

Interreg



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Alpine Space

Communication

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21/27



In the application form



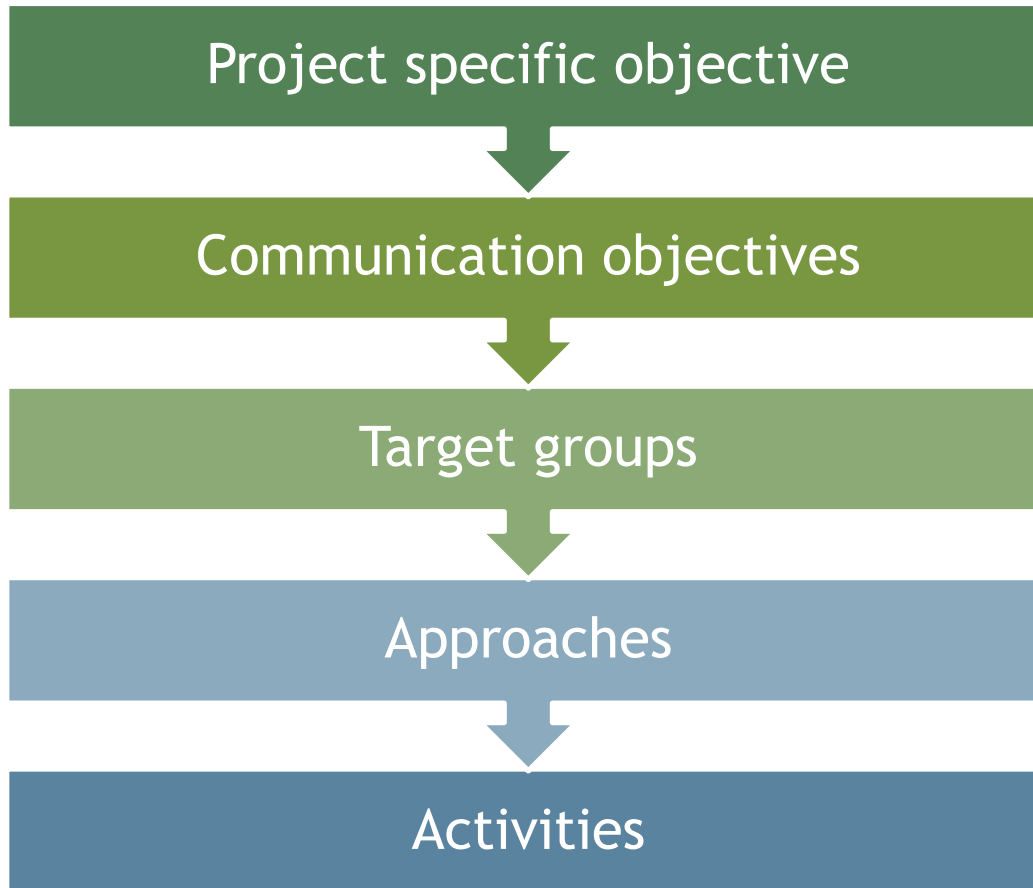
C.4 Project work plan

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

C.7 Project management

- Coordination
- Project results transfer

Communication strategy

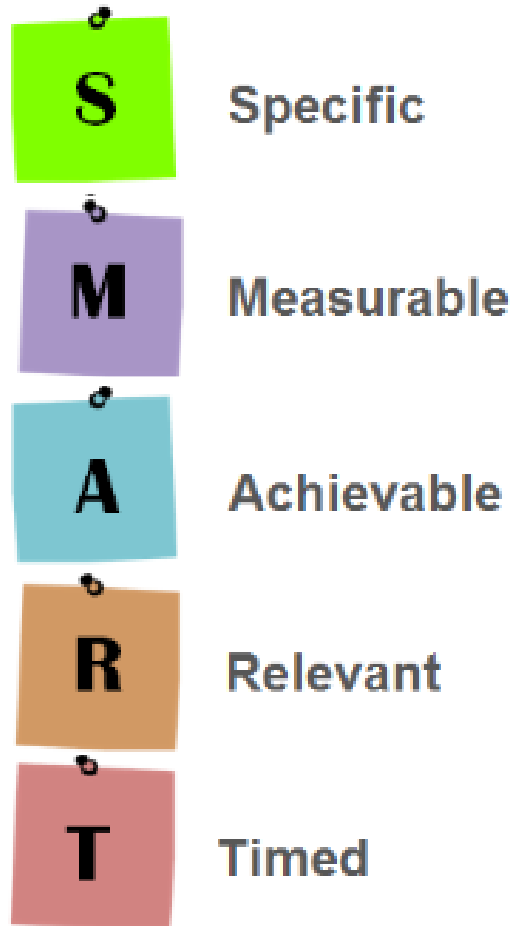


+ timeline
+ budget

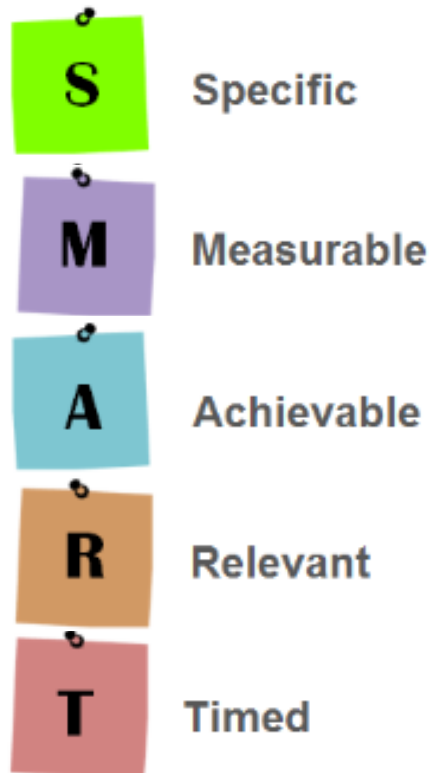
Communication objectives



Communication objectives

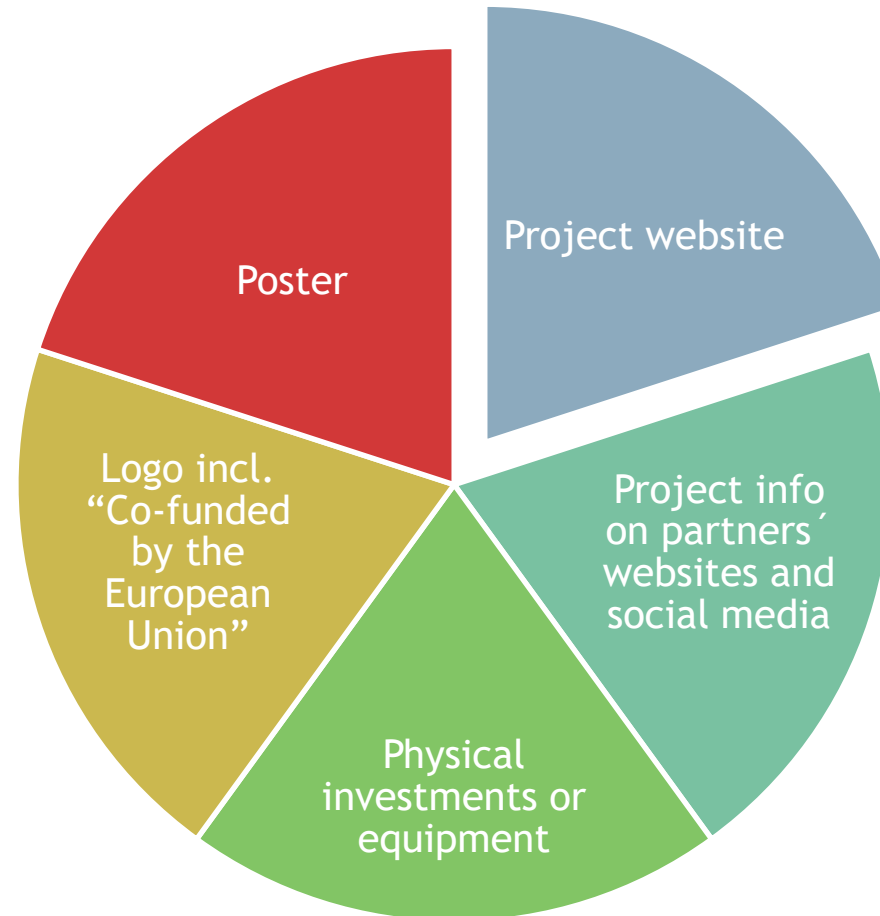


Communication objectives



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

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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

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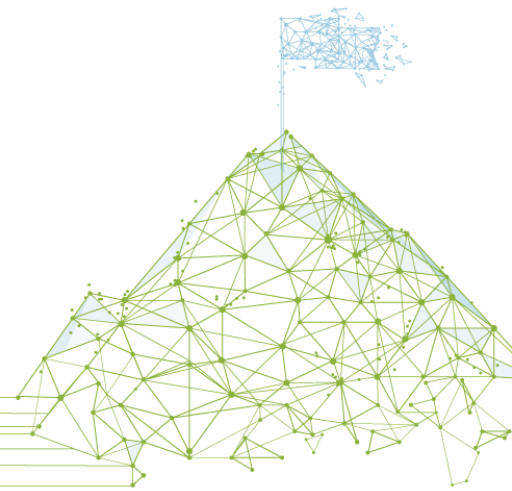


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Why project greening?

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



Project greening

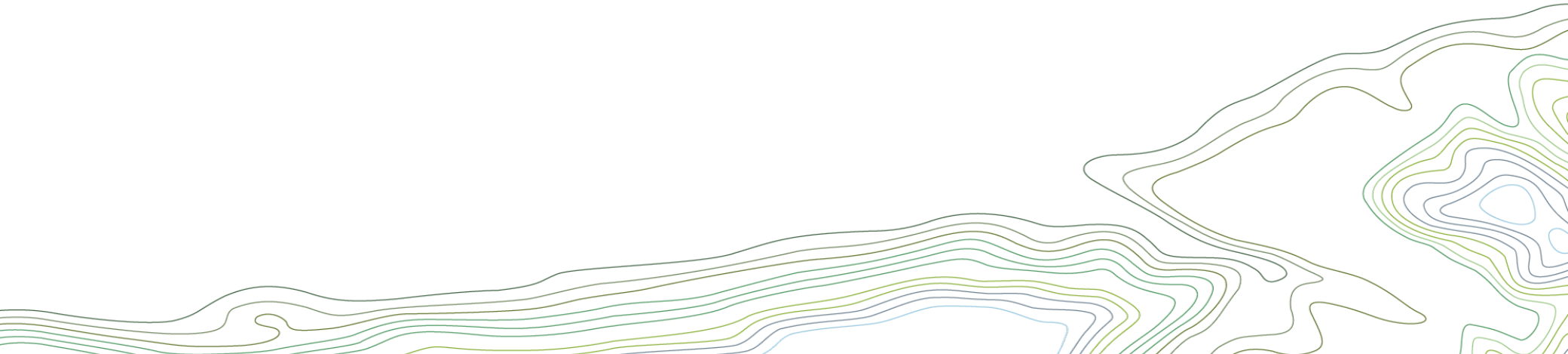
- Eco-friendly practices, especially for events and meetings.
- Energy efficient and sustainable principles:
 - Project publications and promotional products
 - Events and meetings
 - Office daily activities

Workshop proceedings:
Green Meetings and Green
Events



Promoting the project's environmental achievements

- 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 exist 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

