

IMPROVING THE PUBLIC IMAGE OF THE NGOS

Project Objectives

Developing a Communication Strategy of the Bulgarian non-economic sector, which shall improve the image of the non-governmental organizations in the eyes of the representatives of the national and local public institutions, the Bulgarian and international business and the civil society.

The strategy aims at developing and improving the ability of the Bulgarian non-economic sector to influence public opinion and to promote active, informed and competent civil participation in the process of taking all significant political decisions in Bulgaria.

Developing a reference catalogue Who is Who among the Bulgarian NGOs, which will not focus on the statistics of the sector, but rather on the analysis of its quality indices as identification of the main non-governmental organizations under sectors, analysis of their main achievements, projects, current activities, fields of expertise, teams and partner relations.

Project Implementation Tools

- Developing, in cooperation with professional researchers and representatives of the media and the third sector, SWOT-analysis of the non-governmental organizations in Bulgaria with emphasis on their interaction with the media;
- Analysis of the media attitude towards the non-governmental organizations on a central and local level, which shall outline the inconsistencies between the content features of the sector and the image it has built before the media;
- Developing a Communication Strategy of the Non-economic Sector;
- Defining the main problems in the media-NGOs interaction and developing recommendations for overcoming them, as well as an action plan to achieve the specific objectives of the Communication Strategy;
- Summarizing and updating the existing statistical database of the non-governmental organizations in Bulgaria;
- Carrying out a series of expert interviews with representatives of the main organizations, their donors, beneficiaries and partners in order to build an objective picture of the state and activity of the main representatives of the sector;
- Analysis and summary of the data accumulated within the expert interviews;
- Preparation, subsequent consultation, editing and issuing a reference catalogue Who is Who among the Bulgarian NGOs in printed and electronic form.

Project Status

In progress

Results

- Communication Strategy of the Bulgarian non-economic sector;
- Action plan to achieve the specific objectives of the Communication Strategy;
- Reference catalogue Who is Who among the Bulgarian NGOs.

Experts and Partners

Broadcasting Training Center Foundation

Funding

Open Society Institute - Europe

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