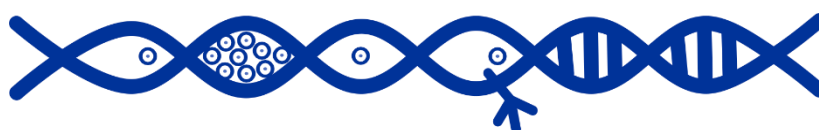




# COMMUNICATION STRATEGY

How to make Eco-AlpsWater successful



SEPTEMBER 1, 2018

tina.elersek@nib.si



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Communication manager:

Tina Elersek, PP4, NIB - National Institute of Biology, Slovenia

[tina.elersek@nib.si](mailto:tina.elersek@nib.si)

## 1 About communication in Eco-AlpsWater

A project communication strategy is crucial for effective communication. The basis is that we work together; all partners are responsible for good communication and for spreading the good EU news and EU (JS) helps us with support, guidance and tips.

Communication is defined in different sections of our application form:

### (a) Internal communication - WP M

LP and PSG will be engaged in constructive cooperation, positive problem-solving oriented approach, aimed at an efficient implementation of activities and timely delivery of outputs. A sound coordination will guarantee a correct flow of transparent information, and smooth work flow, guidance for deciphering and solve problems, and mediation. The steps of the project (e.g. upcoming deadlines) will be set up by LP. A dropbox link has been already sent to every partner for internal communication with files.

### (b) Communication during the output development phase - WP 1-4

Especially important is the Activity A.T3.6 Expand cooperation during and beyond project partnership: building the living Alpine water cooperation network (2018.07- 2020.12)

The Deliverable D.T3.6.2 Defining agreements and areas of collaboration, with roles of PPs, relationships with members, actions, and durability strategy. Following previous meetings, rules will be set up to describe the PPs and participants roles and objectives, and to ensure long-term capability of the network, and ways (e.g. digital communications) to assure durable interactions.

### (c) Transfer and durability of results - WP C

This document, Communication strategy, have a detailed description about this point. It should be clear and effective document to be often browsed through during project implementation. It helps you remembering your communication objectives, target groups, and activity timing.

All information concerning WP C should be sent to “communication manager” Tina ([tina.elersek@nib.si](mailto:tina.elersek@nib.si)) and “lead prtner” cc: Nico ([nico.salmaso@fmach.it](mailto:nico.salmaso@fmach.it)). The substitute of Tina Elersek is Karmen Stanic ([karmen.stanic@nib.si](mailto:karmen.stanic@nib.si)).

Via e-mails communication manager will provide templates, concepts, coordination and will take care of the e-mail deadline notifications for deliverables. Every half of the year (January, June) communication manager will send the notification mail to every partner, what should be done in next period. Additional material for partners are listed as annexes of this document

Communication manager will take care of communication organization, however event organization, translations of the communication materials, printing and other material costs associated with communication... are on the side of every partners.

## 2 Eco-AlpsWater communication goals

The communication strategy will amplify the impact of the results, from the scientific to the societal levels, involving the main stakeholders and target groups. The strong links between the project and society will be favoured by the production of high-quality communication material. The involvement of target groups, and the strategy to maximize spread of information will be ruled by a set of guiding principles, which will be detailed during the first PSG. The communication will include key information multiplier approaches, from basic specific and inspiring materials like leaflets and web-materials to articulated visual informative elements like infographics, video clips etc. Communication will be carried out in accordance with the project AF and the programme guidelines on communication, ensuring use of the programme logo/acronym, launch of a project website, information page on the LP-PPs websites, regional and public final event, and production of posters with information about the project.

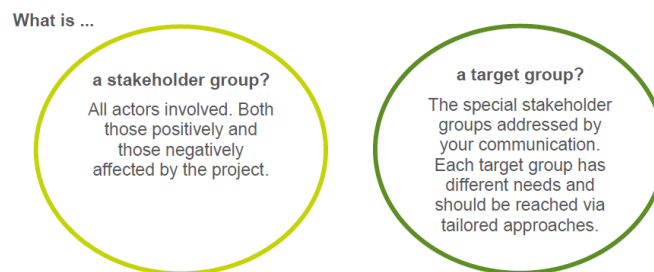
## 3 How - reach objectives through target groups

The Communication toolkit ([http://www.alpine-space.eu/communication/communication-toolkit\\_section-1.pdf](http://www.alpine-space.eu/communication/communication-toolkit_section-1.pdf)) offers a lot of good guidelines:

1. To achieve high-quality communication our communication objectives will be SMART (specific, measurable, achievable, relevant, timed).
2. Communication strategy structure will follow the scheme below, in details presented in Table 1.

				Activity
Project specific objective 1	Comm. objective 1	Target group 1	Approach 1	x
		Target group 2	Approach 2	x
		Target group 3	Approach 3	x
	Comm. objective 2	Target group 4	Approach 4	x
		Target group 1	Approach 1	x
Project specific objective 2	Comm. objective 3	Target group 1	Approach 1	x
		Target group 2	Approach 2	x
Project specific objective 3	Comm. objective 1	Target group 1	Approach 1	x
		Target group 2	Approach 2	x
		Target group 3	Approach 3	x
		Target group 4	Approach 4	x
	Comm. objective 4	Target group 1	Approach 1	x

3. Good communication strategy is tailored for different audience or target groups. One very important aspect about the difference between stakeholder and target group (source: Communication tool kit):



In our case our communication activities aim to reach 4 main target groups:

- (a) citizens, general public and media,
- (b) younger public as special group of citizens for education purposes,
- (c) academic public and scientists, since they are crucially important for testing, optimizing and implementing new tools,
- (d) at most we will focus on policy makers as stakeholders to reach the implementation of the project results into the policy.

Target groups for Eco-AlpsWater are bodies in charge of water monitoring (environmental agencies, water managers, decision makers, ...), including observers. Since every country has different target group, every partner will make a stakeholder list on which he will identify those with high interest and high influence (marked with red circle, according to the scheme below, source: Communication tool kit). This communication target groups will be managed closely with special attention via all activates planned and additional personal communication and meetings, if needed.

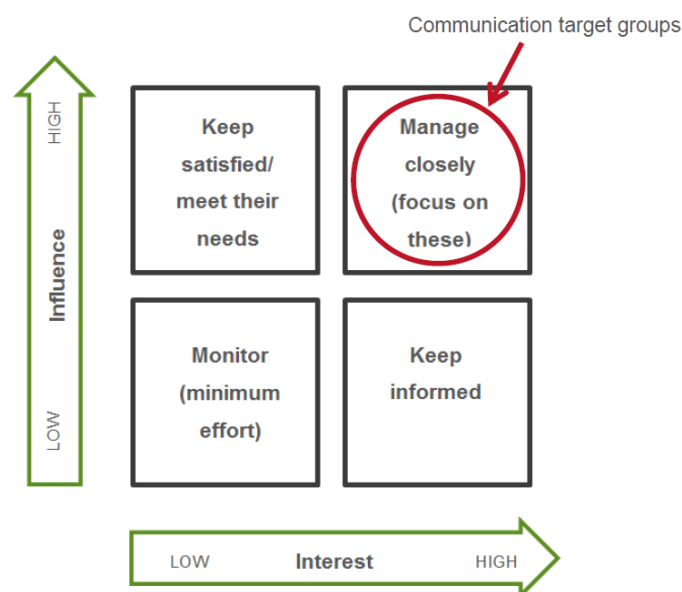


Table 1: Project and communication objectives specified according to the target groups, approaches and activities.

Project specific objective	Comm. objective	Target group	Approach	Activity				
				A.C.1 START UP	A.C.2 PUBLICAT.	A.C.3 EVENTS	A.C.4 PROMOT.	A.C.5 DIGITAL
(1) Develop, test and implement new and innovative NGS metabarcoding methods (analysis of environmental DNA, eDNA) to complement and improve the application of the EU WFD and national (e.g. WPO) standards.	raise awareness	stakeholders and bodies in charge of water monitoring (environmental agencies, water managers, decision makers), including observers	possibility of using inovative NGS tool for ecological and biodiversity assessment of water ressources and to raise awareness about the potential of new approaches in assessing functionality of ecological services	graphic visibility, webpage, info page on every partner's webpage, presentation, poster, flyer, digital press release	*	national event/info day	*	newsletter, press release, social media
		wider public, citizens		graphic visibility, web page, digital press release, flyer	*	regional event/info day	project bags and pens	press release, social media
		younger public, education		graphic visibility, web page, flyer	*	dedicated seminars for schools	project pens	video clip, social media
	increase knowledge	academic public and scientists	transnational cooperation and professional knowledge is a precondition for implementation potential; standard protocols and guidelines tested on a large variety of Alpine waterbodies will make new approaches accessible and transferable across the AS area, laying the foundation for the next monitoring generation approaches	webpage, presentation, poster	*	international events/congresses	*	newsletter, press release, social media
		stakeholders and bodies in charge of water monitoring (environmental agencies, water managers, decision makers), including observers	new knowledge will be transferred to bodies in charge of water monitoring through scientific conferences, info days, workshops and meetings with stakeholders	webpage, presentation, poster	*	national event/info day	*	newsletter, press release, social media
(2) Identify gaps and improve ecosystem integrity assessment monitoring tools (EU WFD) and national ordinances (Swiss WPO) across the AS region using the new complementary NGS tools defined in (1).	influence attitude	stakeholders and bodies in charge of water monitoring (environmental agencies, water managers, decision makers), including observers	the identification of gaps in traditional monitoring and experiences in the pilots will be used to catalyze the interest of this target group to test new NGS tools to complement traditional biomonitoring by the end of the second year	graphic visibility, webpage, info page on every partner's webpage, presentation, poster, flyer, digital press release	*	national event/info day	*	newsletter, press release, social media
		wider public, citizens	attitude of wider public will be influenced through range of communication channels	graphic visibility, webpage, info page on every partner's webpage, poster, flyer, digital press release	*	regional event/info day	*	newsletter, press release, social media



Table 1... continued.

Project specific objective	Comm. objective	Target group	Approach	Activity				
				A.C.1 START UP	A.C.2 PUBLICATION	A.C.3 EVENTS	A.C.4 PROMOT.	A.C.5 DIGITAL
(3) Improve management of water resources and ecosystem services using the new, innovative approaches, and setting the stage for the integration of new tools across the Alpine and European areas.	raise awareness	stakeholders and bodies in charge of water monitoring (environmental agencies, water managers, decision makers), including observers	ecosystem services provided by water resources, the strict interconnection between green and blue infrastructures, and the value to integrate traditional monitoring schemes with new tools will be communicated	graphic visibility, webpage, info page on every partner's webpage, presentation, poster, flyer, digital press release	booklet of outputs, resuming manual	national event/info day + final conference	project maps, bags and pens	newsletter, digital infographic, image database
		academic public and scientists		webpage, presentation, poster	booklet of outputs, resuming manual	final conference	project maps, bags and pens	newsletter, digital infographic, image database
		wider public, citizens		graphic visibility, web page, digital press release, flyer	brochure	regional event/info day + final conference	project maps, bags and pens	newsletter, press release, video clip, social media
		younger public, education		graphic visibility, web page, flyer	brochure	dedicated seminars for schools	project pens	video clip, social media
	change behaviour	stakeholders and bodies in charge of water monitoring (environmental agencies, water managers, decision makers), including observers	based on the experiences achieved in WPT1-4, efficient ways to complement traditional monitoring schemes will be communicated with the innovative tools, fostering the replication of new biomonitoring approaches, upgrading traditional activities	direct involvement of stakeholders in WPT4; through communication and change of experiences, NGS tools could get to the phase of regular implementation into the regional or national biomonitoring and biodiversity programs				





## 4 What - communication activities and deliverables

Activities and deliverables below has been included in the application form of Eco-AlpsWater. Please note that the colour correspond to the same activities through all the document.

Activity A.C.1	Start-up activities including communication s	2018.04	2019.03
Establish the communication strategy and efficient network, according to WPM. Use of the programme logo, acronym/project logo, reference to the ERDF in any public document or product, launch of a project website (regularly updated) within 6 months after project start, final event, project posters will be clearly delineated, as stated in subsidy contract. Project information on project partners' websites. A communication focal point will be established, with the lead PP (NIB) and the PSG.			
Deliverable D.C.1.1	Project Communication Strategy		1,00
Detailed document describing the project communication strategy and activities carried out by the communication focal point (NIB and PSG); it includes a timeline and budget estimation, and mandatory activities as detailed in the subsidy contract.			
Deliverable D.C.1.2	Project logo.		1,00
A customized project logo will be created, identifying visual identity to brand Alpine Space and Eco-AlpsWater. The design rules will follow the corporate AS design, including statement on logo "European Regional Development Fund".			
Deliverable D.C.1.3	Project template		1,00
Customized project template (letterhead) will be created, identifying visual identity to brand Alpine Space and Eco-AlpsWater. The design rules will follow the corporate AS design (see logo).			
Deliverable D.C.1.4	Official presentation (digital slides).		5,00
Ensuring a good and updated information on project activities will be secured by creating Eco-AlpsWater official presentation, which will be adapted (local integrations, language translation) to local frameworks.			
Deliverable D.C.1.5	Initial flyer.		5,00
Flyer describing basics features of the project in order to maximize the brand of the project and objectives. It will be produced in 5 languages (AS countries and EN).			
Deliverable D.C.1.6	Initial press releases in 6 countries.		6,00
Digital press release - including a common part, and a regionally focused part, with information about the start of the project. Press releases will be prepared regularly.			
Deliverable D.C.1.7	Website regularly updated.		6,00
The web site (hosted on the program website) will be set up within 6 months of the project start, with frequent updates (min. twice per year). It will report the description of the project and activities, with deliverables made fully available.			
Deliverable D.C.1.8	Information page on the national websites of partners.		12,00
Information page on the national websites of the 12 partners. It will include a description of the project both in the national and English languages.			
Deliverable D.C.1.9	Alpine Space project Eco-AlpsWater Poster.		5,00
Posters (in 5, AS+EN languages) will be produced with project information. Posters in min. size A3 will be displayed at each project participant's premises, at a location readily visible to the public such as the entrance area of LP/PPs buildings.			

Activity A.C.2	Publication(s)	2018.05	2021.04
When released, technical publications (see details in WPT1-4) will be made available in the official project website. The delivery of focused information to the citizens, stakeh. and target gr. will be carried out with accessible tools. Dedicated material for public bodies involved in water manag. and general public will be prepared. Technical reports will be in English. The most popular material (e.g. leaflets...) will be translated to 5 lang (AS+EN). Final project results booklet (green print.).			
Deliverable D.C.2.1	Brochure with ongoing activities.		5,00
Brochure with ongoing activities, in 5 different languages (AS countries and EN).			
Deliverable D.C.2.2	Booklet with main outputs and results of the project.		5,00
Booklets in 5 lang. reporting the outputs and main results. Avoiding technical jargon, addressed to the general public and schools. Pilots results will raise citizen awareness on ecological services by water resources, and water quality assess. strategies			
Deliverable D.C.2.3	Resuming manual.		1,00
Resuming manual of all the activities carried out in the project. Addressed to public and private bodies, and professionals, with guidelines on how to integrate new tools in the next generation monitoring programmes; in English.			



Activity A.C.3	Public Event(s)	2018.09	2021.04
Public events on regional and transnational level will develop and raise awareness among target audience, decision-makers (public authorities, regional and national) and citizens. Every region will organise at least 3 regional events/info days/workshops during the project, altogether 18 regional public events in the Alpine region. The biggest public event will be Final Eco-AlpsWater Conference.			
Deliverable D.C.3.1	Information events organized at the macro regional (national) basis for wider public.		18,00
Regional events/info days/workshops in the 6 participating countries (at least 3 in each country). Addressed to public bodies at diff. levels, stakeholders and citizens. Will provide information and feedback on the activities carried out by the project.			
Deliverable D.C.3.2	National special events addressed to technical public bodies and stakeholders.		6,00
Events reporting detailed information on the project, mostly at the technical/scientific level. Addressed to technical public bodies and stakeh. to implement activities. Special sessions at national congresses with technical bodies (e.g. AIOL, 2019).			
Deliverable D.C.3.3	International events.		6,00
Contributions to at least 6 international conferences/meetings on water management in Alpine Space (e.g. ELLS/IAGLR 2018, Evian; Mountain Conf. 2019, Innsbruck) aiming at scientific feedback on Eco-AlpsWater contributions by the scientific community.			
Deliverable D.C.3.4	Dedicated seminars/events in schools		24,00
Dedicated material (AS Eco-AlpsWater presentations) will be prepared for schools. Education and dissemination of results, highlighting the importance to innovate water quality and services assessment using state of the art modern scientific tools.			
Deliverable D.C.3.5	Project final conference.		1,00
International final conference will be organized to maximize participation of public bodies, stakeholders, target groups, citizens. It will be possibly organized as a parallel event of large AS meetings (e.g. EUSALP).			

Activity A.C.4	Promotional activities	2018.09	2021.04
Promotional material will not be only attractive, but also informative, aiming at raising awareness of stakeholders on the Eco-AlpsWater project, and serving the objectives of the project communication strategy. All promotional material will have featured the project logo (with European Union emblem); branded with the project logo and the ERDF claim; will respect greening principles; their cost and quantity will be reasonable and justified.			
Deliverable D.C.4.1	Project Bags.		1,00
Project bags design will follow green principles and conveying a sharp visual identity building and brand identity (Approx. 500). Bags will be distributed with information material during the principal events (e.g. final conference).			
Deliverable D.C.4.2	Pens.		1,00
Pens (approx. 500) will use long-lasting material conveying immediate brand identity; designed following green principles; will be distributed during the principal events (e.g. final conference).			
Deliverable D.C.4.3	Alpine Space Map, with reference to Eco-AlpsWater project.		1,00
Map (approx. 500) of the Alpine Space countries, with localization of the pilot sites and other hydrological elements covered by the project, as well as Beneficiaries and Observers localization will be designed and produced.			

Activity A.C.5	Digital activities	2018.07	2021.04
Besides the official web page (C1), other digital activities are important channels of communication, since they are not limited to person-to-person. Especially younger audience will be targeted with project news and photo material via social media (e.g. YouTube, Facebook) hosting speeches/presentations/interviews captured at project events. We will make also newsletters for e-mail dissemination, press report/release/review in digital media and videos or video-clips for youth and policy makers.			
Deliverable D.C.5.1	Project Newsletter (1/period).		6,00
Newsletter will reach a wide number of people and public and private bodies, amplifying the rationale of the project and results (in English). Mailing list will be used also for occasional immediate news.			
Deliverable D.C.5.2	Press releases during key events.		10,00
Press report release during key national and international events (at least 10x).			
Deliverable D.C.5.3	YouTube clips to be posted on the official website.		8,00
Youtube clips will be produced with presentations, interviews captured at Eco-AlpsWater events, with rationale/storyline of the project, raising citizen awareness on the ecological services provided by water res., and water quality assess. Strategies, 8+			
Deliverable D.C.5.4	Image database of hydrographical elements and activities.		1,00
The database will be hosted on the official website of the project. The use of images will be free, under condition to give credits to authors, project name, and the Alpine Space programme.			
Deliverable D.C.5.5	Digital infographics		5,00
In 5 languages, resuming complex eye catching information, shareable, and easily perceptible. Information on the distribution of water resources and associated ecosystem services and biodiversity (endangered and invasive/toxic species) as obtained by NGS.			

## 5 Who and when - partner's responsibilities

According to the budget distribution, the distribution of deliverable's responsibilities were set for every partner (Table 2) according to the timeline (Table 3). Indicated partner in the Table 2 is responsible for the preparation of deliverable and for the reporting to the communication manager.

**Table 2: Activities, deliverables and deliverable responsibilities for every partner.** Numbers in the table indicate the responsibilities. Number 1 indicates 1 deliverable, number 2 indicates 2 deliverables etc. Tick mark indicates the inclusion of other partners to the selected deliverable (eg. inclusion of LP in preparation of start-up material, the inclusion of all partners in final conference organisation).

activities	deliverables	short description	deadline	value sum	responsibilities											
					SI	IT				AT	F	D	CH			
					PP4	PP5	PP1	PP3	PP9	PP2	PP8	PP6	PP11	PP7	PP10	PP12
A.C.1 START UP	D.C.1.1.	Document - Project Communication Strategy	1.02.2019	1	1		✓									
	D.C.1.2.	Logo	1.02.2019	1	1		✓									
	D.C.1.3.	Template - letterhead	1.02.2019	1	1		✓									
	D.C.1.4.	Presentation	1.02.2019	5 (6)	1		1			1		1		1		1
	D.C.1.5.	Flayer	1.02.2019	5 (6)	1		✓		1	1			1	1	1	
	D.C.1.6.	Digital press release	1.02.2019	6		1	✓		1	1			1	1		1
	D.C.1.7.	Website	twice per year	6	1		✓									
	D.C.1.8.	Info page on PP-webpage	1.02.2019	12	1	1	1	1	1	1	1	1	1	1	1	1
	D.C.1.9.	Poster min A3	1.02.2019	5	1		1			1		1		1		1
A.C.2 PUBLICAT.	D.C.2.1.	Brochure - wider public	1.07.2020	5	1		1					1		1	1	
	D.C.2.2.	Booklet of outputs - stakeholders, scientists	1.07.2020	5	1		1			1			1	1		
	D.C.2.3.	Resuming manual - stakeholders, scientists	1.07.2020	1										1		
A.C.3 EVENTS	D.C.3.1.	Regional event/info day - wider	1.07.2020	18	1	2	1	1	1	2	1	1	2	1	2	3
	D.C.3.2.	National event/info day - stakeholders	1.07.2020	6		1		1	1		1		1	1		
	D.C.3.3.	International events/congress	1.07.2020	6	✓	1	2			✓		1			1	
	D.C.3.4.	Dedicated seminars for schools	1.07.2020	24	2	2	2	2	2	2	2	2	2	2	2	2
	D.C.3.5.	Final conference	1.07.2020	1	✓	✓	1	✓	✓	✓	✓	✓	✓	✓	✓	✓
A.C.4 PROMOT.	D.C.4.1.	Project bags (app. 500) - events/final conference	1.07.2020	1			1									
	D.C.4.2.	Project pens (app. 500) - events/final conference	1.07.2020	1			1									
	D.C.4.3.	Alpine space project maps (app. 500)	1.07.2020	1					1							
A.C.5 DIGITAL	D.C.5.1.	Newsletter	1/ period	6			6									
	D.C.5.2.	Press release during key events	1.07.2020	10	1	1		1	1		1	1	1	1	1	1
	D.C.5.3.	Video clip (Youtube)	1.07.2020	8	1		1	1	1		1	1		1	1	
	D.C.5.4.	Image database of hydrological elements	1.07.2020	1			1									
	D.C.5.5.	Digital infographics	1.07.2020	5	1			1		1			1		1	



**Table 3: Deadlines (in format DD.MM.YY) of activities (coloured arrows) and deliverables (coloured cells) according to the project proposal. The colours corresponds to the Table 1 and 2. Deadlines for some deliverables will be moved forward (eg. final event will be in Period 6).**

		deliverable timeline																												
		Period 2					Period 3					Period 4					Period 5					Period 6								
activities	deliverables	1.1.19	1.2.19	1.3.19	1.4.19	1.5.19	1.6.19	1.7.19	1.8.19	1.9.19	1.10.19	1.11.19	1.12.19	1.1.20	1.2.20	1.3.20	1.4.20	1.5.20	1.6.20	1.7.20	1.8.20	1.9.20	1.10.20	1.11.20	1.12.20	1.1.21	1.2.21	1.3.21	1.4.21	
A.C.1 START UP	D.C.1.1.																													
	D.C.1.2.																													
	D.C.1.3.																													
	D.C.1.4.																													
	D.C.1.5.																													
	D.C.1.6.																													
	D.C.1.7.																													
	D.C.1.8.																													
	D.C.1.9.																													
A.C.2 PUBLICAT.	D.C.2.1.																													
	D.C.2.2.																													
	D.C.2.3.																													
A.C.3 EVENTS	D.C.3.1.																													
	D.C.3.2.																													
	D.C.3.3.																													
	D.C.3.4.																													
	D.C.3.5.																													
A.C.4 PROMOT.	D.C.4.1.																													
	D.C.4.2.																													
	D.C.4.3.																													
A.C.5 DIGITAL	D.C.5.1.																													
	D.C.5.2.																													
	D.C.5.3.																													
	D.C.5.4.																													
	D.C.5.5.																													



## 6 Communication evaluation

Eco-alps Water communication will use specially designed tool (as proposed in Interreg Alpine space Communication tool kit) → an AMEC evaluation sheet.

AMEC (International association for the measurement and evaluation of communication) has developed an easy and user-friendly tool to facilitate the evaluation of communication. This tool is available for free at: <http://amecorg.com/amecframework/home/framework/>

**How does it work?** Fill in all requested fields and submit. The website will reorganise the information according to the AMEC system. This will provide a visual overview of what evaluation goals and metrics are. This tool is therefore useful both for planning evaluation and during review. Taxonomy of the most important evaluation keywords is also available on the website here.



## 7 Annex 1 - Templates available to partners

Before and after any material for the Eco-AlpsWater events and communication actions will be prepared, Tina Elersek as communication manager should be contacted for approval. (will provide templates and must collect all final communication material).

Templates and graphical elements available (September 2018) are:

- Simple logo
- Word template;
  - for program,
  - list of attendance (internal – GDPR notification, external – GDPR agreement!)
  - empty
- Official presentation
- Presentation template (pptx)
- Poster template (size A3 and 80x100 cm)
- Flayer template
- Map

## 8 Annex 2 - Event checklist for partners

Critical issue while managing project communication events is on time and high quality event planning. While doing this following critical questions shall be answered by organizer (project partner):

- What is the purpose of the event?
- What is the target public?
- Where and when will the event take place?

This information shall be shared with communication manager at least 1 month before event is scheduled in order that event is announced at Eco-AlpsWater website.

While planning events consider joined events for reaching wider public, as project event can be a part of another event. Consider also organizing project events in the context of other (more general) EU events, like European Week of Regions and Cities.

Main material needed for organization and reporting of event is:

- official invitation,
- agenda,
- attendance list,
- minutes,
- presentations,
- poster,
- take photos...

## 9 Annex 3 - Important notes

Please collect **photos** (in front of posters, during the meetings, presentations, info days...). This is very important for the reporting.

Logo size - other logos must NOT be higher than the EU flag! Recommended and smallest logo width:

Media	smallest logo width	ideal logo width
Print A4 portrait	38,1 mm	80,4 mm
Print A4 landscape	38,1 mm	80,4 mm
Screen Smartphone	240 px	300 px
Screen Tablet	240 px	300 px
Screen Laptop/Desktop	300 px	400 px
Powerpoint 16:9	32,6 mm	68,8 mm

All other important rules can be found at Interreg Alpine space website:

<http://www.alpine-space.eu/project-management/project-tools-resources/comm-material>