

How to reduce communication's environmental impact



29 September 2020 (10.00 – 12.00, CET)

Programme Communication Strategy – Online session

A link to connect to the session will be shared with confirmed participants





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Outline

Reducing the negative human impact on the environment is one of Interreg's objectives and a priority for the EU at large.

In this workshop, organised in cooperation with Alpine Space programme, Interreg Europe, Interreg MED and Interreg BalkanMed, we will look at how to align programme communication practices with this principle to increase your credibility and reduce your environmental impact.

Research shows that most programmes apply paperless communication and the "reduce, reuse and recycle" principles. However, there is still a lot to be done. Some areas remain unexplored or underdeveloped, such as, for example, green procurement, waste reduction (especially with plastics), and online events or assessing and offsetting greenhouse gas emissions, among others.

This will be a hands-on, very interactive experience, with programme as well as project partners' testimonials. You can expect to learn about possible solutions and get guidance to plan and execute your future communications strategy minding your environmental footprint.

Objectives

During the session you will:

- Look at how on three Interreg programmes (Joint Secretariats and projects), have applied different sustainable communication practices.
- Brainstorm in small groups (5-6 people each) about how to solve the main challenges that programmes face when trying to communicate in a sustainable manner. Most of the session will be devoted to this exchange.



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Tuesday, 29 September 2020

10.00 – 10.15 Check-in to virtual meeting room and technical settings

The virtual room will be open fifteen minutes before the meeting starts. Please join with sufficient time to test your technical settings and ensure they enable you to actively participate in the session.

10.15 – 10.40 Introduction to the session

- Examples from three Interreg programmes.

10.40 – 11.50 Brainstorming session

(including a 15' break) Discussion in small groups (5-6 people each) based on questions such as:

- How to overcome the obstacles indicated by participants in the registration form as preventing programmes from implementing more sustainable communication?
- What related objectives/indicators we could set up in communication strategies?
- Which next steps for a sustainable communication?

11.50 – 12.00 Wrap up