



# Accomplishments of LIFE Cyclamen

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3<sup>rd</sup> November 2021



*Life*  
Cyclamen



# Accomplishments - Personnel

additional **Personnel**

increase **competences**

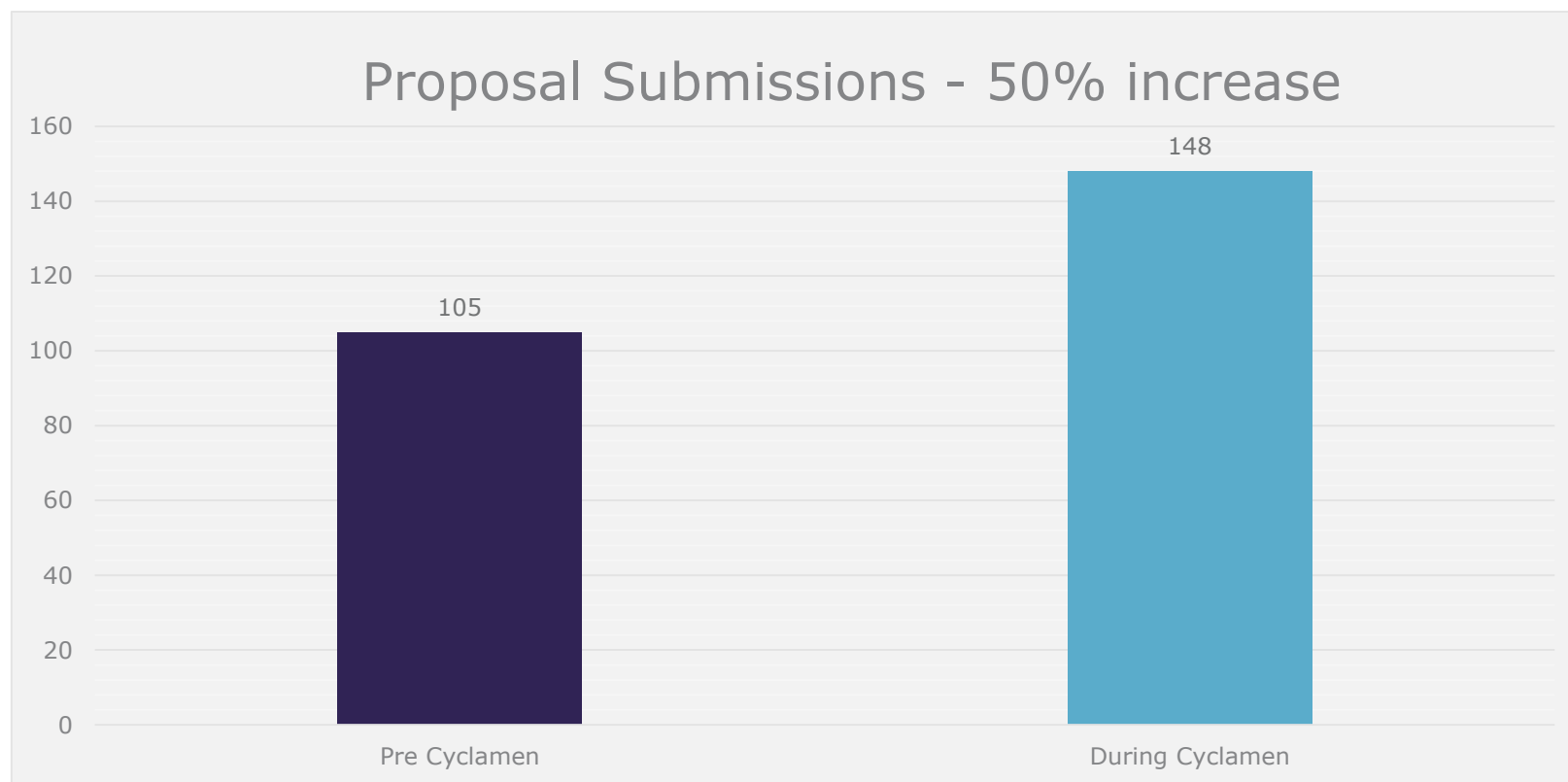
NCP **Networking**

enhance **Services**

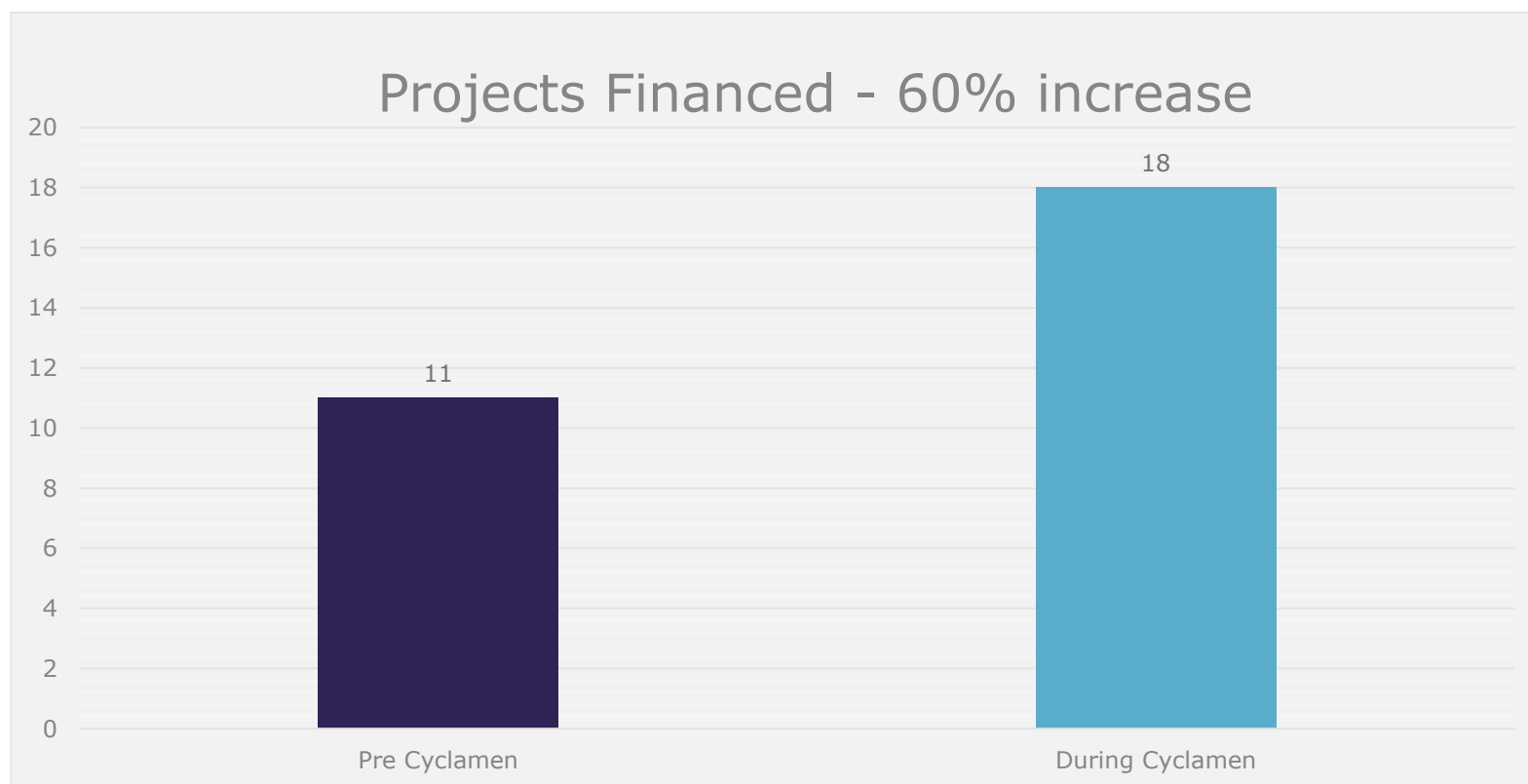
Develop **Skills**

increase **Knowledge**

# Accomplishments – CY Proposals



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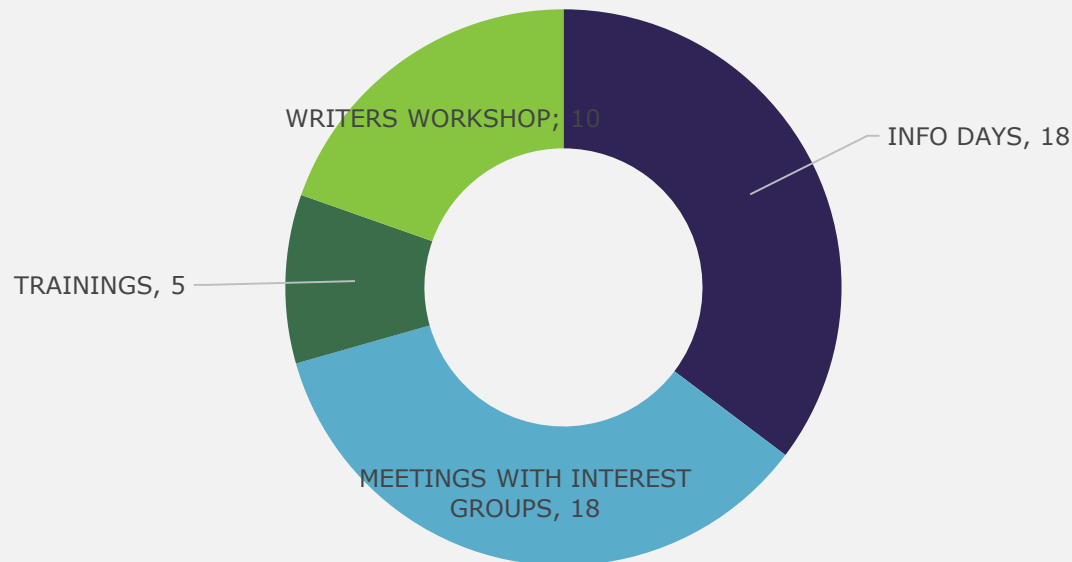
# Accomplishments — Info Events / Trainings

51 Events

1105 Participants

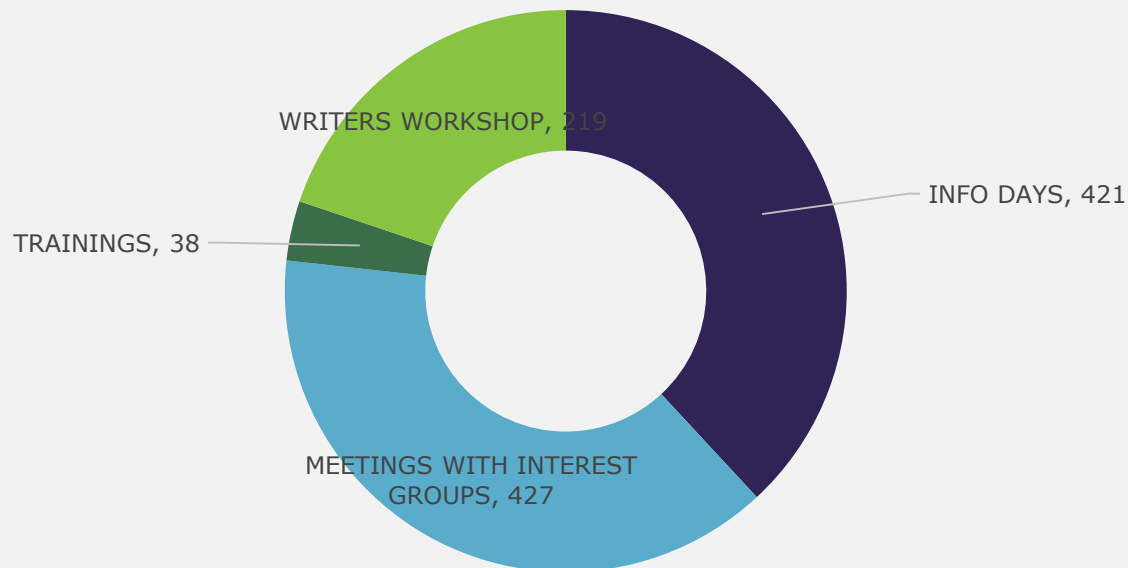
# Accomplishments – Info Events / Trainings

Number of Events - 51



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Number of Participants - 1105



# LIFE CYCLAMEN – Networking Events

4 Events

322 Participants

18 Guest speakers  
from abroad



# LIFE CYCLAMEN – Networking Events

40 CY  
Projects  
presented  
their work

Over 20 meetings  
followed  
among participants

Built bridges  
of  
collaboration

# LIFE CYCLAMEN – Twinnings

Twinnings  
with 7 MS

Visit 75  
LIFE Projects

More than 40  
projects  
were brought  
into contact  
with CY entities

# LIFE CYCLAMEN – MOUs

Create **Synergies**

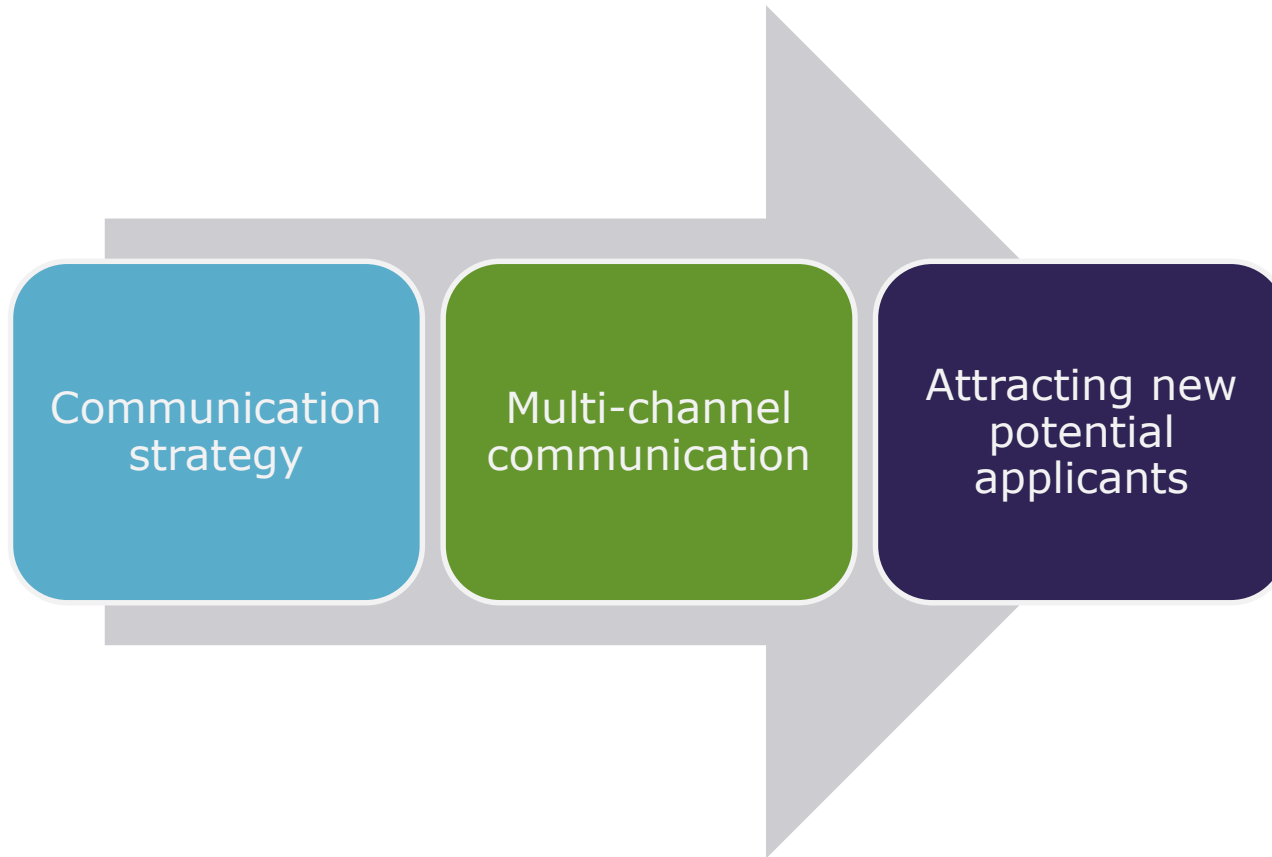
Connect with **platforms & networks**

Encourage **participation** to our events

**Strengthen** bonds

Strengthen reach to our **Target audience**

# LIFE CYCLAMEN – Communication



# LIFE CYCLAMEN – Communication Strategy

**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 – Multi-channel communication

**TV** spots and presentations

**Podcast**

**Brochures**

**Radio** presentations and spots

**Social media** campaigns

electronic **Newsletters**

**Press Releases**

**Press** ads

**Brochure** insertions in papers

**Digital banners**

**Articles** in print and digital media

# LIFE CYCLAMEN – Meetings with journalists

Built bridges of  
communication  
with 22 media &  
media groups

Invited them to visit  
LIFE Projects

Attracted the  
attention of 67  
media reps

# 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 – Covid-19 challenge

Fully & quickly  
adapted to  
new reality

Increased  
participations  
to our events

Attracted  
participants  
from abroad

# LIFE Cyclamen - National Co-financing

1. Integrated LIFE Projects
2. Traditional LIFE Projects



# THANK YOU

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Life  
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