

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

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

Both in Croatia and in Hungary the problem of poverty and social exclusion is not presented in its complexity, not to mention the poverty target of the Europe 2020 Strategy as a rarely known, distant goal. The Eastern European region also has a special historical, political and socio-economic heritage which has to be taken into account when the question is poverty, participation and action. Therefore, the project was designed 1. to *raise awareness of Europe 2020 and the European Semester and their impact on poverty* and 2. to *build capacity of HAPN and CAPN to engage and influence more effectively Europe 2020 and the European Semester at national level, helping to provide a strong support for the development of the Network*. Raising awareness was implemented directly by events (2 meetings, 1 training, 1 Hungarian forum theatre event and 1 Croatian symposia), capacity building was reached through a training (coaching, facilitating and sharing good experiences in an interactive way), consultation with the public (public events, forum theatre event, communication).

**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.

1. **Preparational methodology meeting (Hungary):** the aim of the meeting was to learn about each other's social system, the profile, methodology and plans of HAPN and CAPN, the main debates about poverty in our country, choosing what and how to communicate related to the poverty target of Europe 2020. Date: 08/07/2015. Participants: 8 persons

2. **Training (Croatia):** people experiencing poverty and experts attended the common training of HAPN and CAPN which was focusing on how to spread messages about poverty by the involvement of people experiencing poverty. We learned about community organizing, the usage of the media and how to build relationships. Date: 17/09/2015. Participants: 22 persons

3. **Symposia event (Croatia):** the event was concentrating on the agenda of political parties related to the questions of poverty highlighting the poverty target. The timing was crucial because of the upcoming elections. See it detailed in the attached report of CAPN. Date: 28/10/2015. Participants: 70 persons

4. **„Day of Games to Raise Social Awareness” (Hungary):** HAPN organized an event where participants could play four different games (including board games and role games) which concentrated on showing the struggles of people experiencing poverty. By the help of the games the players understood more the emotional burden of poverty, the financial difficulties and the long-term effects of them, the measures related to poverty and contrast between the expectations of the poverty target of the Europe 2020 Strategy and the reality. There was a separated table dedicated to a “Poverty Quiz” to give more information about the topic and here the participants could learn about the concept of adequate minimum income and the Europe 2020 Strategy. After the games were finished, HAPN provided a forum theatre workshop to the attendants, who could perform in four different scenes by the usage of the “newspaper theatre” technique. These mini-dramas were about: a poor family from which the child is taken away, the contradictory news around workfare workers, child poverty and the exploitation of workfare workers. After the performances the event was closed by a reflective discussion through which the experiences were put into the broader context of poverty.

The event had a Facebook site: <https://www.facebook.com/events/1677058622539809/>

Other pages where it was published:

[http://recorder.blog.hu/2015/11/23/a\\_muszi\\_heti\\_ajanloja\\_grand\\_budapest\\_hotel\\_jatszohaz\\_es\\_chicago\\_bulls](http://recorder.blog.hu/2015/11/23/a_muszi_heti_ajanloja_grand_budapest_hotel_jatszohaz_es_chicago_bulls) (a cultural site)

<http://civilhirugynokseg.hu/event/tarsadalmi-jatekok-napja/> (a site dedicated to civil issues)

[http://muszi.org/?page\\_id=569&lang=en](http://muszi.org/?page_id=569&lang=en) (at the November events)

<http://tatk.elte.hu/karihir?id=NW-1063> (the website of the Eotvos Lorand University of Science, Faculty of Social Sciences)

Date: 28/11/2015. Participants: 25 persons

**5. Media campaign (Croatia, Hungary):** Our communication was focusing on Europe 2020 and the broader context of poverty in our countries. See the Croatian media results below. About the communication of HAPN: we have a newsletter in which we reported on our forum theatre event, websites also quoted our main message of Europe 2020 and advertised the event

(<http://tatk.elte.hu/karihir?id=NW-1063> – the website of the Eotvos Lorand University of Science, Faculty of Social Sciences,

<http://civilhirugynokseg.hu/event/tarsadalmi-jatekok-napja>,

<http://www.bpgo.hu/30445/tarsadalmi-jatekok-napja---a-magyar-szegenysegellenes-halozat-szervezeseben>,

<http://www.bpgo.hu/30445/tarsadalmi-jatekok-napja---a-magyar-szegenysegellenes-halozat-szervezeseben>,

<http://www.wherevent.com/detail/Magyar-Szegenysegellenes-Halozat-Tarsadalmi-Jatekok-Napja-a-Magyar-Szegenysegellenes-Halozat-szervezeseben>), we wrote a press release which was spread (see at on-line here:

[http://www.msze.hu/hirek/europa\\_2020\\_feltavon/](http://www.msze.hu/hirek/europa_2020_feltavon/)), and at our main event (17<sup>th</sup> Oct, International Day of Eradicating Poverty) the current poverty data and poverty context were the core message

(see the main press links here:

[http://hvg.hu/itthon/20151017\\_Millioek\\_elnek\\_meltatlanul\\_a\\_lakasok\\_meg\\_u](http://hvg.hu/itthon/20151017_Millioek_elnek_meltatlanul_a_lakasok_meg_u)

<http://www.vg.hu/kozelet/tarsadalom/tuntettek-budapesten-a-kilakoltatasok-ellen-459407>

<http://nol.hu/belfold/vacogtatok-jo-sokat-foglaltak-lakasokat-1569703>

<http://vs.hu/gazdasag/osszes/meghalt-a-no-mire-15-ev-utan-megkapta-volna-felujitott-lakasat-1012#!s1>)

HAPN was also invited for presenting on the HAPN-CAPN Pilot Actions at the policy conference of EAPN (09/10/2015) titled “Can the European Semester deliver on poverty and participation”. The conference was held in Brussels, the event was supported by a media coverage too. See more here: <http://www.eapn.eu/en/news-and-publications/press-room/eapn-press-releases/eapn-urges-the-eu-to-put-people-first-or-europe-will-wither-without-strong-social-dimension>

**6. Evaluational methodology meeting (Hungary):** At this meeting HAPN and CAPN presented to each other about the national events (symposia, forum theatre event), learnings were shared and feedback was given about the cooperation throughout the entire project. Date: 09/12/2015. Participants: 5 persons

**7. Final report:** task of the two partners to write a report (one written by HAPN and one by CAPN) on the activities and learnings of the project.

### 3. Evaluation of results and impact

**Overall picture:** the pilot action reached its goals, it drew the attention on the poverty target of Europe 2020 Strategy through the events, therefore roughly 100 persons heard about the poverty of the EU directly at the events, and around 3500 were reached indirectly through the communication of the project. Most probably, for the majority of the reached people it was the first time of learning about EU 2020 and the poverty target. The capacity of the two networks were broadened: via the meetings and the training, methodology exchange was implemented, and in Hungary, art and games – as relatively new tools for HAPN – were used for the main project activity, in Croatia community organizing was introduced for Croatian people experiencing poverty for the first time. This project also strengthened the professional cooperation between Hungary and Croatia and it is also a positive outcome for EAPN as a whole.

**Preparation methodology meeting (Hungary):** HAPN and CAPN have different profile as organizations: HAPN is an 11-year-old network concentrating on campaigning and community organizing in order to involve people experiencing poverty, while CAPN is a new network having successes already at the field of involving experts, professionals into its work. CAPN also wants to focus more on the involvement of people experiencing poverty. The meeting was a useful event of learning from each other, knowing more about the daily life of the networks, informing the attendants about the capacities of the organizations, planning the upcoming events and creating a more personal atmosphere among the participants.

**Training (Croatia):** Our main goal was to share good practices, useful methods and techniques on how to communicate such huge EU-level questions as the poverty target of the Europe 2020 Strategy, and how to involve people experiencing poverty into the process. The attendants were Croatian and Hungarian professionals and people experiencing poverty for whom it was very interesting and useful to meet and discuss questions with their peer group from another country. HAPN provided training modules on involvement, relationship building, empowerment by the tool of community organizing, CAPN was responsible for the topic of how to work with the media and how to involve stakeholders who are not directly experiencing poverty. Community organizing was a new path for the Croatian people experiencing poverty, while how CAPN handles the media gave fresh perspectives to HAPN (CAPN tries to involve many different kind of media representatives into its work, whilst HAPN concentrated more on the “friendly press” who sympathized with the goals).

**Croatian symposia Social policy in the programs of political parties:** The timing of the event was very good, because it was organized at the Croatian elections, therefore there was a natural interest around the topic. Parties, the press, professionals, students, volunteers participated. This was the first time, when political representatives were asked in public by civil actors about poverty in a European context. Therefore, it was a groundbreaking event of CAPN which drew the attention on its work. This is especially crucial in the case of a new network. The symposia was also essential in order to inform the public audience about the question. The event reached 70 people directly as participants, 862 persons as Facebook followers, CAPN also has a website, and 3 articles were published in the media. See more about the symposia in the report of CAPN.

**„Day of Games to Raise Social Awareness” (Hungary):** The event concentrated on personal, emotional deep involvement of participants into the first seemed distant question of poverty target of the EU. HAPN organized such program (which focused on the Hungarian poverty in the European context) for the first time – and as far as we know no other civil actor implemented anything similar. It was a good decision to use games and forum theatre methods to raise social awareness: the personal feelings and experiences helped the participants to empathize more with people experiencing poverty and to have a commitment to fight against poverty and social exclusion actively, or at least be more aware and see the problem in its complexity. HAPN got very positive feedbacks about the event from the participants and from people who heard about the event and its concept. We had 4 games, 1 information counter, 25 players at the program (including people experiencing poverty, professionals, students, citizens), 1 Facebook event, on the Facebook profile of HAPN roughly 2900 people could hear about the event, besides it was also published on the HAPN site ([http://www.msze.hu/hirek/tarsadalmi\\_jatekok\\_napja\\_2015/](http://www.msze.hu/hirek/tarsadalmi_jatekok_napja_2015/)). 3 new volunteers offered their work, and we were contacted by one theatre professional who organized a socially conscious play with a company. The tools and capacity of HAPN was broadened and we strengthened the relationship with the Eotvos Lorand Science University, Faculty of Social Sciences. Majority of the people who were reached directly or indirectly by the pilot program heard about the EU 2020 Strategy and the poverty target for the very first time. In case of opportunities, HAPN plans to organize similar programs in the future as well.

**Media campaign (Croatia, Hungary):** In Croatia, there was a press conference connected to the symposia event, and 3 articles were written in the country-wide media (see the links here: <http://www.nacional.hr/izbori-2015-na-konferenciji-o-socijalnoj-politici-u-programima-stranaka-samo-most-i-bandic/>, <http://www.index.hr/vijesti/clanak/most-zalazemo-se-za-produzetak->

[porodiljinog-na-dvije-godine-vecu-potporu-samohranim-roditeljima/852245.aspx, http://www.novolist.hr/Vijesti/Hrvatska/Na-konferenciji-o-socijalnoj-politici-u-programima-stranaka-samo-MOST-i-Bandic](http://www.novolist.hr/Vijesti/Hrvatska/Na-konferenciji-o-socijalnoj-politici-u-programima-stranaka-samo-MOST-i-Bandic)). In Hungary, there were 6 on-line appearances of the core message (the poverty target) about which see the links above, 1 press release was written (see the link above).

**Evaluation methodology meeting (Hungary):** Since it was the first time for CAPN and HAPN to work together, it was crucial to have a common meeting about the evaluation of the events (there were many activities implemented through this relatively short project period), the cooperation and share the lessons learned. Both network find important that via this project a regional cooperation has started between Croatia and Hungary within the network of EAPN. This is one of the most important outcomes for us. One more important experience was that our cooperation was a good combination of organizations with a bit different profile on the same field (as it was mentioned, HAPN is more like an activist, community organizing-based network, CAPN has successes of involving experts and the media into its work). It was also essential to start thinking together about an Eastern European context of poverty and further on, about what can work within the framework of this context. 5 persons attended the meeting.

**Final report (Hungary, Croatia):** The report of CAPN and HAPN was written by both networks, the process was based on cooperation between the partners.

#### **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 recommendations of HAPN:**

1. Pre-phase of the common work: in case of generating new cooperations, a preparational methodology meeting can be very useful, because it is an opportunity to focus on the profile of the fresh partners, their tools and SWOT analysis of the organizations, besides it is a great possibility of getting to know each other as professionals and colleagues as well.
2. The policies of the EU on social issues are not widely known on local level, therefore, we suggest to support action-orientated projects to create a more understandable context and environment to the poverty target.
3. EAPN could communicate the concrete actions of its networks (the EAPN Policy Conference was a good example of that) within the network itself and towards the relevant institutions.

##### **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.**