

Interreg



Co-funded by
the European Union

Alpine Space

Communication

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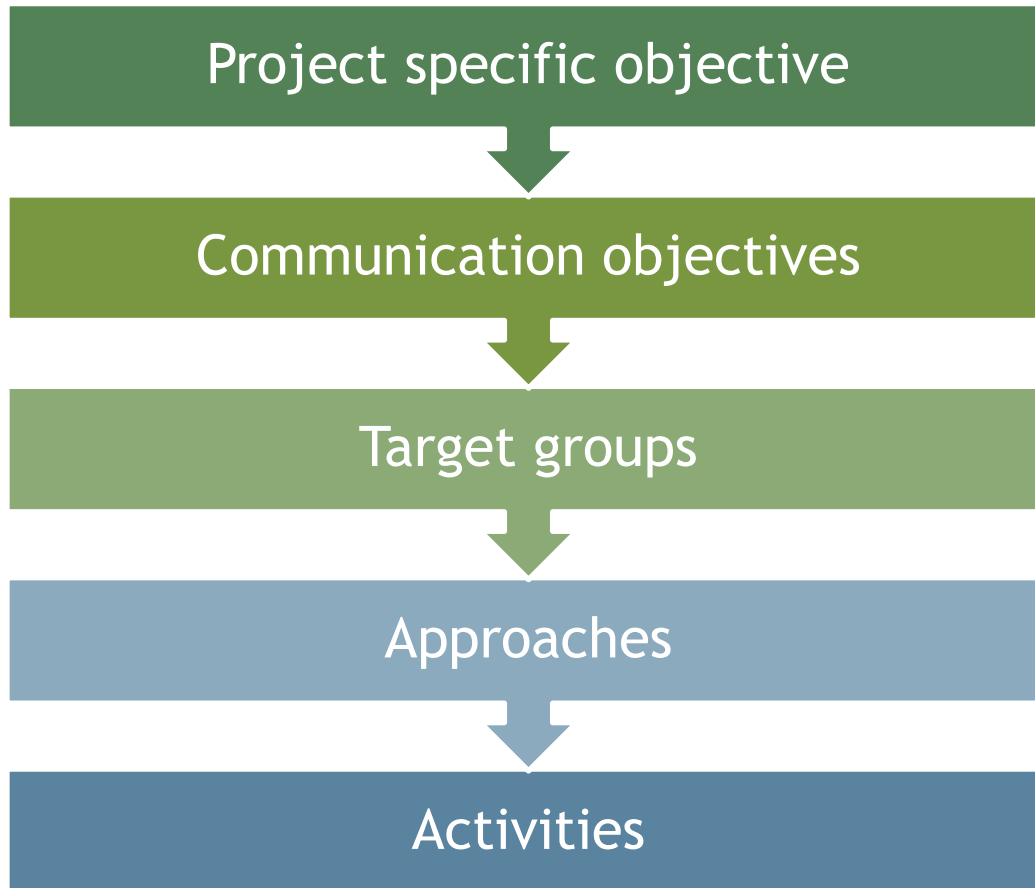


Communication is key

- Reach your objectives
- Ensure durable results
- Foster transfer to other organisations and regions

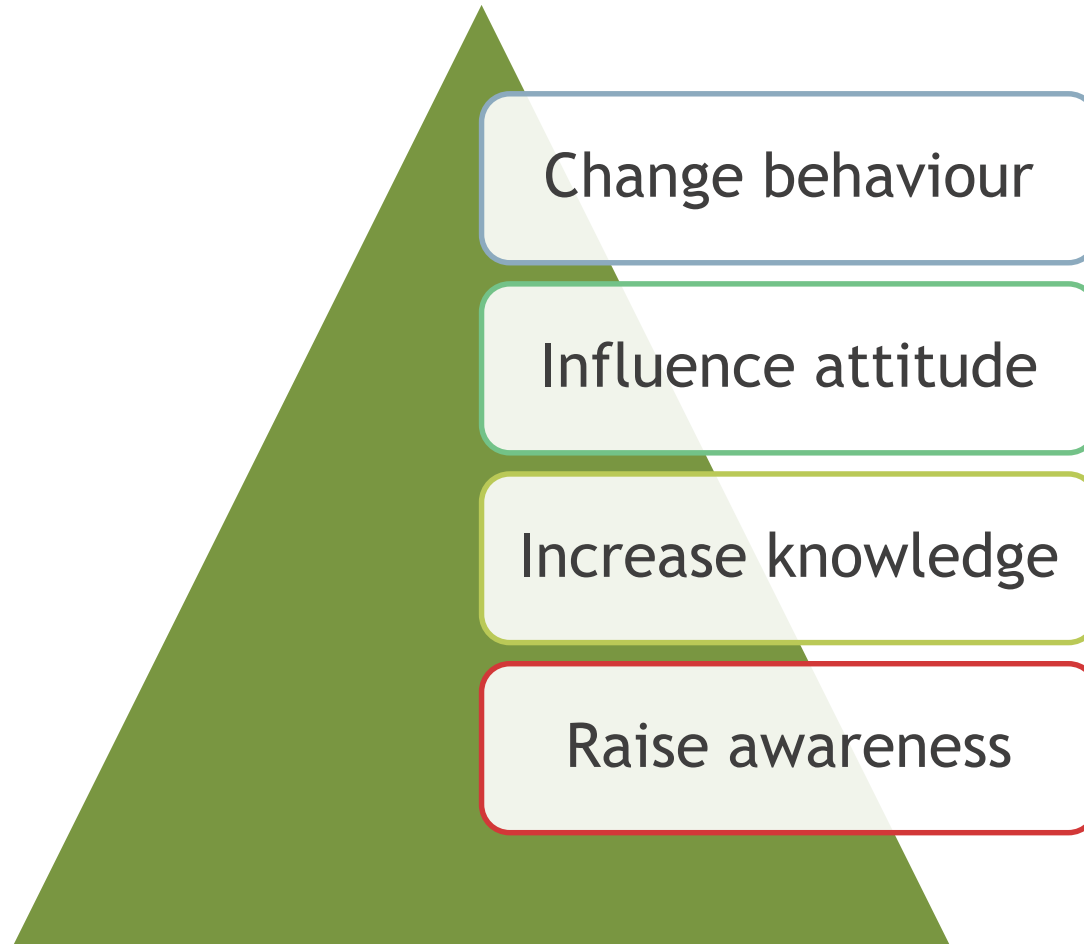


Communication strategy

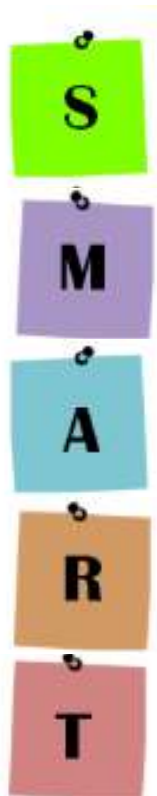


+ timeline
+ budget

Communication objectives



Communication objectives



Specific

Measurable

Achievable

Relevant

Timed

E.g. Changing the behaviour

of at least **100 canteen operators**

to include **regionally produced cheese**

on the menus of **public canteens**

during the first year of the project.

Branding and visibility requirements



- Logo + Interreg statement
- Plaque or billboard
- Poster
- Partners' website or social media
- Project website

Tips



- ✓ Define a strategy
- ✓ Involve all partners
- ✓ Appoint a communication manager
- ✓ Respect the requirements
- ✓ Do not wait for the last 6 months
- ✓ Use existing communication channels

Setting up project communication



In the next weeks:

- Elevator pitch
- High quality pictures
- Communication manager
- Website set-up

In the next months:

- Website
- Communication strategy
- Project poster
- Info on partners' websites

Useful resources

- ✓ Programme manual
- ✓ Video tutorial
- ✓ Communication toolkit
- ✓ Corporate design manual
- ✓ Project branding kit
- ✓ Website manual and training

