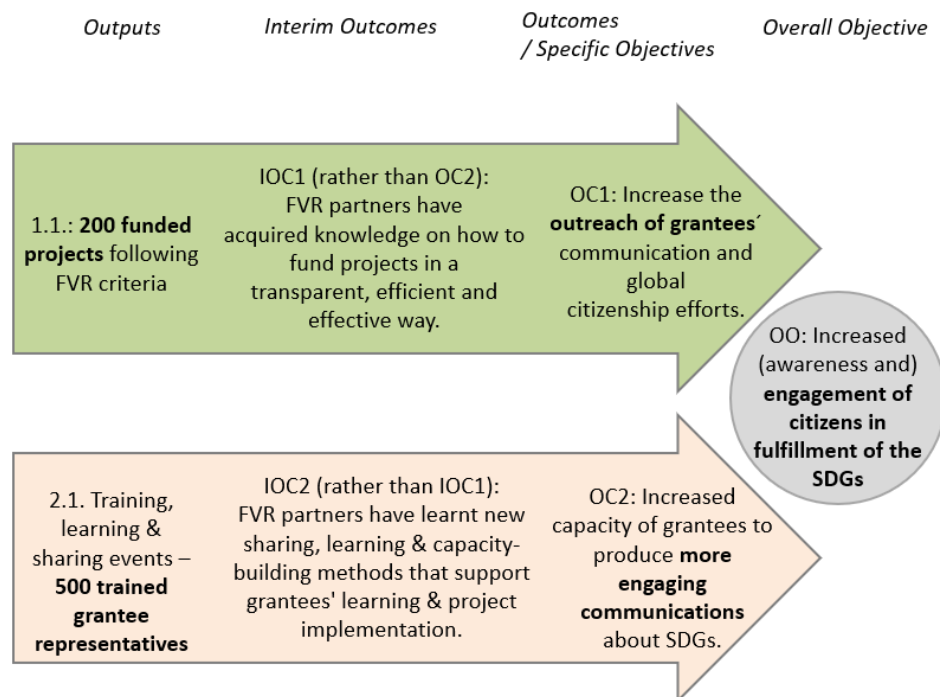
The program has built on 3 previous cross-country projects (Reframing the Message, DevReporter Network, Enhancing Southern Voices). By dissemination of their key outputs, it aimed at more diversified and engaging communication on SDGs across the 7 target countries (NL, BE, DK, FI, ES, FR, IT).

Program partners were national and regional CSO umbrella organisations engaged in capacity development of CSOs, awareness raising and advocacy in the EU countries (COP, Lafede.cat, Wilde Ganzen, CISU, Fingo and associated 11.11.11), providing a platform for citizens’ initiatives, small organizations or associations, many of which are implementing development projects in the South. A special case is RESACOOP, a regional association of LAs, which also serves as a platform for citizens’ initiatives.

According to the ROM (Result Oriented Monitoring) Report^{iv}, in 2 annual calls the program has provided funding and training to small and medium-sized CSOs to increase their outreach and capacity in communicating about SDGs, thus informing and engaging a larger number of EU citizens in the SDGs implementation. It has been implemented from 1 December 2017 and will end on 31 December 2020. The approved budget was 7,777,777 EUR.

In [Annex 6.1](#), the programme logical framework is reviewed in-depth. A simplified version can be pictured as follows. While the picture below suggests revision of interim outcomes (IOC), the evaluation sticks to the logical framework approved by the EC (see Year 1 report) for easier reference.

Image 1: Simplified intervention logic



FVR! required from applicants the following in both calls:

- i. Contribute to awareness raising and increased public engagement in relation to the Global Goals (SDGs), including public's critical understanding of the interdependent world, and of their roles and responsibilities in a globalised society.
- ii. Implement principles of constructive communication, i.e. provide a nuanced perspective of the issue and its root causes, indicate possible solutions or options for engagement to the extent possible.
- iii. Critically reflect on the frame(s) being used - the words and images that are chosen
- iv. Include voices from the Global South, i.e. let people tell their own stories and consider them as active agents of change, picture complex realities and not reinforce stereotypes.
- v. Include cooperation with journalists (required in FR, ES and IT, a priority for others) for wider outreach and making the communication more attractive / understandable

Priority was given to actions that:

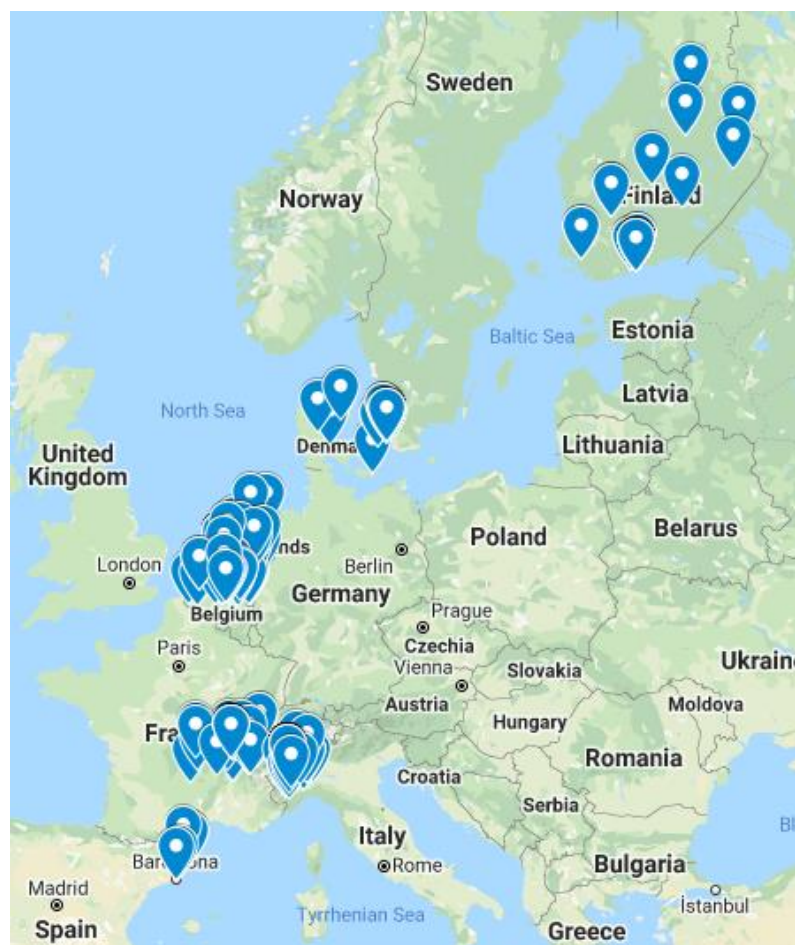
- vi. Focus on migration, climate change or gender equality
- vii. Reach new target groups that are not normally reached by communication actions about international development

For the purpose of the evaluation, **FVR! principles / approaches** have been summarized in the following checklist:

- 7 The actions include global interconnectedness and the (structural) causes and context of the depicted issue(s).
- 8 The actions include diverse and complex voices from the Global South.
- 9 The actions use constructive and transformative frames that contribute to social change.
- 10 The actions show feasible solutions beyond charity and humanitarian-only approaches.
- 11 The actions involve cooperation with media (beyond publishing communication outputs in media).
- 12 The actions involve new forms of partnerships and/or allow reaching out to new target groups in comparison to previous and other work the organisation does.

In overall, the programme supported 177 projects by 220 grantees. Their location is pictured below.

Image 2: Map of locations where awareness of and engagement in SDGs were raised'



1.4. Objectives, use and scope of evaluation

According to the ToR, the evaluation was conducted for both accountability and learning purposes. Specific **objectives** were understood as follows:

1. To assess the relevance, efficiency, effectiveness and impacts of the FVR! and provide:
 - a. Recommendations to partners for possible future joint **sub-granting programmes** as well as for partners' other ways of sub-granting DEAR activities.
 - b. Ideally lessons learnt how to move from awareness raising to **citizens' engagement**, i.e. how truly engage citizens off-line and on-line (like in the time of Covid-19 pandemic).
2. To assess the relevance of sub-granting as a specific Lot to the overall DEAR programme and objectives and provide:
 - a. Recommendations about **sub-granting** to the donor, the European Commission (EC).

Primary **users** are FVR! partners, the EC and the DEAR support team. The secondary ones are expected to be beneficiaries, like-minded organisations, CSO networks and relevant authorities.

The evaluation **scope** involved all 7 implementation countries / regions and the implementation period from the start of the program on 1 December 2017 until September 2020. Final actions have been completed by December 2020, therefore the evaluation did not cover the whole program and the values of indicators presented in the evaluation report may not be final.

1.5. Evaluation criteria and questions

The following evaluation criteria and questions listed in the ToR have been revised with partners, in line with 4Geval proposal, to ensure evaluability. The evaluation questions covered mainly the relevance, effectiveness, efficiency and impact of the programme, in line with the OECD/DAC criteria.

IMPACT

1. What is the evidence of the Frame, Voice, Report! programme contribution to a) awareness raising of EU citizens in the project areas about the SDGs, migration, climate change and gender related issues, and to b) actual citizens' engagement in these themes?
2. What are key influencing factors of the (changed) awareness and engagement of active citizens?

OUTCOMES

In relation to third parties

3. To what extent did the FVR! programme increase third parties' outreach of their communication and global citizenship efforts?
4. How well did the joint learning process as well as the FVR! toolkit serve the third parties and their possible media partners in understanding and using the FVR! principles (Frames and values, constructive communication, voices from the global south and media cooperation)?
5. How well did the joint learning process as well as the FVR! toolkit serve the third parties and their possible media partners in working with the three thematic priorities (gender, migration and climate change)?
6. What are the possible unintended outcomes for third parties of having implemented an FVR! action?
7. To what extent was the management of the sub-granting scheme effective and efficient?

In relation to FVR! partners

8. Which were the major takeaways from implementing the programme and from cooperating as FVR! partners? Including – how has the programme improved partners' understanding of how to promote awareness and engagement accordingly? (*including on-line communication*)
9. How have these takeaways been implemented in the FVR! partner organisations?
10. How effective was the FVR! cooperation among partners?
11. What are the unintended outcomes for FVR! partners having implemented the action together?
12. What are the unintended outcomes of the FVR! projects in the countries/regions (fx. as leverage for other funds, influence on decision makers etc)
13. How relevant is sub-granting to the DEAR objectives in the 7 target countries?

1.6. Key evaluation stakeholders

The Table 1 below summarizes a list of key evaluation stakeholders, as derived from the desk review. The final list of informants is attached in [Annex B](#).

Table 1: List of key evaluation stakeholders

Category	Preliminary list of key evaluation stakeholders
Partners	CISU (Lead), COP, Fingo, Lafede.cat, RESACOOOP and Wilde Ganzen plus 11.11.11 as associate: <ul style="list-style-type: none">● Project staff● External experts, most notably:<ul style="list-style-type: none">○ Selection committees and assessment consultants○ The expert on <i>engaging communication/framing</i>, the author of the FVR! toolkit author, a doctor in communication science○ The second (Finish) <i>MEL expert</i>, who fine-tuned and simplified log frame as well as developed overall evaluation questions and self-assessment tool for third parties○ The trainer on "<i>How to measure the effect of Global Citizenship Education projects</i>" hired by Fingo, later by both CISU and COP (Jan van Ongevalle)

Grantees ("Third parties")	Belgium: 23 organizations (17 projects), Denmark: 30 organizations (27 projects), Finland: 34 organizations (26 projects), France: 39 organizations (30 projects), Italy: 38 organizations (32 projects), Spain: 31 organizations (25 projects), The Netherlands: 25 organizations (20 projects)
Partners and target groups	Specific media (including social media, established media, and development magazines) as well as individual journalists (columnists, freelance writers)
Beneficiaries	<ul style="list-style-type: none"> ● Citizens in Belgium (Flemish speaking), Catalonia (Spain), Denmark, Finland, Auvergne-Rhône Alpes (France), Piemonte (Italy) and the Netherlands
Donor	The European Commission (EC), assisted by the DEAR Support Team in the implementation of the DEAR Programme. The DEAR Support Team is managed on behalf of the European Commission by a consortium led by EPRD (https://eprd.pl/).
Other relevant stakeholders	<ul style="list-style-type: none"> ● Opinion-makers ● National decision-makers ● Local and regional authorities ● Universities ● Media platforms ● Local, regional, national, European, global CSO and CSO networks engaged in development education <p><u>More specifically per partner organizations:</u></p> <p>CISU (DK):</p> <ul style="list-style-type: none"> ● <i>Danish Ministry of Foreign Affairs</i> - informed about FVR!. The Ministry is interested in following the conceptual discussions of how to do development education in a way that engages Danish citizens. ● <i>Danish Ministry of Education</i> - CISU is in the process of establishing closer links with the Ministry, which is interested in revitalizing discussion about the Global Citizenship Education in Denmark. ● <i>Danish World's Best News campaign (WBN)</i> - CISU will specifically use trainers from the WBN, the CISU communicational officer (who is also part of FVR! implementation) is representing CISU in the steering committee of WBN. A ● <i>Global Focus</i>, the other national CSO platform – involved in implementation and informed. Staff members have participated at FVR! launch seminars, of WBN. <p>Fingo (FI):</p> <ul style="list-style-type: none"> ● <i>Ministry of Foreign Affairs</i> - committed to the project by covering 50% of Fingo's own contribution. ● Media and journalists ● Bridge47 platform ● CSOs working on the national level (refugees and victims of human trafficking) ● <i>Indirect stakeholders</i> ● National umbrella organisations <i>Allianssi Youth Platform</i>, <i>SOSTE</i> - the Finnish Federation for Social Affairs and Health and <i>The Finnish Olympic Committee</i>, with whom they have cooperated in Agenda 2030 work – information dissemination about the FVR! call for applications <p>COP (IT):</p> <ul style="list-style-type: none"> ● <i>Italian Agency for Development Cooperation</i> - relevant as a national informant for SDGs implementation ● The Local Coordination of (31) Municipalities for Peace (COCOPA) - involved in the assessment committee, and supported dissemination of the activities as the FVR! associate. ● <i>Regione Piemonte</i> - promotes development cooperation calls for proposals since 2000, supporting the collaboration between CSOs and LAs. One staff of the Regione Piemonte was involved in the evaluation committee due to the experience in the evaluation and selection process as the FVR! associate. ● CSOs working at local level (with refugees and victims of trafficking) ● <i>Piedmontese journalist union (Associazione Stampa Subalpina)</i> - A representative of the association was involved in the assessment committee. The association supports the dissemination of the activities and the organisation of trainings as the FVR! associate.

- *Cinemambiente* - an association who organize an environment-focused movie festival annually. It will collaborate in the organization of one training on “communication on climate change”.
- *University of Torino* - a professor of Sociology of cultural and communication processes involved in the assessment committee.

Lafede.cat (ES):

- State authorities who co-financed the project and who are a local associate of FVR!
- Journalists organisations: *Col·legi de periodistes* (with whom Lafede.cat has collaborated with previously) and *Grup de Periodistes Ramon Barnils* (collaboration started with FVR!)
- Media houses: *Betevé* (Barcelona public service broadcaster), *El Periódico* (newspaper), *Catalunya Ràdio* (Catalan public service radio broadcaster), *Televisió de Catalunya* (Catalan public service television broadcaster), *Ara.cat* (newspaper), *La Directa* (newspaper for social transformation), *5W*.
- Universities: *Rovira i Virgili University* (collaboration started with FVR!) and *Autonomous University of Barcelona* (with whom Lafede.cat has collaborated with previously)
- Other stakeholders collaborated in the dissemination of the calls: *ECAS* (Catalan Federation of Social Assistance Organisations), *Xarxanet* (network of organisations and volunteer)
- Lafede.cat has been negotiating an agreement with the *Catalan public service broadcaster* (CCMA) to ensure dissemination of the communication products funded by FVR!.

RESACOOP (FR):

- The region Auvergne Rhone Alpes, the Metropole of Lyon, the city of Clermont-Ferrand - they were informed about FVR! and are involved at different levels. For instance, staff from the region Auvergne Rhône Alpes was a member of the assessment committee and the Metropole of Lyon, which also organizes calls for proposals, is working with Resacoop to adjust the dates of calls and launch seminars.
- Media (such as radios) who are used to deal with development cooperation or global education. Resacoop collaborates with the “*Club de la Presse*” of the region Auvergne Rhone Alpes. They are not implementing the activities but Resacoop collaborate with them to facilitate the network between independent journalists and CSO’s from international development sector or global education sector. The “*Club de la Presse*” has a focal point, who knows FVR! and are able to introduce journalists to the CSO’s who are seeking for media cooperation.
- The Ministry of Foreign Affairs and the French Development Agency

Wilde Ganzen (BE, NL):

- Partin, the national umbrella of small development organisations are involved
- Partos, the national umbrella of all development organisations are involved
- The Dutch World’s Best News campaign are involved
- WG has no substantial interaction with the government of the Netherlands or the regional governments of Belgium (Flanders and Brussels) on a national level
- *Museon* - the museum which they visited with grantees, it has a moving exhibition on the SDG.
- *Vranckx en de Nomaden*, national TV programme for Belgium
- *MO** magazine (media platform on international cooperation and international affairs for Belgium)
- *OneWorld* (media platform on sustainability, global solidarity and justice for the Netherlands)
- *ViceVersa* (media platform on international cooperation for the Netherlands)
- *Stichting SDG Nederland* (the SDG umbrella movement)
- *Wereldhuis Roeselare* (Province of West-Vlaanderen)

National (regional, EU, global) grant schemes that had similar objectives and targets:

Bridge47 project and *No Planet B* (also DEAR actions under the same Lot of the DEAR call). *Bridge47*’s Danish partner *MUNDU* has their office in the same building as *CISU* and the two organisations are coordinating. Also, *Fingo* is now implementing EU DEAR funded *Bridge 47* project after merging *KEPA* with *KEHYS* into *Fingo*.

2. METHODOLOGY

2.1. Approach

The proposed evaluation approach was compliant with the international criteria and professional norms and standards, above all the evaluation policy for EU development cooperation - Evaluation Matters^{vi}, the IDEAS Code of Ethics^{vii} and IDEAS Competencies for Development Evaluation Evaluators^{viii}. The proposed evaluation respected the evaluation approach and methods of the EU' External Assistance^{ix} and the principles of Utilization-focused evaluation (Patton, 2002).

A **participatory approach** was core to the work of the proposed evaluation team.

- All partners have been consulted during the inception stage and through all stages of evaluation to increase the evaluation ownership.
- All 220 grantees had the opportunity to provide feedback on the FVR! and discuss preliminary conclusions and recommendations at the European Exchange Event to enhance clarity and usefulness of evaluation outputs. It is also expected that they will have access to the final evaluation report to support transparency, accountability and learning.

Evaluation design was **quasi-experimental** where possible, comparing the situation before and after the programme (e.g. the use of FVR! principles and approaches). In remaining cases, it was **non-experimental**, describing the situation as of now. As there was no relevant comparison available on the level of awareness of European citizens (neither Eurobarometer, nor national surveys provide comparable data before and after the programme), evidence of changed awareness and engagement were sought and a qualitative aspect was concentrated on.

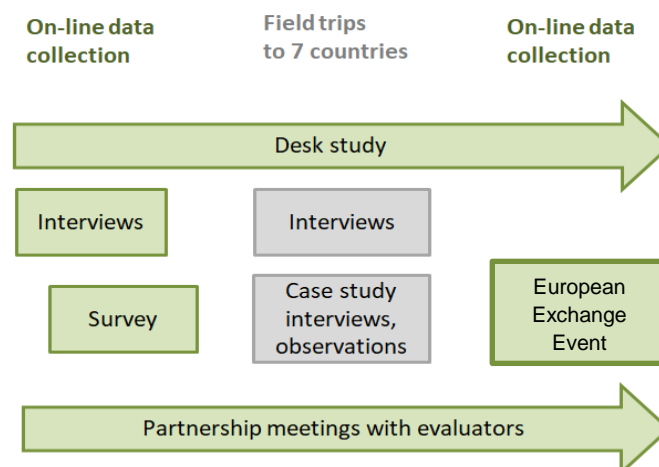
Further, in line with the **Contribution Analysis** methodology, contributions of programme activities and outputs to outcomes and impacts were assessed. Ruling out alternative explanations (including other major DEAR initiatives in the region or country) and considering the context was key to make credible, well-grounded conclusions.

The evaluation matrix included evaluation questions and sub-questions, answers/indicators, sources of information (stakeholders, secondary sources), data collection methods and methods for data analysis. Evaluators have been constantly looking for the most efficient and effective ways to answer each evaluation question. If findings proved sufficient to answer an evaluation sub/question, no further data was collected. In this way, evaluation burden was minimised for stakeholders.

2.2. Data collection tools and methods

Mixed data collection methods (quantitative and qualitative) were used to answer the evaluation questions. Triangulation of sources as well as methods improved the credibility of findings. Data collection tools were tested during the inception phase for reliability. The right for personal data protection was fully respected. Specifically, the following data collection tools were used:

Diagram 1: Data collection tools – a roadmap



Desk study

- Available documents were reviewed such as strategic documents (DEAR call, Eurobarometer, national public opinion polls etc.), programme documentation (concept note, application, guidelines, EC reports, grantees' reports, FVR! partners' internal monitoring and evaluation reports, key programme and project outputs, key media outputs, the Most Significant Change stories), Results Oriented Monitoring by the EC etc. A full list of all reviewed documents is attached to the evaluation report in [Annex B](#).

Key informant interviews

- Semi-structured interviews with selected representatives across the programme stakeholders listed above were held, and included:
 - the FVR! partners (and associate), assessment consultants, representatives of selection committees, trainers,
 - grantees related to selected case studies or willing to join country group discussions where relevant,
 - relevant local or regional or national authorities, relevant journalists, media, journalist or media associations,
 - consultant nominated by the DEAR team.
- Due to health security measures, interviews were held on-line (via Skype, Zoom or a similar platform), or by phone. Instead of individual interviews, on-line group discussions were held with partners, grantees or journalists when appropriate. In this way, relevance of the sub-granting scheme, contributions of the FVR! as well as complementary initiatives and influencing factors were discussed together and validated. Such a group discussion also enhanced learning and dissemination. On average, around 10 interviews and group discussions were held in each country beside an interview with programme partners. For a full list of informants, see [Annex 6.2](#)

Survey

- As documentation collected in the inception and field phase was not found sufficient to provide answers from grantees to all relevant evaluation questions, finally a survey was conducted among grantees as a part of the registration for the European Exchange Event. In this way, the event concentrated on learning and exchange rather than just (quantitative) evaluation. The survey was conducted in local languages and synthesized in English. All grantees were asked to fill in the survey no matter if they planned to attend the Event. The response rate was 45 %, i.e. 99 grantees out of 220. Respondents per country ranged from 10-20, with no country underrepresented in the survey. The full survey is attached in [Annex 6.4](#) and detailed results in [Annex 6.5](#).

European Exchange Event (3E)

- The "Frame, Voice, Report! European Exchange Event" (further referred as the European Exchange Event or 3E) provided the first (and last) time in the FVR! the opportunity to all grantees to meet, exchange experiences and learn from each other as well as learn survey results and share key insights with the evaluators. The event design strived to enable vivid interaction using Zoom and QiqoChat. The design in [Annex 6.3](#) shows that after an introduction in the plenary, participants moved to small groups and breakout sessions, designed with the help of FVR! partners to meaningfully exchange on their experience with Collaboration with Southern partners / voices, Awareness raising and engagement, Frames and media, Migration, Gender, Climate Change and Advocacy. Further space outside the main themes was offered to enable grantees to discuss burning questions that either FVR! partners or grantees themselves proposed. Those were: Experiences in agro-ecology, Stories across European borders: tell you FVR! story, Collaboration with partners from the South (in French). At the same time, the focus of the event and harvesting was done in the way that together with the survey above, it could help answer evaluation questions 1-7. Finally, networking took place at the end of the event, where participants continued their conversations, found new partners etc. Subsequently, a number of grantees joined the FVR! Facebook page.
- The event design was designed with technical expert(s), who trained facilitations (both evaluators and FVR! partners' representatives) and interpreters, organized rehearsals and co-facilitated the event. This service was above the evaluation contract and was agreed separately.

Case studies

- After reviewing the Most Significant Change stories, the case studies in grantees' and FVR! partners' reports and interviews with partners, short case studies were included in the text demonstrating FVR! principles, including clearly one or more priority themes, links to SDGs, good practices (e.g. multi-actor) or innovation. Eight in-depth case studies are attached in [Annex A](#) demonstrating FVR! principles and how FVR! contributed. Evidence of impacts were sought too. Case studies were cross-checked with other sources and stakeholders to ensure inclusiveness and transparency.

Partnership meetings

- Four meetings with all partners were held on-line: first two during inception to discuss the learning event and draft inception report and the other two during the final phase to discuss the key findings, conclusions and recommendations included in the draft evaluation report.

Observation

- Health security measures in the EU disabled field visits, however online participation was conducted where possible (at national end seminars) to gather additional information from grantees and other participants to answer evaluation questions.

2.3. Data analysis and synthesis

Qualitative data were categorized, analysed and synthesized. Anonymous quotes were added directly to the findings below. Data from the survey and from the project database were synthesized and presented in the graphs or in the text below. Statistical analysis was applied to understand the projects' and countries' diversity and key features of the programme.

2.4. Assumptions and limitations

There was a limited availability of key stakeholders, including third parties and beneficiaries. Due to staff turnover, relevant representatives of third parties were in some cases not available. To mitigate self-selection bias (e.g. more active third parties joining the European Exchange Event), it was proposed to launch both the survey and the Event with a sufficient deadline so that all third parties had a chance to contribute. Purpose, content and timing was set up with close consideration of the needs of the groups (i.e. learning and exchange). Further, agenda of the learning event was revised thoroughly so that it did not overlap with the national / regional end seminars or project reports and so that it brought new opportunities and pieces of information. To overcome any technical challenges during the online learning event, parties were informed well in advance; each solution was piloted, and back-up plans were prepared for each session. Connection was offered via computer, tablets as well as mobile phones.

To maximise survey response rate, the survey was conducted in local languages. FVR! partners personally encouraged grantees to fill it in. As the response rate was below 50%, however, findings cannot be generalized to all grantees.

To ensure quality of secondary data (programme and project documentation), key data were triangulated from different sources.

Some documents were only available in Finnish/Dutch/Danish language versions. Translations were carried out during the desk review via online translator and OCR reader, alternatively, original word documents were solicited from selected grantees. Although the overall understanding was very high, some output documents might have been distorted.

Finally, in line with the first interim programme report, impact indicators were not fully answered as Eurobarometer or national surveys may not offer comparable data and evaluators were not able to conduct large-scale public opinion polls to consult the EU citizens. Similarly, detailed verification of data related to public and media outreach by each project was beyond the scope of this evaluation.

3. FINDINGS

3.1. FVR! contribution to public awareness of & engagement in SDGs and 3 priorities (EQ1)

FVR! goal: developing capacities of small and medium-sized CSOs to communicate on SDGs and thematic priorities

Partners designed FVR! to further share values and approaches developed in previous projects. Simultaneously, FVR! was a way to support (financially and non-financially) and empower small and medium-sized CSOs to communicate strategically and at a greater scale with EU public on important issues related to SDGs and the three thematic priorities.

●●●
“We wanted small DEAR projects in Denmark. We wanted all beneficiaries to become more aware of SDGs, roles and responsibilities of citizens, lifestyle choices.” FVR! partner
 ●●●

●●●
“In Italy, migration is a very hot topic in this moment and it is important that also small organizations have their voiced heard.”
 FVR! partner
 ●●●

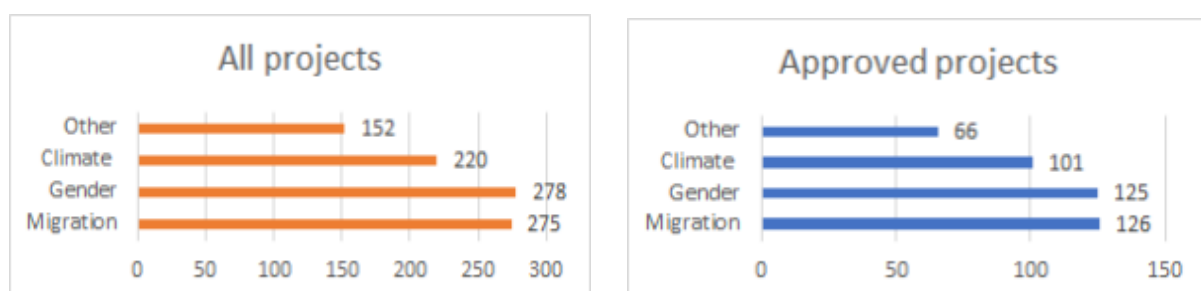
FVR! projects’ approaches and thematic priorities

The FVR! projects can be divided in three main clusters based on awareness raising tools they used:

1. projects informing mainly through cognitive means (e.g. conferences, articles, documentary movies)
2. projects informing through other than just cognitive means (e.g. SDG-related debates or information or visuals at festivals, escape rooms, in virtual reality, cooking workshops, cycling tours, sports workshops or students exchanges) – mainly in FI, NL, BE, FR, IT
3. projects informing and engaging target group in immediate direct actions (e.g. the project Don't waste my world about circular economy engaged Dutch students in recycling; the Belgian project Potjebuur encouraged citizens to cook a snack for a neighbour from a different culture and share a moment of conviviality in a spirit of respect and appreciation) – mainly in FI, NL, BE, IT

Out of 402 applications for funding, most involved 1 or more thematic priorities, as per the local context. Focus on gender and/or migration was proposed most frequently (68 % and 67 %), with climate still present in majority of applications (54 %). The 177 implemented projects follow a similar pattern, as shown below (source: FVR! project database, categorized by evaluators).

Graphs 1 and 2: Applications and approved projects by thematic priority



FVR! contribution: changes in communication on SDGs and priority themes

In the final survey, grantees agreed that especially the requirements of the FVR! call contributed significantly (51 %) or partially (47 %) to the design of their communication or educational efforts, followed by the FVR! Toolkit (39 % significantly, 45 % partially), FVR! trainings and workshops (32 % significantly, 58 % partially), coaching by the FVR! staff and peer learning (36 % significantly, 49 % partially). From trainings and workshops, grantees found the introduction on impact evaluation of communication and education activities (mentioned 10 times), introduction on frames (8), Theory of

change (5) and Effective campaigns (5) most useful. Training participants often shared their lessons learnt within their organization in other projects and contexts.

Partners reported a difficulty for some grantees on how to connect their work on a small scale level to an overarching framework of SDGs. Nonetheless, according to the end seminars, between 70 to 100 % of third parties were reportedly able to identify positive changes in the way they communicated about SDGs (above the target of 50%, for thematic priorities, see findings under EQ5).

Several grantees started using SDGs as a reference for their communication to EU public (notably NL, BE, DK, IT) or to their partners in the South. Several organisations reported to have moved from a “global narrative on SDGs” to specific local issues related to SDGs and to “real stories from people in the South whose voices are too often invisible” (FR), to a global focus rather than just on the South (NL) and to interdependencies of SDGs (ES, FR). In FI, some CSOs started working with academia to provide reliable information on SDGs. The shift is pictured also in the quotes below.

●●●
“Our members say >>we don’t do politics. We support a health centre or a school and these big topics like SDGs or Climate are not our thing<<. So we try to show that their small project is part of the big picture. (...) We try to get members reflect. (It is) sad that some projects are still paternalistic, but others reflect on the bigger story and the (global) links.”
 FVR! partner

●●●
“Before this project, we as an organisation were not sufficiently aware of the importance of the SDGs. This project has made us feel strengthened and supported.” FVR! grantee
 ●●●

●●●
“In our (media) messages (...) to the young people we focus mainly on the countries where the young people travel to. Nevertheless, it is important to (...) show what the young people here in the Netherlands can already contribute, which may have an effect on the country there.” FVR! grantee
 ●●●

According to the evaluators’ analysis of third-party reports, SDGs were referenced more clearly in BE, NL and DK than elsewhere (see also the context under EQ2). Some projects were fully referring to SDGs (a Dutch crowdfunding platform, 1%Club, encouraged reframing campaigns to directly link to SDGs, other examples are VIP bus, Deventer4GlobalGoals, Africa week, Cycling for poverty), while others mentioned them partially or not at all – they focused on priority themes (e.g. Mothers for peace, Gender Resolution.). Projects highlighted SDGs either in the South, or in the North or globally. Grantees referenced SDGs more in the 2nd round of proposals in IT (thanks to involvement of smaller CSOs who were more open to adjust), FR (with the help of 2 training sessions on SDGs), BE and NL (see quote). Changes in communicating the priority themes are elaborated below in Chapter 3.5.

Changed awareness about SDGs and priority themes

Informants reported certain, yet insufficient progress in SDG awareness (NL^x, Flanders in BE) or did not have sufficient data to how exactly awareness changed in target regions / countries¹.

Denmark was the only country reporting that SDGs have become mainstream in the last 2 years^{xi}. FVR! was timed well – just after the Danish government formally adopted SDGs in September 2017 after the Voluntary National Review^{xii} and constantly monitors their implementation^{xiii}. Informants believe that this helped small CSOs reach diverse audiences in many remote places directly via personal connections (which big CSOs reportedly do not always have) or via media, including local radios. The Danish government prepares a plan of action, inviting universities, business and others to act. Students and young people (e.g. in YMCA) are also reportedly ready to act rather than just to hear about SDGs (photo by FVR!).



¹ The OO indicator of 20% increase in public awareness of SDGs and own role thus cannot be verified. FVR! used Eurobarometer and national surveys as a proxy to report how public awareness has changed, yet timing of these surveys does not correspond to the programme beginning and end. Most grantees collected quantitative and some also qualitative data via pre-post surveys or observations. They did not measure SDG awareness though.

Across all 7 target countries, FVR! trained and encouraged third parties to measure changes in awareness at least on project level. Most third parties indeed observed changes in awareness of their target groups, as evident also from their reactions (e.g. hearing about SDGs for the first time) or changes of their behaviours. For example, a Dutch association hosting a crowdfunding platform^{xiv} reported that 53% of campaigners heard about SDGs for the first time through FVR! and all have now highlighted specific SDGs relevant to their campaigns. In the Melania project in NL, female readers evidently changed their view on African women from needy to “far more powerful and having much more in common with Dutch women than anticipated.

Informants from NL and DK appreciated the rising interest and commitment of municipal and provincial authorities to SDGs. In the **Netherlands**, target municipalities joined Municipal Global Goals Campaign Gemeenten4GlobalGoals, they reportedly use SDGs to assess policy coherence in NL and cooperate with CSOs, businesses and citizens in Haarlem, Friesland and Deventer. Friesland has declared itself the first Global Goals Province.

● ● ●
“CSOs can do different things than municipalities can, there is a complementarity. It was a very beneficial relationship.”
 FVR! programme manager
 ● ● ●

In BE, FR, ES and IT, some CSOs are reportedly still reluctant to refer to SDGs. Yet, approaches differ – e.g. while the policy department of Flemish platform 11.11.11 has made a policy choice not to put SDGs too high on the agenda, 4d pijler sees them as “a fantastic framework for education and awareness raising” and acknowledges that municipalities work on SDGs, even though usually without an international dimension. On the contrary, in FI, SDGs are said to be still understood mostly in relation to the foreign or development policy. Confusion was highlighted between SDGs, Global Goals and Agenda 2030.

Strategies to change awareness

Grantees reported following strategies that contributed to the changed public awareness:

- Dedicating specific resources to staff skilled in communication (IT, ES)
- Strengthening the organizational link between Communication and GCE departments for better and more tailored actions (IT)
- Finding new and innovative perspectives to talk about SDGs (e.g. the perspective of circular mobility and work in project MORE, IT or talking about daily life of people), involving of marginalized (migrants, people from the South) in the development of scripts, using non-alienating wording for the phenomena (e.g. SDGs as “world goals” in DK)
- Activating multiple level of interaction with the targets (view of documentary, deepening of stories and materials through the web contents, games, laboratories and face to face activities, e.g. projects Power of Passport and Suitcase Stories in IT)
- Activating emotional connection e.g. via art, modern circus, food festival, personal story (e.g. Klimaatling, BE) etc.
- Constructive journalism, showing different angles to a story and many solutions, it can thus speak to different personalities (e.g. Radio Malkeboten, DK)
- Quality visuals provided to the media for dissemination/publication (FI, ES)
- TShowing the global interdependence and the links between SDGs in Europe and in the global South through similar stories here and there (all countries)
- Using mass media including local radios (all countries) and support from influencers (DK)
- Touring through the countries from city to city or business to business with a visible project bus (NL, BE, DK)

Changed engagement in SDGs / priority themes

Any targeting and specific forms of engagement including advocacy remained to be shaped entirely by third parties as per their cause (see example in the quote). As per the survey, 80 % of grantees fully or partially agreed that FVR! contributed to a bigger engagement of citizens in their cause(s).

● ● ●
“I would say to students when they ask what to do: here are the SDGs, try to put your life in service of realizing this. This is what we want to do with the world, and it applies to all ages. You can do it with all types of organisations, in the North, or in the South.” FVR! associate
 ● ● ●

While the OO indicator of 20% increase in personal involvement (of target groups) is unclear², the third parties (grantees) estimated they reached out to between 13 and 31 million EU citizens and engaged around 128 thousand³ over the two calls. Examples of engagement, as mentioned in third parties' reports, are given in the table below.

Table 2: Examples of Engagement Pyramid applied by the FVR!⁴

Level	Examples of engagement
Multipliers 128 thousand citizens (incl. activists and followers)	<ul style="list-style-type: none"> ● Volunteers (from among followers, collaborators, private donors) engaged in planning and executing the FVR! projects and/or actions beyond FVR! (all countries), e.g. volunteers, school community and libraries working with SDGs and frames with children aged 4-7 in BE ● Teachers used skills and material gained in FVR! projects, incorporating SDGs in lessons, asking third parties for more activities or for reframing other themes, starting twinning with African schools (IT) ● Decision makers engaged in discussion after a movie screening or performance (e.g. an MEP from Lampedusa, IT) ● Students involved in promoting "the World Best News" among schools / public (NL), writing to their government, raising funds, cleaning public spaces or sensitizing community on climate change (IT) ● Scouts taking local actions, beyond the project (e.g. Glocal Heroes, DK) ● Citizens donated money for the causes or third parties
Activists	<ul style="list-style-type: none"> ● Participants of events engaged in debates, signed up for future activities or sharing key messages further ● Supporters on social media reacted to posts ● Citizens committed to "eat less meat," "rent clothes instead of buying", "eat more healthily", "reduce waste" etc.
Followers	<ul style="list-style-type: none"> ● Citizens involved in the campaigns.
Indirect beneficiaries 13 mil. informed 31 mil. indirectly reached	<ul style="list-style-type: none"> ● Citizens reached out by mass media.

Strategies to engage citizens

Strategies that contributed to changed engagement included:

- Examples given in the table above next to "multipliers" and "activists"
- Involving multipliers, i.e. teachers, educators, social workers, influencers, youth, youth groups and associations etc., both as co-organizers and as targets (all countries).
- Using participatory methodologies in identification of script and contents, e.g. involving diaspora groups and 2nd generation migrants in communication on migration (IT, FI, FR, ES).
- Tailoring the message according to the target group, emphasizing the importance of the target group's own authority and attitudes (FI, DK - e.g. after joining FVR!, Global Action has started internal trainings for volunteers to simplify their language in DEAR actions)

² The Special Eurobarometer 441 (2015) accessed on 29 October 2020 at <http://ec.europa.eu/COMMFrontOffice/publicopinion/index.cfm/ResultDoc/download/DocumentKy/7179> measured beside others SDG awareness, role of citizens in tackling poverty, Personal commitment to development (e.g. readiness to pay more for products from developing countries to support people there) and personal involvement in helping developing countries. These data were used as a baseline, however, they have not completely corresponded to the OO. Moreover, a similar survey was not undertaken at the end of the programme. Similarly, measurements and timing of national surveys did not correspond completely with the OO.

³ Numbers have been reported by third parties and not verified. According to CISU, it was a bit too complicated for third parties to apply the original engagement pyramid as proposed by the DEAR Team. A simplified version of the Engagement Pyramid was applied only during the second round of calls.

⁴ One partner noted that specific guidelines on how to use the pyramid and calculate the number of citizens at each level was adopted by each partner. Therefore, the comparability of data is limited.

- Acting as role models to show that simple changes towards SDGs are possible. For example, in DK, some third parties minimized the footprint or residual waste of their activities: they used online brochures instead on printed ones, or conducted roleplays on privileges and lifestyles instead of large painted murals (project Crossing Borders, DK).
- Engaging influencers and ambassadors (e.g. Greta Thunberg) to engage more people, truly engaging people in new ways of telling the story, e.g. at the Global Exploration Foundation, Via via Tourism Academy, Rainforest foundation (NL, IT)
- Applying multi-stakeholder approach (e.g. migrants, local associations and authorities to address migration in I have a Dream, FR or Check point: stories of border between Europe and Sahel, IT or CSOs, activists, institutions and public administration in Catalonia and Mexico regarding water business, ES)
- Using interactive events, games, workshops, debates, movie screenings with discussions etc. instead of more traditional one-way communication (all countries)
- Using innovation, gaming, exhibitions, art, theatre, other cultural events and other interactive environments (all countries, e.g. "I have a dream" in FR, Climate game in FI)
- Bringing new narrative (e.g. SDGs as a global agenda, global interconnection of clothing or sugar supply chains etc., FI, FR, ES)
- Creating contact (direct or virtual) between targets groups in the North and the South (debates, joint scripts, songs, etc., FR, ES)
- Proposing specific actions (e.g. Welcome Refugees Italy promoted the welcoming of one refugee, Don't Waste My World engaged Dutch students in recycling, Potjebuur encouraged citizens to cook a snack for a neighbour from a different culture in BE), providing tools and guidelines to introduce solutions (FI)
- Focusing more intensively on a smaller target group, instead of "informing" a bigger group (DK, FI)
- Conducting a professional communication campaign by an external communication agency (FI)
- Inspiring and providing condition to trigger action (DK - e.g. showing a documentary to pupils that demonstrates children can make a change, then training them how to make a campaign and helping them find local issues they want to act on)

Some third parties developed comprehensive engagement strategies along the engagement pyramid given above.

From awareness raising to engagement

A general reflection from third parties is that communication products such as articles, documentaries or social media posts are usually more suitable for awareness raising and reaching wider audiences, while educational activities including workshops, exhibitions, talks or physical meetings are more likely to generate higher levels of engagement of smaller target groups.

WG pointed out that awareness raising can confirm what people already think - they won't necessarily act differently. Engagement, on the other hand, requires challenging own frames and values, feeling of belonging to a world community, critical thinking, growing skills to act and so on.

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"I struggle a bit with engagement when I look at the other very practical approach (...) that focuses very much on bringing plastic to the recycling bin. (...) In DEAR work, there are practical behaviours like buying fair trade bananas, but it is far more complex than that. Sometimes it is being aware of the fact it is not so easy. The change is more part of the discourse and systematic understanding of the world, and for this we definitely need more ambassadors, we ask people to think more complexly about their life." FVR! programme manager

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Transforming one-off to long-term engagement

Several projects enabled "one-off engagement" of citizens during a festival or a street/cultural activity. Moreover, in France after a food festival between local restaurants and migrants, a group of participants

decided to create a new association to support migrants at the local level. In Spain, local actors (associations, journalists, broadcasters) saw a documentary on migrants from Pakistan in Catalunya and decided to give more visibility to other groups of migrants. Long-term engagement was reported also with respect to editorial staff of Vrancx or multipliers of YMCA - YWCA, NL. Most project reports do not provide evidence if and how third parties managed to transform one-off events into long-term engagement or changes of behaviours. Nevertheless, FVR! partners have observed further engagement of many grantees and their volunteers. From NL, it was reported that the public still expects the government to come up with action plans.

Promoted actions and induced changes

According to some FVR! partners, the FVR! goal was mainly to bring a fundamentally conscious way of communicating about SDG issues and get citizens interested in them rather than act in a certain way. Still, the survey among grantees found that 55 % of respondents required their target groups to do something specific. Most frequently, they asked the target groups to disseminate project outputs (mentioned 11 times), use media to spread awareness (4), further educate themselves (4), include SDGs in policies or join the SDG campaign (2, towards policy makers), refer to SDGs in school materials (1, teachers), start own project or join other CSOs.

Finally, 53 % of survey respondents agreed to have observed lasting changes among their target groups after their FVR! project ended. Most of them observed increased knowledge (20 times) and at cases also changed attitudes (9) and changed practices (10). Specifically, the target groups changed their opinions or communication (7), institutions have taken up the subject (2), some people started volunteering or became ambassadors (3), they further interaction on social media (2) or changed consumption pattern (1) or participated in policy-making (1), teachers further used project materials (1), an institution started new collaboration (1) and another went through restructuring (1). Remaining grantees could not report any specific action undertaken by their target groups. An example of lasting changes is given below.

Statistical analysis of the survey results revealed that according to grantees, projects related to migration produced lasting changes in BE (71 %), ES (70 %) and DK (67 %), projects related to climate change had reportedly the lasting impact in NL (75 %), FR (67 %) and IT (60%) and finally cases related to gender were impactful in FI (83 %) and IT (50 %).

Finnish project on human trafficking changes the narrative on asylum seekers



The project "*Other Kind of Stories*" voiced a story of a female migrant who experienced trafficking. Thanks to wide media attention and further collaboration it reached out to 40% of Finnish population and changed the narrative on asylum seekers in Finland (from either "a criminal" or a "victim" to a concrete person whose basic human rights were violated and who speaks for herself). The project has demonstrated the global interconnectedness and systemic roots of trafficking. Human trafficking as a problem is now mentioned in the new Government's Declaration; a new anti-trafficking coordinator has been appointed and new legislation is being prepared including looking into the legal status of children of the trafficked persons. The case shows that real stories, media cooperation and active advocacy work can change the public narrative. See [Annex B](#).

While the programme required measuring impact, most projects have not applied impact evaluation systematically in practice. It is often not clear from third party project reports what actions citizens took towards SDGs and what **changes** have projects induced. According to the FVR! partners, measuring impact was new to many grantees and was among several other areas the grantees developed their capacities in during the span of the projects.

Advocacy

The ROM concluded that the program does not include **advocacy** activities and it does not aim at directly influencing national or local policies, but rather works on shifting communication about the SDGs and the Global South to the EU citizens. FVR! partners generally have not coordinated any advocacy, but supported third parties when necessary. An exception was COP, that utilised the synergies and advocated on migration jointly with third parties (albeit not systematically).

Furthermore, some FVR! projects involved multi-stakeholder collaboration and advocacy (Storie Interrotte IT, Now you are a Woman, ES, Sustainability caravan, DK or Dutch City-link Haarlem Mutare). FVR! representatives also discussed with Bridge47 a Roadmap for SDG target 4.7. 4d pijler, a part of 11.11.11, also hopes to engage small CSOs in advocacy in future, while at the same time giving more agency to the diaspora organisations and the South.

There is no evidence that any of the projects have targeted local authorities to increase funding available for international development, DEAR or Agenda 2030.

3.2. Key influencing factors of public awareness and engagement (EQ2)

Context Analysis

Even though FVR! partners did not elaborate a complete context and stakeholder power analysis previous to the launch of the FVR! programme and calls, they explained their approach to key actors during the evaluation. For example, in IT, FR and ES, the major regional or national stakeholders were involved both in wider institutional collaboration with the FVR! partner as well as in the FVR! activities, especially in the selection committee and in dissemination of outputs. In IT and ES, media were required as strategic partners in FVR! projects. The application of stakeholder analysis on the project level widely differed.

The key context factors related to SDGs and main themes have been identified as follows:

Table 3: Context related to SDGs and priority themes

Theme	National contexts in 2018 – 2020	FRV response	Other key initiatives on public awareness / engagement
SDGs	<p>Traditionally high engagement of decision makers in multilateral diplomacy including on MDGs/SDGs in FI, DK, NL, BE⁵.</p> <p>SDG agenda had become more prominent in 2017-18 (ROM), but it is not yet mainstreamed across the EU. High priority has been reported from DK and lower from NL recently.</p> <p>Consistently high public awareness of SDGs across surveys in IT, NL and BE, lower in FR, DK. In ES and FI the data are not conclusive.^{xv}</p> <p>High public engagement in DK, including schools and private sector.</p> <p>Agenda 2030 implemented at national and local level. Local SDG Agenda (of cities and towns) may lack a global dimension. Some CSOs find it hard to link their issue to the SDG framework.</p>	<p>SDGs treated as an overarching theme. FVR! promoted principles and values that were often missing in the public discourse, i.e. global interconnectedness and the (structural) causes of issue(s), complex voices from the Global South, use constructive and transformative frames, feasible solutions etc. It has also promoted deeper cooperation with media and other partnerships. FVR! supported personal responsibility and action.</p> <p>FVR! offered 3 priority themes as entry points to the SDGs agenda.</p> <p>FVR! partners have enabled flexible approaches to SDGs.</p>	<p>Many other DEAR projects / networks and campaigns related to the SDGs and the 3 priority themes took place at the same time (e.g. Municipalities4GlobalGoals in NL, Development festival organized by ASVIS or Festival Cinemambiente in IT, La Cimade on Migrants in France - with a strong branch in the Auvergne Rhone Alpes Region or Women coalition in Catalunya). FVR! coordinated actions on some occasions (e.g. attended the European Development Days 2019), but no evidence was found about forming any strategic or operational partnerships.</p> <p>Other initiatives to implement Agenda 2030, e.g. SDG Accelerator in DK mainstreamed SDGs in small businesses.</p> <p>ROM highlighted synergies with other EU DEAR projects in DK and FI and cross-fertilisation among third parties' projects. It suggested coordination with Finnish MFA's sub-granting.</p> <p>The French Ministry of Foreign Affairs (MFA) considered FVR! a pilot initiative to eventually</p>

⁵ Due to a different approach of Northern European and Southern European countries (ex-colonial countries like Spain, France and Italy) to multilateral diplomacy, including the United Nations, the evaluation team deems necessary to underline that levels and changes of awareness of and engagement in SDGs cannot be compared among the target countries.

			implement sub-granting schemes at a regional level.
Migration	Migration crisis in Europe since 2014 to 2019 ^{xvi} , thus high on national agendas. Sensitive, complex, often dehumanising. In FR, IT and BE (Flanders), difficult to promote work on migration by CSOs due to the regional or national governments. Grassroot movements trying to reframe the narrative.	A priority theme especially for Lafede.cat and COP, who are also involved in advocacy and networking with other stakeholders. Several FVR! projects with diaspora involvement.	Aside of DEAR projects, national campaigns (BE, SP, IT) and strong rights-based advocacy of CSOs towards decision makers. Two documentaries from IT and one from FR ^{xvii} were screened at the Global Migration Film Festival 2019 by IOM and in more than 30 countries across the world. FVR! outputs were shared also at the IV International Forum for Social Innovation, focused on Migrations.
Climate change	Amplified since the start of Fridays for Future in 2018. New generation framing climate change as a climate crisis, with redirection towards inequality and just transition. New priority on political agenda in all countries (blocked in Flanders, BE). Specific government commitments in DK (goal of 70% CO2 reduction).	A priority theme especially for COP and RESACOOOP (the latter due to the multi-actor dimension). Some FVR! projects linked climate and migration, others tackled local issues related to climate change.	Aside of DEAR projects, Fridays for Future (and later Extinction Rebellion and others) started public debate resulted in multi-stakeholder response to the crisis (no evidence of systematic cooperation with FVR!). Several festivals addressed climate change, e.g. CINEMAMBIENTE screened documentaries produced by FVR! in Italy and collaborated on the training “communication on climate change”.
Gender	Relatively lower on political agenda than themes above, often mainstreamed, but not necessarily supported in practice. In 2018, feminism mobilisation peaked in Spain with 5 million people in the streets. Usually already mainstreamed in CSO initiatives in FI, IT, partially in DK and NL. Victimisation reported.	A priority theme. Reframing from victims to change makers. Lafede.cat hosted an online learning meeting on Gender for FVR! partners.	Aside of DEAR projects, several entities run training on gender (e.g. University of Turin or Association GiULia on gender framing and media).
Others: CSO enabling environment	Reduced funds for CSOs, leading to closure of some, loss of experienced staff. Need to diversify resources and build new partnerships. Local authorities (FR, ES) supporting European and/or national funding of local CSOs. DEAR / GCE / global learning a priority in IT and FI.	FVR! strived to develop financial and non-financial capacities of small and medium-sized CSOs. In the ARA Region and Catalunya, Lafede.cat and Resacoop have taken the opportunity of FVR! program to engage in conversations with local authorities in order to secure funding for CSOs for the next period.	Social movements and youth initiatives move masses without set structures and funding like traditional CSOs. NO evidence was found that they would be involved in FVR!

No systematic collaboration was reported with national CSO networks or multistakeholder groups working on DEAR, GCE, SDGs or the three priority themes on national level (except of FI, where Fingo

also leads the DEAR working group, plus COP acts as a reference point for DEAR to the Piemonte Region, IT). Collaboration with journalist associations took place in ES, FR and IT.

The desk review of projects and in-depth analysis of selected cases identifies the following contributing factors and risks:

Contributing external factors

- Supportive decision makers (e.g. a regional council open to Gender, Migration and Youth in Italy institutionalized collaboration with COP and supported several FVR! events) and enabling political environment (e.g. liberal feminist policies in FI)
- Existence of an active SDGs charter (multi-actor network, such as SDG Nederland) or networks
- Interest of target group in the issue (e.g. climate change)
- Pre-existence of other campaigns / educational initiatives, such as the World Best News or businesses as well as LAs promoting SDGs in DK
- Simultaneous initiatives, such as Municipal Global Goals Campaign in NL.
- Diverse SDG-related reports across governmental or financial institutions that also highlight SDGs
- EU financial support that has reportedly brought legitimacy and justification

Contributing internal factors

- A robust coordination capacity of grantees, including their volunteer-base (from tens of volunteers in Other kinds of stories, FI to hundreds of volunteers in Glocal Heroes, DK)
- The good reputation of the organisation and its strong local roots
- Active partners including those from the South
- Senior journalistic experience and use of previously established media channels
- Having everyone on board before the project started (immediate implementation)
- Creating an alliance of actors to support the advocacy efforts (FI)
- Strategies related to increased outreach (see EQ3 in this report), changed awareness and engagement (see EQ1) as well as FVR! trainings, coaching and tools

Limitations and risks

Key challenges, limitations and risks have been summarized below:

Table 4: Risk analysis

Risks	Impact ⁶	Mitigation Measures
Problems with engaging youth / lack of commitment of youth as target group (IT, ES, FI)	3	Learnt from the other grantees, involve youth in the design of the actions, reaching to youth where they are (in streets, bars, at festivals), arranged fewer appointments and made commitment times to the project shorter; allowed enough time for recruitment, expected drop-outs.
Problems with local collaborations during execution (venues, support in promotion, facilitation etc.) (IT, FI)	3	Agreed collaborations in advance, set clear tasks and responsibilities
Media directors or journalists with no experience in development or not working with FVR! principles including framing (all countries), or not willing to report on sensitive topics. CSOs not open to adapt their points of view and approach.	3	Agreed in advance on approach, expectations, artistic limits and frameworks, deadlines etc. Collaborated with diverse media, including local, worked with individual journalists on messaging. Created attractive photos, documentaries etc. that can be utilised by media. diverse media cooperation and work with individual journalists on messaging. A joint charter proposed to be signed by journalists and CSO to avoid that journalists become "service providers" to CSOs.

⁶ Rating as per the evaluators, 1 low, 2 medium, 3 high

Risks	Impact ⁶	Mitigation Measures
Lack of clarity in the division of labour between CSOs and cooperating journalist/s (tacit assumption that CSOs manage administration and logistics including organising travels, costs of reporting, etc.)	1	Clear division of tasks including regarding external collaborators.
Language barriers with partners and target groups	1	Facilitation, ad hoc translations and mediation.
Refusal of visa to Southern partners coming to the EU	3	Requested visa early and adopted "plan B" when visa were refused.
Challenges reaching (and getting interested) some of the local groups	2	Individual approach, meeting target groups where they are.
Trolling on social media (Facebook).	3	Constant monitoring of Facebook. Immediately deleted messages promoting hate speech.
Problems of re-scheduling activities and delay in production of outputs	2	Agreed the "plan B" with schools in case of delays or emergencies. Shortened outputs, involved other members of the organization, extra work/schedule changes
Overlap of calls for application from other funders than FVR! resulting in low number of FVR! project applicants	2	Regular coordination meetings (in FI, monthly coordination meetings took place between MFA and Fingo, whereby FVR! was discussed at one of them)
Change in local / national government (e.g. in IT)	3	No specific measures were reported.
Covid-19 pandemic (affected especially IT, FR and ES, as festivals were cancelled or schools closer)	3	Grantees re-designed the activities, built on media outputs, online communication and at cases by using innovative approaches (e.g. guerrilla marketing, contest and online gaming in Suitcase Stories in Italy). All partners supported grantees to make changes, e.g. approved longer implementation and helped exchange grantees how to cope with the pandemic.

3.3. FVR! contribution to outreach of grantees' communication (EQ3)

Total outreach of grantees

According to the third parties' reports, the total of 177 FVR! projects reached out to around 13 to 31 million EU citizens, which is above the OC1 target⁷. It is not clear what would be the outreach of the third parties without FVR! financial and non-financial support, thus the numbers cannot be completely attributed to the FVR! Nevertheless, 87 % of third parties (survey respondents) have reported that FVR! contributed to an increase of our outreach to citizens.

⁷ The lower number refers to citizens who likely read/watched the communication outputs. The upper number relates to the total audience of the communication channels used for dissemination of FVR! project outputs. Several projects may have reached out to the same people, the final number is likely lower. Moreover, methodologies how to count the outreach differed among grantees thus the final number is an estimate. Comparison of numbers among grantees may be misleading.

Strategies for bigger outreach

Grantees and partners reported that FVR! contributed to developing following strategies for bigger outreach:

- Strategizing the communication (objective, tools, targets, resources, measuring impacts), collaboration with communication professionals. Specifically, FVR! helped grantees learn how to design clear and effective messages, how to evaluate impact of communication and how to use their own resources to maximise it.
- Reframing the messages and involving marginalized (voices from the South, fragile women, all countries).
- Repeating the message several times via the same or different actors and channels.
- Mobilising multiple actors and working with multipliers, including schools (teachers), social workers, Scouts, artists and other volunteers.
- Using innovative tools, including art (e.g. in the project "With Tunisia the art to make", a French artist and the Theater Company La Chrysalide used art and oriental tales to communicate on SDG 16, gender and migration to over 100,000 persons via social networks and radio / TV programs), photo exhibition (Stichting Fotografie Noorderlicht with 126.000 informed beneficiaries in NL), web documentaries, gaming solutions, guerrilla communication or a song (IT), new circus (BE), virtual reality of Masai or an escape room related to climate change (IT, FI).
- Cooperation with media: Project implemented by media or in cooperation with national media (newspapers, TV, radio) yielded a bigger outreach (e.g. Whose voice? In FI, No Man's Land, Mo-magazine or Global Trailblazers from Wereldmediahuis in BE, Il Femminile di Uguale in IT or CCAR/SCI in Catalonia/ES). CSOs also disseminated their project outputs via an active network of journalists or media (le.g. citizens' Radios in France). CSOs supported the media by sharing their experiences, proposing voices from the South, proposing concrete solutions etc.
- Utilising existing communication channels, such as systematic, pro-active social media presence (campaigns using paid advertisements, building community of long-term supporters), screening documentaries at existing film festivals, sharing outputs at existing websites, e.g. an on-line database with educational materials in DK.
- Collaboration with an active network of journalists, or media (e.g. network of citizens' Radios in FR or with two associations in ES).

At the same time, many CSOs in DK, BE, NL, FI spoke about the need to improve their outreach on social media.

Diversity of grantees

Each partner approached FVR! differently, depending on the local context and its ways of working as a CSO network or a local authority engaged with CSOs. Most FVR! partners are platforms of CSOs engaged in development cooperation and DEAR. Even though they launched the calls via different networks, their members formed the majority of grantees (with the exception of France and the Netherlands). In Italy, COP awarded projects mainly to COP members (more experienced and bigger CSOs) the first FVR! call, whereas the second call benefited other, especially small CSOs and initiatives. These were highly interested in training and in making changes in their communication (adapting their material, movies) as well as actions (starting a festival, helping migrants). In Denmark, more non-CISU members applied in the second round (30 %) and received the grant (25%). In the Netherlands, beyond its current network, Wilde Ganzen and 4d pijler managed to involve migrants or diaspora associations, who implemented 4 projects (Amsterdam, Rotterdam and Zeist in NL, Ninove in BE).

Outreach to different target groups

Most frequent target groups included the general public (82 % according to the survey among grantees), children and youth (65 %), teachers (34 %), journalists and media (15 %, especially in IT, ES). Others included multi-actor partnerships (FR), local authorities (NL), local CSO volunteers and supporters (FR), influencers, development professionals (FI), even entrepreneurs (DK) and trade unions (IT, DK). Around half of grantees (55 %) involved new target groups according to the survey, whereby children or youth, teachers and journalists were most often cited as new targets.

Outreach versus quality engagement

Yet, FVR! has not necessarily required a big outreach from all grantees. Some projects focused more on changing attitudes or behaviours of people in local communities. Several CSOs appreciated they could narrow down target groups and focus on engagement (reported from FI, BE, NL).

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“Many times, small NGOs feel that in order to get funding they have to reach everyone in Finland. We talked a lot about narrowing down the target group.” FVR! partner

Suggestions how to increase outreach in the future

Spanish grantees recommended to “activate or facilitate a network of Devreporter journalists” (engaged in the previous DEAR project). A French grantee suggested that FVR! could have created a “group/pool of local media” interested to voice local CSOs’ initiatives over the duration of the programme, instead of asking each grantee to develop its communication/media strategy individually, which might have created competition among grantees for access to media. More synergies or joint initiatives towards media would have been appreciated.

3.4. How FVR! toolkit and learning process served grantees and media partners in understanding and using the FVR! principles (EQ4)

As FVR! principles were required in all FVR! projects, grantees strived to incorporate them already in the application based on the FVR! toolkit. The application of FVR! principles was not formally verified across all projects during implementation or reporting. FVR! partners welcomed the fact that the FVR! project avoided the “one size fit all” approach on frames and FVR! values.

Framing

Framing was explained in the FVR! toolkit. No trainings on FVR! principles, values and frames were organised except of WG, because the themes were covered during the launch events. The advantage of this approach was that the event reached a large public (e.g. 100 people in DK), yet some grantees have not joined and thus reportedly did not work with frames. Informants also found some concepts very abstract or complex compared to what they do “in the field”. The training on framing held by WG was highly appreciated by grantees.

According to the survey, around 57 % grantees agreed in the survey to have learnt about frames for the first time within FVR! with IT and FI mentioned most frequently and FR least often. At the end, 89 % of respondents found framing useful with scoring FR the lowest within migration and climate change. Most respondents said to have consciously applied frames to their work since FVR! ended, except of FR (across thematics). At the end seminars, many third parties, including those experienced with framing, reflected that thanks to the FVR! learning process they started to think much more consciously about frames and clear messaging. Some started using different frames than before (Edukado, ViaVia tourism academy, Anaikatty, Osotua etc.), others have recently chosen frames more consciously (in BE / NL often the progress frame) so that it is consistent with the organisational principles (e.g. equal partnership with Southern partners was considered not in line with the victim frame).

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“In our earlier communication we had already begun the transition from the victim frame and the emphasis on the vicious circle of poverty in the rural population to the progress frame. The focus now is on the possibilities within (our location) and on the capacities of its population. The emphasis is on the changes and achievements by the population there.” FVR! grantee

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“For me the key of success (of FVR!) is the quality of the tool you use. If you work with good and professional journalists you are quite sure that half of the work is done. (...) In Italy, (...) we have propaganda and fake news, but very few quality information with correct data, fair communication and engaging narratives for a wide public.” Institutional stakeholder

With respect to media, half of the 12 survey respondents (media or journalists, who became FVR! grantees) agreed to have learnt about frames for the first time within FVR! All but one (92 %) claimed they found framing useful. For example, “No Man’s land, the she-side of war” encouraged journalists to portray women differently than victims and thus influenced the production of 3 documentary films that reached a large audience of 450.000 viewers via TV. Moreover, 67% of survey respondents from among media said they consciously apply frames to their work after the FVR! project ended.

Further, some experiential learning projects worked with their target groups directly on frames. Italian projects Suitcase stories, Femminile di Uguale and others also reportedly succeeded to change the framing of target groups. Another example is given below.

Reframing the messages on hunger in Nepal

Before joining FVR!, a Danish grantee Skoleliv i Nepal used a film with a voiceover and questions about how hunger feels. The reaction of the spectators was a pity for the portrayed children. Moreover, the pictured women subsequently became angry that the teacher in the film revealed that they were poor and hungry. On the contrary, the film supported by the FVR! “Anjali and Vikram – untouchable youth in Nepal” showed strong and nuanced portraits with many dimensions of the protagonists’ lives. It raised questions such as “Why are they poor when they have nice clothes?” This helped the organisation ignite a more nuanced discussions of the complexity of poverty. (Photo: Anjali and Vikram on YouTube, source: Skoleliv i Nepal^{xviii}).



As a result of reframing, language was also adopted. For example, advocacy-oriented Global Aktion in DK working on “food sovereignty” chose to establish a “growth festival on food and climate”. By adjusting the language, it got more volunteers and local producers interested. Subsequently, volunteers reportedly decided to start a program about how to speak in a way that people understand. The grantee acknowledged that many people now could speak up.

Some grantees deliberately did not want to frame, either because they found it irrelevant or because they wanted to put the narrator first who then chooses his or her frame (e.g. in VIP bus, Globelink). Their understanding is that if the microphone is handed over to people to speak for themselves, then the right frame will follow automatically. In fact, as per the survey, 78 % of respondents let those who tell their stories (from the South or the North) choose their framing. It was also suggested to let people from the South share how they frame the West, which could then bring new lessons about framing. Cautious (re)framing was reported as an ongoing need, even in sensitized contexts. At the end, 74 % survey respondents said they continue using framing at least partially after their FVR! project ended.

Southern voices

Most grantees reported to have incorporated Southern voices, as proposed by the FVR!. For example, in the Renewable Energy project, partners in the South showed villagers implementing solutions in relation to climate adaptation instead of giving the voice to an expert. COP and Lafede.cat also highlighted that FVR! helped journalists include Southern voices in the FVR! projects (e.g. in debates, interviews, expert panels, documentaries etc.) and in their own work (e.g. CooperAcció presented experts, activists, caretakers and institutions from the South in relation to the global care chain^{xx}). This contextualisation was found extremely important, since Southern voices often miss in the debates and are different to those from the North. Similarly, NGOs in NL and BE realized the communication about the South can no longer happen without voices from the South.

Minority of grantees also directly collaborated with Southern partners on highlighting their stories (e.g. Now You are a Woman^{xx} on LGBTQ in Kenya by Casal Lambda, ES) co-developing the FVR! project messages (e.g. ESF, ES) or on collecting audiovisual material in the South (most documentaries). Some disseminated the outputs in both the North and the South (e.g. AlterNativa^{xxi} or ESF^{xxii}, ES published key messages in “Southern” media). At cases, stories from the North and the South were presented together, such as in Afraid of Destiny or with the Oddatara project between France and India. As a result,

sharing of stories between “Northern” and “Southern” citizens created a stronger feeling of connection and involvement (Melania project, NL).

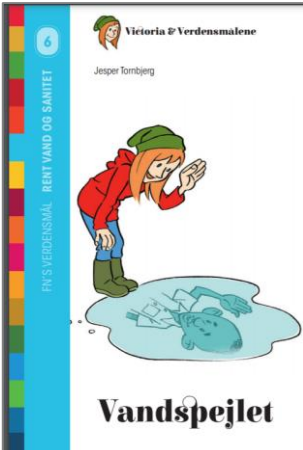
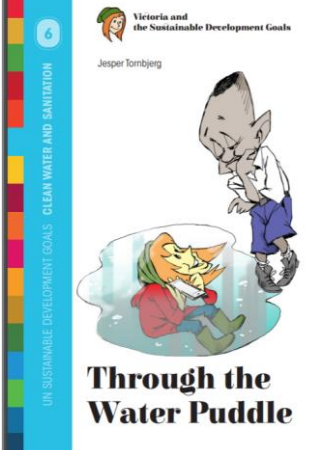
Grantees reported that the presence of “Southern voices” helped them move away from abstract concepts like climate change or migration towards real life examples, awake emotions, address prejudices (e.g. student ambassadors at high schools realized they can not only work in changing things in “the South”, but also in France), reflect on own history/story (e.g. Moroccan diaspora in the Rainforest project in NL got activated as they could relate to the portrayed people and so collaborated to hand over trees), show role models and inspire people about the energy stemming from the South (e.g. in the French project Coup de soleil 3 films from Algeria, Tunisia, Morocco showed strong youth involved in agroecology, which inspired French public), recreate links and solidarity as well as give clearer perspective for action. Some informants at the FVR! European Exchange Event believed that this led to a bigger impact.

Not all grantees worked with Southern voices as they focus on activities in the North and do not have Southern project partners (e.g. SDG charter or Deventer). It was beyond the scope of the evaluation to analyse the diversity of Southern voices (e.g. what perspective does diaspora bring in comparison to those living in the South, to what extent powerful and marginalized were heard).

Media cooperation and constructive journalism

Media had to be involved in FVR! projects in FR, IT and ES, whereas their direct cooperation was voluntary in other countries. Vast majority of FVR! projects cooperated with media one way or the other:

- Media were direct FVR! grantees (often community radios, see case study in [Annex A](#)).
- Journalist/s were an integrated part of the FVR! project and developed constructive journalism (e.g. a journalist engaged by DIB developed a documentary film about Philippine refugees who formed an association to better their chances of being heard; or FIC sent a journalist to train partners in East Africa in constructive communication and framing, so that they generate content for workshop on decent work in DK). This applies also to journalists from the South, who at cases actively contributed also with their contacts and analyses.
- Journalist/s or media closely cooperated with FVR! grantees (e.g. see case below)
- Mass media were also targeted to increase the outreach.

Booklet on water and sanitation in Denmark and Tanzania		
	<p>Danish writer, Jesper Thornbjerg, wrote a children booklet on SDG 6 with experts on Water, Sanitation and Hygiene, the Danish People's Aid (Dansk Folkehjælp). The booklet showed experiences of a Danish girl who travelled to Tanzania and a Tanzanian boy who went to DK. Both questioned the water use. The booklet is expected to be translated not only into English, but also to Swahili, if that funds are available. Informants appreciated contribution of a professional writer to the high quality of the booklet. Beside schools and libraries, water management companies shared the book too.</p>	

In ES, FR and IT the Vade Mecum produced jointly during the previous project “Devreporter” has been used again in the context of the FVR! Project (including a newly developed video in Catalan and Italian^{xxiii}) and reportedly contributed to clarify the nature of the collaborations between CSOs and journalists. In FR and ES, key informants from among journalists confirmed that CSOs have respected their autonomy and right of initiative. At cases, different expectations from the product and rights to the product created tensions between the journalist and the grantee. Grantees at the European Exchange Event highlighted that it is important to find ways to collaborate, while taking into account diversity of media as well as different roles, agendas and goals of media, journalists and CSOs.

Fingo as one of the FVR! partners and a number of grantees declared that they were not used to work closely with professional journalists or directors, and this required a bit of efforts to collaborate and at the same time respect journalists' independence (or autonomy). FVR! helped them understand better how journalists and media work. Moreover, some developed media partnerships upon mutual trust and co-responsibility (i.e. Coperacció, Casal Lambda). Some FVR! projects built on constructive journalism and engaged journalists from the North as well as the South (e.g. in Whose voice? engaged journalists in both Nepal and Finland). In fact, the desk review has shown that projects led by journalists had a strong outreach. Yet, mostly freelance journalists were involved in the collaborations, even though journalist associations such as Stampa Subalpina were also active. In future, some journalists recommended a more structured cooperation and reasonable financial terms.

According to the ROM, the spread of frame analysis and constructive journalism to new target groups was quite successful. In the final survey, 62 % of grantees reported that FVR! (strongly or partially) contributed to their deeper cooperation with the media. Furthermore, 49 % of them at least partially agreed that FVR! contributed to grantees' influence of the narrative(s) in the media. From FI and IT, it was noted that changes have been slow - in 6-month project grantees could not have completely changed framing or cooperation with journalists.

As a result of the collaboration, besides the changes described already above, CSOs and journalists reported that people were able to explore the root causes and different perspectives to a problem (e.g. Taula per Mèxic) or that they received the message that "we are all developing countries" as a journalist from the South described challenges of a Northern country. Interviewed journalists from FR and ES appreciated additional resources for young freelance journalists willing to engage in international journalism and documentaries. A few journalists from ES suggested a clear approach to strengthen relations between journalists from the North and the South and to support the Southern journalists.

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"Local journalists have no frame to report on development, they have old cliché frames. Stories are paternalistic, and development NGOs feed into this. Sometimes the press release is subtle, but the journalist simplifies and the NGO let it happen to keep the media appearance." FVR! partner

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Framing Youth portraits from the dumping ground

100% for kids (100% for Børnene) encouraged their professional photographer to let street children decide how they wanted to be portrayed in Youth portraits from the dumping ground. As a result, the youth were portrayed in positions of power, see photos below (source: 100% for kids in DK).



FVR! grantees' collaboration and partnerships

In the final survey, 88 % of grantees strongly or partially agreed that FVR! contributed to establishing new partnership(s). Some organisations approached other grantees to complement their FVR! projects (e.g. MiCò and Rainbow4Africa collaborated on screening Suitcase Stories in 8 cities of the Province of Cuneo, IT, or Finnish grantees collaborated during the Tampere Film Festival).

3.5. How the FVR! toolkit and learning process served grantees and media in working with the 3 thematic priorities (EQ5)

According to the project database, migration (59 %, especially in FR, IT, ES) was the most prominent out of the three thematic priorities, followed by gender (55 %, especially in FI, DK, ES) and climate change (43 %, especially in FI, BE, NL).

Basic facts about the 3 thematic priorities and their link to SDGs were given in the FVR! toolkit. Except of two gender experts in Catalonia, thematic (or SDG) networks / think tanks were not engaged in the grantees' selection or in strategizing the communication (to craft the messages, select the right audience as well as to avoid myths). COP organized trainings also related to the thematic priorities, otherwise partners assumed sufficient knowledge among grantees or reported that grantees (in DK, NL, and BE) did not show interest in thematical trainings. Given the diversity of projects, it was also not considered practical. Instead, projects topics were used in the different trainings as examples. Moreover, during peer learning, grantees discussed certain pitfalls of their communication, assess different perspectives and eventually adjust (e.g. framing of climate refugees).

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"We have (understood) that climate and climate change (SDG13) are inextricably linked to other challenges: food security, refugees, health and so on." FVR! grantee
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Grantees - survey respondents reported they were confident about their expertise on the thematic/s (58 % strongly and 37 % partially agreed, FR being least confident). Nevertheless, only 12 % of total respondents strongly agreed and 57 % partially agreed they knew the level of initial awareness of their target group/s on the thematics. Above all, French respondents reported very low awareness especially in relation to migration (6 %).

Around 84 % (39 % strongly and 46 % partially) respondents agreed to have received valuable information during trainings or documents or coaching on the thematic from FVR! As a result, most respondents have reportedly made some changes to their communication on the thematics with FVR! contribution (24 % strongly and 50 % partially agreed). In relation to migration, most frequent changes were reported from IT and NL, changes to climate changes were reported above all from IT, NL and FI and finally changes related to gender were most frequently mentioned in IT, NL and FR. These changes included beside others research on the issues, gathering accurate and reliable data, linking it to daily life, equity in creating contents between a grantee and a journalist, adapted content and language or developing different tools and channels to reach and engage people.

(Re)framing the messages

Key messages differed, whereby examples are given below together with the link to the related FVR! principle or value. Most were linked to awareness raising, a few promoted engagement in action/s.

Table 5: Key messages of FVR! per priority themes

Level	Examples of project messages	Related FVR! principle / value
SDGs	<ul style="list-style-type: none"> ▶ SDGs are a call for all of us, North and South ▶ Need to go beyond the shopping list of 17 SDGs (in Silos) ▶ Young people in the world are fighting for social change, you too, dare to take responsibility ▶ Interdependency between North and South is a key to understand the world and to change it ▶ SDG agenda has a potential for real changes on the ground through local experiments and initiatives ▶ Be inspired by examples from the South showing that Southern voices are strong and do not need necessary to go through the filter or echo chamber of Northern voices ▶ Southern voices can tell the same stories (for example the so called "development") with a different point of view ▶ Concrete solutions are more important than institutional frameworks 	<ul style="list-style-type: none"> ▶ Global interconnectedness and the (structural) causes and context ▶ Voices from the Global South ▶ Feasible solutions beyond charity. ▶ Contribution to social change
Migration	<ul style="list-style-type: none"> ▶ We're all in mobility, migration is part of human history ▶ Beyond figures on migration there are real persons and lives 	<ul style="list-style-type: none"> ▶ Constructive frames ▶ Structural causes and context of issues

	<ul style="list-style-type: none"> • Northern economic system benefits from migrants • Migrants' journeys are a nightmare especially for vulnerable population (minors, women, etc.) • There is a difference between migrants and refugees • Big corporations based in the North (or demand for specific workers such as caretakers) have effects on the South, including migration of people. • Anything you do to welcome a migrant is a positive engagement • Migration is a resource for the future 	<ul style="list-style-type: none"> • Voices from the Global South • Building messaging from South voices ease to overcoming stereotypes • Feasible actions / solutions beyond charity. • Media partnerships to change their messaging on migrants • Positive contribution of migrants for inclusive growth (FVR! toolkit, chapter on migration)
Climate change	<ul style="list-style-type: none"> • Most vulnerable people will be more affected by climate change than others • The South is ahead of the North with use of renewable energies • Climate Change does not stop at a border, it affects both North and South 	<ul style="list-style-type: none"> • The impact of climate change is especially felt by the poorest in the global South, most of whom are women (FVR! toolkit, chapter on climate change). • Climate Change is a global challenge, all experiencing its impacts (FVR! toolkit, chapter on climate change).
Gender	<ul style="list-style-type: none"> • Women are strong • Migrant women are facing multiple struggles and risks • Women can do any jobs men do (e.g. renewable energies technicians) • Women voices need to be heard since they tell stories with a different perspective (intersectional approach) 	<ul style="list-style-type: none"> • Women suffer huge inequalities (FVR! toolkit, chapter on gender)

Some grantees have reframed the messages with FVR! contribution. For example, DFUNK (DK) now talks about “youth with experiences of having to flee” instead of “young refugees” or Kirkens Korshær (DK) working with homeless refugees have tried turned the mainstream perspective around by talking about a “reception crisis” instead of a “migration crisis”. In IT, some grantees started using “mobility” rather than “escape” in relation to migration.

Another example is a French exhibition on migration. In this case, migrant organisations worked along with artists and journalists to create testimonies about what migrants really wanted to say. Visitors reportedly realized that many of them had ancestors who were also migrants. As politicians and media ignited fear from migrants recently coming from Syria, people were said to wonder “what is happening now in the media so that something that is normal as migration and that is a real part of our history, is now frightening!”. A further example of reframing is below.

Women as peacemakers in a war documentary

The NGO Mothers for Peace (Moeders voor Vrede) together with Mama Kivu reported that they trained the war-documentary team from Canvas, a Belgian public TV, in the project “No man’s land - the she side of war”. As a result, the team changed their focus and reflected deeply on how they portray women in conflict areas in the new episode *Between War and Life*^{xxiv}. Shift was made from victims to women as peacemakers and activists. Exposing the role of women in conflict zones was a first step to involve women as stakeholders in peace processes^{xxv}.



Less apparent messages on the thematic priorities

Links of migration and climate change were explored by several projects (e.g. Escape4Change in IT or Klimaatlink in BE). The project on global care chain highlighted the gender disbalance with respect to migration impacts. Other, multiple links of migration - climate change - gender - SDGs - human rights were found less apparent in FVR! projects, even though several CSOs reported a deeper understanding of the SDGs and their interconnectedness.

Certain other key messages promoted in the FVR! toolkit have not been identified in the FVR! projects, such as: migration is inevitable, necessary and desirable; gender is integral to all dimensions of inclusive and sustainable development; the responsibility for climate change should start in the North.

Myths and stereotypes

In certain projects, certain stereotypes were identified. For example, Danish apprentices who were in Nepal referred about their colleagues as "lazy", "poorly educated" and "small" when working as multipliers at Danish schools. The grantee concluded that this contributed to nuanced and balanced messages, but at the same time accepted the limitation that the students were unaware of their own frames. In future, CISU as well as the concerned grantee would design an additional phase of the project to discuss frames with multipliers coming back from their travel to explore their impressions, bring their judgements and conceptions to consciousness and question how they would choose to report their experience.

Such (re)framing took place consciously within the Youth from the dumping ground, mentioning above by asking questions such as "Do you try to see the world through their conceptions (of people you report on) and go on or do you challenge their conceptions?".

Influencing narrative(s) in the media

One quarter of survey respondents agreed (17 % strongly and 32 % partially) that FVR! contributed to their influence of the narrative(s) in the media. The strongest response came from Spanish respondents working on migration (60 %) and gender (56 %), followed by Belgians in relation to gender (50 %) and Italians with respect to migration (46 %).

3.6. Unintended outcomes of FVR! for third parties (EQ6)

Indicator OC2a. "Increase in score of self-assessment tool on organisational capacity used in the learning cycle (disaggregated by country)" was finally dismissed by partners due to low reliability. Instead, specific organisational changes were reported in grantees' final reports and at end seminars (see outcomes below).

Improved communication of third parties

FVR! contributed to improved communication of grantees, beyond their FVR! projects. Some say that FVR! really changed their whole approach to communication in terms of strategy development (and more impact orientation, especially with focus on engagement), increased resources dedicated to communication, new (innovative) communication tools, formats and channels (to engage new audience) or conscious selection of communication tools and channels as well as more consistent communication (integration of communication and other actions of the organisations). Some grantees noted a better quality of their communication. Several CSOs reported they can now better link their issue to the SDG framework (see also EQ1). For example, an Italian CSO, Nutriad, changed the way it communicated about malnutrition and now focuses more on one of the root causes – the climate change.

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"More work with cases, real stories, letting people speak themselves through interviews. This is another way to bring problems or impact on activities and thus to really touch or engage the target audience." FVR! grantee
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Some grantees (14 % as per the survey) reported FVR! was their first experience of communication towards European public beyond fundraising. With FVR!, they could focus on informing people on what they do and what happens in the South, North and globally, with primary aims other than fundraising. FVR! helped those working in the South acknowledge that they have an impact in the North too due to the way they communicate. Grantees also reported that improved communication brought them local visibility (and thus legitimacy, networking, support etc.), increased fundraising capacity (e.g. the Rainforest documentary has helped to raise funds for trees), clear identity and more authenticity (e.g. Amoukanama, see [Annex 5.5](#)).

Increased capacities and improved strategies

At cases, FVR! also helped CSOs increase their capacities (e.g. IDA in DK has gone from 0 to 50 volunteers) or define strategies and organisational structure even beyond their communication efforts (in IT especially in relation to the training on Theory of Change). French grantees welcomed that offering a specific set of activities to volunteers within a given timeframe mobilized them and reinforced the ownership vis-à-vis the CSOs.

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“The project was wonderfully designed to provide easy funding (without bureaucracy), while building the global educational capacity of organizations.”
FVR! grantee
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Networking and collaboration

Some CSOs or their target groups continued their projects beyond the grant period (e.g. migrants and chefs, after the food festival in France). Several third parties reported also further network (e.g. the Finnish project More equal tourism to the Global South strengthened the grantee's ties with tour operators and reported new requests for cooperation; a Spanish newly formed group of reporters working in line with FVR! principles renewed link with CSOs) and collaboration (especially among grantees - CSOs as well as media and further with documentary film festivals). At the end of the FVR! European Exchange Event, several grantees showed commitment to cooperate with counterparts from other countries (e.g. representatives of local, non-commercial French and Italian radios).

Subsequent funding for third parties and partners

Building on the FVR! experience, grantees and their partners received new funds (e.g. a Finnish grantee and their partner in Kenya applied for external funding to implement a project on sexual and reproductive health; The French Development Agency provided funding to Committee21 and RESACOOOP for a tour of France on SDGs, the Italian grantees LVIA and Eufemia got funds for another escape room – this time on circular economy or Casa Lambda started to work with Southern voices and received new funding from the Barcelona City Council for this work). Several French CSOs reported to have gained new skills in drafting projects (for many of them it was the first time) that they can use in fundraising.

Advocacy impacts

In IT, COP reported to have utilised the inputs from grantees in advocacy about migration. Specific impacts were not known at the time of the evaluation. Further, in DK, local authorities have started to support SDGs reportedly with FVR! contribution. Further, Danish engineers managed to mainstream the SDGs into the Danish Society of Engineers and even created an SDGs network for engineers that focuses on arranging public events on the SDGs. Moreover, Danish engineering companies have reportedly made SDG action plans for their workplaces with the contribution of the FVR! (Sustainability Caravan). Based on the experiences shared at the European Exchange Event, it was helpful to make small suggestions to decision makers and support them in implementing these.

According to the ROM, FVR! strengthened to contribute to monitoring national and local SDG plans. Yet, the final evaluation has not found any proof of such involvement. The only exception is Fingo, which produced a shadow report on SDGs to the Voluntary National Report shared with the United Nations^{xxvi}, yet there is no evidence that Fingo, being the national CSO platform working on SDGs, would not produce the report without the FVR!.

For future, based on experiences from outside of FVR!, grantees at the European Exchange Event recommended to link different departments and promote a holistic approach to SDGs (by approaching the financial department, mayor, prime minister etc.); further to support parliamentarians to take over their responsibility to implement SDGs and help them create a cross-party alliance advocating for SDGs (like in DK) and finally to reinforce networks at European level, exchange with other CSOs promoting similar advocacy actions and create synergies with other campaigns.

Benefits for grantees´ Southern partners and citizens

The work with FVR! principles reportedly improved the quality of partnership with grantees´ Southern partners (more agency to the Southern partners, more equality, new ideas for cooperation, SDGs as a new framework that shaped the cooperation, see quote) and helped them feel more connected.

Benefits to Southern partners included new skills (e.g. applying FVR! principles and shifting from victims to change makers), more confidence, new priorities or improved visibility in their own community. Direct

benefits to Southern partners' target groups were also reported (e.g. young students of the Anaikatty Rural Community College - ARCC, a center for second chance education, were actively involved in creating the movie 'The Voice of Anaikatty', after the interaction of the film crew in the community, the Centre received 36 new applications of male early school leavers for various courses).

In a number of FVR! projects, products (documentaries, toolkits, articles etc.) based on FVR! principles were shared in the Southern countries too. It was also noted that the EU financial rules reportedly did not allow translating or sub-titling media content, which partners from the South cooperated on, into local languages (e.g. Swahili). This limited the potential outcomes for the people from the South.

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"Together we looked at the global objectives (SDGs) applicable to our project in India, how we can better apply them." FVR! grantee
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Ghanian photographers as SDG activists

The Dutch FVR! project led by Stichting Fotografie Noorderlicht in collaboration with NUKU Studio in Accra^{xxvii} selected five photographers in Northern Ghana to make three stories about the SDGs. Responses showed that strong photographic work was produced. Moreover, participants learnt about the SDGs and then found new ways to communicate about SDGs in their work. As reported, they want to play a role themselves in how they 'frame' their environment. Photo: Exhibition Stories from the North, Source: Noorderlicht.^{xxviii}



3.7. Effectiveness / efficiency of the sub-granting scheme management (EQ7)

Preparations

The lead organisation, CISU, was an experienced manager of sub-granting and thus prepared key documents and guides for its FVR! partners: guides for technical scheme management (online system, applications, decisions on grants, third party report), guidelines for potential applicants, assessment committee, expert coaching and peer learning. FVR! partners also collaborated on FVR! toolkit, FVR! communication and advocacy plan, FVR! visibility plan and M&E Guide. Initial preparations took 3 months and were too short according to the FVR! partners. Co-developing and translating application guidelines, application formats, assessment grids, financial and administrative guidelines and FVR! toolkit as well as tendering, developing and setting up homepage and database needed more time according to CISU. Finally, the established systems were found easy to administer.

Scheme implementation

The sub-granting scheme was implemented in 2 project cycles, each including the following: call promotion; launch seminars; coaching of potential applicants if needed; applications; selection; project implementation, trainings and coaching of grantees; reporting and end seminar.

All FVR! partners appreciated their autonomy with respect to promotion, application, selection, implementation and reporting of FVR! projects.

A) Call promotion, launch seminars, coaching and applications

Requirements and priorities of the two rounds of calls are listed above in chapter. CSOs eligible for funding needed to be registered for min. 2 years, have min. 30 members or supporters or volunteers, officially working in development cooperation and/or development education, have a limited turnover and have not had EU DEAR funding as applicant or co-applicant from the current or previous DEAR call launched in 2014 (including the first round of the FVR!).

FVR! partners promoted the call among their members, social media, newsletters, websites and via networks, especially those involved in international development. They also conducted pre/launch seminars/webinar, where they explained the call, and counselled individually potential applicants (in the first call it was assessed as too late in FR and ES). Small CSOs from IT, ES, FR, NL and BE appreciated they were eligible for and received the funding by FVR!, even though some had had no previous grant

making experience. Those, who received grants and replied in the final survey, strongly (58 %) or partially (36 %) agreed they had had adequate skills in their organisation to prepare and manage the FVR! project.

FVR! partners received 402 on-line applications (187 in the 1st round and 215 in the 2nd round). Most applications were received from CSOs working in international development or in DEAR. CSOs working on environmental and social justice in the EU were frequent applicants mainly in IT.

Although Fingo promoted FVR! to regional organizations, CSOs in the regions reportedly did not have experienced staff to apply and manage FVR! projects. As a result, Fingo noted lower quality of applications from CSOs outside of the capital city. Further, some CSOs reportedly did not apply due to an overlapping DEAR call by the Finnish MFA. These were the main reasons mentioned with respect to a lower number of applications than expected⁸.

Several adjustments were made to the 2nd call. CISU required applicants to be more specific regarding impacts and added value of second implementers. COP in IT, CISU in DK and Lafede.cat in ES engaged non-members. Partners noted the better quality of applications and more projects awarded to non-members (IT, DK, ES) in the 2nd call with better counselling as a possible reason (including counselling of rejected applicants from the 1st call).

According to ROM, clear guidelines, launch seminars and counselling contributed to relevant and good quality project proposals. Longer promotion than two months was suggested. Further, some grantees proposed adding a call of Expression of Interest in order to ease the access to pre-funding and support for non-formal groups such as youth initiatives. A grantee recommended emphasizing the learning path for the applicants before the start of the program. Finally, Fingo suggested a slightly greater upper limit for funding for longer projects as well as “mini-grants” for smaller CSOs (up to 5.000 EUR) to pilot their projects and provide support in project management (by Fingo or externally).

B) Selection of FVR! projects

Assessment criteria included Relevance of the Action (20 %), Approaches (30 %), Methodology (20 %), Capacity (10 %) and Cost Level (including cost-effectiveness, 10%). Applications were analysed by two external consultants and then finally selected by an external assessment committee, comprising of external stakeholders (representatives of a journalist union or municipality union, national or regional authorities or independent experts). This impartiality was important especially for FVR! partners who were member-led organisations. Fingo noted that indeed the process produced surprising choices of many non-members of Fingo (“from outside the bubble”). Most partners would keep this decision-making process, while in NL and ES adjustments would be considered (merging the role of consultants and commission in order to avoid duplication of work).

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“We did not immediately choose the professionals, the usual suspects, we were checking potential also in less professional applications.” FVR! selection committee member
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In total, 177 projects were funded (75, i.e. 40 % in the 1st round and 102, i.e. 47 % in the 2nd round)⁹, which is below the 200-300 projects originally expected to be funded due to higher grant amounts especially of projects implemented in collaboration of several grantees. The number of funded and trained grantees (220) was in line with the target of 200 to 300. Out of the 232 unfunded applications, 40 were reported as corresponding to the selection criteria, but not funded due to a lack of resources (32 in the 2nd call).

In the survey, 90 % of grantees agreed that the sub-granting was transparent in the way projects were selected. CISU was seen by external stakeholders as a role model in transparent grant assessment and management (guidelines, communication, selection etc.) even for other donors in the country.

There were differences in selection criteria and procedures among countries (e.g. requirement of co-funding, eligibility of in-kind contributions). In DK, projects were not compared to one another as this would have been a criterion unknown to the applicants, whereas in NL, the commission tried to get regional and thematic balance of projects. So some good climate change projects could not be funded

⁸ CISU 18+33, COP 21+42, Fingo 21+33, Lafede.cat 38+29, RESACOOOP 43+33 and Wilde Ganzen 46+45

⁹ CISU 9+18, COP 15+17, Fingo 13+13, Lafede.cat 12+13, RESACOOOP 10+20 and Wilde Ganzen 16+21

as there were too many of them. In future, it was recommended to revisit the procedure, inform applicants about the quotas for themes/regions or divide a call to subcalls (pool of money available for each theme/region) or set up a waiting list for projects that score high but were not funded so that they can be automatically part of the next call. Besides that, sustainability was proposed as an additional criterion for selection and voluntary contributions (in countries where no co-funding was required) were suggested to be made visible.

While co-funding was required in some countries, in DK or NL it was not due to higher administration requirements, strong volunteering regarded as an immense in-kind contribution and the fact that grantees were not allowed to fundraise within the frame of their FVR! projects.

Lastly, some of the selected FVR! projects were seen as too ambitious. At cases, they were a part of bigger initiative (e.g. the City link project).

C) Training, coaching and implementation

Training needs were identified either in an online questionnaire among potential applicants, at the launch or start-up seminars. Trainings were held usually over the first 3 months of each round. All services were free and travel costs to trainings were reimbursed. In several countries (DK, NL, BE), the first design of the learning cycle had to be readjusted due to misfit content or format. Based on the grantees' proposals, CISU added Monitoring and evaluation as well as Youth as a target group, with grantees' coaching by an M&E expert in the first case and by youth themselves in the second case. This generated a higher attendance rate. In BE/NL, WG refocused trainings on campaigning, media relations and engagement assessment. Dutch and Belgian organisations have appreciated having trainings together and thereby exchanging cross-country experiences. Inspiring peer to peer coaching and group sharing was appreciated by several grantees from NL, FR, BE and DK.

Some trainings were also made compulsory (to make sure that both new and experienced grantees share their experiences). Yet, the compulsory attendance to numerous meeting felt time demanding especially for small, local, often volunteer-based organisations. A few would review the meetings' content, timing (e.g. a lot of volunteers could only join in the evenings or over the weekends) or frequency (e.g. 4 trainings or sessions per year in France). Other recommendations included regional/provincial trainings of CSOs before the call for applications so that they can implement ideas from trainings; creating some trainings or their parts online to reduce traveling time (but make them user-friendly and adapted to elders who are often volunteers) and to allow more staff or volunteers to join, exchanging more on the training cycles and content of trainings amongst FVR! partners and finally supporting cross-border exchange among grantees.

In Catalonia (ES), Lafede.cat out-sourced a part of the training and coaching to QUEPO, an organisation specialised in social transformation and communication, considering that the vast majority of applicants had little or no experience in communication and that they were required to partner with journalists or media. QUEPO thus provided support, training and coaching to the third parties. It was reported that this approach allowed grantees to go deeper into the understanding of social changes and transformative communication. QUEPO was said to have contributed to strengthened media relations.

Monitoring of awareness and engagement was not structured at the beginning, yet based on the inputs from the EC DEAR Team, FVR! partners decided during the first call to use a simplified engagement pyramid. This helped them map the results. During FVR! projects' implementation, partners coached grantees as needed. For example, WG proactively addressed those who appeared to have a lower impact, who did not join the trainings or did not communicate as expected. It also visited most projects. Some Spanish grantees felt there was an excessive focus on upward accountability; less on learning and strategy.

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"We get the most about what (grantees) have reached through training and coaching. (...) But (the support was) designed more to help grantees reflect ... rather than for us to collect answers"
FVR! partner
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Most of the survey respondents confirmed (51 % strongly agreed and 29 % partially agreed) that the sub-granting scheme gave them enough time for implementation and reaching their objectives. Yet, several grantees found the implementation period too short to implement ideas from the FVR! trainings and to achieve project goals (and assess impact). Moreover, some funded projects were delayed due to a short period between the announcement of the grant award and the implementation start. It was

suggested to extend the implementation period by 2 to 3 months on request. This non-budgetary extension was applied at least in one case and was highly appreciated. For future, it was recommended to extend the implementation period to 12,18 or even 24 months to support production of high-quality outputs, their wide dissemination and sustainability (rounds of sub-granting may overlap).

D) Reporting, end seminar and evaluation

According to the survey, 88 % of grantees agreed (53 % strongly and 35 % partially) that administration requirements from the FVR! were reasonable. Simplification was allowed by the EC e.g. with respect to tenders. Yet, administrative requirements, especially final reporting, remained the biggest challenge for the third parties according to the CISU, the survey and interviews. Looking back, partners would have liked to support grantees more in the reporting (at an earlier stage) and facilitate networking among grantees and advising each other (within and across involved countries).

All grantees submitted final reports including expenses. Some data were synthesized and utilised as a basis for the report to the EC, while remaining ones were upto partners to utilise. Grantees in FR, FI, IT were able to raise co-funding). Expenses were reviewed by auditors (cost-efficiency and effectiveness of projects was considered at the selection stage). Further, national end seminars gathered grantees from the specific round to evaluate their experience. The seminars were designed locally and minutes were mostly taken by partners. Minutes were available in most cases.

To support grantees in their self-evaluation as well as to provide evidences on engagement to the consortium, an FVR! partner suggested to harmonize monitoring and evaluation across countries (e.g. collect comparable data via baseline and final surveys with same respondents, harmonize end seminars) and systematically incorporate data monitoring in training and coaching. It was also suggested to introduce on-line reporting (similarly to the application process) to make it easier for grantees to process it and to facilitate data aggregation.

Overall satisfaction

According to the third-party reports and end seminars, partners and grantees have manifested a high satisfaction with the smooth management of the sub-granting scheme. As raised by several third-party reports, grantees appreciated the support of FVR! partners without “behaving as funders”. Even ROM assessed the quality of the organisation, incl. pre-/launch, guidelines for applicants, counselling to applicants, and proposal assessment as very good.

This was confirmed by the survey, where 74 % of respondents strongly agreed and 19 % partially agreed that the sub-granting was managed efficiently. They agreed (58 % strongly and 36 % partially) they had adequate skills in our organisation to prepare and manage the FVR! Project. In overall, respondents agreed (62 % strongly and 34 % partially) that they were satisfied with the whole grant making cycle (call, selection, contracting, training and support, reporting).¹⁰

Next, they agreed (64 % strongly and 26 % partially) that the-subgranting was transparent in the way how projects were selected. As for the administration requirements, most respondents agreed (53 % strongly and 35 % partially) that they were reasonable.¹¹

3.8. Major takeaways for FVR! partners (EQ8+9)

Takeaways or good practices implemented within the FVR! programme implementation period included¹²:

- **Grant-scheme positioning:** Partners realized small and medium-sized CSOs are more interested in capacity development and more flexible to incorporate FVR! principles and values in their communication. Thus, they were the main target group especially of the second round. To help them prepare quality applications and implement the projects, partners provided them

¹⁰ This is in line with the indicator IOC2a that “5 out of 6 FVR! partners express their satisfaction with the assessment and disbursement cycle, including reporting”. Evaluators thus consider it achieved.

¹¹ Evaluators thus deem the indicator IOC2b linked to “Grantees assessment if project funding is made in a transparent, efficient and effective way” fulfilled.

¹² The list offers examples of changed practices due to networking with other partners (incl. new sharing, learning and capacity-building methods that support grantees' learning and project implementation), referred to as indicator for IOC1

with on-demand coaching. On the other hand, informal citizens' initiatives were mostly not involved due to their ineligibility as implementers.

- **Selection criteria:** According to ROM, sustainability of third parties (and their projects) was not in applications and among assessment criteria. It deserves attention (e.g. license of an online DEAR game beyond the project). Regarding other criteria, following the latest Danish government commitments to SDGs, CISU started requiring applicants (to the new engagement fund) to explain how they limit their CO2 emissions.
- **Transparency in selection:** CISU got inspired by Lafede.cat's composition of the selection committee and engaged new committee members who represent influential institutions beyond development cooperation. Further, CISU got inspired by other partners' assessment of applications and incorporated in the second call a more precise numeric value in the evaluation grid of all applications.
- **Learning cycle:** Based on lessons learnt from the 1st round, COP conducted all trainings in the first months of the 2nd round projects' implementation of the projects so that grantees could apply what they have learnt. Fingo and WG inspired CISU to plan early on a new training course for third parties on monitoring and evaluation.
- **Coaching of grantees:** CISU got inspired by COP and WG and started making systematic coaching calls to all ongoing projects. This was found very useful. Further, CISU inspired RESACOOOP to introduce peer-to-peer coaching: grantees shared their challenges with peers in small groups and the peers contributed from their own experiences to solve these.
- **Supporting grantees to act as role models:** Fingo organised training on how to use games and gamification in global education and the best practices shared were from the first round FVR! projects. Best practices and examples of FVR! sub-projects were also presented by communication on Fingo's channels.
- **Shift from awareness raising to civic engagement** (including on-line communication): Partners have confirmed their shift from awareness raising about SDGs to civic engagement in achieving the goals. They built on the Engagement Pyramid introduced by the EC DEAR Team and encouraged all third parties to reflect the work with their target groups accordingly. They have simplified the reporting.
- **Collaboration of CSOs and journalists** is an area where CISU, WG and Fingo would have needed further experience exchange from the former DevReporter network (COP, Lafede.cat and RESACOOOP). According to CISU, a partnership meeting was dedicated to it, but especially in DK and FI, relations with journalists were not further fostered as both calls were already over. They are considered to be promoted more in the future.
- **Grant-scheme management:** Fingo, Lafede.cat and RESACOOOP implemented a sub-granting scheme for the first time and reported a number of takeaways, including that more time is needed for national versions of the guidelines and early dissemination of information is needed. WG had experience with ongoing calls with intensive coaching of applicants. They learnt the calls implemented via FVR! surprised or disappointed some of their members (due to the different process), but at the same time reached out to new grantees, set clearly the focus, gave priority to specific themes and methods. This structured well the work with grantees and WG thus plans to repeat this format in the future. Lafede.cat got inspired by CISU on how to be a donor that gives support to the grantees and is a part of their learning process.

Takeaways to be implemented in the future (if FVR! or a similar programme continues):

- **Dissemination of FVR! products:** COP would have welcomed a more intense external communication and dissemination of "FVR! as a whole and its products" (e.g. documentary movies and others produced by grantees) – on the FVR! website, on Facebook and at external events (like EDD 2019, where FVR! was presented). CISU finally reallocated some money for translation of FVR! products and stories from other EU countries. Yet, in line with the DEAR call, translations for Southern partners were not funded.
- **Cross-country networking, learning and collaboration:** In the future, partners would encourage more networking among grantees so that they can learn and seek advice from each other and collaborate. As apparent from the final European Exchange Event and the revived Facebook group^{xxix}, grantees were interested in experiences and tools/materials from other FVR! countries. One suggestion was also to link grantees in partner countries to collaborate.

Fingo acknowledged that more networking would be useful also on the country level. Adequate budget would need to be allocated to this.

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"I would love to bring together Dutch and Italian projects and get them inspired, have new sources of inspiration (...) or new entry points on discourse we all have about migrants, climate change, etc." FVR! partner
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"We could learn a lot from exchanges. We are a very Flemish organisation. We are not part of a big family like Oxfam or Action Aid, so we don't have so many European exchanges."
FVR! grantee
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3.9. Effectiveness of cooperation among FVR! partners (EQ10)

Partners described the cooperation as good, open and solution-oriented. All partners appreciated the lead role and the quality support of CISU. The scheme set-up, monitoring and evaluation system with an on-line database were well understood and found adequate for both reporting and learning. Annual reporting was also found adequate to the partners' capacities. CISU was also acknowledged for timely financial transfers.

Besides the leading role of CISU, partners worked as a team on key issues, while keeping autonomy to tailor the sub-granting scheme and the capacity development to their target groups and regions (or countries). They contributed with certain activities that benefited all (e.g. production of different toolkits and guidelines, participation in events such as European Development Days etc.).

Partners as well as ROM confirm that roles and responsibilities were clear. The FVR! partners reported the set-up worked well in their point of view. Bi-weekly online partnership meetings and frequent communication in-between helped partners solve any issues in time. Whereas opinions on diverse matters differed, according to partners, they were respected, and no major conflicts rose. If misunderstandings occurred, CISU would promptly discuss and flexibly find a solution. Annual face-to-face meeting focused on management as well as learning (see takeaways above).

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"The whole time, 2,5 years' time, we really had good and open partnership, very open and solution-oriented way of working."
FVR! partner
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3.10. Unintended outcomes for FVR! partners (EQ11)

Partners have agreed they have learnt (better) how to design and implement sub-granting schemes. Aside from that, FVR! partners reported the following unintended outcomes of their involvement in FVR! together:

- **Reframed communication about development cooperation:** Wilde Ganzen recognized own shift in communication about its development cooperation to private donors – from charity to change makers. The shift was initiated by the previous EU-funded project Reframing the Message, included external research on framing and took reportedly 2 years due to the size of the organisation. At small CSOs, it is expected to happen quicker.
- **Bigger CSO and media network:** All partners appreciated that FVR! linked them to some new CSOs (who are not members of the networks) as well as journalists or media working on SDGs and/or priority themes. The newly identified CSOs often use innovative approaches (theatre, circus, documentary etc.).
- **Higher credibility:** RESACOOOP and Lafede.cat declare to have gained credibility vis-à-vis members and institutional partners. They are approached as stronger partners or even as a new source of funding. The FVR! was also promoted at the EU event on media and migration during the EU DevDays 2019.^{xxx}
- **New priorities - subgranting:** Within FVR!, Lafede.cat has developed a new role as a donor that turned out to be complementary to their main roles, namely advocacy and capacity building. Inspired by FVR!, Lafede.cat launched a new microsubgranting system for its members. After the first year of implementation, grantees of "Sembrant cures" were reportedly highly satisfied

with the process and the “microgrants”. Further, COP also shaped future priorities thanks to FVR! and realized better how to address these. For example, it continues with training on Theory of Change.

- **New role - communication to EU citizens:** grantees of 4de pijler (part of 11.11.11 dedicated to small CSOs) realized they can influence also people in the EU, not only in partner countries (in the South). This opens up a closer link between 4de pijler and the advocacy work of 11.11.11.
- **Follow-up to FVR!** COP and RESACOOOP plan a new EU-funded DEAR project on youth from October 2020 onwards that builds on the FVR! assets.
- **Stronger membership base:** several grantees applied to become members of Lafede.cat after having taken part in FVR!. Some have been accepted, applications of others are still pending.
- **Linking local CSOs to national advocacy** (and services for CSOs): For the first time, COP involved small CSOs (non-members) based in other provinces, utilized synergies inside and outside the network and helped voices of less heard actors get heard. At the same time, COP’s advocacy (especially related to migration) benefited from the FVR! projects. Finally, it cooperated with the Piemonte Region and Cocopa on establishing a portal for international development cooperation of the Piemonte actors^{xxxii} and including some of the grantees.

3.11. Unintended outcomes of in the target countries/regions (EQ12)

Several unintended outcomes relate also to stakeholders beyond FVR! partners and third parties:

- **New sub-granting schemes:** Aside of Lafede.cat’s sub-granting, the French MFA looked at FVR! as a pilot project to possibly develop a new sub-granting scheme for the regions. Further, the Danish MFA designed the new Civic Engagement Fund^{xxxiii} in SDGs (2, 7 mil. EUR per year), whereby CISU helped to design it based on its experience with FVR!, including the concept of the engagement pyramid. CISU now administers the fund on behalf of the MFA It noted that a big part of applicants had previous experience from FVR! as applicants or grantees.
- **Changed understanding of the DEAR:** Based on the paper on public engagement developed by CISU within the FVR! programme, the Danish MFA enlarged their understanding of DEAR from triggering support in favour of development cooperation towards raising awareness about global interconnectedness, own roles and responsibilities in a globalized society so that people start to engage themselves in local and global initiatives supporting SDGs. As a result, the MFA created a new fund on public engagement mentioned above. In FI, the MFA has been reconsidering what impact the MFA-funded DEAR projects should actually have and how to measure it (Engagement Pyramid was presented to them by Fingo as a possible tool).
- **Revival of the DEAR / GCE at schools:** CISU also discussed with the Ministry of Education how to use the SDG agenda to revitalise the Global Citizenship Education (primarily in the formal educational system) in Denmark. The debate is steered further by Bridge47 and the World’s Best News who collect materials on the global goals for different levels of the formal education.
- **Bigger variety of on-line materials generated as an adaptation to Covid-19 pandemic** and accessible beyond the FVR! implementation period. For example, the 100% for the children made a half an hour on-line video exercise for the social work students as it was not possible to meet them personally. The teachers loved it and plan to incorporate it in their curriculum also for future.

3.12. Relevance of sub-granting to the DEAR objectives in target countries (EQ13)

National DEAR contexts

In target countries, the context of DEAR was as follows in 2017, i.e. before FVR! started:

- **Funds for DEAR work were minimal** in 2017 in all target countries and the EC funding became less accessible to CSOs, yet the need to bring in new narratives on SDGs and the 3 thematic priorities remained high. Sub-granting via FVR! was a way to secure funding to small and medium-sized CSOs (as well as to foster more visibility and credibility) aside of some government sub-granting schemes (FI, DK, FR), other local schemes (“Gilde du Raid”, a

French CSO network supporting small, local initiatives) and some other EC DEAR programmes (Bridge47, No Planet B).

- **DEAR was not a priority for most governments.** In IT, the National Strategy on Global Citizens Education (GCE) has been approved in June 2020 and several regions have been working on regional strategies and laws on GCE, including the target region. COP has been engaged in GCE advocacy in Piedmont. In BE, the government funded wijzijkruit.be, a crossroad for DEAR.
- **DEAR to EU citizens remained often simplistic:** According to ROM, before the FVR! programme, many CSO and media used simplified communication (stories of victims, fundraising as the main way out): There is still a lack of reflection of the universality of SDGs which implies for EU citizens' to critically assess their own lifestyle, their global responsibility and ecological footprint.
- **Sub-granting managed by member-led organisations was seen as a risk:** some partners reported that "acting as funders" could have direct or indirect consequences on their other mandates as CSO platforms.

Sub-granting as a response

FVR! was thus conceived as a sub-granting scheme with strong capacity development in communication and with a transparent approach to funding small and medium-sized CSOs. FVR! partners were national or regional member-led organisations engaged in DEAR. According to the grantees who responded to the final survey, the grant-making organisations in their country or region were the right ones to design and administer the EU sub-granting mechanism (80 % strongly agreed and 19 % partially agreed). According to ROM, FVR! allowed capitalising on and scaling up of the project partners' experience, tools and methods developed in previous DEAR actions. At the same time, ROM concluded it was tailored well to the target groups (grantees).

Complementarity to other sub-granting schemes

According to the available data, 3 sub-granting schemes were funded by the EC within the same call under Lot 3 (FVR!, No Planet B^{xxxiii} and Citizens for Financial Justice^{xxxiv}). Several other DEAR projects funded under remaining Lots also contained a smaller sub-granting element (e.g. Bridge47^{xxxv}). Data on their official websites confirm that CSOs in Finland and in Piemonte, Italy had a potential access to two subgrantees schemes (FVR! and Bridge47 in Finland, FVR! and No Planet B in Italy). At the same time, CSOs from several EU countries, especially from the East, were left out.

According to an informant with an overview of all actions from the same DEAR call, FVR! was the only scheme with joint values / principles required from all grantees. This aspect was highly appreciated. No evaluation reports (e.g. mid-term) are available for further verification and comparison, e.g. what target groups were (not) addressed, what types of CSOs were involved including social movements, what were key achievements, lessons learnt etc.

With respect to complementarity to national sub-granting schemes, Finnish governmental Communication and Development Education Instrument overlapped with FVR! Fingo assumed that due to overlapping deadlines for applications for the governmental and the FVR! schemes, NGOs likely did not have enough capacity to apply for both, which resulted in a fewer FVR! applications in the second round.

Added value of FVR! to DEAR in Europe

Added values of the FVR! program reported by partners, grantees and external stakeholders (ROM) include:

- FVR! made the EU DEAR funds available to small and medium-sized CSOs which would not have access to them otherwise. They could thus learn what it means to have EU funding, enhance their communication efforts as well as strengthen their reputation. They were also seen as more transformative than bigger CSOs.
- FVR! linked and engaged people locally (local schools, activists, authorities, diaspora communities, neighbours and others) and "localized" SDGs. Thus FVR! third parties tackled diverse themes, employed a large diversity of approaches and reached diverse target groups they have good connections with, including businesses and people in remote areas.

- Different FVR! third parties (and other small CSOs) frequently communicated about similar or same subjects through many diverse communication channels. This resulted in a far greater overall impact of FVR! than the sum of all individual granted projects, according to WG.
- FVR! third parties often directly linked their DEAR activities in Europe and in the South and often realized FVR! projects in direct cooperation with the South (e.g. movies, virtual reality, escape rooms), which reportedly contributed to a joint frame of reference between them.
- Some FVR! third parties (12% according to the survey among grantees) addressed European public for the first time to raise awareness on SDGs, gender, migration or climate. About four-fifths were not sure if anybody had recently raised awareness or conducted educational activities on a similar cause to theirs in the towns or regions where they implemented their FVR! project. Therefore, FVR! likely helped them reach new audiences.
- FVR! partners were seen as the right ones to manage the sub-granting schemes as they know the context and the CSOs, they can do CSO background checks as well as support knowledge and experience sharing and networking. Most of them had already experience disbursing funds.

Sub-granting to small and medium-sized CSOs still needed

FVR! partners and a big number of grantees believe that the EC should continue funding the sub-granting schemes with separate Lots dedicated to this purpose due to the high administrative efforts and expertise needed. As summarized in FVR! Advocacy plan^{xxxvi} and discussed at the FVR! European Exchange Event, EU should keep funding sub-granting programmes (ideally under a separate Lot) because small and medium scale organizations' global citizenship education (GCE/DEAR) activities:

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“(The EC should continue funding the sub-granting) to avoid big NGOs monopoly and (to place) the citizens at the centre of the projects.” FVR! grantee
 ● ● ●

- reach a great variety of (partially new) target groups in truly creative and transformative ways^{xxxvii},
- contribute to a larger diversity of the approaches^{xxxviii} and messages adapted to the specificities of each area and each audience thanks to the CSO's local anchorage,
- directly communicate with target groups, create a feeling of presence and relatedness of the target groups, which creates personal commitment and long-term engagement,
- create personal and often practical engagement within the target group through the engagement of local volunteers,
- localize SDGs and integrate them in new fields (such as engineering, as demonstrated by FVR!),
- are for reasonable budgets (in comparison to big EU projects) thanks to volunteers and in-kind contributions of supporters.

Moreover, a sub-granting scheme aimed at small and medium-sized CSOs can recognize their value, balance the “big NGO monopoly”, place citizens in the centre of DEAR, connect citizens (including original and diaspora populations) and help mutual learning within and across EU countries, according to the informants.

At the same time, sub-granting implies also additional administration for programme partners (in comparison to other Lots) and challenges in result monitoring and reporting. Informants also noted that there is a risk of lower quality DEAR if involved CSOs are less experienced or a risk of lower impact due to limited funding. There is a lack of evidence to substantiate these views.

For future, 5-year funding of the sub-granting scheme was suggested to the EC so that the consortium could capitalize on the set-up and previous rounds and assess its impact long-term. Finally, the possibility of more equal cross-country partnerships within the EU as well as with the Global South was mentioned (e.g. translation of joint communication products to local languages).

3.13. Others - sustainability

ROM highlighted that partners are well established CSO umbrella organisations (CISU, Fingo, COP, Lafede.cat) or organisations supporting CSOs (WG, RESACOOOP) in their respective countries or regions. Their capacities in sub-granting management, communication trainings and M&E (e.g. measuring engagement) increased. They were expected to continue their work with strengthened capacities.

Nevertheless, sustainability was still raised as a challenge during the evaluation:

- **Sustainability of support to small and medium-sized CSOs:** CISU, COP, RESACOOOP and Lafede.cat plan to continue with sub-granting to small and medium-sized CSOs, along with capacity development of these actors. The source of funding comes from their MFA, development agency or local authority. Fingo plans to encourage the Ministries of Education and of Foreign Affairs to secure long-term funding for CSOs engaged in DEAR, yet the MFA currently revises its funding and smallest projects may fall not receive funding in the future. WG reported no financing available to continue the sub-granting in NL or BE.
- **Sustained benefits to the grantees:** As further explained in chapters 3.4 - 3.6, most grantees continue applying FVR! values and principles in their work and enjoy other benefits listed under unintended outcomes. According to the ROM, what helped to strengthen organisational learning was that 2 representatives per grantee were involved in FVR! trainings and exchanges. From FI and FR it was reported that some grantees hired experienced professionals only temporarily for the FVR! project, yet these left after the project ended. Thus part of the gained know-how was lost for the applicants. In other countries, expertise (e.g. on media) was provided externally.
- **Sustained benefits at schools:** Partners in IT, BE and NL believe that projects implemented at schools are more sustainable than those targeted at young people in informal settings as schools manage to incorporate the key project elements in the next school year planning. An example of sustained engagement of schools and youth is the Check point: stories of border between Europa and Sahel, IT.
- **Further use of FVR! project outputs:** Many projects created films or movies and third parties expressed their intent to use it further. For instance, the success of the VR film White Mountain on Masai and climate change that was shown during festivals will further be used at schools. Some outputs are available on-line, even though not on the main webpage of FVR! CISU confirmed that links to all products will be added to the FVR! website, which will be kept alive for the next 5 years so that anybody can get inspired and further utilise what was developed. According to CISU, produced films are freely available. Furthermore, COP and Lafede.cat showcase products on the Italian page of the FVR! website^{xxxi} the Spanish Devreporter web^{xl} In Denmark, the formal education projects have been encouraged to send their outputs to the World 's Largest Lessons website^{xli}. To explain the added value of FVR! to donors, an end-booklet was developed with FVR! inspiration, tools and cases^{xlii}.

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“(Your message) only starts sticking with people if they hear it over and over again from different sources. So you change the social narrative through network communication.” FVR! partner
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4. CONCLUSIONS AND RECOMMENDATIONS

Key conclusions and recommendations related to the evaluation questions are given below:

IMPACT

- 1. What is the evidence of the Frame, Voice, Report! programme contribution to a) awareness raising of EU citizens in the project areas about the SDGs, migration, climate change and gender related issues, and to b) actual citizens' engagement in these themes?**

The heart of the FVR! is the transformation of small and medium-sized CSOs and media. FVR! helped them consider frames and FVR! values – these needed to be understood, accepted and reflected by the third parties first so that they could further communicate them to EU citizens and help them transform their values before actions were taken. Most grantees changed significantly or at least partially the way how they communicated about SDGs and/or the 3 priority themes¹³ from different work with sources and data, to adapting language, localising the issues, bringing more real life stories and connecting people.

The FVR! projects demonstrated a significant alignment with FVR! principles and values, while enjoying the flexibility in the way they were applied. This transformation seems equally if not more important than the evident increased outreach of grantees estimated between 13 and 31 mil. EU citizens. This is because it will likely have a long-term effect on third parties' awareness raising, citizens' engagement and their other actions.

The national surveys chosen as indicators for the FVR! overall objective cannot prove the effectiveness of the programme as a number of other initiatives and influencing factors worked at the same time. FVR! contributed to changes in public awareness and engagement, even though numbers have been reported irregularly, as grantees gradually developed capacities in measuring impact (including the use of the engagement pyramid). A number of cases show ongoing dissemination of communication products and sustained engagement of target groups (especially volunteers, schools, media and partially authorities). Moreover, at cases, they contributed to multi-stakeholder collaboration and advocacy (especially in Italy on migration as coordinated by COP). Denmark is an example of increased awareness and engagement based on the efforts of all key actors including FVR! grantees, who worked with people even in remote places.

Agenda 2030 was a theoretical concept for many grantees before they joined FVR!. They learnt how to use SDGs as a starting point for their agendas, even though many are still hesitant to refer to them in their day-to-day work. The next step is to work with decision makers in order to capitalize engagement of citizens towards specific advocacy goals, policies and actions. With respect to advocacy (as well as CSO capacity development and further outreach of communication actions), collaboration with national CSO networks or multistakeholder groups working on DEAR, GCE, SDGs and the three priority themes on regional/national levels is relevant.

Recommendation A to partners if a similar sub-granting scheme continues on national/EU level:

Encourage a stakeholder analysis of the issue / thematic when strategizing communication with grantees at start-up trainings and coaching. Depending on the capacity of grantees, encourage advocacy of target groups (e.g. on Agenda 2030 action plans and budgeting) to local, regional authorities and national governments among potential forms of citizen engagement, in coordination with other grantees as well as with relevant CSO networks or multistakeholder groups.

- 2. What are key influencing factors of the (changed) awareness and engagement of active citizens?**

Supportive decision makers and media and their actions, strong ambassadors, volunteers, networks, previous and simultaneous campaigns / educational initiatives as well as creativity and diversity of approaches and target groups (including youth) seem to be the key influencing factors of the (changed) awareness and engagement of active citizens. Government priorities, issues in collaboration with stakeholders as well as the on-going Covid-19 pandemic were among the main challenges. Nevertheless, FVR! partners and grantees managed to work creatively with different scenarios.

¹³ The indicator OC2b: "At least 50% of third parties participating in the learning cycle are able to identify positive changes in the way they communicate about SDGs" was reached according to the national end seminars.

Recommendation B to partners if a similar sub-granting scheme continues on national/EU level:

Encourage context and risk analysis of the issue / thematic while strategizing communication of third parties. Then they can be managing key factors more systematically.

OUTCOMES

In relation to third parties

3. To what extent did the FVR! programme increase third parties' outreach of their communication and global citizenship efforts?

FVR! likely helped to increase third parties' outreach not only thanks to the grants provided, but also thanks to initial (call) requirements, trainings, coaching and networking. FVR! boosted the diversity of actors (CSOs, journalists, small and mass media, local authorities) who communicated on SDGs and priority themes as well as the diversity of target groups (children, youth, schools, journalists etc.) the actors reached out to. Projects led by journalists seem to have a high outreach. Cooperation with the media needs further strategizing in most countries as some grantees feel less confident in this area.

Recommendation C to partners if a similar sub-granting scheme continues on national/EU level:

To increase the outreach with different messages produced by the sub-granting scheme:

- 1) Encourage more in-country and cross-country experience sharing on how to cooperate with media before or at the beginning of the project cycle (e.g. media packages, quality events, long-term relations).
- 2) Encourage grantees to engage in long-term cooperation with journalists who could help with European visibility of the produced work (e.g. podcasts), offer them with new opportunities (e.g. within the next sub-granting scheme) and new communication outputs as well as influence journalists' framing and capacity for constructive communication in the long run.

4. How well did the joint learning process as well as the FVR! toolkit serve the third parties and their possible media partners in understanding and using the FVR! principles (Frames and values, constructive communication, voices from the global South and media cooperation)?

FVR! toolkit, launch seminars, coaching and peer learning likely helped third parties and their media partners reflect FVR! principles in the funded projects. In fact, most grantees started applying framing thanks to the FVR! – within their FVR! projects and beyond. At the same time, most grantees claimed they let those who tell their stories choose their framing. Yet, this may be contradictory to the messages the grantees want to send. Further, besides working with “Southern voices”, many grantees strived to collaborate with partners in the “South”, if applicable, on a more equal basis. With respect to media cooperation and constructive journalism, it seems that grantees had diverse expectations from media and/or journalists regarding their roles. The depth of cooperation and the reflection of FVR! principles by the media widely differed. No systematic media analysis was undertaken to make further conclusions.

Recommendation D to partners if a similar sub-granting scheme continues on national/EU level:

Build collaborations with journalists/media (e.g. form national advisory groups and employ media analysis if feasible) to map trends in communication on SDGs / thematic, to define best ways for communicating specific changes and to monitor how the narratives brought by grantees have been reflected.

5. How well did the joint learning process as well as the FVR! toolkit serve the third parties and their possible media partners in working with the three thematic priorities (gender, migration and climate change)?

FVR! has supported the capacity development of grantees as required (e.g. in theory of change, communication, monitoring and evaluation). Thematic issues were usually not tackled by a specific training, but by the FVR! toolkit and through personal exchanges between partners and grantees. A considerable number of grantees redesigned their communication on thematic priorities. They used reliable sources of information, reframed messages and introduced new language, communication products and channels. It is not clear which elements of the learning process had the biggest influence on the changes, yet capacity development in framing seems to have helped. At the end, a few projects likely influenced the narratives in the media. As the themes are complex, it is likely that some myths and

stereotypes were spread too. In future, more in-depth analysis of the awareness of the target groups and lessons learnt from other countries could also help in strategizing the communication.

Recommendation E to partners if a similar sub-granting scheme continues on national/EU level:

If possible, support peer learning on thematic priorities across countries (e.g. via on-line video calls, sharing platforms) so that grantees can inspire each other how to approach the themes, given diverse challenges they face. Ideally, exchange with peers would include not only grantees, but also others who influence the specific thematics (and who can become potential new partners; such as thematic networks).

6. What are the possible unintended outcomes for third parties of having implemented an FVR! action?

It seems that the FVR! strengthened the whole ecosystem of CSOs locally and the CSO enabling environment. Grantees have improved their communication, increased capacities, improved strategies, strengthened networking and collaboration, received subsequent funds and even engaged in advocacy. Moreover, „Southern” partners and citizens benefited in a number of ways, including capacity development, improved visibility, quality of partnerships or changes in real lives of people (even though funding of activities in the South is limited by the DEAR call). The high unintended impact and the interest to fund similar projects by the decision-makers hint at high relevance of the programme and a lack of similar engaging programmes in the area of promoting SDGs. A preliminary stakeholder analysis is further supporting the “flagship” position of the FVR!

Recommendation F to DEVCO if a similar sub-granting scheme continues on national/EU level:

Develop a dedicated financial support for European CSOs and their “Southern” partners (as well as associates) in future DEAR calls, so that they can work with their own citizens (in the North and the South), localize approaches and exchange on their experiences. This would encourage more equal partnerships and mutual benefits for citizens in the EU and in the remaining parts of the World.

7. To what extent was the management of the sub-granting scheme effective and efficient?

The programme was tailor-made to the target CSOs. The procedures slightly differed by country (in line with the local context), yet remained transparent and effective, even if likely time-consuming at times for both grantees and FVR! partners. The ongoing, tailored collaboration with grantees was essential to deliver quality outputs and outcomes. The quality of the management is demonstrated also by the fact that CISU as the lead partner has been recently engaged in co-designing and administering a national sub-granting scheme with a similar aim to FVR!

On the other hand, some smaller CSOs or informal citizen initiatives (e.g. youth movements in the area of climate change) were likely left out due to ineligibility or a lack of capacities for preparations or grant administration. Some grantees may have also lost the capacities (in terms of professional staff hired for the project) after the funding ceased.

Recommendation G to partners if a similar sub-granting scheme continues on national/EU level:

Adjust guidelines for applicants:

- 1) Consider sustainability, complementarity to other projects and multi-actor cooperation (including with local authorities, media or informal citizen initiatives) among selection criteria. Cooperation with local authorities should be prioritized as they are responsible for localising Agenda 2030.
- 2) Explain in beforehand if and how regional or thematic coverage of projects will be decided upon (e.g. by dividing pools of funds) so that all selection criteria are clear to applicants from the beginning.
- 3) Explain how sustainability can be set-up at inception phase (latest at start-up trainings) so that CSOs think more strategically about the dissemination of their products and/or further funding (including crowdfunding).
- 4) Consider longer implementation periods and (non-budgetary) extensions where applicable.

Recommendation H to partners if a similar sub-granting scheme continues on national/EU level:

During the project cycle:

1) Train potential grantees in beforehand and coach them on the way on monitoring and evaluation of citizens' engagement and impacts. Consider establishing a partnership with academic or other relevant institutions for this purpose.

2) Create a simple on-line system for quantitative reporting and upload of final outputs. Thereupon a database of key outputs could be generated on-line.

See also recommendations C1 and E.

Recommendation I to partners if a similar sub-granting scheme continues on national/EU level:

Involve other actors:

1) Encourage CSO networks, private foundations and local authorities involved in decentralized cooperation to promote future sub-granting schemes in their networks to support synergies, disseminate products more widely and to scale-up successful approaches.

2) Where not applied as yet, consider widening the call beyond DEAR / development cooperation to social / environmental justice CSOs in order to have even a wider variety of actions, to learn from one another, to utilise synergies and to develop joint initiatives.

3) Encourage partnerships between LAs, media, CSOs and local citizens movements e.g. by including multiactor partnerships among priorities. Social movements are able to move masses even without the funding, but they may still benefit from the capacity development in FVR! principles.

In relation to FVR! partners

8. Which were the major takeaways from implementing the programme and from cooperating as FVR! partners? Including – how has the programme improved partners' understanding of how to promote awareness and engagement accordingly? (including on-line communication)

FVR! partners prioritised their support on small and medium-sized CSOs beyond their membership and increased their focus on civic engagement as a way to achieve SDGs. They have also implemented specific changes in their procedures (e.g. composition of selection committees, timing of trainings, coaching of CSOs, peer learning).

Partners have reported a number of specific lessons learnt about what works in promoting awareness and engagement, including in the on-line environment (see findings). Collaboration of CSOs with journalists and media (including on-line communication), dissemination of project products and cross-country networking, learning and collaboration are areas that would need further attention.

Recommendation J to partners by the end of the FVR! implementation period:

Encourage all grantees to put in one place (EU-wide and national databases) key products, such as documentaries, games etc.; along with guidelines (e.g. for teachers) where applicable. These products could thus be further disseminated across countries and serve as inspiration to others.

Recommendation K to DEVCO:

Create one place for key products, such as documentaries, games etc., along with supporting materials and contacts to authors to support further dissemination and inspiration.

9. How have these takeaways been implemented in the FVR! partner organisations?

A number of good practices have been implemented – see the 1st paragraph of the previous question.

10. How effective was the FVR! cooperation among partners?

The organisational set-up was effective. Communication was frequent, constructive and appropriate. Established systems worked well and were flexibly adjusted when needed. The lead agency seems to be the role model in administering a sub-granting scheme as well as in leading the consortium.

11. What are the unintended outcomes for FVR! partners having implemented the action together?

Partners strengthened their capacities to fund projects and to build capacities of CSOs. Yet FVR! outcomes were much bigger, from strategic adjustments, to networking, higher credibility, fundraising, new priorities or roles.

12. What are the unintended outcomes of the FVR! projects in the countries/regions?

National decision makers in some target countries have adjusted their understanding of DEAR and become more willing to fund further actions similar to FVR! to enhance their implementing capacities in effectively promoting the SDGs. Furthermore, FVR! produced a number of on-line materials, accessible beyond FVR!. Finally, FVR! contributed to a “revival” of DEAR or Global Citizenship Education (GCE) at a number of schools.

13. How relevant is sub-granting to the DEAR objectives in the 7 target countries?

The FVR! introduced key quality elements (principles), while respecting the right of initiative of local actors. Such a sub-granting was and still is highly relevant to small and medium-sized CSOs, which bring unique contributions to the national and EU DEAR, from localizing SDGs, tackling diverse themes, applying a diversity of approaches, reaching diverse, even new target groups, to creating personal commitment and long-term engagement, all usually with strong volunteering and in-kind contributions. The EC sub-granting (disbursed via FVR!) was and still is highly relevant to these kinds of CSOs. A sub-granting scheme is considered the only way to provide wide support to small CSOs also in remote areas. Training and support to small CSOs is absolutely strategic as the starting point of such a sub-granting. Therefore sub-granting needs dedication and expertise from the organisations managing it.

Recommendation L to the DEVCO

To increase the overall impact and sustainability, encourage the national governments, regional / local authorities and even private foundations to create a pool funding for national/regional sub-granting schemes that would strategically fund future awareness raising and engagement related to the Agenda 2030 (i.e. beyond DEAR). Encourage funding not just of projects, communication events and outputs, but also of strategic cooperation among local actors. Provide a single reporting scheme, in line with Development Effectiveness principles, to minimise the administrative burden for all involved. Allow localizing SDGs rather than giving preference to certain thematics.

Recommendation M to DEVCO and the EC DEAR Support Team in relation to the Lot 3:

Initiate a process and create regular discussions with implementers of sub-granting (former Citizens for Financial Justice/ No Planet B / FVR! / Bridge47 and other implementers on the EU / national / regional level) the key lessons learned and recommendations for the EC, national governments and regional/local authorities how to build operational mechanisms to support local CSO and other actors in achieving DEAR objectives. This dimension is strategic to create the conditions for sustainable DEAR activities across Europe. The programming phase of the EU next multiannual budget represents a key opportunity for it.

Recommendation N to DEVCO for the next DEAR Call:

In the next calls for proposals:

- 1) Stimulate more strategic stakeholder analysis (nationally and regionally) among applicants prior to the applications, including reflections on how to work with existing national DEAR working groups, platforms or networks at national and European levels. This would build on the EU COM (492) - 2012 on Civil Society roots of Democracy.
- 2) Consider coordination of sub-granting to small and medium-sized CSO across Europe to avoid that in some countries, several schemes are available, while in others there is no opportunity. Encourage capacity development of CSOs in quality-related principles and national as well as cross-country networking and collaboration.
- 3) Further minimise financial and reporting EU obligations for grantees, which are small and medium-sized CSOs, often run by volunteers.
- 4) Go beyond the 3-year projects and develop strategic partnerships as described above in relation to the pool funding.
- 5) From the project inception, encourage CSOs to reflect their framing and values as well as those of target groups. Consider including it in guidelines of a next call for proposals, in evaluations and experience sharing facilitated by the DEAR Team.
- 6) Promote among the EU institutions, national governments and regional/local authorities the awareness raising and engagement work done within the frame of DEVCO DEAR calls (utilizing the database mentioned above).

5. ANNEX A – CASE STUDIES

5.1. The Other Kind of Stories (FI)

Project name in original language: Toisenlaisia tarinoita

Weblink of the project: <https://www.toisenlaisiatarinoita.fi/>

Country: Finland

Implementers: FinnWID

Budget: 28,477 EUR

Thematic priorities: Migration, Gender

SDGs: No Poverty, Quality Education, Gender Equality, Decent Work and Economic Growth, Reduced Inequalities

Background & Project Story

With the so-called refugee crisis in 2015, migration became a topical issue. According to the informants, more Finnish people also know immigrants in their close circles as they have become members of their families, and are generally more visible in the society, together with people of color who had immigrated to Finland in the past. Labor trafficking was also a highly discussed issue in the last 3 years, provoking citizens' boycotts of Nepalese restaurants. The problem of female human trafficking related to prostitution has not received media attention. The trafficking from Nigeria was not covered by Finnish CSO, despite that the Benin City in Nigeria is a global hub for the trafficking of women to Europe. Up to 10 000 are trafficked from Nigeria every year and nine out of 10 of these women are from Edo (ancient Benin Kingdom).

FinnWID (Finnish Women in Development) was established in 1990. It is a volunteer-based organization promoting gender equality. In 2017, changes in Board took place, followed by internal evaluation and change of focus on global issues including on trafficking. The FVR! Project the Other Kind of Stories started in 2018 and lasted until mid-2019. The project promoted the voice of the South impersonated by a victim of trafficking, Ms. Itohan Okundaye, who comes from the Benin City. She came to Finland in 2014 in search of an asylum and has been working with FinnWID since 2017. She was the main driving force behind the FVR! project, speaking in public, at schools, churches, raising awareness. At that time, she and her 4-year-old son were to be forcibly deported back to Italy, which further provoked citizens' and volunteers' engagement in the issue.

FinnWID started cooperation with the media from the very start of the project and gave them contacts to partner organizations in Nigeria, Edo State NGO Coalition Against Trafficking in Persons (ENCATIP). Antti Kuronen, a well-known reporter, conducted a trip to Nigeria in 2018 with the help of FinnWID's contacts and background information (not covered from the FVR! project budget). His documentary was screened in the TV in early 2019 (outside of the FVR! project), starting the main wave of public attention.

FinnWID has done similar campaigning work earlier, including also the personnel on the project, but with different topics and management teams (95% of the personnel involved in the project was new, although have done similar activities in the past).

Project objectives, target groups, activities and outputs

Project objective

The objective of the project was to increase Finns' awareness of human trafficking against women from Nigeria to Europe, its root causes and structural global factors that produce human trafficking.

Target group included general public, students of social work and media.

Main activities and outputs

- Seminar on the occasion of publication of educational material on human trafficking and its preparation together with volunteers
- Involvement of volunteers in project planning, data collection and content production. One FinnWID volunteer was involved in a data collection trip in Nigeria and another volunteer (a journalist) collected data in Italy (photos, interviews, producing short videos for social media). About 20 volunteers participated in the planning and making of the educational materials.

- The meeting with a representative of FinnWID's Nigerian partner organization was eventually carried out via Skype, as the trip to Finland was cancelled. The event was attended by 9 volunteers.
- Volunteers organized the following events on human trafficking: screening series and discussion event at the Tampere Film Festival in collaboration with the second Frame Voice Report project (People on the Move).
- Communication on social media
- Participation in the World in the Village festival, the main Finnish development fair
- Cooperation with DIAK, the Diaconia University of Applied Sciences, Helsinki was to be used to produce the teaching material, but the cooperation was not fully realized. However, FinnWID organized a seminar in DIAK in January 2019, in which it participated about 70 students.
- Presentation of teaching material in workshops at three polytechnics did not materialize – *planned as a follow-up*.
- Cooperation with suppliers: making newsletters, providing story topics and perspectives, developing story ideas with journalists, providing information, hinting at good source articles, commenting on articles, providing footage, offering and arranging interviews.

Main outputs were the website <https://www.toisenlaisiatarinoita.fi/nigerialaiseniheimiskaupanjaljilla> with online resources (photos, videos), journalists' articles, seminars and trainings and a course for students of social work. The project organized also a seminar where it informed the main anti-trafficking network about the data collection trip and the website. Representatives of the authorities were e.g. The Finnish Immigration Service, the Victim Assistance System and the Regional Government Agency; ministries e.g. the Ministry of Justice, the Ministry of Foreign Affairs and the Ministry of Social Affairs and Health; Refugee Counseling, Monika Women's Association, Pro Support Point, Amnesty International, Nytkis and Our Common Children.

Outreach

- *General public* – to increase awareness/engagement (40% of Finnish population reached)
- *Students* (16-25 age group), including of social work students to collect material for the teaching and to organize an event at DIAK University (18 students participated in a course, who made interviews, 80 participants took part in a bigger seminar)
- *Volunteers of FinnWID* - to participate in the planning and implementation of the project's various activities and to communicate the campaign on social media, more than 90 percent of the volunteers were women and most belonged to the 26-39 age group. (42 participated)
- *Media representatives* - to write / talk about human trafficking and its connection to the goals of sustainable development (7 media representatives collaborated): Yle Uutiset, Yle Ulkolinja (Kuronen's documentary was part of Ulkolinja series, both are part of the Finnish Broadcasting Company), Helsingin Sanomat, Sunnuntaisuomalainen, Maailma.net, , Ministry of Justice Summons Magazine (Haaste), and 1 blogger)

What worked in raising / deepening public awareness

- By connecting the South and North: In Finland, SDGs were still more connected with development/foreign aid, not domestic issues. The project managed to demonstrate the interconnectedness of problems in the South and North after it conducted an internal analysis how to connect it together as it touches so many SDGs.
- Media coverage: close cooperation with journalists from the onset
- Briefing the experts: The teaching material was presented at the seminar on May 8, 2019 and was discussed and communicated to e.g. representatives of the Office of the Equality Ombudsman and the Finnish Immigration Service. The material was also presented at a meeting of the Finnish Anti-Trafficking Network in June 2019.

"First present the bigger picture, but then do a follow-up face-to face with students and education institutions. Brief experts and policy makers. In that way there is a better possibility they would follow the issue in the future." (Grantee, Chairperson of FinnWID at that time)

Engagement

- At least five volunteers have organized a small-scale event on human trafficking
- According to Facebook's organization's statistics, the average engagement (likes, comments, total shares) of published posts was: videos: 42 engagements, images: 75 engagements, and

links: 45 engagements. The average reach of published posts was 1,896 for videos, 1,521 for images, and 676 for links. - Followers increased by 52% during the project.

- Journalists were educated and actively engaged in promoting the story in the media
- Student were engaged by collecting the material for teaching and organizing an event at DIAK

What worked in engaging target audiences

Media, volunteers, students: Including them from the very start of the project and making them part of the project (all participated in data collection for the website and info materials, students conducted interviews, prepared materials, volunteers were part of the data collection trip to Nigeria).

General public: High engagement through social media activity, streaming of events.

Changes the project contributed to

Changes on the personal level

- Itohan Okundaye has obtained her residence permit in autumn 2019, following an interview with the authorities who re-investigated her case again

Further volunteer engagement

- Many of volunteers kept volunteering and campaigning even after the project ended, they shared and tweeted (> given the high media attention, an increase number of volunteers was reported not only by FinnWID, but also by another interviewed CSO, the Multicultural Women's Association - MONIKA, which provides specialized services to immigrant women and their children).
- The volunteers organized the following events on their own initiative during the spring of 2019 and produced a podcast: Screening and discussion event at the Tampere Film Festival (1 organizer), Other Stories reading circle (1 organizer), Other Stories short documentary evening (1 organizer), Podcast (3 authors).
- At least 3 volunteers are still active in communication team and 2 volunteers in the Nigerian team. 1 volunteer who started in the project became a member of the board in March 2020.

Further media coverage

- A journalist writing about the project from the very beginning has published a book „My name is Itohan“ (<https://www.goodreads.com/book/show/53436709-nimeni-on-itohan>) in Sept 2020, and conducted her own research as a volunteer in Italy on human trafficking during the course of the project. She also plans to start a PhD on cultural studies to further understand the phenomena.
- A review of the book was published in MaaIlman kuvalehti magazine in the September 2020 issue
- The story was further covered in the widely distributed Iso Numero (“Big Issue”) magazine. INSP News Service, the publisher on Big Issue and other national street magazines has also translated the article in English and made it available for publishing to other street papers around the world.
- Facebook site of the newly published book and accompanying photo exhibition was conducted. It has reached over 1000 people so far.

Induced policy and advocacy

- A Finnish activist, unrelated to the project, after reading an article about Okundaye's case, launched a petition to change the Finnish asylum policies to stop force returning of the victims of human trafficking. More than 4000 people have signed it in just a week and the activist has met in person with the then Minister of Interior to hand the petition over and made an appeal.
- Agenda-setting: issue of human trafficking is now explicitly mentioned in the new Government's Declaration.
- New government's Anti-Trafficking coordinator has been appointed and action team set-up.
- New legislation is being prepared including guidelines, especially looking at the situation of children of victims of human trafficking and their legal status.

Changes among trafficked people

- According to the organization MONIKA, which provides counselling to the victims of human trafficking, victims are now reportedly less afraid to talk about their own story and search for

help, therefore in a long-term MONIKA's representative believes this will have a positive effect on their health (improved medical prospects).

Changes back in Benin and internationally

- Following the negative publicity in the media (including CNN investigation uncovering migration routes, and highlighting Edo State's central role in sex trafficking), the king Oba Ewuare II, has made it his mission to halt human trafficking from Edo in February 2019 ("Whoever does it from today will face the wrath of our ancestors"). Itohan's story is explicitly mentioned in international articles, alongside her affiliation to FinnWID.^{xliii}

The respondents have somewhat agreed the success has been a combined effort (the anti-trafficking network is vast), but the role of FinnWID and Okundaye in presenting her story were key to the success. There was an alliance of partners (CSOs, highly impactful journalists, volunteers) following the issue, different ministries, authorities and NGOs (Crime Victim Support Finland NGO, PRO Support Centre, Refugee advice council, works directly with refugees, gives also legal advices of victims of human trafficking), many of them working on the topics for years (including the interviewed MONIKA representative, supporting victims of human trafficking).

IOM had a project related to this theme at the same time, focused on how to identify human trafficking and it was coordinated with FinnWID's project to prevent overlap. A TV documentary about the root causes of sex trafficking by journalist Antti Kuronen broadcasted in Finland, Deutsche Welle and other channels in early 2019 started a public discussion on human trafficking, coinciding with the start of the FinnWID's project. But he has been in touch with FinnWID and the organization gave him the necessary contacts and background information before going to Nigeria. This had helped to spark the initial interest of the public. Link to documentary „*The outer line: At the heart of women trafficking*” is here: <https://yle.fi/uutiset/3-10630711>.

Other success factors

- The trip to Nigeria greatly contributed to the media cooperation, FinnWID has long-term partners there, with whom they worked intensely since Dec 2017. The main task was to collect the communication materials and conduct interviews and to take photos (a volunteer who travelled in Nigeria later established a cooperation with the Tampere Film Festival, the project coordinator/a self-learnt professional photographer also joined the trip)
- Quality visuals (photographer involved from the onset), very resourceful project website – many journalists claimed to have used the materials from the web.
- (Prominent/credible) journalists were involved from the onset of the project (attractive visual materials were ready for them) as FinnWID had good contacts with a few large media and well-known journalists from the past
- Volunteers involved in planning and designing activities (more than 40 persons), very systematic and throughout involvement (a project activity alone), many of them had previous professional working history.
- The students were actively engaged; contributed to the creation of the online learning materials by conducting expert interviews and producing content
- Experienced members of FinnWID's Board who were involved in the project (previously worked at the Finnish MFA and at several other NGOs in Finland)
- Using a personal story (stressed by nearly all interview persons), offering perspective of the South
- Creating an alliance of actors across public space (advocacy element)
- Liberal feminist policies of the Finnish government which took the issue seriously

Challenges

- The Cooperation with an academic institution was reported as less flexible also because the contact person responsible for DIAK's side changed twice during the project. The pre-planned university seminar in DIAK was cancelled. FinnWID took over the implementation to at least promote conducting of interviews between students and experts.
- A visa was not issued in time for the journalist who was planning to accompany FinnWID staff on the trip to Nigeria. As an alternative, she went to Italy to collect the material herself mobilizing other people to help her in contacting organizations in Sicily. Also, the partner organisation in Nigeria did not receive a visa in time to travel to Finland to our seminar in spring 2019. The visa-application systems of Finnish embassy were highly over booked.

- Difficulties in coordinating such a large number of volunteers resulted in the Project Coordinator taking over of some of the activities, with members of the Board helping with implementation.
- According to one of the journalists involved, who has written the book covering the story, media in Finland are now somewhat over-saturated with the topic and one of them refused to publish her further coverage of the story. She interprets it that given the “theoretical“ possibility that more immigrants will be now requiring permits falsely claiming they were victims of human trafficking, the media are beware of the possible change of public opinion.

FVR! contribution

Link to FVR! principles: SDGs, frames, Southern partnership

- The main FVR! contribution was the systematic work on frames and values with the media who conveyed the message: change of framing (from a victim to a campaigner and powerful public figure / also reflected in visual materials), change of perspective (from merely a prostitution / criminality to understanding the complex social phenomena and human exploitation)
- Evaluation among volunteers pointed out that the Southern perspectives were reflected throughout the project, including Nigerian experiences and views on the subject. Giving voice to the South gave authenticity to the story.
- The project also showed gendered impact of human trafficking and presented the reality in the South (why are people leaving, what is the background?)
- It demonstrated culture/context sensitivity, deep understanding of the complexity of the issue (e.g. understanding that becoming a victim of human trafficking is often a result of a lack of livelihood opportunities, and can result in homelessness and other related socio-economic issues), promoting different framing and perspectives
- The principles of constructive journalism were duly reflected when conducting interviews with all journalists, stressing the multiple perspective on the issue and the change of framing

Key messages relevant to the FVR!

Migration has complex root causes. The problems of the South are not disconnected from the North. Migrants are humans like us with the same basic values and need to be guaranteed the basic human rights and access to justice. Immigrants can also be powerful public figures and are not defined only by their migration status.

How exactly the FVR! contributed

According to a member of the Project Board of FinnWID (who was a Chairperson during the project implementation and was responsible also for awareness raising):

1. The main value of FVR! was to receive resources and structure in order to widen and continue the campaign that they had already started before. For instance, it enabled the trip to Nigeria to collect learning materials for awareness raising and it enabled volunteers/activists to participate in the trainings and learning processes.
2. It was easier to implement the project, given that it had bigger programme (FVR!) behind. FinnWID could ask any time for help and background support.
3. FVR! also gave the credibility and reliability needed to establish a cooperation with journalists and reaching wide audience.

What next?

FinnWID continues working on the topic as described above in relation to changes the project contributed to.

Lessons learnt

- It is important to create an alliance of stakeholders, as it is usually difficult for a one organization to get things done without cooperating with established NGOs very well.
- Survivor’s lead movement is a powerful way to engage people.
- More resources need to be set aside for coordination and supervision of volunteers.



Picture 1: The most common route of human trafficking from Nigeria to Europe, source: Yle News Graphics
Picture 2: The book cover ("My name is Itohan"), Source: Facebook ("Itohan Okundaye - book and photo exhibition")

5.2. Glocal Heroes (DK)

Full project name in EN: Glocal Heroes - Together young people can solve global challenges with local actions!

Country: Denmark

Implementers: YMCA and YWCA in Denmark

Budget: 220,000 kr

Period of implementation: 14/4/19-30/3/20

Thematic priorities:

SDGs: quality education, gender equality, responsible consumption and production and climate change.

Strong focus on goals 12 and 13.

Based on the interview with Anna Gundersen who has been engaged in YMCA-YWCA for 10 years and was partially employed and partially volunteer on the FVR! project.

Evaluator 's Summary:

The project enabled YMCA-YWCA to truly make space for work on SDGs, a theme already praised by many members. The project directly engaged with about 2000 members of YMCA-YWCA (a bit more than a fifth of the organisation).

Given the project attached itself to already existing activities and structure, it got easily integrated into the organisation. The strong commitment of volunteers within YMCA-YWCA largely benefited the project. What is to be noticed, is the learning by doing approach (empowering volunteers to be SDG ambassadors) that is a good strategy to create ownership and accountability.

Background & Project Story

YMCA-YWCA^{xliv} is a Christian movement for youth empowerment with more than 9.000 members. The organisation works with children, youth and also adults¹⁴, offering many activities: sport clubs, tancing, choirs, talking clubs, etc. The central idea is about being and doing something together. Christian values are forming the background of the movement. Across the country, the religious aspects take different forms, from talking to acting. The organisation is essentially volunteer- run and organised in 150 local groups and local unions and in several committees.

Project objectives, target groups, activities and outputs

- The FVR! project Glocal Heroes's overall purpose was to create awareness about the SDG's among youth in order to nourish their engagement act towards positive changes in their local communities.
- The project planned to train young people as SDG-ambassadors taking on a responsibility to share their knowledge and engage more young people in action towards SDGs.
- The project evolved around **3 central activities**, all targeted at young people between 13-30 years: a boarding school festival with training of volunteers, a teen festival Wonderful days and local groups visits. Examples of activities on SDGs were collected throughout the project and gathered on a newly created website^{xlv}.

What was the change in public awareness and engagement (incl. levels of engagement) (EQ1)

This project **reversed the logic of the engagement pyramid by creating knowledge through action**. The design of the project made youth to immediately **engage as SDG ambassadors, in order to deepen their own awareness and knowledge of SDGs and further inform others**. "How to come from awareness raising to engagement is a difficult process and sometimes it seems better to go the other way around! Our volunteers were forced to create workshops and activities within the SDG

¹⁴ YMCA-YWCA is different from YMCA scouts in Denmark. They are two distinct organisations, not working together at all.

framework as our general approach is acting rather than just talking about it. And that can be an inspiration process for them”

- About a hundred volunteers from about 20 different local groups were engaged in creating SDGs activities.
- 1440 young people took part in the two large gatherings: the boarding school festival (3 days) and the Wonderful days (one week).
- 217 people took part to the summer camp in Jutland
- More people were informed through facebook and instagram and newsletters

The activities created by ambassadors are fed into the website, giving local associations and clubs concrete ideas on how they can hold local events based on the world goals.

From the evaluation questionnaire^{xvii} at the end of the boarding school festival, **it appears that the level of awareness varied a lot.** It is to note that several respondents answered they did not learn anything new, while others claimed having gained knowledge. This situation may suggest to organise differentiated levels of activities for next time. Anna explained the SDG committee plans to take this into account by helping local groups at the level where they are and focus on specific needs. The catalogue is a first step in that direction.

Any innovation (multi-actor partnership, cooperation with media, new target groups or tools)

- Several activities would happen without FVR! anyway but on a smaller scale. The Wonderful days happen every second year and the boarding festival, every year. “We have a lot of existing of activities in YMCA-YWCA, so we thought it was better to implement the SDG agenda on activities that were already going on rather than inventing new activities”
- **The specific FVR! contribution** is the strong focus on SDGs, the presence of southern partners, the website with SDG resources, and the local group visits on SDGs

What worked in raising / deepening public awareness (what got people interested) (EQ1,2)

- **Representativity of the volunteers within YMCA-YWCA and the activities made by youth for youth:** “The volunteers have been quite engaged in it, and they come from all over the country, so they represent a lot of different local groups.”
- **Grassroot approach in the creation of SDG activities and website materials:** Many materials on the web were created by many volunteers. The FVR! project committee (5 people) decided to collect them, making them themselves. “Some we have invented ourselves but most of them we collected from volunteers, some come also from other organisations. “
- **Adaptation to local realities:** Anna met with 10 different local groups to support their activation on SDGs. Her approach was to check what kind of expectations they had, so as to fit best with their needs.

What worked in engaging target audiences (offered solutions etc., EQ1,2)

- **the “learning by doing”-approach:** YMCA-YWCA set the framework for the volunteers and directly engage them in creating SDG activities and become ambassadors within the local groups. “We made some presentations about SDGs and they prepared activities within that framework. The volunteers are also members of local groups. and we saw the spillover effects where they are using more SDGs.”

What was the result of their engagement

Given the nature of decentralized and volunteer- based organisation, there is no full visibility of activities that took place locally. It remains difficult to know all results of engagement (or to claim it is only due to FVR!), but a few examples of further work in local groups were noticed:

- **creation of a “green committee”** by young adults (16-30 year old) in Aarhus. They focus on environmental sustainability of their buildings and meetings
- **focus on group dynamics** within a YMCA-YWCA volleyball club. They SDG 3 dealing with mental and physical health. So they also worked on group dynamics, they care for the fellowship, not just sport. So they have other activities like social evenings, self-understanding, unusual for volleyball.

- **Strengthening of a YMCA-YWCA SDG committee**, where we work on catalogues how to work on SDGs, and recommendations about our meetings (what we buy, eat, etc)

“We were not completely sure of how much local groups worked with SDGs after the two large gatherings. Members are volunteers, and have enough to do, so we don’ t want to ask or push for feedback. From our experience, it can kill the initiative. We need to find the balance, carefully assess how much feedback to ask.”

What also contributed to the success

- **Momentum for SDGs in Denmark:** several local associations and volunteers have been aware of the importance and wanted to work with the world goals. “We felt people were really welcoming the Glocal Heroes initiative and open to implementing it in the activities. Hard to tell if because of our work, or because of the momentum we live...!”
- **Representativity of the FVR! committee members:** in order to implement the Glocal heroes project, a special committee was set up, composed of 2 employees and 3 volunteers. Each member was also a representative of different committees within YMCA-YWCA, which is why the project worked so well. “We could share easily the agenda and the experience because we were engaged in other committees (international days, boarding school festival, international affairs, etc) ”
- **The project was based on the existing YMCA-YWCA's structure and way of working.**
- **Volunteer- based organisation**, meaning the project benefited from the men and women-power of hundreds of engaged volunteers.

What did not work in raising / deepening public awareness and in engaging target audiences

- **Lowering expectations on “ambassadors”:** Anna explained that the initial ambition with the creation of ambassadors was too high compared to what was realistic to ask volunteers. Initially the expectation was that ambassadors would also visit several local groups to support the implementation of SDGs.

What were the barriers and how they were tackled

- **Challenges reaching some of the local groups.** Anna pointed it was difficult finding groups who were interested to have visits on SDGs. “It would be really interesting to know why. We plan to work on this question in the SDG committee, and thinking how can we do this another way, for instance by pairing local groups to challenge each other.” **The adaptation** was that Anna (member of both the Glocal Heroes committee and SDG committee) visited 10 different local groups towards the end of the project to accompany them on SDGs.
- **Covid:** Two out of 3 panel discussions on how to work with SDGs in Aarhus were cancelled due to covid.
- **The flexibility to adapt** the project to reality was appreciated: “Thanks to CISU, we could change what we needed to do. If we had to do exactly what we wrote in the application, it would be really difficult, and so it was good we could adapt and be open to the new initiatives. “

Any un/intended impact and sustainability

- **The SDG committee still active in YMCA-YWCA:** One Glocal Heroes committee was set up for the project, as well as a special committee on SDGs. The latter one still exists while the first one finished with the project.
- **Creation of a website:** Regarding the collection of SDG activities into one central material, YMCA-YWCA realised a website would be easier to adjust along the way, and also better for sustainability reasons to avoid printed material.

FVR! contribution

Reflection of FVR! principles / values by implementers and their media partners if relevant (EQ4)

- **SDGs provide a common language and direction for action within YMCA-YWCA and with other countries.** “SDGs were present before but now a lot more people are into it, they are more aware and engaged. We see that we have a common purpose. SDGs are relevant for everyone, but specific enough, to compare and speak of different challenges we face. SDGs are about global challenges but local actions. The solutions need to happen where you are. It is a great framework to work in a meaningful direction across countries and age groups or regions in Denmark. SDGs also cover everything, so you can always relate to them. It is easily adaptable to whatever you are doing. “
- **Frames:** the interviewee was aware of the concept before (already in touch with CISU before and because of her background of anthropologist), but appreciated the materials from FVR!. “It was good to get more theory, and tools to tell the new generation of volunteers.” Activities on reframing were organised during one of the two gatherings^{xlvii}.
- **Southern partnership:** The project cooperated with YMCA Cameroon and South Africa, thanks to FVR!. A partnership has existed for 4 years already, but the interviewee highlighted that so far, it was mostly volunteers from Denmark going to the South. It means that FVR! enables the opposite to happen, contributing a more equal cooperation. “It brought a good perspective. Members could see SDGs in global light not only from the Danish perspective; and see they are different locally, but the same all over the world. We created more nuances about Africa in general, with the examples of Cameroon and South Africa. “
- **Media cooperation:** The work with local media happened on a small scale by contacting local media. Yet, YMCA-YWCA managed to get the national TV reporting on their event in the news. In addition, YMCA- YWCA made a special effort to work more with social media for this project: facebook, instagram,...

How exactly FVR! contributed (toolkit, trainings, coaching...)

- **Trainings:** The interviewee went to the launch event and one training session.
 - useful to talk with other organisations
 - good to reflect that in our partnership we have on equity, equality, it was good to realize we are doing well...
 - difficult for volunteers to make time during weekdays “Most of the training sessions were in the afternoon on weekdays, and as a volunteer it was difficult so it was not the same person but 4 different people”.

Who to focus on in the near future, how to further disseminate what has been done...?

- **The SDG committee is preparing a catalogue offering support of local groups:** the primary focus is how to implement the SDG agenda in the existing activities. The catalogue gives people inspiration and direction for how they can do something, and encourages people to do more of what they are already doing.



Photo: Youth at the YMCA-YWCA Wonderful Days

5.3. Radio Mælkebøtten: Voices from the World Goals (DK)

Project name in original language: Stemmer fra Verdensmålene

Country: Denmark

Implementers: The association Radio Dandelion (Radio Mælkebøtten)

Budget: 186 501 DKK (25 047€)

Thematic priorities: all: gender, migration, climate

SDGs: all: No Poverty|Zero Hunger|Good health and Well-being|Quality Education|Gender Equality|Clean Water and Sanitation|Affordable and Clean Energy|Decent Work and Economic Growth|Industry, Innovation and Infrastructure|Reduced Inequalities|Sustainable Cities and Communities|Responsible Consumption and Production|Climate Action|Life Below Water|Life on Land|Peace, Justice and Strong Institutions

Background & Project Story

Why has the project been initiated (including the trends in migration/gender/climate change and public awareness when relevant)?

Jan Simmen is a senior media expert with long standing experience in civic and constructive journalism. After an international career (as editor in Danish newspaper, and COO in EuranetPlus in Brussels, implementing strategies with outreach to 22 million listeners), Jan felt the personal need for change towards more innovation, getting out of the mainstream way of doing things. He started to work as a freelance journalist, strong from his experience working with radios from all over Europe, but also from his own journalistic knowledge.

Jan observed that the large, settled classical media were slow to adapt to new vehicles of information (fcb, youtube, soundcloud, etc.) and thus missing out on a young audience more attracted to these. "Facebook or youtube are mastodons you cannot avoid anymore. Even teachers seem to think that books are relics of the past sometimes, and YouTube is all they need. YouTube is thus important to reach a younger audience and schools."

With the association Radio Dandelion, he set up several projects adopting an integrated approach of combining different media in order to reach a wider audience and elevate the quality of information usually available on social media. With FVR!, Jan's main aim is to empower citizens to be part of the change by producing in-depth reportage sparking hope. He personally connected again with his initial motivation of becoming a journalist: "This is one of my favourite projects of my entire life! I love to make broadcasts or podcasts. I wish I could continue to do that for the rest of my life because I think the need is there for such podcasts, and on a personal level it was fantastic.

To what extent have organisations done similar work (issues, tools, target groups) before getting support from FVR! (EQ1,2,3,4,5)

Jan has worked on the creation of in-depth media content targeting public and multipliers (teachers in particular) across information channels (linking radio, with website, fcb, YouTube and soundcloud). The new feature within FVR! is to make the podcasts available for download to a large network of small local radios, often run by amateurs.

Jan believes that grassroots radios have a great future due to the fact people are turning away from large mainstream media. Jan explained that grassroots radio stations are small, not super professional, but people trust them because they seem independent. "This is explained by the visible trend of distrust from people in the establishment and often there is a confusion of the establishment with the media."

Project objectives, target groups, activities and outputs

- The target group is the broad public, reached out through small non-commercial local radios all over Denmark, and social media.
- outputs 11 Broadcast on radio Dandelion (the number of broadcasts on other radios is not available), 13 podcasts (2 more than planned), 13 YouTube broadcast, 15 articles on Facebook, 1 webpage
- Innovative strategy:
 - Podcasts were offered to 178 radios through a server. These are amateurs radios who take the broadcast for free. It is estimated that between 78 and 130 radio stations have been broadcasting the podcasts (the number of downloads was 391). This strategy helped to reach the public in remote parts of Denmark.
 - a website, YouTube and facebook were also used.
- The project also received 5 press coverages (with estimated outreach of 1 million reader)

Given the podcasts were offered for free, it is difficult to know exactly the real number of downloads and public outreach. In addition, the statistics of download from the server had to be downloaded day by day, meaning it is unmanageable to keep track of all downloads, but what is known is that:

- The larger radios used the whole series of broadcasts (about 5 or 6 radios).
- There are about 10 radio stations that reacted to the newsletter sent for announcing the new podcasts because they had technical problems downloading the podcasts. So it shows that people put value in it, because they took the time to say they were not able to download and ask for help.
- During Christmas time there is a drop in the number of downloads by radio stations, because people are on holiday, and then when Covid-19 came.
- Although the project is finished, the server shows that radio stations still download the broadcast.

What was the change in public awareness and engagement (incl. levels of engagement) (EQ1)

This project reached out to a large number of people. The estimate of the total public reached by the podcasts (website, radio, Facebook, YouTube combined) is about 1 million people.

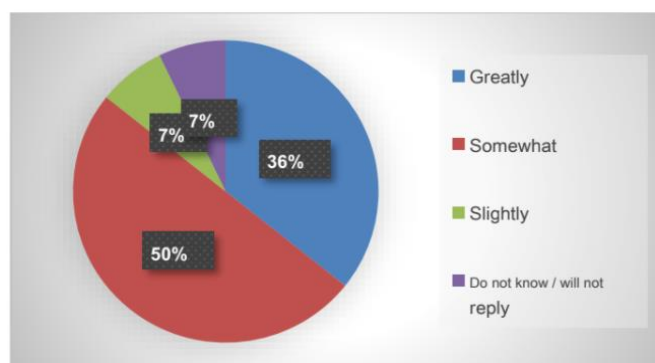
Local radio broadcasts prove to be a very good way to reach out to the public. A single podcast has reached between 83.000 to 161000 thanks to the wide network of radio broadcasting while posting the podcast on Facebook reaches an average of 4000 people and a YouTube broadcast will be seen by an average of 6300 people.

- total people reached on radio: between 852 179 and 1 027 139
- total people reached on Facebook: 53 455 (with 6805 active)
- total people reached on YouTube: 81 796

About 12% of people reached on Facebook interacted with the post. Some positive comments appear under posts.

While it is complicated to aim at engagement or measure it through a project designed to inform, Radio Dandelion asked its listeners how motivating were the broadcasts and if they felt that the broadcasts gave them the tools to do something. 86% of the people feel the broadcasts provided tools to make a difference.

To what extent do you feel the broadcast has given you the tools to make a difference?



What worked in raising / deepening public awareness (what got people interested) (EQ1,2)

- use of storytelling: Jan uses constructive journalism and storytelling as a base to both speak to mind and feelings. He found it important to make people think, challenge their world's view, realise what is true for a situation in the North might not be elsewhere, and to never deliver the "truth" because it is up to the viewer/ auditor to decide
- diverse strategy of outreach
 - **the podcasts** (from 15 to 35 min), in audio formats were ready to be downloaded from a server dedicated to radios.
 - Many **radios broadcasted the podcasts**, including Radio dandelion itself. The radio received mails asking to hear it again, wanting to hear more.
 - **the podcasts were available on YouTube**, where the audio file is illustrated with images. YouTube is where you can expect use by multipliers. "If it was used by a teacher, as a multiplier, the impact is bigger. Also if two people watch it together, people discuss it, and the end effect is that the effect will be much greater".
 - **the podcasts and articles were also available on Facebook** on efolkeoplysning page (electronic people 's enlightenment). It is a Facebook page stemming from a project on public information for education (the project is over but the fcb page remains), and the followers are people who are looking for knowledge, thus many are multipliers.
 - **Podcasts and articles were also available on the project webpage**
 - In some cases, the podcasts have also published **other webpages/ fcb, including Universities**. The most successful podcast was The Amazonian forest story (about deforestation, soy import and meat consumption) because the World Forest Organisation and WWF, whom we interviewed, took the link from Facebook and the link to the broadcast (but then it makes difficult to measure the result).

What worked in engaging target audiences (offered solutions etc., EQ1,2)

- **Focus on concrete and differentiated steps, rather than generic solutions:** Jan stressed the importance of continuously offering clear and adapted options on how things can be done. Interviewees in the reportage presented ways to get engaged, from being politically active to changing one' s consumption patterns. "For people to be empowered, they need to come to knowledge of what they can do. For instance, globally we need to reduce CO2 emissions, but how you do it depends where you live. If you live on the high north, the solar panel would be a very bad idea because you use a lot of power in the winter when it is completely dark, and you don't use much power in summer when the sun is up all the time, so wind power would make more sense. But if you live in the South of France, both solar and wind would make sense. The concrete solutions will be differentiated and that is what the big media cannot bring"
- **The local anchorage for media (radio, tv, newspaper) struck much better** because the solutions to global issues need to be precise locally and local radio stations have a good trust capital. "
- **Use many entries on the same subject so as to connect to many differentiated realities.** Jan pointed it is important to take into account different personalities, or realities.

“One of the main points was to provide at least one story people can use. As an example: to reduce CO2 emission, you can take a bicycle and this will speak to a person of 20 year old but what if you have a handicap? What about people who are 65, or to have a job 50 km away? The answer for them might be public transportation. So to speak to many, you need to have many entries, many information about how it can be done in many ways. “

What was the result of their engagement

This is not possible to say.

What also contributed to the success (EQ2)

The project benefit from:

- **senior journalistic experience** of Jan, enabling to make direct use of existing channels of dissemination (large number of radios involved) and to make use of contacts abroad to create quality content.
- **dynamic radio environment of Denmark**, where there is a big number of local non-commercial radios all over the country. “Many radios pop up and disappear again, they appear for one year, and then disappear next year, and someone else picks it up the year after. Some are run by real amateurs, and some by professionals. Public fundings are about 20.000 euro a year and they must broadcast a minimum number of hours (about 14h and have max 60% music). And that is why they are also interested in using podcasts”.
- **high number of outputs:** 11 Broadcast, 12 podcasts (2 more than planned), 13 YouTube broadcast, 15 articles on Facebook, 1 webpage “Our starting point was different from other projects. We did not want to travel out in the world, to save money and to produce more broadcast. We have 12 podcasts. If spending the money on travel, we would have produced less. Our question was what do we want to cover, and what is possible to cover for us in the way we want without going there? “
- **good preparation ahead of the project, enabling to start immediately:** “We spent 2 or 3 months finding all the sources for the broadcast, finding rainforest Indians that are actually able to speak to you is not an easy task, to find someone who has a small project in the great lakes of Africa is not an easy task, unless you have the contacts. At least 3 persons per broadcast were collaborating. We did not have them all at the beginning at all, we looked for them to be part of our application, so we were ready to start early on.”

What did not work in raising / deepening public awareness and in engaging target audiences

- **Identified room for improvement:** Facebook is where to generate debate (more than YouTube). Jan pointed that the strategy differs for Facebook, YouTube or the webpage. On Facebook it needs to be more provocative in order to generate reactions and push people to participate in discussion. “This is one area where I could have made the project better, by making it more provocative on Facebook.”

What were the barriers and how they were tackled

- **Trolls:** From past experience Jan was afraid of trolls on Facebook, that they would attack the project. But by being aware of the risk, Jan adopted clearer limits to what to be tolerated or not, and it proved a good way to contain more attacks. “In the past, I thought everybody had the right to say something, I did not know there were somehow troll factories! When I saw a direct attack based on pure hatred, I stopped and deleted it right away, and maybe these people thought there was a no-go on this webpage, and went somewhere else.”
- **The exact number of downloads, use of the broadcast and public outreach is hard to measure precisely.** Without an economical relationship (a small amount to pay), it is hard to receive feedback from local radios. Yet, Jan received letters thanking him to do it for free. “When the EU wants to bring back numbers, it is fair enough, but you can spend your time on gathering numbers or spend it on doing something that contributes to changing the world for the better. My aim was not to measure but to convince and to bring knowledge to the public as large as possible. “

- **COVID-19:** The corona crisis has complicated the broadcasting because no one went to the local radio stations, only those who would work from home could use the broadcasts.
- **Delay of one story:** the story on Yemen took 3 months to realize. Jan had a contact from ECHO to cover a topic on solar panels, and was supposed to travel to Yemen but at the end he was not allowed. "It got known that the EU financed solar panels that got misused and sold to rebels for missile launch. I made the broadcast but without traveling there. So this broadcast took 3 months, that was unforeseen."

Any un/intended impact and sustainability, including continuing strengthened media/school collaboration etc.

- Collaboration with organisations interviewed in the podcasts and from Universities which "published" the podcasts on their university's distribution channels.
- The podcasts keep being used by radios, or viewed on YouTube, meaning that the outreach keeps enlarging.

FVR! contribution

To what extent were FVR! principles and values reflected in previous work of the implementer/s

Key messages and their relevance to FVR!

Each broadcast is about a SDG theme from the indigenous people in the arctic, to the rainforest in America, conflicts in Yemen or several stories in Africa (Tchad, Ethiopia). All the themes were chosen by the editorial group asking what is not covered yet and what concrete actions can be proposed to the public "No need to go on telling stories without presenting what can be done by the listener."

The similarities are the use of several angles on the same topic, the solution oriented approach and hope. Although the issues presented are complex, they are presented in a easy-to-listen- style, making use of background music, or sounds and storytelling method of using narratives but also facts. Jan Simmen reports that a big learning is that constructive journalism and storytelling methods work. "Listeners are happy with our podcast. This can also be seen from how many people have actually listened to our podcasts on YouTube, which is otherwise an image medium."

Reflection of FVR! principles / values by implementers and their media partners if relevant (EQ4)

Jan found that the concept of framing was made very complicated to understand at the launch event (presentation of Martin Kirk). He added that the presentation did not combine with the material that was distributed. Jan explained the method behind framing is a normal procedure for a journalist, and that he would rather use the word "angle". "As a journalist you should think: whom I am going to do what with? Am i gonna tell the same story all over again about the victim? Framing is now a new word for politicians, but it is nothing new for journalists. Because all questions you ask for framing you ask them as a journalist when you start making an angle."

How exactly FVR! contributed (toolkit, trainings, coaching...) (EQ1,3,4, 5)

- overcomplicated approach to framing at the launch event
- positive feedback on other trainings once the project started with the upstart seminar.
- the joint process was highly appreciated: "What was really good was to meet with other people. I did not know so many organisations existed. Good to see the diversity of projects, with a lot of creativity and imagination. For me as a journalist, t as such, it was already interesting.
- Mix of CSOs and journalists was also good to help get out of one's own bubble "you got to see things from another perspective . What was normal to me, where not for others, especially on media, so it was good for me to hear them as journalists.
- coaching and elaboration of own project useful

Any conclusions, lessons learnt?

New project idea: broadcast on topics chosen by all CSOs involved, European wide:

“There were so many projects, and everyone had the same problem reaching a wide audience. So one way of giving visibility to the whole project would have been if all or some of my broadcast would have been chosen from the existing projects. Then, you would have a multiplier effect. We could have chosen also from all over Europe, it would have the content and contacts of several journalists. If you look at the real big scale, we could reach millions of people, through the contact of the journalists and radios I have. I know all radios over Europe would be interested in such a project.”



Podcast on Tchad available on Youtube

5.4. Virtual Reality - Maasai and Climate Change (NL)

Country: Netherlands

Implementer: Osotua Foundation (www.osotuafoundation.com)

Budget: 17 075 EUR

Project end: May 2019

Thematic priorities: climate change

SDGs: No Poverty, Decent Work and Economic Growth, Responsible Consumption and Production, Climate Action, Life on Land

Evaluator 's Summary: Virtual Reality - Maasai and Climate Change projects' key success factors were right people at the right time, great cooperation (mix of skills and knowledge), an innovative tool and a powerful one on one discussion. Now, the challenge for Osotua foundation is how to connect with multipliers to increase the movie outreach. This raises the question of how to support FVR! grantees once the project is officially "finished". The Foundation also plans using virtual reality to help your Maasai preserve their culture.

Background & Project Story

The initiator of the project lived with Maasai for 2 months in 2012 and became passionate about African savannah. She established the Osotua Foundation to help regenerate the savannah in a broad way, including people and all life.

Wilde Ganzen had been working with the Foundation on another project when they offered joining FVR! Thus in 2018, a virtual reality project on Maasai and climate change was born. The Foundation has engaged in this kind of work for the first time with the aim to reach out to more people than before.

The virtual reality movie White Mountain was shot in Kenya. In less than 5min, it tells the stories of an unprecedented collaboration of Maasai communities in Southern Kenya to restore the icecap on Mt. Kilimanjaro, which they risk losing due to climate change. As the founder Dieke Geerling observed, it worked really well with the European audience. She shared that the success was possible thanks to a lucky combination of people and timing, referring to the collaboration with Michiel de Koning, the movie director.

Project objectives

The project objective was to raise awareness so that people start talking about the issue, then hopefully get interested and engage with Osotua Foundation as volunteers or donors. Still, the focus was primarily on **creating awareness that life does not stop at the border of our countries:** "Can we see that here

we are affecting other people elsewhere? We can choose to ignore it because we are rich, but we can't ignore it actually. "

As explained by the Founder: *"We live in a forest estate here in the NL, and we can see the forest suffering in the last 3 years. And it is the same with the Masaai. It is the first time here people start realizing that we have a climate change problem. We see it (e.g. Australian fires), but people keep filling up swimming pools, washing our cars, etc while Masaai have huge drought, then floods; for them climate change is a really tangible, intense experience."*

Innovation

The project was based on an innovative tool - virtual reality that helps audiences embody reality. "It touches you intimately" according to the Foundation representative. It is also reported as a relatively new medium that attracts youngsters. The Foundation is not aware of any other NGOs using virtual reality for awareness raising.

Outreach

The virtual reality film reached out to the following types of audiences:

- 3000 people at the hippie festival, from young to old
- 1000 people Film Festival Leuven, many middle-aged or older and both genders
- 5000 people at the UN in Bonn, mainly between 16 and 25 from 40 countries
- 500 people at the Africa Film Festival in Amsterdam
- 500 people on the SDG day in Amsterdam
- 250 people at SDG Festival Morocco with young people between 10 and 23
- uncertain number of teachers and pupils/students at schools

People who have watched the movie were reportedly very impressed by the movie itself. At festivals, people discussed the subject especially when there was a smaller audience. If people were lining up to watch the movie, discussion was more limited.

In schools, the movie was linked with the photo book about White Mountain that explained the whole project the Foundation is working on and concrete ways to engage.

The photo book is intended for a wider public. When people buy it, they have a QR code and can watch it on their phone, yet without the virtual reality experience.

What worked in raising / deepening public awareness

- Embodied experience
- One on One conversation after having seen the VR movie

Engagement

The film does not give any specific recommendations. It just allows Masaai to tell what they are doing. In the discussion after the movie, the Foundation representative discussed with people: *"what did you see? what is happening? what are the consequences, what is the relation with our lives here, what can you do about it?"*

According to the Foundation, it is a very intimate experience: *"It is not an anonymous movie that you watch in a theatre and you go out, so there is naturally a discussion about it."*

What worked in engaging target audiences

- Embodied experience.
- Showing how others engage: *"The movie says what the Masaai are doing. I don't want to speak about helping them. They are doing something themselves, and we can reflect how we can support that."*

Changes the project contributed to

For the Foundation it is difficult to assess if the project contributed to any changes: *"We had no tool to measure it, we are too small. We are not good at marketing and also at follow up."*

It reported new volunteers, fundraising and multipliers generated especially through conversations and handing out cards with information.

The Founder selected some volunteers from the festivals (and elsewhere), but she was selective: *“We need volunteers for marketing, donations and organising things. My experience with volunteers is that they cost a lot of time for us too, so it is not always easy - If I do it myself, it is much quicker. (...) I don't want to have many people who want to go to Maasai land and disturb the community. Because it takes time from the Maasai people.”*

Some people now follow the Osotua foundation thanks to the movie. They also donate money and are interested in the project. The extent of funds or number of new donors generated by the movie is not clear.

Aside from the above, the Foundation has been approached to share the movie further. For example, some PWC representatives had seen the movie during event screenings and wanted to show the film to their employees.

Other success factors

- right people at the right time
- great cooperation (mix of skills and knowledge)
- an innovative tool

Challenges

It took a long time to get the movie ready. Now the question is how to make it more accessible, beyond the QR code. This is especially challenging during the Covid-19 pandemic, when events are cancelled. A lack of capacity to follow up due to a very small size of the Foundation is another limitation. The Founder is not clear how to “parachute” the movie in other networks and how to use it to raise awareness of middle aged citizens.

Link to FVR! principles: SDGs, frames, Southern partnership

The Founder confirmed working with SDGs and frames: *“We use positive frames: the Maasai are taking care of the land. We want to make people aware that Maasai are really suffering, but show that they are always hopeful, always willing to go ahead. They are not passive victims; they are very intelligent. It is a progress frame, but they still need support. It is about cooperation. (...) We did not discuss how to help Maasai. People see a story where Maasai people explain what they are doing and the question then is how to support the work they are doing, because everybody needs help in life. They are already doing so many things themselves.”*

The Maasai work also with other people, including American tourists. Yet, the Foundation reported to have been building an equal partnership in regenerating savannah. The Founder Dieke goes to Maasai land usually 3 or 4 times a year.

An example of the equal partnership is a new project of the Foundation with Masaai-mara based on joint fundraising: women with no education who speak only Maa (not English or Swahili) and are busy with household activities, learn about indigenous plants (lelechia plant) and about conserving their environment. A cooperative of women will be formed with their own Maasai brand, which they 'll sell in Nairobi.

According to the Foundation, modern education is destroying traditional knowledge, but it is not too late. Maasai values are about protecting wildlife and nature, that everyone has its own place. Yet, Maasai elders reported to the Foundation that youngsters do not know these values. Therefore, the Founder is imagining further work to record this knowledge and make it available to young generations (see below).

Key messages relevant to the FVR!

Climate change is very much felt in savannah and Maasai are positive in working with the negative impact. They need support.

How exactly the FVR! contributed

Funding the movie production way key. Further, the Founder benefited especially from the marketing training. The Foundation would appreciate it if the FVR! network could be used to further spread the movie: *“Big NGOs have huge marketing departments, we don’t.”*

What next?

The Foundation continued working with virtual reality in schools in September 2019. It planned a pastoral film festival in February 2020 and several other opportunities, but this was cancelled due to Covid-19 pandemic. As the Foundation builds on the activity of one person, promoting the film full time is a challenge. Yet, it expects that virtual reality will remain to be attractive especially to youth the next 6 or 7 years. So it still promotes the movie among schools.

It also remains working with the Masaai and plans another virtual reality movie for the Masaai audience: *“I want to create a museum in Kenya, also in Ma, so not only for tourists. I want to make another virtual reality movie with elders where they tell their stories to help young Maasai, so that they remember their own cultural background. I need help to prioritize all these ambitions.”*

Suggestions by the evaluator

The Osotua Foundation developed a powerful tool with the help of FVR!, but has very limited capacity to use it for awareness raising.

To increase the outreach of the virtual reality movie, the Foundation can consider cooperation with other CSOs or platforms engaged in education and / or awareness raising. Financial aspects as well as capacity development of the partners need to be worked out.

All FVR! partners should consider how to support FVR! CSOs after the project is finished. Specifically, in this case, Osotua Foundation would benefit from coaching how to work with multipliers and from connecting with other platforms/networks.

Photo: poster of the virtual reality movie White Mountain (source: Osotuafoundation.nl/)



5.5. Amoukanama: Creation of a Circus (BE)

Country: Belgium

Implementer: **Amoukanama**

Budget: 20.000 EUR

Period: 11/09/2018 - 30/04/2020

Thematic priorities: Migration

SDGs: No Poverty, Quality Education, Gender Equality, Decent Work and Economic Growth, Reduced Inequalities, Sustainable Cities and Communities Peace, Justice and Strong Institutions, Partnership for the Goals

Evaluator's summary:

Very rich project where the accompaniment of Wilde Ganzen contributed to the success:

- support Amoukanama's motivation to face tough obstacles (visa refusals of Guinean artists) and find alternatives,
- inspired Amoukanama to clarify their vision and reframe their communication,
- gave the opportunity and confidence, through financial support for Amoukanama, to step up into a more professional existence, and reaching out to new networks.

Although it is not possible to measure impacts on the public within the scope of this evaluation, Amoukanama valuable features are:

- high number of workshops and performances
- the use of embodied work (other than cognitive approach)
- subtle, non-confrontational approach (not naming the obvious)
- humanizing the issue of migration
- collaboration on an article on Belgium's policy on VISA by Mo Magazin

Sustainability: thanks to FVR!, Amoukanama has developed a new performance, breaking stereotypes and putting further forward the uniqueness of each individual but also the power of the collective (summer 2021).

Background & Project Story

Amoukanama is a CSO that was initiated by a group of circus artists from Belgium and Guinea. Their dream is to establish a circus school in Matam Conakry in Guinea, where Guinean artists could learn about acrobatics and further develop their life skills.

The idea of a circus school was a dream of Alseny and his best friends who grew up in Conakry. Nathalie from Belgium who is Alseny's partner has helped to make this dream come true by searching for support and partnerships. The idea of a circus came from early 2016: *"At that time, we lived in the South of France, we were living in an unstable situation. We were living with five Guinean people. They were always changing, people without papers were coming; there was no money because they were in this abusive system where residency papers are used to pay migrant workers less. It was a moment in life where I saw a lot of things went wrong gave me motivation to change the situation (I can go wherever I want but my partner needs to follow the rules of the system). To our surprise, the project of the circus school got its first subventions, and today it got much bigger than we previously anticipated."*

Before FVR!, the team received more than 50.000 Euro for the project of the circus school. This was their first big funding. The FVR! project was the second important funding for them.

In the FVR! project, the intention was to create a performance telling the personal stories of young African migrants to show in Flanders. But the Belgian VISA policy refusing the entry of the Guinean acrobats, forced the team to change their plans, find other artists already residing in Europe and make a simpler version of their performance.

Project objectives, target groups, activities and outputs

Initial objective: With FVR!, Amoukanama aimed to create a show using circus/dance/theater techniques inspired by the many migration dynamics in the world. With a group of African and European artists,

they researched the subject of crossing borders: *“Many Guinean young people are born in a situation of limits. Cause of lack of money, education, health, food, housing, family. They continuously search to push these limitations. Crossing borders. Within yourself. And towards others. With this background, we want to create a show that moves people. Showing joy and strength, but also fragility and desperation.”*

The initial objective of creating that storytelling performance was changed due to the refusals of VISAs to Guinean artists. In consequence, Amoukanama searched for other Guinean acrobats from within the EU (France, Germany, Belgium, Spain). Together they created and rehearsed a simpler show and engaged people through workshops. Yet, Amoukanama has not given up on the original objective, and this performance is expected to take place in summer 2021 on the festival Vaison Danses in France.

Target group: youth and public

Activities and outputs: Between February and September 2019, Amoukanama performed and / or given workshops in the following municipalities: Ingelmunster - Maldegem - Ieper - Gullegem - Lokeren - Brasschaat - Ghent - Kapellen - Zemst - Menen - Ninove - Zeebrugge - Waregem - Langemark - Koksijde - Netherlands (Ulf) - De Pinte - Ostend - Bikschoote - Kortrijk - Brussels - Ronse - Zulte.

Innovation

The helped audiences identify with the artists and the story told. It is embodied work (other than cognitive approach) and non-confrontational approach to humanize the issue of migration: *“In the workshop we don’t state the obvious. It is obvious that my partner Alseny is black and that he is from Africa. Sometimes when you state the obvious, people retreat in thinking. And the power of circus workshops is that you can let people move and be into body work. I can observe and then I can put things into words but it does not need to be right from the start. And then I can see which kids are attracted to work with Alseny, which kids are more afraid or not used to talking another language or with unease in his, her body, all that subtle stuff comes from interactions. Then only it is good to put into words to reflect on action and interactions.”*

In 2021, Amoukanama hopes to perform their new show. Whereas until now, they focused more on the “Wow- aspect” (“Look at these people from Africa, doing these amazing things, and the positive image of it.”), in the future, they hope to break further stereotypes and put further forward the uniqueness of each individual but also the power of the collective.

Moreover, the hardship of the visa refusal faced by Amoukanama led to a very good article on Belgium’s policy on VISA by Mo Magazin. It mapped the difficulties dancers and performers face if they want to perform in Europe: *“Normally art and culture have to address sensitive themes in society. Culture is sometimes the last voice of what you no longer find in the mainstream. If that is also constricted, freedom is lost.”*

Outreach

Over the summer of 2019, a total of 22 shows and 30 acrobatics workshops in schools (circus and African dances) were given in 22 Belgian cities and in 1 Dutch city. The circus reached both children and young people (from 3 to 15 years old), especially if workshops with the artists took place at schools (Basisschool Ingelmunster, Schools in Maldegem, Brussels, Zemst). The performances were seen by hundreds of people of all ages.

This outreach can also be seen from the statistics of Amoukanama Facebook page: during that period, the number of likes of our page almost doubled (from 282 to 533). Some articles about the group and projects were published e.g. in the Gazet van Antwerp. The issue with visas faced by Amoukanama triggered a long article, based on constructive journalism, by Mo magazin about Belgium’s approach to VISA, with an interview of Nathalie from Amoukanama.

What worked in raising / deepening public awareness

- using embodied work, more than cognitive approach
- personalization of stories, humanization of migration
- discussion about images/ references young people have of Africa

Engagement

Many people who attended workshops or performances later visited Amoukanama's website or contacted through Facebook, some asked to follow some Amoukanama workshops.

What worked in engaging target audiences

The performers engaged the audience in the performance itself (see photo below).

Changes the project contributed to

Amoukanama sees the workshops as planting seeds for changes in attitudes: *"I hope these people focus on their own life after being inspired, that they see something amazing but then engage, not with us but in their communities. (...)The workshops are more about letting an impression planting a seed and you hope it will develop inside of the child and grow further into something else. You just try to give children an image of what is possible and I hope it gives them a vision of what is possible and where to search for. It is important for children to experience a lot of things to be equipped later in life. Maybe they will later remember the circus workshop or African dance and remember, oh I felt then really good, and they can later search in that direction."*

The performers experienced more friendly behaviours from people who saw them at workshops or performances (so the circus contributed to a change of frames about them).

Amoukanama changed the way things were framed on their website and social media thanks to the training of FVR!. They clarified their vision of their project: *In Africa, people see the circus to get out of the street and poverty but they don't think about it in a professional way. It is also through the development of the project that we realized that we don't have to frame Amoukanama as a social project, but as a real professional project, and that makes us reach to a whole different network. And thanks to our new creation (initiated in FVR!), we are now in this esteemed professional network in Belgium, France, which is a whole different world, more about theatre and circus festivals than schools".*

Other success factors

- Passion and motivation of the performers. *"This project did put a lot of stress on our daily life. There were a lot of obstacles and disappointment but we still had this urge that was unstoppable."*
- The EU financial support has brought legitimacy and justification, according to Amoukanama. *"The fact that we got funding is a very big motivator, big support. This project has a big importance for us, and for the artists in Guinea because it will change their lives."*
- FVR! trainings and communication contributed as described below.

Challenges

The main challenge derived from the fact that the artists from Guinea could not come due to visa refusals. So Amoukanama adapted and put together a group of acrobats from Guinea Conakry who lived in Europe.

Further, Covid-19 pandemic stopped income raising activities of Amoukanama. They used it to further develop and extend its network: *"We took the opportunity to focus on training and work on the show, with the choreographer. We also found new dates, we have a programmation in New York. We were selected by a Canadian circus market to present our show (online) and there were several working groups. We co-founded the working group on Africa and we meet now every month to share knowledge, contacts, with people from Ethiopia, Ivory coast, from Europe."*

Link to FVR! principles: SDGs, frames, Southern partnership

The Amoukanama founder values SDGs while wanting to keep a deep anchoring with reality: *"I knew about SDGs before but for me they were just a theoretical frame used by governments to prove they are doing something. But my question was what is happening in reality? I think it is a good framework to explain things, because we need words to speak about those things, but we cannot lose reality out of sight. It is important to connect them with what is happening out there."*

The circus worked with the framing directly at its workshops and performances: *"When speaking with children of 7 or 8 yo for instance, I ask them what do you know about Africa? And I try to help them to put it more into real frames. Many kids believe that Africa is about living in huts and walking barefoot*

and have stereotypical images. In most workshops, I was pleased with interactions and the results.”
“Especially when we work with more acrobats, you can see kids are impressed by talents, and energy. That is the power of the circus, that is about discovery.

Moreover, the workshops were also about experiencing skills of pushing limits, collaboration and courage. “In circus, you need to deal with failures, you need to try a lot and repeat, repeat to get the movement; it is about communication with other human beings, about trust and fear, and all these basic elements we encounter in daily life and if you learn to deal with that through circus, you are stronger human beings for the rest of your life! When something seems difficult to realize, we take time to put it in perspective. There is a big intuitive component about dealing with the moment. It is hard to put it into measurable results.”

Key messages relevant to the FVR!

We are all humans: “People see 1 white female and 8 black male artists, that is probably the distinction people will make. But by the end of the show they see the individuality and the human side of it. (they should) not (be) putting us into boxes of these categories but see that we are all human(s) fighting for something, and it does not matter if we are black or white.”

The message developed thanks to FVR!: “We had so many ideas, and we mixed many: gender, migration, equity problems, and it was too much. And now the message is more clear, concise and specific. We have not forgotten the initial ideas but we reframed them. Through the process, things became clearer also about what the artists want to carry out. Now it is more personalized with the people in the project, and more authentic, closer to who we are and what we are capable of doing.” ...
“Our show to come is about seeing the uniqueness of each individual but also the power of the collective. In our communication, now we also put the biography of each artist, not just as a group, so that it is more personalised.”

How exactly the FVR! contributed

In the previous project before FVR!, there was minimal communication and seeing the results at the end. With WG (FVR!), there were training, group communication, encouragement and learning path. “That was really different than previous experience.”

The Amoukanama founder attended all 5 FVR! trainings. “In the beginning, I thought it was too much like travelling to the meeting etc., but straight after the launch meeting, I was very enthusiastic. It was also a big help that they paid the transportation to the meeting, because often you need to invest a lot of money yourself before you can get something out of it.”

Interaction with other grantees were appreciated: “It was also good to see other examples, it was nice to talk with other people, how they meet obstacles, how they see the world and try to help in their surroundings.”

After the trainings, Amoukanama founder spent a whole day changing the website as described above. They used the FVR! toolkits for communication of the circus in Europe, but said she is also intending to use them in Guinea. “I still have all the documents from the trainings and will use them again”.

When Amoukanama had visa issues, they felt that WG staff were really helpful, comprehensive and human: “It was really encouraging. I felt a warm energy from the people in this (FVR!) project. Incredible how much they themselves were engaged and trying to motivate people to do their best”.

Moreover, according to Amoukanama, FVR! contributed to a new, more elaborated dramaturgy by funding the expertise needed: “It has always been the goal of creating a show that puts a message out there. The big help was that we have an experienced French producer who studied circus and is on a very reflective path. Thanks to FVR!, we could actually pay him to help us create the show. It is really changing the show. When people from Guinea perform, it is very dynamic and energetic, a kind of show known for being African. And we want to challenge this image; African artists are not always jumping around and high in impressive acrobatics, they are also able to express things in ways you would expect from European or white artists.” ... “It is about pushing limits, about the power of the Youth that want to see the world in different ways, two cultures meeting each other and trying to find unity together, a way to live together and that will be expressed by us in a way that people don’t expect from African artists.”

What next?

Amoukanama plans to continue with the workshops and performances once the health measures to combat the Covid-19 pandemic allow it. Thanks to contacts made through FVR!, Amoukanama became a partner of Langemark-Poelkapelle to work on a three-year project on global citizenship. This project cooperates with schools and a Guinean storyteller. Before Covid-19 pandemic, they had a whole week in schools with that project that was income generating, with workshops about circus, about Guinea, about culture.

Amoukanama is now working on a strategic plan for the association for the next five years. The Founder wants to make it more participative, so that all acrobats give their inputs about where they want to go with this association.

Besides, Amoukanama may explore the idea to use circus as mind training, to help children better handle stress: *“I teach yoga and I see adults in their fifties who still cannot deal with their own mind and anxiety. In our society, what is lacking is awareness training: the mind is like a muscle, and it is possible to train it in different ways.(...) People in Guinea have this in a natural way because life teaches them to deal with that, to survive a lot of difficult situations, so they need the courage to face them and to train their minds. Here (in Europe) we are so comfortable, (even though there is also poverty here). But the main struggle people have here is with themselves, because life doesn't teach them to deal with that. There is no communication or language about that, (it is) a lot about blaming. That is why I love traveling outside of Europe. Overcomplicating thinking and blaming is less present”.*

Amoukanama also got in touch with a new network on the SDGs, the Future of Migration in The Hague: *“SDGs world is full of opportunities.”*

In the future, Amoukanama does not plan to ask Belgium for a visa because it was found very difficult. Instead, they searched for partners in France (amongst others: Ecole Nationale de Cirque de Châtelleraut) who helped with recommendation letters: *“What I learnt in the visa procedure is that you need partners with a lot of credibility. The Belgian visa policy is super strict compared to other countries. There is a red cross on young male Africans, especially from Guinea, from the Belgian government.”*

The cooperation with other Guinean artists from the EU did not continue - they were included in an emergency response to the refusal of visas and it is complicated to organise gatherings. These artists are said to lack the time and vision to continue with the projects at the moment.

Supportive documents: FVR! final booklet: mini case study, third party report, Mo magazine [article](#) *“Difficult and unpredictable visa procedures close the borders of cultural Europe”*



Photo: Inspiring children to cross border of body, mind... and countries (Source: Amoukanama)

5.6. Migrant Food festival (FR)



Project name in original language: Festival Saveurs Sans Frontières

Country: France

Implementers: Association A.N.I.S Etoilé (only two paid staff), A.N.I.S means: Alimentation (Food) – Nutrition – Intercultural – Solidarity

Budget: total 36.500 EUR including 23.700 EUR from the FVR! Project

Thematic priorities: MIGRATION & FOOD

SDGs: 2, 3, 4, 10, 16 & 17

Background & Project Story

The core mission of ANIS ETOILE is to work on Food and Nutrition to create awareness and induce changes in the consumption and production patterns at local level in a rural province in the centre of France. ANIS ETOILE also aims at creating awareness on the broader international picture. Therefore, it is active within several international coalitions and initiatives.

Migration as such, was not its traditional work stream. Nevertheless, considering the upraising reality of migrants in Europe and France over the last years, ANIS ETOILE looked for an innovative approach which would integrate FOOD & MIGRATION to ENGAGE people in changing their assumptions and stereotypes on migrant population through a specific experience of sharing. The result of this journey has been the creation of the first edition of the “Migrant Food Festival” in the French province of Puy de Dôme.

In most aspects this initiative constituted a new field/opportunity of work for the association. FVR! project offered the opportunity to develop an ambitious “international” stream for the association

Project objectives, target groups, activities and outputs

Project objectives:

- Deconstruct assumptions and stereotypes on International Migration
- Inform the public on the links between migration and our food system in rich countries and its consequences in the global South
- Valorisation of migrant’s cultural skills and know-how in terms of food and cooking, involving French Chiefs from restaurants in the region.

Target groups:

Forecast: 500 participants (estimation 50% women et 50% men)
10 Cook Chiefs
10 migrants (estimation 50% women et 50% men)

Activities:

Before the festival

- Mobilisation of the core group of volunteers from ANIS Etoilé and 10 new volunteers willing to engage specifically in this project. Creation of a steering group which met 5 times.
- Outreach to identify migrants willing to participate in the project: mainly contacting associations working with migrants at regional level (Centre d’Accueil de Demandeurs d’Asile -CADA, Projet de Renouveau urbain d’Intérêt Régional -PRIR, Foyers de Jeunes Travailleurs, Réseau Éducation Sans Frontières -RESF, the ONG La Cimade, Caisse d’Allocation Familiale -CAF, groupe de femmes migrantes de l’association Espoirs de Femmes du quartier de la Gauthière, Maison de quartier Saint Jacques).
- Identification of restaurants willing to partner with the project/festival: phone, emails and visits to 15 restaurants, presentation of the festival etc.

- Mobilisation of NGO networks working on international development education to find resources linked to the SDG Agenda.
- Identification of few artists for the other festival activities (theatre etc.): music band Chet Nuneta, philosopher Malek Boukerchi and actress Guylaine Kasza.
- Planning a movie festival on the topic « Cooking, Migration and interculturality » in partnership with Cinema Le Rio (5 projections/4 movies)
- Development of a partnership with a professional video maker to cover the communication of the full event on social networks (elaboration of 7 short videos to promote the festival)
- Organisation of 2 meetings between migrants and Chiefs from the restaurants in order to constitute the 12 teams according to affinities: ice breaking, homemade food exchange, building a menu together, etc.
- Tailored support from ANIS Etoilé to each restaurant to test the future collaboration in the restaurant kitchens (between the Chief and the migrant person) and awareness on SDGs
- Regular follow-up with partners alongside the process (CAF Gauthière, Forum Réfugiés, CAO St Beauzire, Maison de quartier St Jacques)
- Preparation of the communication plan: program of the festival, active outreach to the public, dissemination, etc.

During the festival

- Organisations of 22 activities in total, including 15 evenings in the different restaurant, 4 events “movies & debate”, one big final cultural event
- Promotion and communication
- Facilitation among partners

After the festival

- Self-assessment meeting with partners
- Follow-up communication

Innovation

Consolidation and new partnerships : The festival requested the participation of 33 former and new partners : Cinéma le Rio, Conseil Départemental - service prêt des expositions, Centre social CAF de la Gauthière, Espace Nelson Mandela et Maison de quartier St Jacques de la ville de Clermont-ferrand, Association Forum Réfugiés programme régional d’intégration des réfugiés, CAO Saint Beauzire (43) et CAO de Loubeyrat, Lycée Agricole de Marmilhat, Atelier Logement Solidaire, Associations d’appui aux migrants CIMADE et RESF, 12 restaurants, the professional school « l’Institut des Métiers », 10 artists, and the provincial & regional administrations dealing with refugees integration.

Such a broad and diversity of partnering has been a big challenge for ANIS Etoilé (also in terms of facilitation and coordination) but has provided opportunities for further collaborations.

Outreach

+1000 participants to the Food Festival (clients, audience, etc.) - 50% women et 50% men)

12 teams of Cook chiefs and Migrants involving 25 women and 19 men

50 engaged participants for a follow up activity (see “sustainability”)

12 000 persons informed about the initiative through flyers, webpage, FB page, radio programs, and newspapers

Age per Category: 0-15 ; **16-25** ; **26-39** ; **40-59** ; **60 et plus**

Geographic area: inhabitants from “Puy de Dôme”

What worked in raising / deepening public awareness

The Food Festival allowed to create a direct experience of cultural and culinary exchanges without raising “conceptual issues” like “policy messages”. It therefore created positive conditions for an active listening and exchange with each other than just cognitive means (which many CSO/NGO campaigns usually propose). As highlighted during an interview, the discussion around food traditions open space for further debate on migration. During each restaurant evening, members of the association Anis étoilé were present to generate discussion and information on the reality of international migrations among the clients.

Engagement

The Food festival allowed several levels of engagement:

- A direct collaboration over few weeks between 12 Cook Chiefs and 17 Cook migrants created the space for “technical, highly skilled exchanges” around the organisation of joint menus and the work during the evening session in the restaurant with real clients. Moreover, it offered also a more personal intercultural experience for this core group of 29 persons.
- A direct opportunity for the clients of the 12 restaurants and the public to attend the 4 sessions of film-debates and the cultural evening organized at the end of the festival (1000 thousand persons).
- A specific, time-bound collaboration (a few months) among more than 30 local partners from civil society and public (or para-public) institutions. For several partners, this collaboration allowed to break down the silos existing between different actors (migrants, international solidarity, CSOs active on the transition at local level, cultural actors etc.)

What worked in engaging target audiences

The first challenge was to contact cook chiefs who would accept to engage in the festival. The main argument against their participation was the fear of “rumours” among their core clients because of the sensitivity of the issue of Migration. The association Anis étoilé contacted one by one several restaurants to present in detail the concept and the potential of the festival in terms of media coverage. The initial target was 10 restaurants. 15 chiefs initially accepted to participate. And finally, 12 confirmed their participation.

Clients of the restaurants are not a traditional audience for civil society engaged in citizen global education. So, one of the innovations of the project is to experiment public awareness with a non-traditional target audience. Once you are in the restaurant, clients usually stay a couple of hours. Therefore, the project offers quality space for participants to live this experience and to debate.

Changes the project contributed to

The project demonstrated that migrant persons bring with them their skills and cultural patterns and are interested in sharing them with the population of the new country they live in. It provided an experience that participants can easily share with their family, friends and colleagues once back home (because it is not “conceptual” – it is easier to share with others an “experience” than a “rational message”). This specific impact has not been measured precisely but is mentioned often by participants after the dinner.

Aside of the above, following changes have been reported:

- Improvement of ANIS Etoilé’s capacities in the field of « project management », reporting and networking.
- Stronger skills in facilitation of events, especially in the context of intercultural relations and mediation.
- The association members (staff and volunteers) changed their role – they contributed to produce “images” (content) alongside the events in the restaurants, which were used by a professional video maker at a later stage.
- The association received 20 new memberships & 100 new members subscribed to the agenda & newsletter in 2019.

Other success factors

- A robust coordination capacity
- The mobilisation of an active group of volunteers
- Active partners
- The pro-active communication on social networks (short videos produced with this aim)
- The good reputation of the organisation and its strong local roots

Challenges

- In a few cases the language barrier has been an obstacle but ANIS étoilé engaged proactively to propose support and mediation.
- In a couple of cases (one or two candidates' restaurants), the matching between the Cook Chief and the migrant Cook did not lead to a final collaboration or created some unmet expectations.

Link to FVR! principles: SDGs, frames, Southern partnership

ANIS ETOILE has already a longstanding experience of addressing local needs, mainstream issues and the link with the international level, as well as to work with the SDG Frame (SDG2 mainly). In this context, FVR! strategic approach on frames fit well with the ongoing work of the association while opening opportunity to explore a new thematic field on migration and linking it with Food systems & nutrition (with an explicit reference to climate impact).

Key messages relevant to the FVR!

Fight against stereotypes, tolerance, interdependencies of our world-wide food system, transforming by doing.

How exactly the FVR! contributed

The association « Anis étoilé » valued the following contributions from FVR! Project:

- A smooth and professional management of the whole cycle of the grant making.
- The periodic exchanges with the other grantees (especially the “peer to peer” approach proposed during one of the meetings).
- The access to many new partners at regional level, which allows Anis Etoilé (mainly active at province level) to engage now in regional processes and partnerships.

What next?

- During the festival, a group of around 50 families confirmed their interest to create a more permanent local network “Repas Etoilés” (Star Meals) to organise visits with migrants to ‘private’ vegetable gardens, to create local meetings to elaborate cooking recipes, and to share meals at home. The network is currently under construction.
- Based on the success of the 1st edition 2019 of the Migrant Food Festival and on the lessons learned, ANIS Etoilé is organizing a second edition in October 2020. They plan to continue.
- Project plans to elaborate a cookbook with recipes from the festival.

Photo: festival poster (source: ANIS Etoilé)



5.7. The water business: the management of a human right! (ES-CA)



Project name in original language: El negoci de l'aigua: la gestió d'un dret humà

Country: SPAIN/CATALUNYA

Implementers: Associació Catalana d'Enginyeria Sense Fronteres (ESF)

Budget: total 31.500€ - Grant 20.000€

Project implementation period: from 6/2019 to 6/2020

Thematic priorities: WATER, CLIMATE CHANGE & GOOD GOVERNANCE/HUMAN RIGHTS

SDGs: 3, 6, 13, 16

Evaluator's summary

Such a project provides tangible arguments and evidence to citizens, activists and decision makers. In open societies, it contributes to creating conditions of long-term changes of local policies (i.e. water management) as well as increasing pressure to multinationals from consumers and citizens.

Background & Project Story

ESF is a longstanding organisation working on advocacy campaigns at local & international level in Catalunya.

The project has been strategically built as a strong and influential public campaign based on INVESTIGATIVE JOURNALISM, providing facts and evidences to a wide public both in Catalunya (Spain) and in the region of Saltillo (Mexico).

This project addressed the violation of rights endorsed by transnational corporations around the world through a particular case: Aigaies de Barcelona (Agbar) in Mexico. Agbar is a Catalan company and nowadays it is a subsidiary of Suez, the second largest transnational company in water management around the world.

The journalistic work has focused on the strategy of the Agbar group in the cities of Saltillo and Ramos Arizpe, in the Mexican state of Coahuila, and relates to their strategy carried out in the Metropolitan Area of Barcelona. Through a complex group of subsidiaries, Agbar has reached agreements with companies linked to corruption cases in various parts of Mexico and has achieved legislative changes to control water supply. The project also aimed to show experiences of collective struggle and possible alternatives to private management. Specifically, the municipality of Ramos Arizpe, decided to go back to a direct management scheme. On overall, there are different struggles and success stories in Catalonia, Spain and Mexico. In this sense, it is especially relevant to talk about the role of women, which are not only the ones who most suffer the consequences of energy poverty, but also those who strive for the right to water, either through local organizations or in everyday life, taking charge of seeking solutions for their families.

Project objectives, target groups, activities and outputs

General Objective: to show to the public in Catalunya and Mexico that there are parallels between the challenges of water management both in the global North (example of Catalunya) and the Global South

(Mexico), in order to bring these processes closer to the global dimension of the problem and its solutions and give it a perspective of global justice.

Specific Objectives:

- Visibility of the struggle for the common good of water around the world, showing the need for the universality of this right.
- Dealing with the myth of the efficiency of private management, as well as of the association of public-private collaborations in mixed water management companies. At the same time, the methods and effects of private management will be addressed, making an X-ray of how transnational firms extend their model around the world by modifying laws and through favor deals with total impunity to maximize their business.
- To pay special attention to the violation of the Human Right to Water and sanitation.
- To address the impact of the violation of the DHS and the privatization of gender inequalities.
- Addressing how privatization can exacerbate the effects of climate change.
- To give evidence of the processes of re-municipalization of water management as a solution to these problems, a solution led by citizens.

Target groups: public

Dissemination activities

Communication plan		
<i>Presentation ceremony</i>	Presentation ceremony on Wednesday, February 27 at Cinemes Girona, attended by 100 people.	https://esf-cat.org/presentacio-aigua-terbola-negoci-dagbar-mexic/
<i>Online presentation</i>	Broadcast on Sunday, March 22, as part of the EntreFronteras Online Documentary and Human Rights Festival, with up to 220 people following it live and 4400 views accumulated in the first week.	
<i>Social Networks</i>	Campaign to disseminate the project and its results, both documentary and reports, through our media such as Twitter, Facebook, Instagram, telegram or mailchimp. Through the hashtag of #AiguaTèrbola and general #FrameVoiceReport	https://twitter.com/hashtag/AiguaT%C3%A8rbola?src=hashtag_click&f=live https://twitter.com/search?f=live&q=(%23FrameVoiceReport)%20(from%3Aesfcatalunya)&src=typed_query
<i>Poster</i>	Poster of the documentary	
<i>Online broadcast + debate</i>	Tuesday, April primera 21, d'abrilas the first activity of periodista the Festival DevReporter, través talk with Miriam Planas d'Aigua és Vida, Victor Yustres, director of the documentary and Ricardo Balderas, emesa journalist of Power, broadcast through Zoom and live on difrent pages of facebook, 1164 views	
<i>Screening at the Cineteca Nacional de Mexico</i>	Thursday, February 27, presentation at the Cineteca Nacional de Mexico with an asitence of about 80 people.	
<i>Trailer</i>	327 views	link to trailer

Media outputs:

- **Documentary: Murky Water**

It shows the impact and irregularities of the Agbar transnational in Mexico and Catalonia, as well as alternatives in the models of water goverzanza.

Article + video: Oderbrecht-Agbar: Los negocios bajo el agua

It explains the process of privatization of water in Veracruz, with its irregularities and consequences.

<https://www.proceso.com.mx/619046/odebrecht-agbar-los-negocios-bajo-el-agua>

- **Article: The Crisis of Agbar in El Saltillo**
Impacts and consequences of the privatization of water in El Saltillo by Aigües de Barcelona.
<https://www.rindecuentas.org/reportajes/2020/02/25/la-crisis-de-agbar-en-saltillo/>

- **Interview: Daniela Pastrana: "It is riskier to investigate the maneuvers of transnational companies than drug traffickers"**
The journalist explains the dangers of investigating transnational companies in Mexico.
<https://www.media.cat/2020/02/25/daniela-pastrana-investigar-empreses-transnacionals-narcotrafic-mexic/>

- **Report: The crisis of agua por Agbar in Saltillo**
It counts the problems of Agbar's arrival in El Saltillo, human rights violations, price increases...
<https://www.rompeviento.tv/la-crisis-de-agua-por-agbar-en-saltillo/>

- **Article : Las aguas turbias de Agbar en México**
Saltillo and Veracruz have undergone the privatization of water, which has been accompanied by allegations of increases in tariffs, supply cuts, contractual irregularities or environmental impacts
<https://www.elsaltodiario.com/agua/aguas-turbias-saltillo-veracruz-agbar-mexico>

- **Article : Derecho al agua en el campo mexicano: una batalla por la vida**
The rural communities of the southern State of Coahuila de Zaragoza struggle to conserve their springs and avoid the overexploitation of the Saltillo Sud aquifer, of which they are responsible for the joint venture Agsal, owned by Aigües de Barcelona.
<https://www.elsaltodiario.com/agua/el-agua-en-el-campo-mexicano-una-batalla-por-la-vida>

- **Interview: Jackie Campbell, pro-human rights activist in Mexico "The only ones who do not profit from the privatization of water in Mexico are those affected, the poor"**
An activist for human rights, water. He elaborates on his trip to Catalonia
<https://directa.cat/els-unics-que-no-es-lucren-amb-la-privatitzacio-de-laigua-a-mexic-son-the-affected-the-poops/>

- **Article: El negocio del agua en España: poder, irregularidades y opacidad sin fronteras**
The article explores how the water business in the state relates to the judiciary, has implications in corruption cases.
<https://www.elsaltodiario.com/agua/agbar-negocio-espana-poder-irregularidades-opacidad-fronteras>

- **Article: Agbar's strategy to protect water control in Catalonia**
The article talks about Agbar's monopoly on water management in Catalonia, its relations
<https://directa.cat/lestrategia-dagbar-per-blindar-el-control-de-laigua-a-catalunya/>

Innovation

- The project has engaged a strong relation with a Mexican organisation (PODER) which has been driving most of the work in Mexico (without them, the documentary and investigation would not have been possible).
- To realize such ground investigation and collecting local evidences the team of journalist had to connect closely with social movements and local leaders.
- Managing a wide range of expectations and constraints (from the different partners) has been an important learning for ESF in its facilitation role.

Outreach

Public informed in both countries:

In total, at least 13,047 persons reported:

- At least 6867 readers of the reports,
- 6000 views of the online documentary.

- 180 face-to-face attendees in meetings presentations

A total of 58,244 views on this specific project were reported:

- Twitter 52,140 views
- Facebook 2,090 views
- Instagram 1,680 views
- Telegram 1,534 views
- Newsletter 800 views

What worked in raising / deepening public awareness?

- The support of the expert organisation QUEPO on Social Communication who helped ESF to elaborate a “360°” communication strategy around the project.
- The previous project call Devreporter (also funded by the EU) who created the ground for closer relations between the NGO and Journalists.

Engagement

In total, at least 650 persons involved

- 100 attendees of the presentation of Barcelona
- 80 attendees of the presentation Mexico
- 220 direct cross-border festival
- 90 people direct Festival Devreporter
- 60 people actively participating in the conversation on social networks.

There are no evidence of further direct engagement of citizens because of the nature of the campaign (broad and through big media) but also because the COVID-19 pandemic intervened in the phase of the project when public activities were initially planned.

What worked in engaging target audiences

- Film screening at festivals
- Debates organized at the end of the documentary screening
- Participation of journalists to respond to the public
- Newspapers mentioning the documentary and its findings

Changes the project contributed to

There are no clear evidence of it yet. But, because of these evidences of mismanagement and corruption from international firms having their headquarters in Europe, as exposed in the project, the implementers (ESF) highlight that on the long term citizens start to feel the gap between the communication of multinational firms and the reality of their business models. As illustration, many of these “stories” have been at the core of recent mass mobilisations in Spain (Indignados movements) or in France (movement of Gilets Jaunes).

Other success factors

- A robust coordination capacity
- A mutually beneficial partnership with organisations and persons between Mexico and Catalunya
- The good reputation of the organisation and its strong local roots

Challenges

- The planning phase has demonstrated the challenge of putting all the building blocks of such a project together and the need for trust building activities among all the actors.
- The decision-making processes has been also sometimes complex and difficult to manage.
- There is a suspicion that a kind of self-censure or soft pressure (link to private sector and media joint advertising interests) led to limiting the diffusion of the documentary and other communication products in a few mainstream medias.
- To develop the work in better conditions, a longer period for the project would have been welcome

- The work of diffusion of the products elaborated through the project was limited by Covid-19 pandemic.

Link to FVR! principles: SDGs, frames, Southern partnership

The ESF has already a longstanding experience of addressing complex frames linked for example to the interconnectedness of the world or to the SDG agenda. In this context, FVR! strategic approach on frames fit well with the ongoing work of the association.

Key messages and their relevance to the FVR!

Water is a human right. International businesses are not inclusive and transparent. Local leaders and citizen's mobilisations can have an impact locally, but they need to be supported and protected. It is our responsibility in Europe to hold accountable our multinational firms.

FVR! contribution

- The initial context analysis has been enriched by the session offered by QUEPO in the framework of the FVR! Project, including considerations on social transformation and stakeholder analysis.
- Trainings offered by Lafede.cat have been welcome by ESF
- The soft and tailored management of the overall sub-granting cycle/scheme have been positively assessed by ESF

What next?

From the ESF previous experience with Devreporter project, when quality products are elaborated (as for this FVR! project), then they can be still used several years after vis-à-vis different publics and targets groups. Their potential impact is much longer than the duration of the project.

Photo: produced documentary (source: Facebook page of the implementer)

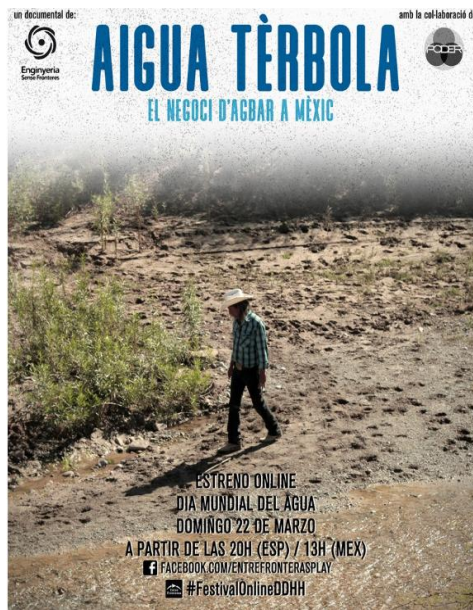


Photo: Water crises of Agbar in Saltillo^{xlvi}



Photo: Movement related to the Metropolitan Water and Sanitation System of Veracruz (SAS)^{xlix}



5.8. Escape4Change - New frames to understand and act against global climate change (IT)

Implementers: LVIA - Lay Volunteers International Association and Associazione Culturale Eufemia

Budget: 40.000 EUR, grant 36.000 EUR

Thematic priorities: climate change

SDGs: 13 Climate Action

Background & Project Story

LVIA is a medium-sized and experienced NGO in IT, founded in 1966 by a catholic priest from Cuneo and with a strong social inspiration (<https://lvia.it/lvia-chi-siamo/>). LVIA works in 10 African countries, with development cooperation being the core of their activity. The GCE has become a very important part of their work in the last 20 years.

Eufemia is a smaller and much younger CSO, founded in 2010 in Turin by a group of young activists interested in developing GCE activities in a transnational perspective (<http://www.eufemia.eu>), with a less traditional approach to global issues and topics.

When the FVR! call was issued, LVIA was in an internal decisional process exactly on the issue of communication: how to improve the way they communicate their work in the South and especially on Climate Change that, in some of the countries where the NGO was engaged, was becoming a very urgent issue to deal with. The call offered the opportunity to work on this and LVIA decided to invite EUFEMIA for the educational and gaming part. EUFEMIA had no experience in development projects and it was really interested in developing a new project with contents coming from abroad.

Project objectives, target groups, activities and outputs

The project objectives: to raise information and awareness on climate change / make people experience the climate change effects on daily life / engage people directly for fight climate change / advocate for more climate-sensitive local policies (*no advocacy activities had been done directly, but the Call to Action was a way to promote more active and direct initiative at local level*)

Target groups: youth, entrepreneurs, decision makers at local level, teachers and educators, other citizens

Activities: realization of documentary, educational Escape room, reportages in collaboration with Specchio dei tempi Foundation, webdoc, photo exhibition, communication and events.

Outputs: 1 Escape room, 1 webdoc, 1 photo exhibition, several articles and issues on mainstream media, 1 FB page very active

Innovation

The implementers explained the innovation as an educational approach especially to reach young people, making them leaders of the learning process: groups of volunteers acted as peers, gaming environment was set up and call to action followed at the end.

Outreach

The project reportedly informed 61.036 people and indirectly reached out to 6.370.000 people.

What worked in raising / deepening public awareness

The collaboration with mainstream media, the visibility on media and FB, the quality of outputs, the innovation of the output and methodology, the interest of young people for the theme and for the tool proposed were the key factors that contributed to raising / deepening public awareness.

Engagement

The project engaged 382 beneficiaries.

What worked in engaging target audiences

The experience offered was much more engaging than other kind of activities, more traditional (seminars, lessons, workshops etc.) / The Call to Action in the debriefing phase / the stories from Afar (Ethiopia) were effective to move the audience to act.

Changes the project contributed to

Implementers reported that no specific monitoring tool had been developed to check which kind of follow up the Call to Action had. Some data were gathered at a very random level, through youngsters who decided to participate in other activities of the association, but no structured information is available.

After the project implementation, new collaborations and new projects have been financed both at national and EU level on the format of Educational Escape Rooms on circular economy, racism, discrimination and border control.

Photo: project on circular economy (Italian MFA and regional private funds)



Photo: project on racism (Erasmus+)



Other success factors

It seems that the different profiles and experiences of promoters had been a positive factor for the effectiveness of the action, they used this diversity to build on in the proposed activities (implementers use the word "contamination"). According to the implementers, the theme was probably more engaging than others, due to the interest of young people for climate issues in this moment.

Challenges

Implementers experienced some organizational problems for the travels and implementation of the escape room. Implementers promoted the contents produced through the FB page and online

Link to FVR! principles: SDGs, frames, Southern partnership

FVR! principles and values were not systematically reflected in the previous work of the implementers. They reported that such a coherent and comprehensive work on their own communication approach and tools was done for the first time thanks to FVR!.

Key messages relevant to the FVR!

People and Planet perspective, South and North are interconnected, Climate has no borders, water scarcity is a global problem that requires global solutions, everyone can do his/her part to change the situation

How exactly the FVR! contributed

According to implementers, training and coaching from COP were the most effective supporting tools of FVR! to the project implementation.

Other notes

Stakeholder or context analysis was not done at the beginning but, as in most of the projects, realized during the implementation phase.

What next?

From the final report, it is clear that promoters decided to scale up the format of Escape Room and use it as powerful educational and engagement tools also on other topics and within other projects.

Photo of the escape room entrance (source: Facebook page of Escape4Change!)



Photo of the implementers and the place of shooting in Ethiopia (source: Facebook page of Escape4Change)



6. ANNEX B - OTHERS

6.1. Detailed program logical framework review

ROM appreciated that the intervention logic is simple and straightforward, and all planned activities are well connected with the project outputs and outcomes. The “logframe” has been simplified in the Year 1 (Y1) with indicators’ focus moved to outcomes rather than outputs (ROM). Indicators were used in annual internal monitoring. Aside of that, partners regularly discussed grantees’ implementation and learning as well as FVR! partners’ own learning at face-to-face and on-line partnership meetings.

Further, the ROM assessed indicators as realistic except of 200 projects and 220 grantees which it has assessed as overestimated (finally, FVR! did fund 220 grantees and their 177 projects). In line with the ROM recommendations, national surveys were added as sources of verification of the Overall Objective indicator and sex-aggregated data were synthesized in the final Year 2 report to the EC.

Partners acknowledged the issues and added that self-assessment tool was found unreliable. Different people filled in baseline and endline. Further, some respondents lacked understanding of FVR! principles at the beginning and once they realized their depth, they saw their organisations lagging behind more than at the beginning.

Evaluators’ views on the same logical framework are as follows:

- While the **overall objective** (OO) is in line with the respective DEAR call. awareness does not necessarily mean engagement - it is only a first step. Nevertheless, it makes sense to measure this prerequisite for engagement. The OO indicator (20% increase in awareness and engagement) is difficult to use as a measurement of success of the FVR! due to multiple other (and bigger) initiatives, on governmental and non-governmental level. Further, the ROM did not see the Special Eurobarometer on the EU citizens’ attitudes towards development education an appropriate source of verification as the Eurobarometer normally does not include SDGs awareness in its regular editions. Therefore, national surveys were used to measure the progress in awareness on SDGs, which seemed to be the only available option (aside of own surveys), even though it did not enable comparison among countries. Awareness of own role has not been measured due to a lack of sources for verification. Similarly, the response of the EU citizens, above all the extent and quality of their engagement, as hoped by the FVR!, has not been measured. It is beyond the evaluation scope to collect this data for all projects; therefore, limited conclusions could be made about program’s effectiveness and impact.
- Program **specific objectives** (outcome, OC) focus on 1) increased DEAR outreach and 2) increased capacity of funded CSOs to produce more engaging communication about SDGs.
 - The indicator of the first objective / outcome OC1 is quantitative and reflects the need to enhance the DEAR outreach after funding from other donors to CSOs has declined. It expects 1,25 mil. EU citizens informed about SDGs and 62,500 (5 %) engaged in the same. The main source of verification is grantees’ narrative reports, whereby the lead agency noted that their quality differs. Duplication in counting may occur in case of overlaps in target group, therefore the actual number is likely to be lower than reported.
 - The indicator of the interim outcome IOC1 is qualitative and involves self-reported examples of changed practices due to networking with other partners. Verification is expected from the final evaluation. From the intervention logic, it seems the indicator as well as the interim outcome itself related to new sharing, learning and capacity-building methods may be more relevant to OC2 (as IOC2).
 - The indicators for the second objective / outcome OC2 are also quantitative and will be referred to in the evaluation as OC2a and OCb respectively. Both rely on the self-assessment by grantees and thus involve bias. More engaged communication is measured by grantees themselves and a 50 % improvement is deemed a success. Without further verification, the final numbers are likely to be lower than as per grantees’ reports. Review of selected grantees’ outputs by other stakeholders (partners, assessment committee etc.), following the FVR! principles, would help in data triangulation.
 - The indicator of the interim outcome IOC2 is quantitative and expecting that 5 out of 6 FVR! partners express their satisfaction with the assessment and disbursement cycle.

This seems to be more relevant to OC1. To assess this, i.e. if project funding is made in a transparent, efficient and effective way, feedback of partners seems crucial too.

- None of the OC indicators measures the actual quality of the DEAR outreach and the application of FVR! principles and values as indicators for the DEAR quality (framing, constructive journalism, Southern voices etc.).
- Principal **outputs** are funded projects following FVR! criteria¹⁵ and training, learning and sharing events. The latter is linked rather to activities according to the evaluators, which were supposed to produce “grantees who have learnt new things related to FVR! (values, framing, engaging communication tools etc.)”. These trained grantees (500 as per indicator) could be understood as the principal “output”.

6.2. List of informants

Table 6: List of informants

Country	Organisation	Role in the FVR!	Contact person	Position in organisation	Interview date
ITALY/Piedmont	COP	Partner IT	Andrea Micconi	Programme Coordinator	17.09.2020
ITALY/Piedmont	COP	Partner IT	Giulia Randazzo	Programme Manager	17.09.2020
ITALY/Piedmont	COCOPA	Associate /member of selection committee	Michele Pizzino o Edoardo Daneo	Desk Officers	17.09.2020
ITALY/Piedmont	Piedmont Region	Associate /member of selection committee	Angelica Domestico	Representative of the international cooperation / development department and GCE initiatives	14.09.2020
ITALY/Piedmont	Associazione Stampa Subalpina	Associate /member of selection committee	Roberta Pellegrini	Director	14.09.2020
ITALY/Piedmont	Associazione Stampa Subalpina	Associate /member of selection committee	Stefano Tallia	Former Secretary	14.09.2020
ITALY/Piedmont	Project ESCAPE4CHANGE - LVIA and EUfemia	grantee	Ester Graziano + Pasquale Lanni	Project Managers	16.09.2020
ITALY/Piedmont	SUITCASE STORIES Bangladesh and Piedmont di Ashar Gan	grantee	Adriano dal Col + ELISA GIOE + MICO representative	Project Managers	16.09.2020
ITALY/Piedmont	project When the sun goes down Ass. Cultura e Sviluppo e Comunità San Benedetto al Porto	grantee	Marco Madonia	Project Managers	16.09.2020
ITALY/Piedmont	freelance journalist	author of documentary	Simona Carnino	Journalist	15.09.2020

¹⁵ The criteria were published in calls, specifically in the assessment grid in 5.1 of Y1 report and toolkit.

ITALY/Piedmont	freelance journalist	author of documentary	Luca Schilirò	Journalist	15.09.2020
ITALY/Piedmont	free lance	trainer	Michela Locati	External Consultant	15.09.2020
ITALY/Piedmont	freelance journalist	author of documentary	Francesco Rasero	Journalist	15.09.2020
FINLAND	Fingo	Partner	Sanna Rekola	Former Project Manager	24.09.2020
FINLAND	Fingo	Partner	Paula Lounasheimo	Administration Coordinator	25.09.2020
FINLAND	Bridge47	CSO Platform	Jenni Tuominen	Project Manager	24.09.2020
FINLAND	Ministry of Foreign Affairs	Government authority	Krista Orama, Elina Iso-Markku	Officers	24.09.2020
FINLAND	Maailmankuvalehti magazine	Media	Anni Valtonen	Journalist	25.09.2020
FINLAND	FinnWID	Grantee	Erna Alitalo	Project Manager	17.08.2020
FINLAND	Border crossers	Grantee	Mari Hakala	Project Manager	30.09.2020
FINLAND	Members of the assessment committee	Members of the assessment committee	Anna-Sofia Joro, Maija Lumme	Members of the Assessment Committee	23.09.2020
FINLAND	Office of the Equality Ombudsman	Government authority	Venla Roth	Anti-trafficking Coordinator	29.09.2020
FINLAND	Finnish Immigration Office	Government authority	Veikko Mäkelä	Project Manager	23.09.2020
FINLAND	MONIKA	CSO	Anna Nuotio	Anti-Trafficking Coordinator	25.09.2020
FINLAND	Freelance Journalist	Media	Kristiina Markkanen	Journalist	23.09.2020
FINLAND	Finnish Broadcasting company, YLE	Media	Antti Kuronen	Journalist	24.09.2020
FINLAND	Mailmaa.net	Media	Teija Laakso	Editor in Chief, Maailma.net	25.09.2020
FINLAND	Haaste Magazine	Media	Riikka Kostiainen	Editor	28.09.2020
SPAIN	Enginyeria Sense Fronteres	Grantee	Miriam Planas	Project Coordinator	10.09.2020
SPAIN	CASAL LAMBDA	Grantee	Aran	Project Coordinator	10.09.2020
SPAIN	Lafede.cat	FVR! Partner	Isabelle Torallas	Coordinator	16.09.2020
SPAIN	Lafede.cat	FVR! Partner	Montse Santolino	Head of Communication	16.09.2020
SPAIN	University of Catalunya	Member of the assessment committee	Xavier Giro	Journalist & Academia	08.09.2020
SPAIN	Freelance Journalist	Member of the assessment committee	Marta Molina	Journalist	08.09.2020
SPAIN	Freelance Journalist	Member of the assessment committee	Isabel Galí	Journalist	25.08.2020
SPAIN	QUEPO	Expert Partner	Sonia Ros	Director	07.09.2020

SPAIN	Barcelona Municipality	Member of the assessment committee	Gloria Meler	Head of Department	10.09.2020
SPAIN	Lafede.cat	FVR! Partner	Anna Domínguez Serrano	FVR! Project Coordinator	July, August & September 2020
FRANCE	RESACOOP	FVR! Partner	Nicolas Pontiac	FVR! Project Coordinator	July, August & September 2020
FRANCE	RESACOOP	FVR! Partner	Rose Marie Di Donato	Director	June 2020
FRANCE	RESACOOP	FVR! Partner	Florine Garlot	Researcher & Quality Support DEAR	11.09.2020
FRANCE	City of Lyon	Institution partner & Member of the assessment committee	Isabelle Lagarde	Head of International Cooperation	14.09.2020
FRANCE	Freelance consultant	Member of the assessment committee	Chantal Guyot		14.09.2020
FRANCE	Artisans du Monde	Grantee & author of documentary	Manuel Monteagudo	Freelance Journalist	14.09.2020
FRANCE	Artisans du Monde	Grantee	Daniel Beauchêne	Volunteer	15.09.2020
FRANCE	Artisans du Monde	Grantee	Jeanine Beauchêne	Volunteer	15.09.2020
FRANCE	Anis Etoilé	Grantee	Nathalie Gregoris	Head of Project	15.09.2020
FRANCE	Journal Tout Va Bien	Grantee	Lauriane Ploix	Coordinator	15.09.2020
DENMARK		Assessment consultants	Hanne Selnæs		11.09.2020
DENMARK		Assessment consultants	Sabina Thulin		16.09.2020
DENMARK	CISU	Training 1, round 1 – consisting of two modules	Kim Jensen	Communication Officer	21.09.2020
DENMARK	CISU	Developing of the Danish case studies, making SoMe posts about FVR! on CISUs facebook, twitter and Instagram	Camilla Bøgelund	Trainer	21.09.2020
DENMARK	CISU		Maria Molde and Helene Kannegaard		3.09, 11.09 and 24.09.2020
DENMARK	DIB project #Standupfortheworld (#Ståopforverden)	Grantee	Didier Larsen	Journalist	10.09.2020

DENMARK	Radio Mælkebøttens project "Voices from the global goals"	Grantee	Jan Simmel	Journalist and Case Study	17.09.2020
DENMARK	Dansk Folkehjælps project "Victoria and the global goals"	Grantee	Jesper Thornbjerg	Journalist	09.09.2020
DENMARK	World Best News	Stakeholder	Thomas Ravn Pedersen,	Director	11.09.2020
DENMARK	Kfum og K (the scouts)		Peter Sørensen	Project Manager	18.09.2020
DENMARK	Global Action	Grantee	Morten Nielsen		23.09.2020
DENMARK		Grantee	Anna Gundersen		18.09.2020
NETHERLANDS	Wilden Ganzen	Partner	Linda Verboom	Grant-manager responsible for the contracts and contacts with the grantees regarding all administrative issues.	28.09.2020
NETHERLANDS	Wilden Ganzen	Partner	Josje van de Grift	Head-trainer responsible for organizing training-events and other events	28.09.2020
NETHERLANDS	Wilden Ganzen	Partner	Anouska Traast	Monitoring and evaluation expert responsible for data gathering and questionnaires	28.09.2020
NETHERLANDS	Wilden Ganzen	Partner	ErnstJan Stroes		4.09, 9.09 and 16.09.2020
NETHERLANDS	Osotua foundation	Grantee	Dieke Geerling		15.09.2020
NETHERLANDS	SDG Charter Netherlands	Stakeholder	Maresa Oosterman	Director	by email
BELGIUM	11.11.11	Associate	Jacques Mevis		21.09.2020
BELGIUM	11.11.11		Leen Janssen		by email
BELGIUM	Mo Magazin	Grantee, journalist	Gie Goris	Editor in Chief	25.09.2020
BELGIUM	Amoukanama	Grantee	Nathalie Vandenebee		15.09.2020

6.3. The European Exchange Event agenda

Start Time CEST	Mins	Activity	Description
12:00	60	TEAM	Check-in for the support team (interpreters optional) Reminders: - review your 'useful documents' - put * at start of their names, don't forget to redo when you move rooms - be in your room 15 mins before - check you know how to set up the interpreters (rooms 1-5) - record rooms 1-5 - FYI: max. 10 French only speaking participants, 3 people on phones/tablets, all have at least basic Zoom experience, 40% are advanced
13:00	105	TECH CHECK-IN	Slots are every 20 mins for participants - Ruth & Katcha in Reception - Qiqochat & Zoom intro (Jamie - English) (Liane & Katcha - French) Interpreters - George & Milena to turn up by 14:30 so they can be assigned as translators for the Main Space. One of them will need to keep an eye on Zoom chat that needs translating into English
14.45	20	ARRIVALS	Arriving to the call - get everyone into Main Space
15.05	7	FRAMING	Welcome - Flow of the event - Participatory Framing
15.12	3	WELCOME	Welcome - Purpose of FVR! - Purpose of this event
15.15	5	CHECK-IN	Interpretation & Check-in In Zoom Chat: As you arrive here with everyone who has been involved in this project over multiple countries around the world, when you think of your journey through Frame, Voice, Report!, what words come to your mind?
15.20	5	EVALUATION	Evaluation Findings Zoom poll for the statement: "We refer more to SDGs in our work than before FVR!" Answers: Strongly agree / Partially agree / Undecided / Partially disagree / Strongly disagree
15.25	20	TRIADS	What is alive in you right now? What do you (personally) hope to bring to the group, and what do you hope to take away? What questions and reflections would you like to explore with others?
15.45	10		Harvest into Zoom Chat - What did you notice from your conversation?
15.55	8		5 minute break
16.03	10	OPEN SPACE	Calling question: With FVR! coming to an end, what is (now) wanting to be harvested, composted, or new seeds planted?
16.13	23		Invitation to create topics Each topic holder reads their topic title (30 seconds each = 6 mins)

16.35	45		Rooms 1-5: evaluators with interpreters Rooms 6-12: open topics Last 5 rooms: 5 non-topic rooms for any side conversations Room Hosts read: https://docs.google.com/document/d/1jXWjuSSIXnLIXHI7xmiCuAcy747FW-wYhNjDI5SGW9U/edit?usp=sharing
17.20	10		Harvest into Zoom Chat - What was the essence of your learning?
17.30	10	EVALUATION	Event evaluation in Zoom Chat - What are you taking with you from this event, and what's one thing you're grateful for?
17.40	5	CLOSE	Final wrap up and gratitude
17.45	45	AFTER PARTY (optional)	Cocktail Party and Networking - continue the conversations you've started - find the people you still want to connect with Hanging out for a drink after, you're all co-hosts, leave as and when you need to
18:30		END	

6.4. Survey template

The following template was used for the multilingual survey using the Surveyhero.com website:

Frame, Voice, Report! Survey and European Exchange Event Registration

This survey aims to map how you have benefited from the [Frame, Voice, Report!](#) Programme (FVR!). It takes **approx. 15 minutes** to fill it in. Kindly fill in just **one answer per organisation**.

Your answers will be confidential - only evaluators will have access to individual answers. We encourage you to be true and constructive. For example, it is equally important for us to know if you have and if you have not made any changes to your work with contribution of the FVR! programme. Only then will we be able to recommend adequate changes in any future sub-granting and training programmes.

At the end of the survey, you will be able to register yourself or your colleagues for the FVR! European Exchange Event.

Thank you in advance for your help! Please let us know if you have any questions or if you experience difficulties filling in the survey at blateckova@4geval.com.

Aurele, Bara, Inka, Olivier and Valeria

FVR! Evaluators

* indicates compulsory questions

1. Your Country*: (drop-down)
2. Your FVR! Project End (please write month and year)*:
3. How would you describe yourself as an implementer of the Frame, Voice, Report!* (EQ1)

(check all that apply)

- Non-governmental organisation working in the Global "North"

- Non-governmental organisation working in the Global “South”
 - Media
 - Journalist
 - Informal group of citizens
 - Other, please specify....
4. Have you raised awareness on SDGs, gender, migration or climate in your town, region or country before joining FVR!?* (EQ1,4,5)
- Yes
 - No
 - Not sure
5. Since 2015, has anybody conducted awareness raising or educational actions regarding your or a similar cause in towns or regions where you implemented your FVR! project?*

(check all answers that apply)

- Yes, we implemented them
 - Yes, others implemented them
 - Not sure
 - No
 - Others, specify...
6. What were your target group(s) in the FVR! project?* (EQ1,3)
- Teachers
 - Children / Youth
 - Journalists
 - Opinion / decision makers
 - Influencers
 - General public
 - Business
 - Others, please specify....
7. Have you worked with any NEW target groups within your FVR! project?* (EQ1,3)
- Yes
 - No - go to q. 9
8. What were your NEW target group(s) that you did not work with before FVR!?* (EQ1,3)
- Teachers
 - Children / Youth
 - Journalists
 - Opinion / decision makers
 - Influencers
 - General public
 - Business
 - Others, please specify....
9. In terms of engagement, did you require any of your target groups to do something specific?*(EQ1)
- Yes
 - No - go to q.11
10. What have you required your target groups to do?*(EQ1)
11. Have you observed any lasting changes among your target groups (after your FVR! project ended)?*(EQ1)
- Yes
 - No - go to q.13

12. What lasting changes have you observed among your target groups?* (EQ1)

13. Do you agree with the following statements about FRAMING?* (EQ4)

Strongly agree / Partially agree / Undecided / Partially disagree / Strongly disagree

- *We learnt about frames for the first time within FVR!*
- *We find frames useful for our work*
- *Since our FVR! project ended, we consciously apply frames to our work*
- *We let those who tell their stories (from the South or the North) choose their framing*

14. Which specific *THEMATICS* have been prominent in your project?* (EQ5)

(check all that apply)

- *Migration*
- *Climate change*
- *Gender*
- *Other, please specify...*

15. Do you agree with the following statements about specific *THEMATICS*?* (EQ5)

By *thematics*, we understand migration, gender and climate change.

Strongly agree / Partially agree / Undecided / Partially disagree / c:

- *We felt confident about our expertise on the *thematics**
- *We knew the level of initial awareness of our target group/s on the *thematics**
- *We have received valuable information during FVR! trainings or documents or coaching from FVR! to deal with the *thematics**
- *We have changed our communication on the *thematics* with FVR! contribution*

16. What contributed to the design of your communication / awareness raising / educational efforts implemented within your FVR! project?* (EQ4,5)

Significantly Partially Minimally or not at all

- Requirements of the FVR! call
- "Coaching" of the FVR! staff
- Exchange and "peer to peer" learning with other FVR! grantees
- FVR! Trainings and workshops
- FVR! Toolkit

17. Which trainings or workshops were the most useful? (*applies only if the answer on the previous Q is Partially or Significantly at the FVR! training and workshops row*)

18. Do you agree with the following statements on FVR! CONTRIBUTIONS?*

Strongly agree / Partially agree / Undecided / Partially disagree / Strongly disagree

- FVR! contributed to an increase of our outreach to citizens (EQ3)
- FVR! contributed to a bigger engagement of citizens in our cause(s) (EO1)
- FVR! contributed to a deeper cooperation of our organisation with media (EQ4)
- FVR! contributed to our influence of the narrative(s) in the media (EQ4,5)
- FVR! contributed to establishing new partnerships (EQ4)

19. Do you agree with the following statements on FVR! GRANT MANAGEMENT?*

Strongly agree / Partially agree / Undecided / Partially disagree / Strongly disagree

- We had adequate skills in our organisation to prepare and manage the FVR! project (EQ7)
 - The sub-granting was transparent in the way how projects were selected (EQ7)
 - Administration requirements from the FVR! were reasonable (EQ7)
 - The sub-granting was managed efficiently (EQ7)
 - The sub-granting scheme gave us enough time for implementation and reaching our objectives (EQ7)
 - In overall, we are satisfied with the whole grant making cycle (call, selection, contracting, training and support, reporting) (EQ7)
 - The grant-making organisation in our country / region was the right organisation to design and administer the EU sub-granting mechanism. (EQ13)
20. Any other notes from your side
21. Does anybody from your organisation plan to take part in the FVR! European Exchange Event on 23 September 2020?
- Yes
 - Not sure - will confirm the participants separately to blateckova@4geval.com by 10 September
 - No (*go to the end of the survey*)

Registration for the FVR! European Exchange Event

on 23 September 2020 from 15:00 CEST

You can register yourself or a colleague who was engaged in FVR! and can contribute to the event. If you want to register more than 3 participants, please send us an email to blateckova@4geval.com. By answering the following questions, you agree that your answers will be shared with other grantees, evaluators and event hosts.

22. Organisation name:
23. FVR! project name in English:
24. Write here the essence of your project for grantees from other countries so that they can contact you at the event or thereafter to learn more. You can add a link to your project website or key outputs like a short video.
25. Name of the expected participant from your organisation:
26. Their email
27. The expected participant agrees that their email is shared with other grantees, evaluators and event hosts.
- Yes
 - No
 - Will confirm later
28. The event will be in English with most parts interpreted to French (and vice versa if needed). What languages is the expected participant able to communicate in?
- English and French
 - Only English
 - Only French
 - Others, please specify...
29. We recommend connecting from a computer as you'll be able to see many more of your peers on one screen, and it will enable you to view and interact with all the elements of the event. However, in case you do not have access to a computer during the event, you can still connect via a smartphone or a tablet (or both). What instrument is the expected participant more likely to use to connect to the event?
- Computer

- Tablet
 - Smart phone
 - Not sure
30. What is the expected participant's level of experience with Zoom?
- They never used it
 - They have basic knowledge of it
 - They are advanced / host
 - Not sure
31. Would you like to add a second participant from your organisation?
- Yes
 - No - go to survey end
32. Name of the expected second participant from your organisation:
33. Email of the second participant
34. The second expected participant agrees that their email is shared with other grantees, evaluators and event hosts.
- Yes
 - No
 - Will confirm later
35. What languages is the second expected participant able to communicate in?
- English and French
 - Only English
 - Only French
 - Others, please specify...
36. What instrument is the second expected participant more likely to use to connect to the event?
- Computer
 - Tablet
 - Smart phone
 - Not sure
37. What is the second expected participant's level of experience with Zoom?
- They never used it
 - They have basic knowledge of it
 - They are advanced / host
 - Not sure
38. Would you like to add a third participant from your organisation?
- Yes
 - No - go to survey end
39. Name of the third expected participant from your organisation:
40. Their email
41. The third expected participant agrees that their email is shared with other grantees, evaluators and event hosts.
- Yes
 - No
 - Will confirm later
42. What languages is the third expected participant able to communicate in?
- English and French
 - Only English
 - Only French
 - Others, please specify...
43. What instrument is the third expected participant more likely to use to connect to the event?
- Computer
 - Tablet
 - Smart phone
 - Not sure

44. What is the third expected participant's level of experience with Zoom?

- They never used it
- They have basic knowledge of it
- They are advanced / host
- Not sure

THANK YOU! You will receive access to the event and an overview of participants a week before the event.

6.5. Survey findings

SurveyHero overview of results

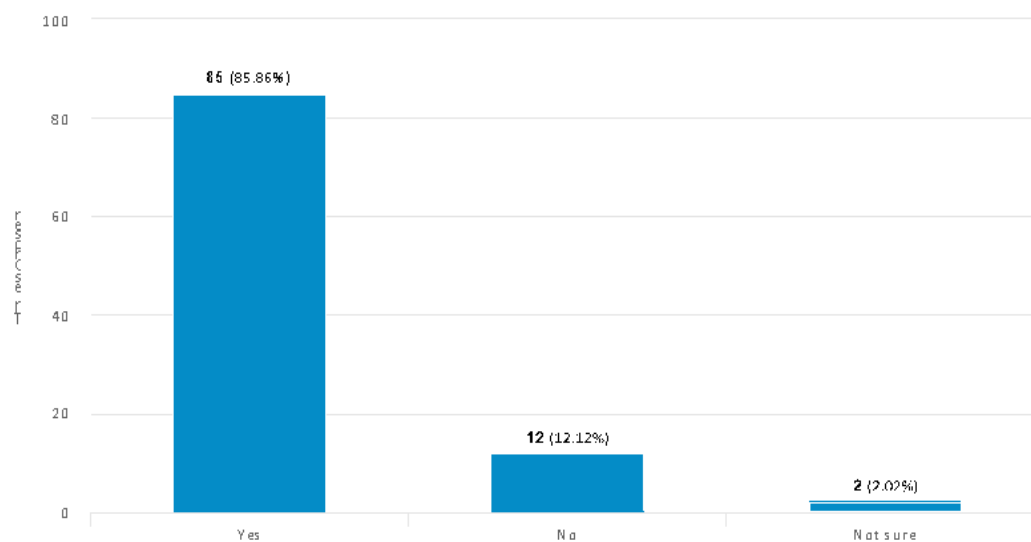
Your Country

Number of responses: 99

Answer	Times Chosen	Percentage
Belgium	13	13.13%
Denmark	16	16.16%
Finland	11	11.11%
France	13	13.13%
Italy	20	20.2%
Netherlands	14	14.14%
Spain	12	12.12%

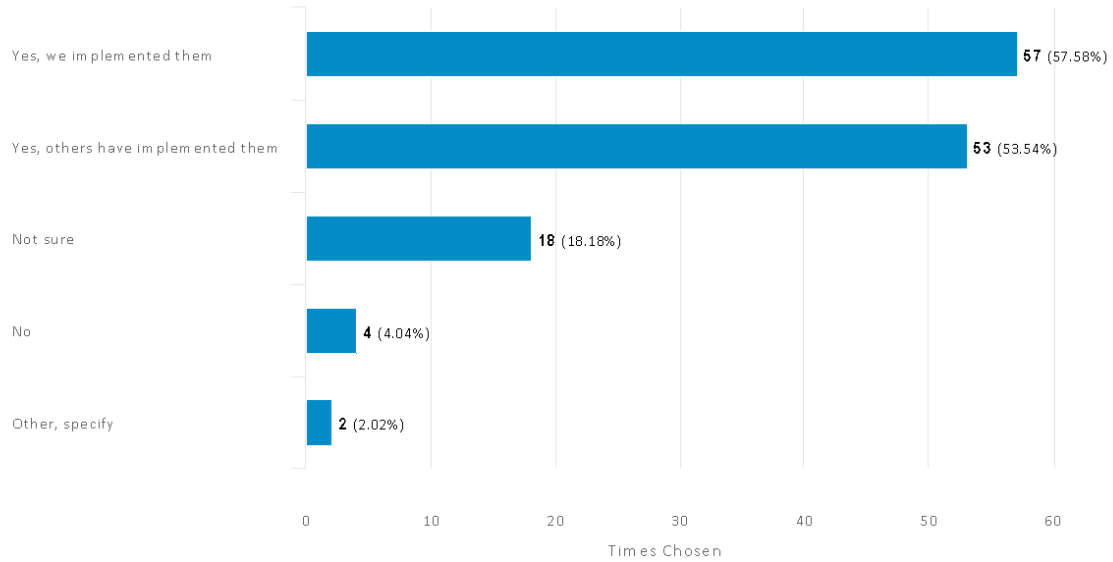
Have you raised awareness on SDGs, gender, migration or climate in your town, region or country before joining FVR?

Number of responses: 99



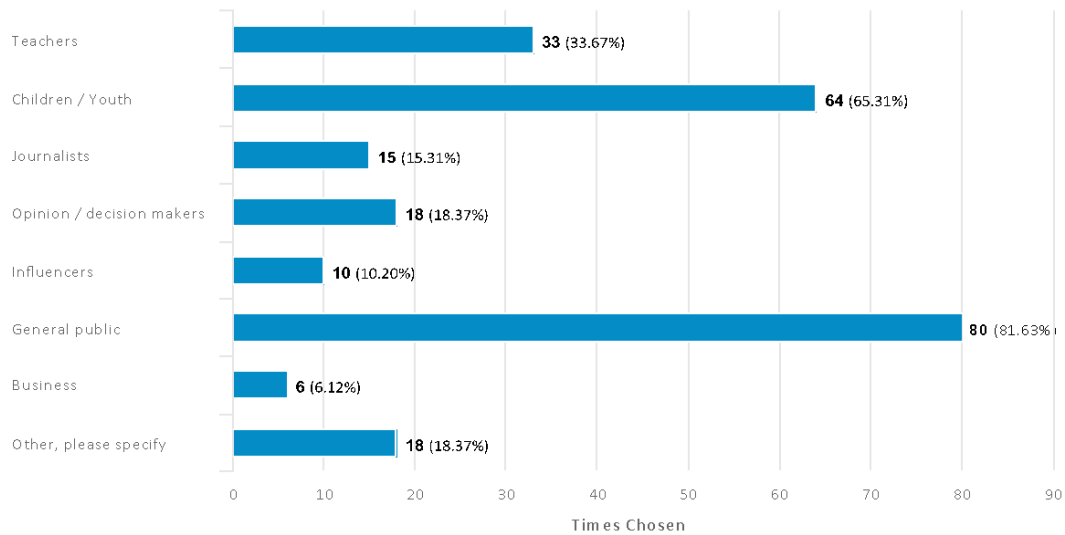
Since 2015, has anybody conducted awareness raising or educational actions regarding your or similar cause in towns or regions where you implemented your FVR! project?

Number of responses: 99



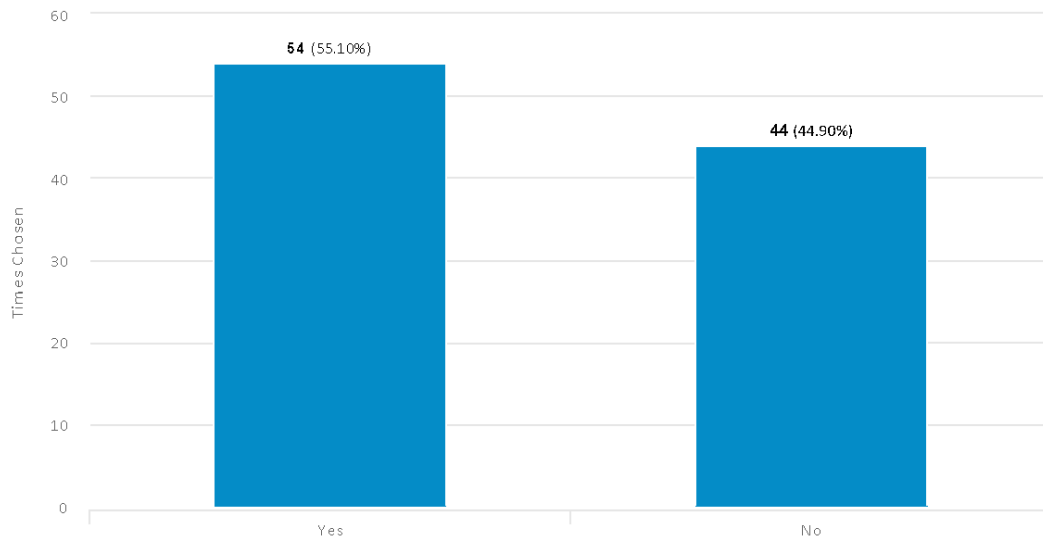
What were your target group(s) in the FVR! project?

Number of responses: 98



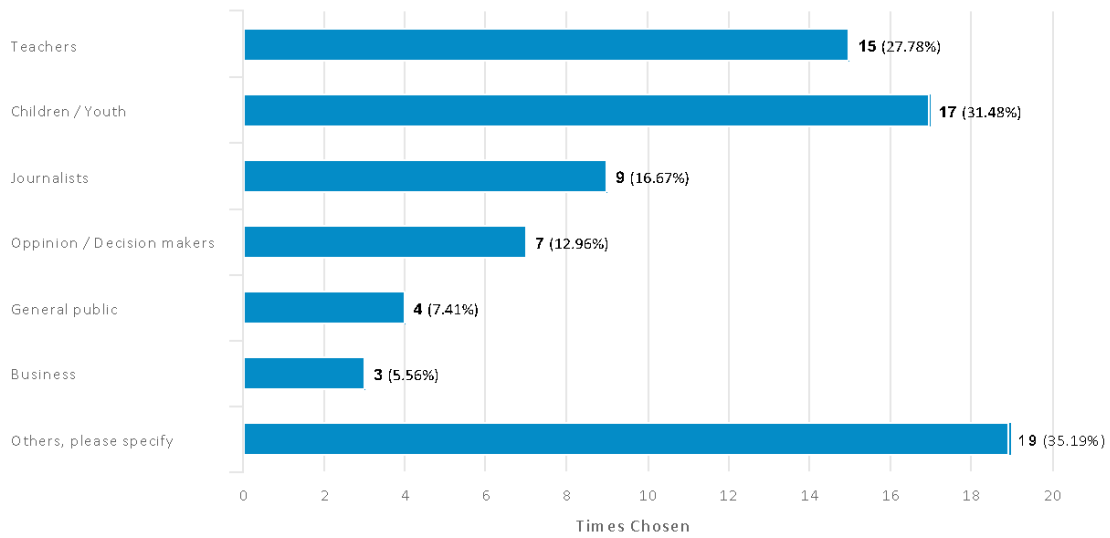
Have you worked with any NEW target groups within your FVR! project?

Number of responses: 98



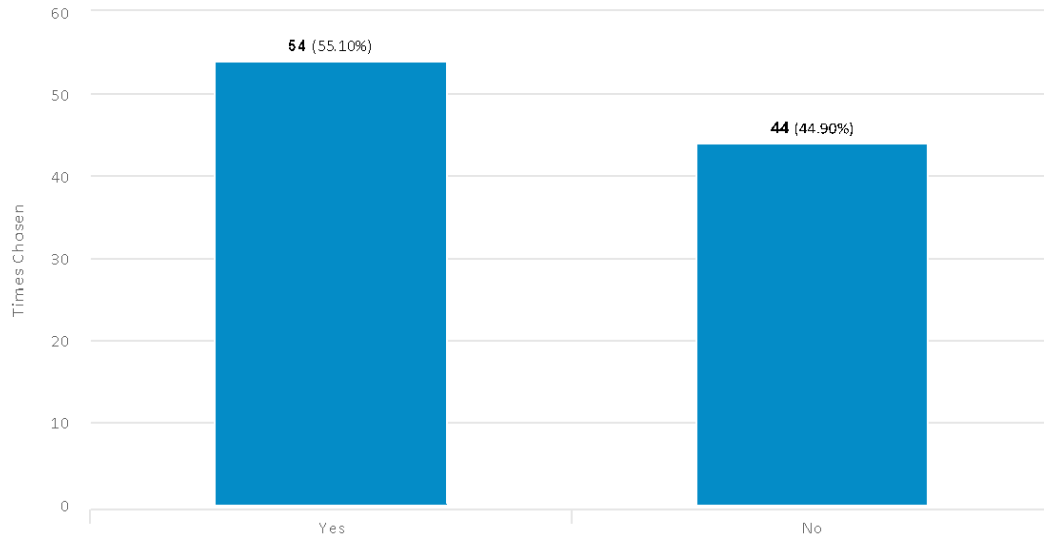
What were the new target groups within your FVR! project?

Number of responses: 54



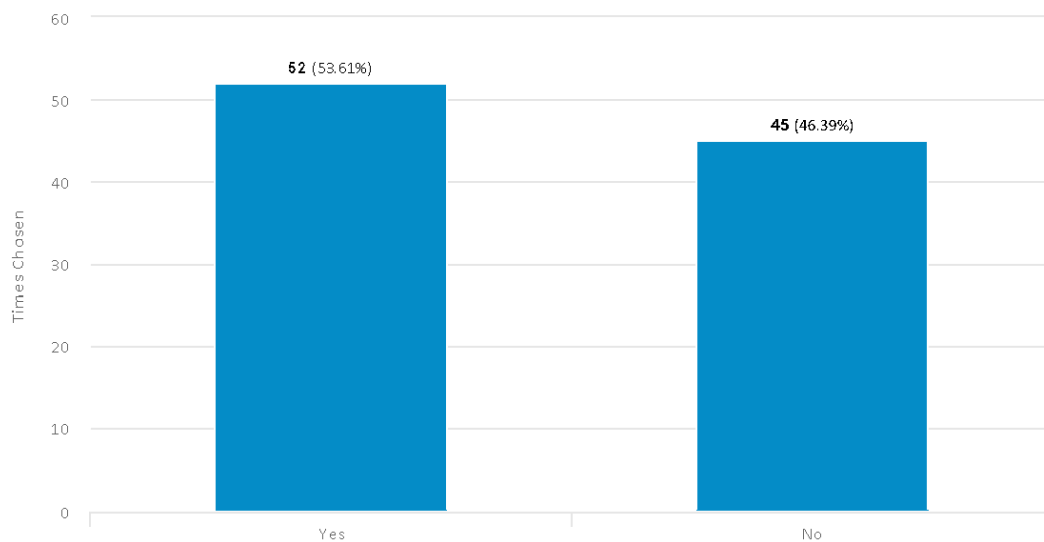
In terms of engagement, did your require any of your target groups to do something specific?

Number of responses: 98



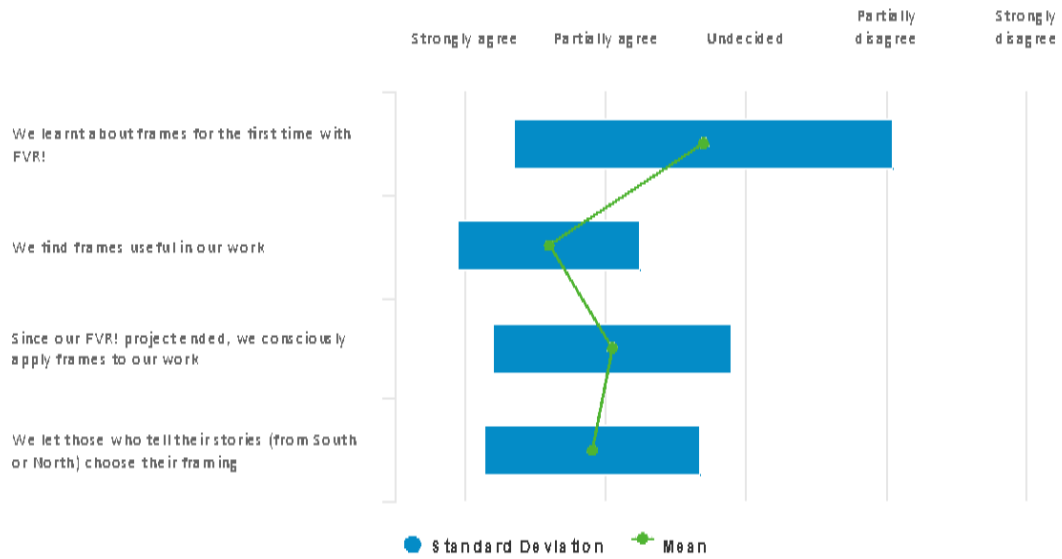
Have you observed any lasting changes among your target groups (after your FVR! project ended)?

Number of responses: 97



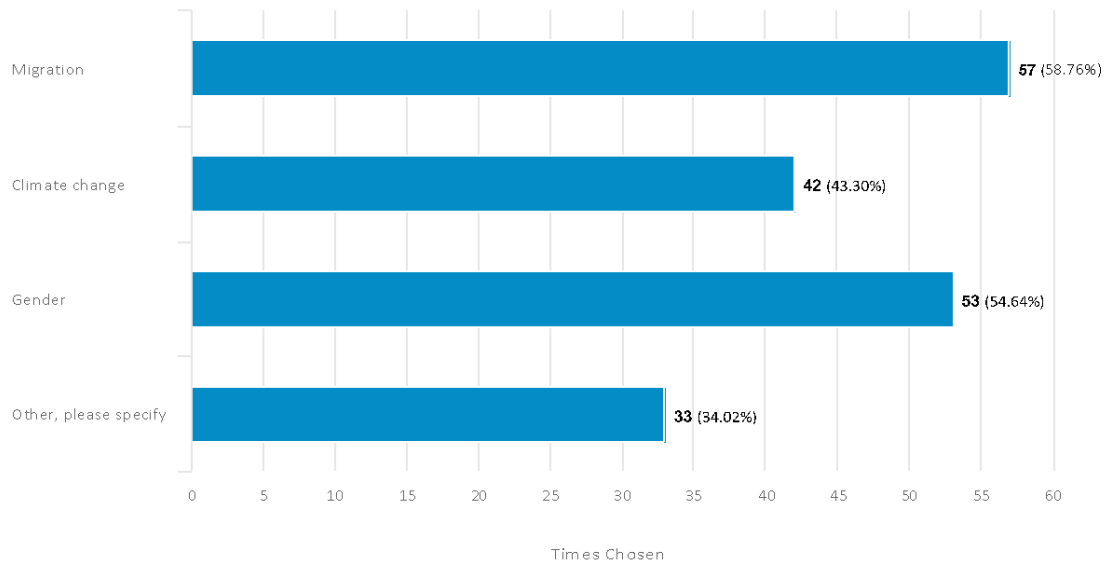
Do you agree with the following statements about FRAMING?

Number of responses: 97



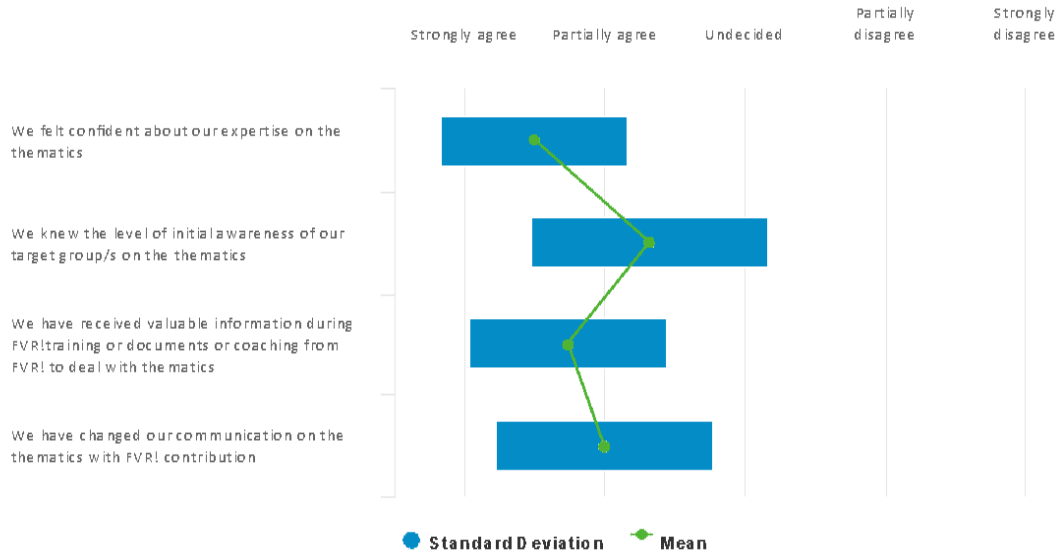
Which specific THEMATICS have been prominent in your projects?

Number of responses: 97



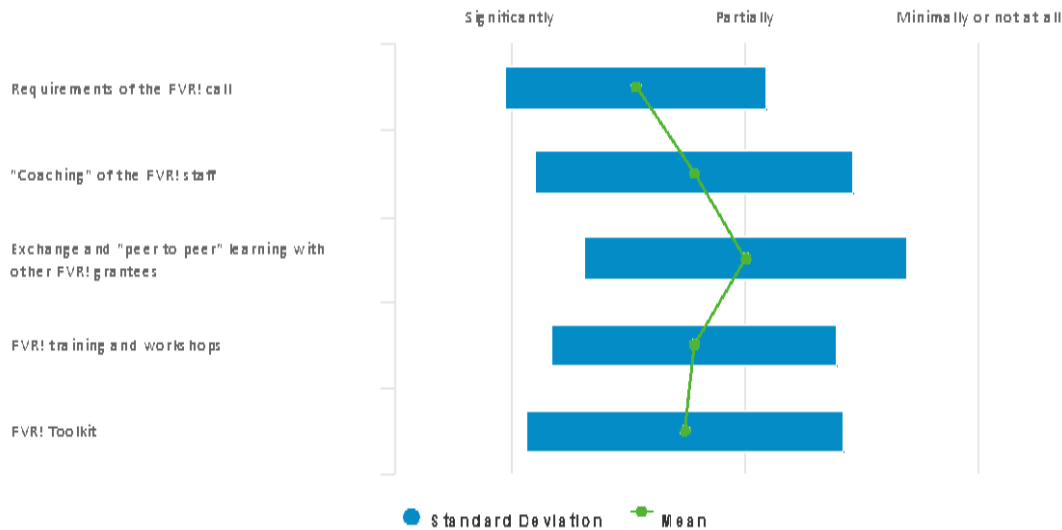
Do you agree with the following statements about specific THEMATICS?

Number of responses: 97



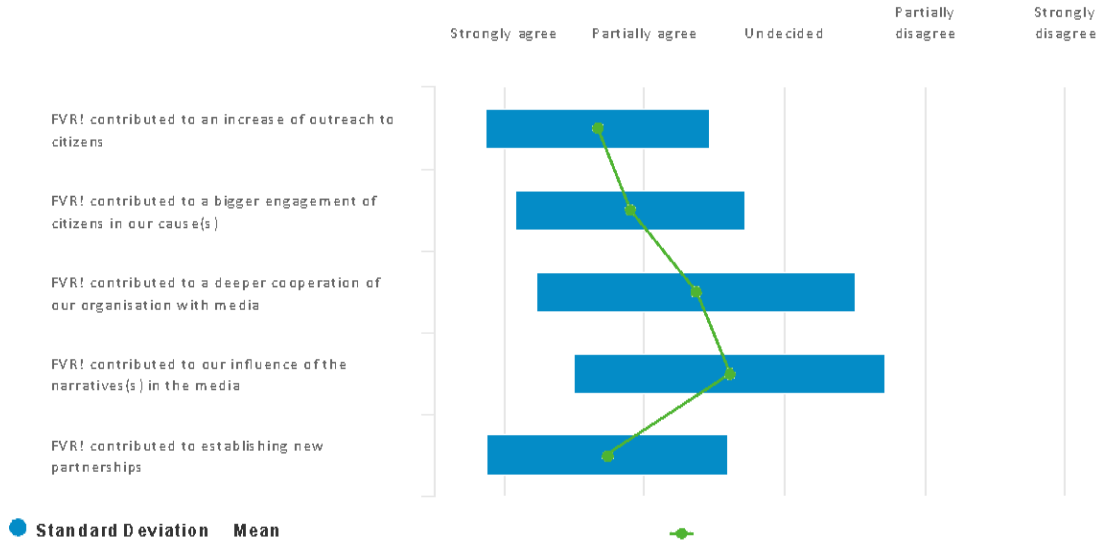
What contributed to the design of your communication / awareness raising / educational efforts implemented within your FVR! projects?

Number of responses: 97



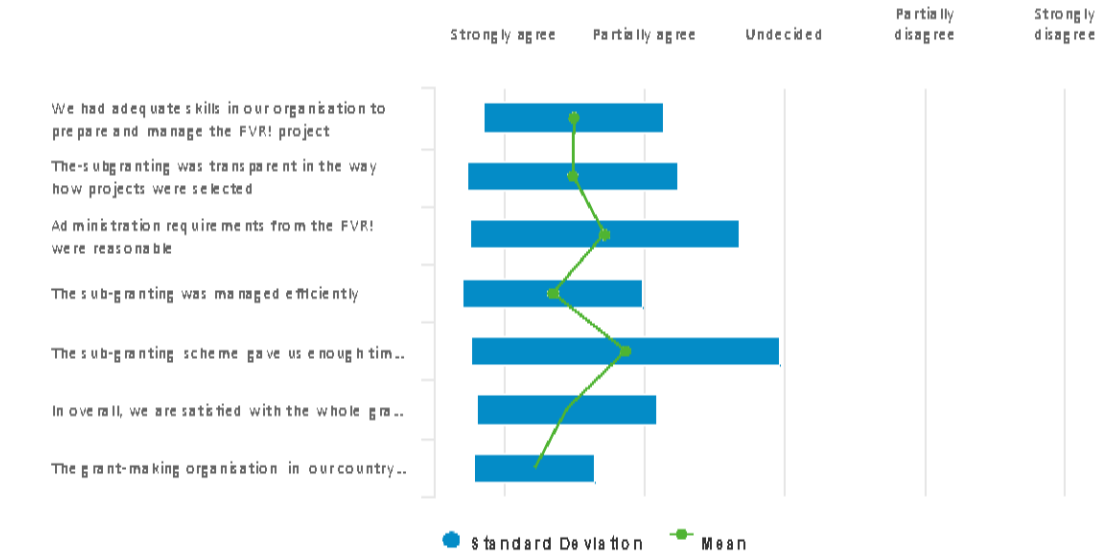
Do you agree with the following statements on FVR! CONTRIBUTIONS?

Number of responses: 97



Do you agree with the following statements on FVR! GRANT MANAGEMENT?

Number of responses: 97



Statistical analysis of selected survey questions

In order to compare the statistical significance of differences in answers in each country, a one-way ANOVA test has been used, presuming normality and independence between the levels of factors. Calculations were done in MS Excel. In order to quantify the Y/N statements, substitute quantifiers were used (0= No, 1=Yes).

- **SQ5 - Since 2015, has anybody conducted awareness raising or educational actions regarding your or a similar cause in towns or regions where you implemented your FVR! project?** (To compare: *Yes, we implemented them*. Note to statistician: We are trying to find out if in some countries did projects more those who did them already in the past, or whether new organizations have joined – who has an other method, tools, networks and contacts. According to the preliminary hypothesis, the new organizations should be mainly in Italy and the Netherlands, on the contrary, we do not expect much new in France and Finland)

Null hypothesis of the 1st answer (Yes, we implemented them):

$$H_0 = \mu_A = \mu_B = \mu_C = \mu_D = \mu_E = \mu_F = \mu_G, (A \neq B \neq C \neq D \neq E \neq F \neq G)$$

Verification of the hypothesis:

(One-)way

Sample	Number	Sum	Average	Variance
Belgium	13	70	5,385	51,923
Denmark	16	55	3,438	59,063
Finland	11	20	1,818	61,364
France	13	25	1,923	60,577
Italy	20	35	1,750	58,618
Netherlands	14	80	5,714	49,451
Spain	12	75	6,250	46,023

ANOVA

Source of Variation	Sums of Squares (SS)	Degrees of Freedom (df)	Mean Squares (MS)	F-Value	P-Value	F critical value
S_G - between groups	328,478	6	54,746	0,985	0,43997682	3
S_R - within groups	5112,431	92	55,569			2,198
Total	5440,909	98				

$$S_G - \text{source of variability between groups} \quad S_G = \sum_{i=1}^k n_i(\underline{X}_i - \underline{X})^2 = 328,478$$

$$S_R - \text{source of residual variability} \quad S_R = \sum_{i=1}^k \sum_{j=1}^{n_i} (\underline{X}_{ij} - \underline{X}_i)^2 = 5112,431$$

$$DF_G - \text{Degrees of Freedom between groups} \quad DF_G = k - 1 = 6$$

$$DF_R - \text{Degrees of Freedom between groups} \quad DF_R = N - k = 92$$

F critical value – Critical Value

$$F - \text{test criteria} \quad F = \frac{M_G}{M_R} = \frac{\frac{S_G}{DF_G}}{\frac{S_R}{DF_R}} = 0,985$$

Evaluation:

$$F < F \text{ critical value}$$

The null hypothesis has been verified. In the confidence interval of 95 %, the mean values of each levels are the same. Therefore, it is not truth there are statistical differences between countries.

Null hypothesis of the 2nd answer (Yes we implemented them):

$$H_0 = \mu_A = \mu_B = \mu_C = \mu_D = \mu_E = \mu_F = \mu_G, (A \neq B \neq C \neq D \neq E \neq F \neq G)$$

Verification of the hypothesis:

FACTOR				
Sample	Number	Sum	Average	Variance
Belgium	13	9	0,692	0,231
Denmark	16	10	0,625	0,250
Finland	11	8	0,727	0,218
France	13	3	0,231	0,192
Italy	20	13	0,650	0,239
Netherlands	14	4	0,286	0,220
Spain	12	6	0,500	0,273

ANOVA

Source of variation	SS	DoF	MS	F	P	F crit
S_G - between groups	3,210	6	0,535	2,299	0,041097271	2,199
S_R - within groups	21,416	92	0,233			
Total	24,626	98				

Evaluation:

$F > F$ critical value

We shall disregard the null hypothesis. In the confidence interval of 95 %, the mean values of each levels are not the same. Therefore, it is truth, that there are statistically significant differences between at least two countries.

Tukey's HSD (Honestly Significant Difference) test:

$q_{\alpha, N-k, k}$ – Studentized range distribution (table value) $q_{0,05,99-7,9} = 2,428$

M_R – Average variance between groups **0,233**

q differences in sample's averages

$$q = \frac{X_A - X_B}{\sqrt{\frac{M_R}{2} \left(\frac{1}{n_A} + \frac{1}{n_B} \right)}}$$

A	B	Dif A-B	nA	nB	q	q > HSD
Belgium	Denmark	0,067	13	16	0,54309064	NOT TRUE
Belgium	Finland	0,035	13	11	0,595857745	NOT TRUE
Belgium	France	0,462	13	13	0,570490358	NOT TRUE
Belgium	Italy	0,042	13	20	0,5181736	NOT TRUE
Belgium	Netherlands	0,407	13	14	0,56021041	NOT TRUE

Belgium	Spain	0,192	13	12	0,582254283	NOT TRUE
Denmark	Finland	0,102	16	11	0,569679426	NOT TRUE
Denmark	France	0,394	16	13	0,54309064	NOT TRUE
Denmark	Italy	0,025	16	20	0,487844315	NOT TRUE
Denmark	Netherlands	0,339	16	14	0,532281785	NOT TRUE
Denmark	Spain	0,125	16	12	0,555435186	NOT TRUE
Finland	France	0,497	11	13	0,595857745	NOT TRUE
Finland	Italy	0,077	11	20	0,545977183	NOT TRUE
Finland	Netherlands	0,442	11	14	0,586022959	NOT TRUE
Finland	Spain	0,227	11	12	0,607130344	NOT TRUE
France	Italy	0,419	13	20	0,5181736	NOT TRUE
France	Netherlands	0,055	13	14	0,56021041	NOT TRUE
France	Spain	0,269	13	12	0,582254283	NOT TRUE
Italy	Netherlands	0,364	20	14	0,506833637	NOT TRUE
Italy	Spain	0,150	20	12	0,53109762	NOT TRUE
Netherlands	Spain	0,214	14	12	0,572185726	NOT TRUE

Conclusion:

Differences between answers among countries are so small that the selected method was unable to detect them.

- **SQ5 - Since 2015, has anybody conducted awareness raising or educational actions regarding your or a similar cause in towns or regions where you implemented your FVR! project?** (Note to statistician: pool Yes, we a Yes, others a compare according to thematics from SQ14 *Which specific THEMATICS have been prominent in your project?* – if possible, as projects usually ticked more than just one box)

Note from the statistician: In the following table, the relative proportion of number of answers are stated (only for projects which related to the thematic) are main topics are highlighted for each country in the analyzed segment. Interpret in rows, e.g. **The strongest topic of projects in Belgium was gender, 86% of responders selected gender as relevant thematic in their projects.**

	Migration			Climate change			Gender		
	Yes	Not sure	No	Yes	Not sure	No	Yes	Not sure	No
Belgium	71%	14%	14%	78%	11%	11%	86%	14%	0%
Denmark	67%	17%	17%	88%	0%	13%	78%	11%	11%
Finland	71%	29%	0%	100%	0%	0%	100%	0%	0%
France	78%	22%	0%	67%	33%	0%	20%	80%	0%
Italy	83%	17%	0%	33%	67%	0%	75%	13%	13%
Netherlands	67%	17%	17%	75%	13%	13%	78%	11%	11%
Spain	80%	20%	0%	100%	0%	0%	78%	22%	0%

- **SQ11 - Have you observed any lasting changes among your target groups (after your FVR! project ended)?**

Note from the statistician: Similarly, as in the previous answer, the below table shows the proportions of projects that dealt with the thematic. Analyze in rows, e.g. **In Belgium, with 71 % of projects dealing with migration, a lasting change was observed among target groups.**

	Migration	Climate change	Gender
Belgium	71%	56%	29%
Denmark	67%	50%	33%
Finland	29%	60%	83%
France	33%	67%	40%
Italy	50%	50%	50%
Netherlands	67%	75%	56%
Spain	70%	33%	67%

SQ15 - Do you agree with the following statements about specific THEMATICS?* and answer "We have changed our communication on the thematics with FVR! contribution" (Note to the statistician: We would like to know, if there was any change related to a specific thematic)

Note from the statistician: To evaluate the success, an auxiliary quantifier was used to substitute for written answers: Between {1; 0,5;0; -0,5; -1} According to the sum of answers, the success rate was evaluated according to the valuation reached against the maximum valuation available.

Migration – achieved valuation

	We felt confident about our expertise on the thematics	We knew the level of initial awareness of our target group/s on the thematics	We have received valuable information during FVR! training or documents or coaching from FVR! to deal with thematics	We have changed our communication on the thematics with FVR! contribution
Belgium	86%	29%	71%	50%
Denmark	92%	58%	75%	17%
Finland	71%	43%	71%	50%
France	44%	-6%	50%	33%
Italy	63%	58%	83%	75%
Netherlands	83%	25%	75%	75%
Spain	80%	55%	65%	45%

Climate change – achieved valuation

	We felt confident about our expertise on the thematics	We knew the level of initial awareness of our target group/s on the thematics	We have received valuable information during FVR! training or documents or coaching from FVR! to deal with thematics	We have changed our communication on the thematics with FVR! contribution
Belgium	94%	22%	50%	39%
Denmark	75%	38%	75%	38%
Finland	80%	30%	70%	60%
France	67%	17%	67%	50%
Italy	58%	58%	83%	67%

Netherlands	75%	44%	63%	63%
Spain	83%	67%	50%	17%

Gender – achieved valuation

	We felt confident about our expertise on the thematics	We knew the level of initial awareness of our target group/s on the thematics	We have received valuable information during FVR! training or documents or coaching from FVR! to deal with thematics	We have changed our communication on the thematics with FVR! contribution
Belgium	93%	21%	43%	36%
Denmark	89%	33%	78%	39%
Finland	83%	42%	50%	58%
France	70%	20%	50%	60%
Italy	75%	19%	69%	75%
Netherlands	83%	33%	50%	61%
Spain	83%	50%	61%	33%

SQ13 - Do you agree with the following statements about FRAMING? and answer "Since our FVR! project ended, we consciously apply frames to our work" (Note to the statistician: Aggregate I strongly and partially agree Strongly a partially Agree – compare countries (we expect the framing was particularly successful in NL, less in ES)

Note from the statistician: To evaluate the success, an auxiliary quantifier was used to substitute for written answers: Between {1; 0,5;0; -0,5; -1} According to the sum of answers, the success rate was evaluated according to the valuation reached against the maximum valuation available.

Migration – achieved valuation

	We learnt about frames for the first time with FVR!	We find frames useful in our work	Since our FVR! project ended, we consciously apply frames to our work	We let those who tell their stories (from South or North) choose their framing
Belgium	50%	71%	71%	64%
Denmark	42%	50%	58%	50%
Finland	57%	71%	79%	57%
France	28%	44%	22%	61%
Italy	63%	75%	71%	71%
Netherlands	33%	67%	75%	67%
Spain	55%	85%	70%	75%

Climate change – achieved valuation

	We learnt about frames for the first time with FVR!	We find frames useful in our work	Since our FVR! project ended, we consciously apply frames to our work	We let those who tell their stories (from South or North) choose their framing
Belgium	39%	67%	50%	61%
Denmark	31%	56%	50%	44%
Finland	80%	60%	70%	50%

France	33%	33%	33%	67%
Italy	67%	67%	75%	67%
Netherlands	56%	69%	63%	63%
Spain	50%	67%	33%	67%

Gender – achieved valuation

	We learnt about frames for the first time with FVR!	We find frames useful in our work	Since our FVR! project ended, we consciously apply frames to our work	We let those who tell their stories (from South or North) choose their framing
Belgium	43%	64%	50%	64%
Denmark	28%	72%	67%	44%
Finland	67%	58%	58%	58%
France	40%	50%	40%	70%
Italy	75%	50%	81%	63%
Netherlands	39%	56%	44%	50%
Spain	50%	78%	61%	72%

SQ18 - Do you agree with the following statements on FVR! CONTRIBUTIONS? with answers "FVR! contributed to our influence of the narrative(s) in the media" (Note to statistician: merge Strongly a partially Agree - compare (we expect positive answers mainly from ES and IT, least from FI)

Migration – achieved valuation

	FVR! contributed to an increase of outreach to citizens	FVR! contributed to a bigger engagement of citizens in our cause(s)	FVR! contributed to a deeper cooperation of our organisation with media	FVR! contributed to our influence of the narratives(s) in the media	FVR! contributed to establishing new partnerships
Belgium	57%	71%	50%	36%	43%
Denmark	75%	58%	50%	25%	25%
Finland	64%	50%	50%	29%	29%
France	44%	33%	39%	33%	83%
Italy	71%	67%	54%	46%	42%
Netherlands	75%	58%	42%	42%	58%
Spain	80%	65%	80%	60%	60%

Climate change – achieved valuation

	FVR! contributed to an increase of outreach to citizens	FVR! contributed to a bigger engagement of citizens in our cause(s)	FVR! contributed to a deeper cooperation of our organisation with media	FVR! contributed to our influence of the narratives(s) in the media	FVR! contributed to establishing new partnerships
Belgium	50%	67%	44%	44%	56%
Denmark	69%	44%	44%	19%	38%

Finland	90%	60%	40%	30%	40%
France	50%	33%	50%	17%	50%
Italy	83%	75%	58%	42%	42%
Netherlands	81%	63%	50%	44%	44%
Spain	67%	50%	50%	33%	67%

Gender – achieved valuation

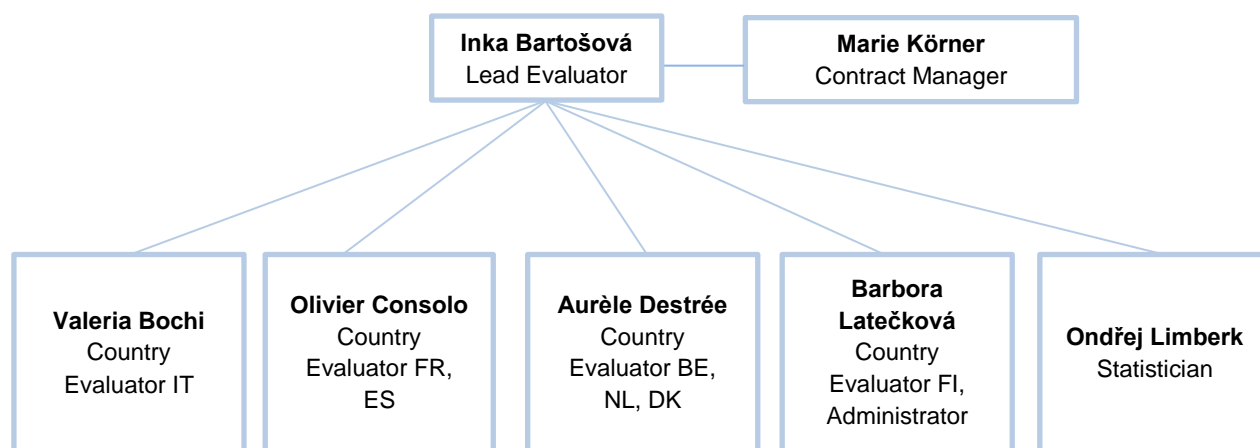
	FVR! contributed to an increase of outreach to citizens	FVR! contributed to a bigger engagement of citizens in our cause(s)	FVR! contributed to a deeper cooperation of our organisation with media	FVR! contributed to our influence of the narratives(s) in the media	FVR! contributed to establishing new partnerships
Belgium	57%	57%	36%	50%	36%
Denmark	89%	56%	39%	22%	33%
Finland	75%	50%	50%	33%	17%
France	70%	50%	60%	40%	70%
Italy	75%	38%	63%	44%	25%
Netherlands	78%	61%	28%	22%	61%
Spain	78%	61%	78%	56%	61%

6.6. Evaluation team

4G eval s.r.o. is an independent consulting company based in **Prague**, specialized in providing a comprehensive range of services within the fields of **project design, monitoring & evaluation, water and sanitation, environment, social and economic development and disaster preparedness and prevention**. 4G eval s.r.o. is committed to the principles and conditions of the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data - the "GDPR Regulation" (www.4geval.com)

The evaluation team was composed of five evaluators and a statistician, as pictured below.

Diagram 2: Project management structure



The delineation of roles and responsibilities in the evaluation team is as follows:

Inka Bartošová – **Lead Evaluator**

- Overall responsibility for communication with the client
- Overall coordination of the evaluation process and the evaluation team
- Conducting desk study (selected documents)
- Designing the evaluation methodology and data collection tools (interview and National Learning Event guidelines, poll, case study framework), review of the project logical framework
- Supporting facilitation of selected on-line National Learning Events
- Methodology support during data collection and analysis
- Data analyses across countries, interpretation together with the country evaluators and statistician, synthesis, quality checks, ensuring coherence, proposes additional data collection
- Drafting key evaluation outputs and coordinating their timely completion, including the final report
- Co-drafting the presentation for Torino (home-based)
- Processing comments to the draft inception and evaluation reports from the client and partners, finalizing the same

Marie Körner – **Contract Manager**

- Contract management

Olivier Consolo, Aurèle Destrée, Barbora Latečková, Valeria Bochi – **Country Evaluators**

- Conducting desk study related to assigned countries, review evidences for evaluation questions
- Conducting assigned initial interviews
- Supporting the development of the evaluation methodology and the overall inception report, review of data collection tools, their translation to local languages and piloting
- Data collection from assigned country/ies
- Country data analyses, synthesis and interpretation together with the lead evaluator and statistician
- Drafting selected case studies, obtaining comments from third parties and other key stakeholders if applicable, finalization
- Contributing to evaluation outputs, including the Inception report, presentation, draft and final evaluation report with annexes
- Mrs. Bochi will be presenting the evaluation findings, conclusions and recommendations in Torino unless agreed otherwise.

Barbora Latečková – **Administrator**

- Desk study of selected documents
- Data cleaning and preparation for statistical analysis
- Quality control and backstopping of the evaluation team

Ondřej Limberk – **Statistician**

- Data check, recommendations for additional data inputs when necessary
- Statistical analysis and interpretation

6.7. Engagement Pyramid applied by the FVR!

Beneficiaries	Level	Monitoring tools (not exhaustive)
I N D I R E C T	<p>LEVEL 0: CONSUMER (OF INFORMATION ABOUT THE PROJECT OR ITS ISSUES)</p> <ul style="list-style-type: none"> • Contact with the action is by chance, through coming across it e.g. via * a media report/article, * a public/street event, * promotional materials, * an advert, 	<ul style="list-style-type: none"> ☑ Press review ☑ Materials distributed <ul style="list-style-type: none"> • Estimate of participants to an event in which a project activity is implemented
I N F O R M E D	<p>LEVEL 1: SPECTATOR/AWARE</p> <ul style="list-style-type: none"> • Is aware of the action and the issue it is concerned with • Engagement is erratic, e.g. through occasional, possibly a one-off, visit to a project website, blog, or Facebook page, or through access to a report, a lesson or session in school 	<ul style="list-style-type: none"> • Visits to the project website • Social media data (clicks, showings, etc.) • Download of documents related to the project
I N F O R M E D	<p>LEVEL 2: FOLLOWER/INTERESTED</p> <ul style="list-style-type: none"> • Is interested in the action/the issue and keeps, or agrees to be kept, up to date, without further commitment • Contact is via direct communications from the project or one of its multipliers (e.g. via email subscription, Twitter follower, Facebook likes). However, beyond possibly attending a free public event (such as an exhibition, theatre performance, public discussion), a free one-off briefing or other event, this may not lead to further follow up. 	<ul style="list-style-type: none"> ☑ Estimate of people attending an event (e.g. street action) ☑ Reactions on social media posts (likes) ☑ Data about social network's posts about the project ☑ Registration sheet of conferences
E N G A G E D	<p>LEVEL 3: SUPPORTER</p> <ul style="list-style-type: none"> • Agrees with and expresses support for (parts of) the action • Agrees to carry out a simple action after contact/invitation from the project, e.g. * signs a petition, * endorses and forwards an electronic message or link about the project, * joins in an event that has an entrance fee, * takes part in a discussion meeting of the project, * attends a one-off workshop, seminar, or conference session, * changes purchasing behaviour relating to one or a similar range of items, *voluntary participation to a session (e.g. workshop) organised at school 	<ul style="list-style-type: none"> ☑ Social media reactions (sharings, comments) ☑ Registration sheet of workshops, trainings ☑ Signatures for a petition ☑ Request to analyze the project for a thesis or research

	<p>LEVEL 4: ACTIVIST</p> <ul style="list-style-type: none"> • Is committed to (parts of) the action • Participates, for example in * a series of workshop-seminars or a conference, * helping at a project event, * attending a public hearing, * trying out ideas or resources from the project, * making a public statement of personal support (e.g. writes a letter), * changing purchasing behaviour relating to a wide range of items. 	<ul style="list-style-type: none"> ☑ Availability to become a volunteer for the project or the CSOs ☑ Interviews, focus groups ☑ Most significant change
	<p>LEVEL 5: MULTIPLIER</p> <ul style="list-style-type: none"> • Is committed to the action and promotes it to others • Systematically promotes the issues raised by the project in his/her own social or work environment, for example * promotes involvement in the project's issues and ideas to friends and acquaintances, to people in the local community or in the workplace. * Takes part in a study tour and disseminates the experience 	<ul style="list-style-type: none"> ☑ Interviews, focus groups ☑ Most significant change ☑ Outcome harvesting
	<p>LEVEL 6: INNOVATOR</p> <ul style="list-style-type: none"> • Is committed to the action/the issues and develops and implements (new) ideas for its promotion • Works with and targets others to develop and implement new ideas for actions (e.g. introduces whole-school approaches, initiates creative activities/media events, initiates lobby meetings with decision-makers, develops new policy formulations, etc.) 	<ul style="list-style-type: none"> ☑ List of events/initiatives organised by beneficiary(ies) autonomously ☑ Interviews, focus groups ☑ Most significant change ☑ Outcome harvesting

6.8.Reviewed sources

Terms of Reference

- Terms of Reference Evaluation Frame, Voice, Report!
- ToR Annex 1 Frame, Voice, Report, Annex Concept Note
- ToR Annex 2 Frame Voice, Report, Annex Full application form
- ToR Annex 3 Frame, Voice, Report, Annex FVR! Logframe revisited December 2018

Project reports

- Interim report CSO-LA.2017.388-119 Frame, Voice, Report! Year 1
- Interim report CSO-LA.2017.388-119 Frame, Voice, Report! Year 2
- FVR! partners reports to Lead (CISU): narrative reports, activity reports and reflection sheets in Year 1 and Year 2
- CISU-specific reports in Year 1
 - CISU 1.1.2 Pre-launch
 - CISU 1.1.5 Launch seminars
 - CISU 1.1.6 Counselling

- CISU 1.1.7 Assessment
- CISU 1.2.1 Start-up seminar
- CISU 1.2.2. Trainings
- CISU partner report Y1
- Third parties narrative report to partners Year 1
- Third parties narrative report to partners Year 2
- Third party reports
- Informed vs. engaged beneficiaries per project and per country (Excel files)
- ROM Report (Draft)
- Response for ROM Report
- FVR! End booklet
- M&E guide (Draft)

Grant overviews per country

- CISU, COP, Fingo, Lafede.cat, RESACOOOP, Wilde Ganzen – BE, Wilde Ganzen – NL (Excel files)

Communication, visibility and advocacy

- FVR! approved comm/visibility plan
- FVR! new communication/advocacy plan
- FVR! speech manuscript for advocacy

Toolkits and guides

- Frame, Voice, Report! Toolkit
- Guide for processing reports from third parties
- Guide on management of applications
- Guide on management of decisions
- Guide to online system for assessment system
- How to Engage Citizens with the Sustainable Development Goals, Inspiration, tools and cases from FRAME, VOICE, REPORT! - a DEAR-funded project aiming to raise awareness and engage EU citizens to act for Sustainable Development Goals

Learning materials

- List of trainings
- *CISU training materials (in English)*
 - Notes from end seminar round 1 and 2
 - From awareness to engagement (handout)
 - From awareness to engagement (presentation)
 - How to engage with constructive communication (input from participants)
 - How to engage with constructive communication (presentation)
 - Monitoring and evaluation of DEAR projects (input from participants)
 - Monitoring and evaluation of DEAR projects (Outcome harvesting exercise)
 - Monitoring and evaluation of DEAR projects (presentation)
 - Youth as a target group (input from participants)
 - Youth as a target group (presentations)
 - Youth as a target group (programme)
- *COP training materials (in Italian)*
 - How to build a communication campaign Round 1 and 2 (presentation)
 - Evaluation of impact for communication and education activities Round 1 (presentation)
 - Genders perspective in international cooperation Round 1 (presentation)
 - Theory of Change Round 2 (presentation)

- Notes from the End Seminar
- *Fingo training materials (English)*
 - Quantifying people and groups reached and actively engaged by DEAR projects (Pyramid of engagement)
 - Fingo Workshop Presentation of Freire´s Principles and Systemic Change
 - How to measure impact in global citizenship education and development communication projects
 - Systemic approach to SDGs
- *Lafede.cat training materials (English, Italian)*
 - Training summaries and presentations (Nobody said it was easy!, New narratives and treatments of migrations)
 - Visions de la societat civil sobre l'Agenda 2030 (Flyer)
 - From research to collective actions (Presentation)
 - How to generate engagement (Presentation)
 - How to be a spokesperson (Presentation)
 - Notes from the End seminar
- *RESACOOOP training materials (French)*
 - Education Without Borders Network in 2006 to the Dibrani case in 2013: Undocumented Families in the French Media Sphere
 - Cadrage, journalisme de solutions et communication constructive
 - Les Polémiques Autour Des Expulsions De Sans-Papiers Dans La Presse Française De 2006 À 2010 : Une Analyse Sociopolitique Des Discours Médiatiques
 - Formation 03/12 UCLY Resacoop - Comment susciter l'engagement
 - Evaluer Le Changement A Travers Son Projet
 - Guide Compétences Développement Durable & Responsabilité Sociétale
 - LES OBJECTIFS DE DÉVELOPPEMENT DURABLE
 - Global Compact, Network France, Presentation on SDGs
 - Conter ce qui compte L'évaluation au coeur de la communication
 - Repenser le développement en repensant sa communication
- *Wilde Ganzen (Dutch)*
 - Evaluatie excursie Museon
 - Excursie one Planet
 - Link doc to training materials Netherland and Belgium
 - Verslag excursie Museon
 - Wilde Ganzen notes and more from the End Seminar

Other documents of FVR! partners

- *COP*
 - Manifesto del COP + statuto e carta ECG (2010)
 - Accordo COP-Regione Piemonte-Cocopa (fine 2017)
 - Piano annuale Regione Piemonte 2017 in cui è inserito il progetto Frame Voice Report
 - Piano annuale Regione Piemonte 2018 in cui è inserito il progetto Frame Voice Report

Others

- Reframing the message (Deeep Project): <http://deeep.org/communication/reframing-the-message/>
- DevReporter Network: <http://devreporternetwork.eu/fr/grant/>
- Enhancing Southern Voices: <https://www.kepa.fi/sites/kepa.fi/tiedostot/julkaisut/enhancing-southern-voices-in-global-education.pdf>

- The problem of quantifying public engagement' in DEAR Projects: Achievement & Impact 2018, pp 60: <https://europa.eu/capacity4dev/dear/node/84510>
- *The use of Sub-Granting in DEAR projects*, Report produced by European Commission Learning & Development Hub, 11th and 12th May 2017, Toruń, Poland
- *Planning Communication with External Audiences*, European Commission Exchange Hub for DEAR Projects, Aqua Hotel, Brussels 13th and 14th September 2018
- The evaluation policy for EU development cooperation - Evaluation Matters, accessed 21 March 2019, https://ec.europa.eu/international-partnerships/system/files/evaluation-matters_en.pdf
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- Development Education: Some of the theory behind it all, Sarah Simpson, 5 November 2019, accessed on 16 May 2020, at <https://europa.eu/capacity4dev/dear/news/development-education-some-theory-behind-it-all>

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