



## INTERIM PROJECT REPORT

Acronym:	PRODISLO		
Project name:	Promoting diversity and Non-Discrimination in Slovakia		
Coordinator:	Slovak National Centre of Human Rights (SNSLP)		
Beneficiary 1:	Pontis Foundation		
Beneficiary 2:	Slovak Association of European Studies (ECSA Slovakia)		
Project No.:	881896		
Project length:	21 months		
Poradové číslo PSP:	1		
Reporting period:	od 1.4.2020	do 28.2.2021	
Name of the programme	Horizon 2020 - Research and Innovation Framework Programme		
Prompt code	REC-RDIS-DISC-AG-2019		
As part of the activity:	Diversity management		
Provider:	EUROPEAN COMMISSION		



## PROJECT DESCRIPTION

The project fights against discrimination and lack of diversity in workplaces in the private and public sectors in Slovakia. Both cases are widespread and have serious negative effects on the overall implementation of human rights. The PRODISLO project focuses on building the technical capacities of various employers in the field of inclusion and diversity management. As part of the support of diversity in its workplace, the project creates a tool for measuring diversity, the so-called diversity index (DI). To create a DI that reflects the needs of society, the project connects businesses with academia. PRODISLO also promotes mutual learning and cooperation between equality bodies, diversity charters and other stakeholders in order to promote the exchange of best practice, promote cultures and human rights at EU level. In addition, the project includes a series of awareness-raising activities on activities promoting non-discrimination and diversity in the workplace, focusing on groups most at risk of discrimination and social exclusion, e.g. Roma, women, people with disabilities, LGBTI and other groups.

The total impact of the project is estimated at 100,000 - 125,000 people, including vulnerable groups, together with 350 - 550 stakeholders - diversity charters, equality bodies, public authorities, universities, research institutions, businesses and their associations that will benefit from the project.

The project will result in an increase in the number of signatories to the Slovakia Diversity Charter by at least 50%, as well as in strengthening existing and building new partnerships between stakeholders at national and European level. Last but not least PRODISLO will visibly contribute to a more inclusive society in Slovakia.



## CURRENT STATUS OF THE PROJECT

Due to the unexpected situation that occurred with the COVID-19 pandemic and all planned project activities, the project teams addressed the possibilities of proper project implementation, without affecting the achievement of the project goal.

Many of the planned activities had to be moved to the online space due to the impossibility of gathering in a larger number of people. Nevertheless, we managed to organize at least some of the activities that contributed to spreading awareness against the importance of diversity and non-discrimination in the workplace, as evidenced by the high participation of various companies in online meetings, largely provided by the PONTIS Foundation. The largest companies that regularly participated in the project activities include: Tesco Stores SR, Philip Morris Slovakia, Lenovo, Microsoft, DHL logistics, Kaufland SR, Dell sro, Mondelez International, McDonalds Slovakia, Adient Slovakia, ESET, Ac centure, Orange Slovakia , IKEA, Tatra banka, PwC and others.

In addition to online activities aimed at companies interested in inclusion, diversity and non-discrimination in the workplace and the implementation of I&D tools and practices in their organizations, project teams and experts also worked on creating a communication strategy to ensure proper and targeted communication of project goals and vision. The project partners have developed a handbook for trainers entitled Introduction to Diversity Management and Equal Treatment, which serves as an educational and supportive material in education. The Pontis Foundation has developed a Catalog (manual) for employers with tips on how to celebrate Diversity Day online. A study by an expert from the Slovak Academy of Sciences was also prepared, which served as background material for the elaboration of the diversity index methodology. In October 2020, an online communication campaign called Good Monday was launched, calling on people to tackle discrimination in the workplace together.

Due to the impossibility of proper implementation of activities, the partner and the beneficiaries asked the European Commission to open a grant agreement and set new deadlines for the implementation of other project activities. Individual descriptions of the implemented activities are given in the section of the Project Activities report.



## FINANCIAL SUMMARY OF THE PROJECT

	SNSLP	PONTIS FOUNDATION	ECSA SLOVAKIA
Direct staff expenditure (EUR)	28.595,00	21.294,00	48.267,00
Direct travel expenses (EUR)	18.690	0,00	0,00
Subsistence allowance (EUR)	327,00	0,00	0,00
Additional direct costs (EUR)	11.400,00	48.578,00	5.000,00
Indirect costs (EUR)	4.130,84	4.891,04	3.728,69
<b>Total Cost (EUR)</b>	<b>63.142,84</b>	<b>74.763,04</b>	<b>56.955,69</b>
<b>Co-finance in cash form (EUR)</b>	<b>20,00%</b>		
<b>Amount of 1st advance payment (EUR)</b>	<b>124.737,01</b>		
<b>Project grant (EUR)</b>	<b>194.907,57</b>		



## LIST OF ACCOUNTING DOCUMENTS

<b>Name of beneficiary</b>	<b>Slovak National Centre of Human Rights (SNSLP)</b>
Period from:	01.04.2020
Period up to:	28.02.2021
<b>Total amount:</b>	<b>8.304,96</b>

P. No.	Document No.	Type of document	Date of issue	Due date	Date of payment	Quantity	Claimed amount	Type of expenditure
1	047	Payslip	1.11.2020 - 30.11.2020	03.12.2020	03.12.2020	1	105,22	Payment of salary - Financial manager of the period November 2020
2	047	Payslip	1.12.2020 - 31.12.2020	31.12.2020	31.12.2020	1	105,22	Payment of salary - Financial manager of the period December 2020
3	037	Payslip	1.8.2020 - 30.9.2020	02.10.2020	02.10.2020	1	800,00	Payment of salary - Creation of an educational programme - of the period August - September 2020
4	003	Payslip	1.6.2020 - 30.6.2020	31.07.2020	03.07.2020	1	237,00	Payment of salary - coordination of the work package WP2



5	003	Payslip	1.7.2020 - 31.7.2020	31.08.2020	03.08.2020	1	237,00	Payment of salary - coordination of the work package WP2
6	003	Payslip	1.8.2020 - 31.8.2020	30.09.2020	03.09.2020	1	237,00	Payment of salary - coordination of the work package WP2
7	003	Payslip	1.9.2020 - 30.9.2020	31.10.2020	02.10.2020	1	237,00	Payment of salary - coordination of the work package WP2
8	003	Payslip	1.10.2020 - 31.10.2020	30.11.2020	03.11.2020	1	237,00	Payment of salary - coordination of the work package WP2
9	004	Payslip	1.10.2020 - 31.10.2021	31.12.2020	03.12.2020	1	237,00	Payment of salary - coordination of the work package WP2
10	005	Payslip	1.10.2020 - 31.10.2022	31.01.2021	30.12.2020	1	237,00	Payment of salary - coordination of the work package WP2



11	202049	Invoice	27.11.2020	11.12.2020	1.12.2020	1	500,00	Ing. Michal Šandrej Service - Graphic processing of publication - Introduction to diversity and equal treatment management
12	4210120278	Invoice	05.12.2020	19.12.2020	11.12.2020	1	340,52	Projects, s.r.o - printing services - Brochure



13	031	Payslip	1.8.2020 - 30.9.2020	30.10.2020	02.10.2020	1	3.500,00	Payment of salary - Creation of documents of the diversity index of the period August - September 2020
14	006	Payslip	1.6.2020 - 30.6.2020	31.07.2020	03.07.2020	1	185,00	Payment of salary - coordination of the work package WP4
15	006	Payslip	1.7.2020 - 31.7.2020	31.08.2020	03.08.2020	1	185,00	Payment of salary - coordination of the work package WP4
16	006	Payslip	1.8.2020 - 31.8.2020	30.09.2020	03.09.2020	1	185,00	Payment of salary - coordination of the work package WP4
17	006	Payslip	1.9.2020 - 30.9.2020	31.10.2020	02.10.2020	1	185,00	Payment of salary - coordination of the work package WP4
18	006	Payslip	1.10.2020 - 31.10.2020	30.11.2020	03.11.2020	1	185,00	Payment of salary - coordination of the work package WP4
19	006	Payslip	1.11.2020 - 30.11.2020	31.12.2020	03.12.2020	1	185,00	Payment of salary - coordination of the work package WP4





20	006	Payslip	1.12.2020 - 31.12.2020	31.01.2021	30.12.2020	1	185,00	Payment of salary - coordination of the work package WP4
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## LIST OF ACCOUNTING DOCUMENTS

<b>Name of beneficiary</b>	<b>Pontis Foundation</b>
Period from:	01.04.2020
Period up to:	28.02.2021
<b>Total Amount:</b>	<b>38.708,66</b>

P. No.	Document No.	Type of document	Date of issue	Due date	Date of payment	Quantity	Claimed amount	Type of expenditure
1	604	Payslip	1.4.2020 - 30.4.2020	31.05.2020	06.05.2020	1	135,20	Payment of salary – Financial manager of the period April 2020
2	604	Payslip	1.5.2020 - 31.5.2020	30.06.2020	04.06.2020	1	135,20	Payment of salary – Financial manager of the period May 2020
3	604	Payslip	1.6.2020 - 30.6.2020	31.07.2020	03.07.2020	1	135,20	Payment of salary – Financial manager of the period June 2020
4	604	Payslip	1.7.2020 - 31.7.2020	31.08.2020	06.08.2020	1	135,20	Payment of salary – Financial manager of the period July 2020



5	604	Payslip	1.8.2020 - 31.8.2020	30.09.2020	04.09.2020	1	135,20	Payment of salary – Financial manager of the period August 2020
6	604	Payslip	1.9.2020 - 30.9.2020	31.10.2020	05.10.2020	1	135,20	Payment of salary – Financial manager of the period September 2020
7	604	Payslip	1.10.2020 - 31.10.2020	30.11.2020	05.11.2020	1	135,20	Payment of salary – Financial manager of the period November 2020
8	604	Payslip	1.11.2020 - 30.11.2020	31.12.2020	04.12.2020	1	135,20	Payment of salary – Financial manager of the period December 2020
9	604	Payslip	1.12.2020 - 31.12.2020	31.01.2021	30.12.2020	1	135,20	Payment of salary – Financial manager of the period January 2021
10	20200005	Invoice	05.05.2020	15.05.2020	06.05.2020	1	375,00	Payment of salary - Work Package Leader of the period April 2020
11	20200007	Invoice	01.06.2020	11.06.2020	04.06.2020	1	1.050,00	Payment of salary - Work Package Leader of the period May 2020



12	20200009	Invoice	01.07.2020	11.07.2020	06.07.2020	1	1.125,00	Payment of salary - Work Package Leader of the period June 2020
13	20200011	Invoice	31.07.2020	10.08.2020	03.08.2020	1	750,00	Payment of salary - Work Package Leader of the period July 2020
14	20200013	Invoice	07.09.2020	17.09.2020	09.09.2020	1	750,00	Payment of salary - Work Package Leader of the period August 2020
15	20200015	Invoice	30.09.2020	10.10.2020	05.10.2020	1	1.050,00	Payment of salary - Work Package Leader of the period September 2020
16	20200017	Invoice	02.11.2020	12.11.2020	04.11.2020	1	1.050,00	Payment of salary - Work Package Leader of the period October 2020
17	20200019	Invoice	01.12.2020	11.12.2020	02.12.2020	1	900,00	Payment of salary - Work Package Leader of the period November 2020
18	20200021	Invoice	17.12.2020	27.12.2020	22.12.2020	1	90,00	Payment of salary - Work Package Leader of the period December 2020



19	042020	Invoice	01.05.2020	11.05.2020	06.05.2020	1	268,75	Payment of salary-Assistant/Author of the educational materials – administration services of the period April 2020
20	062020	Invoice	01.06.2020	11.06.2020	04.06.2020	1	268,75	Payment of salary-Assistant/Author of the educational materials – administration services of the period May 2020
21	OBJ_2020/ 361-1	Payment order	05.08.2020	31.08.2020	13.08.2020	1	537,50	Payment of salary-Assistant/Author of the educational materials – administration services of the period June 2020
22	OBJ_2020/ 361-2	Payment order	31.08.2020	30.09.2020	03.09.2020	1	537,50	Payment of salary-Assistant/Author of the educational materials – administration services of the period August 2020



23	OBJ_2020/ 361-3	Payment order	01.10.2020	31.10.2020	08.10.2020	1	537,50	Payment of salary- Assistant/Author of the educational materials – administration services of the period September 2020
24	489/2020/2 4993	Invoice	28.10.2020	28.10.2020	28.10.2020	1	139,75	IKEA Bratislava, s.r.o - purchase of goods 10/2020 (card payment)
25	2020132	Invoice	20.11.2020	04.12.2020	10.12.2020	1	999,60	Wellit s.r.o.- service - chartadiverzity.sk - actualization and technical support
26	V200013	Invoice	30.11.2020	16.12.2020	15.12.2020	1	480,00	VERSAJ Production, s.r.o - service - online event moderation Charta diverzity
27	FV2001900	Invoice	03.11.2020	17.11.2020	12.11.2020	1	34,20	Typografia plus, s.r.o. – printing services - Charta diverzity
28	4200601	Invoice	14.12.2020	14.01.2020	17.12.2020	1	25.389,31	TRIAD s.r.o. - advertising and marketing services - campaign "Za pekné pondelky"



29	2020137	Invoice	16.12.2020	23.12.2020	17.12.2020	1	1.159,00	Wellit s.r.o.- service - chartadiverzity.sk – actualization and technical support
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## LIST OF ACCOUNTING DOCUMENTS

<b>Name of beneficiary</b>	<b>Slovak Association of European Studies (ECSA Slovakia)</b>
Period from:	01.04.2020
Period up to:	28.02.2021
<b>Total Amount:</b>	<b>24.199,36</b>

P. No.	Document No.	Type of document	Date of issue	Due date	Date of payment	Quantity	Claimed amount	Type of expenditure
1	2020.306	Invoice	02.11.2020	17.11.2020	02.11.2020	1	14.060,80	Payment of salary - Project manager and Finance manager of the period April – October 2020
2	202016	Invoice	30.10.2020	13.11.2020	02.11.2020	1	946,40	Payment of salary - Accountant of the period April – October 2020
3	2021033101	Invoice	31.03.2021	15.04.2021	08.04.2021	1	4.326,04	Payment of salary – Project manager of the period November 2020 - February/2021
4	2021.002	Invoice	31.03.2021	15.04.2021	08.04.2021	1	4.326,04	Payment of salary – Finance manager of the period November 2020 - February 2021





5	202104	Invoice	31.03.2021	14.04.2021	08.04.2021	1	540,08	Payment of salary - Accountant of the period November 2020 – February 2021
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## PROJECT ACTIVITIES

WP1 - D1.1 - D1	<b>Minutes from the first meeting of the Project Committee</b>
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The first meeting of the project team took place on 7.7.2020 at 11:00 on Pražská 11 at the headquarters of ECSA Slovakia. After an initial welcome following the presentation of the set goals on the project from the initial preparation and other implementation plans for each project partner. An important point was to get acquainted with financial managers with the use of project funds and the setting of reporting of individual activities. In the discussion, all members discussed the further course of project implementation, which was affected by the situation with the COVID-19 pandemic.

WP1 - D1.2 - D2	<b>Minutes from the second meeting of the Project Committee</b>
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The activity is planned for the next monitoring period of project implementation.

WP1 - D1.3 - D3	<b>Minutes from the third meeting of the Project Committee</b>
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The activity is planned for the next monitoring period of project implementation.



WP1 - D1.4 - D4	<b>Minutes from the fourth meeting of the Project Committee</b>
The activity is planned for the next monitoring period of project implementation.	
WP1 - D1.5 - D5	<b>Mid-Term Evaluation Report</b>
The activity is planned for the next monitoring period of project implementation.	
WP2 - D2.1 - D6	<b>Workshop No. 1 on diversity management and non-discrimination for public authorities with nationwide scope</b>
The activity is planned for the next monitoring period of project implementation.	
WP2 - D2.2 - D7	<b>Workshop No. 2 on diversity management and non-discrimination for public authorities with nationwide scope</b>
The activity is planned for the next monitoring period of project implementation.	



WP2 - D2.3 - D8	<b>Workshop No. 3 on diversity management and non-discrimination for public authorities with nationwide scope</b>
The activity is planned for the next monitoring period of project implementation.	
WP2 - D2.4 - D9	<b>Workshop No. 4 on diversity management and non-discrimination for public authorities with nationwide scope</b>
The activity is planned for the next monitoring period of project implementation.	
WP2 - D2.5 - D10	<b>Workshop No. 5 on diversity management and non-discrimination for public authorities with nationwide scope</b>
The activity is planned for the next monitoring period of project implementation.	
WP2 - D2.6 - D11	<b>Workshop No. 1 on diversity management and non-discrimination for local and regional authorities</b>
The activity is planned for the next monitoring period of project implementation.	



WP2 - D2.7 - D12	<b>Workshop No. 2 on diversity management and non-discrimination for local and regional authorities across Slovakia</b>
The activity is planned for the next monitoring period of project implementation.	
WP2 - D2.8 - D13	<b>Workshop No. 3 on diversity management and non-discrimination for local and regional authorities across Slovakia</b>
The activity is planned for the next monitoring period of project implementation.	
WP2 - D2.9 - D14	<b>Workshop No. 4 on diversity management and non-discrimination for local and regional authorities across Slovakia</b>
The activity is planned for the next monitoring period of project implementation.	
WP2 - D2.10 - D15	<b>Workshop No. 5 on diversity management and non-discrimination for local and regional authorities across Slovakia</b>
The activity is planned for the next monitoring period of project implementation.	



WP2 - D2.11 - D16	<b>Educational Programme - Introduction to Diversity Management and Equality</b>
<p>Handbook for trainers: An introduction to diversity management and equal treatment, which serves as a tool to promote diversity and non-discrimination in the workplace. The handbook is a conceived form which, in addition to the classic textbooks of the content, also includes various interactive activities, quizzes and video links that can be used during the training.</p>	
WP2 - D2.12 - D17	<b>European seminar on promoting diversity and non-discrimination in business settings</b>
<p>The activity is planned for the next monitoring period of project implementation.</p>	
WP2 - D2.13 - D18	<b>Workshop on promoting and fostering strategic partnerships in the field of diversity and non-discrimination</b>
<p>The activity is planned for the next monitoring period of project implementation.</p>	
WP3 - D3.1 - D19	<b>Communication strategy</b>
<p>The communication strategy was developed in order to ensure proper and effective communication of the basic ideas of the project and the fulfilment of the project objectives. The main task of the communication strategy is to raise awareness of diversity and non-discrimination in the workplace and to actively contribute to the formation of an inclusive society in Slovakia.</p>	



WP3 - D3.2 - D20	<b>Online awareness raising campaign</b>
<p>On 26 February 2020, the first meeting of the selection committee took place via an online environment, which was attended by all members of the selection committee, with the aim of creating a creative brief, which served as an assignment for the contacted agency.</p> <p>On June 1, 2020, the second meeting of the selection committee took place, where the received offers and creative concepts were evaluated. Among the five agencies involved in the competition, the Commission decided to discuss their proposals with representatives of each agency through a personal interview via an online platform. On 3-5.6.2020. After personal interviews, the winning candidate was selected.</p> <p>On June 9, 2020, the last meeting of the selection committee took place, where Ms. Kováčová was entrusted with placing an order for the TRIAD Advertising agency and the selection procedure was completed. Ongoing meetings with the agency and preparation of campaigns (filming of video spots, recording of radio spots, creation of visuals, etc.). The online campaign For nice Mondays was launched on October 19, 2020.</p>	
WP3 - D3.3 - D21	<b>Offline communication event No. 1 (on women in business)</b>
<p>Due to the pandemic and the current situation with COVID-19, the original offline communication event Women in Leadership was moved to 2021 (May 10, 2021). Instead, the PONTIS Foundation initiated and prepared online communication events that resulted from the current situation:</p> <p>The online event, which took place on 28.4.2020 in the time from 13: 00-14: 30, was led by Mgr. and Mgr. Jana Olexová, who developed and put into practice the Heart to Organizations (H2O) approach - a system of steps of activities to return the heart to the world of business.</p> <p>The topic of the event was: HOW TO SUPPORT EMPLOYEES-PARENTS AT HOME OFFICE. In addition to practical and useful information for the representatives of the participating companies, there was a discussion demonstrating practical tools to support employees (due to a pandemic working from home and taking care of family and household) from various companies that took part in an offline communication event.</p> <p>The second initiative that emerged from the current situation with COVID-19 was an online meeting on the topic of gender-based violence. It was about sharing best practices: What companies can do in this topic towards their own employees and externally.</p>	



WP3 - D3.4 - D22	<b>Offline communication event No 2. (on effective inclusion of vulnerable groups)</b>
<p>On November 30, 2020, in the time from 13: 00-15: 00, an online discussion and acceptance of the new signatories of the Diversity Charter of Slovakia took place.</p> <p>The main topic of discussion was Diversity and Inclusion in the Workplace in COVID, where company CEOs discussed the effective implementation of promoting diversity in the workplace and the question: Which vulnerable groups need special attention, even with regard to a pandemic.</p> <p>The webinar was attended by more than 90 participants.</p>	
WP3 - D3.5 - D23	<b>Offline communication event No 3. (Good Practice Market Place)</b>
<p>The activity is planned for the next monitoring period of project implementation.</p>	
WP3 - D3.6 - D24	<b>Offline communication event No 4. (on being LGBTI at workplace)</b>
<p>The activity is planned for the next monitoring period of project implementation.</p>	
WP3 - D3.7 - D25	<b>Via Bona Slovakia 2020 – award ceremony</b>
<p>The activity is planned for the next monitoring period of project implementation.</p>	





WP3 - D3.8 - D26	<b>Diversity Day 2020</b>
<p>On the occasion of Diversity Day, an online webinar was held on 28 May 2020 on the topic: Age Diversity and Employment of the Elderly, at which representatives of signatory companies actively addressing the issue of age diversity spoke, and a representative of the Czech Diversity Charter was invited to present the project "Starám se a pracuji".</p> <p>A total of 50 participants attended the webinar. The event lasted from 9:00 to 11:00 and the individual blocks discussed topics: Older employees in the labor market, Recruitment campaign for people over 50, The importance and need for employment of older people and Support for the Sandwich generation.</p>	
WP3 - D3.9 - D27	<b>Diversity Day 2020 - workshop</b>
<p>The online meeting of the signatories of the Diversity Charter took place on 2.4.2020 from 9:30 to 11:30.</p> <p>In addition to information on previous Diversity Days, which served as an inspiration for signatories for 2020, the main idea of the meeting was brainstorming, where due to the current situation with COVID-19 it was necessary to move the activities of individual signatories to the online environment to celebrate Diversity Day.</p>	
WP3 - D3.10 - D28	<b>Diversity Day 2021</b>
<p>The activity is planned for the next monitoring period of project implementation.</p>	



WP3 - D3.11 - D29	<b>Diversity Day 2021 – workshop</b>
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The activity is planned for the next monitoring period of project implementation.

WP3 - D3.12 - D30	<b>Diversity Day Manual for Employers 2020/2021</b>
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The activity is planned for the next monitoring period of project implementation.

WP4 - D4.1 - D31	<b>Report on the State of Equality, Diversity and Relevant Measures in Slovakia</b>
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The activity is planned for the next monitoring period of project implementation.



WP4 - D4.2 - D32	<b>Kick-off meeting of the Diversity Index Working Group</b>
<p>The first meeting of the working group for the Diversity Index was organized by the Slovak National Center for Human Rights in cooperation with the Pontis Foundation on 19 November 2020 at 14:45, online.</p> <p>Representatives and representatives of selected entities from the non-governmental sector, state administration, academia and the business environment were invited to the meeting. The total number of members and members of the working group for the Diversity Index was set at 15. The non-governmental sector is represented in the working group for the Diversity Index by the Pontis Foundation, Lean In and Diversity Pro. The state administration is represented by the Slovak National Center for Human Rights and the Institute for Labor and Family Research. The academic community represents the Slovak Academy of Sciences and the business environment Tesco Stores, Phillip Morris Slovakia, Accenture and Profesia.</p> <p>At the beginning of the meeting, the member and members of the working group for the Diversity Index were introduced to the PRODISLO project, of which the preparation of the index is a part, as well as an idea of the goals of creating this diversity measurement tool. The conclusions of the background study on the Diversity Index were also presented, in particular the possibilities of measuring diversity in the workplace in public administration and in the private sector, existing tools for measuring diversity in the workplace abroad and examples of good practice from Slovakia.</p> <p>The meeting of the working group for the Diversity Index continued with a discussion of the members and members of the working group focused on the requirements that the Diversity Index should meet in order to make the widest possible range of entities usable. The discussion of the members of the working group for the Diversity Index focused mainly on the methodology of selecting indicators, the availability of data for the Diversity Index and their collection of employers, as well as the range of entities to which the Diversity Index will be primarily intended and its use.</p> <p>The conclusion was the task to develop the methodology of the Diversity Index.</p>	
WP4 - D4.3 - D33	<b>Second Meeting of the Diversity Index Working Group</b>
<p>The activity is planned for the next monitoring period of project implementation.</p>	



WP4 - D4.4 - D34	<b>Third meeting of the Diversity Index Working Group</b>
The activity is planned for the next monitoring period of project implementation.	
WP4 - D4.5 - D35	<b>Launching event of the Diversity Index in Slovakia</b>
The activity is planned for the next monitoring period of project implementation.	
WP4 - D4.6 - D36	<b>Diversity Index – the Web Application</b>
The activity is planned for the next monitoring period of project implementation.	



## PROJECT MILESTONES

Monitoring period from: 01.04.2020

Monitoring period up to do: 28.02.2021

Milestones	Related to the activity	Beneficiary	Nature	Dissemination Level	Planned start of realization activities			Status	Notes
					Expected implementation date	Actual implementation date	Date of adoption / approval EC		
Minutes from the first meeting of the Project Committee	WP1-D1.1-D1	ESCA Slovakia	Report	Confidential	30.9.2020	26.10.2020	13.1.2021	Approved	Implemented on 7.7.2020
Minutes from the second meeting of the Project Committee	WP1-D1.2-D2	ESCA Slovakia	Report	Confidential	31.3.2021			Pending	preparation / implementation
Minutes from the third meeting of the Project Committee	WP1-D1.3-D3	ESCA Slovakia	Report	Confidential	30.9.2021			Pending	preparation / implementation
Minutes from the fourth meeting of the Project Committee	WP1-D1.4-D4	ESCA Slovakia	Report	Confidential	31.12.2021			Pending	preparation / implementation
Mid-Term Evaluation Report	WP1-D1.5-D5	ESCA Slovakia	Report	Public	28.2.2021			Pending	preparation / implementation



Workshop No. 1 on diversity management and non- discrimination for public authorities with nationwide scope	WP2- D2.1-D6	SNSLP	Other	Public	31.12.2020			Pending	preparation / implementation
Workshop No. 2 on diversity management and non- discrimination for public authorities with nationwide scope	WP2- D2.2-D7	SNSLP	Other	Public	31.12.2020			Pending	preparation / implementation
Workshop No. 3 on diversity management and non- discrimination for public authorities with nationwide scope	WP2- D2.3-D8	SNSLP	Report	Public	31.1.2021			Pending	preparation / implementation
Workshop No. 4 on diversity management and non- discrimination for public authorities with nationwide scope	WP2- D2.4-D9	SNSLP	Other	Public	31.1.2021			Pending	preparation / implementation



Workshop No. 5 on diversity management and non- discrimination for public authorities with nationwide scope	WP2- D2.5-D10	SNSLP	Other	Public	28.2.2021			Pending	preparation / implementation
Workshop No. 1 on diversity management and non- discrimination for local and regional authorities	WP2- D2.6-D11	SNSLP	Other	Public	30.4.2021			pending	preparation / implementation
Workshop No. 2 on diversity management and non- discrimination for local and regional authorities across Slovakia	WP2- D2.7-D12	SNSLP	Other	Public	30.4.2021			Pending	preparation / implementation
Workshop No. 3 on diversity management and non- discrimination for local and regional authorities across Slovakia	WP2- D2.8-D13	SNSLP	Other	Public	31.5.2021			Pending	preparation / implementation



Workshop No. 4 on diversity management and non- discrimination for local and regional authorities across Slovakia	WP2- D2.9-D14	SNSLP	Other	Public	31.5.2021			Pending	preparation / implementation
Workshop No. 5 on diversity management and non- discrimination for local and regional authorities across Slovakia	WP2- D2.10-D15	SNSLP	Other	Public	30.6.2021			Pending	preparation / implementation
Educational Programme - Introduction to Diversity Management and Equality	WP2- D2.11-D16	SNSLP	Report	Public	30.9.2020			Pending	preparation / implementation
European seminar on promoting diversity and non- discrimination in business settings	WP2- D2.12-D17	SNSLP	Other	Public	31.3.2021			Pending	preparation / implementation





Workshop on promoting and fostering strategic partnerships in the field of diversity and non-discrimination	WP2-D2.13-D18	SNSLP	Report	Public	31.10.2021			Pending	preparation / implementation
Communication strategy	WP3-D3.1-D19	Nadácia Foundation	Report	Public	30.6.2020			Pending	Implemented – awaiting publication
Online awareness raising campaign	WP3-D3.2-D20	Nadácia Foundation	Report	Public	30.9.2021			Pending	Implemented – awaiting publication
Offline communication event No. 1 (on women in business)	WP3-D3.3-D21	Nadácia Foundation	Other	Public	31.7.2020			Pending	preparation/im- plementation - two separate events
Offline communication event No 2. (on effective inclusion of vulnerable groups)	WP3-D3.4-D22	Nadácia Foundation	Other	Public	31.12.2020			Pending	Implemented – awaiting publication
Offline communication event No 3. (Good Practice Market Place)	WP3-D3.5-D23	Nadácia Foundation	Other	Public	30.4.2021			Pending	preparation / implementation



Offline communication event No 4. (on being LGBTI at workplace)	WP3-D3.6-D24	Nadácia Foundation	Other	Verejné	31.7.2021			Pending	preparation / implementation
Via Bona Slovakia 2020 – award ceremony	WP3-D3.7-D25	Nadácia Foundation	Other	Verejné	31.5.2021			Pending	preparation / implementation
Diversity Day 2020	WP3-D3.8-D26	Nadácia Foundation	Other	Verejné	31.10.2021	24.9.2020		Submitted	Implemented on 28.5.2020
Diversity Day 2020 - workshop	WP3-D3.9-D27	Nadácia Foundation	Other	Verejné	30.9.2020	24.9.2020		Submitted	Implemented on 2.4.2020
Diversity Day 2021	WP3-D3.10-D28	Nadácia Foundation	Other	Verejné	30.7.2021			Pending	preparation / implementation
Diversity Day 2021 – workshop	WP3-D3.11-D29	Nadácia Foundation	Other	Verejné	31.5.2021			Pending	preparation / implementation
Diversity Day Manual for Employers 2020/2021	WP3-D3.12-D30	Nadácia Foundation	Report	Verejné	30.9.2020	24.9.2020		Submitted	Implemented



Report on the State of Equality, Diversity and Relevant Measures in Slovakia	WP4-D4.1-D31	SNSLP	Report	Public	30.9.2020			Pending	preparation / implementation
Kick-off meeting of the Diversity Index Working Group	WP4-D4.2-D32	SNSLP	Other	Public	31.10.2020			Pending	Implemented on 19.11.2020
Second Meeting of the Diversity Index Working Group	WP4-D4.3-D33	SNSLP	Other	Public	31.1.2021			Pending	preparation / implementation
Third meeting of the Diversity Index Working Group	WP4-D4.4-D34	SNSLP	Other	Public	31.3.2021			Pending	preparation / implementation
Launching event of the Diversity Index in Slovakia	WP4-D4.5-D35	SNSLP	Other	Public	31.04.2021			Pending	preparation / implementation
Diversity Index – the Web Application	WP4-D4.6-D36	SNSLP	Other	Public	30.9.2021			Pending	preparation / implementation



## PROJECT PUBLICITY

Hero phase of the campaign in cooperation with the digital agency Triad Advertising, which was selected on the basis of a tender within the activities WP3 - D3.2 - D20.

The main part of the campaign was a spot that looked into three different people on Monday morning - a young salesman with a disability, a middle-aged man with a homosexual orientation and women, working mothers. They are not hindered by getting up in the morning, rushing or work duties. Mondays are demanding for them due to the constant allusions of colleagues to their sexual orientation, disability or gender, respectively. motherhood. At the end of the spot, we call „**Postavme sa predsudkom na pracovisku. Nech máme všetci pekné pondelky.**”

*In addition to the spot, the campaign was also communicated through various contributions pointing to discrimination in the workplace, while it applies to breaking down prejudices and accepting otherness. The campaign taking place on all social networks (Facebook, Instagram, Youtube, LinkedIn), the idea of subscribing to many well-known influencers, e.g., Baša Številová, Kristína Tormová, Valéria Frázová and Anna Karolína Schmiedlová.*

*As part of the media mix, it is also possible to use advertising on the radio and to produce offline campaign stickers, which can be distributed at various events focused on the topic of inclusion and diversity in the workplace. The launch of the campaigns was also announced by a press release.*



## **MEDIA OUTPUTS**

[Pekné pondelky pre všetkých. Nadácia Pontis v kampani upozorňuje na diskrimináciu](#)

(Published on: [strategie.hnonline.sk](http://strategie.hnonline.sk), on 19.10.2020)

[Nadácia Pontis spúšťa kampaň Za pekné pondelky](#), (published on: [dennikn.sk](http://dennikn.sk), on 19.10.2020)

[Pekné pondelky pre všetkých. Nová kampaň upozorňuje na diskrimináciu v práci](#),

(Published on: [omediach.sk](http://omediach.sk), on 20.10.2020)

[Rádiožurnál o 18:00, Rádio Slovensko](#), (broadcast on: 26.10.2020 od 23:21)

[Nadácia Pontis spúšťa kampaň Za pekné pondelky](#), (broadcast on Rádio FM, on 26.10.2020)

[Ťažký pondelok? Máte strach chodiť do práce, šikanujú vás pre sexuálnu či rodovú identitu?](#)

(Published on: [queerslovakia.sk](http://queerslovakia.sk), on 16.11.2020)

[Až 7 % Slovákov považuje spoluprácu so zdravotne postihnutým za nepríjemnú, hovorí odborníčka](#)

(Published on: [noizz.aktuality.sk](http://noizz.aktuality.sk), on 21.11.2020)



SLOVENSKÉ NÁRODNÉ  
STREDISKO  
PRE ĽUDSKÉ PRÁVA



[O 200 eur nižšia výplata len preto, že ste žena: Diskriminácia žien na Slovensku v praxi](#)

(Published on: najmama.aktuality.sk, on 7.12.2020)

[Dost' bolo tajností, v práci nemusíš skrývať, že patríš k dúhovej komunite](#)

(Published on: queerslovakia.sk, on 19.1.2021)



## Communication on social networks

### Facebook:

<https://www.facebook.com/nadaciapontis/photos/10158454719820630>

<https://www.facebook.com/Strediskopreludskeprava/photos/1228221627528999>



Postavme sa predsudkom na pracovisku.  
Nech máme všetci pekné pondelky.

**#zapeknepondelky**



Postavme sa predsudkom na pracovisku.  
Nech máme všetci pekné pondelky.

**#zapeknepondelky**



**Teaser on campaign:**

<https://www.facebook.com/nadaciapontis/posts/10158453274625630>

<https://www.facebook.com/Strediskopreludskeprava/posts/1227780167573145>








## Campaign video:

<https://www.facebook.com/nadaciapontis/videos/381270206400997/>

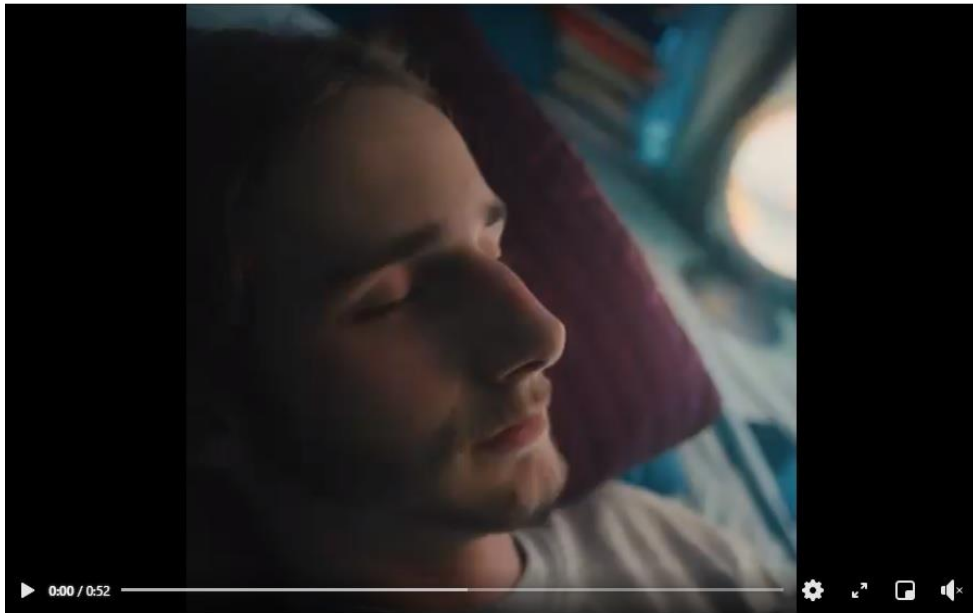
<https://www.facebook.com/Strediskopreludskeprava/videos/3810643585665899/>

 **Nadácia Pontis · Sledovať**  
19. október 2020 · 🌐

**Za pekné pondelky ❤️**  
Viete, čo robí pondelky naozaj ťažkými? Predsudky na pracovisku.

S týmto problémom sa na Slovensku stretáva množstvo zamestnancov. Preto sme sa rozhodli vytvoriť iniciatívu #zapeknepondelky, ktorej cieľom je ukázať, že rôznorodosť je normálna. Nech sa nikto z nás už nezobúda do práce so strachom a úzkosťou.


Postavme sa spoločne predsudkom na pracovisku, nech máme všetci pekné pondelky. ❤️ Pridajte sa k nám na [www.zapeknepondelky.sk](http://www.zapeknepondelky.sk). Zobrazit' menej



0:00 / 0:52

👍 Páči sa mi to    💬 Komentovať    ➦ Zdieľať


👍❤️ 396 · 6 komentárov · 97 tis. pozretí

 **Slovenské národné stredisko pre ľudské práva · Sledovať**  
19. október 2020 · 🌐

**Za pekné pondelky**  
Viete, čo robí pondelky naozaj ťažkými? Predsudky na pracovisku.

S týmto problémom sa na Slovensku stretáva množstvo zamestnancov. Preto sme sa rozhodli vytvoriť iniciatívu #zapeknepondelky, ktorej cieľom je ukázať, že inakosť je normálna. Nech sa nikto z nás už nezobúda do práce so strachom a úzkosťou.

Postavme sa spoločne predsudkom na pracovisku, nech máme všetci pekné pondelky. ❤️ Pridajte sa k nám na [www.zapeknepondelky.sk](http://www.zapeknepondelky.sk). Zobrazit' menej



0:50 / 0:52

👍 Páči sa mi to    💬 Komentovať    ➦ Zdieľať

👍❤️ 43 · 1 tis. pozretí



### Strategies - article re-sharing:

<https://www.facebook.com/Strediskopreludskeprava/posts/1229328107418351>



**Slovenské národné stredisko pre ľudské práva**  
20. októbra 2020 · 🌐

👉 Chceme vyzvať ľudí, aby sa postavili diskriminácii na pracovisku. Tá má mnoho foriem, ale predchádzať jej treba už pri prijímaní uchádzačov o zamestnanie.

Prečítajte si, na čo upozorňuje kampaň Za pekné pondelky a kto na nej spolupracoval:



STRATEGIE.HNONLINE.SK

**Pekné pondelky pre všetkých. Nadácia Pontis v kampani upozorňuje na diskrimináciu v práci**



18

11 komentárov

 Páči sa mi to

 Komentovať

 Zdieľať



In addition to the primary communication tool, which was a video spot, the Pontis Foundation and the Slovak National Center for Human Rights communicated the campaign in the form of a post at regular intervals on other social networks, whose lines we attach:

### Campaign posts:

#### Facebook:

**VIETE, ČO JE NA MOJOM PONDELKU NAJŤAŽŠIE?** *Pohľady kolegov kvôli môjmu zdravotnému znevýhodneniu.*

(Published on Facebook, on 16.11.2020) <https://www.facebook.com/nadaciapontis/photos/10158455102875630>

**Postavme sa spoločne predsudkom na pracovisku** (Published on Facebook, on 20.10.2020)

<https://www.facebook.com/nadaciapontis/photos/10158457317500630>

**VIETE, ČO JE NA MOJOM PONDELKU NAJŤAŽŠIE?** *Šéfovo spochybňovanie, či ako matka zvládnem manažérsku prácu.*

(Published on Facebook, on 02.11.2020) <https://www.facebook.com/nadaciapontis/photos/10158462074440630>

**VIETE, ČO JE NA MOJOM PONDELKU NAJŤAŽŠIE?** *Poznámky kolegov na moju sexuálnu orientáciu.*

(Published on Facebook, on 09.11.2020) <https://www.facebook.com/nadaciapontis/photos/10158462668010630>

**3. DECEMBER** *Medzinárodný deň osôb so zdravotným znevýhodnením.*

(Published on Facebook, on 3.12.2020) <https://www.facebook.com/nadaciapontis/photos/10158563435105630>

**Postavme sa spoločne predsudkom na pracovisku** (Published on Facebook, on 22.10.2020)

<https://www.facebook.com/Strediskopreludskeprava/photos/1231008810583614>



**Vykročte do pondelka tou správnou nohou** (Published on Facebook, on 26.10.2020)

<https://www.facebook.com/Strediskopreludskeprava/photos/1234472980237197>

**SÚŤAŽ O PONOŽKY OD Fusakle.sk - #zapeknépondelky** (Published on Facebook, on 26.10.2020)

<https://www.facebook.com/Strediskopreludskeprava/photos/1234739066877255>

**VIETE, ČO JE NA MOJOM PONDELKU NAJŤAŽŠIE?** *Šéfovo spochybňovanie, či ako matka zvládnem manažérsku prácu.*

(Published on Facebook, on 9.11.2020) <https://www.facebook.com/Strediskopreludskeprava/photos/1246918222326006>

**VIETE, ČO JE NA MOJOM PONDELKU NAJŤAŽŠIE?** *Poznámky kolegov na moju sexuálnu orientáciu.*

(Published on Facebook, on 16.11.2020) <https://www.facebook.com/Strediskopreludskeprava/photos/1246928198991675>

**VIETE, ČO JE NA MOJOM PONDELKU NAJŤAŽŠIE?** *Pohľady kolegov kvôli môjmu zdravotnému znevýhodneniu.*

(Published on Facebook, on 23.11.2020) <https://www.facebook.com/Strediskopreludskeprava/photos/1246931205658041>

**Pondelky bývajú ťažké pre každého z nás** (Published on Facebook, on 2.11.2020)

<https://www.facebook.com/Strediskopreludskeprava/posts/1240677239616771>

**Krok k lepším pondelkom** s ponožkami, ktoré podporujú diverzitu na pracovisku (**fusakle.sk**)

(Published on Facebook, on 25.10.2020) <https://www.facebook.com/nadaciapontis/posts/10158469958680630>



## LinkedIn:

**Pracujúce mamy: Firmám chýba pohľad na ženy ako profesionálky** (Published on LinkedIn in February 2021)

<https://www.linkedin.com/feed/update/urn:li:activity:6764491107557486592>

**3. DECEMBER** *Medzinárodný deň osôb so zdravotným znevýhodnením.* (Published on LinkedIn in December 2020)

<https://www.linkedin.com/feed/update/urn:li:activity:6740311404592566272>

**Viete, čo robí pondelky naozaj ťažkými? Predsudky na pracovisku.** (Published on LinkedIn in November 2020)

<https://www.linkedin.com/feed/update/urn:li:activity:6723879827234951168>

## Instagram – Pontis Foundation:

**Viete čo robí naozaj ťažkými? Predsudky na pracovisku.** (Published on Instagram, on 19.10.2020)

[https://www.instagram.com/p/CGhJ8SAHLcE/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CGhJ8SAHLcE/?utm_source=ig_web_copy_link)

**Pondelky sú ťažké.** 🧐 – o ľuďoch so zdravotným postihnutím (Published on Instagram, on 19.10.2020)

[https://www.instagram.com/p/CGhjZ0QnRYS/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CGhjZ0QnRYS/?utm_source=ig_web_copy_link)

**Pondelky sú ťažké.** 🧐 – ženy často čelia diskriminácii, pokiaľ ide o povýšenie... (Published on Instagram, on 19.10.2020)

[https://www.instagram.com/p/CGhjdCn5dP/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CGhjdCn5dP/?utm_source=ig_web_copy_link)



**Pondelky sú ťažké. 🙄** – šikana zo strany zamestnávateľa... (Published on Instagram, on 19.10.2020)

[https://www.instagram.com/p/CGhjb-nYrm/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CGhjb-nYrm/?utm_source=ig_web_copy_link)

**Instagram – Stredisko pre ľudské práva:**

**Viete čo robí naozaj ťažkými? Predsudky na pracovisku.** (Published on Instagram, on 19.10.2020)

[https://www.instagram.com/p/CGhNW01nW\\_c/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CGhNW01nW_c/?utm_source=ig_web_copy_link)

**VYKROČTE DO PONDELKA TOU SPRÁVNOU NOHOU** (Published on Instagram, on 26.10.2020)

[https://www.instagram.com/p/CGzRvHMnbpe/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CGzRvHMnbpe/?utm_source=ig_web_copy_link)

**Pondelky sú ťažké. 🙄** – ženy často čelia diskriminácii, pokiaľ ide o povýšenie... (Published on Instagram, on 19.10.2020)

[https://www.instagram.com/p/CG2DJMnn5oS/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CG2DJMnn5oS/?utm_source=ig_web_copy_link)

**Vypočujte si informácie o kampani ♡Za pekné pondelky♡** od [@nadaciapontis](#) a [@snslp\\_snchr](#), ktoré zazneli v

**Rádiožurnáli Rádia Slovensko** ([@rtvs\\_official](#)) [#zapeknepondelky](#) (Published on Instagram, on 2.11.2020)

[https://www.instagram.com/tv/CHGBgZtnJmz/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/tv/CHGBgZtnJmz/?utm_source=ig_web_copy_link)





In order for the publicity of the project to be relevant and the results of the campaign to be meaningful also within the project, statistics were made that reflect the results of individual communication tools of the campaign and confirm its high success. The overall idea of the campaign was also disseminated through blogs, articles and participation in discussions.

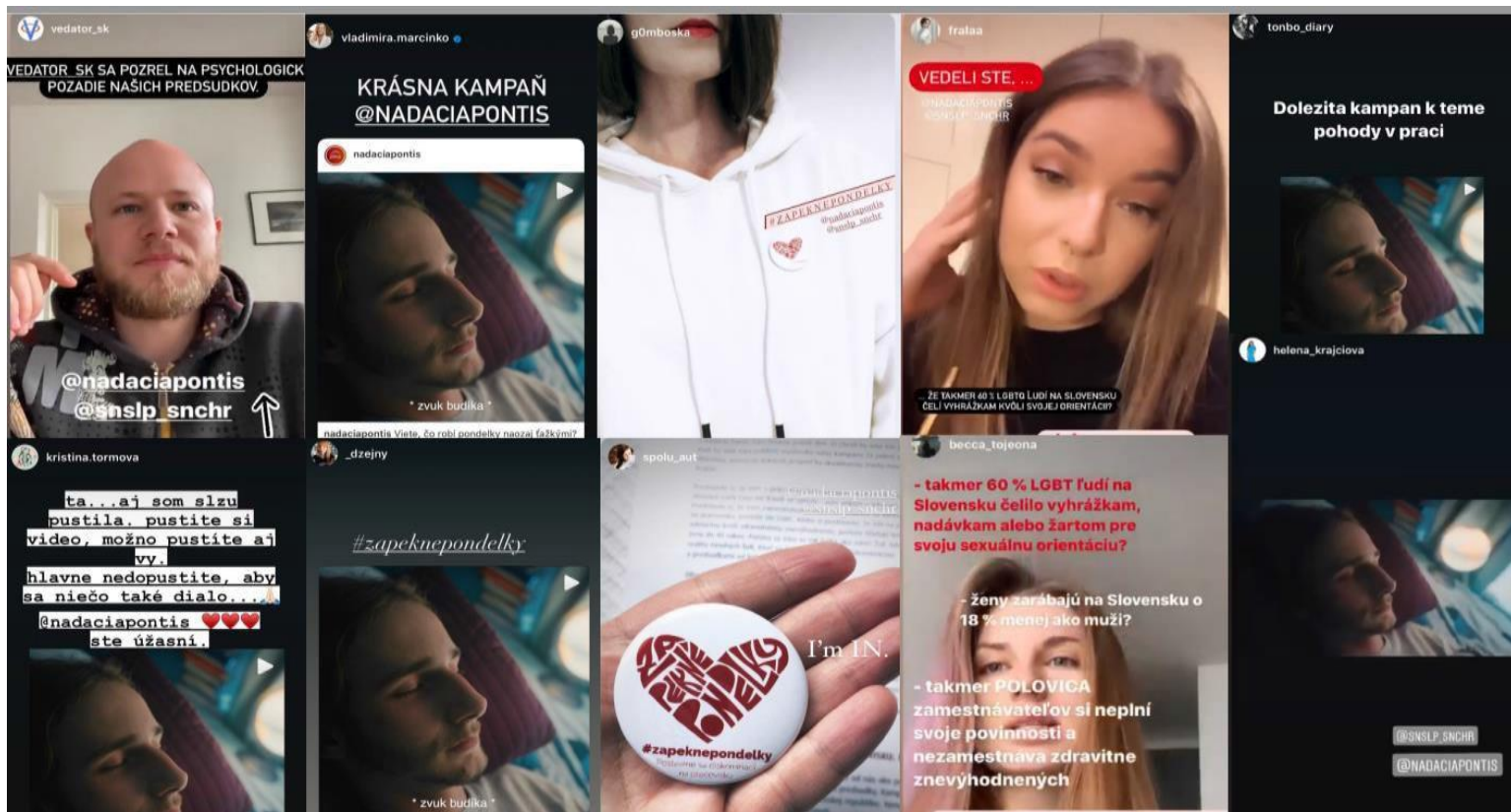
### Campaign results:

The campaign generated almost 4 million ad impressions. A unique hit by 847,227 people on Facebook and Instagram.

Youtube achieved a total of 548,312 video views.

There were 540,256 views of campaign posts on Instagram.

The campaign is spontaneously shared by people on Instagram, the mention of the campaign appeared in more than 100 Instagram Stories.





## Facebook tags from organizations / individuals:

**Divé maky – 30. Novembra 2020** <https://www.facebook.com/divemaky/photos/a.673837239307248/3764168766940731/>

**Andrea Bučková – splnomocnenkyňa vlády SR pre rómske komunity – 23. Novembra 2020**

<https://www.facebook.com/andreabuckovaRK/photos/a.109223537404213/199110758415490/>

**Ondrej Prostredník – *Ako pomôcť ľuďom, aby sa prestali báť akosti svojich kolegýň a kolegov?* – 23. Novembra 2020**

<https://www.facebook.com/photo?fbid=1906015139540109&set=a.120771044731203>

**Toto je rovnosť – 16. Novembra 2020**

<https://www.facebook.com/TotoJeRovnost/photos/a.362688481165260/855059871928116/>





## International Day of Persons with Disabilities:

**Facebook:** <https://www.facebook.com/nadaciapontis/posts/10158563436115630>

Impact of the contribution: 2 147 people

60 interactions

7 click on the post

**LinkedIn:** <https://www.linkedin.com/feed/update/urn:li:activity:6740311404592566272>

604 views

13 reactions

7 click on the post



## Working mothers - interview:

**Facebook:** <https://www.facebook.com/nadaciapontis/posts/10158725520675630>

Impact of the contribution: 1 267 people

44 interactions

53 click on the post

**LinkedIn – Pontis Foundation:** <https://www.linkedin.com/feed/update/urn:li:activity:6764491107557486592>

995 views

27 reactions

57 click on the post

**LinkedIn – Business Leaders Forum:** <https://www.linkedin.com/feed/update/urn:li:activity:6767010059881865216>

570 views

16 reactions

17 click on the post



## LGBT actors and actresses in Germany:

**Facebook:** <https://www.facebook.com/nadaciapontis/photos/a.10150401673030630/10158746917730630/>

Impact of the contribution: 1998 people

33 interactions

40 click on the post

**LinkedIn:** <https://www.linkedin.com/feed/update/urn:li:activity:676488482323323008>

164 views

8 reactions

30 click on the post



## List of attachments

1. Communication strategy

# COMMUNICATION STRATEGY



Promoting Diversity and Non-Discrimination  
in Slovakia



SLOVENSKÉ NÁRODNÉ  
STREDISKO  
PRE ĽUDSKÉ PRÁVA



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## Introduction

This communication strategy aims to ensure proper and effective communication in regard to the basic ideas and goals of the following project: *Podpora diverzity a nediskriminácie na Slovensku* (Supporting Diversity and Non-Discrimination in Slovakia), acronym: PRODISLO, grant agreement number: 881896 (hereinafter referred to as “Project”), which is financed by the European Commission as part of the Rights, Equality and Citizenship Programme. This communication strategy relates exclusively to that part of the Project whose main goal is increasing awareness about workplace diversity and non-discrimination, as well as actively contributing to the formation of an inclusive society in Slovakia, i.e. for Work Package 3 (WP3).

The Project will be implemented in 2020 and 2021 based on a partnership agreement between the Slovak National Centre for Human Rights (hereinafter referred to as the “Centre”), the Pontis Foundation and the Slovak Association of European Studies (hereinafter referred to as “SAES”). The communication strategy reflects the needs, requirements and ideas of the project partners. The project partners complement each other with their competence and experience, both of which are important for the complete and timely implementation of the Project.

First of all, it is particularly important to note that this material is being created during the COVID-19 pandemic, which first paralysed the world in March 2020 and continues to significantly affect any project strategies and goals that we had set before the pandemic. Therefore, it is exceedingly difficult to estimate whether and which activities/events can take place in person (offline). All decisions regarding the chosen type of activities/events will take into account the current pandemic situation and they will be made in line with the anti-pandemic measures adopted by the Slovak government. If the situation is unfavourable, planned offline activities will be moved online, while aiming to preserve their character in regard to both form and content.

- What is the Slovak National Centre for Human Rights?

The Centre is a domestic institution focusing on the protection and support of human rights. It serves as the national anti-discriminatory body and it was established by Act No. 308/1993 Coll. on the Establishment of the Slovak National Centre for Human Rights. For more than 25 years, the Centre has been monitoring and evaluating the observance of human rights and basic freedoms (including the principle of equal treatment) in Slovakia, communicating its findings to key stakeholders, as well as the general public, on both a national and international level. In line with its mandate, the Centre participates in the creation of national policies and laws; collects information and data; carries out research and surveys; provides education; and increases public awareness about human rights, basic freedoms, non-discrimination and tolerance. The Centre also provides free legal assistance to victims of discrimination (including representation in court), publishes expert opinions and carries out independent investigations in discrimination matters. The Centre cooperates with a wide range of subjects from the public sector and civil society both in Slovakia and abroad.

- What is the Pontis Foundation?

The Pontis Foundation is a non-governmental organisation established in 1997. It focuses on connecting companies, civil society organisations, state institutions, communities and individuals with the goal of achieving positive change in education, corporate social responsibility, as well as the fights against corruption and poverty. The organisation's long-term goal is inspiring companies to conduct business responsibly and transparently, building a fair approach towards their employees, customers, suppliers, community and the environment. Since 2004, the Pontis Foundation has been the administrator of Business Leaders Forum – an informal association of companies that have made a commitment to be leading promoters of corporate social responsibility in Slovakia. Since 2017, Business Leaders Forum has had the Slovak Diversity Charter as one of its activities. By signing the charter, companies, public institutions and civil society organisations commit to respecting and observing diversity, while also supporting an inclusive work environment.

- What is the Slovak Association of European Studies?

Established in 1999, SAES is one of the oldest civic associations supporting European education and integration in Slovakia. Originally it was established at Comenius University in Bratislava, but it has since become an independent entity. Since its formation, it has been a member of the Community Studies Association. In cooperation with the European Commission's Directorate-General for Education, Youth, Sport and Culture, it has been helping organise Jean Monnet Actions under the Erasmus+ programme, co-organising the annual Jean Monnet Conference. SAES also carries out a wide range of projects and activities focusing on strengthening and facilitating cooperation between universities and research institutes with the goal of supporting European integration and spreading information about the European Union.

The Centre contributes to the Project's awareness-raising activities through its state-of-the-art experience with designing educational programmes and building capacity in non-discrimination and equality. The Pontis Foundation brings its valuable experience with diversity and inclusion matters, having worked with a wide range of subjects, especially employers. SAES is responsible for communicating the Project – both as a whole and as individual activities – to the academic world, research institutions and public bodies. As a result, the project activities help engage the academic world, companies/employers and the government in a discussion about non-discrimination and diversity matters.

The starting points for this communication strategy include knowledge about the current state of workplace diversity and non-discrimination in Slovakia and value-based communication. The strategy focuses on promoting an inclusive work environment and non-discrimination, using stories from specific target groups as a framework. Key sources that were used to create this communication strategy include *10 Keys to Effectively Communicating Human Rights*, a publication by the European Union Agency for Fundamental Rights, and *Framing Equality*, which was published by European Network of Equality Bodies.

This communication strategy ensures the following qualities in communication:



- *Continuity*, i.e. regular provision of information that is tied together through its content
- *Understandability* of the communicated information for the target groups by carefully selecting specific forms of communication
- *Usefulness* of the communicated information by selecting information that is value-based and important for society
- *Sustainability*, i.e. making sure that the information can also be used in the future by the project partners and other stakeholders

A leading role in the communication process setup is played by the advertising agency responsible for developing the strategy and the online campaign concept. It acts as the main provider of information to specific target groups. Another entity with an important role in the communication process is the Pontis Foundation, responsible for the design and implementation of offline events that complement the online campaign.

The communication strategy is purposely tailored to the information needs of the individual target groups, and the selected communication tools should ensure that the results and effects of the chosen communication activities are measurable. Throughout the implementation of the communication strategy, the project partners follow the principles of inclusion, diversity, pluralism and equality, which are also the basic principles of their activity.

## 1. Background

The following sections analyse the background of the Project's communication strategy by including a general background and a SWOT analysis of internal and external factors that can impact the implementation of parts of WP3.

### 1.1 General background

Despite the increasing diversity of Slovak society, we often witness prejudice and intolerance. According to a survey conducted by PwC Slovakia, 97% of the companies responding to the survey consider diversity and inclusion to be part of their company values. However, more than half (55%) primarily see these topics as a marketing tool that strengthens their position on the labour market. This is also confirmed by the PayLab Diversity Study, according to which 44% of Slovak employees do not have any experience with workplace diversity. If they do have this experience, it is usually based on contact with mothers with small children, older people or foreigners. While mothers and older people in the workplace are met with a positive response, members of the LGBTI community, people with disabilities and people from ethnic minorities are seen in a negative light.

A national survey conducted by Iniciatíva Inakosť, an LGBTI-focused NGO, shows that 66% of respondents from LGBTI communities are afraid to go to work and 36% of respondents have had negative experiences in the workplace in connection with their sexual identity. While employers from multinational corporations have experience with the implementation of several measures aimed at increasing the workplace inclusion of employees from LGBTI communities, regional and local employers do not have sufficient experience with adapting the workplace to the needs of these employees. These shortcomings include a lack of recruiting policies that promote non-discrimination and the fight against prejudice. Events organised by LGBTI communities mostly receive support in large cities. However, there are still noticeable shortcomings if we look at the implementation of measures aimed at systematically communicating relevant information about the inclusion of LGBTI employees to other employees – communication that would focus on inclusive language and the protection of privacy.

When it comes to people with disabilities, many employers in Slovakia fail to meet their obligations as they simply do not employ any. Instead, they prefer various forms of facultative compensation. According to the Institute for Labour and Family Research, more than half of all employers who employ people with disabilities base their decision on the type or degree of the candidate's disability. Employers do not know how to create work opportunities for people with disabilities and they often associate this decision with high costs and other difficulties. The needs of people with disabilities in an employment and workplace inclusion context include measures aimed at preventing and eliminating employer prejudice (for instance by communicating how simple it is to adapt the workplace to people with disabilities), as well as sharing best practices and innovative ideas.

Another alarming situation can be seen when looking at Roma unemployment. In 2017, as much as 28% of all unemployed people were Roma. The main barriers to employing and integrating the Roma in the workplace include long-term prejudice and

discrimination against this ethnic group in Slovakia. To a certain degree, the possibility of improving this situation is being influenced by a lack of tools that would enable employers to measure and evaluate their workplace diversity, as well as by a lack of employer policies aimed at preventing workplace discrimination. Social exclusion can have a dramatic impact on one's health and it can also place Roma communities at risk of poverty. The form of employing people from marginalised Roma communities depends on the type of company/employer. For larger employers and multinational corporations, the biggest hurdles in regard to employing Roma candidates include a lack of qualifications and work habits. In the case of small and medium-sized businesses, the main barriers include prejudice among the management and other employees. The needs of people from the Roma community in the context of employment and workplace inclusion include implementing measures that would fight prejudice and create inclusive employment policies, adapting trainings and education to the needs and qualifications of Roma employees, and improving the relationships between employers and Roma communities.

A diverse and non-discriminating work environment is crucial for all vulnerable groups. Diversity fosters a culture of mutual respect, trust and empathy that allows employees to be more innovative, creative and perform better when solving problems. It is also an effective tool for building good relationships with employees.

However, workplace diversity is just the first step. Another necessary element is striving to integrate everybody in the work team. Inclusion allows us to create a work environment that values diversity and understands it, one that is based on fairness, openness and trust. In a work environment like this, employees feel accepted, respected and they feel their voices are heard.

## 1.2 SWOT analysis

The communication SWOT analysis (*strengths, weaknesses, opportunities, threats*) evaluates the strengths and weaknesses of the internal environment of the Project. It also analyses the opportunities and threats of the external environment that may arise when implementing the communication strategy in practice.

INTERNAL FACTORS	Strengths	Weaknesses
	<ul style="list-style-type: none"> <li>→ Expertise in non-discrimination and diversity</li> <li>→ Experience with building strategic partnerships</li> <li>→ Cooperation with a renowned PR and communication agency</li> <li>→ The uniqueness of the project consortium</li> </ul>	<ul style="list-style-type: none"> <li>→ A lack of personal capacity, high workloads</li> <li>→ Significant changes in the management of key partners at the start of the Project's implementation</li> <li>→ A limited budget and a large number of rules governing the use of the available funds</li> </ul>
EXTERNAL FACTORS	Opportunities	Threats
	<ul style="list-style-type: none"> <li>→ Sparking off public debate on diversity and non-discrimination</li> <li>→ Increasing awareness among a wide range of key stakeholders in the fields of diversity and non-discrimination</li> <li>→ Improving the enforceability of employee rights</li> <li>→ Better integration of vulnerable groups into society</li> </ul>	<ul style="list-style-type: none"> <li>→ The way the topic of discrimination is viewed by society</li> <li>→ Low motivation/interest in the topic (the media, partner entities)</li> <li>→ A lack of trust among vulnerable groups towards the Project's members</li> <li>→ The spread of COVID-19</li> </ul>

## 2. Basic goals

The basic goals are divided into two groups: the goals of the Project and its selected part (WP3), and the goals of the communication strategy.

**The basic goal of the communication strategy** is facilitating the proper, timely and effective implementation of the WP3 part of the Project, meeting the basic goals of WP3 and ensuring the sustainability of project outputs.

The partial goals of the communication strategy include:

- Ensuring unified communication both online and offline
- Using suitable communication tools and channels
- Using suitable and understandable language
- Ensuring the sustainability of communication activities
- Enabling the knowledge gained by implementing the project activities to be transferred within the European Union
- Ensuring a systematic approach to the implementation of WP3 and ensuring the sustainability of individual project outputs

**The basic goal of WP3** is to increase awareness about workplace diversity, non-discrimination and inclusion in Slovakia, with a focus on specific target groups.

The partial goals of WP3 include:

- Effectively supporting workplace diversity and non-discrimination
- Improving the accessibility of objective and true information about workplace diversity, non-discrimination and inclusion, thus contributing to sensitisation in society
- Gradually contributing to the development of an inclusive society in Slovakia
- Significantly increasing the number of supporters and signatories of the Slovak Diversity Charter
- Increasing awareness about the Slovak Diversity Charter and the Centre
- Preventing harmful employment practices that lead to the discrimination of selected vulnerable groups, namely women, LGBTI people, the Roma and people with disabilities.

### 3. Target groups

With the goal of ensuring that the Project's outputs are well-targeted and suitable and that the Project's implementation is effective, the communication strategy defines the selected target groups, i.e. groups of Slovak inhabitants to whom communication messages are delivered by implementing the WP3 activities.

The messages are communicated to the target groups in a suitable manner, in the right time, in a suitable environment and using effective communication tools and channels. The communication takes into account that the individual target groups have different information needs and interests, as well as different positions.

An overview of the target groups organised by their own experience with workplace diversity and non-discrimination:

Opponents of diversity and equal treatment	Silent opponents of diversity and equal treatment	Tolerant people	Proponents of diversity and equal treatment
• Oppose any diversity	• No experience with diversity	• Do not talk about their values	• Completely sensitised

Defining the two basic target groups:

Target group	Information delimitation
<b>Employees that make up a majority in the company</b>  <b>Employees from individual vulnerable groups and minorities</b>	The main focus on this target group is in the online environment, making use of common communication channels (e.g. media outlets, social media and video-sharing platforms) and tools (e.g. videos, podcasts, native articles and radio advertising). This target group is the recipient of our communication messages. Its members act as providers of communication messages only by sharing their own experience.
<b>Private employers (multinational, national, regional, local employers)</b>  <b>Employers from the public sector (national, regional and local)</b>	The main focus on this target group is in the offline environment, making use of common communication channels (e.g. communication within professional/trade chambers and associations) and corresponding communication tools (e.g. workshops, networking meetings). This target group is the recipient of our communication messages, as well as the provider of communication messages within employee structures.

## 4. Communication messages

The implementation of WP3 is based on communication with the selected target groups by means of fitting, understandable and simple messages. The defined communication messages are based on the desired state of society in regard to awareness about workplace diversity, non-discrimination and inclusion in Slovakia. The key messages are categorised according to the environment where they are communicated:

Key communication messages addressed to the target group of employees (online environment):

- Accept people as they are.
- It's great to be yourself at work.
- I like going to a workplace where being different is accepted.
- I can learn a lot from my colleagues who are "different".
- Discrimination is not good for anybody and it doesn't stand a chance in our workplace.

Key communication messages addressed to the target group of private and public employers (offline environment):

- Diverse people help our company succeed.
- Inclusion allows us to create an environment that is based on fairness, openness and trust.
- Diversity and equal treatment help us succeed.
- The values of inclusion and respect are part of our company culture.
- We prevent workplace misunderstandings and prejudice through dialogue.

## 5. Channels and tools for communication with the target groups

### 5.1 The online environment

The online environment will be the where the online communication campaign takes place – a set of activities carried out using a variety of communication channels and tools, with a focus on the needs of the employee target group and selected communication messages.

All online communication outputs will be labelled in line with the provisions of the relevant grant agreement, which regulates the visibility and promotion of the Project, as well as its financing using funds provided by the European Commission as part of the Rights, Equality and Citizenship Programme. The two main conditions for all communication outputs are as follows:

- 1.) Include the European Union logo on communication outputs.
- 2.) Include the following text: “This [name or description of the communication output] was financed through the European Union's Rights, Equality and Citizenship programme.”

### COMMUNICATION CAMPAIGN

The central communication element

Name:	<i>Za pekné pondelky</i> (lit. For Happy Mondays)
Responsible subject:	The Pontis Foundation
Duration:	10/2020–10/2021
Campaign start:	19 October 2020
Budget:	€23,304 (excluding VAT)
Creative concept:	The online campaign will draw attention to the issue of discrimination through a common personal experience that we all share.
Number of outputs:	48
Reach:	between 100,000 and 125,000 people

The online campaign is being created by an advertising agency selected through a properly organised call for bids. Qualities taken into account during selection included the agencies' creative capabilities and their ability to choose effective communication tools. The selected advertising agency has the following duties: understand the Centre's position as the national anti-discriminatory body and the Pontis Foundation's position as the administrator of the Slovak Diversity Charter, make use of its own expertise in planning online campaigns, propose graphic designs, propose a media plan, create content – all of which should be done with consideration for the target groups and the current sentiment in society. Since this is a sensitive topic, the advertising agency was provided with a theoretical background on the effective communication of human rights as prepared by the European Union Agency for Fundamental Rights.



### 5.1.1. Channels

#### Social media

The communication messages and all information about the communication campaign will primarily be disseminated through the social media accounts of the project partners, secondarily through the social media accounts of ambassadors and influencers participating in the communication campaign.

An overview of the social media accounts that will be used for the primary dissemination of the communication campaign's message:

<b>Slovak-language Facebook pages managed by the project partners</b>	
@Stredisko	2,572 followers on 5 October 2020
@nadaciapontis	15,199 followers on 5 October 2020
<b>Slovak-language Instagram accounts managed by the project partners</b>	
@SNSLP_SNCHR	384 followers on 5 October 2020
@nadaciapontis	1,712 followers on 5 October 2020
<b>Slovak-language LinkedIn profiles managed by the project partners</b>	
Slovenské národné stredisko pre ľudské práva [The Slovak National Centre for Human Rights]	81 followers on 5 October 2020
Nadácia Pontis/Pontis Foundation	2,122 followers on 5 October 2020

#### Platforms for sharing video content

Communication messages and videos produced as part of the communication campaign will be disseminated through the YouTube video-sharing platform, specifically using partner accounts of the Centre and the Pontis Foundation.

Organic sharing and views of the videos will be boosted through advertising purchased via Google Ads, maximising the reach of videos while maintaining cost-effectiveness.

#### Media

Communication messages will also be disseminated through online media outlets, primarily by means of guest appearances in podcasts and by publishing press releases, opinion pieces and articles. We will make use of mainstream media outlets, corporate magazines, lifestyle magazines and information agencies for this purpose.

In addition to the organic dissemination of communication messages through the above-mentioned campaign outputs, the campaign will also include radio advertising that will spread the campaign messages through short radio ads.

#### Influencers, ambassadors and opinion makers

In order to improve the visibility of the campaign and spread awareness about workplace non-discrimination and diversity, the project partners will reach out to influencers, ambassadors and opinion makers for cooperation

Influencers are personalities who have a large number of followers on selected social media platforms (more than 5,000 people). They are publicly known because of their activities in art, culture, sport or the production of online content. Influencers will be

selected based on their previous activities and attitudes towards non-discrimination and diversity, selecting both men and women, including members of vulnerable groups

Ambassadors are companies and entrepreneurs who are either Diversity Charter members or interested in Diversity Charter and CSR topics, agreeing to spread the campaign's communication messages among their employees or clients.

Opinion makers are personalities whose activities, opinions or attitudes influence public opinion in regard to important social topics, such as workplace non-discrimination and diversity. These personalities are publicly known and their activities directly or indirectly contribute to the support of workplace non-discrimination and diversity, or they have the power to positively affect public opinion by sharing their personal experience in this area. These personalities primarily include important politicians, mayors, public administration employees, representatives of NGOs or trade/professional chambers, as well as human rights activists. They differ from influencers in the fact that they are not actively and publicly present on social media.

### **5.1.2 Tools**

#### **Videos**

The communication campaign will include video spots that mainly focus on the negative impacts of the workplace discrimination and harassment of selected vulnerable groups. These will include the stories of three central characters from the selected vulnerable groups, presenting the negative consequences of workplace discrimination to the target groups. This will be achieved by showing everyday experience that people from the target groups will be able to relate to, for instance by illustrating how difficult it is to return to work and start a new work week after the weekend.

The selected vulnerable groups for these videos are members of LGBTI+ communities, people with disabilities and employed women with small children.

The content draws attention to workplace diversity and non-discrimination in a sensitive manner, taking into account that the content needs to be targeted, concise, understandable and captivating.

#### **Radio commercials**

This includes short informative commercials whose content will reflect the videos and which will be suitably adapted to the radio format.

#### **Website**

The online campaign and its supporting activities will make use of a website created for this specific purpose: [www.zapeknepondelky.sk](http://www.zapeknepondelky.sk). The website will be an effective and stable tool to strengthen the image of the communication campaign. It will serve as a hub for regularly updated information about the campaign, activities and related outcomes. The information is meant for all target groups and all project partners will participate in its publication. Not only will the website include general information about non-discrimination, but it will also provide specific information for employees and employers.

### **Social media posts**

Social media posts will be published in Slovak. Types of posts used during the campaign:

- (1) A teaser, which will provide preliminary information about the campaign's communication message
- (2) A manifesto, which will present individual communication messages and include the campaign visuals
- (3) Influencer posts, which will include their personal experience and attitudes in regard to non-discrimination
- (4) Posts that will include the personal experience and attitudes of members of vulnerable groups
- (5) General posts promoting the online campaign's communication outputs

### **Campaign visuals**

The campaign visuals will reflect the content of video spots, showing the videos' central characters from selected vulnerable groups. The purpose of the visuals will be to visualise the stories and experience with discrimination and a lack of diversity in the workplace, which is something the selected vulnerable groups already do or may experience in Slovak workplaces.

### **Podcasts/video conversations**

We will inform the public about diversity, non-discrimination and employer best practices through podcasts or video discussions (either self-produced or as guests in podcasts and video-based shows). In podcasts, special focus will be placed on supporting and spreading best practices, as well as presenting employers who actively prevent discrimination and promote workplace diversity.

### **Articles, opinion pieces and blogs**

Short outputs prepared in a variety of formats will include articles, opinion pieces and blogs. These will be published on the Project's website, the project partners' websites, external blogs and in media outlets. The purpose of these outputs will be to present partial topics connected with workplace diversity and discrimination, focusing on the benefits of workplace diversity for the individual target groups and the importance of anti-discrimination in the workplace. There will also be a focus on the presentation of best practices and the needs of the individual vulnerable groups.

## **5.2 The offline environment**

In the offline environment, we will primarily organise events focusing on the employer target group. These events will be organised via the Slovak Diversity Charter and they will take on a variety of formats.

All offline events will be labelled in line with the provisions of the relevant grant agreement, which regulates the visibility and promotion of the Project, as well as its financing using funds provided by the European Commission as part of the Rights, Equality and Citizenship Programme. The two main conditions for all communication outputs are as follows:

- 1.) Include the European Union logo on communication outputs.
- 2.) Include the following text: “This [name or description of the communication output] was financed through the European Union's Rights, Equality and Citizenship programme.”

## **EVENTS AND NETWORKING**

*A complementary communication element*

Responsible subject:	The Pontis Foundation
Duration:	4/2020–10/2021
Start:	1 April 2020
Budget:	€16,177
Number of outputs:	9
Reach:	350–400 attendees

### **Diversity Day**

Slovakia celebrates Diversity Day on 30 May (the anniversary of the Slovak Diversity Charter's formation). As part of its mandate as the administrator of the Slovak Diversity Charter, the Pontis Foundation primarily promotes this celebration among its signatories, but any employer in Slovakia is invited to celebrate. The purpose of this day is to celebrate and draw attention to the importance of diversity, inclusion and tolerance in the workplace. The purpose of these celebrations is for employers to promote the relevant communication messages among their employees. Every year, workplace celebrations of Diversity Day are complemented by a practical workshop that takes place in April, giving employers the opportunity to inform or increase their capacity in supporting workplace diversity, inclusion and non-discrimination in the form of awareness-raising activities for employees. This practical workshop results in a manual for employers – a catalogue with suggestions for activities they can use to celebrate Diversity Day.

### **Employer meetings, networking and sharing best practices**

The communication campaign will also include meetings between employers and other stakeholders who are either members of the Slovak Diversity Charter or they are interested in joining. The purpose of these meetings is to increase employer capacity in regard to supporting workplace diversity, inclusion and non-discrimination, supporting the sharing of best practices and creating partnerships, the ultimate goal of which is to improve the level of workplace tolerance and inclusion. Individual meetings and events focus on specific topics and they always have a suitable format. The main topics of these meetings include the following: women in business, effective inclusion of vulnerable groups, LGBTI+ communities in the workplace, best practices in recruiting. The basic format for these events is either workshops or seminars. If needed, events are also organised in the form of a business breakfast.

### **Via Bona Slovakia 2020**

Via Bona Slovakia is a corporate social responsibility award. Every year, the Pontis Foundation announces the winners at an award ceremony. At the 21st edition of Via Bona Slovakia, awards will be presented in seven categories, including the Excellent Employer category, which highlights projects and activities that focus on creating the

best possible work environment for various groups of employees, regardless of their age, gender, sexual orientation, nationality, ethnicity, health disability, social disadvantage and other factors. The purpose of the award is to draw attention to inspirational CSR and corporate philanthropy projects, while also spreading best practices and innovations in these areas.

## 6. Schedule for the execution of the communication strategy

The execution of the communication strategy will be systematically scheduled throughout the whole two-year period of 2020–2021.

Schedule of outputs and events	Execution
Diversity Day 2020 workshop	2 April 2020
Catalogue (manual) with tips on how to celebrate Diversity Day	30 April 2020
Diversity Day 2020	28 May 2020
Online communication campaign	19 October 2020 to 19 October 2021
Launching the <a href="http://www.zapeknepondelky.sk">www.zapeknepondelky.sk</a> website	19 October 2020
Supporting the online communication campaign on social media – partners, ambassadors	19 October 2020 to 19 October 2021
A meeting focusing on the “Effective Inclusion of Vulnerable Groups”	30 November 2020
A meeting focusing on “Sharing Best Practices in Recruitment”	8 March 2021
Diversity Day 2021 workshop	6 April 2021
Catalogue (manual) with tips on how to celebrate Diversity Day	30 April 2021
A meeting focusing on “Women in Business”	10 May 2021
Diversity Day 2021	31 May 2021
A meeting focusing on “LGBTI Communities in the Workplace”	June/July 2021
Via Bona Slovakia 2020	September 2021

## **7. Monitoring and evaluation the implementation of the communication strategy**

An important condition for the successful implementation of the communication strategy is to continuously follow-up and evaluate the carried-out communication activities. All communication activities are monitored and evaluated in line with the defined qualitative and quantitative indicators.

Online communication activities are evaluated based on the following:

- The number of views of posts/videos on social media and video-sharing platforms
- The number of interactions with social media posts
- The number of mentions in the media
- The target group's feedback on the online campaign

Offline communication activities are evaluated based on the following:

- The number of attendees
- The number of media outputs about the events
- Feedback from event attendees
- The number of appearances at professional events
- The number of subjects that are using and requesting information

Data will be collected using the analytical tools on Facebook, Instagram and LinkedIn, as well as the YouTube video-sharing platform. Media outputs will be monitored using a media monitoring tool from an external provider. The numbers of event attendees will be determined from the attendance sheets. Qualitative data will be collected through feedback forms. The findings will be included in both the interim and the final report.