

**Annex 2.a.**  
**Europe 2020: National Pilot Actions (6.000 Euros)**  
**Template for Final Report (max 4 sides)**

**1. Introduction (including objectives/justification)**

This project was designed to raise awareness and support stakeholders' engagement to Europe 2020 and the European Semester since the experience has shown low level of engagement in the national level when concerning these issues. Most of the Croatian and Hungarian NGOs in social sector focus on the support to specific problems of different vulnerable groups, majority of them act as direct client service providers. Within this contextual framework NGOs in social sector lack the overall perspective of the issue of social inclusion and poverty as multidimensional phenomena. Their focus of the action is project driven and therefore, especially in social sector, NGOs lack consistency in the strategic action planning.

In the case of HAPN it was detected the need to develop a more effective relationship with the decision-makers, experts and medias in order to communicate the European targets by drawing higher attention on the topic.

In the case of Croatia, CAPN has been weak in direct involvement of people experiencing poverty and taking actions of advocacy and consultative activities. In this context it was important to build capacity of members to engage and influence more effectively Europe 2020 and the European Semester at national level.

Therefore, raising awareness was necessary to bring the issues of Europe 2020 closer to the people on a national level.

The project activities (events, practice sharing, and media campaign) have provided an opportunity for transferring the EU standards and values to the Croatian and Hungarian context, and Europe 2020 document to become more familiar document to the people on a national level.

**2. Description of Activities carried out, (including any adjustments to Work Programme)**

Capacity building activities through this project included: a training (coaching, facilitating and sharing good experiences in an interactive way), consultation with the public (public events, on-line communication), possibility of providing

access to repositories of information and resources (Facebook pages and websites).

Raising awareness activities through this project included: events (1 training in Croatia, 1 Hungarian forum theatre event and 1 Croatian symposia) and a media campaign in both countries.

Various stakeholders were involved including people experiencing poverty, experts, scholars and representatives of the media.

### **3. Evaluation of results and impact**

#### **- *Preparation methodology meeting (Hungary)***

Since the daily practices of CAPN and HAPN are different it was important to try to build strong alliances within project values and concerns. The bilateral relationship between the Croatian and Hungarian network was an important element of empowerment, crucial to communicate our messages and proposals to stakeholders, people experiencing poverty and medias.

The meeting was attended by representatives of CAPN :

Ph.D. Nino Žganec, president of CAPN

Suzana Jedvaj

Jelena Mališa

The meeting resulted with the defined common work within the framework of this project, methodology on how to build up an awareness raising campaign; how to bring it closer to the people experiencing poverty; methodology on how to lobby with stakeholders in the field of poverty.

#### **- *Training (Croatia)***

Common questions were what kind of participatory, lobby and organizing techniques could work in order to strengthen the messages of Europe 2020? The goal of the training was to involve people experiencing poverty on way of learning by doing – practice sharing within the framework of Europe 2020 on one hand, and education through sharing of the best practice models within EU national anti-poverty networks on the other hand.

This training improved CAPN's capacities, upgraded skills and knowledge both in regard with communication skills (in the dialog with people experiencing poverty, experts, allies) as well as provided better understanding of the phenomena of poverty and social exclusion.

- ***Croatian symposia Social policy in the programs of political parties***

The intention was to highlight the aims of different Political programs in the pre-election time in Croatia as a successful way of getting media attention and involving relevant stakeholders into the work of the practice related to European issues.

Some of the conclusion of the symposia:

- Social policy with its measures influences on the development and quality of life of members of society therefore it needs to be addressed systematically and in a professional manner.
- CAPN suggests to political parties to put social policy in the same rank of importance as the economic policy. The public discourse of social expenditures shall be presented as an investment in human capital and not as expenditure.
- The political parties are key participants in the exercise of political power. They shall develop measures in the area of social policy which are based on knowledge, best practice examples, useful experience of other countries and the real needs of citizens.
- In the context of Croatia, as a solution for various social problems social policy should ensure the maintenance of the national minimum standard with acceptable (but not excessive) regional differences.

The symposia reached directly: 70 people (participants of the events – see registration lists) members of CAPN, political parties, partners, students, volunteers. Impact can be measured by attendance sheets of the events, photo documentation; reaching indirectly 1500 persons – measured by Facebook-followers, media coverage.

- ***Media campaign (Croatia)***

See the links in the attached document. About the Hungarian results see the report of HAPN.

- ***„Day of Games to Raise Social Awareness” (Hungary)***

See the report of HAPN.

- ***Evaluation methodology meeting (Hungary)***

The two organizations did not have common project until now; this project was a great chance for sharing the knowledge, exchanging our practices and encouraging connections among our experts, and Croatian and Hungarian people experiencing poverty.

The meeting was attended by representatives of CAPN:  
Suzana Jedvaj, Martina Petak

#### **4. Learning points and future recommendations**

The common recommendations:

It is important to build strong alliances with other organizations to be involved into the issue of Europe 2020 directly (people experiencing poverty, experts, members of CAPN and HAPN) and also indirectly (by the help of the media campaign and coalitions). It is crucial to communicate messages and proposals through our allies and trying to establish a more on-going dialogue with them.

The learning points:

Owing to the common work within the framework of this project in the future there will be an international example on how to build up an awareness raising campaign on a European issue, how to bring it closer to the people. This cooperation can be a step towards a stronger international lobby in the field of poverty. Stronger regional connections can also strengthen the accountability of the decision-makers on a national level.

#### **Attachments to be included**

- **Registration lists with signatures of participants for relevant meetings/events**
- **Copies of all relevant documents/reports/event programmes/press releases with website links /social media.**
- **Any translations.**