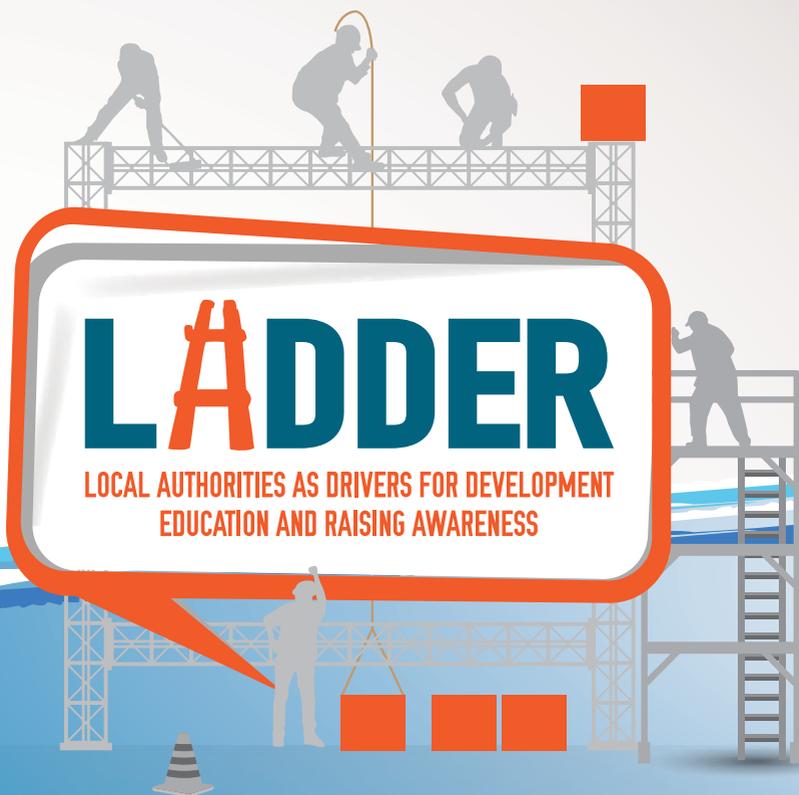




# Local Authorities & Civil Society as MULTIPLIERS to raise awareness and engage CITIZENS



## The project in brief



5 June 2015  
Committee of the Regions  
Brussels, Belgium

LADDER is a 3-year project co-funded by the EU under the DEAR programme. It aims at enhancing the action of **Local Authorities for Development Education and Awareness Raising** (see “**Background Information - What is DEAR?**” section) in the EU and in the ‘enlarged Europe’ (accession countries and European Neighbourhood area).

**36 Months of work:** The project started in January 2015 and is expected to finish in December 2017

**36 Countries** (19 EU, 17 non-EU)

**27 Co-applicants**

**19 Associates**

**1 Major challenge:** Promote **Development Education & Awareness Raising (DEAR)**

### Why this project?

This project is important because... there is a need to inform citizens on development issues, promote their engagement starting from the local level, including both individual and collective actions for development. It's about poverty eradication above all, but it's also about mutual understanding & respect of human rights, diversity & solidarity, and many more!

### Who are targeted?

**Local Authorities (LAs) and Civil Society Organizations (CSOs).** Working jointly, they have a considerable multiplier capacity and can become drivers for change at local level.

**The final beneficiaries are ordinary citizens:** LADDER is meant to raise their awareness on global issues (short term), to promote their engagement in global challenges & poverty eradication (mid term) & to lead to a change of attitudes towards global and development challenges (long term), in line with the objectives of the DEAR programme.

### What does LADDER aim at?

It has **1 global objective: enhance and increase the action of Local Authorities in EU DEAR policies**, with special reference to the EU Neighbouring area. To do so, it includes 4 specific objectives:

1. Strengthen the capacity of LAs and CSOs to act in a sustainable way as drivers for development, fostering their role of multipliers within their countries, communities and networks
2. Inform, raise awareness and engage citizens in global issues, global interdependency and development education
3. Develop & reinforce the cooperation between LAs and CSOs, to lead to winning synergies
4. Improve DEAR methods in non-formal education system, through the development of new and innovative methods and tools addressed to a wide range of stakeholders (including educators, civil servants, NGOs, youth leaders etc.).

### THE PROJECT

Covering a wide spectrum of activities to deliver a sustainable and content-full outcome, the activities of the project LADDER fall under 5 dimensions, all contributing in reaching the same objective:

1. Research
2. Capacity building & peer-to-peer education
3. Advocacy
4. Grass-root actions
5. Culture as a tool for development education



### 1. RESEARCH

The project foresees a research dimension in order to compile, run and publish a **multi-dimension database on DEAR**.

It includes an in-depth survey submitted to CSOs' and LAs' representatives to analyze the situation of DEAR at EU, national & local level.

The surveys are meant to **provide clear statistics on the DEAR situation in the countries covered by the project** and also to reflect the knowledge and opinion of LADDER participants on DEAR issues.

The research dimension includes a mapping of stakeholders active in DEAR at different levels (international, EU, regional & national) as well as a desk-based research on concrete DEAR actions & attitudes that Local Authorities, CSOs and citizens can adopt in their ordinary activities & daily life.



### 2. CAPACITY BUILDING AND PEER-TO-PEER EDUCATION



**TRAININGS:** Several trainings on DEAR, specifically **targeted at LAs and CSOs representatives**, are organized at 3 levels (EU, national and local levels).

These activities are meant to inform and empower **LAs and CSOs in their role of multipliers at the local level** and to raise awareness on sustainable development issues. These trainings are foreseen in 10 EU countries.





22-24 July 2015  
EU level training on DEAR  
Zagreb, Croatia



### FOCUS GROUPS: The focus groups are addressed to educators

(representing different stakeholders: local authorities, civil society organizations, etc.) active in the field of non-formal education. These activities are meant to reflect upon issues of development education, especially debating and exchanging methodologies and tools.

They are foreseen in 10 EU countries.

### JOB-SHADOWING: The project foresees a “job-shadowing” for the members of the consortium.

The objective is to promote cooperation, to facilitate peer-to-peer learning, to increase and promote intercultural exchanges and learning. The peer-to-peer learning mission has the intent of giving the opportunity to experts, civil servants, trainers, LAs staff and CSOs representatives of the consortium to participate in an exchange mission on DEAR related issues, working with another “colleague” in the field of development education. The job-shadowing covers all countries of the co-applicants of the consortium.



**TOOL FAIR:** As a follow up of the activities mentioned above, a “Tool Fair” event will be organized. This event will allow exchanges of DEAR methodologies, practices, experiences and tools in the field of development education.



### 3. ADVOCACY

#### ADVOCATING THEMATIC PRIORITIES:

The project pays a particular attention to 6 themes, called **Thematic Paths:**

- Youth in development
- Migration
- Citizens’ participation for development
- Sustainable and environmental development
- Public-private cooperation in development
- The European Year for Development 2015 and follow up

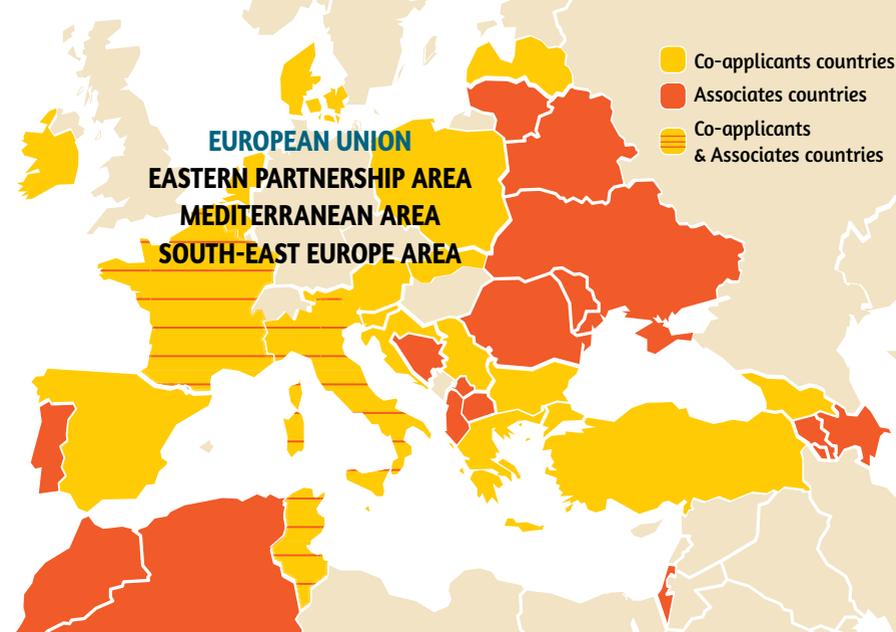
For each theme, a network of organizations is jointly working to raise the awareness on the corresponding theme, promoting and supporting the role of LAs and CSOs. Each thematic path has an advocacy dimension, targeting **different levels and stakeholders at EU, national and/or local levels.**

**GEOGRAPHICAL FOCUS:** In parallel with the advocacy activities of the thematic paths, the project includes **3 geographical paths to extend the outreach of DEAR towards the enlarged Europe.**

The objective is to connect the EU with the European Neighbourhood by promoting and supporting the role of LAs and CSOs in development issues, and especially their role of change makers at the local level.

The geographical paths are:

- Eastern partnership area
- Mediterranean area
- South-East Europe area



### 4. SUPPORTING GRASS-ROOT ACTORS & CITIZENS

#### CITIZENS INITIATIVES:

The LADDER consortium organizes two different citizens’ initiatives. A **Slogan Competition, aiming at increasing the awareness of citizens for development issues, is foreseen across the countries of the project.**

The target groups of the slogan competition are youngsters and pupils aged 10-18 years old, coming from schools of EU and non EU-countries. The results of the competition (texts, slogans, songs, videos, drawings, etc.) will be made public on the website of the project.

The second grass-root initiative is the **Citizens Journalists Initiative.** The target group is motivated citizen journalists (non-professional), who report and write on development topics such as poverty eradication, development, education, etc. An informal network of citizen journalists will be created across the countries covered by the project to promote the role of individuals, and the private and public sector in global development issues with local implications. To conclude, both the **citizen journalists initiative and the Slogan Competition will contribute to communicate the project’s approach and raise awareness on development issues in a way which is appealing for the ordinary citizens.** These initiatives are foreseen in all countries of the consortium.



14-16 July 2015  
EU level training on DEAR  
Donegal, Ireland

## RE-GRANTING SCHEME:

The re-granting scheme will help local and grass-root organizations and institutions to develop local projects addressing the urgent issues related to development education by focusing on **small actions that produce a spill-over effect**. These results will stand as examples and inspiration for citizens, CSOs and LAs on how to generate constructive and result-oriented activities within their often limited resources. The scope of the re-granting scheme is raising public awareness on development issues and promoting development education at the grass-root level in the EU, to anchor development policy in the local communities whilst supporting citizens' active engagement in global attempts to eradicate poverty and promote justice, human rights, and sustainable ways of living. The re-granting scheme will be implemented in all 28 EU Member States.

## BACKGROUND INFORMATION

### What is DEAR?

DEAR, a programme of the EU managed by DG DEVCO (International Development and Cooperation) stands for **Development Education and Awareness Raising** and aims at **informing EU citizens** about development issues, mobilising greater public support for actions against poverty, providing citizens with tools to **engage critically with global development issues**, foster new ideas and **changing attitudes towards global challenges**.

The EU has dedicated a specific program to reach these objectives supporting projects implemented by civil society actors and local authorities. For further information, see the European Commission dedicated portal:

[https://ec.europa.eu/europeaid/sectors/human-rights-and-governance/development-education-and-awareness-raising\\_en](https://ec.europa.eu/europeaid/sectors/human-rights-and-governance/development-education-and-awareness-raising_en)



4-6 November 2015  
EU Level training on DEAR  
Athens, Greece

## 5. CREATIVE COMPONENT:

Culture is a considerable and a major element to communicate and raise awareness. In this sense, the project LADDER foresees the development of a **professional theatre play as a channel to communicate development issues** by reaching the public and the citizens through the universal language of art, music and theatre. The purpose is, indeed, to inspire citizens, raise their awareness and to inform them on development challenges via culture. **The performances** are foreseen to take place during the implementation period in different countries of the project.



## WHO WE ARE:

**Co-applicants=** members of the consortium who are actively involved in the design and implementation of the activities.

**Associates=** partners actively contributing and participating to LADDER's events

## CO-APPLICANTS:

1. ALDA (coordinator): European Association for Local Democracy (France)
2. Foster Europe: Foundation for Strong European Regions (Austria)
3. JEF: Young European Federalists (Belgium)
4. ENNA: European Network of National Civil Society Associations (Belgium)
5. UBBSLA: Union of Bulgarian Black Sea Local Authorities (Bulgaria)
6. NAMRB: National Association of Municipalities in the Republic of Bulgaria (Bulgaria)
7. CAC: Croatian Association of Counties (Croatia)
8. Municipality of Vejle (Denmark)
9. NALAG: National Association of Local Authorities of Georgia (Georgia)
10. EGTC Amphictyony (Greece)
11. Donegal County Council (Ireland)
12. TECLA: Associazione di Enti Locali per la Cooperazione Territoriale (Italy)
13. CIME: Consiglio Italiano del Movimento Europeo (Italy)
14. COPPEM: Comitato Permanente per il Partenariato Euromediterraneo delle Autorità Locali e le Regioni (Italy)
15. Progettarte Associazione culturale (Italy)
16. LALRG: Latvian Association of Local and Regional Authorities (Latvia)
17. SOS Malta: Solidarity Overseas Service Malta (Malta)
18. Birgu Local Council (Malta)
19. URC Poland: Union of Rural Communes of the Republic of Poland (Poland)
20. SKGO: Standing Conference of Towns and Municipalities (Serbia)
21. CEECN: Central and Eastern European Citizens Network (Slovakia)
22. UTCS: Union of Towns and Cities of Slovakia (Slovakia)
23. SLOGA: Slovenian Global Action (Slovenia)
24. The Hague Academy for Local Governance (the Netherlands)
25. Lam Echaml Association (Tunisia)
26. MMU: Marmara Municipalities Union (Turkey)
27. Fons Mallorquí de Solidaritat i Cooperació (Spain)

## ASSOCIATES:

1. ADD-Medenine Association pour le Développement Durable (Tunisia)
2. AAM: Albanian Association of Municipalities (Albania)
3. FACM: Algerian Forum for Citizenship and Modernity (Algeria)
4. ALL: Agency for Legislative Initiatives (Ukraine)
5. AMR: Romanian Municipalities Association (Romania)
6. AKM: Association of Kosovo Municipalities (Kosovo\*)
7. ALAL: Association of Local Authorities in Lithuania (Lithuania)
8. BINA NGO: Alliance for Municipality Development (Azerbaijan)
9. CALM: Congress of Local Authorities from Moldova (Moldova)
10. North-South Centre of the Council of Europe (Portugal)
11. CFOA: Communities Finance Officers Association (Armenia)
12. CIRa: Center for Institutional Development (FYROM)
13. CISP: Comitato Internazionale per lo Sviluppo dei Popoli (Italy)
14. Civicus: World Alliance for Citizen Participation (South Africa)
15. Congress of Local and Regional Authorities, Council of Europe (France)
16. Leu Sapieha Foundation (Belarus)
17. REMESS: Réseau Marocain de l'Economie Sociale et Solidaire (Morocco)
18. SEEYN South East European Youth Network (Bosnia-Herzegovina)
19. SHATIL New Israel Fund (Israel)

For more information on the different actions of LADDER  
LADDER Website: [www.ladder-project.eu](http://www.ladder-project.eu)  
ALDA Website: [www.alda-europe.eu](http://www.alda-europe.eu)

Video presentation of the LADDER Project:  
<https://youtu.be/O8cr6U0008Q>

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#LADDERproject

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