



REPLACE
Interreg Europe



European Union
European Regional
Development Fund

Communication Team Coordination Meeting

Sara Bergamin

REPLACE Communication manager – Veltha

sarabergamin.sb@gmail.com

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Communication Objectives

REPLACE
Interreg Europe

Semester 3



European Union
European Regional
Development Fund



**OBJECTIVE: Stakeholder
Involvement**



**Informative Campaign Targeted at local
stakeholders**



Organization of stakeholder event



**Awareness raising about Memorandum of
Understanding**

3rd Semester Communication



Informative Campaign targeted at local stakeholders

Launch in September 2020: **17 September 2020**

Stakeholder event

December 2020 and January 2020

Local media presence – press release

A couple of week before the stakeholder event

3rd Semester Communication



Informative Campaign targeted at local stakeholders

Starting from September 2020 with launch on 17th

September to December: time to enhance our presence and reach out to stakeholders

Informative materials (will be delivered to you in your regional language)

Informative Campaign targeted at local stakeholders

Coordinated media presence: Launch then, we start to contact the stakeholders, we need to announce it on:

- REPLACE website
- regional website
- Social media

Decide which media you prefer to launch the campaign in your regional language (your website, Twitter, LinkedIn, etc)

Informative Campaign targeted at local stakeholders

In the meantime, from August REPLACE will be online on the #EURegionsWeek website, therefore we will have more traffic on our website: that's why we need to coordinate the launch and put the links in REPLACE website leading to the posts in your regional language to present the stakeholder involvement campaign.

Informative Campaign targeted at local stakeholders

How do you normally involve stakeholders? Is there any procedure you need to follow?

Prioritize stakeholders of the Local Analysis
Focus sectors

[Share your experience!](#)

Stakeholder event organization

At least one event per partner region: budget 1000 EUR per semester

COVID-19 limitations: is it possible to organize local event? How many people can be safely involved? Please make sure to follow all Governmental guidelines and instruction

Therefore: you can organize several small group event or an online event, what suits you best!

Awareness raising about Memorandum of Understanding

Considering the COVID limitations, we will do an online event with the support of Policy Lab to ensure the presence of other regions.

Date: to be decided on the 8th of July 2020

Awareness raising about Memorandum of Understanding

It is important to deliver the information about the MoU to your neighbouring regions: we will prepare a dissemination document (press-release format) in your regional language and we will coordinate the media presence in the month prior to the event

Each region will be in charge of a media presence.

3rd Semester Communication

Time-line

July-end of August: stakeholder mapping

August: REPLACE on #EURegionsWeek website

September: 17 September Launch of the stakeholder involvement – website and social media + contents in regional languages

September to stakeholder event organization: contact stakeholders

Couple of weeks before the stakeholder event: local media presence: coordinated press-release

December and/or January: Stakeholder events

3rd Semester Communication

Time-line for the MoU

1 month prior: coordinated press-release document in regional languages

Coordinated Promotion of the event via social media in regional language

3rd Semester Communication

Stakeholder engagement will continue in Semester 4 and 5, with the organization of At least one event per partner region per each semester

Therefore, this work will then continue: we will be able to find a way to create a smooth coordinated process among us and to sustain each other efforts online

By the end of semester 3 we will have the Local Analysis completed and we will be able to map other stakeholders and to contact and engage them.



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Thank you!

Questions welcome



Project smedia