

# **EUSALP Communication 2019- Guidelines and Documents for preparing the «on site visits»**

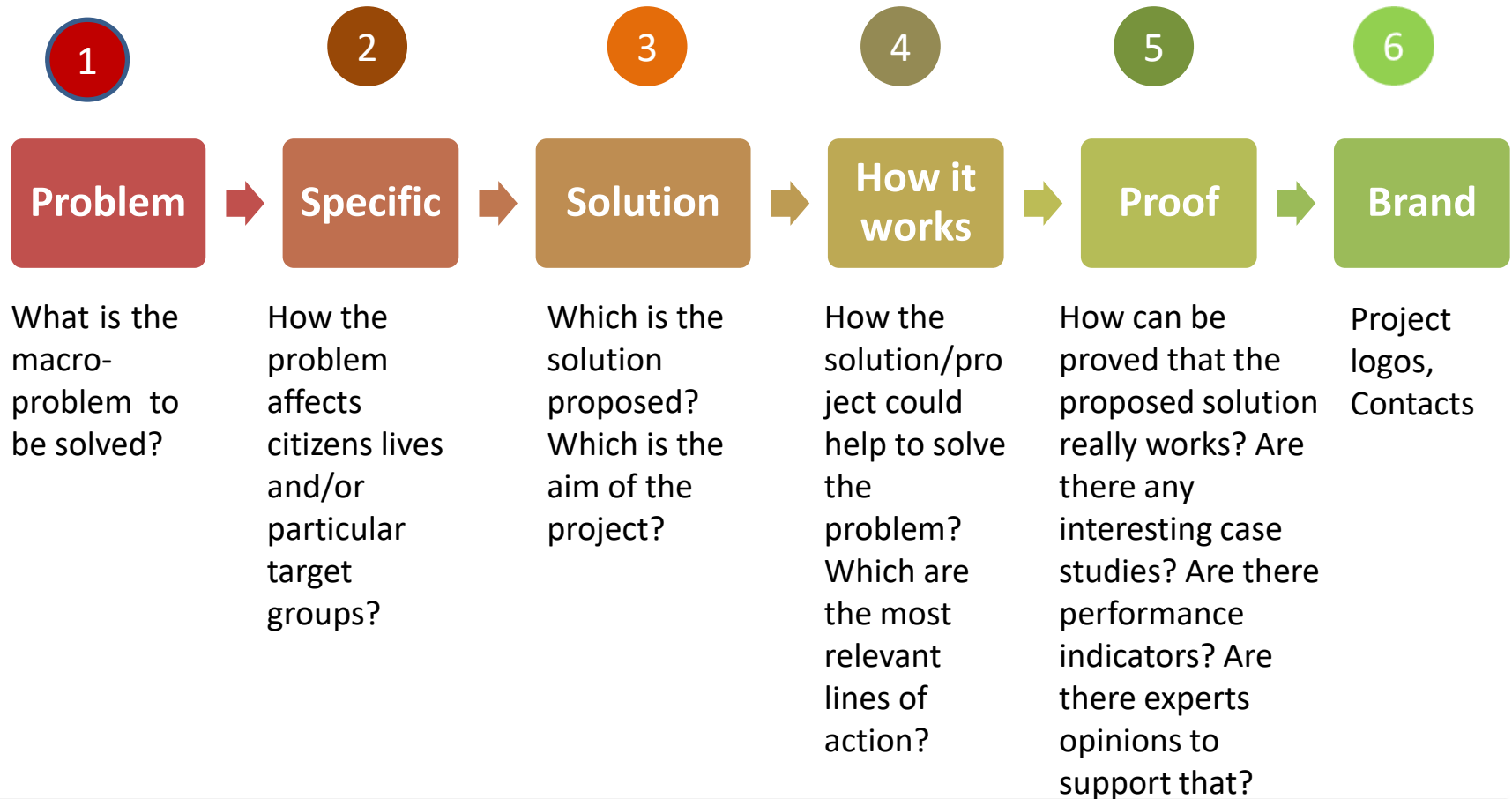
*ERSAF Communication*



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



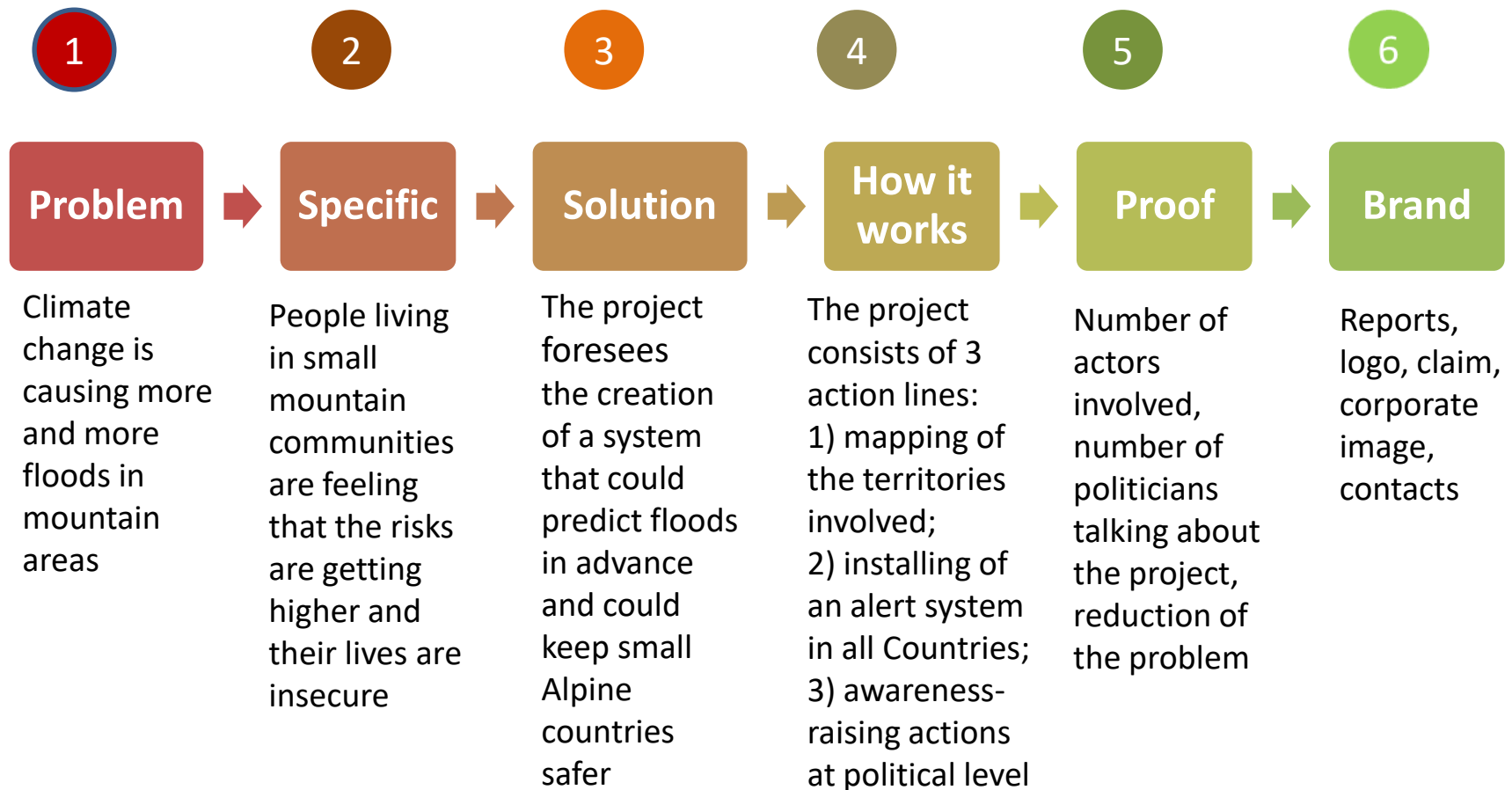
## STORYTELLING: THE 6-STEPS METHODOLOGY



80 million people, 7 countries, 48 regions,  
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## STORYTELLING: THE 6-STEPS METHODOLOGY- Example



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## **First question before starting**

**We will apply the storytelling methodology  
to...**

**the overall activity of the AG?**

**or**

**a specific and relevant project of the AG?**

**or**

**both of them?**

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## ***Form to fill in - to map relevant stakeholders of each Action Group***

### **Stakeholders of each AG**

### **List of top 3 relevant Stakeholders**

**1. Universities**

**2. Research Centres**

**3. Professional associations**

**4. Chamber of Commerce**

**5. Tourism promotion agencies**

**6. NGO**

**7. Schools**

**8. Local authorities**

**9. Other (please specify)**

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## **Form to fill in - to map the results of each Action Group**

### **Performance indicators for each Action Group**

### **Numbers or qualitative indicators for each item**

1. People involved in a year
2. Number of events/seminars/workshops organized
3. Expected reduction of the problem as a result of the project's actions
4. Visibility on National media
5. «Political» visibility of the project in terms of involvement of decision-makers
6. Stakeholders 'satisfaction
7. New regulations/standards/agreements to be achieved (or already achieved) thanks to the project
8. Interregional Memoranda of Understanding or other agreements
- 9 *“Brand recognition”* of EUSALP at national and local level
10. Other results (please specify)

## Form to fill in - to identify the places for shooting for each AG

### Locations

### Name of specific places and addresses (if available)

1 Environmental aspects (mountains, forests, etc.)

2. Research Centers/Universities/R&D facilities

3. Companies/farmers/entrepreneurs

4. Cities and villages

5. Local authorities/public bodies

6. Infrastructures/mobility facilities

7. Training institutions and organisations/schools

8. Smart villages (ex. innovative services )

9. Other locations (please specify)

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