

Interreg

Alpine Space



EUROPEAN UNION

Communication Strategy – ASTUS

Alpine Smart Transport and Urbanism Strategies

Programme priority : SO 2.2 – Increase options for low carbon mobility and transport

Work Package Communication

Activity A.C.1 – Start-up activities including communication strategy

Deliverable D.C.1.1 – Communication strategy

*This communication strategy has been written in 2019, in the third year of ASTUS' implementation.
The strategy has been approved by the partnership during the 5th PSG in Torino (May, 2019).*

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Auvergne-
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I. Project context

1. Project short description

ASTUS aims to help local authorities to identify and implement long term solutions in both mobility and spatial planning to reduce the CO2 impacts linked to daily trips in the Alps. ASTUS assists local authorities in identifying and adopting an adequate local low CO2 strategy and action plan, in order to foster long term low CO2 options. By working on five different regions as a sample, project partners define transnational solutions, as ASTUS covers smart options from a sustainable perspective fitting to different alpine territorial types.

ASTUS is an explorative and piloting activities project, leading to transnational approaches to solve CO2 challenges in mobility. It is in line with European initiatives but also local, regional and national policies which promote a change in mobility behaviours, advocate alternatives to an excessive car use in a low CO2 perspective and integrates the environmental issues into transport policies.

The communication strategy aims at transferring ASTUS outputs-results to ensure its durability and transferability towards target groups and non-pilot-sites-territories. It raises awareness on the impacts of different mobility options and highlights the leeway and the chances of public authorities to implement mobility alternatives to the car, based on their territorial dynamics/needs/resources.

The communication strategy is set up by the partnership, with the help of a psychologist expert (involved by PP.11 - City of Munich), advising the partnership on the formulation of the communication messages (Cf Recommendations for the ASTUS communication Strategy in Annex). Communication activities are led by the lead partner (leader of the WPC), the City of Munich (co-leader of the WPC), and the partners. They are assisted by a communication agency to design the communication materials (Big bang communication).

2. Project partnership

- Auvergne-Rhône-Alpes Region – FR (Lead Partner)
- Salzburg Institute for Regional Planning and Housing – AT
- Center for Studies and Expertise on Risks, Environment, Mobility, and Town and Country Planning – FR
- Research Studios Austria – AT
- Grenoble Alps university – FR
- Bourgogne-Franche-Comté Region – FR
- Technical University of Munich – DE
- Urban Planning Institute of the republic of Slovenia – SI
- UNCEM National Association of Mountain Municipalities – IT
- Munich Transport and Tariff Association – DE
- City of Munich, Department of Urban Planning – DE
- Consortium of Municipalities of Belluno – IT

II. Branding ASTUS

1. Logo ASTUS

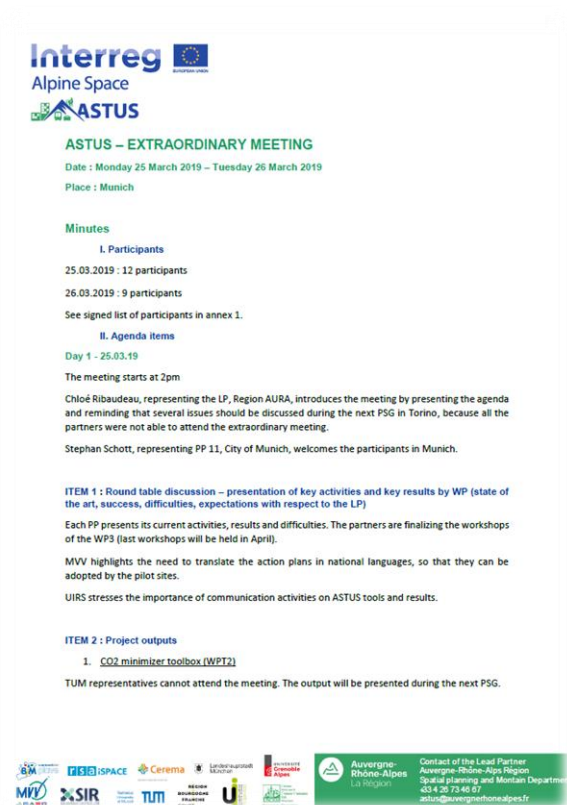
Project logos are based on the programme logo. The Corporate Design Manual for Alpine Space projects contains all rules and guidelines for the correct use of project logos. The partnership has chosen the following logos for the project :



2. Project basic communication material

With the support of a communication agency ([Big Bang communication](#)), ASTUS project partners produced basic communication materials:

- [A general leaflet in English](#)
- [A leaflet focusing on the project partners AURA, CEREMA and UGA \(FR\)](#)
- [A leaflet focusing on the project partner Bourgogne-Franche-Comté Region \(FR\)](#)
- [Rolls-up focusing on each project partner](#)
- [A project poster in English](#)
- Word, excel and PPT templates



III. Internal communication

The internal communication starts with a kick-off meeting and is organized with project steering groups (PSG), every 6 months. Daily contacts are established through emails, phone calls and skype. Partners can share documents on the online platform ReseauTERR.

1. Partners meeting

Meeting	Start	End	Location	Responsible PP
Kick-off meeting	20.02.2017	21.02.2017	Lyon	Auvergne-Rhone-Alps Region
PSG 1	29.06.2017	29.06.2017	Besancon	Bourgogne-Franche-Comté Region
PSG 2	08.11.2017	09.11.2017	Munich	City of Munich
Mid-term Conference	26.06.2018	26.06.2018	Werfenweng	Salzburg Institute for Regional Planning and Housing
PSG 3	28.06.218	28.06.2018	Salzburg	Salzburg Institute for Regional Planning and Housing
PSG 4	15.10.2018	16.10.2018	Belluno	Bim Piave Belluno
Extraordinary meeting	25.03.2019	26.03.2019	Munich	City of Munich
PSG 5	14.05.2018	15.05.2019	Torino	UNCAM
PSG 6	14.10.2019	14.10.2019	Ljubljana	UIRS
Final conference	15.10.2019	15.10.2019	Ljubljana	UIRS

2. Internal online platform ReseauTERR

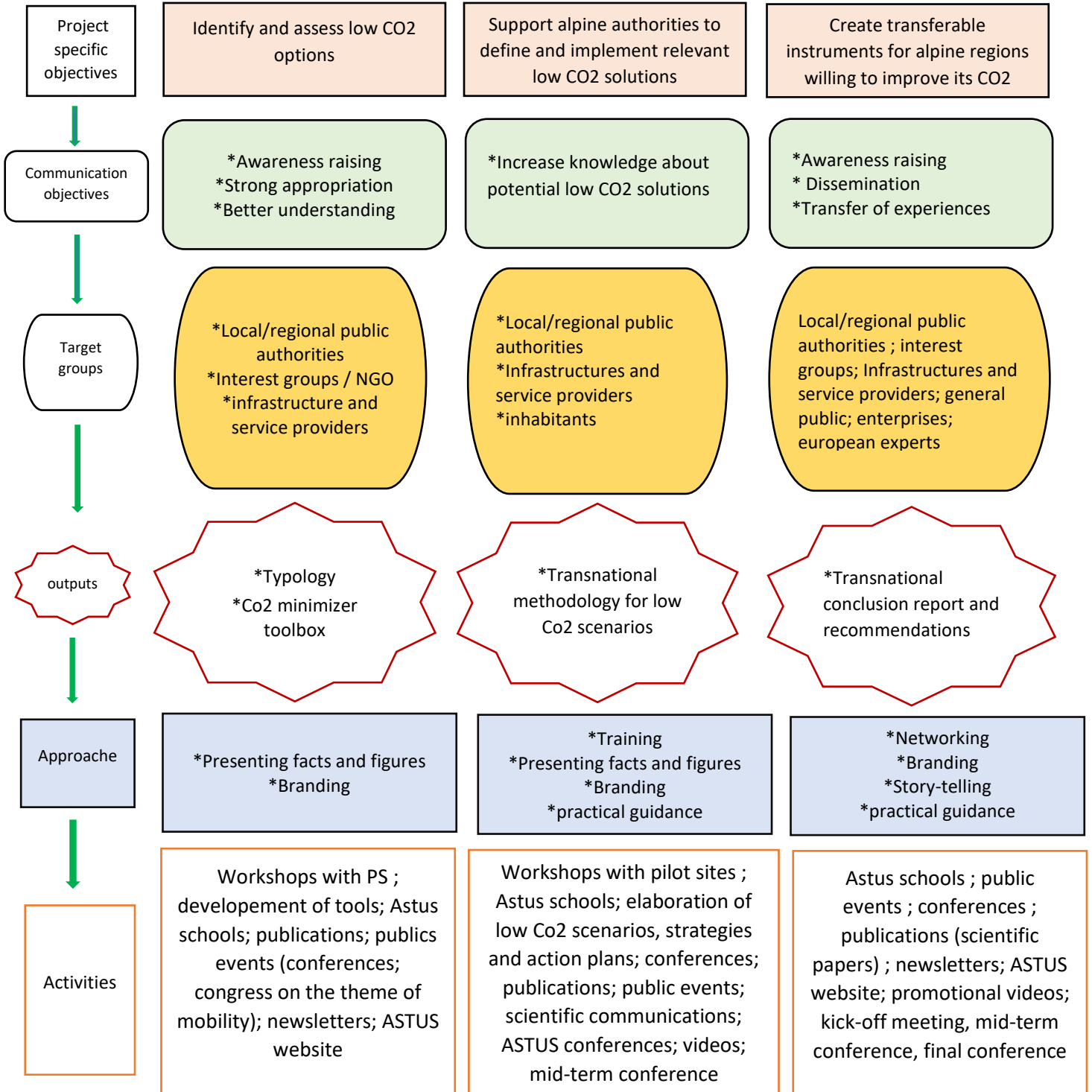
The partnership communicates through an online platform, ReseauTERR. The partners use a private group for internal storage of documents (minutes, photos, news...).

Final documents are finally published on the project website.

IV. External communication

Based on the AF and the recommendation of the psychologist (Cf annex 1), ASTUS partners define an external communication strategy.

1. Communication strategy



2. Planned communication activities (April 2019- December 2019)

Date	Activity	Target group	Target value	PP
April 2019	Scientific communication	Higher education and research + education center	2	UGA - CEREMA
	Workshop	Social NGOs	10	BIM PIAVE BEL.
May 2019	ASTUS progress workshop	Building companies / municipalities / experts	25	MUC
	Scientific paper	Association of Serbian spatial planners (Belgrade, Serbia)	200	UIRS
	Newsletter ASTUS 3	Local public authorities, interest groups	300	AURA
	Presentation at the world conference on transport research	Higher education and research	60	TUM
June	Scientific paper	International scientific conference transport problems (Katowice, PL)	300	UIRS
	Scientific communication RFTM conference (Montréal CA)	Higher education and research	20	UGA - CEREMA
	Article on CEREMA website	Local public authorities / interest groups		CEREMA
	Seminar on spatial planning (Nantes)	Interest groups including NGOs, professionals	400	AURA – UGA - CEREMA
	e-newsletters (promotion of tools) <i>continuous activity</i>	General public, experts, NGOs, administrations		UIRS
	Elaborating	Companies / workers		BIM PIAVE BEL
	Dissemination of ASTUS newsletter in Slovenia (UIRS website, newsletters, mails)	General public, experts, NGOs, administrations		UIRS
July	Scientific paper on tool development	Higher education and research	100	TUM
	Scientific presentation – AGIT conference	Higher education	100	ISPACE
	Scientific paper	Higher education and research	500 (tbc)	ISPACE
	Elaborating	Tourists		BIM PIAVE BEL
	ASTUS Newsletter 4	Local public authorities, interest groups	300	AURA
September	Public conferences + dissemination	General public (inhabitants of the pilot sites)		RBFC
	Dedicated workshops	Representatives of the pilot sites		RBFC
	Workshops	Public administration	40	UNCHEM

October	ELABORATING Newsletter	Local public authorities		BIM PIAVE
		Local authorities	60	MVV
	Final conference	Local, reg. and nat. authorities, sectoral agencies, interest groups, infrastructure and service providers, higher educ. and research, general public, enterprises	100	All PPs
	ASTUS promotional video	General public	500	AURA
	Goodies	General public	500	AURA
	Scientific communication (presentation + paper) ETC conference, Dublin	Higher education and research, local public authorities, Interest groups including NGOs	20 (10 ; 5; 5)	UGA - CEREMA
	Local final event	Decision makers (local and reg.), associations, NGOs Building companies, researchers, experts	100	MUC, MVV, TUM
	Public conference	Stakeholders, pilot areas	50	UNCCEM
	Local event to present ASTUS outputs and results	Local authorities, associations, national administrations, NGOs		UIRS
	Distribution of flyers, public conference with ambassadors	Users, non-PS inhabitants	5000	RBFC
	Scientific paper	Higher education and research / readers	1000	TUM – MVV
	News items on institution's websites	Local authorities, regional authorities, infrastructure providers, interest groups	100	ISPACE - SIR
Publications in 3 newspapers	General public, experts, decision makers		MUC - MVV	
November	Closing event Pongau	Local authorities	25	SIR - ISPACE
	Closing event (FR)	Local authorities, interest groups, sectoral agencies, infra. And services providers		AURA – UGA – CEREMA – RBFC
	Dissemination of results to observers			ISPACE
	Newsletter	Public administration	150	UNCCEM
	Article on CEREMA website	Local public authorities, interest groups, NGOs		CEREMA
December	Mobil. lab Public presentation	Local public authorities, General public, higher education and research, NGOs	100	TUM

3. Target groups and target value

Target groups	Target value (AF)
Other	17,00
local public authority	170,00
regional public authority	6,00
national public authority	14,00
sectoral agency	15,00
interest groups including NGOs	50,00
Infrastructure and (public) service provider	11,00
higher education and research	4,00
education/training center and school	4,00
general public	4 500 000,00
enterprise, excluding SME	10,00

V. Communication budget

Partner number	Partner name	Total communication budget
LP 1	Auvergne-Rhône-Alps Region	149 400,00 €
PP 2	Salzburg Institute for Regional Planning and Housing	39 530,00 €
PP 3	Center for Studies and Expertise on Risks, Environment, Mobility, and Town and Country Planning	24 710,00 €
PP 4	Research Studios Austria	20 475,00 €
PP 5	Grenoble Alps university	12 500,00 €
PP 6	Bourgogne-Franche-Comté Region	56 438,80 €
PP 7	Technical University of Munich	8 935,00 €
PP 8	Urban Planning Institute of the republic of Slovenia	42 099,92 €
PP 9	UNCEM National Association of Mountain Municipalities	12 050,00 €
PP 10	Munich Transport and Tariff Association	19 600,00 €
PP 11	City of Munich, Department of Urban Planning	40 000,00 €
PP 12	Consortium of Municipalities of Belluno	21 306,15 €
TOTAL		447 044,87 €