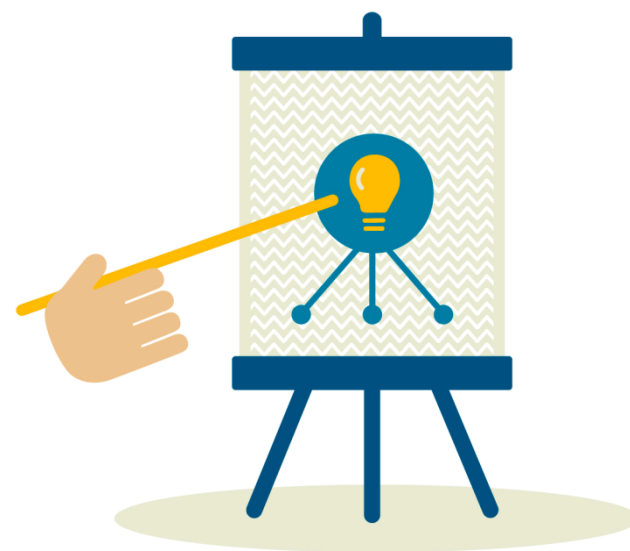


What do we mean by “Project Communication”?

Interreg Project Communication Camp
20-21 November 2018 | Lyon, France

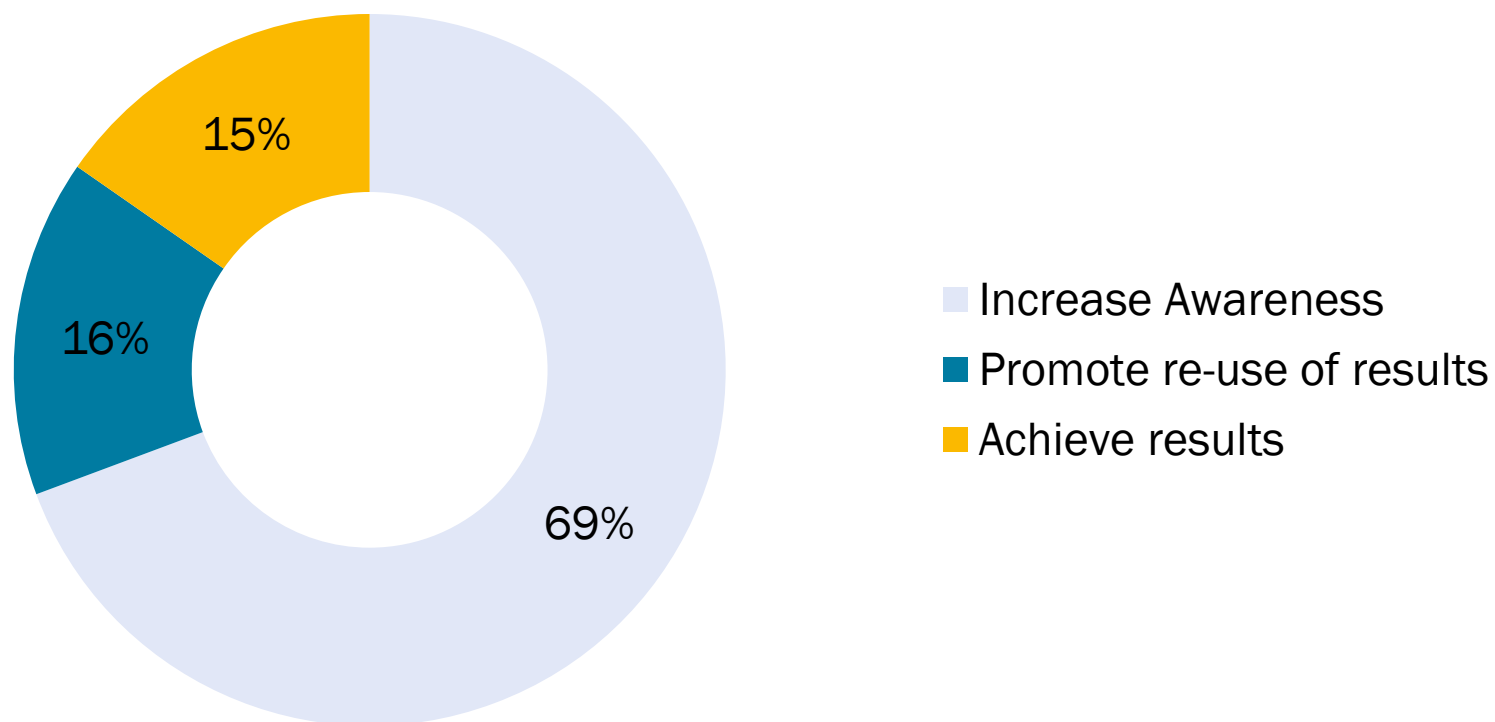
Eva Martínez Orosa,
Interact Programme



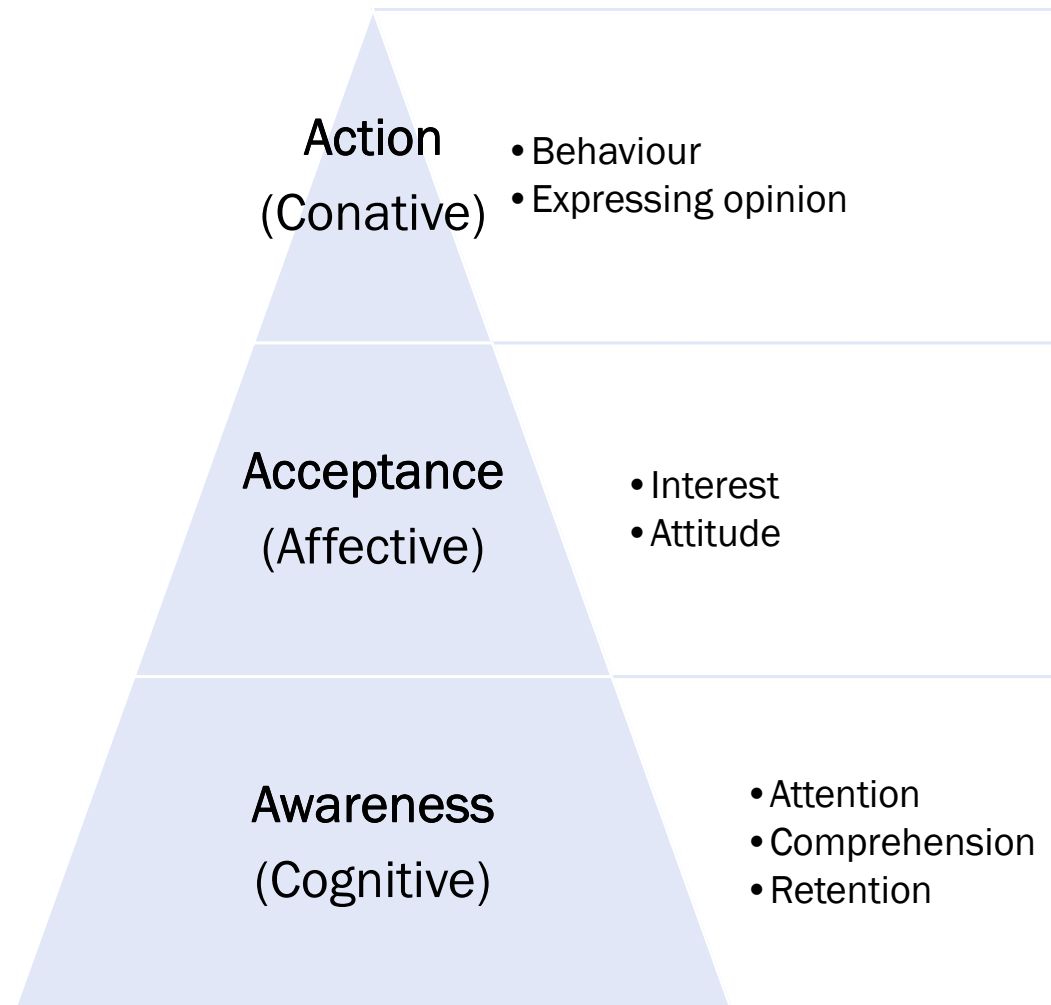
What do you think a project can achieve through communication?

What do you think a project can achieve through communication?

Your answers



Stages of communication



Vote: Do project partners usually agree on what they can achieve with communication?

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Change behaviour to achieve project objectives. Examples:

1. Improve the implementation of climate change and energy policies by making municipalities work together.
2. Improve the socio-economic prospects of Alpine regions by making its traditional gastronomy attractive for local producers to work on and for customers to buy.
3. Increase farmland biodiversity (plant and animal species) by change the behaviours of rural stakeholders and regional and national government agencies responsible for rural policy making and implementation.

Purpose of project communication

1. Achieve project objectives by changing target audience's behaviour
2. Help running the project: Internal Communication within the partnership.

Social marketing

= Influence behaviours to improve the target audience's lives and/or their environment.

Cooperation works

All materials will be available on:

www.interact-eu.net