

WP 2

Communication activities

BIOREGIO Carpathians kick-off conference
Piatra Craiului National Park, 27-28 July 2011

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Main objectives

External communication

Promote the project and its outcomes to relevant stakeholders at different beneficiary levels;

Internal communication

Set up a framework for a transparent, target-oriented and timely communication among the partners;

Strategic approach

Communication as ongoing supporting activity

Target group oriented approach

Involvement of different communication tools
and channels


Contribution of all PPs is needed!

Concrete Activities within WP2

- Communication Plan
- Project website (including internal platform)
- Visual identity
- Dissemination of project results to the different target groups, including other mountain regions
- Organisation of the mid-term and final conferences and related press events
- Layout and print of the project final publication

Different Communication Tools

- **Visual identity tools**
Logo, templates for publications, ppts, etc.
- **Information and awareness rising tools**
Publications, promotional material, events, website, social media, newsflash, interviews with project partners, ect.
- **Media tools**
Press conferences, press releases, etc.



**Successful project communication
=
Coordinated involvement of all PPs**

The role of the PPs

COORDINATION – FEEDBACK – PARTICIPATION

- Nomination of **one contact person PP** responsible for external communication
- **Feedback** (Comm. plan, visual identity, website)
- **Participation** on the WP meetings
- **Coordination and reporting** of external communication activities with the WPL
- Active participation in **Mid-Term and Final Conferences**

The role of the PPs

DISSEMINATION OF PROJECT RESULTS

- Forward **project communication material** to relevant contacts and media contacts;
- Regular dissemination of information on the project and its results through **personal contacts** at local, regional, national, transnational and European level (NGOs, other PA-managers, authorities, schools, mountain hut operators,)

The role of the PPs

PROVISION OF INPUTS – SUPPORT TRANSLATION

- **Regular update** of the project website;
- Drafting of at **least three articles** on the project activities;
- **Interview** on own project involvement;
- Report of activities to be included in the **final project publication**;
- Support in **possible translation** of relevant communication material;

Next steps (August – December 2011)

- Nomination of one Communication Contact Point per PP (31 August 2011)
- Feedback to Communication Plan (31 August 2011)
- Development of logo, website and project flyer (Autumn 2011)
- First WP2 meeting (January 2012 in Vienna, Austria)

Contact person for WP 2

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