



5th FEAD NETWORK MEETING

“Marketplace” workshop planning

Identifying and reaching out to Beneficiaries

Berlin 6/04/2017

*“Support to diverse target groups in a
geographically challenging location” -
Greece*

«Με τη συγχρηματοδότηση της Ελλάδας και της Ευρωπαϊκής Ένωσης».



ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ
ΥΠΟΥΡΓΕΙΟ ΕΡΓΑΣΙΑΣ, ΚΟΙΝΩΝΙΚΗΣ ΑΣΦΑΛΙΣΗΣ
ΚΑΙ ΚΟΙΝΩΝΙΚΗΣ ΑΛΛΗΛΕΓΓΥΗΣ



ΥΠΟ ΤΗΝ ΕΠΟΠΤΕΙΑ ΤΟΥ ΥΠΟΥΡΓΕΙΟΥ ΕΡΓΑΣΙΑΣ
ΚΟΙΝΩΝΙΚΗΣ ΑΣΦΑΛΙΣΗΣ
ΚΑΙ ΚΟΙΝΩΝΙΚΗΣ ΑΛΛΗΛΕΓΓΥΗΣ



TEBA / FEAD
ΕΥΡΩΠΑΪΚΗ ΕΝΔΣΗ
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ΠΡΟΣ ΤΟΥΣ ΑΠΟΡΟΥΣ



τ.ε.β.α.

Επιχειρησιακό Πρόγραμμα
Επιστημονικής & Βασικής
Υλικής Συνδρομής

Reaching out to end-recipients

In order to reach out to the potential end recipients in Greece, we've taken into consideration two characteristics:

- The geographical particularity of Greece of having many islands and many remote and mountainous areas where people are scattered and
- The number of people who participated in the previous national program of the humanitarian crisis and we wanted to continue helping them.

The key question to answer is: to whom it is addressed, how and what tools will be used.

TO WHOM

In order to avoid discrimination and to ensure the participation of all individuals who are at risk of poverty, we planned the following:

- The Ministry of Labor, Social Security and Social Solidarity, published a Ministerial decision specifying the criteria to select potential end recipients which was income and assets data.
- Meetings were held with the Head of Prefectures and Municipalities all over Greece to ensure their active involvement in the program as well as their support to create effective and functional partnerships so as to inform the end recipients for the program and to support them in applying for it

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- We've created a digital platform where all the potential end-recipients could submit their application online. After the completion of the application period for the program (a period of about one month), the Ministry of Finance run a cross check regarding the economic data declared by the end recipients so as to finalize the number who have the criteria to join the program.

HOW

- In each and every municipality and local community were created hot spots where trained employees helped the individuals, without knowledge or access to internet, in order to submit their application online

At the end of this process each Partner Organization, obtained an inventory list with the exact number of end recipients that had registered in each region. Therefore every Partner Organization knew the name, country of origin, familial status (household), communication data, having the possibility to elaborate it, so as to plan their distributions and adequate accompanying measures according to the profile of their end-recipients (final list of end recipients per P.O. and statistics i.e. charts)

WHAT TOOLS

To inform all the potential end recipients in order to join the program we used information material as:

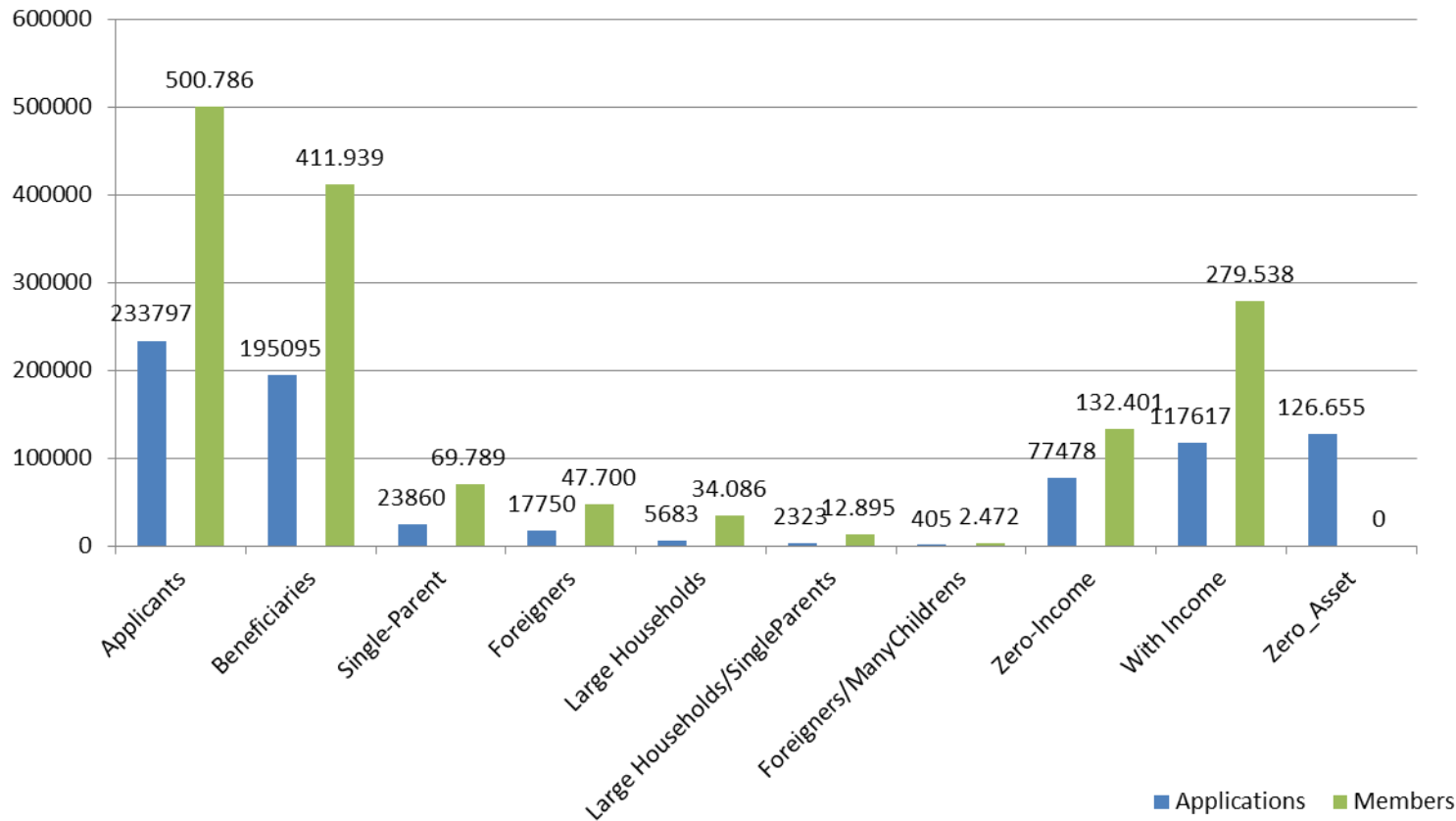
- Poster, posted in every municipality and local community of the country
- Brochures, with information about the program and participation conditions distributed everywhere
- Press releases by Partners Organizations
- Publicity through announcements in local radios

Problems we face today: abstinence

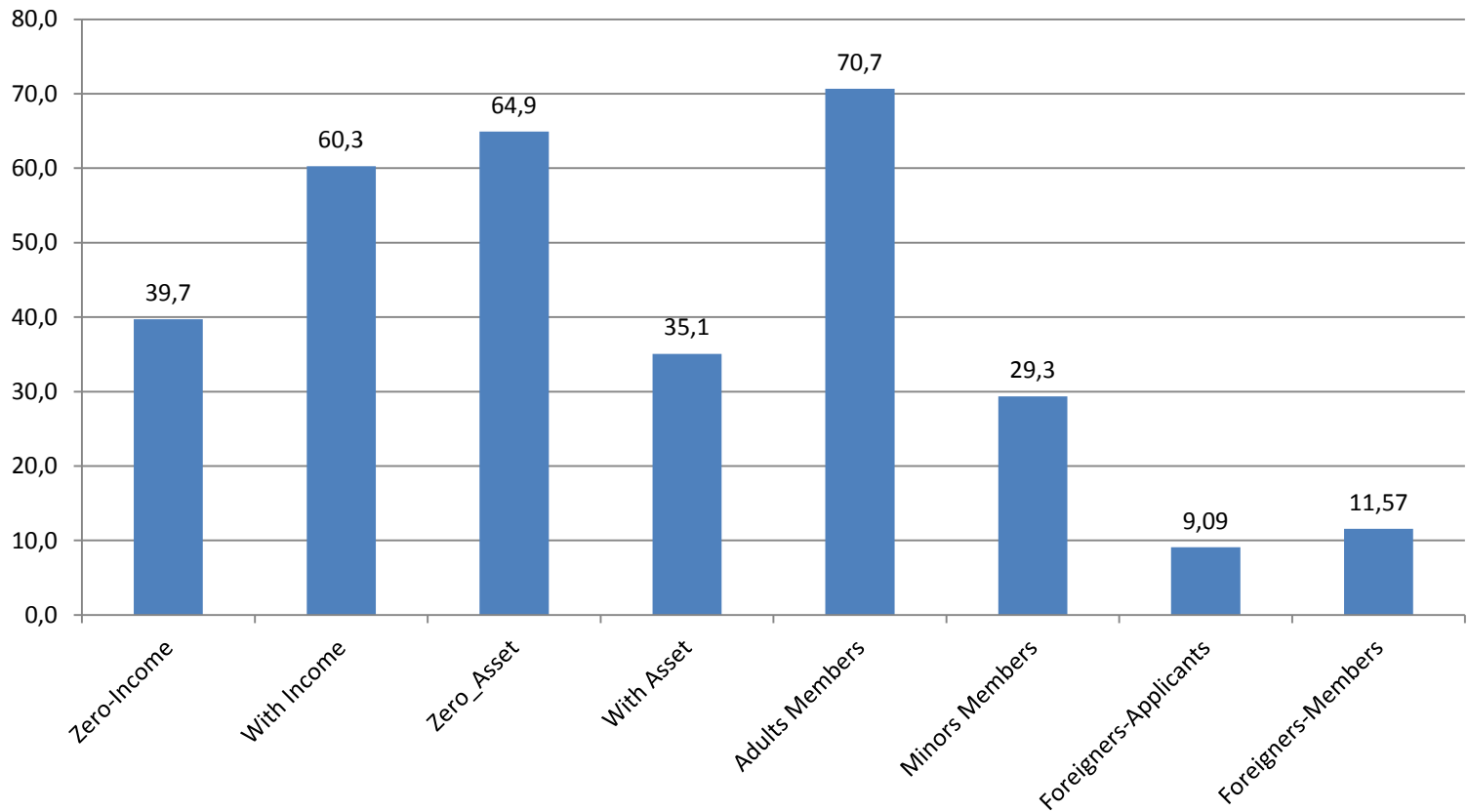
The main problem during the distribution of food and basic material aid was the absence of people from the distribution points. According to the P.Os this fact was due to, either because a significant amount of people considered the aid to be economical (card), as the humanitarian crisis program was or due to the profile of a percentage of end recipients, which are economic immigrants and they stay in Greece only during specific months (e.g. summer time).

In order to surpass this problem we plan to connect the Operation Programme of FEAD with the Guaranteed Minimum Income (G.M.I.) so as the end recipients will be provided with economical and material aid, as an integrated approach to the most deprived persons.

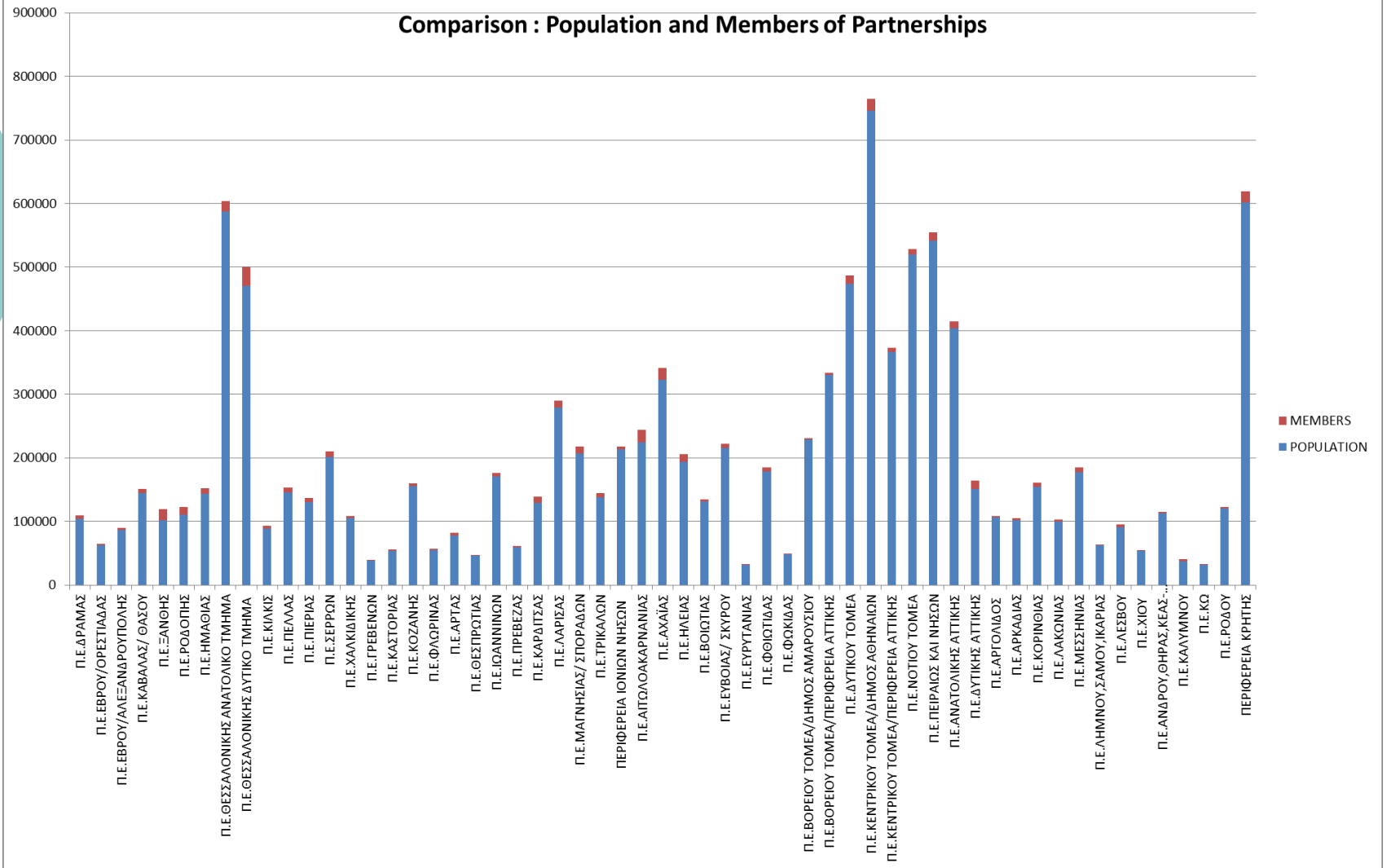
Chart - summary



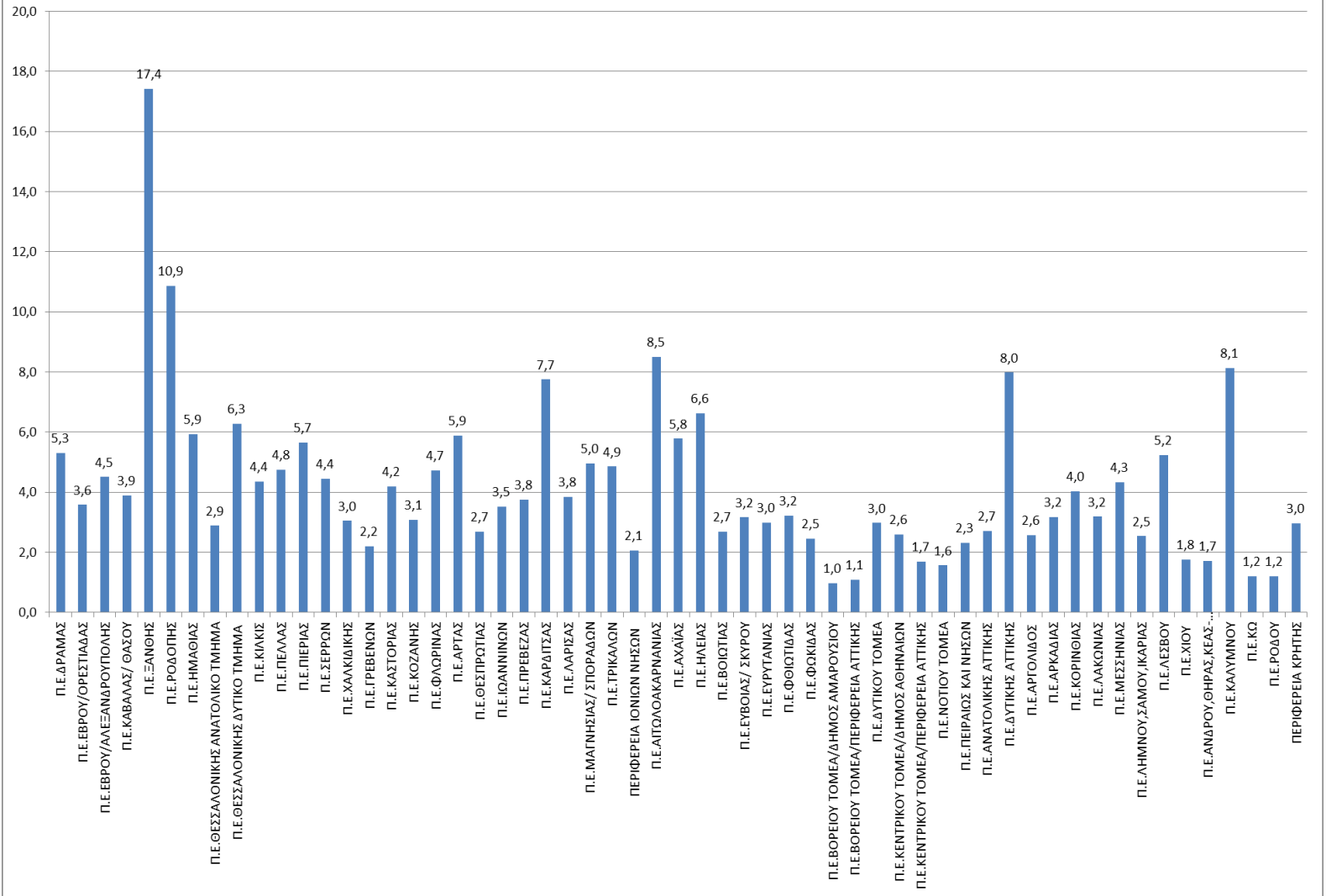
%r Rate / Sum of Applicants



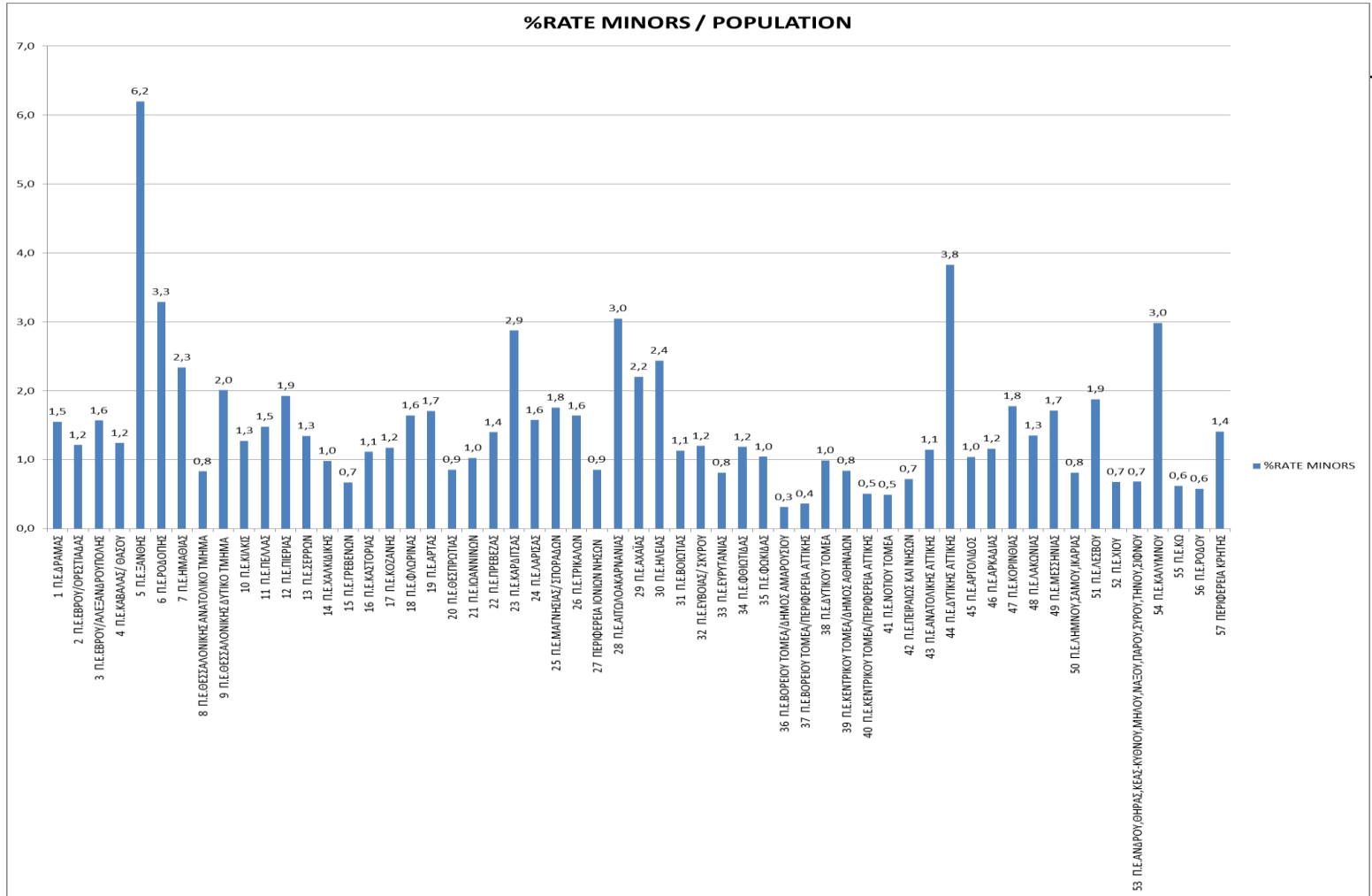
Comparison : Population and Members of Partnerships



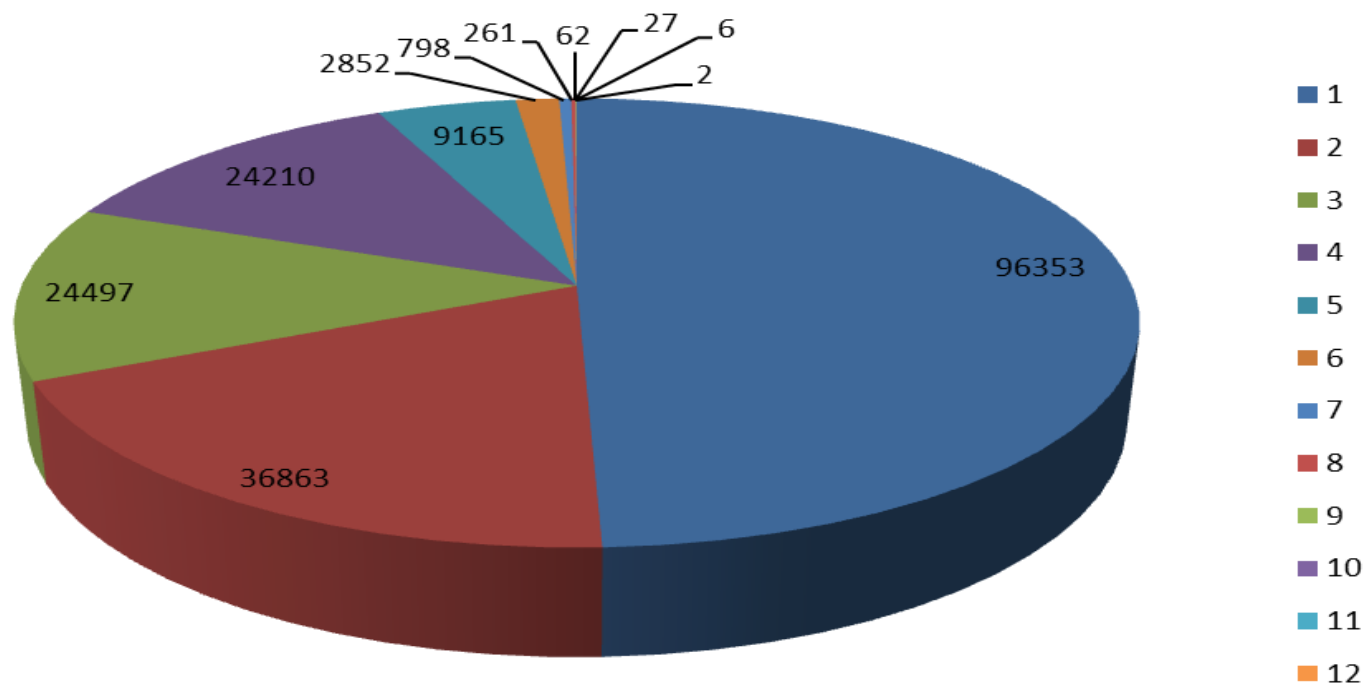
% RATE POVERTY (MEMBERS / POPULATION)



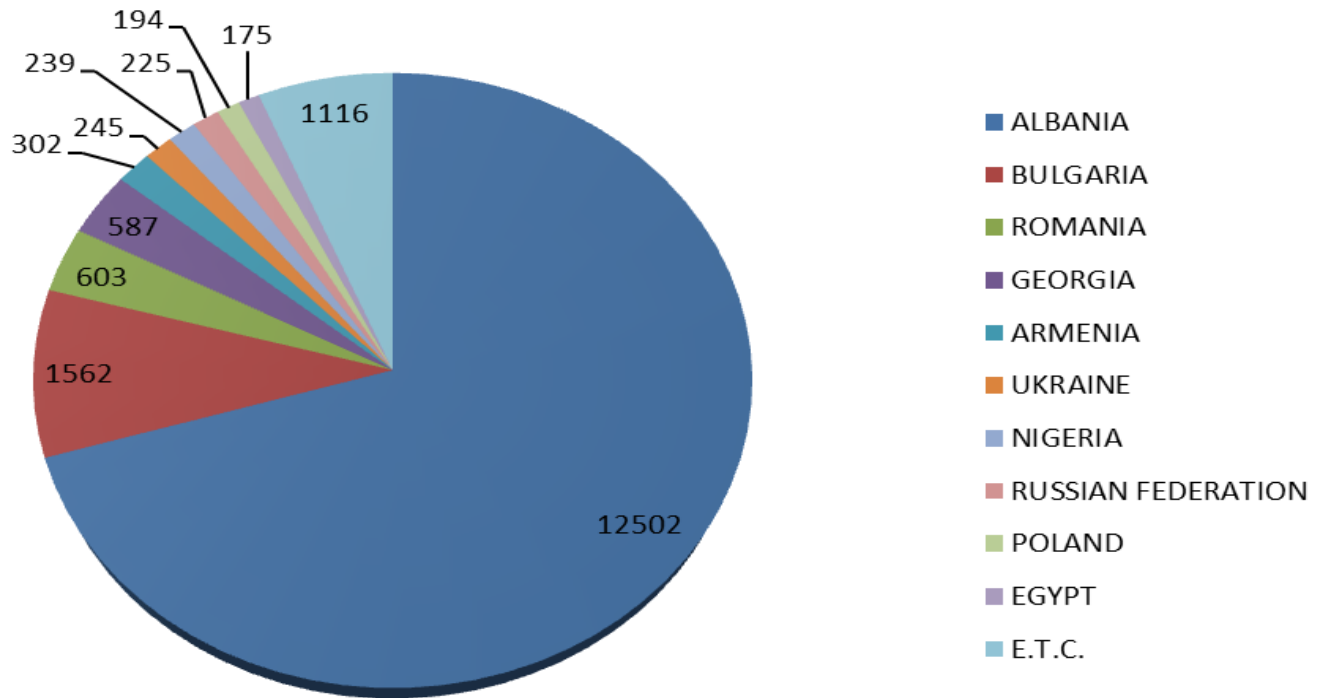
%RATE MINORS / POPULATION



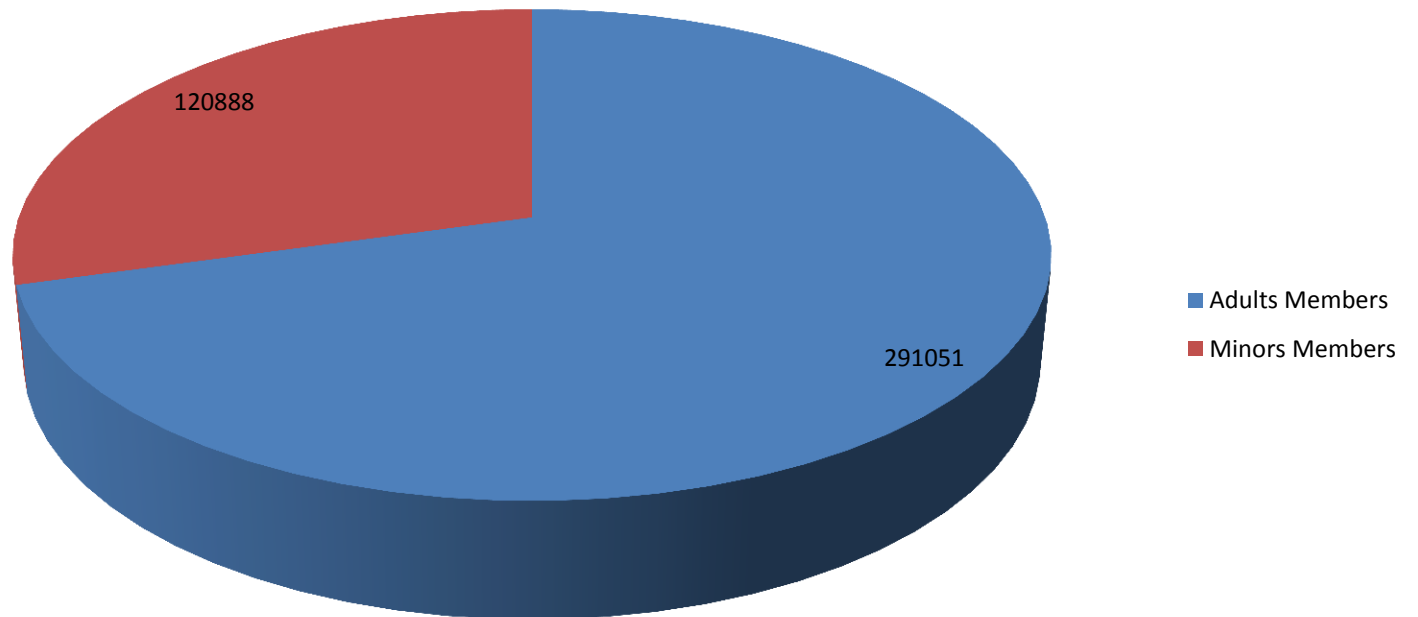
Members per Houshold



Foreign Applicants



Adults - Minors



With Asset - Without Asset

