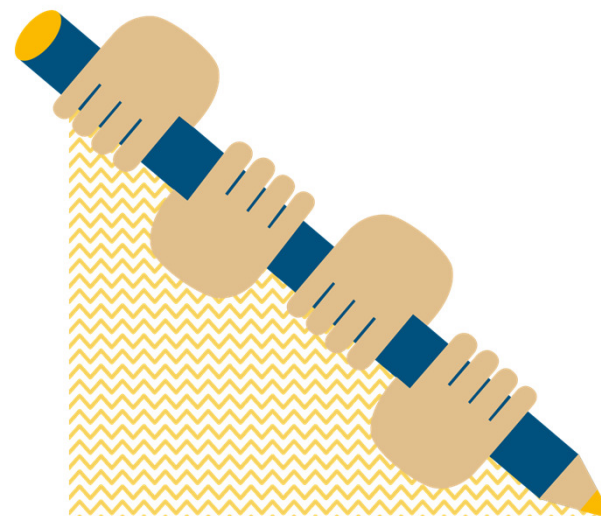


# Select target audiences.

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

**Eva Martínez Orosa,**  
**Interact Programme**



# Salmon Back project: Basics

## Purpose

To improve salmon habitats along two of the Rhine's tributary rivers (Sieg in its German basin and Moselle in its Luxembourgish basin).

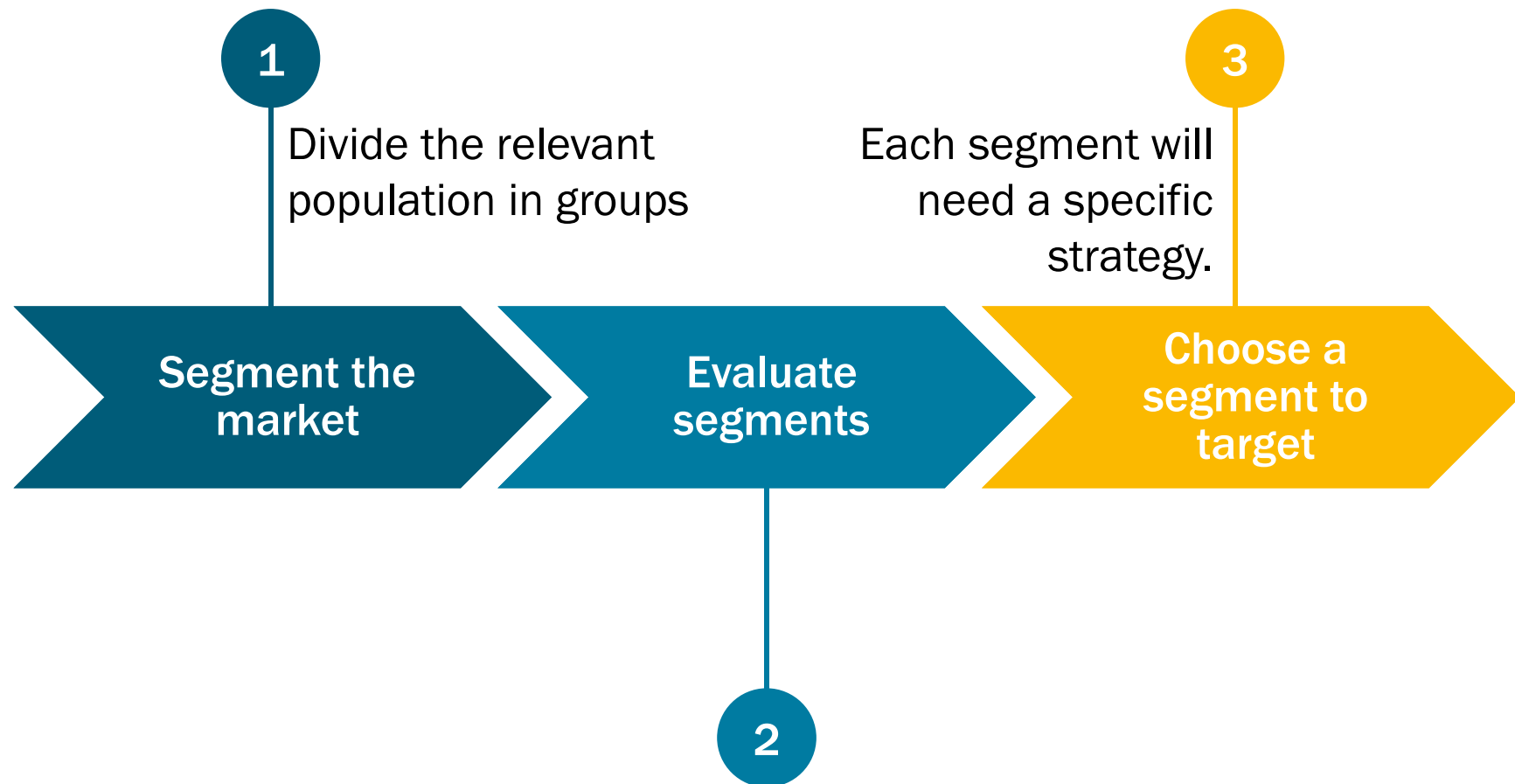
## Focus

Increasing planting of native plants along streams in suburban residential neighborhoods along high priority spawning areas.

## Main objective

To restore 50 000 to 60 000 m<sup>2</sup> of riparian area, planting approximately 10 000 native trees and shrubs.

# Process to choose a target audience



# Evaluate segments

Potential Target Audience	Size	Problem incidence	Readiness to act	Ability to reach	Average score
Property owners <b>contemplating</b> making a change to their landscaping (50%)	5	8	8	8	7
Property owners <b>not open</b> to making a change to their landscaping (40%)	4	8	0	8	5

# **Benefits of focusing on a few audiences**

If you get the right bait for the fish you want to catch you will get:

- More fish (outcomes),
- With less bait and in a shorter time (outcomes vs outputs)

# Cooperation works

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All materials will be available on:

**[www.interact-eu.net](http://www.interact-eu.net)**