



Workshop 1: developing a joint communication strategy

After our international workshop in 2016 where we also discussed the topic of communication in a round table, the objective of this first WeWild workshop is to gather the interested members of our working group and other stakeholders in order to develop the content of the strategy. We will

- share the experiences of different awareness-raising campaigns in the Alps,
- develop the major elements of the joint strategy,
- and elaborate ideas for the first common communication tools (website, slogan, graphical identity and video clip).

Here, the main challenge is to conceive a strategy and tools that are practically relevant for all Alpine regions and countries.

Programme

The workshop will take place on March 23 and 24 mars in Lingenau, Nagelfluhkette transboundary nature park in Vorarlberg (AT). *This programme is preliminary and may be subject to changes.*

Wednesday, March 22

Arrival of participants (if necessary)

Thursday, March 23

9-10h	Welcome, WeWild project presentation and presentation of participants
10-12h30	Communication strategies: experiences and good practices
13h30-16h30	Joint communication strategy: needs, elements, international approach
16h30-18h00	Field excursion

Friday, March 24

8h30-9h00	Summary of results day 1
9h00-10h00	Communication tools: experiences and good practices
10h00-11h30	WeWild tools: graphical identity, slogan, web site, video clip
11h30-12h00	Conclusion, further steps and end of workshop

Target group

Members of our working group, protected area staff and other interested stakeholders from across the Alps (Alpine clubs, environmental NGOs, regional governments)

Language

The working language will be English. The Alparc team ensures translation here and there.

Costs

No participation fee. 1 x lunch, 1 x dinner and 2 x coffee breaks included. Travel and accommodation have to be paid by the participants (hotel night 70 € including visitor's tax and breakfast).

Registration

To register or for further information, please contact us:

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