

**Regeneration of disused Industrial Sites through Creativity in Europe**

COMMUNICATION PLAN 2019-21

PROJECT IDENTITY

Purpose formulated in title, but *regeneration of disused industrial sites through creativity in Europe* is a bit of a mouthful. 2-3 line project description in each language.

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**REQUIREMENTS**

Partner requirements – audience growth, communication, publicity

Audience requirements – understandability, accessibility, interest

EU requirements – visibility (LOGO), communication, efficacy

**PURPOSE**

Maximum outreach in Italy, Germany, Slovenia, Austria & beyond

Communication of the network – RESCUE is a shared initiative where every single event is part of a greater whole

Visibility, recognizability

Accessibility – less is more

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### METHOD

Realistic goals. We are not going to keep up with monthly newsletters.

- 1) Logo Development – Manasteriotti & Maric?
- 2) Website – LP. Access by all partners? All info to LP / web host?
- 3) Social media. NOT our area of expertise. Host access for all partners.
- 4) Links between own websites, exponential outreach.
- 5) Format – email, print, posters & flyers.
- 6) Channels – email, press releases, shared mailing list coordinated by LP?
- 7) Marketing tools – T-shirts? Notebooks?

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**INTERNAL COMMUNICATION**

Transparency and patience! We all work differently, but we're working together.

Should communication get difficult, we need a troubleshooting strategy – the best is to meet personally, otherwise phone call or skype.