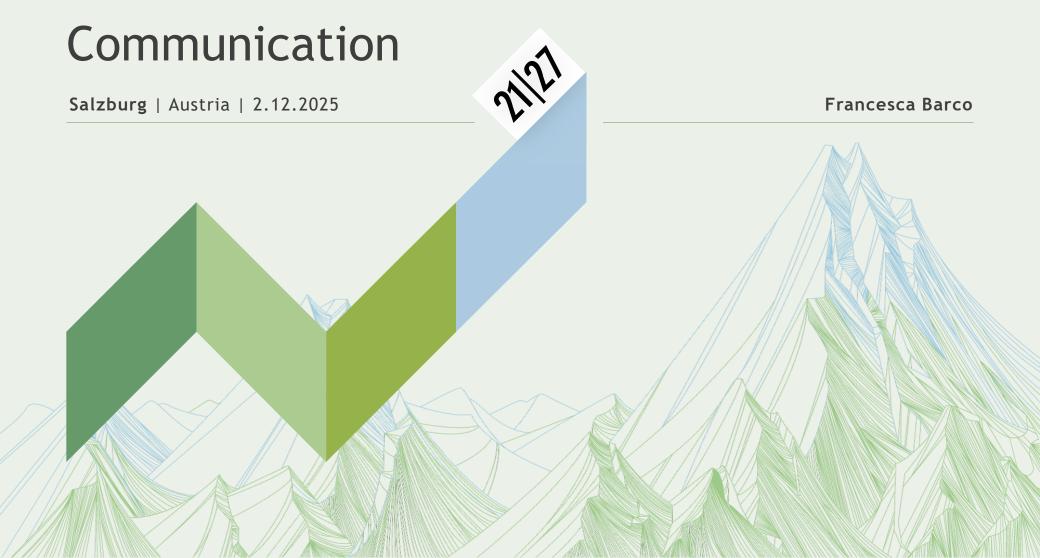


#### **Alpine Space**



## In the application form



#### C.4 Project work plan

- Communication objectives
- Target audiences
- Activities (+ Deliverables)

#### C.7 Project management

- Coordination
- Project results transfer



## Communication strategy

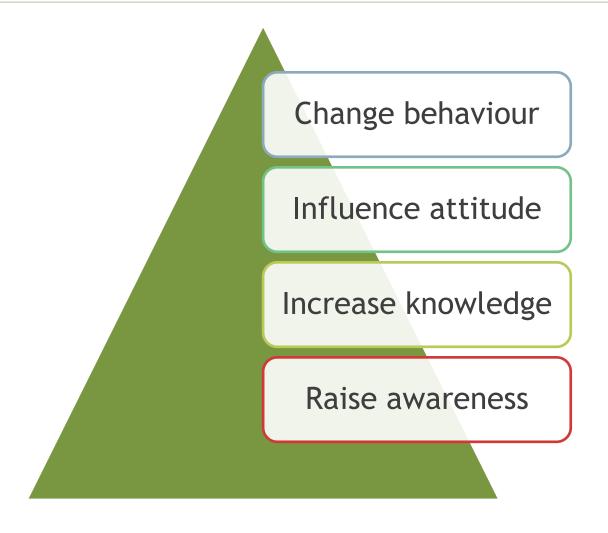




- + timeline
- + budget

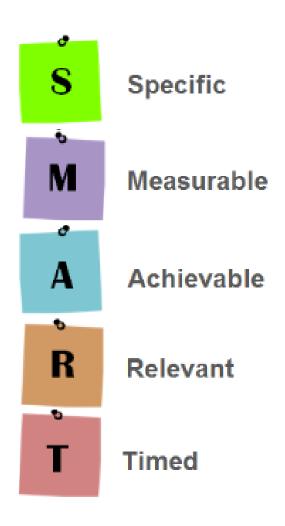
### Communication objectives





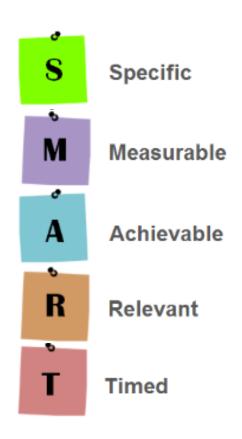
## Communication objectives





## Communication objectives

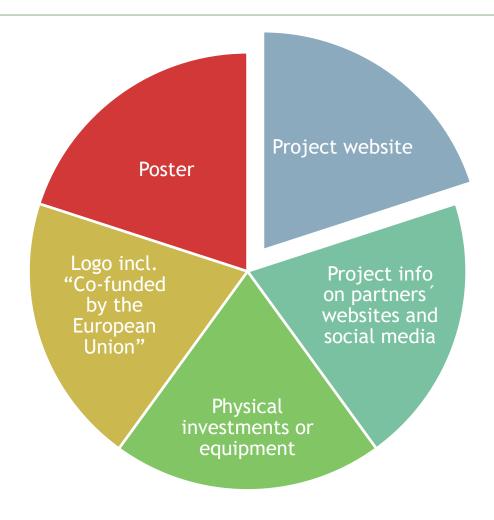




E.g. Changing behaviour by convincing at least two administrations per Alpine Space country
to implement the monitoring model for drought developed by the project in two towns
by the end of the project.

### Branding and visibility requirements





Financial consequences: up to 2% ERDF



### Don't forget!



- No work package BUT clear description in the application form
- Communication is part of your project
- Define a strategy and involve all partners
- Appoint a communication manager
- Respect the requirements
- Plan sufficient budget



# To go further: Project greening



- Energy efficient and sustainable principles for
  - Project publications and promotional products
  - Events and meetings
  - Office daily activities
- Programme manual: chapter A.4





### **SUSTAINABILITY**

Project greening | Promotion

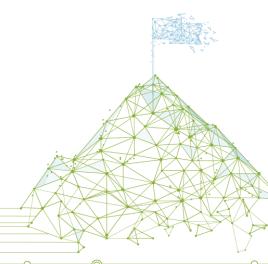


# Why project greening?



- > Horizontal principle
- > NEUTRAL or POSITIVE on sustainable development
- What about the daily project implementation?





### Project greening



#### **Alpine Space**

- > Eco-friendly practices, especially for events and meetings.
- Energy efficient and sustainable principles:
  - Project publications and promotional products
  - Events and meetings
  - Office daily activities

Workshop proceedings: Green Meetings and Green **Events** 







#### Checklist for organising green meetings and events

#### Before the meeting

1. Explore if a phone or a video conference could be organised instead of a meeting.

#### Setting up and running the event/meeting

- 1. Electronic means (e.g. e-mail, website) are used rather than printed materials for pre-meeting and
- 2. Participants are encouraged to use sustainable ways of travelling by providing the following
- o For short trips favour train to coach/plane and if train is not an option, favour car/coach to plane.
- o Participants are encouraged to share the drive with other participants: a platform is provided for them to communicate and organise ride-sharing.
- Website addresses to offset the environmental costs of travel are provided.
- 3. Information on the greening efforts made at the meeting/event is provided electronically prior to,
- 4. Paper used is recycled paper and any necessary material is printed at the local venue rather than
- 5. Participants' bags/packs are avoided or produced locally using recycled material, and are reusable
- 6. Pens are provided only upon request, are made of a high content of recycled material, and are
- In case participant's packs cannot be avoided, only strictly necessary material is included.
- 8. Copying/printing is available upon request at the venue for the participants to print the information received by e-mail beforehand. Recycled or certified paper is available.
- 9. All material produced for the event (such as banners, posters, signs, etc.) is designed and written in a generic way to allow them to be reused for other events.
- 10. The start and end of the meeting are adjusted to the schedules of environmentally sound
- 11. A dedicated area is provided for participants to return material that can be re-used (such as badges).
- 12. The use of decorative elements such as flowers, banners etc. is minimised.

#### Venue

1. Priority is given to locations available in the premises of one of the project participants in order to

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Sustainable practices of your daily work

#EUGreenDeal

Encourage and inspire

#### More on Project management & Sustainability



- Programme manual chapter A.4
- Greening at national/regional level (look what already exsist in your administration)
- UNEP Guide to Climate neutrality: "Kick the habit"
- > UNEP: Green meeting guide for participants
- > European green office
- EU: 2050 long-term strategy