

**Interreg**



Co-funded by  
the European Union

**Alpine Space**

# Communication

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21/27

Francesca Barco

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# ESSENTIALS IN PROJECT COMMUNICATION

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# Useful resources



[www.alpine-space.eu/resources](http://www.alpine-space.eu/resources)

- ✓ [Programme manual](#)
- ✓ [Communication toolkit](#)
- ✓ [Corporate design manual](#)
- ✓ [Previous trainings](#)
- ✓ [Website manual](#) and [training](#)



# Project communication essentials

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- Communication strategy
- Project logo
- Project website (and partner websites)
- Project poster
- Statement

# Project communication basics

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- Sustainability
- Branding
- Social media and newsletters
- Events
- Storytelling



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# STORYTELLING

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# Storytelling fundamentals

Storytelling is translating  
technical projects into  
human narratives.

## 3 KEY STEPS

- ❑ Organise an engaging content

*Problem > Solution > Explanation >  
Proof > Brand*

- ❑ Write for the right audience

*Communication persona*

- ❑ Add an emotional connection

*Easy to understand + daily life  
examples*

# Storytelling fundamentals

## Institutional trap

*The Interreg Alpine Space Project has finalized its sustainable mobility scheme. We are a consortium of 6 partners from France, Italy, and Austria harmonizing transport policies. Our outputs include: 1 joint shuttle pass, 10,000 cars removed, and a 15% CO2 reduction. This demonstrates effective cross-border cooperation in summer tourism management.*

## Engaging content

*Facing endless summer traffic jams, Marie used to skip her weekend hikes. But now, thanks to a new cross-border network, she leaves her car at the valley entrance and swaps it for a quiet electric shuttle. One single pass lets her glide effortlessly between France, Italy, and Austria, breathing fresh air instead of exhaust. 10,000 cars are gone, bringing peace back to the Alps. This seamless travel is powered by Interreg Alpine Space.*

# Storytelling fundamentals

## Engaging content - Analysis

*Facing endless summer traffic jams, Marie used to skip her weekend hikes. ► **Human Problem***

*But now, thanks to a new cross-border network, she leaves her car at the valley entrance and swaps it for a quiet electric shuttle. ► **Solution***

*One single pass lets her glide effortlessly between France, Italy, and Austria, breathing fresh air instead of exhaust. ► **Explanation as user experience***

*10,000 cars are gone, bringing peace back to the Alps. ► **Proof with facts***

*This seamless travel is powered by Interreg Alpine Space. ► **Interreg Brand***

# Pitch your project story!

Build your project's elevator pitch.

## 1. Draft (7 min)

Write a first pitch on your own, using the frame on the next slide.

## 2. Test (10 min)

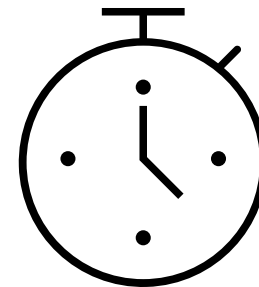
Pitch it to someone who does not know your project. Their only job: tell you where they got lost. Swap.

## 3. Re-draft (5 min)

Re-draft according to feedback.

## 4. Share (2 min)

Save your pitch and send it on Monday together with a picture to [js@alpine-space.eu](mailto:js@alpine-space.eu)



# Checklist: your first 100 days

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- Your elevator pitch – done today, send it to us on **Monday**
- ... and send us a **photo** for your website
- Appoint a communication manager
- Project website online within 6 months
- Logo + Interreg statement on everything – up to 2% ERDF at risk**
- Display the project poster at your (and partners') premises

# Your contacts at the Joint Secretariat

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# Next steps

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- Contact JS officer, or MA/ACP in case of question
- Send us your pitch and a photo for the website
- Seminar proceedings will be shared
- **Stay tuned for the 2026 COM Get started! seminar  
workshops and trainings on 9-10 September**