



Project “More Women in European Politics – More Women in 2014”

Local Action Strategy

Partner 4

KMOP

Greece

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LOCAL STRATEGIES

The Local Action Strategy was developed in October 2013 further to guidelines provided by the leader of the programme and the ideas and discussions with members of our Local Action Group. The local action strategy was based on relevant findings and suggestions derived by the Base line study. Main issues highlighted include gender stereotypes that are still prevalent in Greek society, difficulties that women face in the effort to reconcile professional and family life and the engagement of political parties in the effort to promote women in politics. An area of particular interest was also local government due to the decreased number of women who are high in the hierarchy scale. Suggestions related to the Base line study involved: educating the public, raising awareness on the importance of women's participation in local and public affairs and supporting women to reconcile professional and family life. Thus, the local action strategy aimed to address the aim of the project by adjusting to the local needs and specificities shaping the political context in Greece.

Based on the afore-mentioned issues and the aim of the project which was to increase the participation of young women in voting in the EP elections and becoming candidates, the local action strategy was based on the following axes - objectives:

- a) To raise awareness in both women and men regarding women's participation in politics and pave the way to an increased participation of young women voting in EP elections
- b) Dissemination and development of networking channels to diffuse the aim and the activities of the project to various target group categories



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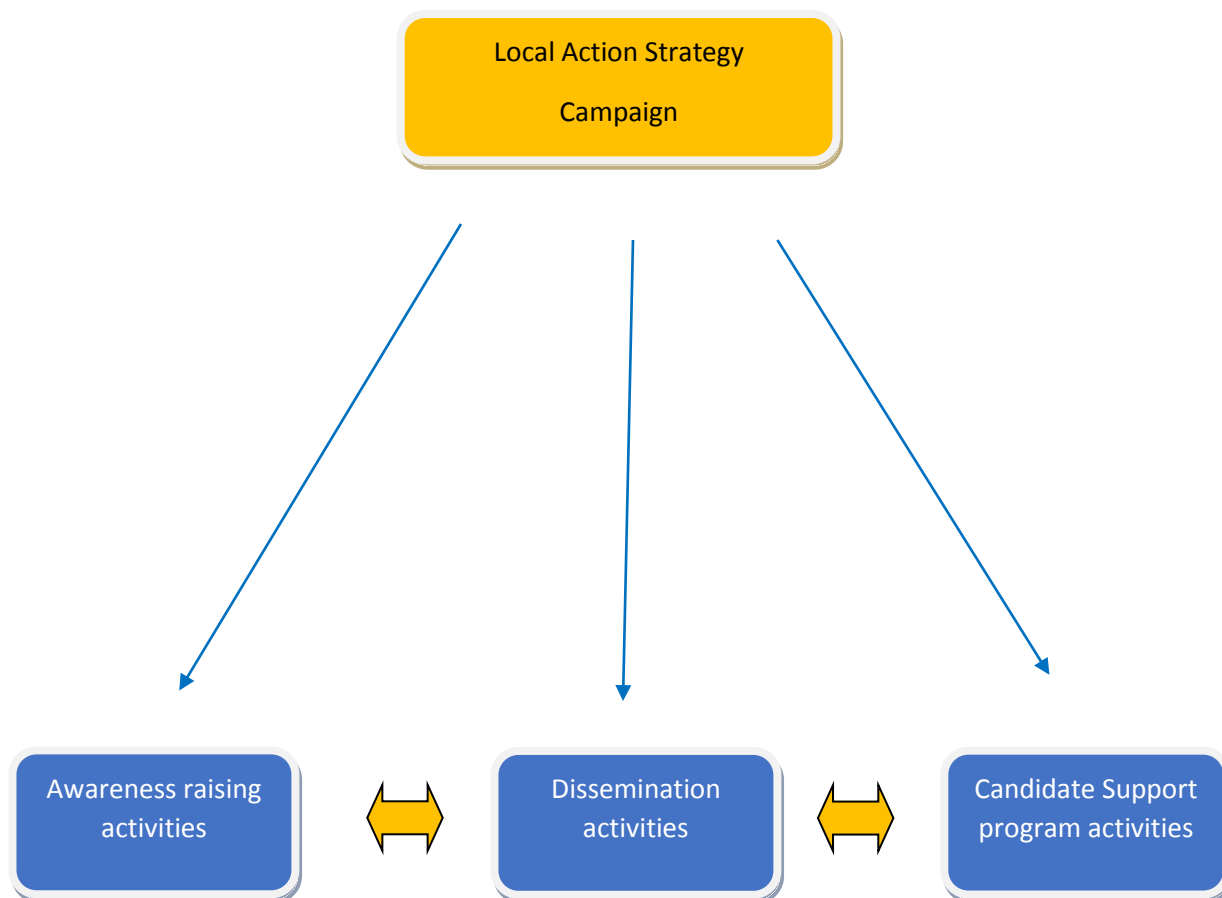




c) Development of a support program for women potential candidates interested in participating more actively in politics.

These objectives were very well combined with two major political events: the EP elections in May 2014 and elections at local government level in Greece, which were also expected to take place at the same time. Therefore, the local action strategy was based on a parallel activity plan, having as milestones the EP elections and the local government elections in Greece.

Diagram 1: Objectives-axes of Local Action Strategy



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Local Action Strategy – Overview of Campaign activities

I) Awareness raising activities

Awareness raising activities initially aimed at developing a ‘message’ according to the rationale of the national strategy and communicating the developed ‘message’ in a successful way to the public/target groups. This message provided the central idea which shaped all further communication and dissemination activities at the national/local level. In addition, awareness raising activities aimed at ‘spreading’ the ‘message’ and informing the public/target groups on relevant campaign activities. The awareness raising activities consisted of the following actions:

- Ia) Creating a Campaign LOGO
- Ib) Creating a local campaign Facebook page
- Ic) Creating a website /E-kiosk:
- Id) Creating a Radio spot
- Ie) Press releases
- If) Organization of two workshops

II) Dissemination activities

Dissemination activities constituted an essential part of the local action strategy /campaign as they aimed to diffuse campaign’s activities and events through complementary mechanisms and networking channels. Dissemination activities involved:

- IIa) Production of dissemination material (leaflets, postcards, banner and badges)
- IIb) Participation in relevant events/meetings/networks and interaction with other institutions/stakeholders

II) Candidate Support Program Activities



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The Candidate Support Program was an essential part of the local action strategy/campaign. The Candidate Support Program was based on two main pillars. The first pillar aimed to identify current perceptions and attitudes of both men and women citizens towards women political candidates. This would help in identifying stereotypes and expectations of citizens regarding women political candidates in Greece, and as a result, it would help develop and support the second pillar, which involved the targeted training material for the training empowerment program for potential women candidates. As a result, the Candidate Support Program involved the following activities:

IIIa) Market Research – Online Survey

IIIb) Candidate Support (Training) Program

Please see below in the following table the suggested timeline of the local action strategy and campaign activities.

Table keys :

⚙ *milestone* * *implementation of event*

Table: Timeline of implementation



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TASKS	YEAR 1 - 2013			YEAR 2 - 2014					
	July-Aug	Sept-Oct	Nov-Dec	Jan-Feb	Mar-Apr	May-June	July-Aug	Sept-Oct	Nov-Dec
Awareness raising activities									
Local campaign logo		→				⚙️⚙️			
Local campaign facebook page		→				⚙️⚙️			
Website-E-kiosk		→				⚙️⚙️			
Radio spot					→	⚙️⚙️			
Press releases		*			*	⚙️⚙️		*	
Workshop			*			⚙️⚙️			
Workshop-RT2						⚙️⚙️		*	
Dissemination activities									
Dissemination material				→					
Participation in events - networks	→								
Candidate Support Program									
Online Survey		→				⚙️⚙️			
Candidate Support Train.Program		→			*	⚙️⚙️			



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