Prime Albany Associates Albany Associates Albany Associates Project Director Programme Manager Project Coordinator Simon Haselock Donara Barojan Paul Gibbins **Project** Responsible to the Authority for Oversee relationship management Manage relationships with the management delivery of all elements of the project delivery team and the Authority; with the delivery team; Oversee human resources use: Oversee timely implementation; Oversee financial reporting; Manage financial reporting; Oversee M&E and impact reporting. Manage M&E and impact reporting. Strategic partner Lithuania Latvia Estonia **NGO Youth Initiative NGO Jasma NGO Vita Tiim** M&C Saatchi Group Project manager in Project manager in Campaign manager www.jig.lt Latvia Estonia **Gerry Osborne** Project manager in www.jasma.lv www.vitatiim.ee **Delivery** Lithuania Renata Kalivod Jelena Lohmatova Supported by M&C Saatchi Project **Team** Jelena Gaiducenia Manager P2P P₂P Organise the Organise the Digital research: Organise P2P the activities in: activities in: Baseline sentiment study on activities in: Tallinn perception of Euro-Atlantic narratives Riga Viilnius Daugavpils in Russian-speaking online Narva Visaginas Ludza Kohtla-Jarve communities Salcininkai Identify online influencers Rezekne Sillamae 15 events in total Kivioli Seed online conversations with pro Jurmala Baltic/Euro-Atlantic themes Liepaja Maardu 30 events in total 30 events in total Provide regular reviews to measure departure from baseline measurement Lithuanian-Russian Youth Theatre Inspired.lv media agency in Latvia "Harlequin" Group Social media campaign: Develop and test a play Launch an online campaign to At the initial stages Inspired will inform to be performed in 15 encourage participative engagement community outreach activities and later locations in Lithuania. in grassroots campaign create an online campaign to support Latvia and Estonia. Launch a social media campaign to and amplify the P2P outreach events foster a pan-Baltic Russian-speaker

Manage Support

identity