



EUSALP EU STRATEGY FOR THE ALPINE REGION

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Communication activity to foster the EUSALP process in the Alpine Region: the first bottleneck in a high complexity and very challenging process

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Action Group 1 (support to the AG1 Leader) – Portorož, 21.09.2017



80 million people, 7 countries, 48 regions,
mountains and plains addressing together
common challenges and opportunities

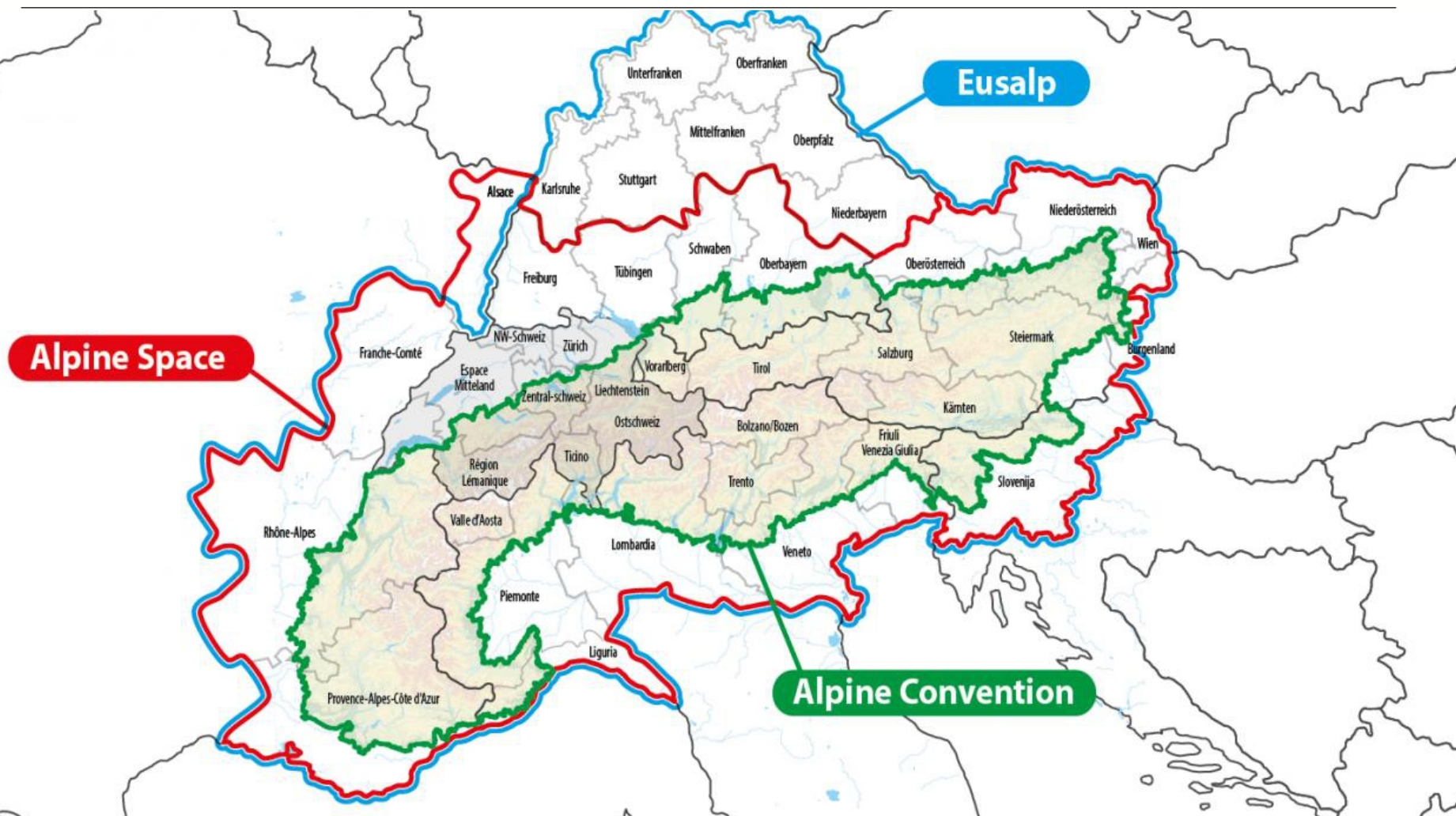


This project is co-financed by the European Union via Interreg Alpine Space



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Launched on 25-26 Jan 2016... the last comer, ready to learn

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3 Thematic Policy Areas and 1 Cross-cutting Area

1st Thematic Policy Area: **ECONOMIC GROWTH AND INNOVATION**

Objective: Fair access to job opportunities, building on the high competitiveness of the Region (AG1, AG2, AG3)

2nd Thematic Policy Area: **MOBILITY AND CONNECTIVITY**

Objective: Sustainable internal and external accessibility to all (AG4, AG5)

3rd Thematic Policy Area: **ENVIRONMENT AND ENERGY**

Objective: A more inclusive environmental framework for all and renewable and reliable energy solutions for the future (AG6, AG7, AG8, AG9)

Cross-cutting Policy Area: **GOVERNANCE, INCLUDING INSTITUTIONAL CAPACITY**

Objective: A sound macro-regional governance model for the Region

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Based on 3 NOs, aimed to strengthen cohesion within the Union



New Funds



New Institutions



New rules

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...and to foster “3 YES”



**Collaboration
Capitalisation
Harmonisation**



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The adopted method: a lab to experiment

EUSALP is something new and challenging to be built.

It calls for the active participations of all its players in order to find out a common “working formula” and to reach the objectives defined in the Action Plan.

We adopted the **experimental method**:

- Formulate an hypothesis
- Use an experimental set up to test
- Collect data
- Verify results and improve

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Applying this approach to the communication task

Thanks to the AlpGov project, a **Communication Staff** is today **available** to support EUSALP Bodies and Groups to prepare their communication materials, to promote their meetings, to update EUSALP and AlpGov websites...

The Communication Staff is responsible to design, develop and update the **communication tools**.

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The necessity for an “internal” communication management

EUSALP Bodies and Groups are **the only ones which can know and coherently tell about the Strategy.**

The **press offices** of the institutions which are members of EUSALP are probably the only ones aware at the same time of EUSALP process and of their sensitive internal and external issues, priorities and communication codes.

Therefore, **the message** EUSALP wants to address to the 80 million Alpine people **requires a joint effort** by the subjects working directly for the Strategy's implementation, a **shared and participated action.**

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EUSALP Communication

To support EUSALP actions, including Communication, the
“**AlpGov**” project was submitted for the *Alpine Space
Programme – Call II, Governance* - and granted in June 2016



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EUSALP and AlpGov Communication

ASP asked AlpGov PPs to respect the Programme's guidelines, which include **specific rules for communication** (project logo, website, poster, etc - Cfr. <http://www.alpine-space.eu/project-management/project-tools-resources/comm-material>)

The necessity to respect the reasonable rules of ASP had to go together with the need to launch the new MRS and to **create a strong and recognisable identity for EUSALP**

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Capitalisation as key element

EUSALP Action Plan encourages to capitalise all available resources, which are abundant in the 7 Countries and 48 Regions

This is true also for the Communication Strategy

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A deadlock system

However, EUSALP Communication needs to work aware of:

- **EU rules which can not be skipped** (e.g. ASP)
→ EUSALP needs to avoid the risk to generate projects with a short-run impact
- **Necessity to avoid any overlapping and multiplication**
→ A certain degree of flexibility is needed to concretely manage the process in line with the 3 NOs

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A deadlock system

7 Countries and 48 Regions' rules, organization and structures which are deeply rooted and site specific

→ **Harmonization and cohesion are required** in the EU process



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The challenge to collaborate

Communication is the first bottleneck
the Alpine Macroregional Strategy is facing

It demonstrates **collaboration is the real challenge**
as it asks for sharing, active involvement
and joint work to reach common objectives

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EUSALP capitalisation for communication

Within AlpGov project, Lombardy Region is responsible for producing useful communication tools which can **last in time, reach different targets** - so these can know about EUSALP and its actions/projects, and **actively involve** stakeholders.

All EUSALP Bodies and Groups can adopt that tools to disseminate their specific and common messages in order to reach their targets.

An effective EUSALP Communication Strategy is the result of a joint internal process which brings out EUSALP Bodies and Groups' actions and results through available tools.

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EUSALP communication objectives

EUSALP communication objectives were defined
by the given ASP communication objectives
(eMS).

This caused some rigidity and critics within the
consortium when discussing about EUSALP
communication strategy.

Raise awareness

Change behaviour

Increase knowledge

Influence attitude

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EUSALP Communication objectives

Strengthen
internal
communication
capacity

Raise awareness
about EUSALP

Increase
knowledge about
EUSALP

Change behavior
to EUSALP

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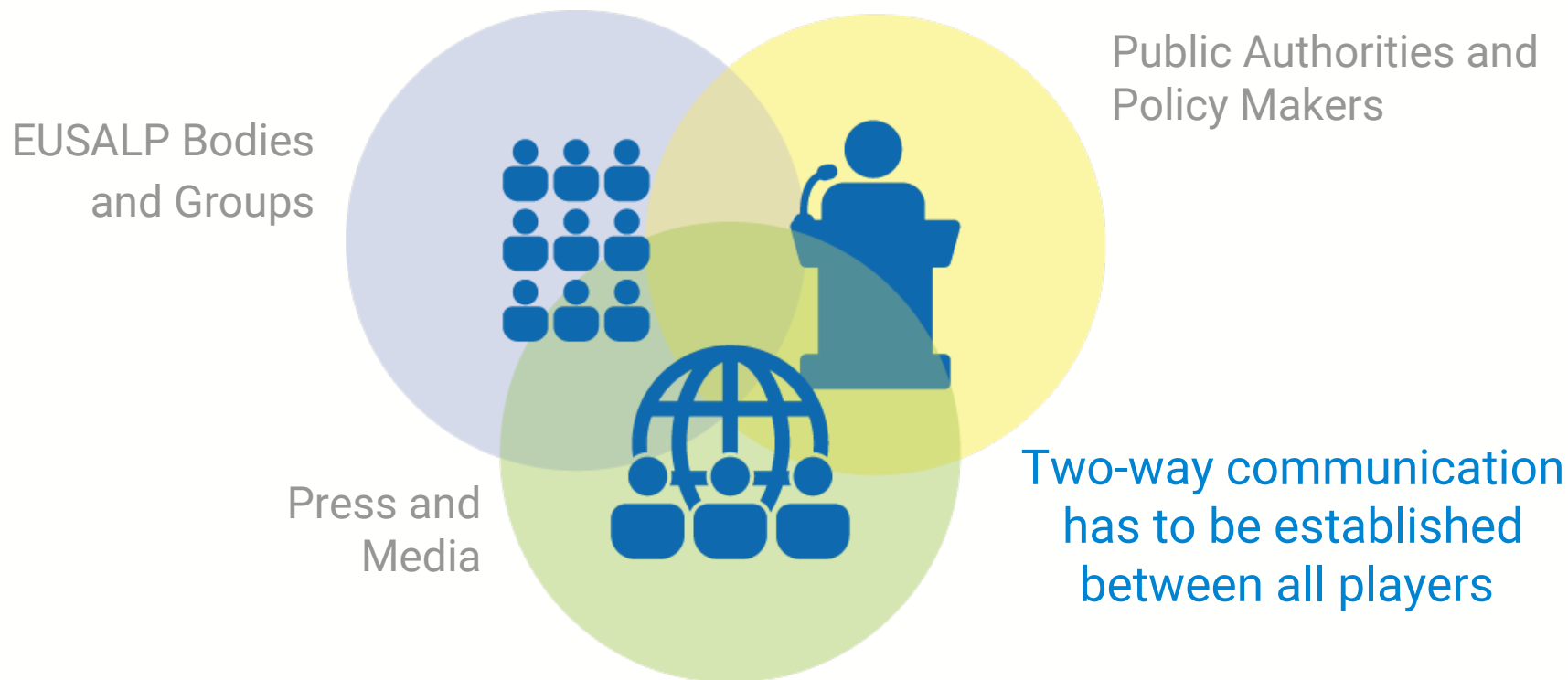
A sustainable communication chain

Within AlpGov, we proposed a **sustainable communication chain** which can be supported on the long-run by already existing human resources and services (no new money, no new bodies).

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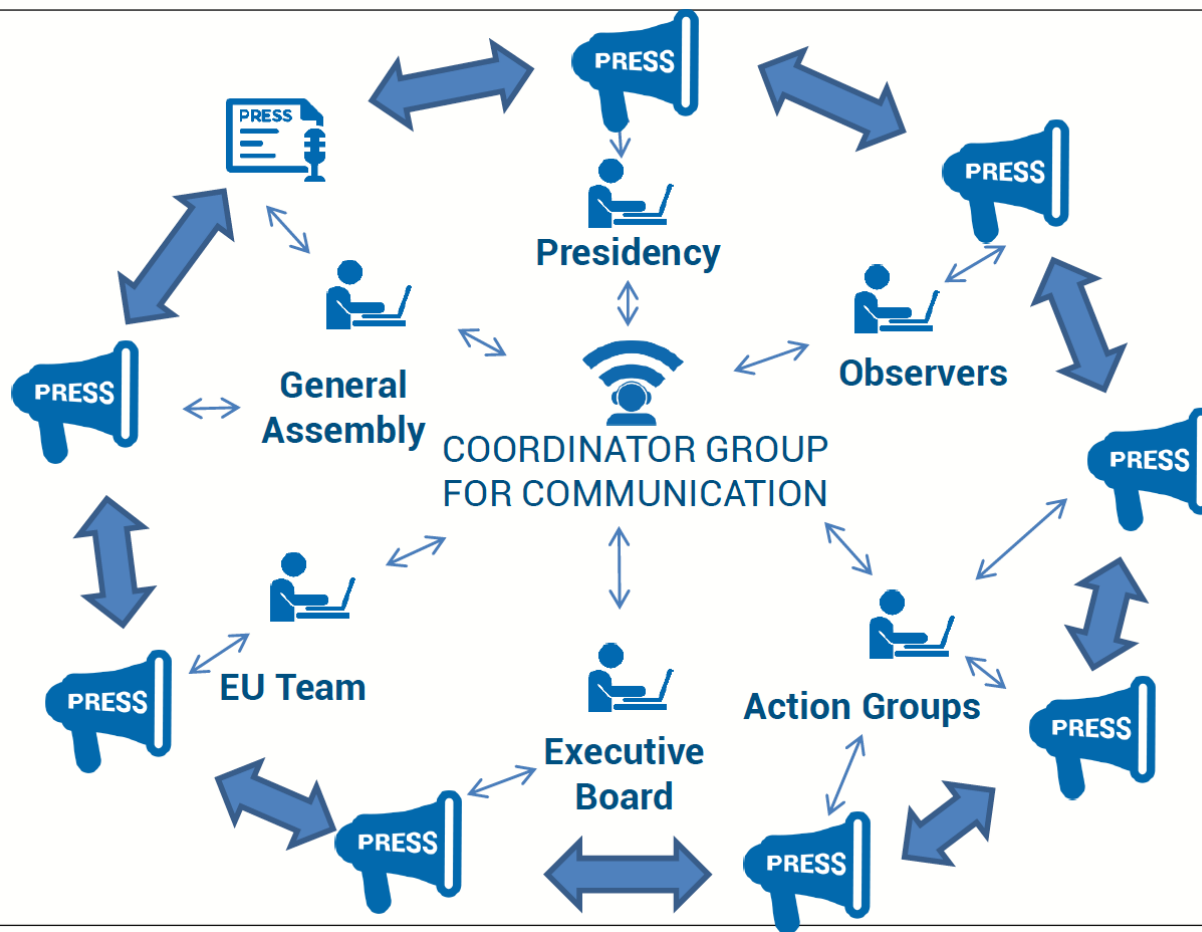


EUSALP Communication players



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COMMUNICATION STAFF

AlpGov Communication Staff is in charge of the development of the tools and for the first support in using them.

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EUSALP speakers and audiences

EU team

General Assembly, Executive Board, Presidencies, National Coordinators
AGs and AG Members and Observers, involved stakeholders



European, national and regional communication officers
Public authorities
Thematic business organisations
Relevant bodies representing civil society (e.g. NGOs)
Economic and social players
Educational and research institutions
Media and other multipliers
EUSALP citizens

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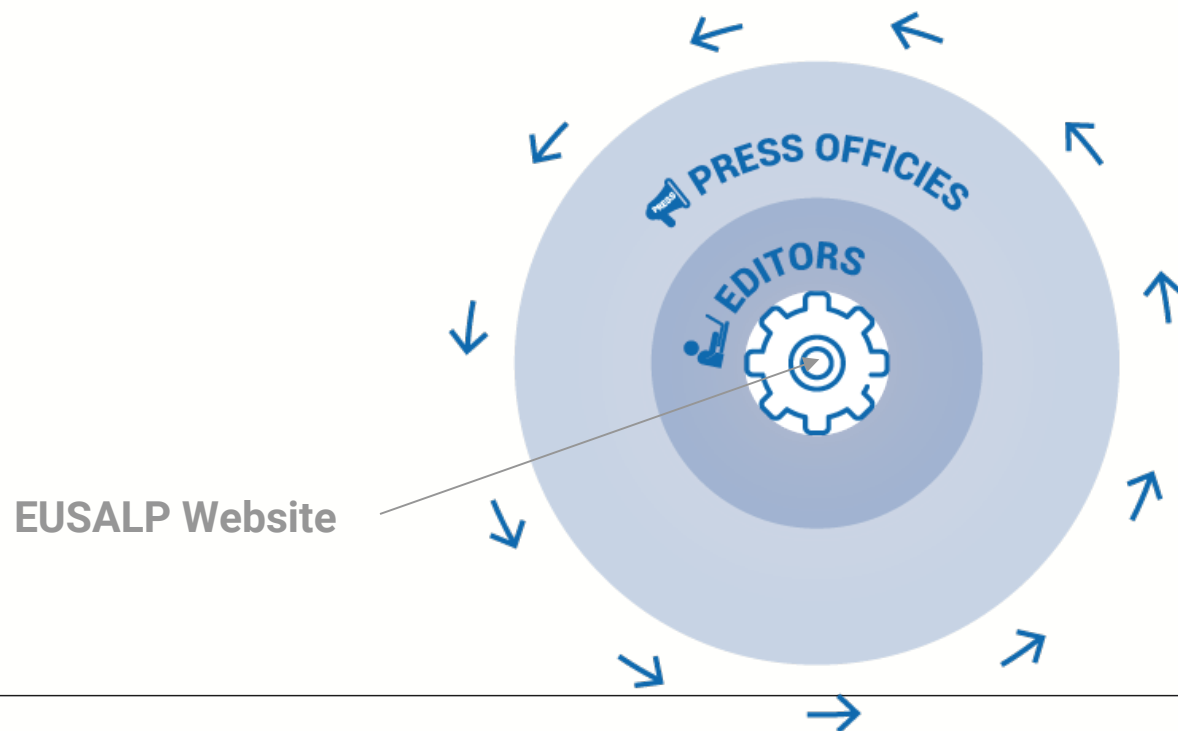
EUSALP Communication system in the framework of AlpGov project



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EUSALP future communication network at the end of the AlpGov project (?)



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Press offices in the 48 Regions can help



To make EUSALP communication more efficient in reaching the targets, we proposed to involve the 48 EUSALP Regions' press offices in the communication process.

According to their mission and daily tasks **they are in the position to communicate messages to a large number of stakeholders** and of course, to the **regional, national and European media**.

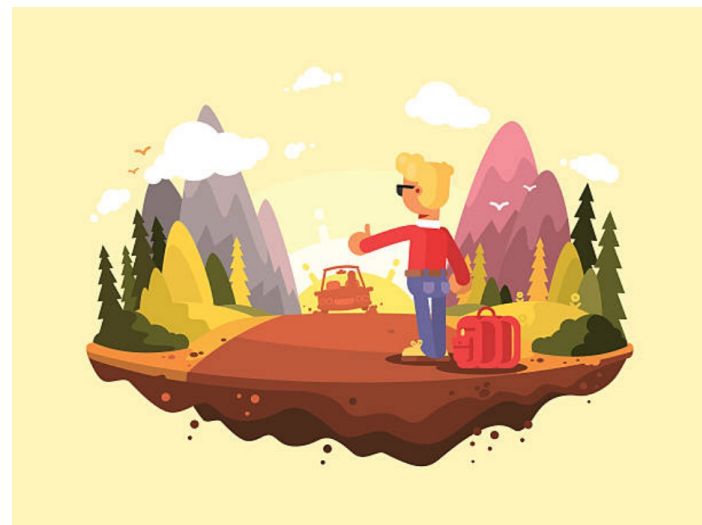
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Capitalisation! It is not a new car...

The proposal for the **involvement of regional communication offices** in the communication chain was fine for some countries (e.g. Lombardy Region is today disseminating news about EUSALP by its newsletter and communication channels), it was not for others.

...it is just one more passenger in an already travelling car!



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Still open points

Considering we need take into account EUSALP given rules, capitalise the exhisting assets and respect the 3NOs...

- How can we implement an effective EUSALP communication strategy if it needs to respect time to time different rules and directions given e.g. by funding programmes?
- How can we manage if regions' press offices are not available to join the process and to support EUSALP dissemination?
- Who is going to monitor and validate EUSALP sensitive and plenary communcation contents? Should it be a Monitoring Committee?

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THANK YOU!

EUSALP – EU Strategy for the Alpine Region
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