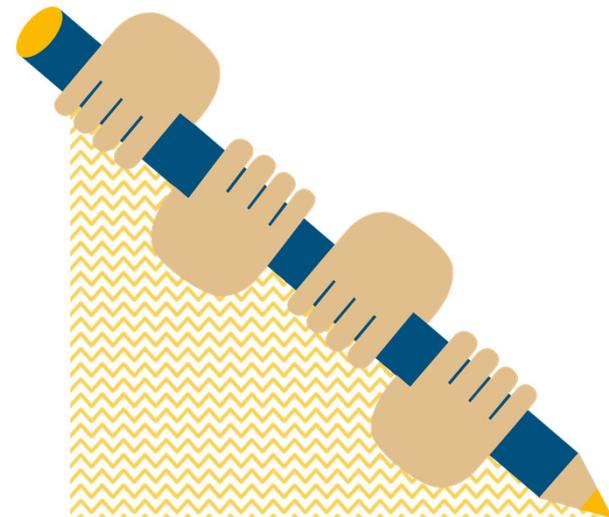


Select target audiences.

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).

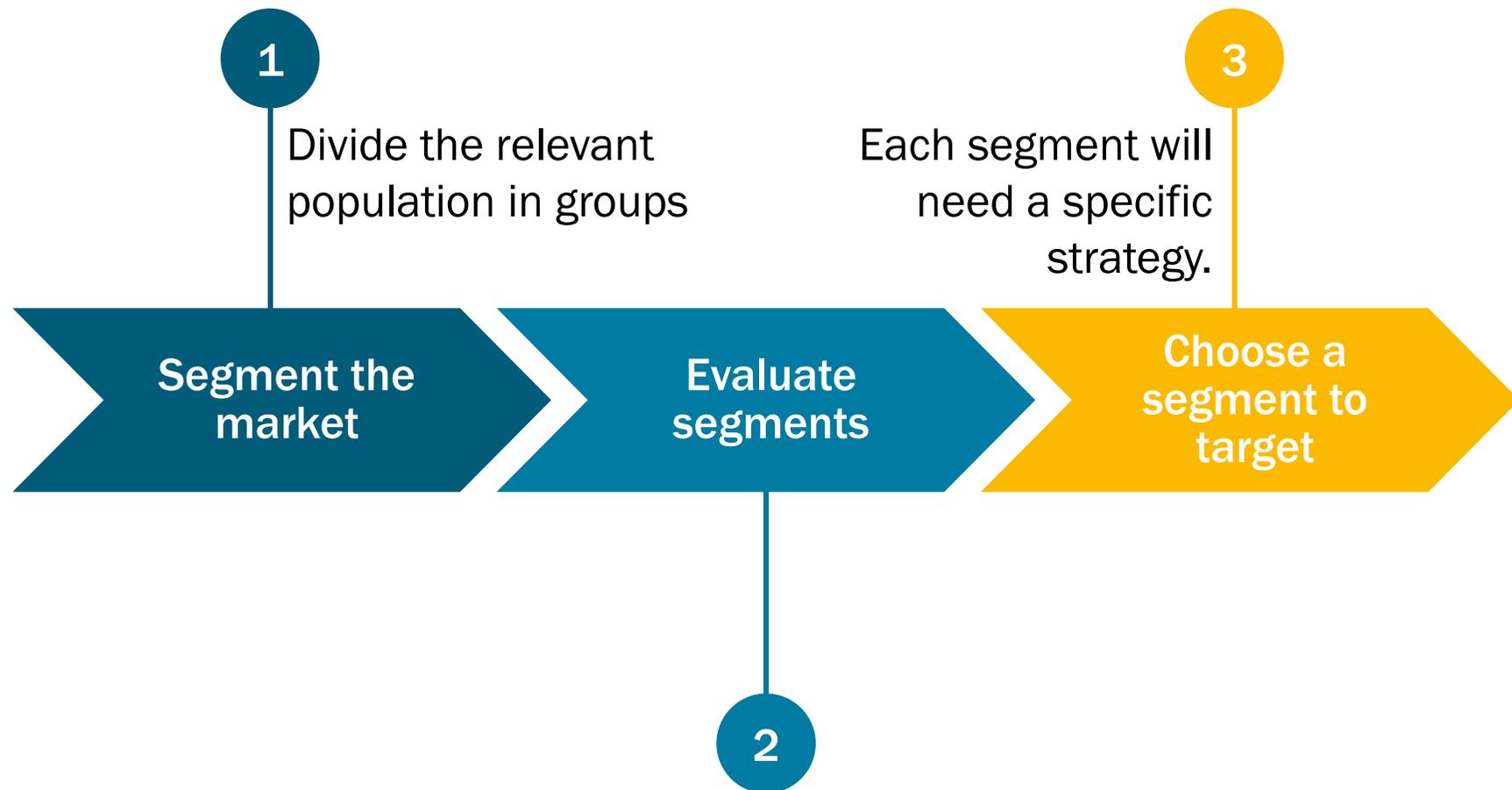
Focus

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 m² 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 contemplating making a change to their landscaping (50%)	5	8	8	8	7
Property owners not open 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

All materials will be available on:

www.interact-eu.net