

- Accenture team will join the NGO team and will be focused on implementation of a revised Marketing Strategy:
- The key activities and responsibilities will be:
 - Definition of a sustainable Marketing strategy
 - Selection of Marketing communication channels and their specific usage
 - Social media Marketing strategy definition
 - Market research with the objective to define Fundraising strategy
 - Assessment of benefits of the new marketing strategy in qualitative and quantitative terms
 - Functional design of an application supporting the company's objectives