



Citi Foundation



# End of Project Update February 2023

# Ascend Parameters

5 Countries: Bulgaria, Czechia, Hungary, Romania and Slovakia

3 Pillars:

1. Communications

2. EU-level and international policies and programs

3. Youth leadership and opportunities

12 Months: Jan 2022 to Jan 2023

250 000 USD



# Program Summary

Capacity building of disabled people's associations members of the European Disability Forum across CEE in the areas of strengthening **communication** with members and individuals, accessibility of **EU-level international policies and programs** and **youth leadership and opportunities**.



# Ascend in numbers

Regranted to countries: 118 000 USD  
Average training hours: 24.5

## Research

- 72298 words
- 231 pages
- 358 respondents



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# Ascend reach

714 people reached with in person activities

404 people trained

80% of the women reached are persons with disabilities (n=307/385)

85% of the men reached are persons with disabilities (n=281/329)

95% of the youth reached are persons with disabilities (n=390/411)

82% of the people reached are people with disabilities (n=588/714)

55% of the people reached are youth with disabilities (n=390/714)

54% of the people reached were women (n=385/714)

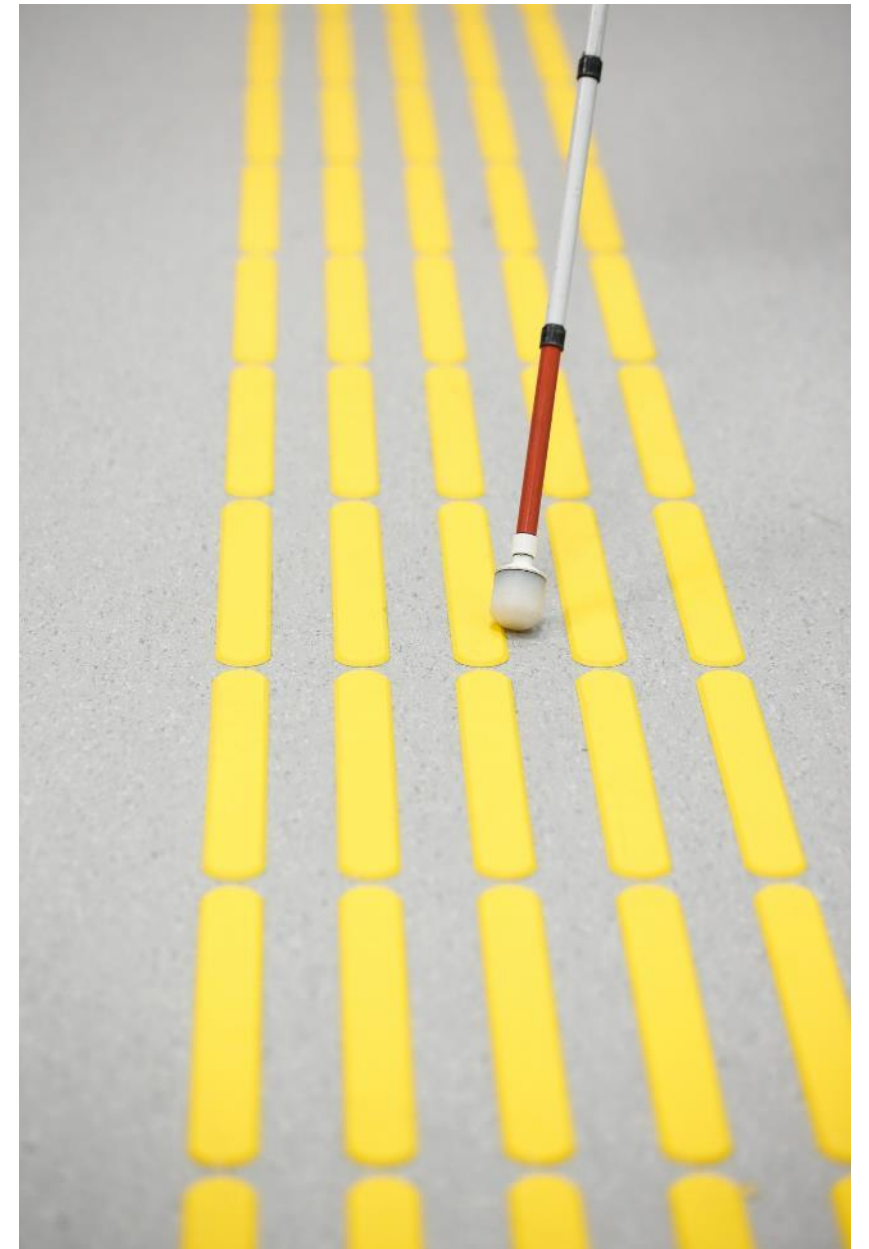


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# Indicators

Indicator	Commitment	End of Project
Workshop training participants	30 youth, 120 non-youth	141 youth, 263 non-youth, 404 in total
OPDs benefit from support	5	5
Women participants	50% women	54% women
Training hours for young people	20 training hours	24,5 hours average



# Country Projects

	Social media	Website	Comms	Training	Youth Outreach	Translations	Research	Advocacy
Bulgaria	✓	✓	✓	✓✓	✓	✓		
Czechia	✓			✓	✓			✓
Hungary				✓✓	✓✓	✓	✓	
Romania							✓✓✓	✓
Slovakia	✓	✓	✓✓	✓✓	✓	✓	✓	

# Program visibility

- ✓ 1 centralised dedicated webpage (1036 views)
- ✓ 8 blog posts
- ✓ The EDF only website based comms alone generated over 600 clicks and downloads
- ✓ Our LinkedIn reach alone was 7765 impressions



- ✓ 19 Events
- ✓ 91 Social media posts
- ✓ 24 Facebook
- ✓ 22 Web articles
- ✓ 10 Newsletters
- ✓ 9 LinkedIn
- ✓ 5 Tweets
- ✓ 8 YouTube



# 1. Strengthening communication with members and individuals

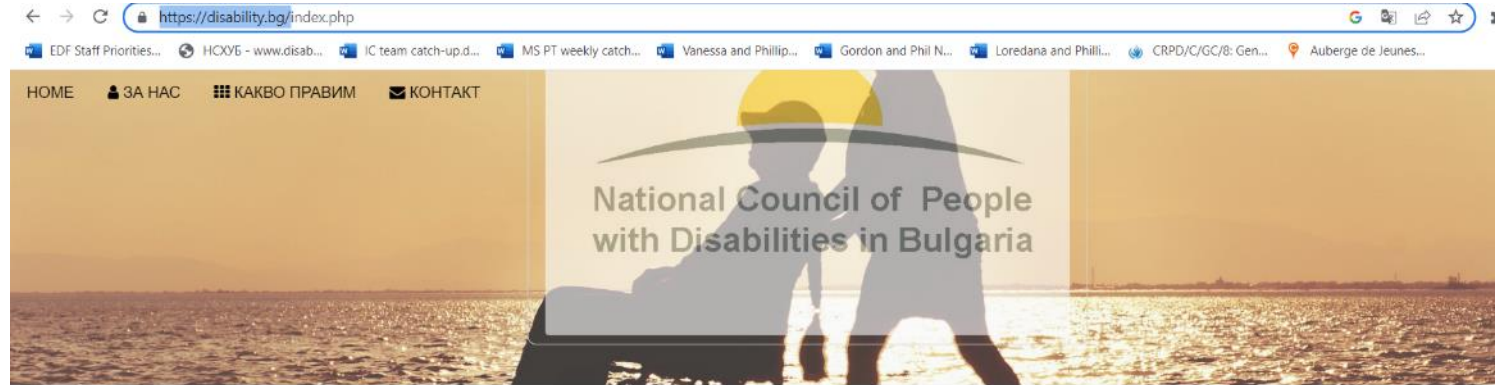
- Communications analysis
- Country designed response: unique needs and different learning curves
- Learning whilst doing and trainings: branding, logo development, newsletter writing, new websites, hosting accessible meetings, social media, communications strategy and plans, accessible documents etc.



# Slovakia: Communications



# Bulgaria: Communications



A screenshot of the 'Trainings' page on the disability.bg website. The browser's address bar shows 'disability.bg/training.php'. The page has a navigation menu with 'HOME', 'ABOUT US', 'WHAT ARE WE DOING', and 'CONTACT'. The main heading is 'Trainings'. Below it, there is a paragraph: 'Within the framework of the "Rise" - 2022 project, managed by the European Forum of People with Disabilities and financed by the City of Sofia, Bulgaria organized and conducted 3 trainings: 1. Building communication capacity'. A section titled 'Development of information materials Dates: 19-21.09.2022' follows, with a 'Download files:' section containing links for 'VIDEO - 19.09.2022 - Before noon', 'VIDEO - 19.09.2022 - Afternoon', 'VIDEO - 20.09.2022 - Before noon', 'VIDEO - 20/09/2022 - Afternoon', 'VIDEO - 21.09.2022', 'TRAINING-1 PROGRAM', and 'DAY-1 TOPIC-1'. The Windows taskbar at the bottom shows the date as 6°C and 'Meest bewolkt'.

## КОИ СМЕ НИЕ

*Национален съвет на хората с увреждания в България*



**Национален съвет на хората с увреждания в България (НСХУБ)** е неправителствена организация, в която членуват 10 национално представителни сдружения в България на и за хората със специфични възможности.

**НСХУБ** представлява интересите на над 150 хиляди на хора с увреждания в България.

<https://disability.bg/>

# Bulgaria: Communications



19 септември следобед

## Използване на хаштаг с CamelCase

Името произлиза от гърбицата или гърбиците, които изглежда се появяват във всеки хаштаг с CamelCase.

- Изписване с главна първа буква всяка дума в хаштаг.
- Не малки букви **#accessiblesocialmedia**
- Да CamelCase **#AccessibleSocialMedia**
- Като се изписва с главна първа буква всяка дума, **#AccessibleSocialMedia** се получават три думи вместо една.




- Strategic comms for OPDs
- Accessible documents
- Public Relations
- Conducting interviews
- Writing press releases
- Public speeches
- Websites
- Writing
- Media relations




19 септември следобед

## Стил: заглавия и шрифтове



- Стиловете в програмата Word съдържат предварително конфигурирани заглавия, разбираеми от помощните технологии
- Опознайте шрифтовете си: вижте раздела за социални медии по-горе



## 2) Capacity building in EU and international policies and programmes

- Trainings on
  - Access and use of EU and international policies and programmes is crucial for attaining fulfilment of rights.
  - Lack of resources in the national languages and lack of knowledge of members on key issues
  - CRPD
  - the UN Convention on Elimination of All Forms of Discrimination Against Women (CEDAW)
  - EU funding programmes
  - EU exchange programmes
- Translation and translation capacity
- FAQs, Glossaries etc

# Bulgaria: Trainings

## Powerpoints

[EDF Ascend Accessible Communication](#)

[EDF Ascend Lobbying in the EU](#)

[EDF Ascend Your Rights in the EU](#)

[EDF Ascend CRPD Equality Intersectionality](#)

[EDF Ascend Funding for Youth Activities in the EU](#)

[EDF Ascend ABC of Fundraising](#)

[EDF Ascend Youth Engagement](#)

[EDF Ascend Introduction to Strategic Communications for DPOs](#)

[EDF Ascend Overview of the EU Disability Rights Strategy](#)

## Toolkits

[1 Toolkit How to make Accessible Word Documents](#)

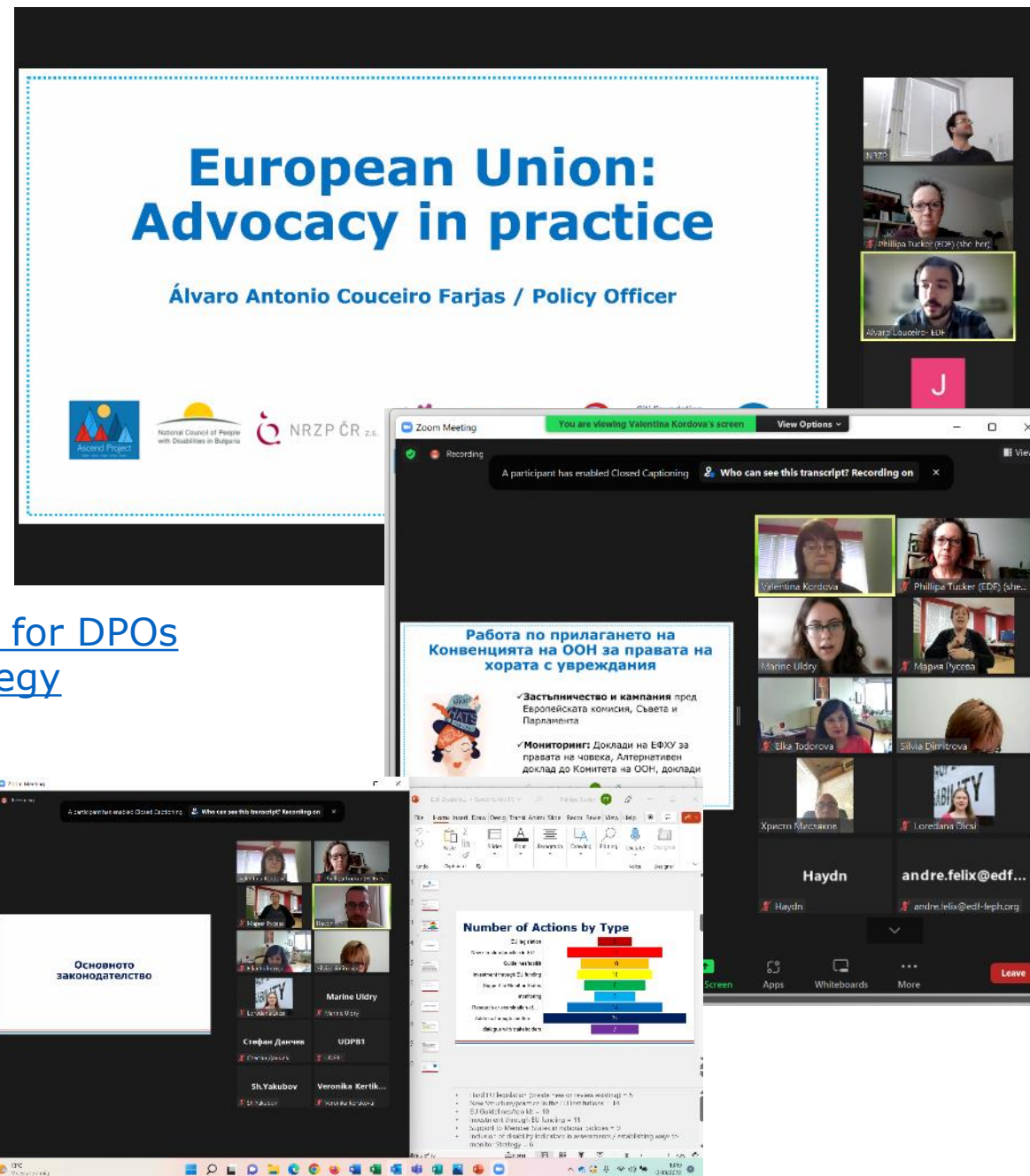
[2 Toolkit How to make Accessible PowerPoints](#)

[3 Toolkit How to make Accessible Social Media](#)

[4 Toolkit How to make Accessible Meetings](#)

[5 Toolkit How to make Accessible Videos](#)

[6 Toolkit How to make Accessible websites](#)



# Hungary: Trainings

Érdekvégyesítés

Erasmus+

Jogaid az oktatásban

Hogyan képviseljük érdekeinket hazai és nemzetközi szinten?

Konferencia szekcióbeszélgetésekkel fogyatékossgal élő fiatalok, érdekvédők, aktivisták számára

2022.11.30. 15:00-18:15  
1051 Budapest, Nádor u. 15.

Esélyegyenlőség



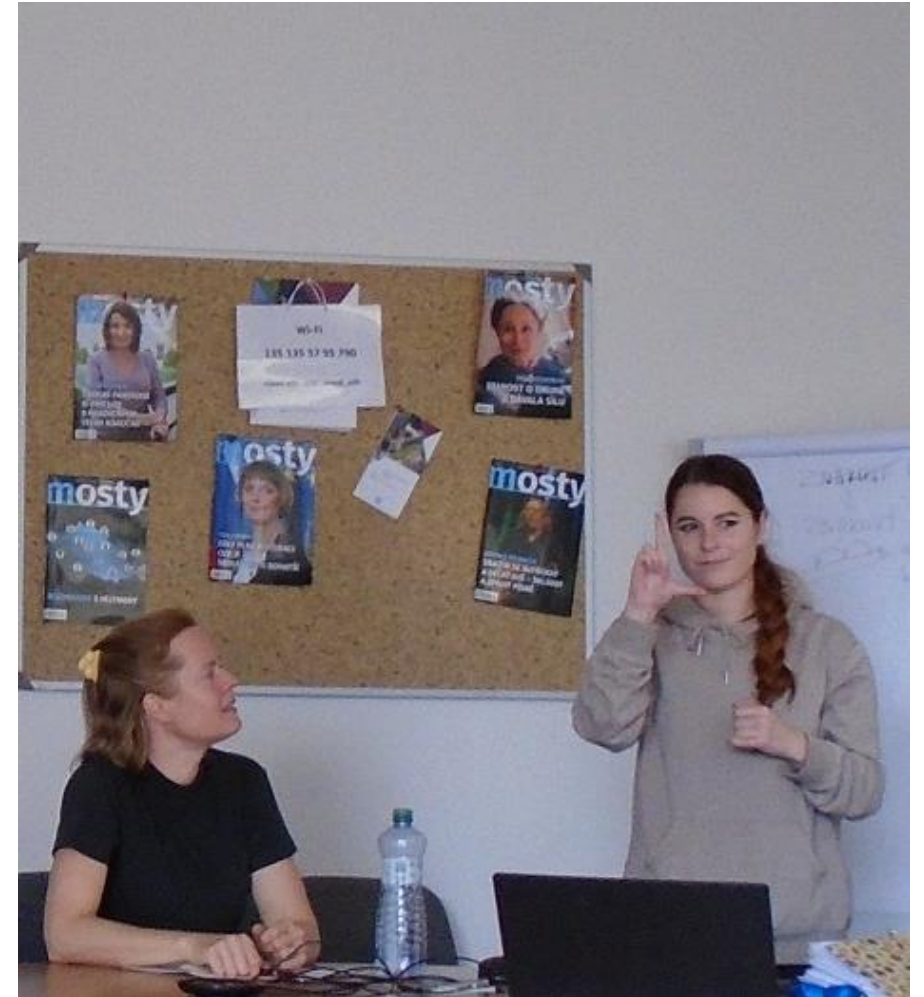
1. Our rights in the EU – Failures in domestic law
2. Transport for all - opportunities for advocacy
3. Women's rights and the UN - individual cases
4. The UN Commission and disability – Shadow Reports



# Czechia: Trainings



1. Sign language
2. EU legislation and Institutions
3. Youth with Disabilities
4. Communications with Persons with Disabilities





# 3) Capacity building in the field of youth leadership and opportunities

- In-country analysis of youth living with disabilities needs
- Greater awareness and engagement with European exchange programmes accessible to youth with disabilities for example: ERASMUS, Solidarity Corps, Youth Guarantee
- Networking event with youth representatives in autumn 2022: in partnership with the European Parliament or the European Economic and Social Committee.

# Networking event: LevelUp

- Bringing 12 youths (and assistants) to BXLS
- Youth Voice Blogs x 6



## Level Up! Accelerating change

October 28, 2022  
October 29, 2022

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European Parliament  
Brussels, Belgium

**LEVEL UP!**  
ACCELERATING  
CHANGE





**Hristina Nacheva, Bulgaria**

“The workshops were structured in interesting, engaging ways and would benefit many of the participants and be able to apply what they learn.

Also interesting were the presentations of new technologies that are quite used by young people and can be applied in areas where their use is not so widespread.”





Dávid Aranyos, Hungary

[Read Dávid's story on EDF's blog](#)



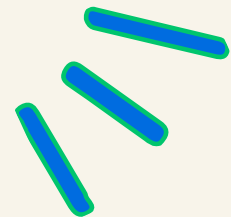
“We talked about how to work with politicians. I shared my experience when we worked with the United Nations (UN). When we represented persons with disabilities from Hungary. We learned about how to organize a conference for everyone.”





**Michal Homola, Slovakia**

“All the practical skills (learned at LevelUp) can help us, the disabled people, to be able to better advocate for ourselves in the communication with various stakeholders and policy makers. For me is this a strong impulse to become more active in this field. I was able to realize what potential we have, despite our disabilities or special needs. And got motivated to use it more than I was doing it before.”



# Romania: Research and Advocacy

Expert Group: stakeholders from govt, OPDs,  
academia

Focus Groups x5

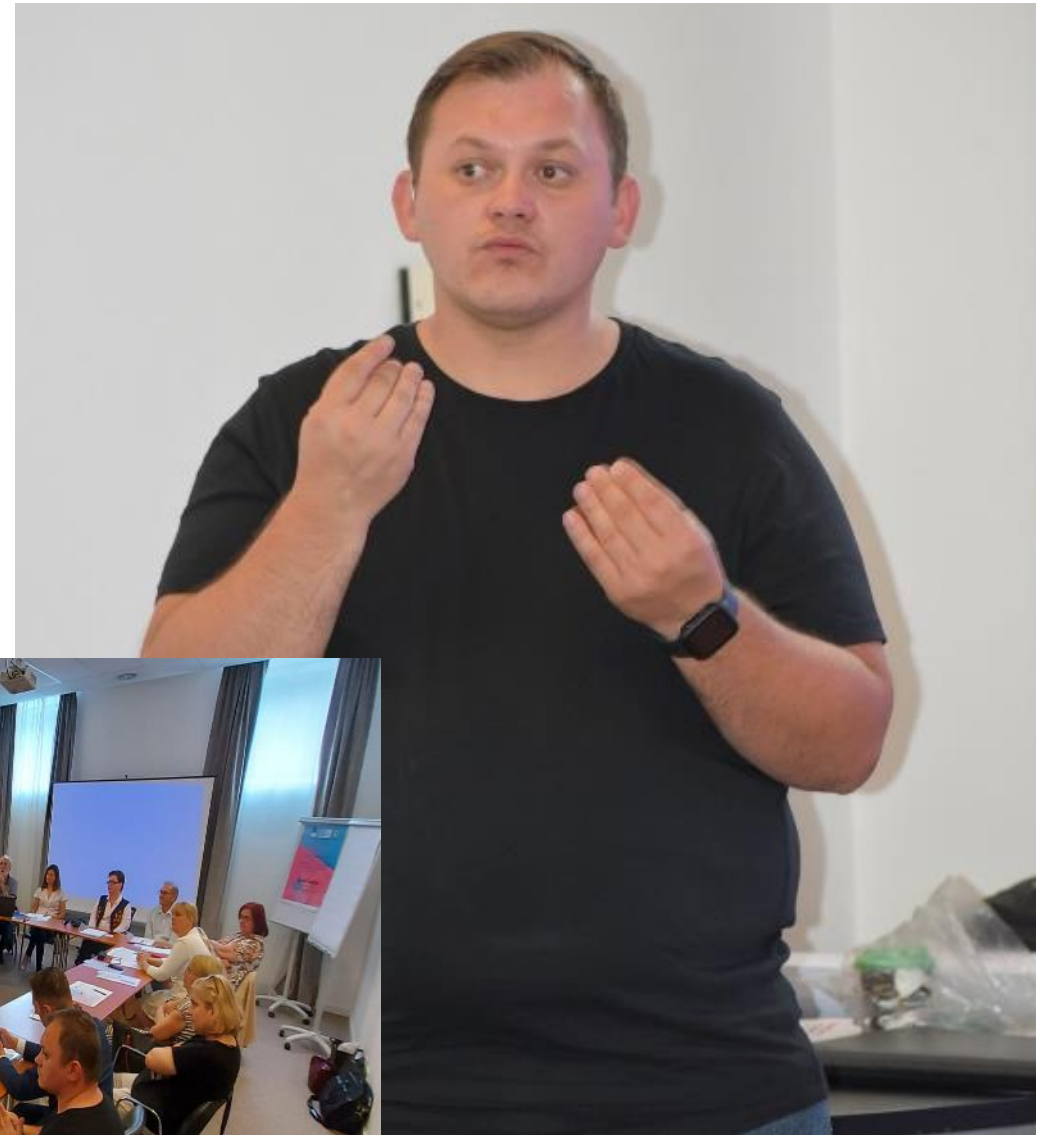
Survey x 193

Research paper 151 pages

Position Paper 20 page

Conference

Advocacy meetings



# Project Management

- Developed a PMT to assess:
  - Budget
  - Deliverables using Indicators
  - Beneficiaries reached (age, gender and disability status where available)
  - Communications coverage
  - Safety and security
  - Safeguarding issues
  - Risk updates
  - Highlights of the project
  - Lessons learned
  - Overall impact





# Reporting

- Every country submits a report at the end of every month
- Quality of reporting has dramatically improved due to collaborative reporting
  - Beneficiaries data (disability status, gender and age)
  - Financial reporting
  - Narratives





# Thank you to Citi!

From

Stanislav, Gergo, Vanessa,  
Ondrej, Valentina,  
Sorin and Phillipa

Citi Foundation



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