Transfer of Employment Support Tools for People with Disabilities

T-EST

LLP-LDV-TOI-12-AT-0011

Awareness Raising Campaign Strategy
DRAFT VERSION

WP3-N14

This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

1. Introduction

"Tell me, and I will forget. Show me, and I may remember.
Involve me, and I will understand."
(Confucius)

Supported Employment based on the toolkit will be implemented and transferred to Bulgaria, Romania and Turkey. Therefore, those countries have to plan and implement specific activities to prepare the ground for the implementation phase.

An awareness raising campaign is a consistent and focused set of activities, concentrated in time. This campaign should be the pre-stage to the exploitation, which will be required at a later stage of the project.

Reflection on what communication and particularly public communication means to us and our community is very important. The partners in Transfer countries have to reflect what are the most effective means of public communication available for them and their community.

What are some of the common challenges?

- Communication is absolutely essential. The challenge is to separate quality and quantity.
- Communication is irreversible – once something is said or published it cannot be taken back or undone. The challenge is to avoid or minimize opportunities for misunderstanding and misinterpretation.
- Communication is complicated and the degree of complexity is most often determined by factors or variables than we can anticipate and to some extent control. The challenge is to manage these variables through effective planning, implementation and monitoring. [1]

Three critical factors influence communication complexity and thus should be managed:

- The different medium used
- The personal experiences and opinions of the communicators (speaker = listener, writer = reader)
- Environmental factors that often have little or nothing to do with the message being communicated [2]

[1] Principles of Awareness-Raising, Sayers Richard, UNESCO Bangkok 2006

[2] Principles of Awareness-Raising, Sayers Richard, UNESCO Bangkok 2006

2. Approach

The central message of our awareness raising campaign is communicated to its intended audience or audiences using a range of different techniques and approaches.

The partners already included meetings with stakeholders and representatives of the target group to create a general awareness on the topic. Furthermore, this will be done with other local events, publications and further activities. The phase of awareness-raising is of crucial importance.

It is essential to highlight especially the benefits for the target groups and stakeholders by the upcoming activities. It is important to convince them of the quality of the outcomes. In most countries this phase works very well by face-to-face meetings. Personal meetings or short informative talks have usually more impact than informal emails or internet based actions. Those actions should be done anyway in order to also inform and reach the broad public but in terms of recruiting participants for the following project steps personal contacts might be more useful on the long-term perspective and for concrete feedback or evaluation reasons at the same time.

We are aware that there are differences in the individual countries how to approach and attract the target group and stakeholders, how to actually reach, involve and engage them. The exchange in working groups between partners and work package leaders during the 2nd partner meeting in June 2013 in Romania has built a fruitful basis to also identify creative ideas.

Summarising the goal should be that the awareness campaign presents specific dissemination activities to prepare the sector for a new tool. A variety of institutions and types of organisations is represented in this sector. Therefore, the awareness campaign for our project “Transfer of Employment Support Tools for People with Disabilities” will include a mix of dissemination instruments to match the different needs, wishes and tastes of the audience.

2.1 Action plan

The special activities during the campaign should be defined in a time-table. This short plan has to be developed for each approach used in the strategy. The plan documents the action to be undertaken (for example: organizing a workshop), the group or individual responsible for the action, the timeframe and resources required.

2.2 Target group

The group of community for whom the message contained in an awareness raising campaign is intended. The specification of the stakeholders´ importance and influence - which should be involved in the information-process - has been determined during the stakeholder analysis in the 3 countries. Key stakeholders are those which can significantly influence, or are important to the success of the project.

2.3 Distribution material/media

Project dissemination material and distribution media which are available and should be used by all partners to raise awareness:

1) Project-leaflet

All in all 2.300 pieces of leaflets are available in following languages: EN (500), DE (150), RO (150), BG (500), HR (500) and TR (500).

2) Project poster

20 posters in BG, RO, TR, 5 posters in DE and at least 15 posters in EN are available to promote the project.

3) Project Webpage

http://www.t-est.eu/index.php/en

Information on the dissemination activities in the single partner countries are available in the various languages of these countries.

4) Project newsletter

Information about ongoing-process in the project are summarized in 4 newsletters during the whole project periode. The newsletter will be available in EN, DE, RO, BG, HR and TR.

5) Abstract to the SE Toolkit

To appeal effectively to the target group during the campaign we preparted a shorted abstract to the Supported Employment Toolkit, which will be translated into the 3 transfer partner-languages RO, BG an TR.

T - E S T

AWARENESS RAISING CAMPAIN

Abstract
Supported Employment Toolkit

LIFE LONG LEARNING PROGRAM
Leonardo da Vinci / transfer of innovation

Agreement number - LLP-LDV-TOI-12-AT-0011 |
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Lifelong Learning Programme

What is Supported Employment (SE)?

"Supported Employment is a method of working with disabled people and other disadvantaged groups to access and maintain paid employment in the open labour market"

[see, EUSE Toolkit, 2010, p. 9]

The Toolkit of Supported Employment written in 2010 was achieved through a partnership with national associations of Supported Employment. The aim of this partnership was to define the main values, principles and standards of Supported Employment providers in Europe and determine the professional best practice in working with people with disabilities in order to achieve a paid working place.

Supported Employment has been successfully used in different European countries since the late 1980's. This approach for people with disabilities involves the concepts of empowerment, social inclusion, dignity and rights for individuals. Main fundamentals are: individuality of each person with disability, respect, self- determination, possibility of informed choices, empowerment, confidentiality, flexibility of SE providers and accessibility to SE services. SE mains a concrete five stage concept/ process of supporting people with disabilities on their way to a paid employment.

The access to work is a basic human right for all people and especially the UN convention on the rights for people with disabilities mentions that states has the responsibility to assure *"the right of persons with disabilities to work, on an equal basis with others; this includes the right to the opportunity to gain a living by work freely chosen or accepted in a labour market and work environment that is open, inclusive and accessible to persons with disabilities"* (see, UN Convention, 2006, Art. 27/ 1, p. 18). Equal basis means same conditions as other state members including payment at a contracted going rate, equal benefits, safe working conditions and opportunities for career development. The achievement of paid work for people with disabilities is one of the most important principles of the SE approach. Equal payment and equal possibilities as an achievable goal for people with disabilities in the same way as it is for non disabled people in our society.

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The beneficiaries

The model of SE is a flexible and continuous process, designed to meet all anticipated needs from all the customers of the SE providers. During the SE process beneficiaries are on the one hand people with disabilities, supported by getting a working place or maintaining one, and on the other hand the possible employers of the people with disabilities.

Figure 1: Differing customers needs[1]

In order to achieve a successful inclusion of people with disabilities on a work place, to be effective and sustainable the SE process has to keep in mind both needs (employees and employers). It is important to understand the fears and the resulting needs of the employers and getting the right worker for them. The arrangement of the right support during the hiring is needed and special support offers could include *"disability awareness training, knowledge of government support/ funding programmes and practical solutions to health, safety and disability employment issues"* (see, EUSE Toolkit, 2010, p. 32). As well the job support of the person with disability and its co-workers has to be planned in agreement with both beneficiaries. The aim of SE services is a secure long term sustainable employment of people with disabilities and a right "job matching" (individual strengths and needs matched with the requirements of the job) is done correctly if it leads to a win-win-situation where both, employer and employee achieve their goals. Work experience placements can be seen as a tool to help individuals to find and maintain a paid job (see, EUSE Toolkit, 2010, p. 23) or preparatory (vocational) trainings for people with disabilities can also be useful and effective activities, which influence directly or indirectly the way of getting a secure and paid job in the open labour market.

Supported Employment is a *"proactive, individual- orientated method to enable people with disabilities access their right to work"* (see, EUSE Toolkit, 2010, p. 47) and has to be a core topic for all policy makers in all European countries.

[1] http://base-uk.org/bases-history-aims-and-structure/about-supported-employment (28.06.2013)

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6) Article in national press during the periode of the Awareness Raising Campaign

Especially the partners from Bulgaria, Romania and Turkey will publish at least one article in national (local, regional, national) press.

2.4 Awareness-raising campaign timetable: Action plan per partner

Annex 1: Timetable of the Awareness Raising campaign for T-EST																	
Partner:																	
Acitivity	Week																
month	Aug.	Aug.	Aug.	Aug.	Sept.	Sept.	Sept.	Sept.	Oct.	Oct.	Oct.	Oct.	Oct.	Nov.	Nov.	Nov.	Nov.
	1	2	2	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Plan a national awareness strategy based on this guidelines																	
Periode of ARC																	
Minimum 2 Round-tables or workshops **per month**																	
Minimum 1 Press release or article **per periode**																	
Regular updates of the process by e-mail																	
Regular updates of the process by e-mail																	
Distribution of the 2nd T-EST newsletter																	
Participations/presentations in national conferences, congresses, fairs																	
Radio/TV announccements																	

3. ANNEX – Awareness Raising Campaign in Romania/Turkey/Bulgaria

3.1 Chamber of Commerce, Bulgaria

Acitivity	Week																
month	Jully	Aug.	Aug.	Aug.	Sept.	Sept.	Sept.	Sept.	Oct.	Oct.	Oct.	Oct.	Oct.	Nov.	Nov.	Nov.	Nov.
	3	2	2	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Round-tables or workshops									1								
Press release or article									2								
Distribution of the 2nd T-EST newsletter															1		
Participations/presentations in national/regional conferences, congresses, fairs	1																

Activity	Short description	Planned date	fixed	estimated	still open	Location	Definition and number of the participants	Distribution material/ media
Presentation of T-EST Project during seminar organized by CCI	The project was presented to the BG-RO Tourism cluster on environmental management and protection during seminar on awareness raising of SMEs on eco-labeling, financed by CBC Romania Bulgaria Programm 2007-2013	15-16/07/2013	15.07.2013	-	-	Balchik, BG	45 companies - tourism, construction, food industry, NGOs	T-EST leaflets (reporting documents: presentation, photos, list of participants)
T-EST workshop	Presentation of the project to NGOs representing people with disabilities	2-3/10/2013			x	CCI-Dobrich		T-EST leaflets (reporting documents: presentation, photos, list of participants)
Press release	Informing about future development of the project	3-4/10/2013			x	Dobrich	Target group: wide public (about 2000)	Regional Newsletter
Publication	Publication in CCI/EEN Bulletin on the basis of abstract for Supported Employment sent to all the Partners by Christine	04.10.2013			x	Dobrich	Target group: regional companies, NGOs, local and regional authorities (about 500)	CCI/EEN Bulletin - electronic
T-EST Newsletter	Project's Newsletter	middle of November (when translated into BG)		x	x	Dobrich region	about 500 (companies, NGOs of people with disabilities, local and regional authorities)	e-mails

3.2 Marie Curie Association, Bulgaria

Acitivity	Week																
month	Aug.	Aug.	Aug.	Aug.	Sept.	Sept.	Sept.	Sept.	Oct.	Oct.	Oct.	Oct.	Oct.	Nov.	Nov.	Nov.	Nov.
	1	2	2	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Round-tables or workshops																	
Press release or article																	
Regular updates of the process by e-mail																	
Distribution of the 2nd T-EST newsletter																	
Participations/presentations in national conferences, congresses, fairs																	
Radio/TV announccements																	

Activity	Short description	Planned date	fixed	estimated	still open	Location	Definition and number of the participants	Distribution material/ media
Presentation of the project during EU Conference "Equal rights for the people with disabilities towards employment"	The conference will take place in Istanbul and it is organised by the National Education Directorate as part of the Ministry of Education in Turkey. More than 500 participants will particiapate : people with disabilities, disadvantaged people, VET trainers, Policy makers on National and EU level, Teachers from mainstreaming and special schools, disabled unions etc. The core topic will be supported policies and tools for better inclusion of the disabled people. A thorough presentation of the T-EST toolkit will be presented.	02.09.2013	Yes			Istanbul, Turkey	approx. 500 - people with disabilities, disadvantaged people, VET trainers, Policy makers on National and EU level, Teachers from mainstreaming and special schools, disabled unions etc.	PowerPoint presentation; Distribution of leaflets; Exposure of posters; first abstract of the Supported Employment in English

Activity	Short description	Planned date	fixed	estimated	still open	Location	Definition and number of the participants	Distribution material/ media
Round table with representatives from the Sheltered and Transitional Houses in Plovdiv	The social workers from both organisations will be informed about the project. Our final expection is to pilot the T-EST project in their premises.	20.09.2013	Yes			Plovdiv, Bulgaria	15 social workers	PowerPoint presentation; Distribution of leaflets;first abstract of the Supported Employment in Bulgarian language
Press release	A press release announcing the finalisation of the T-EST toolkit will be issued and distributed to local and national mass media	23.09.2013	Yes			Bulgaria	Wider community	press release
Round table with representatives from the Daily care center for disabled people	The social workers from organisation will be informed about the project. Our final expection is to pilot the T-EST project in their premises.	07.10.2013	Yes			Plovdiv, Bulgaria	10 social workers and 2 psychologists	PowerPoint presentation; Distribution of leaflets; first abstract of the Supported Employment in Bulgarian language
Workshop with the Employers from the Social Employers Network	A workshop to present the Supported Employement approach will be organised with members of the Social Employers Network (www.disadvantaged-employment.eu)	14.10.2013	Yes			Plovdiv, Bulgaria	Employers	PowerPoint presentation; Distribution of leaflets; first abstract of the Supported Employment in Bulgarian language
Presentation of the project during ITAG - Education, Health and Disability 2013	The aim of ITAG is to bring together academics, developers, beneficiaries and practitioners to explore interactive technologies and innovate solutions and trainings within the areas of Education, Health and Disability.	17-18.10.2013	Yes			Nottingham, UK	approx. 10 000 visitors are expected - people with disabilities, disadvantaged people, VET trainers, Policy makers on National and EU level, , disabled unions and organisations of/for disabled people, etc.	PowerPoint presentation; Distribution of leaflets; Exposure of posters.

Activity	Short description	Planned date	fixed	estimated	still open	Location	Definition and number of the participants	Distribution material/ media
E-mail shots	An email shot will be circulated among the members of the MCA community as well as governmental and municipality institutions to inform them about the process of finalisation of the Supported Employment toolkit	20.10.2013	Yes			Bulgaria	approx. 1000 in total - people with disabilities, disadvantaged people, VET trainers, Policy makers on National level, Teachers from mainstreaming and special schools, Representatives from the Ministry of Education and Ministry of Labour and Social Affairs, disabled unions etc.	e-mail shots
Round table with representatives from Center for Social rehabilitation and integration Plovdiv	The social workers from organisation will be informed about the project. Our final expection is to pilot the T-EST project in their premises.	28.10.2013	Yes			Plovdiv, Bulgaria	8 social workers	PowerPoint presentation; Distribution of leaflets; first abstract of the Supported Employment in Bulgarian language
Radio announcement	Radio announcement about the project - aims, objectives and current status of the project development will be announced to the national radio station	29.10.2013		Yes		Plovdiv, Bulgaria	Wider community	radio announcement
Presentation of the project during annual conference of the National Agency	The project will be presented on dedicated booth as part of the projects' fair organised by the Bulgarian National Agency of LLP.	November (the dates to be confirmed by the Agency)			Yes	Sofia, Bulgaria	people with disabilities, disadvantaged people, VET trainers, Policy makers on National and EU level, Teachers from mainstreaming and special schools, disabled unions, wider community.	Oral presentation; distribution of leaflets, posters and first abstract of the Supported Employment in Bulgarian language
Round table with representatives from Complex for Social Services Sliven	The social workers from organisation will be informed about the project. Our final expection is to pilot the T-EST project in their premises.	05.11.2013		Yes		Sliven, Bulgaria	9 social workers	PowerPoint presentation; Distribution of leaflets; first abstract of the Supported Employment in Bulgarian language
An article in the local newspaper regarding the project progress	The article will announce the development of the Supported Employment toolkit in Bulgarian - its adaptations and core topics	November (the date to be confirmed)			Yes	Plovdiv, Bulgaria	Wider community	Article

Activity	Short description	Planned date	fixed	estimated	still open	Location	Definition and number of the participants	Distribution material/ media
TV interviews	TV Interviews	November (the date to be confirmed)			Yes	Bulgaria	Wider community	Interview
Round table with representatives from the Job Centres in the territory of Plovdiv	Their representatives will be informed about the project and the first adapted version of the T-EST Supported Employment Toolkit will be presented to gather a feedback.	November (the date to be confirmed)			Yes	Bulgaria	Job centres in Plovdiv Municipality	PowerPoint presentation; Distribution of leaflets; first abstract of the Supported Employment in Bulgarian language
Distribution of the 2nd Newsletter	Distribution of the newsletter by emails to the MCA members community, public, governmental and municipality institutions, NGOs and Employers	15.11.2013	Yes			Bulgaria	people with disabilities, disadvantaged people, VET trainers, Policy makers on National and EU level, Teachers from mainstreaming and special schools, disabled unions etc.	2nd Newsletter
Workshop with the Employers from the Social Employers Network	A workshop to present the Supported Employement approach will be organised with members of the Social Employers Network (www.disadvantaged-employment.eu)	25.11.2013	Yes			Plovdiv, Bulgaria	Employers	PowerPoint presentation; Distribution of leaflets; first abstract of the Supported Employment in Bulgarian language
Presentation of the project during Annual Conference on EU Projects organised by Municipality of Plovdiv	Presentation of the project during the Annual event organised by the Municipality. This event aims to present the best practices among EU project initiatives.	29.11.2013	Yes			Plovdiv, Bulgaria	Approx. 300 - people with disabilities, disadvantaged people, VET trainers, Policy makers on National level, Teachers from mainstreaming and special schools, Representatives from the Ministry of Education and Ministry of Labour and Social Affairs, disabled unions etc.	PowerPoint presentation; Distribution of leaflets; first abstract of the Supported Employment in Bulgarian language

3.3 DGASPC, Romania

Acitivity	Week																
month	Aug.	Aug.	Aug.	Aug.	Sept.	Sept.	Sept.	Sept.	Oct.	Oct.	Oct.	Oct.	Oct.	Nov.	Nov.	Nov.	Nov.
	1	2	2	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Round-tables or workshops															√		
Press release or article								√									
Regular updates of the process by e-mail																	
Regular updates of the process by e-mail					√				√					√			
Distribution of the 2nd T-EST newsletter														√			
Participations/presentations in national conferences, congresses, fairs								√									
Radio/TV announccements															√		

Activity	Short description	Planned date	fixed	estimated	still open	Location	Definition and number of the participants	Distribution material/ media
Conference	Annual Conference of Caritas "Together for People with D	September 2013	√			Csikszereda/Csiksomlyo - RO	Specialist on the field of disability, persons with disabilites, NGO's	Leaflets and presentation
Workshop	Workshop/Conference for Departments from other Counties for the recognition of Supported Employment as social service	November 2013	√	√		Csikszereda	15-25 Specialist on the field of employent of people with disabilities, experienced in SE	Leaflet/presentation, roundtable

Activity	Short description	Planned date	fixed	estimated	still open	Location	Definition and number of the participants	Distribution material/ media
Press Release	Press release about the Conference event from November			√		Local/Regional Televion, Newspaper	Local and county citizens	
Workshop	Workshop for Organisations included in the T-EST project for the support of the implementation process,	October 2013		√		Csikszereda	4-10 reprezentatives of NGO's	Presentation
Press Release	Newspaper article including interviews with people with disabilitieslookong for job to rais awareness among citizens about difficulties of getting employed with a disability. (1 artical/week)	September 2013			√	Local/Regional Newpaper	Local and county citizens	Publication in the local/Regional newspaper
Press Release	Article in the official Newsletter of the Social and Child Protection Department with regular updates of the T-EST proiect.	September 2013, October 2013, November 2013	√			Department Newsletter	co-Worker of the Social and Child Protection Department, social activists	newsletter

3.4 Konak District Governorship, Turkey

Acitivity	Week																
month	Aug.	Aug.	Aug.	Aug.	Sept.	Sept.	Sept.	Sept.	Oct.	Oct.	Oct.	Oct.	Oct.	Nov.	Nov.	Nov.	Nov.
	1	2	2	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Round-tables or workshops												X					
Press release or article									X								
Regular updates of the process by e-mail							X			X			X			X	
Regular updates of the process by e-mail							X			X			X			X	
Distribution of the 2nd T-EST newsletter															X		
Participations/presentations in national conferences, congresses, fairs								X									

Activity	Short description	Planned date	fixed	estimated	still open	Location	Definition and number of the participants	Distribution material/ media
Minimum 1 Press release or article per periode	A press release will be prepared and distributed among local and national newspapers describing the project, aims and expected results	First week of October		x		İzmir	General public, appr. 1000 people	info about project and promotion of the web site
Regular updates of the process by e-mail	Target groups and stakeholders will be informed about the project process and news via e-mail	3rd week of September, October and November		x		İzmir + Turkey+ other European partners	Stakeholders, policy-makers, project partners/ appr. 250 people	project news, publications, products etc.
Distribution of the 2nd T-EST newsletter	Second project newsletter will be sent to Target groups and stakeholders	Second week of November		x		İzmir + Turkey+ other European partners	Stakeholders, policy-makers, project partners/ appr. 150 people	2nd newsletter
Participations/presentations in national conferences, congresses, fairs	Project will be presented atEASPD International Conference 'Employment of Persons with Disabilities'	3rd week of September (27-28 Sept. 2013)	x			İstanbul	appr. 300 participants, stakeholders, policy-makers, general public	Project leaflet will be distributed
Round-tables or workshops	Local target groups and stakeholders will be informed about the project process and news	4th week of October			x	İzmir	Local target groups, stakeholders, policy makers/ appr. 30 people	Project leaflet & abstract of SE Toolkit will be distributed

3.5 Six Point Blind Association, Turkey

Acitivity	Week																
month	Aug.	Aug.	Aug.	Aug.	Sept.	Sept.	Sept.	Sept.	Oct.	Oct.	Oct.	Oct.	Oct.	Nov.	Nov.	Nov.	Nov.
	1	2	2	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Round-tables or workshops					X		X		X		X		X		X		X
Press release or article					X												X
Regular updates of the process by e-mail					X				X					X			
Distribution of the 2nd T-EST newsletter														X			
Radio/TV announccements					X	X	X	X	X	X	X	X	X	X	X	X	X

Activity	Short description	Planned date	fixed	estimated	still open	Location	Definition and number of the participants	Distribution material/ media
Round-tables	2 round-tables will be organize for per months with ngo's that related with disabled persons	1st and 3rd week of September, October and November of 2013.		x		All activities will be implement in Ankara.	All session will be organize with participation of at least 10-15 person.	Newsletter
Press release	1 press release will be organize in headquarter of Sixpoint Blind Association that related with our project and 1 article will be publish one daily newspaper about our project.	**Press release**:1st week of September. **Publishing article**: last week of November.	x			Ankara	Press release will organize with participation of national news agencies and member of ngo's that related disabled persons. (between 25-30 persons)	Copies of press release, article.
Regular updates of the process by e-mail	e-mails will be send to ngo's, institutional bodies that related employment of disabled persons (Turkish employment agency, ministry of family and social policies).	First week of September, October and November of 2013.	x			Ankara	member of ngo's and official institutions that mentioned before. (total: 150 person)	
Distribution of the 2nd T-EST newsletter	2nd T-EST newsletter will be distribute to ngo's, institutional bodies that related employment of disabled persons (Turkish employment agency, ministry of family and social policies).	First week of November in 2013.	x			Ankara	100 newsletter will be distribute.	newsletter.
Participations/presentations in national conferences, congresses, fairs	Participation time will be fix after negotiation with ministry of Family and Social Policies.			x				
Radio/TV announccements	I've started to make a radio programme (Radyo ÖZGÜR - Radio FREE on FM 108) in Ankara that named "To wards to Local Election", name of second programme will be "Platform of Civil Society", therefore each week of September, October and November we'll make a radio programme that related with "supported employment" of disabled persons with ngo's and official institutions.	each week of September, October and November of 2013		x		Ankara	12 radio programme will prepare with participation of our target groups.	records of radio and tv programmes.

3.6 Action plan – Awareness Raising campaign T-EST

Timetable of the Awareness Raising campaign for T-EST																		
Partners: CCI, MCA (Bulgaria), DGASPC (Romania), KONAK, Six Point Blind (Turkey)																		
Acitivity		Week																
month	July	Aug.	Aug.	Aug.	Aug.	Sept.	Sept.	Sept.	Sept.	Oct.	Oct.	Oct.	Oct.	Oct.	Nov.	Nov.	Nov.	Nov.
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Round-tables or workshops						P7		P7		P7		P7	P6	P7		P7		P7
								P3		P2/P3		P3		P3	P3			P3
																P5		
Press release or article						P7				P6								P7
									P3	P2						P3		
									P5									
Regular updates of the process by e-mail						P7		P6		P7	P6			P6	P7		P6	
										P3	P3	P3	P3					
						P5				P5					P5			
Distribution of the 2nd T-EST newsletter																P6/P7		
																P2	P3	P3
																P5		
Participations/ presentations in national conferences, congresses, fairs									P6									
	P2					P3						P3					P3	P3
									P5									
Radio/TV announccements						P7	P7	P7	P7	P7	P7	P7	P7	P7	P7	P7	P7	P7
														P3			P3	P3
																P5		