

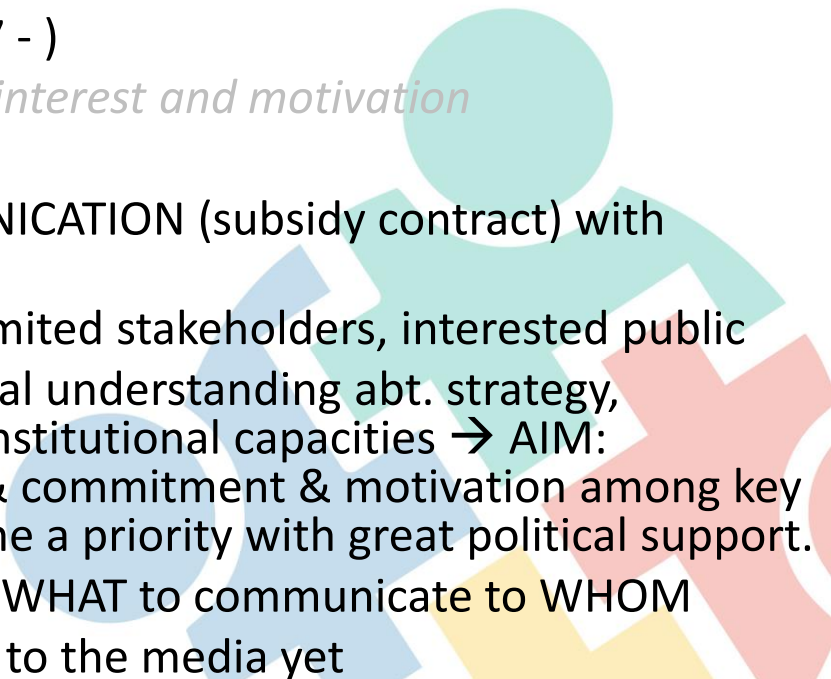


Panel 2: Macro-regional communicators' roundtable discussion – THE CASE OF EUSAIR FACILITY POINT

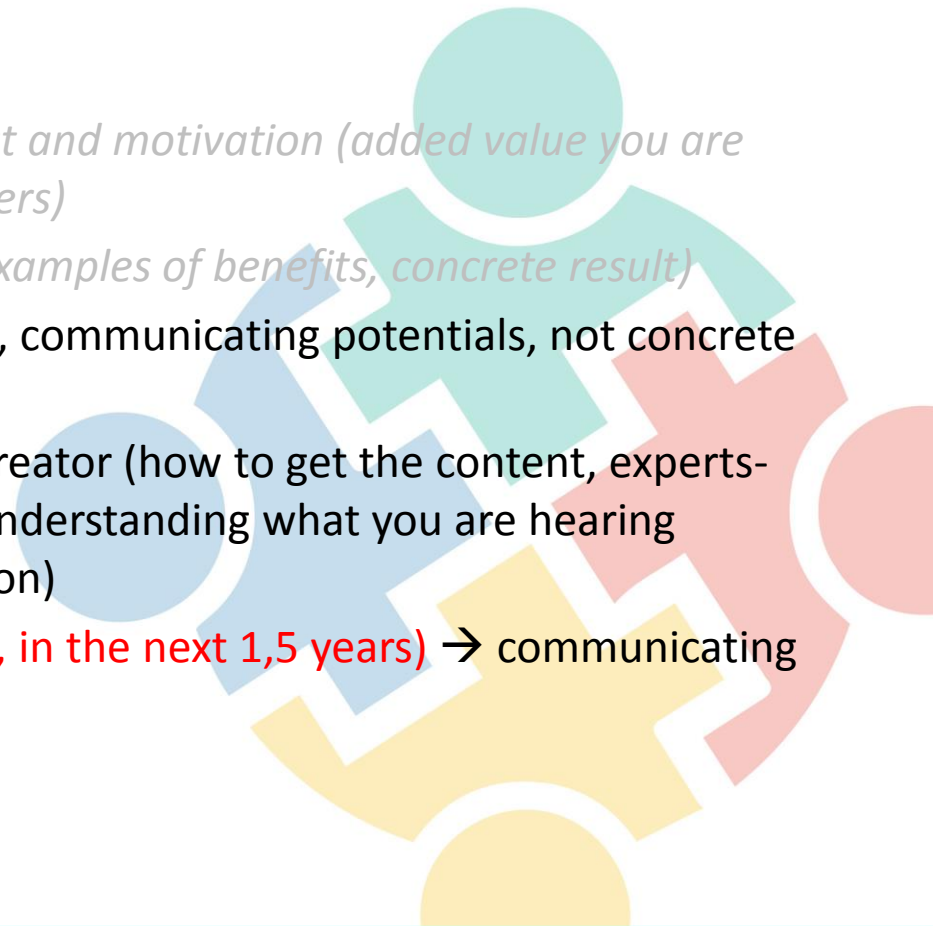
Maruša Arh, Communication Officer
EUSAIR Facility Point, Government Office of the Republic of Slovenia for
Development and European Cohesion Policy

Conference on EU Macroregional Strategies, Media and Communication
21 Sep 2017, Portorož, Slovenia



- EUSAIR Facility Point project
 - EUSAIR Communication Strategy & Communication plan
 - → Activities
 - 1st phase: Awareness raising (2017 -)
 - *2nd phase: Increasing knowledge, interest and motivation*
 - *3rd phase: Changing attitude*
 - Current focus: INTERNAL COMMUNICATION (subsidy contract) with occasional „spread outs“
 - Target group: key implementers, limited stakeholders, interested public
 - ACTIVITIES: awareness and technical understanding abt. strategy, increasing knowledge, increasing institutional capacities → AIM: strenghtening cooperation & ties & commitment & motivation among key implementers for EUSAIR to become a priority with great political support.
 - 5W,1H -> EUSAIR FP at the level of WHAT to communicate to WHOM
 - Not focused to the outside public, to the media yet
- 

- **What are we doing** „Telling key implementers that we exist, what is our role, what can we offer, what can we do“
- **How we are doing it...** TSG meetings, Tools -new website, social media, promotional video Towards the Green Coast, events, Stakeholder platform
- **Challenges we are facing...**
- *1st phase: Awareness raising (2017 -)*
- *2nd phase: Increasing knowledge, interest and motivation (added value you are bringing → important to attract stakeholders)*
- *3rd phase: Changing attitude (concrete examples of benefits, concrete result)*
- Broad communication about the strategy, communicating potentials, not concrete results & content yet
- Communication officer is not a content creator (how to get the content, experts- Thematic steering groups involvement, understanding what you are hearing (jargon) → translating to the media (jargon))
- **What to communicate, What to tell (now, in the next 1,5 years)** → communicating process, not the outcome of it



Thank you for your attention!

Maruša Arh

Communication officer, EUSAIR Facility Point

Marusa.arh@gov.si

+386 1 400 37 25

Connect with EUSAIR Facility Point

Website:

www.adriatic-ionician.eu

Facebook:

Eusair Facility Point

Twitter:

@EusairPoint

Youtube:

Eusair Facility Point

