



# Protection of Human Rights

*Relevant Projects*



1. **Moving Forward: Promoting Greater Efficiency and Effectiveness in the Fight Against Trafficking in Human Beings in Kosovo, EuropeAid/150787/DD/ACT/XK**

Ref No		Project title		Moving Forward: Promoting Greater Efficiency and Effectiveness in the Fight Against Trafficking in Human Beings in Kosovo, EuropeAid/150787/DD/ACT/XK				
Name of legal entity	Country	Overall project value (EUR)	Proportion carried out by legal entity (%)	No of staff provided	Name of client	Origin of funding	Dates (start/end)	Name of consortium members, if any
KMOP	Kosovo	1,111,111.11	58	15	European Commission/ European Union Office in Kosovo	EC	13/01/2017- 12/01/2020	PVPT - Centre to protect victims and prevent trafficking in human beings (XK) / EPLC – European Public Law Center (GR)
Detailed description of project						Type of services provided		
<p>The Purpose / Overall Objective of the action is to increase the efficiency and effectiveness of the fight against Trafficking in Human Beings (THB) in Kosovo by increasing the ability of the Kosovo institutions to effectively coordinate and implement all anti-THB efforts, in line with EU Acquis best practices and Kosovo's overall development priorities.</p> <p>The Specific Objectives of the project are three-folded:</p> <ol style="list-style-type: none"> <li>1. Enhance the strategic capability of law enforcement, judiciary, central and municipal government institutions and civil society to identify the threat, risk and harm of trends of THB;</li> <li>2. Strengthen capacities of institutions mandated to prevent, protect, investigate and prosecute criminal activities of human trafficking; and</li> <li>3. Strengthen and ensure sustainability of service provisions and reintegration process for Victims of Trafficking (VoT) and Potential Victims of Trafficking (PVoT).</li> </ol> <p>The achievement of the overall and specific objectives of this project will be realized through the successful delivery of the results stemming from the planned activities, provided that projects risks and assumptions are conducive. In order to fulfil the abovementioned specific objectives, the following Results are foreseen:</p> <p>R1: Increased engagement, participation and cooperation of national, regional and local stakeholders in/with the National Anti-Trafficking Coordination Mechanism (NATCM), as well as awareness on how to better respond to cases of human trafficking;</p> <p>R2: Increased number of trafficking cases identified, investigated and prosecuted, as well as better and more systematic inter-institutional coordination and cooperation in the investigation and prosecution of such cases;</p> <p>R3: Increased technical and financial capacity of CSO/NGO service providers – particularly shelters – to accommodate the needs of VoT and accordingly increase in the number of victims receiving tailor-made social support and reintegration services;</p> <p>R4: Increased awareness among professionals and the general public about human trafficking.</p> <p>The target groups/stakeholders of the project are Institutional authorities, rule-of-law institutions, NGO Shelters and other CSO service providers supporting trafficked persons, central and local government authorities responsible for social service delivery, as well as beneficiaries of the grant projects (VoT &amp; PVoT).</p> <p>The overall impact of the proposed action will be the institutional strengthening of the anti-trafficking sector in Kosovo at strategic and (in the most part) at operational level. Project activities have therefore been envisaged to positively contribute at multiple levels: at micro (individuals – members of law enforcement and the justice and social services sector, e.g. police officers, judges, prosecutors, CSO staff), meso (institutions – central and local institutions responsible for combatting THB and protecting VoT, CSOs, law enforcement agencies, social service providers) and macro level (Kosovo's rule-of-law and social sectors and the society as a whole).</p>						<p>The main services provided by KMOP include the following:</p> <ul style="list-style-type: none"> <li>• Support for better stakeholder engagement and coordination both internally and at cross-border level.</li> <li>• Support in monitoring implementation of the new Anti-Trafficking (AT) Strategy &amp; Action Plan 2015-2019 and of relevant legislation, including Standard Operating Procedures (SOPs).</li> <li>• Support in better systemising THB-related data management and identifying current trends, risks, threats and problems.</li> <li>• Support in developing integrated victim compensation and witness protection systems.</li> <li>• Design and delivery of a customised capacity building programme for rule-of-law authorities (law enforcement and judicial forces).</li> <li>• Support to National Anti-Trafficking Coordinator (NATC), Ministry of Labour and Social Welfare (MLSW) and local authorities in implementation of sustainable service provision schemes for VoT, through capacity building activities to successfully engage in grant scheme implementation procedures, including management and monitoring processes.</li> <li>• Support to CSO/NGO service providers in delivering high quality services to VoT through the full roll-out of the grant scheme for CSO service providers through a sequence of development, implementation and M&amp;E tasks.</li> <li>• Design of an overall Communication &amp; Dissemination Plan and Implementation of the Communication and Dissemination Activities.</li> </ul> <p><b>Project Staff</b></p> <p>Deputy Manager, 36 Man Months/ Anti-trafficking Monitoring and Evaluation Expert, 10 Man Months/ Senior Communication Expert, 9 Man Months/ Office Manager, 36 Man Months/ Local Grant Scheme Expert, 9 Man Months/ Project Director, 14 Man Months/ Quality Assurance Manager, 9 Man Months/ Financial Officer, 14 Man Months Junior Trainers, 176 working days/ Senior THB Expert, 98 working days/ International Grant Scheme Expert, 26 working days/ IT Database Expert, 60 working days</p>		

## 2. Spot Trafficking: Integrated intervention to support potential victims of trafficking in the region of Thessaloniki

Ref No	Project title		Spot Trafficking: Integrated intervention to support potential victims of trafficking in the region of Thessaloniki					
Name of legal entity	Country	Overall project value (EUR)	Proportion carried out by legal entity (%)	No of staff provided	Name of client	Origin of funding	Dates (start/end)	Name of consortium members, if any
KMOP	Greece	120,968.20	85 (102.468,20 EUR)	19	Bodosaki Foundation	EEA Grants / Bodosaki Foundation	04/2015 – 04/2016	Common Benefit Enterprise of Thessaloniki (KEDITH)
Detailed description of project						Type of services provided		
<p>The project was focused at the fight against trafficking in human beings at local level aimed at a) the early identification of victims of trafficking in the area of Thessaloniki through outreach work and b) strengthening the local social protection system through the operation of a Drop-In Centre for Potential/Presumed Victims of Trafficking in Thessaloniki that will provide specialized low-threshold services to population groups that are known to be at high risk of trafficking (information on human rights, psychosocial counselling, referral and accompaniments, case management, etc.).</p> <p>Also the project involved public awareness activities aimed at (a) (potential) trafficking victims for raising their awareness of their rights and the services offered at the Drop-in Center, and (b) among the local population on the prevalence of trafficking in the area, how to reduce demand for products and services rendered by trafficked individuals, particularly tourists and businesses in the area of Thessaloniki.</p> <p>The project included the following activities:</p> <ul style="list-style-type: none"> <li>• Provision of Training to the professionals that will be involved in the project, enabling them to develop the necessary skills on the identification of potential trafficking victims along with the tools to support them (specialized psychosocial counselling)</li> <li>• Set-up and operation of Reception Centre (Drop-in Center) for potential Victims of Trafficking in Thessaloniki (hosted at the existing facilities of KMOP in Thessaloniki), offering services such as reception of THB victims, initial briefing, personalized assistance, social / psychological support, networking with local authorities to meet the victims' immediate needs, cooperation with relevant departments for victims' referral.</li> <li>• Street intervention activities for informing the target population. The activities included the distribution of brochures/ Guide that included information on the rights of victims of trafficking, the institutional/legal framework and the relevant provisions for the protection of victims, as well as the structures/services that can be accessed by THB victims (including KMOP's Reception Centre).</li> <li>• Provision of Public Awareness Activities and sensitisation actions (press releases and announcements at social media, organisation of info-days, info-kiosks and organisation of event commemorating the World Day against Trafficking in Persons (30 July)</li> </ul> <p>Results included: set up of a reception centre for victims and potential victims of human trafficking; provision of support to 234 beneficiaries at the reception centre; individualised counselling provided to 81 victims of trafficking; support and counselling provided to 457 (potential) victims of trafficking during targeted street interventions/visits</p>						<ul style="list-style-type: none"> <li>• <b>Education &amp; Training</b> <ul style="list-style-type: none"> <li>○ Development and production of Training Material</li> <li>○ Conducting of training Sessions</li> <li>○ Follow up of trainees</li> </ul> </li> <li>• <b>Set-up and operation of Reception Centre (Drop-in Center) for potential Victims of Trafficking in Thessaloniki</b> <ul style="list-style-type: none"> <li>○ Purchasing of Equipment</li> <li>○ Preparation of the Centre's infrastructure</li> <li>○ Pilot Operation and Operation of Reception Centre</li> </ul> </li> <li>• <b>Street intervention activities for informing the target population</b> <ul style="list-style-type: none"> <li>○ Mapping of intervention areas</li> <li>○ Design of interventions' content</li> <li>○ Training of Volunteers' Group</li> <li>○ Implementation of street interventions</li> </ul> </li> <li>• <b>Provision of Public Awareness Activities and sensitisation actions</b> <ul style="list-style-type: none"> <li>○ Compilation and design of printed material (brochures, posters, information manuals, web site, CDs, TV/Radio Spots</li> <li>○ Organisation of Events (info-days, info-kiosks, Event commemorating the World Day against Trafficking in Persons</li> </ul> </li> </ul> <p><b>Staff:</b></p> <ul style="list-style-type: none"> <li>• Project Manager/Trainer, 05/2015-04/2016, Permanent</li> <li>• 3 Support Staff for Street Intervention activities, 07/2015-12/2015, External</li> <li>• 8 Support Staff for Street Intervention activities, 11/2015-04/2016, External</li> <li>• Psychologist for Reception Centre/Trainer, 05/2015-10/2015, External</li> <li>• Information/Communication Manager, 05/2015-04/2016, Permanent</li> <li>• 2 Administrative Support Staff/Communication Officers, 05/2015-04/2016, Permanent</li> <li>• 2 Financial Management Staff, 05/2015-04/2016, Permanent</li> <li>• Assistant Project Manager, 05/2015-04/2016, Permanent</li> </ul>		

### 3. Strengthening Institutions in the fight against trafficking in human beings and domestic violence (EuropeAid/130894/C/SER/XK)

Ref No	Project title		Strengthening Institutions in the fight against trafficking in human beings and domestic violence (EuropeAid/130894/C/SER/XK)					
Name of legal entity	Country	Overall project value (EUR)	Proportion carried out by legal entity (%)	No of staff provided	Name of client	Origin of funding	Dates (start/end)	Name of consortium members, if any
KMOP	Kosovo	803,500.00	90	2	EC / Ministry of Labour and Social Welfare, Ministry of Internal Affairs, Ministry of Justice	EC	09/11/2011 – 08/11/2013	Four Assist Development Consulting (CY) On the Road Onlus (IT) Department of Equal Opportunities (IT)
Detailed description of project						Type of services provided		
<p>The purpose of this technical assistance project implemented by a consortium led by KMOP was to strengthen institutions through procedures and systems to reduce trafficking, protect trafficked individuals and victims of domestic violence and tackle organised crime in line with the national strategy on anti-trafficking.</p> <p>To meet the above purpose, five objectives are foreseen, specifically:</p> <ul style="list-style-type: none"> <li>• Component 1: A national coordination system to assist victims of trafficking and violence is effectively in place;</li> <li>• Component 2: The standards and procedures related to provision of services to victims of trafficking are harmonised including the legal and psychological assistance scheme;</li> <li>• Component 3: The general public is more aware of the risks of trafficking and victims are informed about existing remedies and services;</li> <li>• Component 4: The capacity and efficiency of Kosovo authorities to reintegrate THB victims is increased;</li> <li>• Component 5: Efficiency of enforcement measures against trafficking and domestic violence is enhanced.</li> </ul> <p>Specifically, Technical Assistance provided to national stakeholders involves reforms and capacity building to all 3 pillars included in the National Anti-Trafficking Plan:</p> <ol style="list-style-type: none"> <li>1. Prevention: Through awareness raising</li> <li>2. Protection: Through harmonisation of standards and procedures related to the provision of services to the victims and increased capacity and efficiency for re-integrating the victims</li> <li>3. Prosecution: Through increasing the efficiency of enforcement measures</li> </ol>						<p>Services provided include:</p> <ul style="list-style-type: none"> <li>• Support the Interministerial Committee on anti-trafficking in revision and/or drafting of current and new policies</li> <li>• Strengthen and optimize coordination mechanisms between anti-trafficking actors</li> <li>• Facilitate the setting-up of a monitoring system on the implementation of Kosovo anti-trafficking strategy</li> <li>• Strengthen identification procedures for victims of trafficking</li> <li>• Assessment of the existing referral mechanisms to ensure inclusion of all victims of trafficking, as well as of reintegration strategies for the victims</li> <li>• Capacity building</li> <li>• Design and implementation of the awareness-raising activities</li> <li>• Creation of a sound monitoring and statistics system</li> </ul> <p><b>Staff:</b></p> <ol style="list-style-type: none"> <li>1. Marco Bufo_Team Leader_11/2011-12/2012</li> <li>2. Hera Shanaj_Team Leader_01/2013-12/2013</li> <li>3. Vassia Karkantzou_NKE_01/2012-10/2013</li> <li>4. Irene Zancanaro_NKE_02/2013-07/2013</li> <li>5. Valerie Quadri_NKE_02/2013-07/2013</li> </ol>		

4. **GATE - Guardians for separated children Against Trafficking and any form of Exploitation: Standards and Training for the qualification of guardians for separated children against trafficking and exploitation**

Ref No	Project title		GATE - Guardians for separated children Against Trafficking and any form of Exploitation: Standards and Training for the qualification of guardians for separated children against trafficking and exploitation					
Name of legal entity	Country	Overall project value (EUR)	Proportion carried out by legal entity (%)	No of staff provided	Name of client	Origin of funding	Dates (start/end)	Name of consortium members, if any
KMOP	Greece, Italy, Cyprus, Netherlands	302,130.00	39	6	EC- DG Home Affairs	EC	11/2011 – 04/2013	DCI (IT), CARDET (CY), Netherlands Defence for Children – ECPAT (NL)
Detailed description of project						Type of services provided		
<p>GATE, funded by the Prevention of and Fight against Crime Programme of the European Commission's Home Affairs DG, involved a transnational consortium of (4) four European partners from Greece, Italy, the Netherlands and Cyprus. It aimed at strengthening the national guardianship systems against trafficking and exploitation of children, by building the capacities of guardians on how to better respond to the multi-faceted needs of separated children.</p> <p>KMOP led this action that was implemented over an 18-month period with the objective to contribute to the enhancement of EU standards for anti-trafficking work and policies and for the protection of victims, particularly separated children, integrating them in a multidisciplinary and children's rights-centred perspective in the context of a human rights approach.</p> <p>The work delivered by this project was built around the following key strands intended to produce sustainable results in the 4 participating countries:</p> <ul style="list-style-type: none"> <li>• Assessment of guardianship systems in the 4 EU countries</li> <li>• Definition of a set of national and EU key indicators on how to better prevent and protect separated children from trafficking in human beings</li> <li>• Enhancement of National and EU policies through concrete recommendations and proposals</li> <li>• Qualification and strengthening of the competencies of guardians and stakeholders in the 4 countries involved and at EU level</li> <li>• Wide dissemination and sharing of the project's results and educational materials</li> </ul>						<p>KMOP's role as the leader of the project involved the following:</p> <ol style="list-style-type: none"> <li>1. Project management and coordination of the consortium and its four partners</li> <li>2. Financial management and internal evaluation.</li> <li>3. Country-specific tasks for Greece, including: <ul style="list-style-type: none"> <li>- Conduct the research concerning the definition of the interview, sampling &amp; methodology</li> <li>- Interview separated children victims of trafficking</li> <li>- Definition and pre-test of the key indicators on guardianship against trafficking</li> <li>- Compilation of national &amp; EU reports</li> <li>- Definition of the set of the national standards based on research results, and define recommendations</li> <li>- Compilation of the "EU Statement for the qualification of guardians against trafficking"</li> <li>- Definition of the training guide for guardians against trafficking</li> <li>- Realisation of the training sessions of trainers and compilation of the ToT guide</li> <li>- Creation of the web based resource center</li> <li>- Definition of the evaluation indicators</li> </ul> </li> </ol>		

5. IMPACT-Improving and Monitoring Protection systems Against Child Trafficking and exploitation

Ref No	Project title		IMPACT-Improving and Monitoring Protection systems Against Child Trafficking and exploitation					
Name of legal entity	Country	Overall project value (EUR)	Proportion carried out by legal entity (%)	No of staff provided	Name of client	Origin of funding	Dates (start/end)	Name of consortium members, if any
KMOP	Greece, Italy, Cyprus, Portugal	408,541.41	33	5	EC- DG Home Affairs	EC	09/2012 – 03/2014	Defence for Children International (IT), CARDET (CY), Centro de Estudos para a Intervenção Social – CESIS (PT)
Detailed description of project						Type of services provided		
<p><i>IMPACT</i>, funded by the Prevention of and Fight against Crime Programme of the European Commission's Home Affairs DG, continued the work carried out through its predecessor, the GATE project by going one step further with the aim to improve and enhance child protection and child welfare policies' impact in better preventing and protecting particularly vulnerable categories of children from trafficking and exploitation.</p> <p>KMOP led this action that was implemented over an 18-month period by a transnational consortium of (4) four EU partners from Greece, Italy, Cyprus and Portugal. The main elements of IMPACT involved analysis and research, empowerment and capacity building, support to policy and strategy, as well as dissemination and information.</p> <p>The work delivered by this project was built around the following key strands intended to produce sustainable results in the 4 participating countries:</p> <ul style="list-style-type: none"> <li>• National and compared country assessments on child welfare and protection policies against trafficking and exploitation</li> <li>• Identification of key indicators and guidelines, both at national and EU level, to mainstream prevention and protection measures against trafficking in child welfare and protection systems</li> <li>• Qualification and strengthening of the competences of professionals, likely to come into contact with particularly vulnerable categories of children, actual or potential victims of trafficking, and of other relevant agencies and institutions' representatives in order to prevent and act more effectively against child trafficking and exploitation in the countries involved and at the EU level</li> <li>• Wide dissemination and sharing of the project's results and materials.</li> </ul>						<p>KMOP's role as the leader of the project involved the following:</p> <ol style="list-style-type: none"> <li>1. Project management and coordination of the consortium and its four partners</li> <li>2. Financial management and internal evaluation</li> <li>3. Country-specific tasks for Greece, including: <ul style="list-style-type: none"> <li>- Survey of relevant national and EU legislation and policy on child protection and child welfare, fight against trafficking and exploitation, migration, integration and welfare issues</li> <li>- Consultations with children-victims of trafficking and exploitation</li> <li>- Interviews with experts on child trafficking and exploitation and child welfare and protection</li> <li>- Compilation of national &amp; EU reports</li> <li>- Capacity building and development of training material</li> <li>- Definition of a set of key indicators to empower child welfare and protection policies against child trafficking</li> <li>- Definition of a set of guidelines for the integration and mainstream of anti-trafficking measures in national and EU child welfare and child protection system</li> <li>- Networking and liaison with NGOs</li> </ul> </li> </ol>		

6. RESILAND: Participation, capacities and resilience of children on the move against trafficking & exploitation

Ref No	Project title		RESILAND: Participation, capacities and resilience of children on the move against trafficking & exploitation					
Name of legal entity	Country	Overall project value (EUR)	Proportion carried out by legal entity (%)	No of staff provided	Name of client	Origin of funding	Dates (start/end)	Name of consortium members, if any
KMOP	Greece, Italy, France, Portugal	312,971.92	53	7	EC / DG Home Affairs	EC	1/11/2013 – 30/10/2015	DCI (IT) CESIS (PT) Hors La Rue (FR)
Detailed description of project						Type of services provided		
<p>The RESILAND project built upon the achievements of GATE and IMPACT. It was implemented within a 24-month period with the overall objective of reinforcing the participation, capacities and resilience of Children on the Move as key dimensions of their effective protection from human trafficking and exploitation.</p> <p>To its overall objective, the consortium delivered the following interlinked set of activities:</p> <p><b>Activity 1</b> that focused on empowering children at risk of trafficking and exploitation through a participatory process involving the conduction of 12 focus groups and 12 consultations with social workers in Greece, Italy, France and Portugal, with a view to supporting children to: a) fully express their views and opinions and be adequately informed about, and exercise their rights; b) interact with the environment, detect and understand potential risks and prevent exploitation, c) positively react to potential vulnerable situations by building positive future plans and perspectives.</p> <p><b>Activity 2</b> which focused on developing a set of flexible multi-language tools - a “safety map” compiled by and for Children on the Move and an interactive customized web-site for the provision/exchange of information and support.</p> <p><b>Activity 3</b> focusing on improving professionals’ skills and protection services’ effectiveness and efficacy by considering Children on the Move’s resilience as a key element of their preventive/protective actions. It was achieved by performing two sessions (IT - GR) of a EU Specialized Training, for trainers and professionals (4 days, 30 people in each country). A proposal of standards was elaborated during the training sessions to enhance policies and practices at national and EU level. A dedicated web-section containing documents, videos and podcasts of the sessions was set up.</p> <p><b>Activity 4</b> focusing on advocacy and dissemination through the organization of a transnational seminar in Brussels, involving a group of 20 experts from 10 EU countries for the discussion and finalization of the proposed set of standards. The tool was presented to the EU institutions in Brussels and widely disseminated.</p>						<p>KMOP’s role as leader of the project involved:</p> <ol style="list-style-type: none"> <li>1. Project management and coordination of the consortium and its four partners</li> <li>2. Compilation of national and EU reports</li> <li>3. Financial management and internal evaluation</li> <li>4. Country-specific tasks for Greece, including: <ul style="list-style-type: none"> <li>▪ Conduction of 12 focus groups with children in reception facilities</li> <li>▪ Consultations with social workers in shelters and actors of public-private bodies working with victims of trafficking</li> <li>▪ Development of a set of flexible multi-language tools (a “safety map”) and an interactive customized web-site for the provision of information/support</li> <li>▪ Development of a set of policy standards to enhance participation, capacities and resilience of children</li> <li>▪ Conduction of an EU Specialized Training focused on how to reinforce children’s resilience</li> <li>▪ Organization of a transnational seminar in Brussels</li> <li>▪ Networking and liaison with policy-makers, professional, and NGOs</li> </ul> </li> </ol>		

7. Nation-wide Information and Communication Campaign to raise awareness on human trafficking among students and youth: "STOP TRAFFICKING"

Ref No	Project title		Nation-wide Information and Communication Campaign to raise awareness on human trafficking among students and youth: "STOP TRAFFICKING"					
Name of legal entity	Country	Overall project value (EUR)	Proportion carried out by legal entity (%)	No of staff provided	Name of client	Origin of funding	Dates (start/end)	Name of consortium members, if any
KMOP	Greece	242,384.92	70,73	6	Greek Ministry of Interior	EC (95%) & Ministry of Interior (5%)	May – June 2014	Human Rights Defence Centre (KEPAD)
Detailed description of project						Type of services provided		
<p>The purpose of this project was to raise awareness about human trafficking among youth, students, the academic community and the general public and increase knowledge and understanding of how to identify the signs of and report Trafficking in Human Beings (THB) through a nation-wide information and communication campaign that reached more than 8.000 beneficiaries in total.</p> <p>The project involved two major components:</p> <p><u>Component 1: Education and Training activities, incl:</u></p> <ul style="list-style-type: none"> <li>▪ Development of an anti-trafficking educational curriculum designed to teach high school students and university students about modern-day slavery and human trafficking. The curriculum was developed based on training needs assessment of the target audiences and accordingly pilot tested before its full roll-out. The implementation of the curriculum saw the organisation of 40 educational seminars and 20 information sessions and round tables in 20 different University schools for more than 500 beneficiaries.</li> <li>▪ Set-up of 5 information kiosks in public locations in 5 Greek cities and 20 info desks in educational institutions across the country.</li> </ul> <p><u>Component 2. Information and Awareness Raising activities, incl:</u></p> <ul style="list-style-type: none"> <li>▪ Development and implementation of a communication plan to raise public awareness and educate on the indicators of THB, incl. <ul style="list-style-type: none"> <li>- Development and wide dissemination of printed materials for use at all types of events (handbooks, booklets, brochures, leaflets, etc)</li> <li>- Media outreach programme and social media campaign (TV/radio spots, interviews, press conferences, online communities, etc)</li> <li>- Public information and communication events targeting students and youth, as well as teachers, parents and the general public</li> <li>- Use of online information sharing and dissemination tools (online interactive platform and project website)</li> </ul> </li> </ul>						<p>Services provided include:</p> <ul style="list-style-type: none"> <li>• Coordination and management of all technical and financial aspects of the project, incl. liaison with the client</li> <li>• Anti-trafficking curriculum development and implementation, incl. production and distribution of educational manuals and other information materials both in hard copy and electronic format (70.000 copies)</li> <li>• Development and implementation of a publicity and visibility plan, including: <ul style="list-style-type: none"> <li>- Design of the campaign's visual identity</li> <li>- Design and implementation of a social media campaign carefully planned according to the profile of the target audiences</li> <li>- Design, production and dissemination of leaflets, brochures and other promotional materials (more than 300.000 copies in total)</li> <li>- Organisation of press conferences and distribution of press releases</li> <li>- Production and broadcasting of 2 TV and 2 radio spots</li> <li>- Launching of an interactive online platform for information sharing and exchange on THB among students and youth</li> <li>- Update and maintenance of the project website</li> <li>- Organisation of public awareness events across the country</li> </ul> </li> </ul>		