

AlpGov / EUSALP Strategic Paper
ON COMMUNICATION

Based on the Results & Recommendations
of the EUSALP Executive Board members
moderated communication workshop

organized by Tyrolean EUSALP Presidency and European Commission
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1 Mission statement

EUSALP is a European strategy for Alpine territory joining human passions, natural resources and economic assets, linking cities, plains, valleys and mountains to find solutions to challenges we can solve only together.

We coordinate planning and integrate the best practices in the fields of economy, education, environment, accessibility and mobility and commit as institutions to create sustainable solutions for the benefits of the citizens.

By bringing governing closer to the people, EUSALP is proving that the European culture of cooperation lives.

2 Vision statement

EUSALP co-creates the future of Europe by translating sectoral policies on regional scale, enabling the best ideas to happen in a sensitive natural and multicultural Alpine area.

By balancing innovative solutions in a healthy environment EUSALP is shaping the future together.

3 Top ten target groups

The goal of the Innsbruck workshop debate was not to extend target audiences to unmanageable numbers, but rather to **reduce them to crucial ones**. In order to achieve that, participants were given a limited amount of options to choose from – in three different segments of audiences: **institutional, administration-to-administration** and **individual**. The following ten were judged as the most important:

1. European institutions
2. Regional authorities
3. Civil society organizations
4. People living in 48 regions
5. Sector specific associations
6. Action Groups
7. Local authorities
8. Local journalists & press agencies
9. Users of local projects
10. Future project leaders

4 Messages and tools

4.1. Government / Institutions

This target group is similar to who we are ourselves. We use mostly official channels to reach them (events / emails / internal conversations / official notice). The biggest challenge is to be consistent about what we are and how we describe ourselves.

Priority targets

1. *EU Institutions*
2. *Regional Authorities*
3. *Action Groups*
4. *Local authorities*

Messages

WE ARE LOOKING AHEAD

- we understand the global picture and fix things where the problem really is
- we foresee the future because we have the expert knowledge
- we break the silos of our administrations, and bring focus on the bigger picture

WE BUILD BRIDGES/ NETWORK/ALLIANCE

- the diversity of the territories make our contribution more precise, more encompassing and careful
- we bring the best of our regions in one place
- we help ideas thrive by connecting them with the best partners
- we are the best matchmakers because we know who does what everywhere
- we can mobilize funding and human support to protect the things that matter
- we make the people who matter talk to each other and do the work
- we connect existing projects to the political level
- we help incubate, prototype and test the best ideas and help them scale

Communication tools

Explaining what we do in a consistent way:

In order to avoid misinterpretations, improper descriptions or to simply speed up the distribution of our messages, we want to create tools that allow anyone with a modicum of practice to talk about EUSALP in a clear and simple manner.

- Video case study (2-3mn) to explain why we exist in a fast manner
- 10-slide presentation about EUSALP translated in all languages

Illustrating the details of how we do it:

In order to offer great content to people who want to dig into our projects, and offer a consistent way of presenting them we want to create a number of tools:

- A webpage per flagship project accompanied by a contact form
- Translation of each flagship project webpage by each partner into his own language

- Specific promotion video for each of the 3 thematic objectives of EUSALP to convince project leaders and administrations to collaborate with us
 - **1st Thematic Policy Area:** ECONOMIC GROWTH AND INNOVATION / Fair access to job opportunities, building on the high competitiveness of the Region
 - **2nd Thematic Policy Area:** MOBILITY AND CONNECTIVITY / Sustainable internal and external accessibility to all
 - **3rd Thematic Policy Area:** ENVIRONMENT AND ENERGY / A more inclusive environmental framework for all and renewable and reliable energy solutions for the future

Growing our community with digital tools:

Once we have the tools, we can push for more adoption, scaling the audience and getting the right people exposed to them. This is not about creating new tools but distributing the ones we have properly.

- Tracking opening rate / shares / contact by governments and local authorities and aggregating the data in one single tool for the entire MRS
- Newsletter / save the date circulation (general and for each case study)

Key Performance Indicators

(Through which criteria the quality can be measured)

- Number of stories & case studies created
- Number of acknowledgement of receipt by other institutional partners
- Number of stories translated in the national languages
- Number of tools / toolkit produced for the AG
- Tracking performance of these tools (views / opening rate)

4.2. Civil Society / Trade associations / Journalists

Priority targets

- Civil society organisations linked to policy areas
- Sector specific business organisations
- Local Journalists

Messages

WE ARE LOOKING AHEAD

- we understand the global picture and fix things where the problem really is
- we foresee the future because we have the expert knowledge
- we break the silos of our administrations, and bring focus on the bigger picture

WE BUILD BRIDGES / NETWORK / ALLIANCE

- the diversity of the territories make our contribution more precise, more encompassing and careful
- we bring the best of our regions in one place
- we help ideas thrive by connecting them with the best partners and we make the people who matter talk to each other
- we connect existing projects to the political level when it is needed for them to have a larger structural impact
- we help incubate, prototype and test the best ideas and help them scale

WE ARE EXPERTS

- we bring our outstanding capacity of analysis of problems and solutions
- we know how to build the alliances that matter, and we are the best matchmakers
- we can mobilize funding and human support to protect the things that matter
- we can test and adapt solutions that are working for the best in our group
- we adapt the laws and regulations to the need of our territories

Communication tools

- All previous tools, but specifically tailored to them
- Single webpage explanation and a contact form on how to visit projects (journalists)
- Newsletter registration choice box for journalists and storytellers
- Gallery of projects on a single page of the website
- Tracking registrations from specific audiences to the Annual Forum (journalists/association/stakeholder)
- Database of pictures of the Alps to create any documentary - or reportage

Key Performance Indicators

(Through which criteria the quality can be measured)

- number of tools / toolkit produced for the AG
- Number of demands for information from partners and interested parties on how they can join the effort (contact form / physical / phone calls / emails)
- Tracking performance of these tools (views / opening rate)

4.3 Individuals / Project leaders

Priority targets

1. *People living in one of 48 regions*
2. *Users of a project (local customers)*
3. *Future project leaders*

This audience is the most fragmented. Instead of going to target each sub-group individually, we are using regional and local media and social media channels to distribute our messages to people living in particular regions, focusing on the current users of our programs and their potential beneficiaries.

Messages

GENERIC

- we make life easier and more comfortable
- we are creating a living space in the alpine region

GLOBAL PASSION

- passion for the Alps is an amazing passion uniting us all
- we have a dream for the Alps to create a change
- we create a little Europe at a regional scale

Communication tools

- local/regional news media they are actually reading
- social media posts about the things we do (cases) accompanied with Facebook advertising on specific localisations.

Key Performance Indicators

(Through which criteria the quality can be measured)

- Number of press releases published
- Number of press clips generated out of these Press releases!
- Number of direct contact by journalists
- Amount spent on Facebook advertising
- number of readers on specific website pages
- number of direct contacts (contact form/physical/phone calls/emails) to get information