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Final Conference of the LTF Capacity Building Project

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CY National Contact Point for LIFE

15th July 2021



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LIFE CYCLAMEN - Objectives

Enhance support services...

Increase **performance** levels

Training **sessions/workshops**

Strengthen **the capacity** of its resources

Stakeholder **engagement**

Enhance **networking**

Helpdesk



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LIFE CYCLAMEN – Info Activities

Info days

“How-to-**write**” workshops

Meetings with **Interest Groups**

Thematic info events

Common Events with other EU funding instruments



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LIFE CYCLAMEN – Twinnings

Networking with other MS

Exchange of **Experiences & best practices**

Acquisition of **know-how**

Strengthen bonds

National **co-financing**



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LIFE CYCLAMEN – Helpdesk

Three Layers services

Increase of Support

Increase **quality of proposals**

Pre- screening services

1-1 meetings

find a partner

Projects' **Database**

LIFE CYCLAMEN – Networking

Networking Events

Previous and New Beneficiaries

Facilitate exchange of experiences and best practices

Disseminate results

Open Calls for exchange of experiences & support submission of new proposals

Hosting experts from other MS



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LIFE CYCLAMEN – Communication Activities

Targeted Actions

New media & methods used for better results

Communication is not about what we want to say,
but “what’s in it” for the listener!

LIFE CYCLAMEN – Communication Activities

Communication Channels



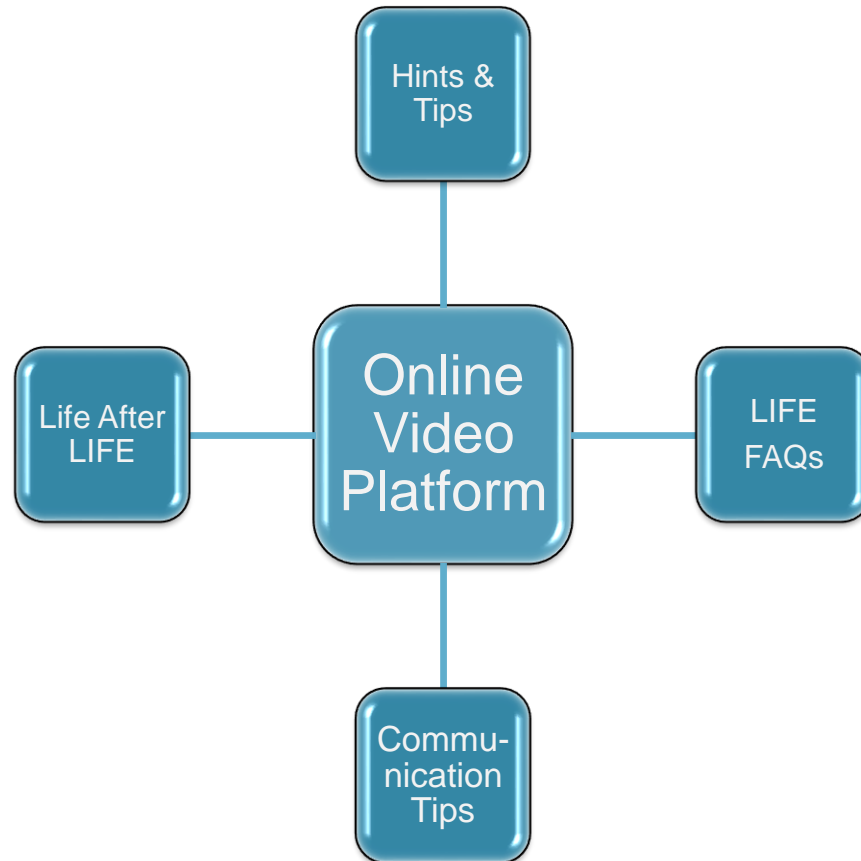
LIFE CYCLAMEN – Communication Activities

Examples

- 1. Paid social media campaigns
- 2. Digital banners on news-related sites
- 3. Promotional material with high visibility
- 4. TV & Radio spots
- 5. Presentations on nationwide TV & Radio channels
- 6. Visits with the media to LIFE sites
- 7. Open Days at key venues (20 LIFE Projects on display)

LIFE CYCLAMEN – Communication Activities

Additional action

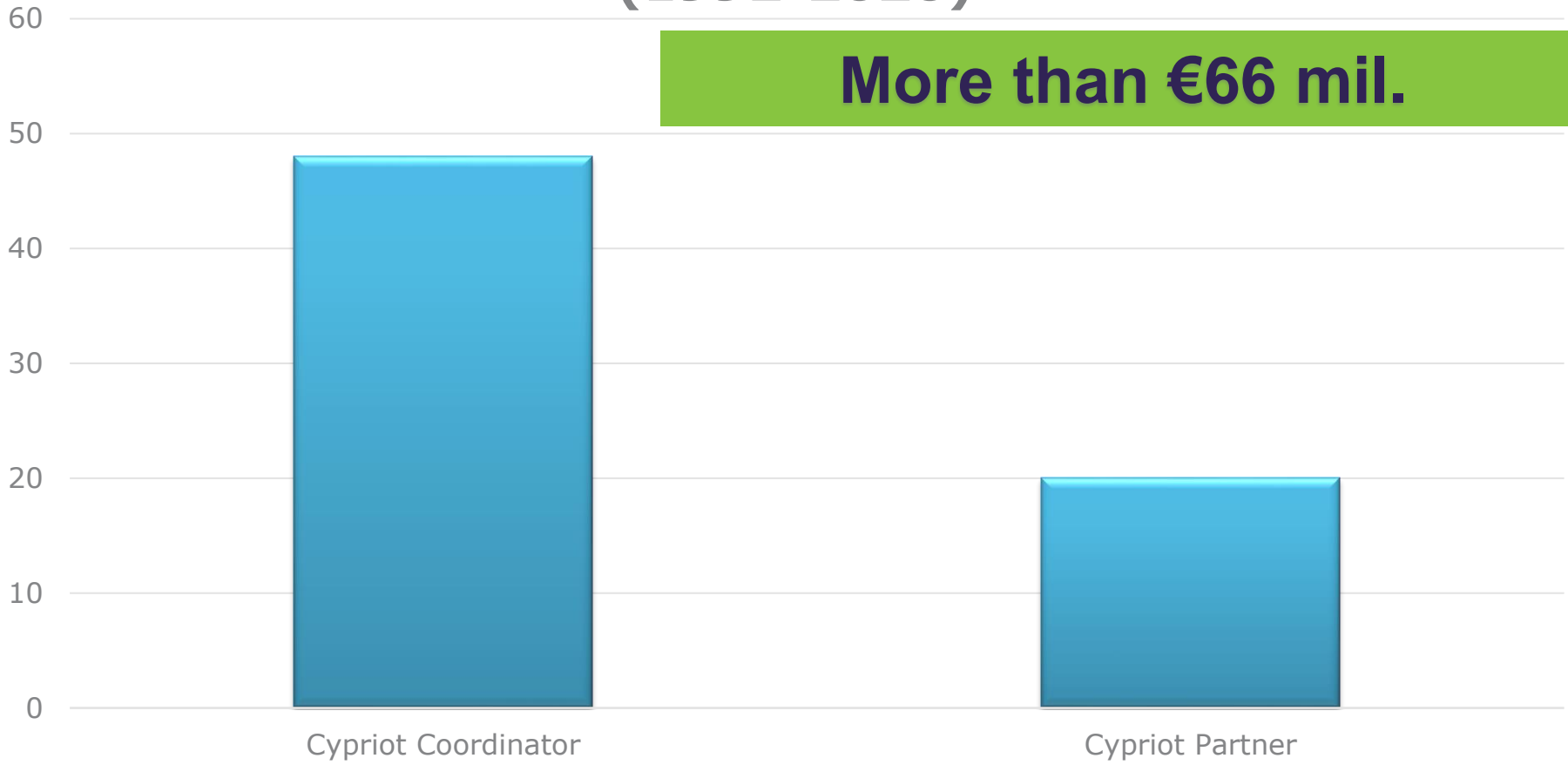




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Cyprus - LIFE Projects (1992-2020)

More than €66 mil.



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THANK YOU

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