



Workshop on Communication for EUSALP Executive Board members

on 23 – 24 October 2018 – Innsbruck (A)

CONCEPT NOTE

One of the key outcomes of the communication workshop of EUSALP communication professionals on 26 June 2018 in Brussels was a suggestion to organize a moderated workshop for Executive Board members **to formulate key policy messages and to articulate a joint vision of EUSALP**. The Executive Board decided in Pörschach that such workshop should take place on **23 and 24 October in Innsbruck**, back-to-back with the 8th meeting of the EUSALP Executive Board, organised by the Tyrolean EUSALP presidency and the European Commission. It will be moderated by Stojan Pelko and Charl lie Jourdan.

Communication has been defined as one important part of EUSALP's activities, and many steps have been taken towards a coherent communication approach. A draft Communication Strategy has been outlined for the period 2016-2019 in the framework of the AlpGov project. The Bavarian lead partner and ERSAP (in charge of the communication package) are developing tools to implement the objectives defined in the strategy. However, this process needs to be accompanied by the Executive Board as EUSALP governance structure at work level and closely linked up with Action Group Leaders.

At the 1st Annual Forum in Munich on 22 November 2017, the Executive Board stressed that communication has to be seen as a constant on-going process. Furthermore, it emphasized that all actors within EUSALP should continuously contribute to this process. In this sense, the Tyrolean EUSALP presidency decided to play an active role in facilitating the communication of EUSALP, in close collaboration with the existing communication structures.

A workshop in Brussels was organized for communication specialists from the national and regional administrations. It was an active opportunity not only for exchanging practices, but also to openly confront some of the process weaknesses: from decision-making to long reaction time and the lack of basic, clear messages. The whole set of recommendations is summarized in the workshop report and has already been made available to all participants.

Since the EUSALP draft Communication Strategy has not been formally agreed on by the Executive Board, **the workshop also underlined the need for the Executive Board members to formulate key messages** (that all key partners would be able to convey in the macro-region) and to further discuss to which primary target groups they would be addressed. These key

messages shall serve as “guidelines” and as basis for further communication activities; aim to simplify the communication of the added value of the macro-regional strategy and of Alpine cooperation. Key messages need to be shared and agreed at a later stage with Action Groups who shall then further develop and adapt these key messages for their respective “field of action” and translate them into concrete projects, so that the abstract narrative of EUSALP can be illustrated by concrete measures. The Alpine Space Programme and the Alpine Convention will be included from the very beginning in this exercise.

The Innsbruck “moderated workshop” is the answer to this demand. Members of the Executive Board are called upon to reflect in advance and to actively participate in a process that will be moderated by two communication specialists, Charl  lie Jourdan and Stojan Pelko. As a follow up of the moderated workshop, a strategic paper on how to translate Mission and Vision into key messages will be developed by both experts. After the official approval by the Executive Board this strategic paper with key messages and working recommendations shall be used in daily communication activities (websites, Social Media, information on EUSALP in different Alpine languages).

Both experts were already present at the conference on media and communication in Slovenia in September 2017, where the participants called for a horizontal media and communication pillar for macro-regional strategies to give the subject greater importance. However, the exchange across the different strategies should be developed further and accompanied by Interact.

Format

The workshop timing at Tuesday afternoon (Oct 23rd) and Wednesday morning (Oct 24th) allows the format of the workshop to be divided in two sessions of slightly different nature:

- The first, Tuesday afternoon session, will be more pedagogic and informative:

Two consultants will critically present the external view of the EUSALP communication activities (strengths and weaknesses, judged by their content, consistency in targeting and efficiency in impact) and some of the best practices in the comparative fields.

The Executive Board members will be asked to articulate **their own views on EUSALP key strategic policy objectives and directions**. The aim is to pool the views and experience of *all* participants.

The desired outcome of the first session will be a clear understanding of how vision and policies shall be articulated in understandable and attractive messages. This outcome must be in line with the core content of the adopted EC communication and its Action Plan.

- The second, Wednesday morning session will be more of a co-creation process:

The two moderators will challenge participants by suggesting concrete messages in order to open a debate on prioritizing target audiences and the hierarchy of key messages.

The Executive Board members will be then asked to divide into 2 working groups and to articulate concrete content on two topics:

- **What are we doing?** Mission and vision statement with clear articulation of the added value of EUSALP.
- **How do we speak?** What messages can create common understanding of EUSALP's added value with different multipliers (including our own administrations and representatives of civil society, i.e. NGOs and associations)?

Again, the aim of working groups is to give a voice to *each and every* participant.

The desired outcome of the second session is not to fine-tune final sentences (this will be later work for the professionals), but to produce a clear hierarchy of messages on the added value and their target audiences. For this purpose, the second session will close with a plenary presentation of the two working groups and a closing debate.

As a **follow-up** of this moderated workshop, the two consultants will draft a working paper in the form of a short and precise **Mission statement** with a list of key messages and recommendations for their daily use. This document will be sent to all participants by the end of October and shall form, after written feedback of EB members and redaction by the two consultants, the useful strategic document. After the adoption by the EB, it is to be shared with Action Groups, to be fed into EUSALP governance structures in 2018/2019 (the Annual Forum and presented to the General Assembly) and used by EUSALP communication professionals on a daily basis.

Agenda

Tuesday, 23 October

- 15.00 – 15.45 **Stojan Pelko:** *EUSALP communication: Lessons and recommendations*
- 15.45 – 16.30 **Charlelie Jourdan:** *How do others do it?*
- 16.30 Coffee break
- 16.45 - 18.00 Moderated debate with questions for **Executive Board members:**
Why are you doing what you are doing?
- 18.00 Coffee break
- 18.15 - 19.00 **Pelko & Jourdan:** *Will you take these messages to bed with you?*

Wednesday, 24 October 24

- 9.00 – 10.00 **Jourdan & Pelko:** *This is how we see you. Does it say anything to you?*
- 10.00 - 11.30 Two parallel working groups for **Executive Board members:**
What are we doing? – on EUSALP added value (Pelko),
How do we speak? – on messages to be understood (Jourdan).
After 45 minutes, participants change their group.
- 11.30 Coffee break
- 11.45 - 12.45 **Plenary session** where each group has 15 minutes to present its work
+ 30 minutes for debate
- 12.45 – 13.00 **Pelko & Jourdan:** *Closing remarks - and follow-up*