

Communication Strategy for the Green & Blue Futures project

Review of the report



State of the art

- **Green & Blue Futures :**

- 7 partners from 4 countries
- Financed by Interreg IVB
- Aims at involving the Social and Solidarity Economy in developing a strategic framework for managing Europe's green infrastructures

- **GIP Succeed in Sambre Avesnois :**

- Several forms of communication : online, event-related communication, institutional communication, public and media relations, internal communication
- Fame of the website, the facebook page, the communication aimed at local politicians, and public and media relations

- **European partners :**

- Newsletters, online powerpoints, e-zines, articles in local newspapers, pictures, brochures, posters
- General communication of G&BF: dedicated website, twitter

State of the art

- **A Successful European communication – Europe's expectations**
 - To communicate on the existence of European funds
 - To raise awareness among the target audience : issues, objectives, actions, contribution to the Europe 2020 strategy
 - To report the results of the project and ensure its replication elsewhere in Europe
 - To inspire other project managers to implement other innovative projects, following funded projects
- **Good communication examples :**
 - The european project GIFT-T!
 - The european project SUCCIPACK

Strategic frame

- Review of the reflexions of the interviewed persons :
 - There is no communication for the project, difficult to define the project in its territory
 - The project is ambitious and creates jobs
 - It is an opportunity to change the territory's model of metal industry
 - Apprehension of a model which is against the current of the traditions of the territory
 - There is an important risk concerning the regulatory context
 - The strength of a project like Green & Blue Futures is its development potential over time
 - The first target audience is composed of the industrial actors and public actors who will also be the decision-making persons.

Strategic frame

- To conclude, it is necessary :
 - To raise awareness on the issues of such a project, by organising visits with local politicians and policy makers.
 - To work on a technical presentation document to inform upstream on the development of the project
 - To organise a meeting with policy makers and civil society to present the approach, the issues, and the perspectives of the project

Key Stakeholders

- Producing spirulina is simple and needs reasonable means.
- The french spirulina market is not organised.
- Conclusions to consider :
 - The production of spirulina remains highly insuffisant to supply the domestic demand of households
 - A certain distribution type (local distribution network) is adapted to the small national production
 - The spirulina market is an unknown market which targets only the informed customers
- **Stakeholders of the Sambre Avesnois territory** : Urban community of Maubeuge Val de Sambre, The Sambre development and urbanism agency, the Regional Park of Avesnois, Pôle Emploi, le Conseil Régional (and its chamber of agriculture), the territorial council of the social economy of Sambre-Avesnois

Challenges to meet

- To transform and adapt the artisanal process to increase the production quantities while preserving the quality of an artisanal product
- To succeed to optimise the growth of spirulina in our region (round the climate restrictions, energy issue, understanding of growth patterns)
- To hire a maximum of employees, while ensuring the production profitability (financial viability)
- Involving the site in the creation of a branch in the region of Nord Pas de Calais which will foster the improvement of the production process

Territorial Marketing Approach - Step 1

- The development of territorial initiatives
 - Sets within a collective frame
 - Uses a strategy of pictures to bring together its actions and to benefit from a leverage effect thanks to the used pictures
 - Will have to create codes (colors, forms, typography ...) since the 1st stages of presentation
- *Creation of a graphic charter, choice of a logo, ...*

Territorial Marketing Approach - Step 2

- To facilitate collective action : attractiveness (of a project, of a territory ...) is the result of the involvement of several actors.
- 1st conclusions of interviews and workshop : the involvement of the actors is essential.
- For the development of the project, the involvement of local actors and ambassadors is essential and encourages the involvement of the general public
- *Organisation of public meetings and political and technical meetings and projection of a teaching support*

Territorial Marketing Approach - Step 3

- To implement a territorial marketing approach, it is necessary to be organised and different while not looking to be competitive at a local level, which could hamper the positive expected effects.
- Therefore, it is necessary to create precise technical and informative supports.
- *Creation of a presentation brochure for the project, targeting institutional actors and other local politicians*

Territorial Marketing Approach - Step 4

- For the implementation of a territorial marketing approach, it is also necessary :
 - To well know the development methods
 - To be demonstrative for populations
 - To well know and well understand the targeted clients' expectations
- *Implementation of demonstration sites and interpretation panels*

Territorial Marketing Approach - Step 5

- Reputation is built thanks to 'repetition', therefore, it is necessary to keep explaining the content of this new territorial marketing approach and also to communicate effectively on the demonstration site.
- *Site visits, in or outside the territory, will be proposed in order to see, understand and measure the relevance of implementing such a project*

Territorial Marketing Approach - Step 6

- It is essential to gather ambassadors on such a project in order to explain and enhance the approach and impact of the project. The ideal targets are children who, if convinced by the project, will be the best driving force for dissemination
- *Creation of an educational kit targeting schools (games, flyers, quizzes, educational sheet, poster, leaflet, instruction manual ...)*



Thank you