



EUROPEAN COMMISSION
DIRECTORATE-GENERAL JUSTICE and CONSUMERS

Directorate A
Unit A4: Programme management

JUST/2015/ACTION GRANTS

ANNEX 1

PROJECT DESCRIPTION AND IMPLEMENTATION

Name of the Applicant organisation	APDES - Agência Piaget para o Desenvolvimento
Project Title	HandsUp - Promoting The Effective Elimination of Corporal Punishment Against Children
Priority reference	JUST/2015/RDAP/AG/CORP

NOTICE

All personal data (such as names, addresses, CVs, etc.) mentioned in your application form will be processed in accordance with Regulation (EC) No 45/2001 of the European Parliament and of the Council of 18 December 2000 on the protection of individuals with regard to the processing of personal data by the Community institutions and bodies and on the free movement of such data. Your replies to the questions in this form are necessary in order to assess your grant application and they will be processed solely for that purpose by the department responsible for the Union grant programme concerned. On request, you may be sent personal data to correct or complete it. For any questions relating to this data, please contact the Commission department to which the form must be returned. Beneficiaries may lodge a complaint against the processing of their personal data with the European Data Protection Supervisor at any time (Official Journal L 8, 12.1.2001).

PART 1 – GENERAL DESCRIPTION OF THE PROJECT AND APPLICANT ORGANISATION

1.1. Summary of the project (max. 4000 characters)

Describe briefly the project's objectives and activities, the type and number of persons who will benefit from the project, the expected results and the type and number of outputs to be produced.

This should be identical to the summary contained in section 4.3 of the *Grant Application Form*.

Note: You are requested to include information under all headings mentioned below and to respect the limit of 4000 characters indicated above.

1. Objectives

- To increase cooperation, planning and capacity of multi-State agencies to address corporal punishment against children effectively;
- To promote the adoption of positive discipline practices among parents and caregivers;
- To raise awareness of the need to eradicate corporal punishment against children.

2. Activities

- Under WS 0 - 1. Administrative Management; 2. Project Monitoring; 3. Internal Communication; 4. Financial Management; 5. European Policy Dialogue Meeting; 6. Project Final Seminar; 7. Developing Logical Framework Matrix; 8. Assessing objectives, actions and results – process evaluation; 9. Training Evaluation; 10. Awareness evaluation; 11. Project workflow evaluation; 12. Reporting.
- Under WS 1 - 1. Assessment of the national framework on prohibiting corporal punishment against children; 2. Draft of national action plans on prohibiting corporal punishment against children; 3. Working Groups of Child Protection Experts; 4. National Policy dialogue meetings; 5. Training of stakeholders
- Under WS 2 - 1. Assessment of existing training courses; 2. Training course to Parents and Soon-to-be Parents; 3. Parent Meetings – “Tea Talks”; 4. Training course to Caregivers
- Under WS 3 - 1. Warning campaign; 2. Awareness campaign; 3. Coaching activity 1 – app “HandsUp”; 4. Coaching activity 2 – Forum
- Under WS 4 - 1. Communication and Dissemination Plan; 2. HandsUp Website and Social Media; 3. Communication materials; 4. Public Events;

3. Type and number of persons benefitting from the project

- At least 260 parents and soon-to-be parents, 160 stakeholders from the justice, education, social and health sector will be trained
- At least 40.000 ordinary citizens will benefit from the awareness-raising activities;
- At least 480 parents and soon-to-be parents, 60 child protection and health care professionals, and 60 law enforcement, judges and prosecutors will benefit from will directly benefit from the knowledge on elimination of

corporal punishment against children practices, awareness and dissemination activities of this project;

- At least 30 national policy-makers will directly benefit from the knowledge, dissemination activities, policy-actions tools and meetings of this project;

4. Expected results

- Identified gaps and way forward in the application of corporal punishment law

- Improved skills and knowledge on corporal punishment laws, children's right to protection, dangers of corporal punishment and promotion of positive discipline on target groups such as Judges, Prosecutors, Police forces

- Improved the effective application of the law on corporal punishment in 4 implementing countries.

- Increased number of parents and caregivers who adopt positive educational practices

- Increased awareness on prohibition of corporal punishment in the general public

- Increased number of people with broader knowledge about positive discipline practices

5. Type and Number of Outputs

- 4 Project Meetings minutes; 4 Project Meetings reports; 1 European Dialogue Meeting Report; 4 National Assessment Reports; 12 Expert Working Group Meetings Reports; 4 Final Reports; 4 National Training Assessment Reports; 4 National training reports; Evaluation report; Communication report (E-book).

- 4 National Action Plans; 2 Factsheets

- 4 Newsletter

- 4 Training Manuals; 8 Training Programs;

- 1 Video

- 1 App

- 4 Forums

- 1 Website

- 4 Compilations of the "Tea Talks" testimonies;

- 4000 Flyers; 60 Posters; 160 E-vites; 10 Illustrations; 1 Logo

1.2. Definition of the problem, needs assessment and objectives of the project

What are the problems and/or the current situation? Which are the needs that the project aims to address?

In relation to these problems and needs, what are the major objectives that the project should attain? Who are the target group(s) of your activities and why were they chosen?

Note:

You are expected to provide here a needs assessment for your proposed activities. Such needs assessment should include relevant and reliable data and should contain a robust analysis clearly demonstrating the need for the action. The applicant can refer to existing research, studies, previous projects which had already identified the need. The needs assessment must make it clear to what extent the action will meet the need and this shall be quantified. You are requested to be specific and focus on the actual needs that your project will aim to address and not limit the analysis to

The Problem

Corporal punishment is defined as *“any punishment in which physical force is used and intended to cause some degree of pain or discomfort, however light. Most involves hitting (...) children, with the hand or with an implement (...). But it can also involve, for example, kicking, shaking, or throwing children, scratching, pinching, biting (...)* (UN, 2007, pp.4).

Corporal punishment is a violation of the child’s human rights, in particular, the violation of their right to protection from all forms of violence while in the care of their parents or other caregivers (such as teachers, foster carers, etc), their human dignity and physical integrity. Children have a right to legal protection from all corporal punishment. Physical discipline is a violation of numerous international and regional legal instruments that require states to prohibit corporal punishment of children in all settings of their lives.

The preamble to the UN Convention on the Rights of the Child (CDC) states that *“recognition of the inherent dignity and of the equal and inalienable rights of all members of the human family is the foundation of freedom, justice and peace in the world”*. Corporal punishment is also condemned throughout the text, as it requires *“States to ensure that no child shall be subjected to torture or other cruel, inhuman or degrading treatment or punishment”* (article 37), and that States should *“take all appropriate legislative, administrative, social and educational measures to protect the child from all forms of physical or mental violence, injury or abuse, neglect or negligent treatment, maltreatment or exploitation, including sexual abuse, while in the care of parent(s), legal guardians or any other person who has the care of the child”* (article 19). The Convention also refers to physical discipline in schools, in its article 28, paragraph 2, requiring States to *“take all appropriate measures to ensure that school discipline is administered in a manner consistent with the child’s human dignity (...)”*

Although physical discipline is clearly prohibited by several legal instruments, not all States have fully implemented this prohibition into their legal system. Many legislators still argue that a certain degree of "moderate" corporal punishment is in *“the best interest”* of the child. Studies show that some degree of physical discipline is, in these days and age, not only frequent in many households, but also legal and/or socially acceptable (UNICEF, 2014).

Studies have found that submitting children to violent and physical discipline has negative consequences that vary according to the nature, extent and severity of the exposure (UNICEF, 2014, page 95). In 2002, Elizabeth Gershoff published a meta-analysis of studies on lawful corporal punishment by parents and associated child behaviours and experiences. The meta-analysis found significant associations between corporal punishment and various negative effects, like mental health problems (in childhood and in adult life); moral internalisation of the violence; poor quality of relationship between parent and child; aggression; delinquency; criminal or antisocial behaviour, and so on (Gershoff, E.T., 2002). On the other hand, the consistency of research findings on physical punishment and positive discipline has had a substantial support of health professionals, which have been showing support not only for the prohibition and elimination of all corporal punishment but for the encouragement of positive education.

Corporal Punishment in Portugal, Germany, Spain and Bulgaria

In a study carried out in 2007, including Germany and Spain (as well as 3 other countries), 43% of the parents consulted said that had “mildly” slapped their child on the face, 68% on the bottom, 13% had given a “resounding” slap on the face and 5,2% had beaten their child with an object. As for in Spain, 55% of the parents admitted that they had “mildly” slapped their child on the face, 80% on the bottom, 31% had given a “resounding” slap on the face and 6.7% had beaten their child with an object (Bussmann, 2009).

In a study carried out in 2007/2008, involving 486 children from Greece, 26.7% children said that have been hit with a hand by a family member and 71% of the parents said that had physically punished their child (Tsirigoti, 2010).

In 2013, a study from the National Network for Children disclosed that 40% of Bulgarians supported slapping children as a disciplinary measure, with 5% said to be “unyielding supporters of slapping”. Nearly 50% reported to have witnessed a parent slapping their child and 16% said they had seen a child with marks from slapping (ESTAT, 2013).

In regards with Portugal, no relevant research on the matter of the last decade was found, however a report of the National Youth and Children Protective Services unveils that even though the abuse has decreased, other situations of physical offenses as corporal punishment as increased (CPCJ, 2015).

Under the Universal Periodic Review, Portugal (UN, 2014b), Spain (UN, 2010) and Germany (UN, 2014), and by the Human Rights Committee, Bulgaria (2011), were urged to continuously implement awareness-raising campaigns and parenting education programmes to end the practice of corporal punishment in all settings, and develop practical measures to ensure its eradication.

Bearing in mind that each country has its unique legal system, the activities, interventions and target groups will be adapted to the needs of each country.

Needs

As mentioned above, even though it is prohibited throughout many international legal instruments and in some countries through their national legislation, it has been shown that corporal punishment it's still socially acceptable. Therefore, and in line with international recommendations, the prohibition of all corporal punishment must be followed by a correct application and enforcement of the law. It is important to **demystify and clarify the concept of corporal punishment and all of its consequences, physical and psychological to all the target groups.**

Objectives

Due to the above, this project aims at:

- Increase the cooperation, planning and capacity of multi-State Agencies to address corporal punishment against children effectively.

Although, in its General Comment no8, the Committee recommends the advice and training for all those involved in child protection systems (e.g police, prosecuting authorities and courts) there hasn't been found, so far, a report related to that particular assessment in each of the involved countries (UN, 2007).

- Promote the adoption of positive discipline practices among parents and children carers;

In its General Comment no8, the Committee has emphasized the importance of developing education that is "child-centred, child-friendly and empowering", and the importance of promoting positive, non-violent and participatory approaches of parenting and education.

- Raise awareness of the need to eradicate corporal punishment.

It is widely emphasized the need to include raising awareness actions in the campaign to end all corporal punishment (see UN, 2007; UN, 2014, 2008, 2002, 2014b, 2010).

Target Groups

All project activities meet the priorities of the Committee in its Comment no. 8 as well are commonly appointed by the literature.

As for the target groups, which will vary according to the activity in question, are target groups also identified by the Committee in its Commentary as in need of intervention.

With this project we intend to intervene:

- with parents and caregivers (included in the definition of community as stated under article 5 of CRC), social, education and health professionals in order to eradicate corporal punishment and to promote and implement positive, non-violent forms of parenting and education.
- with all the agents involved in child protection services, including the police, prosecutors and judges in order to clarify the definition and consequences of corporal punishments and to improve the enforcement of the law;
- with policy and/or decision makers in order to develop concrete flanking measures at national level and union wide level to address corporal punishment against children.

1.3. Relevance and justification (max. 4000 characters)

How does your project address the call priority under which you are applying? What is the project's contribution in this area?

What are the innovative aspects of the project?

The objective of this project is to contribute to the effective elimination of corporal punishment against children, through a wide-array of flanking measures to effectively implement national and international law on this issue (particularly Article 19 of the UN Convention on the Rights of the Child). Through a two-pronged approach it will:

- Under WS1, build upon and upscale the current State-led action to prevent and protect children against corporal punishment. A series of activities engaging multi-government agencies (justice, health, education and social sector), civil society organisations, academic experts and policy and decision-makers, will enhance their cooperation, create action plans with sustainable training and measures to tackle corporal punishment against children at national level taking a child-rights based approach.
- Under WS2 and WS3, build upon existing awareness-raising actions and training resources for the general public and caregivers. A series of activities will train, provide guidance and raise awareness on children's rights, positive discipline and the harms of corporal punishments on children among the general public, although with a particular focus on professional caregivers, parents and soon-to-be parents.

State-members have taken action to ban all forms of corporal punishment in law, providing State actors tools to enforce it. However due to cultural acceptance of physical punishment, there is no shared understanding, and the law is not applied in the same manner within and across each sector (justice, education, health and social). Despite prohibition, it is still being applied, particularly by parents and caregivers. HandsUp aims to take this tools, work them, make them usable, work with the people involved in order to produce effective changes in the field.

Thus, it will bridge this gap by improving the cooperation and common understanding, developing national action plans for the implementation of sustainable measures and tools to ensure that all government agencies' action become more integrated, cross-sectorial and complimented with support of civil society and appropriate support is provided to child caregivers.

Increasing awareness and educational actions have to be implemented to inform the general public on children's rights, the harms of physical punishment and alternatives to it. There is thus a need to upscale and develop cost-effective and sustainable awareness raising and educational activities widely available to the public. Taking advantage of social media, the project will develop cost-effective awareness raising activities and educational electronic resources that will reach and readily accessible to the general public, particularly caregivers at Union-level thus contributing to the fulfillment of Sustainable Development Goal (SDG) 16.2 (Paulo Sérgio Pinheiro, 2015).

Although several EU projects have worked towards eradication of corporal punishment, by CHILDREN ARE UNBEATABLE (1998-1999) – promoting a EU wide advertising campaign and creating a database for campaign resource material;

- RESPECT WORKS OUT! (2007 – 2009) – promoting positive discipline, booklets to exchange practices, national events to raise awareness, fostering networks;

- PUNISH-ER (2011-2013) – with comparative legal research on the topic, guidelines for awareness-campaigns; programs and training materials for awareness against the use of physical punishment for parents and school professionals;

Due to the above the added-value of this project is that:

- The awareness-raising and training actions in WS1, WS2 and WS3 will use and build upon the existing resources collected and drafted by the Global Initiative to End Corporal Punishment against Children and the Council of Europe and the aforementioned projects, tailor them to national contexts and (when applicable) make them more effective and innovative through the recourse of Social Media and ICT;
- Will fully engage and increase sectoral and inter-sectorial government cooperation, develop and plan concrete State-led measures to effectively implement the relevant national laws to tackle corporal punishment against children – the multi-agency participatory approach is bound to obtain innovative solutions for current problems;
- Provide and disseminate widely guidance tools and materials for parents, caregivers and other professionals through easy to use tools (Apps, and Fact-sheets for Professionals);

- Will train target groups which have not particularly benefitted from past EU projects on this time (soon-to-be-parents and State professionals).

1.4. Expected results (max. 4000 characters)

What are the expected results of the project? Who will benefit from these results and how?

How will the target groups of the project benefit concretely from the project results and what shall change for them?

How will these results contribute to achieving the objectives of the call priority under which you are applying?

Note:

Results are immediate changes that arise for the target groups after the completion of the project (e.g. improved knowledge, increased awareness).

Results must be distinguished from outputs, which are produced with the resources allocated to the project, e.g. training courses, conferences, leaflets.

The expected results of the project are the following:

Under WS1 - General Expected Result: Increased cooperation, planning and understanding of State-led action and mechanisms necessary to address corporal punishment against children in 4 implementing countries.

- ER 1.1 50 national representatives of the justice sector, social sector, education sector and health sector with improved knowledge, understanding and awareness on State action gaps, mechanisms, cooperation and planning to address corporal punishment against children at national level.
- ER 1.2 120 participants in National Dialogue Meetings with improved knowledge and understanding of the existing State gaps, mechanisms, cooperation and planning to address corporal punishment against children, through policy recommendations and the national action plans.
- ER 1.3 160 stakeholders of the justice sector, social sector, education sector and health sector improve their skills and knowledge on law on corporal punishment, children's right to protection, the dangers of corporal punishment and promotion of positive discipline/child-friendly justice

Benefits for target groups / objectives of the call priority: The target groups, particularly judges, prosecutors, law enforcement agencies (justice sector), social assistants (social sector), education professionals (education sector), health professionals (health sector) will benefit from a more effective implementation of laws on corporal punishment against children through an increased and sustainable coordinated response capacity, process flow, clarity in the decision making process and application of the law, knowledge related to corporal punishment, children rights' and alternative pedagogical practices and/or child-friendly justice principles.

Under WS2 - General Expected Result: Increased number of parents and caregivers who adopt positive discipline practices

- ER 2.1. 720 soon-to-be parents and parents and 80 caregivers with increased knowledge and awareness on the laws of corporal punishment against children law and on the harms of corporal punishment against children.
- ER 2.2. 240 soon-to-be parents and parents and 80 caregivers with increased capacity and knowledge to adopt positive discipline practices.

Benefits for target groups / objectives of the call priority: the training courses and the Tea-talks, specifically adapted to each target group, will allow them to access to new information and knowledge, promoting their capacity and empowerment to deal with the daily situations of parenting and education, in particular the stressful and conflict-causing situations. As so, they will achieve new and more adaptive tools for positive discipline, thereby diminishing the recourse to corporal punishment practices.

WS3 - General Expected Result: Increased awareness and knowledge on the laws prohibiting corporal punishment against children, the harms of corporal punishment on children and positive discipline practices by the general public:

- ER 3.1 Increased awareness on prohibition of corporal punishment against children and the harms of corporal punishment on children;
- ER 3.2 Increased number of people with broader knowledge about positive discipline practices;

Benefits for target groups / objectives of the call priority: The warning and awareness campaigns will allow general public to become more aware and informed about corporal punishment and its consequences, adopting therefore alternative parenting practices more positive and harm free. The coaching activities, such as the app and discussion Forum will function as support and guidance tools for parents, enabling, at the same time, an effective implementation of alternative and more positive discipline methods and responses to daily situations.

Under WS4 - General Expected Result: Increased visibility of the project and awareness, knowledge and exploitation of the project's activities, outputs and results by the general public and State institutions Union-wide.

1.5. European added value (max. 2000 characters)

What is the project's added value at European level?

How will you ensure that the project methodology and/or outputs and/or results will be transferable at European level?

Note: *European added value of actions, including that of small-scale and national actions, shall be assessed in the light of criteria such as their contribution to the consistent and coherent implementation of Union law, and to wide public awareness about the rights deriving from it, their potential to develop mutual trust among Member States and to improve cross-border cooperation, their transnational impact, their contribution to the elaboration and dissemination of best practices or their potential to contribute to the creation of minimum standards, practical tools and solutions that address cross-border or Union-wide challenges.*

At Union level there is increasing need for more effective sustainable, child right's-based, multi-agency cooperation, training and awareness to effectively eradicate corporal punishment against children. Taking this into consideration, this project, involving 5 countries (Portugal, Spain, Germany, Bulgaria and Belgium), will under:

WS1-3, build upon national and EU efforts to raise awareness and provide training and guidance for caregivers, policy-makers, judges, prosecutors and law enforcement agencies to effectively implement national and international law on prohibition of corporal punishment against children - thus contributing to implementation of the Victim's Directive, Directive 2011/93/EU and Council of Europe principle on child-friendly justice and sustainable development goal 16.2;

WS3, build upon existing resources, to create an App that will be readily available to all parents and caregivers Union-wide that will provide them child-educating assistance based on positive discipline;

WS4, widely disseminate through a comprehensive communication and dissemination strategy, the project's methodology, outputs and results at national and European level. The project's website and social media will be used for

this effect. Also a mailing list with active and strategic organisations and networks at EU level will be created through which all deliverables may be sent to directly, for further dissemination and uptake;

WS0, divulge the project's methodology, exchange practices and lessons learned at an European Policy Dialogue Meeting that will be held in Brussels where EU policy-makers, international and European networks (Eurochild, Global Initiative to end Corporal Punishment against Children) and international governmental organisations (World Health Organization, Special Representative of the Secretary-General on Violence against Children Marta Santos Pais) and any other expert may participate.

1.6. Methodology

Outline the approach and methodology. Explain why this is the best approach to attain the objectives and the proposed results.

Explain the structure and complementarity of the workstreams (see part 2 of this document).

Outline the approach and methodology

The main elements of this project's WSs are: cooperation, planning, capacity-building and awareness. These elements will cross-cut into each WS, under different methods and approaches, to achieve comprehensive, sustainable and cost-effective results.

WS1 will, in each implementing country, (i) develop an action plan to address corporal punishment against children; (ii) build professional capacity within the following target groups: the justice, social, education and/or health sector; (iii) advocate for the uptake of its outputs and results, particularly among actors working at State level.

The national action plan (as recommended by the Global Initiative to End All Corporal Punishment Against Children) will outline, guide and galvanise/renew the necessary planning, cooperation and capacity building actions from the State, necessary to eradicate corporal punishment against children. It will be developed:

- Following an assessment of national legislation, case-law and State actions to address corporal punishment against children, and taking also into account current resources at EU level;
- With the participation and engagement of representatives of multi-government agencies and sectors (justice, health, social and education), local and national policy-makers, and civil society organisations through a Working Group of Experts on Child Protections;

The trainings will be organised and informed by the assessment conducted for the action plan, and information provided by the representatives of each State agency. The trainings will be supported by a training manual, adapted to each target group that will cover: (i) the laws on corporal punishment and their interpretation in line with International Standards; (ii) the harms of corporal punishment and alternatives to it; (iii) children's rights and when applicable (iv) the principles of child-friendly justice (Council of Europe, 2010).

The outputs and results of WS1 will be presented and advocated at national dialogue meetings among a wider audience of State stakeholders.

The participatory approach and multi-government engagement at different stages of its implementation will ensure the ownership and sustainability of the project's methodology, outputs and results (Marta Santos Pais, 2014). Under the Universal Periodic Review, Portugal (UN, 2014), Spain (UN, 2010) and Germany (UN, 2014), and by the Human Rights Committee, Bulgaria (2011), were urged to continuously implement awareness-raising campaigns and parenting education programmes to end the practice of corporal punishment in all settings, and develop practical measures to ensure its eradication. This requires extensive planning and action, which this project will provide under the activities described in WS1.

WS2 will, in each country, train soon-to-be parents, parents and caregivers (Global Initiative to End All Corporal Punishment Against Children) on positive discipline and raise their awareness on the harms of corporal punishment against children.

The training sessions will be organised in different health services (as recommended by the Global Initiative to End All Corporal Punishment Against Children) and supported by a previous assessment of existing training manuals that can be adapted to this training and accompany each of the different sessions for the different target groups. Each training course will be in line with the needs of each target groups' needs, thus guaranteeing its relevance and interest among parents and caregivers. Each course will have different sessions to cover the following themes: law on corporal punishment against children; child development; positive discipline; children's rights; the educator's point of view. The existence of the App and online forums will be divulged among and by the soon-to-be-parents and caregivers. To consolidate the knowledge obtained, and disseminate it, informal meetings will be organised with parents (called "tea talks"). These meetings will serve as a space for the trained soon-to-be parents and other parents to share experiences and discuss the challenges of education.

WS3 will (i) launch different awareness-raising actions to address cultural and social acceptance of corporal punishment against children; (ii) create an App with advice and strategies for raising and educating children, underpinned by the principles of positive discipline, tailored to the various stages of a child's development;

The awareness-raising campaign will follow a creative and systematic strategy to ensure that it reaches all target audience, and captures people's attention, regardless of their life contexts. It will disseminate broadly the message of positive discipline and the laws prohibiting corporal punishment against children - via day-to-day consumer products that the general public is always in contact with (E.g.: sugar packages, bread packages, etc.) in partnership with consumer brands.

The campaign will be complimented by an exhibition of children's/humorous illustrations on corporal punishment against children. The aim is to raise awareness on the harms of corporal punishment, and the views of children on this subject in a thought-provoking manner. The exhibiting will be advertised by the media, and several key stakeholders will be invited to the opening ceremony.

An online discussion forum will also be created, so the soon-to-be-parents, parents and caregivers can participate and share their opinions, difficulties and worries. This platform will be monitored by technical experts, who will answer queries that may arise (within 5 days).

The activities of WS2 and WS3 will be underpinned and complimented by non-formal education and peer education methods. In regards to non-formal education, as an organised educational activity outside the formal system, "every individual acquires attitudes, values, skills and knowledge from daily experience and the educative influences and resources in his or her environment" (Branco et al., 2014, p.11). The parents, whose skills were built in each training course, will participate in the informal meetings and the online forums with other parents, exchange knowledge and strategies on positive discipline between them and continuously benefiting other parents and caregivers past the project's term.

WS4 will, under a comprehensive communication and dissemination strategy further described under 1.12, divulge and exploit all results, including through the public partnerships established in each country.

Why is this the best approach?

To make the prohibition of corporal punishment against children effective, and all its activities, outputs and results owned and renewed after the project's term, HANDSUP is taking an approach that is:

- Holistic – it aims to take comprehensive action at State and grassroots level, thus making the prohibition of corporal punishment against children effective at all levels;

- Sustainable – all activities, outputs and results will be tailored to each country's particular context and challenges, thus galvanising their uptake and ownership by State and civil society stakeholders;
- Synergetic – it will build upon existing resources, avoid duplication and ensure overall coherence local, national and European policy and action;
- Participatory – whenever applicable it will galvanise/renew coordinated action within and among multi-government agencies and civil society organisations;

Under WS1, the measures foreseen in the action plan will be sensitive to each country's context, coordinated among all State sectors, evidence-based and galvanise ownership by relevant State stakeholders thereby ensuring its sustainability, development and uptake of practical measures and mechanisms to effectively address corporal punishment against children (UN 2010, 2011 and 2014; EU Fundamental Rights Agency, 2015, p. 136, 138). Likewise, given the different needs felt by each country, different training courses will be organised for at least different target groups at State level. Also the training manuals and guiding-fact sheets will be simple, context sensitive and ready to be used by national stakeholders. This will guarantee the overall support, sustainability and renewability of the training sessions, as well as the uptake of the training manuals and guiding fact-sheets in their day-to-day life.

Under WS2 and 3, awareness-raising actions and training of caregivers on positive child-rearing skills are actions that have been consistently recommended by international stakeholders (UN, 2007, UN 2010, 2011 and 2014), particularly for the implementing countries. The activities under these WSs will take different strategies in order to achieve a multiplier effect, and a wide dissemination of the guidance tools and materials, and project results. For this purpose, it will make use of ICT and social media for the activities of WS2 and 3 to reach a wider audience, at Union-level.

- Public Partnerships

Furthermore, the public partnerships, which were made based on their experience with Consortium partners, and willingness to contribute to the sustainability of the project's outputs will contribute and ensure the overall achievement of the objectives. As such, in Portugal the project counts on the support of the National Commission for the Protection of Children and Youngsters at Risk, which is non-judicial public entity that works directly with families that, among others, practice corporal punishment against their children. Their participation will ensure that the training of caregivers and parents may continue in Portugal, past the project's term. In Spain, likewise, the Department of the Regional Government of the Valencian Region dealing with Equality and Inclusion, in partnership with the University of Alicante will ensure the broader dissemination, sustainability and uptake of the outputs developed at different State level. The Ombudsman in Valencia, as associated partner will also assist for this purpose. In Germany, the Agency for child protection in Brandenburg is very active in the work to address corporal punishment against children. Similarly to the other public entities described above, it has accepted to partner in this public to ensure the overall dissemination of the project's outputs at State level, promote their uptake and ensure their sustainability, by incorporating them into its work, past the project's term. In Bulgaria, the State Agency for Child Protection, is concerned with addressing juvenile delinquency and child protection programs. Similarly to the agencies described above, it will ensure that the project's outputs are sustainable and that they can be owned at State level.

Structure and complementarity of each workstream

The outputs and results of each workstream will feed into each other as follows:

WS1's activities, results and outputs will make State's in a better position to comprehensively enforce in a sensitive manner the laws prohibiting corporal punishment against children. The action plans in particular will provide the

framework necessary for the continuance of implementation of the necessary awareness-raising actions and training of parents and caregivers by the State on positive discipline and children's rights (WS2 and 3).

WS2's activities, results and outputs will at the same time (i) provide the tools for the renew of State-led awareness-raising actions and training of caregivers and; (ii) provide good practices for the implementation of the action plan outlined (under WS1); (iii) provide the skills necessary for parents and caregivers function as peer educators and share the positive discipline methodology with other caregivers and educators not directly benefiting from this project; (iv) the App and online forums of WS3 will be divulged among the soon-to-be-parents and caregivers to promote its usage by them and other interested parents and caregivers.

WS3's activities, results and outputs (i) cement the skills and knowledge provided in the training courses and tea talks among soon-to-be parents, parents and caregivers (WS2); (ii) provide simple and cost-effective tools and spaces for caregivers, parents and soon-to-be-parents to use and obtain council and positive discipline strategies, thus complimenting the State action necessary to address corporal punishment against children (WS1).

Milestones of the project are:

Milestone 1 (month 2): Kick off-meeting and definition of a working plan for each workstream.

Milestone 2 (month 7): All the documents that will support the subsequent activities should be concluded - draft of national action plan (Ws1), Parents and Soon-to-be Parents National Training Programs and Caregivers National Training Programs (Ws2) - in order to start the working groups of child protection experts and the actual training courses to parents and soon-to-be parents and caregivers.

Milestone 3 (month 11): Review and balance of the first year of the project. In WS0, Consortium members should give their inputs about the previous year that will be included in the interim reports. Also this is an important moment of evaluation of the process and the workflow through presencial interviews with the workstream leaders. In Ws1, each country target groups should be specified in order to start the training with the stakeholders.

Milestone 4 (month 16): In Ws1 the National Action Plans should be ready to be presented in the National Policy Dialogue Meetings and in the European Policy Dialogue Meetings. This is an important advocacy tool, giving that they will be presented to stakeholders from different countries as political recommendations in what concerns to the elimination of corporal punishment against children.

Milestone 5 (month 23): Project final conference with the public presentation of the results of the project.

1.7. Timeline by workstream (max. 2000 characters)

Provide in a structured manner the timing of the activities per Workstream by using, for instance, a Gantt chart.

PROJECT TIMETABLE		M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24	
WP	Activities																									
WP0	Project management, coordination and Evaluation																									
	1. Administrative Management																									
	2. Project Monitoring																									
	3. Internal Communication																									
	4. Financial Management																									
	5. Organising a European Policy Dialogue Meeting																									
WP1	State-led Action																									
	1. Assessment of application of National corporal punishment law																									
	2. Draft of a National Action Plan																									
	3. Working Group of Child Protection Experts																									
	4. National Policy Dialogue Meetings																									
WP2	Positive parenting / Positive Discipline																									
	1. Research																									
	2. Training course to Parents and Soon-to-be Parents																									
	3. Parent Meetings – Tea Talks																									
WP3	Coaching and Awareness																									
	1. Warning Campaigns																									
	2. Awareness Campaign																									
	3. Coaching activity 1 - APP "HandsUp"																									
WP4	Communication and dissemination of Project activities and results																									
	1. Communication and Dissemination Plan/Implementation																									
	2. Hand-Up Website and Social Media																									
	3. Communication materials																									
4. Public Events																										

- 01 - Grant Agreement Contractual Documents
- 02 - Project Monitoring Plan
- 05 - Interim Technical Reports
- 06 - Interim Financial Reports
- 08 - European Policy Dialogue Meeting
- 09 - Project Final Conference
- 01 - Logical Framework Matrix
- 03 - Training Evaluation Questionnaires
- 05 - Online Questionnaires
- 07 - Process of Development and Implementation Interviews
- 08 - Workflow and Communication Interviews
- 010 - Evaluation Report

- 01 - National Assessment Reports
- 02 - National Action Plans (Draft Proposal)
- 05 - National Action Plans
- 04 - Expert Working Group Meetings Report
- 07 - Training Manuals; 08 - Fact Sheets

- 01 - National Research Reports
- 02 - Training Report
- 03 - Parents and Soon-to-be Parents National Training Programs
- 04 - Caretakers National Training Programs
- 05 - Tea-talks Compilation

- 01 - Video
- 02 - App
- 03 - Forum

- 01 - Activity Plan
- 02 - Site

Ms Milestone
PM Project Meeting
01 Deliverable

1.8. The partnership and the core project team (max. 4000 characters)

Describe the partnership of organisations implementing the project (applicant, partners, associate partners). Explain how the partners and associate partners were selected, and why this partnership is suited to attain the objectives of the project. Describe the value of the partnership, its strengths/weaknesses, the organisational arrangements within the partnership and how you will ensure coordination within the partnership.

List and introduce the persons forming the core project team . The CVs of the key project staff members (e.g. project manager, financial manager and the key experts) must be annexed to the application.

The project consortium includes APDES, UCP, SAPI, Camino, Universidad de Alicante and EMEK. The partners were selected according their expertise and knowledge, ability to cooperate in European Consortium, regional relevance, the specific expertise and past experience in projects on this topic.

APDES: Portuguese NGO that promotes sustainable development among communities and countries where it works and is responsible for the overall coordination of the project:

- ▲ □□ J. Queiroz: graduated in Psychology, executive director of APDES
- ▲ □□ F. Pimentel: graduated in Psychology, project coordinator
- ▲ □□ M. Barbosa: graduated in Psychology, Psychologist
- ▲ □□ M. Martins: graduated in Psychology, Training Coordinator

▲ B.Monteiro: graduated in Law, Researcher

▲ J.Antão: graduated in Psychology, team Coordinator

▲ F.Azevedo: graduated in Translation, Translator

▲ M.Raimundo: graduated in Business Management, financial officer

Universidade Católica Portuguesa: Portuguese university with a long standing as leader of research in law. UCP is closely connected to the main public institutions in the Law area and has privileged access to them:

▲ S.Fernandes: graduated in Business Adm. and Management, Project Manager

▲ P.Faria: graduated in Law, Researcher

▲ E.Ferreira: graduated in Law, Researcher

▲ C.Cunha: graduated in Law, Researcher

▲ J.Fernandes: graduated in Law, Researcher

SAPI (Social Activities and Practices Institute): Bulgarian NGO that provides services to develop social work and enhance social inclusion of vulnerable groups in Bulgaria, working particularly with children and childcare. The international NGO implemented, among others, the European project 'Right of The Children Victims to Psychological Help and Child-Friendly Justice Procedures':

▲ Z.Petrova: graduated in Social Psychology, Project coordinator

▲ B.Koycheva: graduated in Social Psychology, Trainer

▲ K.Karadzova: graduated in Social Work with Children, Trainer

▲ N.Petrova: graduated in Pedagogy, Chairperson of Managing Board

▲ P.Koleva: graduated in Economics: Accounting and Control

▲ K.Ivanova: graduated in Economy, Head accountant

▲ D.Yankova: graduated in Social Pedagogy, Executive director of SAPI

▲ Z.Moskova: graduated in International Relations, Communication expert

Camino: German NGO with long experience on the topics of violence prevention and conflict management, youth, sports and social work. The international unit implemented a variety of European projects, such as Eradication of the use of physical punishment against children within family and institutions, financed by the EU-Program DAPHNE.

▲ S. Behn: graduated in Sociology, Managing Director of Camino

▲ □ M. Schroer-Hippel: graduated in Political sciences, researcher

▲ □ T. Sträter: graduated in Psychology, trainer/researcher

▲ □ W. Stuppert: Technician

▲ □ M. Jertschat: Financial administrator

Universidad de Alicante: Spanish University with numerous research departments, which has investigation lines such as Protection of children at risk, Child abuse, Foster care, Gender violence, Attachment and resilience and Intervention in disadvantaged environments.

▲ □ □ A. Rosser: graduated in Psychology, Director of Ipsifam.

▲ □ D. Jareño: graduated in Sociology, Associated Professor

▲ □ C. Diaz: graduated in Law, Lawyer and Mediator.

▲ □ C. Lopez: graduated in Psychology, Senior Lecturer.

▲ □ V. Tur: graduated in Psychology, Senior Lecturer.

▲ □ □ J. Ivorra: graduated in Biology, Project Manager

EMEK (One Child, One World): Greek NGO aimed at vulnerable families with children under 12 years old and aims at the welfare of each child. EMEK main concerns are the importance and effectiveness of prevention and early intervention, the importance of the family, equal and undeniable rights for all and the importance of social ties, and most of all, that every child is a whole world.

▲ □ K. Hatzinikolaou: graduated in Psychology, Scientific coordinator

▲ □ Psychologist: to be hired

▲ □ Adm./Finance: to be hired

Public Partnerships

The public partnerships were made based on their experience with Consortium partners, and willingness to contribute to the sustainability of the project's outputs. As such, in Portugal the project counts on the support of the National Commission for the Protection of Children and Youngsters at Risk, which is non-judicial public entity that works directly with families that, among others, practice corporal punishment against their children. Their participation will ensure that the training of caregivers and parents may continue in Portugal, past the project's term. In Spain, likewise, the Ombudsman in Valencia, in partnership with the University of Alicante will ensure the broader dissemination, sustainability and uptake of the outputs developed at different State level. In Germany, the Agency for child protection

in Brandenburg is very active in the work to address corporal punishment against children. Similarly to the other public entities described above, it has accepted to partner in this public to ensure the overall dissemination of the project's outputs at State level, promote their uptake and ensure their sustainability, by incorporating them into its work, past the project's term. In Bulgaria, the State Agency for Child Protection, is concerned with addressing juvenile delinquency and child protection programs. Similarly to the agencies described above, it will ensure that the project's outputs are sustainable and that they can be owned at State level.

1.9. Subcontracting (max. 2000 characters)

If applicable, explain the reasons for any subcontracting in your project.

Note: On the definition of subcontracting please read carefully section V.1.5.3 of the Guide for Action Grants.

Subcontracting the services of an ICT expert. As part of WS 3 and 4, and due to the inherent ICT expertise necessary to develop an App (Activity 3.3), online forums (Activity 3.4) and the project's website (Activity 4.2), not readily available among the Consortium, we consider it essential to subcontract this service. The amount allocated to these services complies with the 30% limit established in the call for proposals, point 5.3 Financial provisions, as demonstrated within the project's budget. The subcontracting will be limited to these tasks, to ensure their proper implementation and added-value in accordance with V.1.5.3 of the Guide for Action Grants. To this aim, at M1 of the project, the Coordination team will open a tender procedure to hire the aforementioned expert. Any conflict of interest will be avoided, and the tender which will offer the best value for money will be hired, in conformity with the internal practices of APDES. A subcontracting agreement and a description of the aforementioned steps will be drafted and sent to the European Commission.

1.10. Monitoring of the project implementation; risks and measures to mitigate them (max 2000 characters)

How will you ensure that the project is implemented as planned and what methods will you use to monitor its progress? What are the potential risks and what action do you plan to undertake to mitigate them?

This project's progress will be based on an efficient, cost-effective and time-bound, results-based and participatory approach. Under WS 0, a project plan will be defined that will contain a Logical Framework Matrix and Risk Management Matrix to measure technical and financial progress and address any risks. This will provide the necessary input, and information-collection methods for each project implementer working at field level, and WS Leader in charge of monitoring their assigned WS and report to the project coordinating team.

The main risks and potential mitigation measures identified are:

Risk: Lack of participation of target groups

Mitigation: The project will ensure the involvement of relevant stakeholders and target population throughout its implementation. This will increase ownership and the active participation of all stakeholders.

Risk: Lack of commitment or drop-out of project partners

Mitigation: Regular and close cooperation through agreed communication channels, combined with an effective work plan drafted with the participation with all partners will ensure continuous involvement. A detailed agreement will foresee the appropriate procedure to replace project partners if needed. The wide network of each partner will allow a swift replacement.

Risk: Lack of visibility and uptake of project outputs

Mitigation: The assessment of key stakeholders that will be conducted, in combination of the pool of contacts of APDES and partners will ensure that outputs reach relevant stakeholders. A comprehensive dissemination plan targeting key stakeholders will guarantee the visibility and foster the uptake of project outputs.

Risk: Delayed or failed delivery of partner performance.

Mitigation: A 6-monthly review system and the usage of a logical framework matrix will identify potential delay in time and avoid consequences for the future workflow. A risk management matrix will be applied to permit appropriate monitoring and provide possible solutions.

1.11. Evaluation of the project activities, outputs and results (max. 2000 characters)

How will the project activities, the outputs and the results be evaluated, and by whom?

Explain which quantitative and qualitative indicators you propose to use for the evaluation of the reach and coverage of project activities and of project results.

Explain what data will be collected, according to what method and at what moments, including feedback from project participants (satisfaction surveys, evaluation forms, etc.).

How will findings be analysed and reported and how will they be used.

Note: For the evaluation of the activities you will be requested to use a participation evaluation questionnaire provided by the Commission.

You must identify which indicators you will use from the list provided in section 5 of the Application Form for Action Grant and include them in the indicators of your project. You will be asked to report on those indicators as part of the project's Final Report.

Where relevant, data must be disaggregated by gender and by age.

The evaluation in the project is part of WSO and will be conducted by One Child, One World. The main aim of the project evaluation is to develop a framework and set of observations, conclusions and recommendations, monitoring and analysing the overall progress of the project.

The main indicators for the project evaluation are:

- Is the project organised as described in the proposal?
- Did the project accomplish the proposed objectives, actions and results?
- Did the development and implementation processes go well?

Several indicators will be used to evaluate the progress of the activities and the quality of results, such as number of events organized, number of persons achieved by campaigns and communication tools, number of trained persons; number of enrolled stakeholders, level of satisfaction and increased knowledge of target groups, commitment of policy and decision makers to support measures to effectively mitigate the corporal punishment practices against children, etc.

The project evaluation will include quantitative (questionnaires) and qualitative approaches (interviews, focus groups and logical framework matrixes). It will examine both the processes and results of the vertical and horizontal workstreams of the project. The evaluation will address different target groups and stakeholders to guarantee that all

project audiences are involved and a majority of interventive dimensions is considered. Logical Framework Matrixes will be used for all workstreams as tools for monitoring and evaluating its actions and results. Workstream coordinators and implementing partners will be interviewed to evaluate the process of development and implementation of proposed objectives and actions. Tests and questionnaires will be used to measure progress, experiences and satisfaction of training participants. Baseline instruments and online questionnaires will be used to assess the public opinion about the clarity, pertinence and satisfaction of warning and awareness campaigns.

1.12. Dissemination strategy and communication tools

How do you plan to disseminate (actively spread) information about the project, its activities and its results? Please specify in particular:

- **Communication needs and objectives:** What are the communication needs and objectives of the project?
- **Target groups and multipliers:** What are the target groups? Which stakeholders or other organisations could possibly be supporters and multipliers of the communication activities?
- **Key messages:** Which messages will the activities convey in order to meet the communication objectives?
- **Distribution channels/tools:** Which communication channels/tools will be used to convey the messages to your target groups and multipliers?
- How will your dissemination strategy facilitate further use and transferability of the project results?

The dissemination of project outcomes and results has a high priority is therefore an integral part of the project activities. A stakeholder analysis and a dissemination strategy will be prepared in the beginning of the project.

The most important tool for the dissemination is the project website. From the very beginning, the website will inform about the aims and the objectives of the project, invite external experts to get involved by contributing to the documentation and resources on the site etc.

Once the first results are available, data and information will be added timely to the site. The final tools and recommendations will be available in online formats and as downloadable files.

The greater audience will be informed by regular e-mail alerts and posts on the partners' Facebook and websites, as well as to our database of contacts of other associations, institutions and relevant stakeholders.

Additional channels will be used to inform about project activities proactively: External experts and other networks and organisations, working in the field will be contacted and informed regularly.

The following demonstrates our plans for an effective dissemination strategy:

Communication Objectives	Target Groups	Key Message	Tools/Channels	Transferability
A. Promote participation in training	Law enforcement agents	1. Corporal punishment is a crime.	A. Flyers Posters	Manuals, fact-sheets, etc, available to download from the
B. Divulgate guidance for the effective	Judges and prosecutors	2. Improve legal procedures for effective	Website National Training	

implementation of the laws		law implementation.	Manual Fact-sheets B. National Dialogue Meetings European Policy Dialogue Meeting Project Final Conference	website.
A. Promote the participation in training B. Promote positive discipline practices as an alternative to corporal punishment	Education, social and healthcare Professionals	1. Corporal punishment is a crime and causes major harm to children. 2. Positive discipline as a more efficient and adapted alternative for children education. 3. Professionals are important stakeholders in raising awareness and support parents to adopt more efficient education practices.	A. Flyers Posters B. Video Training Manuals European Policy Dialogue Meeting Project Final Conference	Training Manuals and video available to download from the website. Expand visibility of the video to other social media.
A. Promote participation in training B. Promote positive discipline practices as an alternative to corporal punishment	Parents and soon-to-be parents	1. Corporal punishment is a crime. 2. Positive discipline as a more efficient and adapted alternative for children education.	A. Flyers Posters B. Forums App Project Final Conference	Manuals and App, available to download from the website. The forum continues active after the project end.
A. Promote positive educational practices as an alternative to corporal punishment B. Communicate information about the project, activities and results	General Public	1. Corporal punishment is a crime. 2. Positive discipline as a more efficient and adapted alternative for children education. 3. Project Development and Implementation.	A. Video Day-to-day products Illustrations B. Site Project Final Conference Newsletters	The website (including its various elements eg. Forum, app) will be actively maintained after the project end. Expansion of the visibility of the video to other social media.

A. Promote the involvement and commitment of policy and decision makers to support the eradication of corporal punishment	Policy and Decision Makers	1. Corporal punishment is a crime. 2. Need to improve public administrative measures to support the effectiveness of the law implementation.	National Action Plans National Dialogue Meetings European Policy Dialogue Meeting Project Final Conference	Policy and Decision Makers will formally agree to follow up on, and implement the National Action Plans.
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1.13. Sustainability and long-term impact of the project results (max. 2000 characters)

What is planned as follow-up of the project after the financial support of the European Union has ended? How will the sustainability of the project's results be assured? Are the project results likely to have a long-term impact? How?

Note: In this part you should not list activities or outputs of your project, but you should focus on the expected long-term impact of your project. The long-term impact refers to long-term socio-economic consequences that can be observed after a certain period following the completion of the project and may affect either the target groups of the project or other groups falling outside the boundary of the project, who may be winners or losers.

A sustainability plan will be developed as part of the dissemination plan, taking into account the different levels of dissemination and impact.

Methods to ensure sustainability will be:

- Promotion of the project and its results through multilateral networks;
- Dissemination of project activities and results among child protection workers, policy-makers and community members;
- Maintenance of several online resources: website; forum and *app*;
- Training and skills building for parents, soon-to-be parents, caregivers, professionals and stakeholders in the justice, health, social and education sectors;
- Peer education assured by the Parent Meetings and the compilation of the “Tea Talks” testimonies;
- Awareness campaigns that will continue after the end of the project, namely the dissemination of the video;
- Positive discipline training programs will be available for free download after the end of the project, at the project website;
- The creation of a training manual that can be used in the training institutes of each country;
- Dissemination of a Communication report presenting the most important stages of the project, available to stakeholders, general public and media;
- Subscription of recommendations by relevant stakeholders for the effective elimination of corporal punishment against children.

It is expected that sustainability can be achieved at different levels:

- European level: by promoting it through European network channels and at European conferences.
- National level: through promotion of the project results and outputs by project partners in their respective countries

- Local level: by addressing municipalities and local NGOs.

1.14. Ethical issues related to the project (max. 2000 characters)

Describe any ethical issues which you could come across during the implementation of your project, including with regard to interactions with target groups or persons benefiting from the project, and present your strategy to address them.

HandsUp brings together different organisations that will implement the project with common values and ethics.

All actions will be based on:

- We do not expect to come across any ethical issue during the implementation of the project. Although not contemplated direct intervention with children, child protection policies will be considered
- All information provided by the project partners and beneficiaries will be confidential and anonymous.
- The participation of the target groups (law enforcement, carers, soon-to-be parents and parents) will be voluntary and all will sign an informed consent. All of the procedures and goals will be explained to ensure that the potential participants do not feel pressured or forced into giving their consent.
- The goals, methods and implications of the research, as well as the nature of participation, will be described in detail. Moreover, the document will make clear the way information provided will be used, who will use it and how it will be conserved and disseminated as a whole.
- Actions will be implemented with professionalism, team work, proximity, availability and flexibility.
- The project teams will propose a non-intrusive approach to build a trustful relationship and to let caregivers and stakeholders express their difficulties and worries, facilitating effective support and empowerment of these populations.
- All the materials used in awareness campaigns (video and others) will take into account the basic principles of respect: non-aggressive campaigns, campaigns that raise awareness without hurting or shocking.
- This project aims to meet the principles of the Convention on the Rights of the Child (art. 19), which advocates that children have the right to be protected from being physically or mentally hurt and mistreated.

1.15. Mainstreaming (max. 2000 characters)

How do you plan to ensure mainstreaming of aspects mentioned in section 2.3 of the call in the activities of your project?.

The project considers the gender as a cross-cutting issue. The principle of non-discrimination (Article 21, EU Charter of Fundamental Right) is reflected at all project stages: inception, implementation and evaluation. The choice of project partners took into account their human rights records, and the project's staff nomination considered the gender balance within the Consortium. It will particularly contribute to ensure gender equality at all stages in:

The **National Action Plans**, will serve as tools for mainstreaming, aiming to address relevant stakeholders (from the justice, education, social, and health sector, scientific community, policy-makers) in order to advocate for the effective consideration of the project results and outputs.

Gender issues: If possible, the project will maintain the balance in participation of male and female in the Working Group of Child Protection Experts meetings. Gender issues will also be considered in training sessions and tea-talks, in what concerns to participants and trainers. Furthermore, if gender conflicts are perceived as an obstacle among the training sessions/tea talks, the trainee team has to ensure the necessary adaptations to overcome it. The training materials used at the sessions will have a neutral language and will explore gender dimensions.

Parents, Soon-to-be Parents and Caregivers training programs, will encourage equal participation, in terms of gender.

Communication and dissemination strategies and awareness campaigns at local, national and EU levels will reflect the cultural and socio-economic settings for parenting, encouraging the sharing of parenting (gender) equally, and balance in work and family life. Communication and dissemination strategies will assure language and gender neutral messages.

Evaluation: all evaluation tasks will consider a balanced participation of male and female participants.

1.16. IF APPLICABLE: Description of child protection policy (max. 2000 characters)

If the applicant and/or any of the partners work directly with/have contact with children, provide a description of the child protection policy of these organisations, covering the following topics:

- purpose of the child protection policy;
- application of the policy (applicable to which staff, in which situations);
- responsibility: who is responsible for ensuring that the policy is adhered to;
- description of recruitment and screening processes with regard to child protection policy (details of training on child protection policy and rights of the child, screening, vetting (criminal background check). Preventing harm to children: processes exist to help minimise the possibility of children being abused by those in positions of trust.

NA.

PART 2 – DESCRIPTION OF WORKSTREAMS AND ACTIVITIES

In Part 2, please detail the activities that you will undertake to achieve the objectives and results described in Part 1 of this document. This section is divided into several Workstreams (WS), i.e.: sets of activities leading to a specific output that you wish to produce.

Any project will have a minimum of two and maximum of five WS: Workstream 0 including the management and coordination activities and outputs and Workstreams 1 to 4 including activities and outputs related to the objective(s) of your project.

Each Workstream should include activities and the expected outputs. Except for Workstream 0, you should provide a title and an objective to each Workstream.

► Workstream 0 - Management and Coordination of the Project

Workstream 0 is intended for the general management and coordination activities of the project (project meetings, project monitoring and evaluation, financial management, reporting, etc.) and all the activities which are cross cutting and therefore difficult to assign just to one specific workstream. In such case, instead of splitting them across many workstreams, please enter and describe them in workstream 0. For this reason this workstream has a different layout, where you do not have to enter objectives and duration. Nevertheless, it will have its own outputs and corresponding budget.

I. Description of the work (activities)

Be specific, give a short name for each activity, number them and describe them briefly. Indicate for each activity the partner who will be responsible for its implementation.

No.	Name and description of the activity	Partner
1.	<p>This WS will consist of the coordination of the project and monitoring of project activities, outputs and results, as well as the technical and financial administration procedures.</p> <p>The WS activities will include:</p> <p><u>Administrative Management</u></p> <ul style="list-style-type: none"> . Monitor the completion of contractual documents defined in the grant agreement. . Technical reporting on the progress of the project (towards DG Justice), based on information and data provided by the Consortium. . Provide further information to the EC (when applicable). 	APDES
2.	<p><u>Project Monitoring</u></p> <ul style="list-style-type: none"> . Develop a monitoring project plan, regarding all WS, activities, outputs and deadlines. . Monitor the project progress and the work flow in the different WS. . Monitor and offer advice to the project partners. . Help the project partners to organise their respective tasks and project activities. . Coordinate the development of results and outputs according to the work plan. . Manage potential risks and conflicts with project partners. 	APDES, Camino, SAPI, Universidad de Alicante, One Child, One World
3.	<p><u>Internal Communication</u></p> <p>The project coordinator will promote and monitor communication between project partners and</p>	

	<p>will be the link with the EC.</p> <p>The communication process includes:</p> <ul style="list-style-type: none"> . Internal communication through regular exchange and consultation with partner organisations during project meetings and <i>Skype</i>/phone conferences. . Preparation and administrative organisation of the project meetings and the final seminar. . Organisation of 4 Steering Committee meetings: <ol style="list-style-type: none"> 1) Kick-off meeting (M2) – Welcoming the Consortium, present and discuss the project plan, agree on the division of future tasks, discuss the methodology that will be used in each WS, provide administrative and financial guidance. 2) 2nd meeting (M11) – presentation of WS activities so far, training plans and report drafts, administrative and financial guidance. 3) 3rd meeting (M17) – WS activities follow-up, Final Seminar design and preparation, administrative and financial guidance. 4) 4th meeting/Project Final Conference (M23) – Presentation of the project results, preparation of final reports and other relevant products, provide administrative and financial guidance. <p>(For each meeting an Agenda will be prepared).</p> <ul style="list-style-type: none"> . Drafting final documents 	Consortium
4.	<p><u>Financial Management</u></p> <p>Budget control and financial reporting (towards DG Justice). The Consortium will provide regular reports, including financial and technical data to the project coordinator and to the financial manager, in order to check if the budget is being respected.</p>	Consortium
5.	<p><u>Organisation of European Policy Dialogue Meeting</u></p> <p>A European Policy Dialogue Meeting will be organised in Brussels, at the EP, involving MEPs, UNICEF, Eurochild, Global Initiative to end Corporal Punishment against Children, international governmental organisations (World Health Organization, Special Representative of the Secretary-General on Violence against Children Marta Santos Pais), civil society representatives and researchers. The European Policy Dialogue Meeting will help to: (i) bring the issue of corporal punishment against children onto the European policy agenda; (ii) raise awareness on the issue and promote more adaptive interventions at national level; (iii) present the 4 National Action Plans on prohibiting corporal punishment against children, and advocate for its national implementation.</p>	Consortium
6.	<p><u>Organisation of Project Final Conference</u></p> <p>A Project Final Conference will be organised in Oporto, to present and disseminate the project results. Partners and relevant stakeholders will be invited to participate.</p>	Consortium
7.	<p><u>Developing Logical Framework Matrix</u></p> <p>At the start of the project, log frames will be developed, in which every action carried out in a WS</p>	One Child, One World

8.	<p>gets a strict timeframe and indicators on how and when products of the workstream have to be delivered. The 1st matrix proposal will be presented to the Consortium members at the kick-off meeting, to collect contributions and establish the evaluation framework.</p>	
	<p><u>Assessing objectives, actions and results – process evaluation</u></p> <p>During the entire project, the log frames will be implemented in close cooperation between workstream coordinators to register the progress, adjustments, problems and solutions in their workstream activities. As so, log frames can be used both as an evaluation tool and coordination instrument.</p>	One Child, One World
9.	<p><u>Training Evaluation</u></p> <p>Data on the evaluation of training courses (WS1 and WS2) will be collected by trainees right after training (satisfaction, capacity building) and some months later (usefulness and impact on day to day’s work). WS leader will monitor the implementation of evaluation instruments and will assist the workstream coordinators during data analysis. Further data will be collected through training process reports from the workstream coordinator, participant lists and other relevant data concerning the training sessions.</p>	One Child, One World
10.	<p><u>Awareness evaluation</u></p> <p>The activities concerning public awareness will consider specific evaluation tools, appropriate to campaigns and web initiatives, such as online questionnaires, baseline instruments and qualitative content analysis. These tools will be used before the launch of campaigns (for final adjustments) and after (to evaluate its effectiveness). Other quantitative indicators will be considered, such as the number of views, number of people reached and engaged, etc.</p>	One Child, One World
11.	<p><u>Project workflow evaluation</u></p> <p>The project workflow evaluation will be based on interviews with the workstream coordinators and on log frame data, to assess the quality and efficiency of the communication between Consortium partners and of workflow processes along the project.</p>	One Child, One World
12.	<p><u>Reporting</u></p> <p>WS leader will write a final evaluation report based on the data from the Logical Framework Matrixes and the questionnaires with the WS coordinators and the data from the experimental training sessions.</p>	One Child, One World

II. Output(s) of this workstream

List the outputs to be produced by this workstream.

Outputs of your planned activities can be **intangible** (conferences, seminars, training sessions, meetings, interviews, etc.) or **tangible**

(manuals, reports, leaflets, website, training material packages, books, etc.).

Give factual and quantitative data: e.g.:

- X regional seminars; X participants, in X country.

- title of publication, type of publication (brochure, manual, flyer, book, training material, etc.) language, format (electronic/printed), number of pages, number of copies.

No.	Output	Factual and quantitative data	Target group
1	Project Monitoring Plan	1 Project Monitoring Plan, internal document, electronic, in English.	Consortium members
2	Project Meeting Minutes	4 Project Meeting minutes, 1 page each, electronic, in English.	Consortium members
3	Project Meeting Reports	4 Project Meeting Reports, 3 to 5 pages each, electronic, in English.	Consortium members
4	Interim Technical Reports	Interim Technical Reports, 20 pages, electronic, in English.	Consortium members European Commission
5	Interim Financial Reports	Interim Financial Reports, electronic, in English.	Consortium members European Commission
6	European Policy Dialogue Meeting	1 European Policy Dialogue Meeting, 24 participants from 8 to 10 countries.	Consortium members Project Partners Relevant stakeholders
7	European Policy Dialogue Meeting Report	1 European Policy Dialogue Meeting Report, 15 pages, electronic, in English.	Consortium members Project Partners Relevant stakeholders
8	Project Final Conference	1 Project Final Conference, 100 participants from 8 to 10 countries.	Consortium members Project Partners Relevant stakeholders
9	Logical Framework Matrix	1 Logical Framework Matrix, internal document, electronic, in English.	Consortium partners
10	Database: Registration of the progress, adjustments,	1 Database, internal document, electronic, in English.	Workstream coordinators

	problems and solutions		
11	Training evaluation questionnaires	3 Training evaluation questionnaires, internal document, printed, in English.	Trainees (judges, prosecutors, police forces, soon-to-be parents, caregivers, professionals of healthcare, education and social sectors)
12	Online Questionnaires	1 Online Questionnaire, internal document, electronic, in English, and 4 implementing countries languages.	General public
13	Tests	6 Pre-Tests and Post-Tests, internal document, printed, in English, and 4 implementing countries languages.	Trainees (judges, prosecutors, police forces, soon-to-be parents, caregivers, professionals of healthcare, education and social sectors)
14	Process evaluation interviews	1 Process evaluation interview, internal document, electronic, in English.	Workstream coordinators
15	Workflow and communication interviews	1 Workflow and communication interview, internal document, electronic, in English.	Workstream coordinators
16	Evaluation report	1 Evaluation report, 30 - 40 pages, electronic, in English.	Consortium members Project partners

► Workstream 1: Title: State-led Action

Duration in months: **22**

Leading partner: **SAPI**

I. Objective(s) of this workstream

- Identify and bridge gaps in State-led action on the implementation of national laws of corporal punishment against children through sustainable capacity-building and planning;
- Improve cooperation between relevant multi-stakeholders through a working group of child protection experts Develop guidance for the effective implementation of the laws prohibiting corporal punishment against children through national actions plans;
- Increase State-led action on the eradication of corporal punishment against children through the uptake of WS1's outputs by a wide array of public stakeholders;

II. Description of the work (activities)

Be specific, give a short name for each activity, number them and describe them briefly.
Indicate for each activity the partner who will be responsible for its implementation.

No.	Name and description of the activity	Partner
1.	<p><u>Assessment of the National Framework on Prohibiting Corporal Punishment against Children</u></p> <p>This will comprehend an assessment of the relevant national and international laws, case-law, literature and national previous State programs and actions . This initial mapping will:</p> <ul style="list-style-type: none"> - Identify existing gaps on the implementation of the prohibition of corporal punishment against children; - Provide the information needed to create a first draft of the national action plan on this subject (which will be discussed during the working group (Activity 3)); - Provide the information to draft the training materials and pinpoint the target group that require training under (Activity 5); 	UCP, APDES, Camino, SAPI, Universidad de Alicante
2.	<p><u>National Action Plan to address Corporal Punishment against Children.</u></p> <p>Draft a comprehensive plan with the necessary sectorial and cross-sectorial action necessary to guide the State and State actors on how to tackle corporal punishment against children at national level. This action plan will then be validated and/or amended as necessary in light of the inputs provided by the experts during the Working Group of Child Protection Experts;</p>	UCP, APDES, Camino, SAPI, Universidad de Alicante
3.	<p><u>Working Group of Child Protection Experts</u></p> <p>5 meetings will be organised at national levels, with the participation of 10 representatives (in each country) of the justice, health, education social sectors and the civil society organisations, working on children’s rights to:</p> <ul style="list-style-type: none"> - Discuss, plan and decide how to cooperate more effectively; - Identify target groups that require capacity-building; - Produce a National Action Plan on Prohibiting Corporal Punishment against Children, based on the previous draft; 	UCP, APDES, Camino, SAPI, Universidad de Alicante
4.	<p><u>National Policy Dialogue Meetings</u></p> <p>These will be seminar meetings where the national action plan will be presented among a wide-array of State stakeholders, to advocate for its uptake;</p>	UCP, APDES, Camino, SAPI, Universidad de Alicante
5.	<p><u>Training of Stakeholders</u></p> <p>Upon information gathered in the previous assessment and consultation actions (Activity 1 and Activity 3), target groups will be identified among the justice, health, social and education sectors, to build their skills and knowledge. The training sessions will cover 3 modules on:</p> <ul style="list-style-type: none"> (i) the laws on corporal punishment against children and their interpretation in line with International Standards; (ii) the harms of corporal punishment against children and alternatives to it; (iii) children’s rights; and when applicable (iv) the principles of child-friendly justice (Council of Europe, 2010). 	UCP, APDES, Camino, SAPI, Universidad de Alicante

	The budget will allow the implementation of 2 different trainings to meet the needs of different set of stakeholders.	
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III. Output(s) of this workstream

List the outputs to be produced by this workstream.

Outputs of your planned activities can be **intangible** (conferences, seminars, training sessions, meetings, interviews, etc.) or **tangible** (manuals, reports, leaflets, website, training material packages, books, etc.).

Give factual and quantitative data: e.g.:

- *X regional seminars; X participants, in X country.*

- *title of publication, type of publication (brochure, manual, flyer, book, training material, etc.) language, format (electronic/printed), number of pages, number of copies.*

No.	Output	Factual and quantitative data	Target group
1	National Assessment Report	4 National assessment reports, 30 pages, electronic, in Portuguese, German, Spanish, Bulgarian and English	Scientific Community
2	National Action Plans (Draft Proposal)	4 National Action Plans to address Corporal Punishment against Children, 50 pages each, electronic, in Portuguese, German, Spanish, Bulgarian and English	National and local professionals and practitioners from the Justice, Education, Health and Social Sector, academic experts, civil society organisations and policy-makers
3	Working Group of Child Protection Experts meetings	20 Expert Working Group Meetings (5 in each country), with 10 professionals and practitioners from the Justice, Education, Health and Social Sector, academic experts, civil society organisations and policy-makers in each meeting, 1 day duration each	National and local professionals and practitioners from the Justice, Education, Health and Social Sector, academic experts, civil society organisations and policy-makers
4	Expert Working Group Meetings Reports	4 reports, describing the proceedings, development, discussions and conclusions of the Working Group of Child Protection Experts, 20 pages, electronic, English	Civil Society

5	National Action Plans (final version)	4 National Action Plans to address Corporal Punishment against Children, final version after validations and amendments from the Expert Working Group, 50 pages each, electronic, in Portuguese, German, Spanish, Bulgarian and English	National and local professionals and practitioners from the Justice, Education, Health and Social Sector, academic experts, civil society organisations and policy-makers
6	National Dialogue Meetings	4 National Dialogue Meetings, 1 day, 30 participants	National and local policy and decision-makers and civil society organisations working on children's rights
7	National Training Manuals	4 Training Manuals, 120 pages (4 modules and 30 pages each), electronic, 4 printed, in Portuguese, German, Bulgarian, Spanish and English	2 different groups of State professionals which were identified as having need of training
8	Fact-Sheets	8 Fact-Sheets, 16 pages (2 pages each), electronic, in Portuguese, German, Bulgarian, Spanish and English	2 different groups of State professionals which were identified as having need of training
9	Training of Stakeholders	8 Training courses (2 in each country), 80h (10h each course), 2 days, 160 participants (max 20 in each session)	2 different groups of State professionals which were identified as having need of training

➤ **Workstream 2:** Title: **Positive Discipline**

Duration in months: **20**

Leading partner: **Camino**

I. Objective(s) of this workstream

- Promote positive educational practices.
- Present pedagogic alternatives to corporal punishment.

- Promote the child’s sense of responsibility and self-esteem.
- Improve empathy and communication in the family relationships.
- Discuss concepts and notions of authority, discipline and obedience.
- Help to tackle daily obstacles with less stress.

II. Description of the work (activities)

Be specific, give a short name for each activity, number them and describe them briefly. Indicate for each activity the partner who will be responsible for its implementation.

No.	Name and description of the activity	Partner
1.	<p>Assessment</p> <p>The first step will consist in a assessment about the different existing training courses for parents and soon-to-be-parents and to identify the central modules concerning the prevention of corporal punishment against children.</p>	<p>APDES, Camino, SAPI, Universidad de Alicante</p>
2.	<p>Development of Training courses to Parents and Soon-to-be Parents.</p> <p>This training program is aimed at parents and/or soon-to-be parents and will be held at different institutions: Healthcare Centres, Maternity Clinics, Support Centres for Mothers, Associations, etc. The main goal is to promote positive educational practices will focus on the following themes: law on corporal punishment against children; child development; positive discipline; children’s rights; the educator’s point of view. The course will be divided into 5 training sessions (2 hours each) with a maximum of 10 participants. Each implementing partner will carry out 6 editions of a Positive Discipline training course during the first year of the project with close to 60 soon-to-be parents. Each partner country is responsible for establishing partnerships with these institutions. We will have into account the balanced participation of both genders in training activities / awareness related to positive discipline.</p>	<p>APDES, Camino, SAPI, Universidad de Alicante</p>
3.	<p>Development of Parent Meetings – “Tea Talks”.</p> <p>The main goal for the second year is to keep promoting positive educational practices and continue with the work developed thus far, namely by carrying out Training course to Parents and Soon-to-be Parents. Each implementing partner will organise 6 meetings for the parents and/or soon-to-be parents, thus benefiting from the already established partnerships. These meetings will serve as informal moments to share the parents’ experiences from the Positive Discipline course; in this way, they will assume the role of peer educators. The main focus of these meetings is the sharing of knowledge, notions and even behavioural changes in terms of parental education. A technician from each partner institution will be asked to participate as a moderator in these events. Parents, soon-to-be parents, caregivers and other professionals are free to attend (maximum of 20 participants), in order to multiply the initial effect of the course and captivate new audiences.</p>	<p>APDES, Camino, SAPI, Universidad de Alicante</p>

4.	<p>Development of Training course to Caregivers.</p> <p>During the first year of the project, the formal training activities on Positive Discipline will also focus on the caregivers of children at risk (professionals who work in foster homes and other alternatives to the family), on social workers in families at risk/family helpers, and on families referred by the <i>Comissão Nacional de Proteção das Crianças e Jovens em Risco</i>¹ or other social entities. The main goal is to promote and disseminate alternatives to corporal punishment against children among parents and professionals, as well as new notions on the concepts of authority, obedience, responsibility and self-esteem. This course will focus on these themes: law on corporal punishment against children; child development; positive discipline; children's rights; the educator's point of view. The course will be divided into 5 training sessions (2 hours each) with a maximum of 10 participants. Each implementing partner will carry out 2 editions of a Positive Discipline training course during the first year of the project with close to 20 caregivers.</p>	<p>APDES, Camino, SAPI, Universidad de Alicante</p>
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¹ National Commission for the Protection of Children and Youngsters at Risk

III. Output(s) of this workstream

List the outputs to be produced by this workstream.

Outputs of your planned activities can be **intangible** (conferences, seminars, training sessions, meetings, interviews, etc.) or **tangible** (manuals, reports, leaflets, website, training material packages, books, etc.).

Give factual and quantitative data: e.g.:

- *X regional seminars; X participants, in X country.*

- *title of publication, type of publication (brochure, manual, flyer, book, training material, etc.) language, format (electronic/printed), number of pages, number of copies.*

No.	Output	Factual and quantitative data	Target group
1	National Assessment reports	4 National Assessment reports in national languages (1 for each implemented country), 2 pages, electronic format	Consortium members Project partners
2	National training reports	4 national training reports in national languages (1 for each implemented country), 10/15 pages, electronic format	Consortium members Project partners
3	Parents and Soon-to-be Parents national training programs	4 Soon-to-be Parents and Parents national training programs in national languages (1 for each implemented country), 5 pages, electronic format	Professionals, trainers, trainees, education and training centres. Education, healthcare and child protection institutions.
4	Caregivers national training programs	4 Caregivers national training programs in national languages (1 for each implemented country), 5 pages, electronic format	Professionals, trainers, trainees, education and training centres. Education, healthcare and child protection institutions.
5	Dissemination material for the training sessions and meetings	14 posters in national languages, printed and electronic format, 56 prints 14 flyers In national languages, printed and electronic format, 1000 prints	Soon-to-be parents, parents and caregivers
6	Compilation of the Tea Talks testimonies	4 Compilations of the Tea Talks testimonies (1 for each implemented country), 20 pages, electronic format	Soon-to-be parents, parents, caregivers and professionals
7	Training courses to Parents and Soon-to-be Parents	24 Positive Parenting Training Courses, 240 hours (60 hours each country) 240 Soon to be parents and/or parents trained in positive discipline practices	Soon-to-be parents and parents

8	Parent Meetings "Tea Talks"	24 Awareness Sessions 480 soon to be parents, parents and caregivers	soon to be parents, parents and caregivers
9	Training course to Caregivers	8 Positive Parenting Training Courses for Caregivers, 80 hours (20 hours each country) 80 Caregivers trained in positive discipline practices	Caregivers

► Workstream 3: Title: Coaching and awareness

Duration in months: **22**

Leading partner: **Universidad de Alicante**

I. Objective(s) of this workstream

- Promote a broader knowledge on positive discipline practices.
- Promote a broader knowledge on pedagogic methods that serve as an alternative to corporal punishment against children.
- Raise people's awareness of the prohibition of corporal punishment against children.
- Raise awareness of the consequences of corporal punishment against children.

II. Description of the work (activities)

Be specific, give a short name for each activity, number them and describe them briefly. Indicate for each activity the partner who will be responsible for its implementation.

No.	Name and description of the activity	Partner
1.	<p>Warning campaign.</p> <p>Several awareness-raising actions to the general audience are scheduled. Instead of conservative and more theoretical actions, aimed at certain groups, these campaigns will be developed in a creative and systematic way, in order to draw people's attention, regardless of their life contexts. Using messages that promote positive discipline practices and the prohibition of corporal punishment against children in different day-to-day products (e.g., sugar packages, pens, bread packages, etc.). Each implemented partner could choose which kind of product will use in their campaign. In partnership with de Ws 4 will be created a warning and awareness campaign strategic plan.</p> <p>Several illustrators and artists will be asked to create children's/humorous illustrations on the theme, to be exhibited. Several authors and other key-actors in the field of child protection will be present at the opening ceremony of the exhibition. These initiatives will be advertised by the media to increase the impact of these actions.</p>	APDES, Camino, SAPI, Universidad de Alicante
2.	<p>Awareness Video.</p> <p>Another goal of the project is to create an awareness-raising video, on positive discipline as an alternative to violence and corporal punishment against children. This video will be exhibited at</p>	APDES, Camino, SAPI, Universidad de Alicante

3.	strategic places (schools, kindergartens, congresses, maternity clinics, etc.).	APDES, Camino, SAPI, Universidad de Alicante
4.	<p>Coaching activity 1 – app “HandsUp”.</p> <p>Creation of an <i>app</i> directed at parents. To enable them to monitor their children’s development and obtain information and tools to help them deal with daily situations - according to positive discipline principles for each stage of a child’s development.</p> <p>Coaching activity 2 – Forum.</p> <p>A discussion forum will also be created, so that parents/caregivers can participate and share their opinions, difficulties and fears. This chat will be monitored by technical experts, in order to provide answers and clear any doubts that may arise (in a maximum period of 5 days).</p>	

III. Output(s) of this workstream

List the outputs to be produced by this workstream.

Outputs of your planned activities can be **intangible** (conferences, seminars, training sessions, meetings, interviews, etc.) or **tangible** (manuals, reports, leaflets, website, training material packages, books, etc.).

Give factual and quantitative data: e.g.:

- *X regional seminars; X participants, in X country.*

- *title of publication, type of publication (brochure, manual, flyer, book, training material, etc.) language, format (electronic/printed), number of pages, number of copies.*

No.	Output	Factual and quantitative data	Target group
1	Warning material for the campaigns	10 000 units (estimated data, depending on the type of the product produced) in each implemented country, in national languages	General population
2	Illustrations about positive discipline	10 illustrations produced, printed format 4 exhibitions (1 in each implementing country)	General population
3	Video	1 video in english and national languages	General population
4	APP “HandsUp”	1 app, translated in english and national languages, electronic format	Parents and caregivers
5	Digital platform - forum	4 platforms (1 in each implementing country) in national languages, electronic format.	Parents and caregivers

➤ Workstream 4: Title: Communication and Dissemination

Duration in months: **22**

Leading partner: **APDES**

I. Objective(s) of this workstream

This Ws aims at planning, targeting and implementing communication plan to improve the presentation and dissemination of the project, the activities and the results.

The Ws specific objectives are:

- identify target and key-audiences in order to create suitable communication strategies;
- develop adapted communication tools and channels to enhance the efficiency of dissemination;
- increase the visibility of the project and its events.

II. Description of the work (activities)

Be specific, give a short name for each activity, number them and describe them briefly. Indicate for each activity the partner who will be responsible for its implementation.

No.	Name and description of the activity	Partner
1	<p>Communication and Dissemination Plan.</p> <p>The activity will comprehend a stakeholders' analysis and the development of a dissemination plan, which will be presented at the kick-off meeting. Partners will contribute and provide additional entries and information with particular focus on European and National intermediaries, and cultural components that must be considered.</p> <p>Preparation and dissemination of project results and products will be conducted, including opportunities to present the project and its results during relevant conferences and meetings.</p>	APDES, Camino, SAPI, Universidad de Alicante
2	<p><i>HandsUp</i> Website and Social Media</p> <p>The website will be an important online communication and dissemination channel, visually attractive and user-friendly. All partners will be asked to contribute with contents to feed the website.</p> <p>The main tasks to the website development are:</p> <ul style="list-style-type: none"> - Content development (in EN); - Continuous update during months 5-23, with general information on the project, including the Resource Centre; - Wide promotion, linking the website to partners and other stakeholders. <p>Concerning social media, each country will manage their own <i>Facebook</i> page to communicate the activities implemented and the progress of the project. This tool will help to engage with relevant stakeholders <i>Facebook</i> pages.</p>	APDES, Camino, SAPI, Universidad de Alicante
3	<p>Communication materials:</p> <p>This activity includes the following tasks:</p> <ul style="list-style-type: none"> - Preparation and dissemination of communication materials (Newsletters, Flyers, Posters, <i>Pop-ups</i> and Video) with contents and graphic design will be developed along the project; - Sending e-mail alerts with project updates; - Issuing electronic newsletters with the project results; 	APDES, Camino, SAPI, Universidad de Alicante

4	<ul style="list-style-type: none"> - Sending targeted mailings to selected stakeholders according to the dissemination plan; - General mailing to broad audience. <p>These materials will be used to disseminate information about the project, especially at local level. They will also be used to promote the activities described in the other Ws (such as the national meetings, international seminar, training sessions, “Tea Talks”, etc.). The communication materials will be developed in English and in each country language and their content will be updated in accordance to the project’s progression.</p> <p>Public Events</p> <p>List the public events which constitute an opportunity to present the project and its results, such as relevant conferences and meetings, and promote the project dissemination.</p>	<p>APDES, Camino, SAPI, Universidad de Alicante</p>
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III. Output(s) of this workstream			
List the outputs to be produced by this workstream.			
Outputs of your planned activities can be intangible (conferences, seminars, training sessions, meetings, interviews, etc.) or tangible (manuals, reports, leaflets, website, training material packages, books, etc.).			
Give factual and quantitative data: e.g.: - <i>X regional seminars; X participants, in X country.</i> - <i>title of publication, type of publication (brochure, manual, flyer, book, training material, etc.) language, format (electronic/printed), number of pages, number of copies.</i>			
No.	Output	Factual and quantitative data	Target group
1	Logo	1 project’s graphic mark	General public
2	Communication and Dissemination Plan	1 electronic guide for action that presents the strategy that will be followed for the purpose of communication, dissemination and practical resources.	Consortium members
3	Website	1 website that will promote the project activities and results according to its progression.	General public
4	Newsletter	1 biannual electronic publication in 4 countries - in English and in each national language - about the <i>HandsUp</i> activities and results.	Stakeholders and General Public
5	Flyers	4000 printed flyers (1000x4 countries), in 4 national languages, to promote training events.	General public
6	Posters	60 printed papers (20x4 countries) in 4 national languages, to promote training events.	General public