

EUSALP 2019

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	av. duration visit	4:06	2:57	-28.05%
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Linkedin	followers	NO	NO	
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	Who write the content	AG-EB- Presidency - ERSAF		
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	Newsletter EN	630	96 %	
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	Newsletter SL	103	75 %	

<input type="checkbox"/> SELECT ACTION ▼	Facebook Engagement	Twitter Shares	Pinterest Shares	Reddit Engagements	Number of Links	Evergreen Score ⓘ	Total Engagement	
<input type="checkbox"/> La VdA per due giorni capitale europea degli Smart Villages grazie alla strategia EUSALP By Nathalie Grange - May 29, 2019 aostasera.it	368	1	0	0	-	0	369	🔖 🔄 ⋮
<input type="checkbox"/> La rappresentativa lombarda ha vinto il torneo internazionale Eusalp Jun 17, 2019 bergamoesport.it	236	0	0	0	-	0	236	🔖 🔄 ⋮
<input type="checkbox"/> Internazionale Eusalp , convocati due spezzini By Juri Lertora - Jun 13, 2019 cittadellaspezia.com	205	0	0	0	-	0	205	🔖 🔄 ⋮
<input type="checkbox"/> MOUNTAIN-HACK 2019: AL VIA LA SEQUENZA DI HACKATHON VERSO L'APPUNTAMENTO INTERNAZIONALE DELL'ANNUAL FORUM DI EUSALP May 31, 2019 unimontagna.it	146	2	0	0	-	0	148	🔖 🔄 ⋮
<input type="checkbox"/> All'Italia la guida di Eusalp By Ilsole24ore - Feb 26, 2019 ilsole24ore.com	113	4	0	0	1	0	117	🔖 🔄 ⋮
<input type="checkbox"/> Routes4U Meeting for the Alpine Region (EUSALP) Apr 1, 2019 coe.int	101	5	0	0	2	1	106	🔖 🔄 ⋮
<input type="checkbox"/> Marco Becherini (Pontisola), Matteo Fustinoni (Sarnico), Nicola Nessi (Virtus Bergamo) e Luca Tiraboschi (Villa Valle) convocati per il Torneo Internazionale Eusalp Jun 12, 2019 bergamoesport.it	93	0	0	0	-	0	93	🔖 🔄 ⋮

☐

Eusalp: il 28 febbraio a Milano la Lombardia diventa presidente della Macroregione alpina

By Roberto Conci - Jan 29, 2019

[lavocedeltrentino.it](#)

74

6

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1

2

80

☐

Pietra, l'assessore Pastorino alla convention dei giovani politici locali di **EUSALP**

Sep 23, 2019

[savonanews.it](#)

75

1

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-

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76

☐

EUSALP ITALIAN PRESIDENCY: SHAPING.FUTURE.TOGETHER.

By EUSALP - Feb 27, 2019

[youtube.com](#)

54

18

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72

☐

"Routes4U Grant": Via Francigena for **EUSALP**

May 22, 2019

[alpine-region.eu](#)

71

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71

☐

EUSALP: incontro nella sede di ANCI Lombardia per preparare l'evento di settembre

By Admin - Jul 14, 2019

[anci.piemonte.it](#)

49

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49

☐

Torneo Internazionale **Eusalp**: la rappresentativa lombarda è in finale

Jun 15, 2019

[bergamoesport.it](#)

47

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☐

Torneo **Eusalp**: Lombardia Alto Adige 3-1

Jun 14, 2019

[bergamoesport.it](#)

45

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☐

Eusalp, Bresso: Presidenza italiana è occasione per discutere dello sviluppo del territorio rurale e montano

By Carlamarchionna - Feb 28, 2019

[eurodeputatipd.eu](#)

43

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43

☐

Raffaele Cattaneo talks about **EUSALP** Italian Presidency 2019

By EUSALP - Feb 13, 2019

[youtube.com](#)

29

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34

☐

Eusalp, a Trento il "Board of Action Group Leaders"

By Infotn - Dec 14, 2018

[provincia.tn.it](#)

32

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34

<input type="checkbox"/> EUSALP Kick off meeting 2019 Feb 22, 2019 regione.lombardia.it	21	8	0	0	-	0	29	
<input type="checkbox"/> SELECT ACTION ▼	Facebook Engagement	Twitter Shares	Pinterest Shares	Reddit Engagements	Number of Links	Evergreen Score ⓘ	Total Engagement	
<input type="checkbox"/> Eusalp: giovani Amministratori e Anci regionali impegnati per la sostenibilità By Anci Lombardia - Jul 12, 2019 anci.lombardia.it	26	1	0	0	-	0	27	
<input type="checkbox"/> EUSALP è occasione per discutere dello sviluppo del territorio rurale e montano By Mercedes Bresso - Feb 28, 2019 mercedesbresso.it	24	1	0	0	-	1	25	
<input type="checkbox"/> Eusalp: eccellenza ricerca Alpi riunita in unico sito web Apr 30, 2019 ansa.it	18	4	0	0	-	0	22	
<input type="checkbox"/> Bertschy, in Eusalp alleanza forte per sviluppo mobilità montagna - Valle d'Aosta By Agenzia Ansa - Mar 1, 2019 ansa.it	18	4	0	0	-	2	22	
<input type="checkbox"/> Milano - All'Italia la Presidenza di EUSALP (Strategia UE per la regione alpina) By Redazione - Feb 28, 2019 aostanews24.it	21	1	0	0	-	0	22	
<input type="checkbox"/> Eusalp: Lombardia pronta a guidare regione alpina europea - Altre news - ANSA Europa Nov 20, 2018 ansa.it	19	2	0	0	-	1	21	
<input type="checkbox"/> EUSALP: under 35 a Como il 21 e 22 settembre By Admin - Jul 26, 2019 anci.piemonte.it	20	0	0	0	-	0	20	
<input type="checkbox"/> EUSALP: siglato a Como il protocollo operativo By Admin - Sep 25, 2019 anci.piemonte.it	17	3	0	0	-	0	20	

<input type="checkbox"/> SELECT ACTION ▾	Facebook Engagement	Twitter Shares	Pinterest Shares	Reddit Engagements	Number of Links	Evergreen Score ⓘ	Total Engagement	
<input type="checkbox"/> Routes4U Meeting for the Alpine Region (EUSALP) Apr 1, 2019 coe.int	101	5	0	0	2	1	106	🔖 ↻ ⋮
<input type="checkbox"/> EUSALP ITALIAN PRESIDENCY: SHAPING.FUTURE.TOGETHER. By EUSALP - Feb 27, 2019 youtube.com	54	18	0	0	-	1	72	🔖 ↻ ⋮
<input type="checkbox"/> "Routes4U Grant": Via Francigena for EUSALP May 22, 2019 alpine-region.eu	71	0	0	0	-	0	71	🔖 ↻ ⋮
<input type="checkbox"/> Raffaele Cattaneo talks about EUSALP Italian Presidency 2019 By EUSALP - Feb 13, 2019 youtube.com	29	5	0	0	-	0	34	🔖 ↻ ⋮
<input type="checkbox"/> Eusalp , a Trento il "Board of Action Group Leaders" By Infotn - Dec 14, 2018 provincia.tn.it	32	2	0	0	1	1	34	🔖 ↻ ⋮
<input type="checkbox"/> Strategic AG9 event: Energy efficiency in enterprises in the EUSALP macro-region By Eusalp Action - Dec 3, 2018 alpine-region.eu	14	0	0	0	1	0	14	🔖 ↻ ⋮
<input type="checkbox"/> Routes4U meeting for the Alpine Region (EUSALP) By Cultural Routes of the Co... - May 29, 2019 youtube.com	11	1	0	0	-	0	12	🔖 ↻ ⋮
<input type="checkbox"/> EUSALP AG6 Final Conference: Save the Date Sep 2, 2019 alpine-region.eu	11	0	0	0	-	0	11	🔖 ↻ ⋮
<input type="checkbox"/> Interview with Ulrich Santa- EUSALP AG9 Leader By EUSALP - Mar 13, 2019 youtube.com	5	6	0	0	-	0	11	🔖 ↻ ⋮

<input type="checkbox"/> SELECT ACTION ▼	Facebook Engagement	Twitter Shares	Pinterest Shares	Reddit Engagements	Number of Links	Evergreen Score i	Total Engagement	
<input type="checkbox"/> EUSALP Jahresforum Nov 20, 2018 youtube.com	27	1	0	0	-	0	28	🔖 🔗 ⋮
<input type="checkbox"/> EUSALP -Jahresforum am 20. und 21. November 2018 By Amt Der Tiroler Landesreg... - Nov 8, 2018 tirol.gv.at	0	3	0	0	-	0	3	🔖 🔗 ⋮
<input type="checkbox"/> Transit und Jugendarbeitslosigkeit: Bilanz des Tiroler EUSALP -Vorsitzes Nov 21, 2018 meinbezirk.at	1	1	0	0	-	0	2	🔖 🔗 ⋮
<input type="checkbox"/> Neuer Eusalp -Vorsitz: Tirol übergibt Lombardei den Eusalp -Vorsitz Feb 28, 2019 meinbezirk.at	2	0	0	0	-	0	2	🔖 🔗 ⋮
<input type="checkbox"/> EUSALP : Jahresforum am 20. und 21. November 2018 Nov 9, 2018 meinbezirk.at	1	0	0	0	-	0	1	🔖 🔗 ⋮
<input type="checkbox"/> LH Platter: „ EUSALP bündelt Kräfte gegen Transit und Jugendarbeitslosigkeit By Amt Der Tiroler Landesreg... - Nov 20, 2018 tirol.gv.at	0	1	0	0	-	0	1	🔖 🔗 ⋮
<input type="checkbox"/> EUREGIO- EUSALP -ARGEALP: kleine Begriffe, große Zusammenarbeit Nov 23, 2018 youtube.com	0	1	0	0	-	0	1	🔖 🔗 ⋮
<input type="checkbox"/> Tirol: EUSALP -Jahresforum am 20. und 21. November 2018 Regionews.at Nov 9, 2018 regionews.at	0	1	0	0	-	0	1	🔖 🔗 ⋮

no FR

no SL



Workshop 1

Strategy

EUSALP co-creates the future of Europe by translating sectoral policies on a regional scale, enabling the best ideas to happen in a sensitive natural and multicultural Alpine area.

By balancing innovative solutions in a healthy environment, EUSALP is shaping the future together.

Objective

**Find the best way to disseminate the tools
produced by ERSAF / Lombardia / Promo PA**

How can we do that?

Understand and feel we are useful to our audience

**Think about ways we can introduce the tool &
establish a connection with them**

How to make the best use of new technologies in the alpine area? How to spread general services in rural areas? How to fill the gap due to the barriers between different places? Digitalization through Connectivity and digital services can be the answer.

Action Group 5 is giving an answer by creating enabling conditions, a governance mechanism, and common policies under the framework of EUSALP. Action Group 5 work, co-led by the Aosta Valle Region and the Swiss Centre for the Alpine region, works through two different subgroups, one working on digitalization applied to connectivity and the other on services of general interest.

In the Smart Village initiatives some alpine villages have been identified as “test areas”, where new approaches are being implemented on specific topics, such as smart agriculture, tourism, smart mobility, healthcare, etc.

Digitalization is a key point in the pilot activities.

In the area of connectivity, a feasibility study is being developed on the so called “core backbone for connectivity”, a sort of “highway through the Alps” linking alpine villages to the opposite side of the borders.

The backbone initiative could also have a strong impact on security and safety, thanks to the new surveillance and monitoring systems.

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Therefore Cross Border Mobility, which means that now we know how people are moving, where are they going and which kind of transport they are using.

All these initiatives concretely demonstrate that digitalization is not an end but a means to help people develop new services and bridge the gaps created by borders.

With EUSALP it will be possible to enable people and communities to become smart, making the Alps the forerunner of digitalization.

How to make the best use of new technologies in the alpine area? How to spread general services in rural areas? How to fill the gap due to the barriers between different places? Digitalization through Connectivity and digital services can be the answer.

first video

second video

9 videos - one per AG

9 one page stories - one per AG

500Gb interviews & footages

3 short videos for 3 “pillars”

1 general video EUSALP

Communication plan for each AG

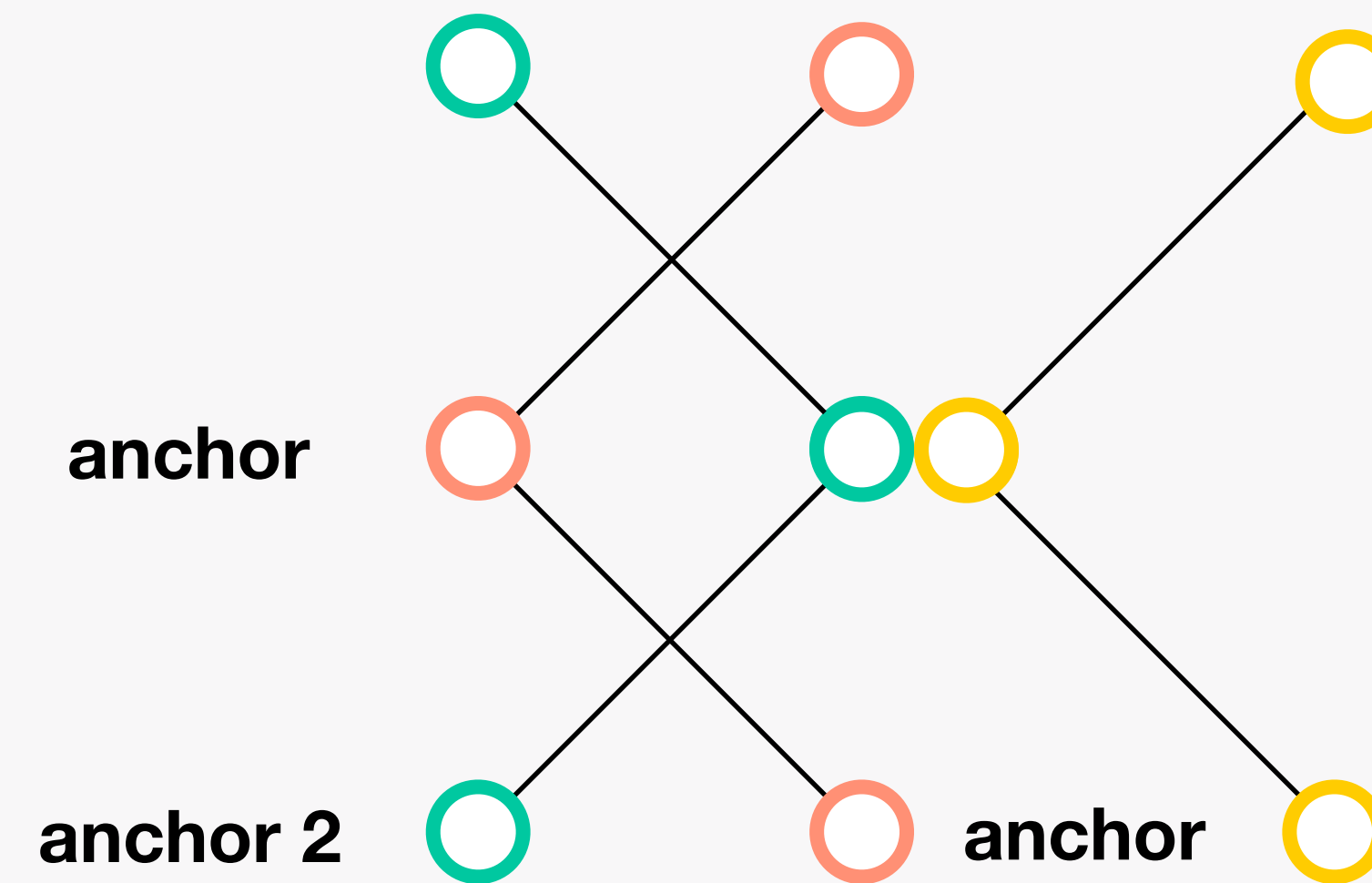
9 “stories” web page

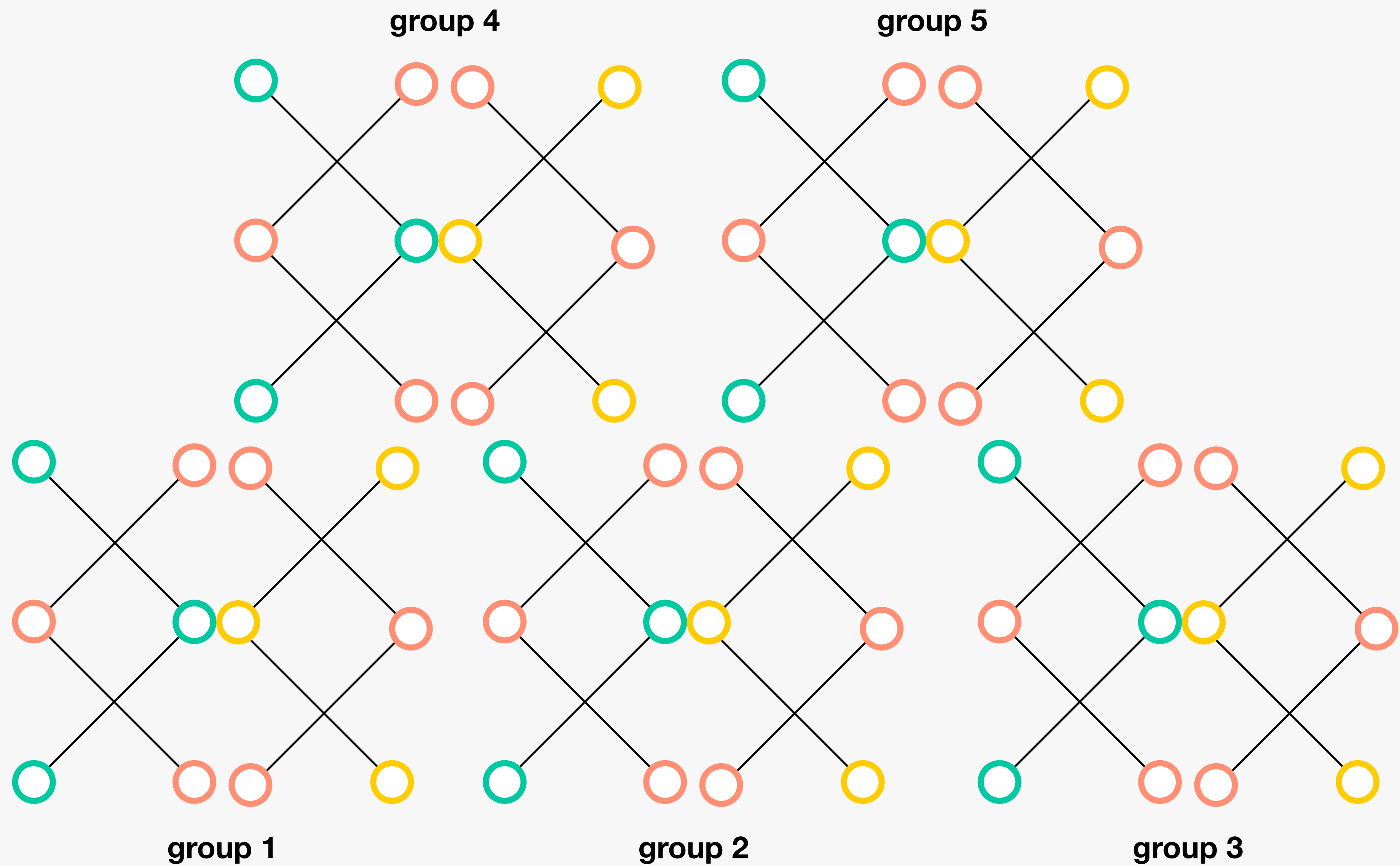
**Brainstorm how we intend to
share this and with whom?**

INSTITUTIONAL / GOV	CIVIL SOCIETY	INDIVIDUALS
European Commission	civil society organisations linked to policy areas cross-border and international levels	Users of a project (customers)
Committee of the Regions	Sector-specific business organisations	Future project leaders
European Parliament	journalists local	People living in local areas where a project is
Regional authorities	press agencies	Current project leaders
Action Groups	trade associations & trade unions	High school students and their teachers
Local authorities	Educational and research institutions	Activists in one of the AG topics
the General Assembly	Public agencies (standards / regulation / control)	Entrepreneurs / companies
the Executive Board	journalists national	People living in one of 7 countries
National authorities	individual experts and consultants	PhD Students in one of the AG topics
the Presidencies	International organisations	Students in journalism
the National Coordinators		Youngster looking for a 1st job
Observers		
Other Alps governance structure		
Other EU macro-regional strategies		

- 1. a journalist**
- 2. a civil servant**
- 3. an NGO activist**

Scaffolding





Workshop 2

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Objective

Find processes where the EB & AG can collaborate on communication so that everyone know what the other is doing

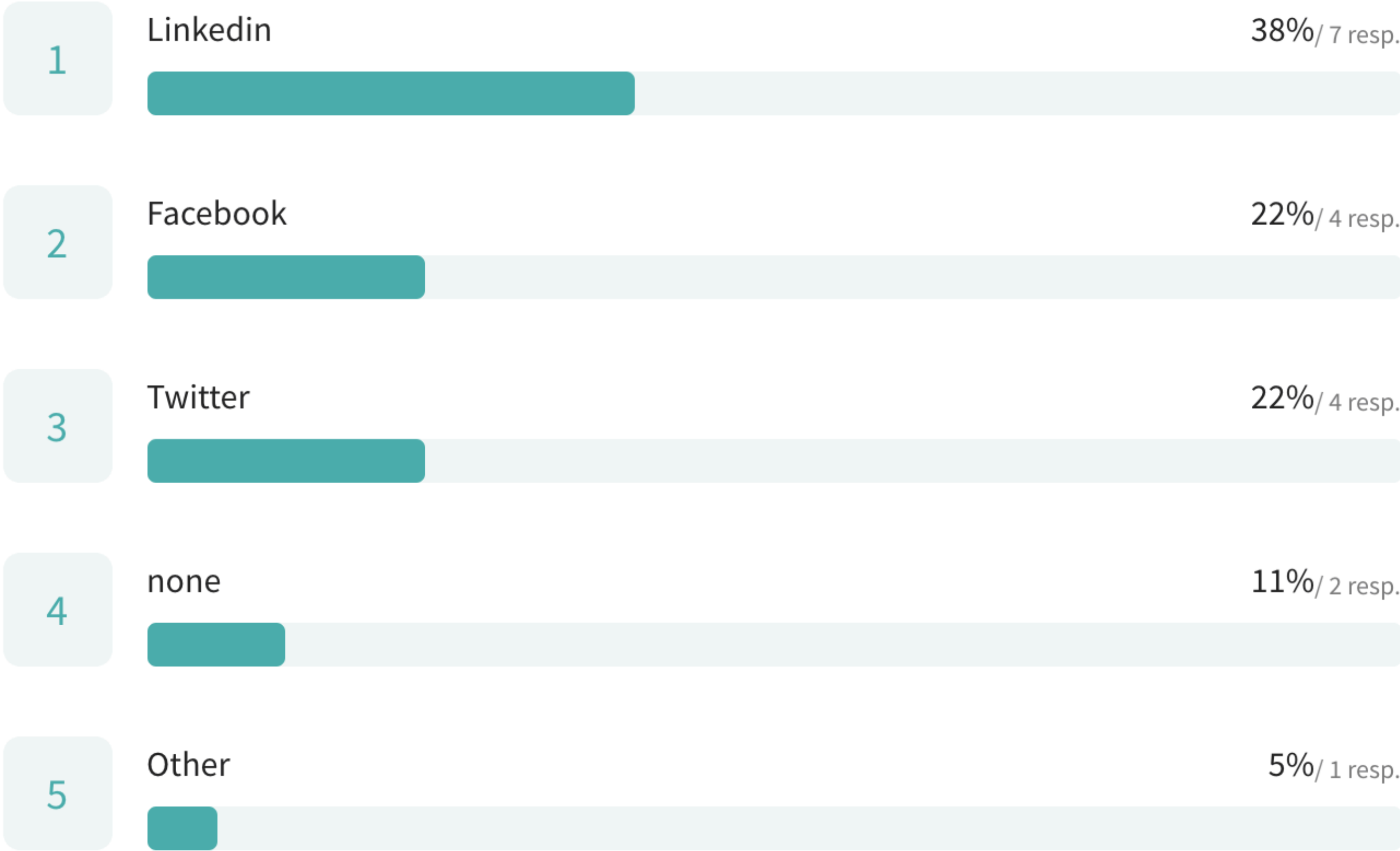
How can we do that?

Establishing concrete 5 steps processes to reach certain audiences and execute communication

Which social media do you use to communicate **professionally** at a personal level?


 Hide question

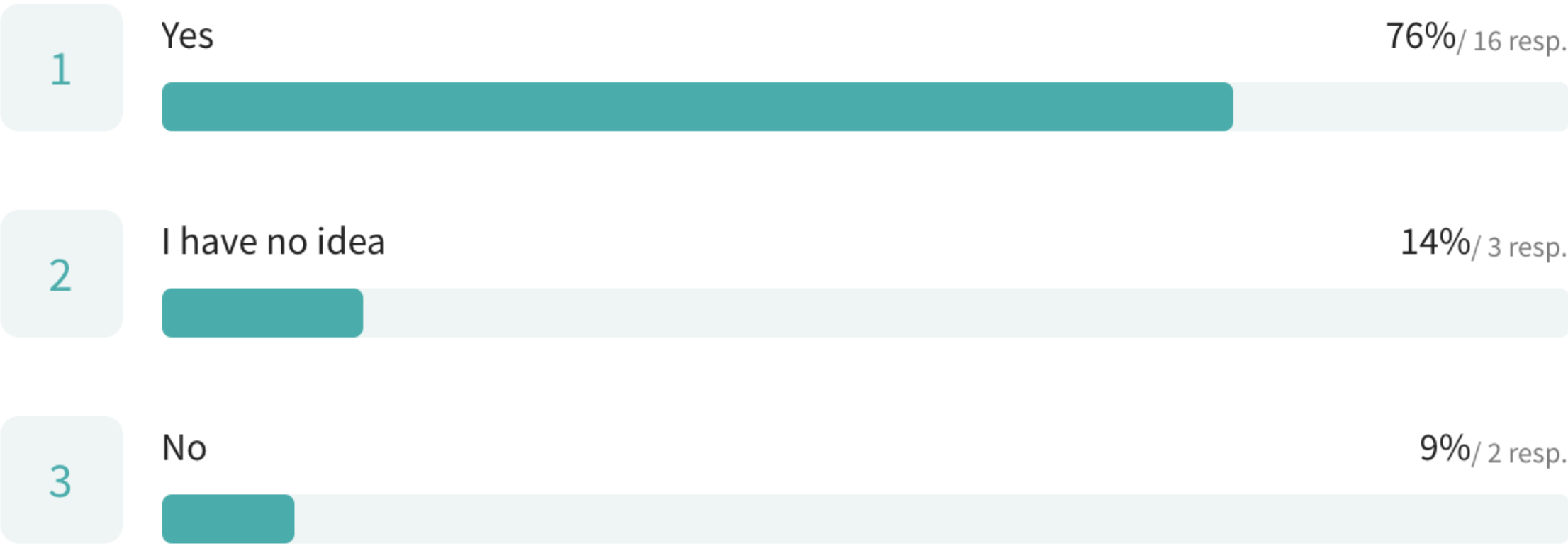
18 out of 21 answered



Does your region sends a regular newsletter to its constituents


21 out of 21 answered

 Hide question




Does your region have a social media presence? (Facebook / Twitter)

21 out of 21 answered

 Hide question



EUSALP's Communication team has produced videos for each of the Action Groups - do you intend to share it to others - so as to reach more people

 Hide question

21 out of 21 answered

1

Yes, for sure

90%/ 19 resp.




2

No I do not want to

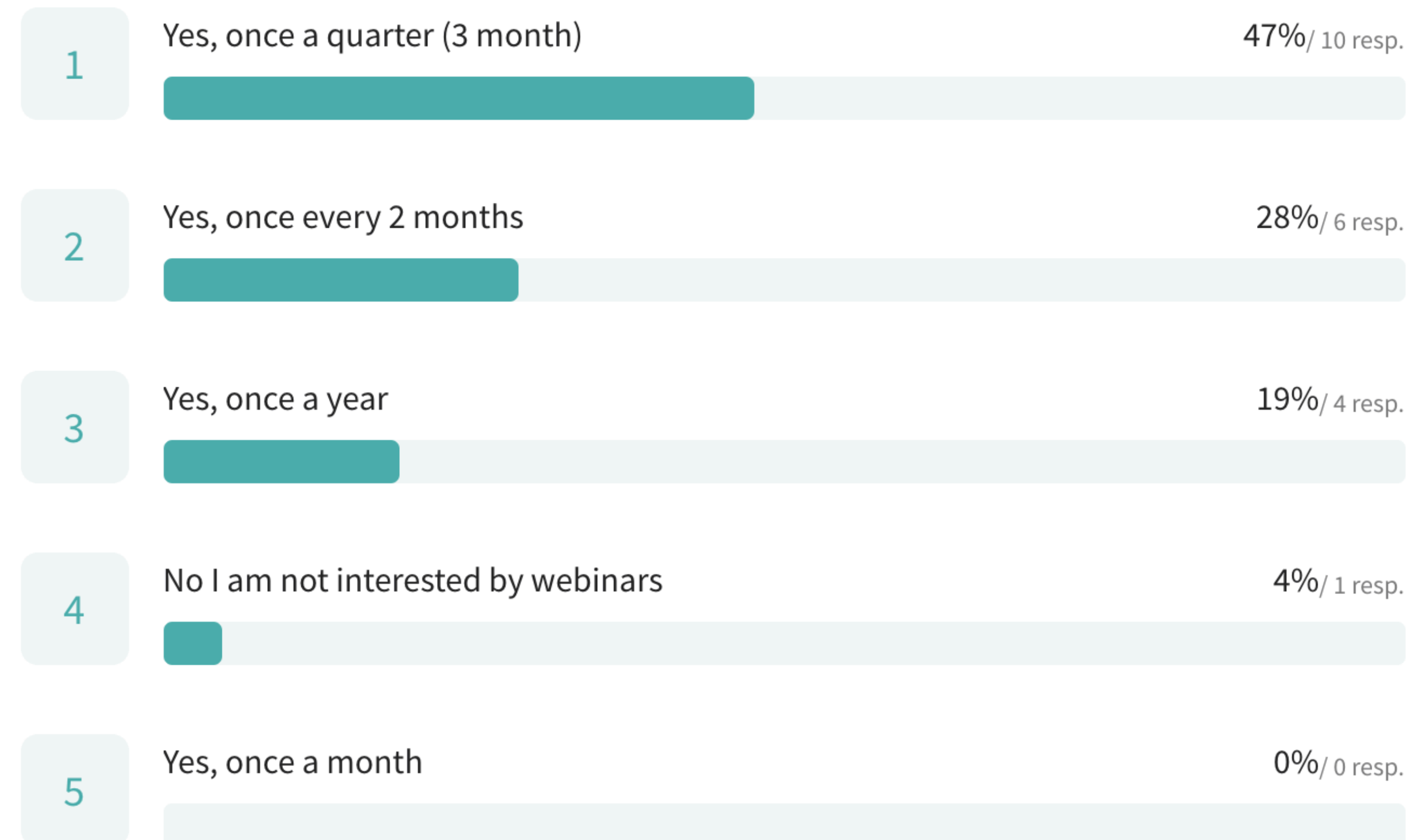
9%/ 2 resp.



Would you be interested to participate to a webinar (online / remote) of 45mn. to get information on EUSALP's other projects or specific topics like Communication, and if yes, how often?

 Hide question

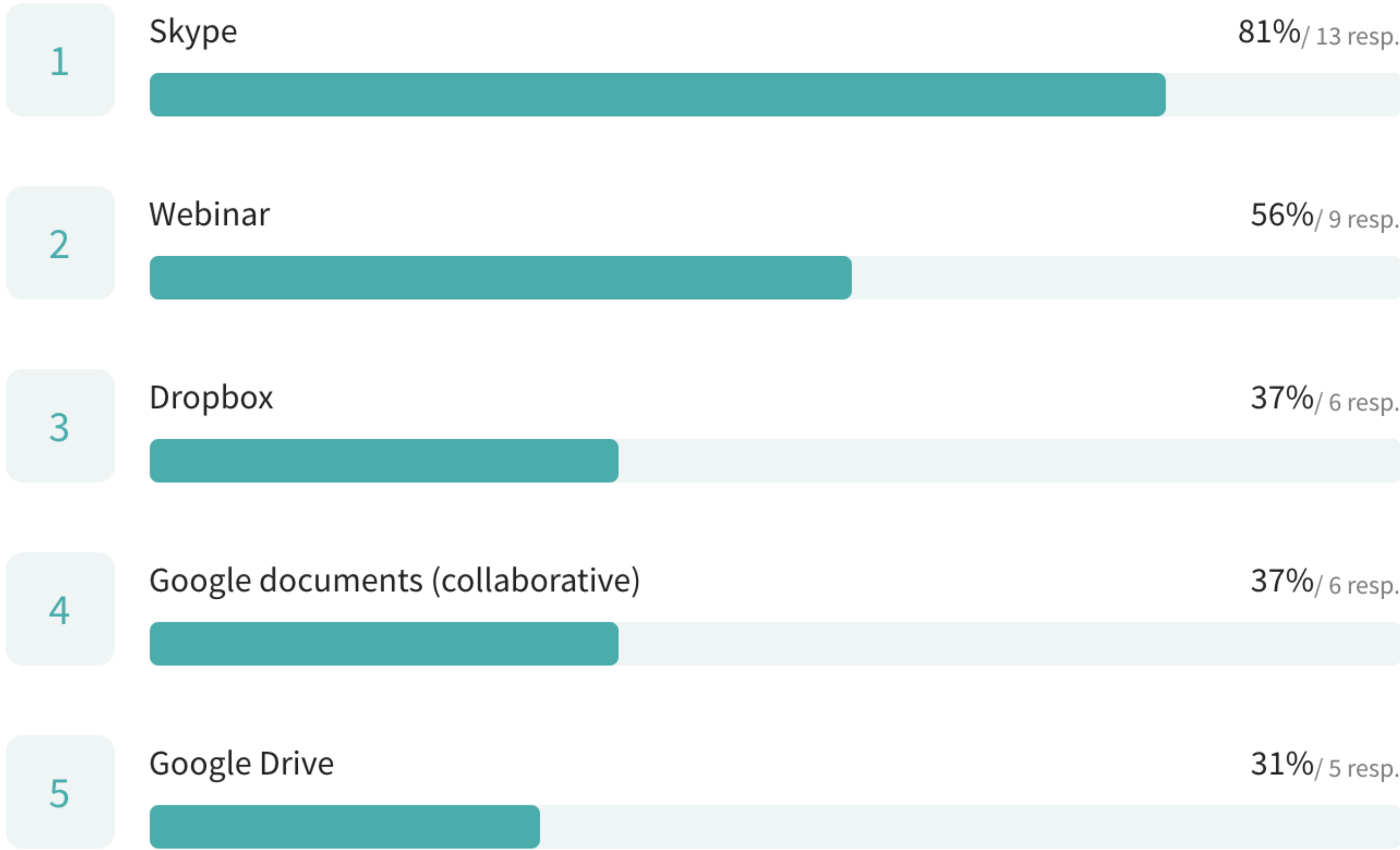
21 out of 21 answered



Which of these tools do you already use to communicate at work?


 Hide question

16 out of 21 answered

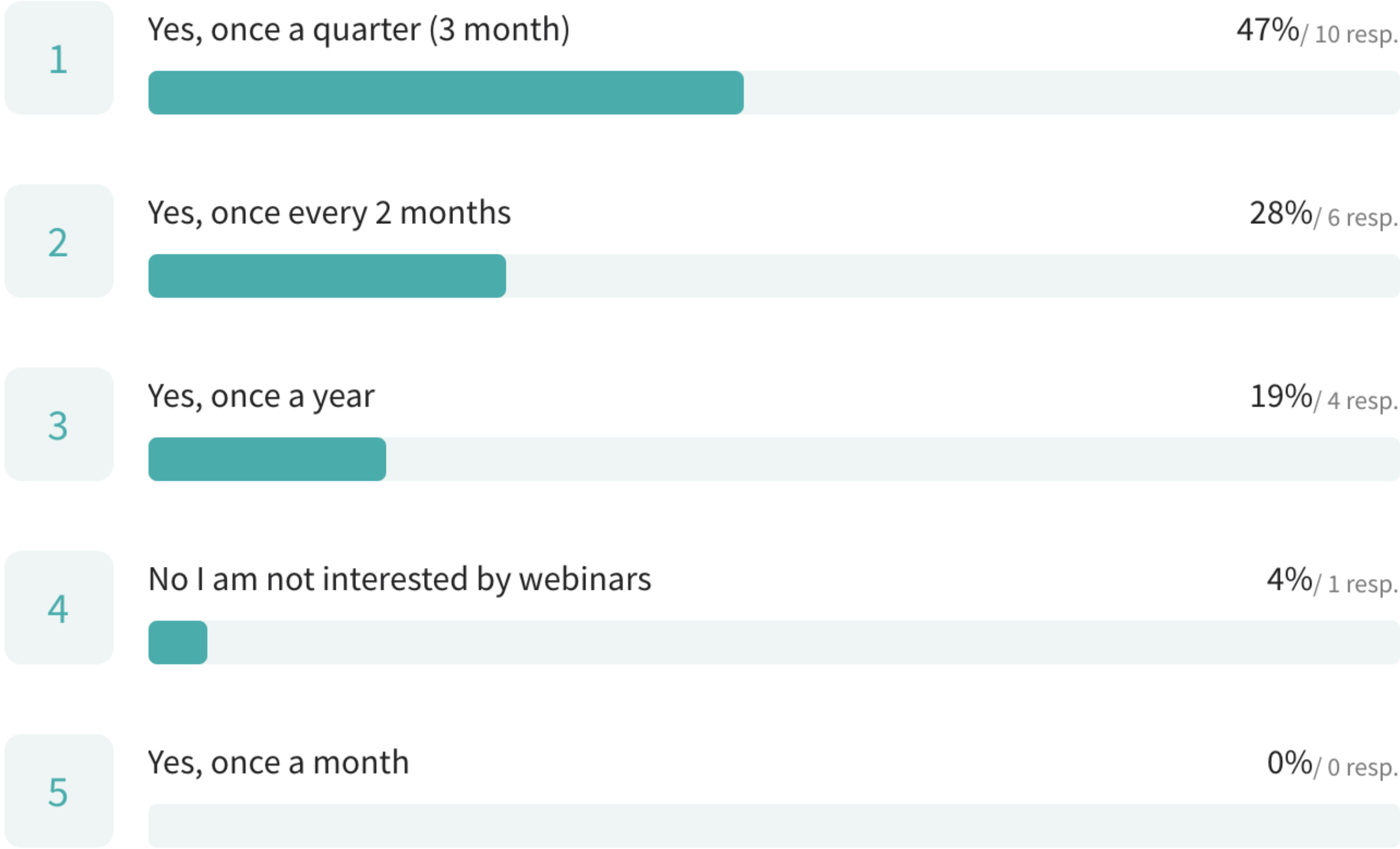


▼ Show more (6)

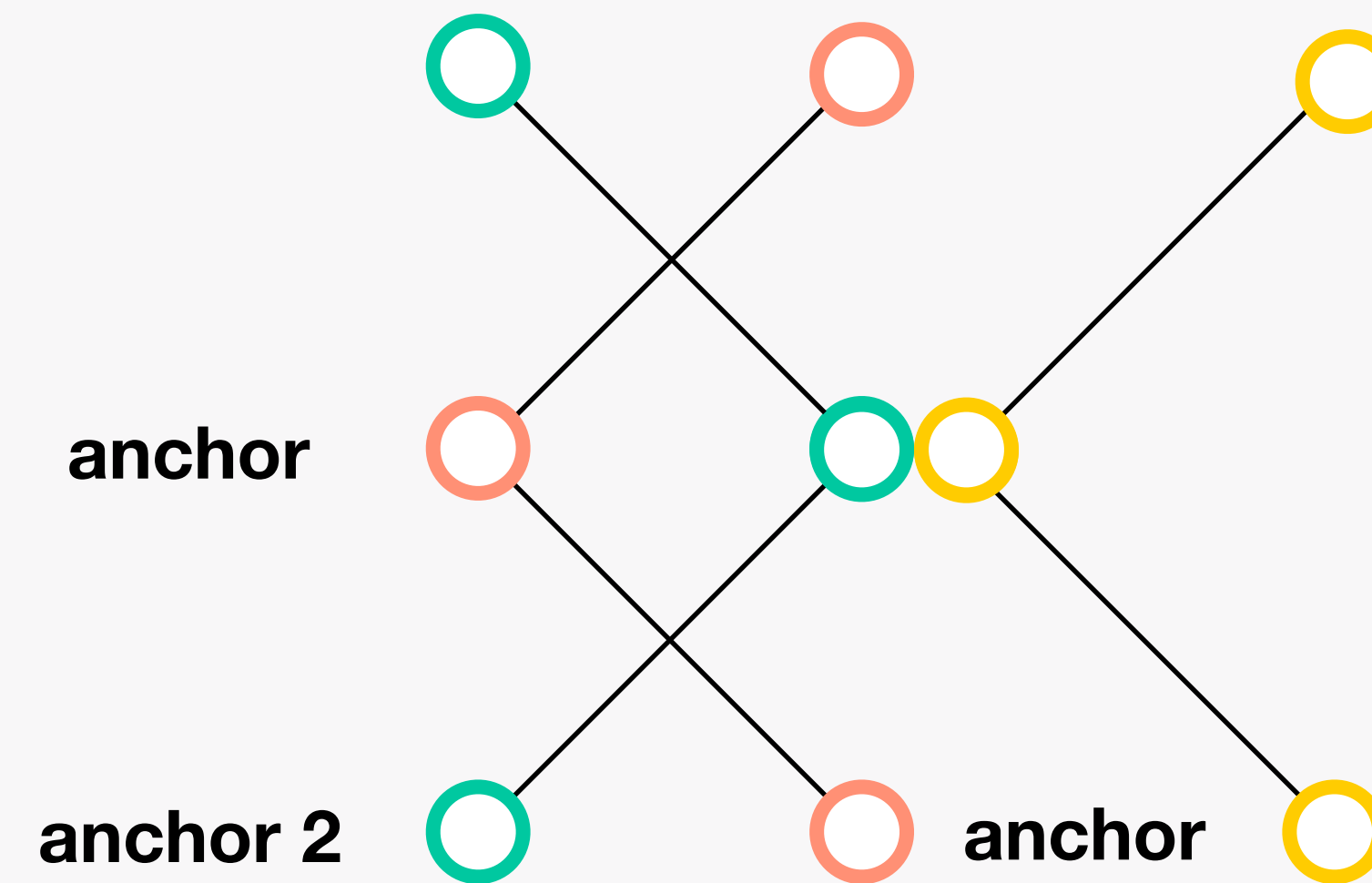
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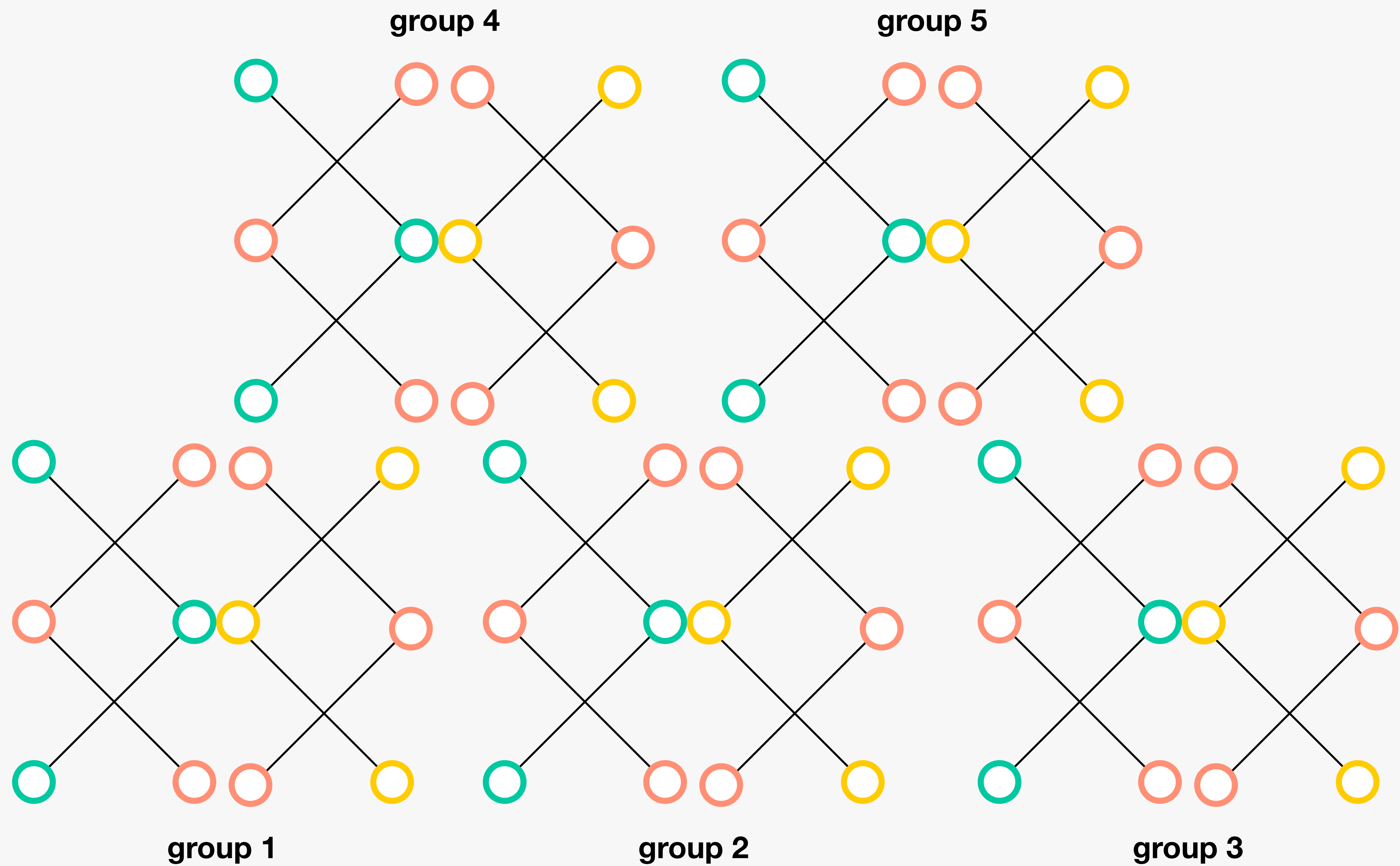
 Hide question

21 out of 21 answered



Scaffolding





Workshop 2 - table “Financing”

Filomena & Astrid

Annalisa (ERSAF)

Nicolas Gouvernel (France)

Michaela Kuenz (Bavaria)

Maria Graziella (Lombardia)

Julia Chenut

Representative AG 4 or 9