



Communication & Dissemination

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October, 29th 2010



Connecting cities
Building successes



Introduction of Communication Material

AN URBACT II PROJECT

- › 2010
 - [Project Flyer](#)
 - [Project Brochure](#)
- › 2011
 - [Project Strategy Paper](#)
- › 2012
 - [Project Final Brochure](#)



OPTIONS OF ACTIONS



Leoben

Headline
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Infobox

Einwohner | Inhabitants 27.604
 Fläche | Size 107,77 km²
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European Union
 European Regional Development Fund

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Musterstadt



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OPTIONS OF ACTIONS

How to combat shrinking



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Mini-Website and Newsletter

› Mini-Website

- Pictures of your city
- Pictures of events in regards to the OP-ACT project
- Stories regarding events and project outcomes
- Case Studies and interesting news, videos, blogs - to be forwarded to the URBACT Secretariat for the urbact website and partner websites

› Newsletter

- 5 Newsletters (1 in 2010, 2 in 2011 and 2 in 2012)
- General project news and outcomes on project level
- News on local level of partner cities
- Interviews with local stakeholders, politicians, scientists, etc. to a subject of the OP-ACT project
- News about interesting and important local events



Templates

› Programm Level

- [URBACT_Key_message_Guide](#)
- URBACT_Event_Guidebook
- URBACT_II_Graphic_charter
- URBACT_PR_Guidebook

› Project Level

- Power Point Template
- Word Template
- Agenda Template
- Meeting Report Template
- Press release Template



Internal Communication

› Communication Flow

- Provide important information from your city to the lead partner for the mini-website, the URBACT website, the newsletters, etc.
- It is important to be transparent and to communicate your outputs

› Skype

We have implemented a Skype account for discussions or video chats for

- Conferences between the workshops
- Special Questions that involve more people
- Group Discussions

› facebook Account

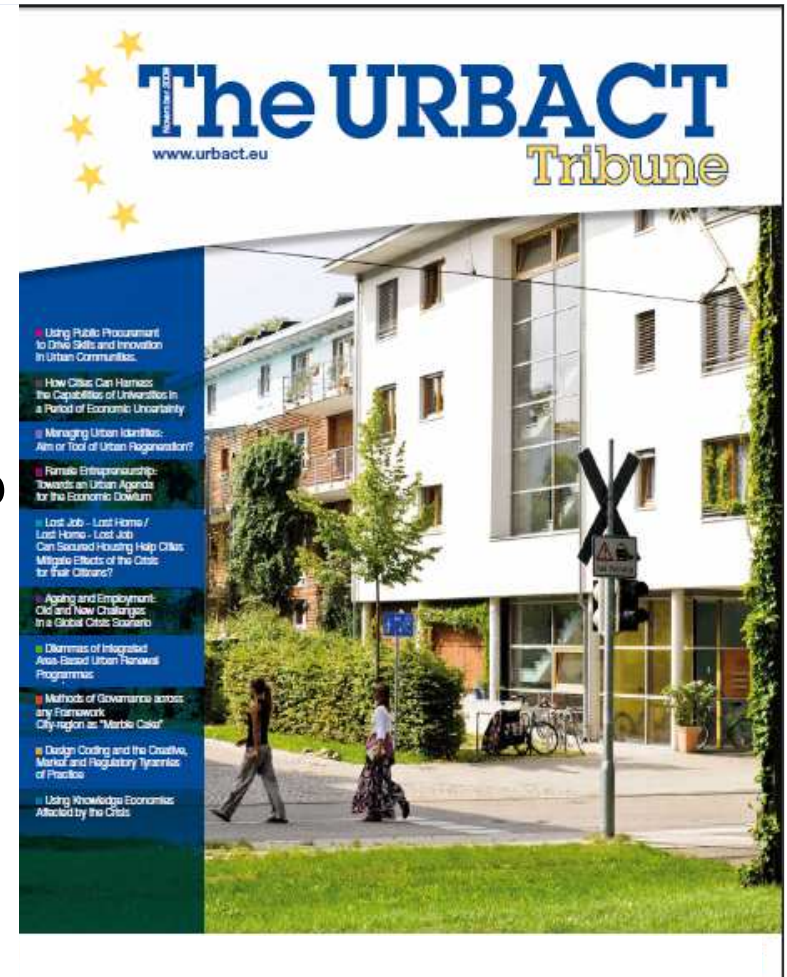
We will implemented an OP-ACT facebook account

- For internal project discussions
- For discussions with our target groups
- For communication with the URBACT facebook platform



Dissemination

- › **Concretise your local target group**
 - Create a mailing list of your target group
 - Send them all communication material
 - Create awareness about the subject of the project on a local and regional level
 - Make our outputs know in your region through events, conferences, presentations, etc.



Dissemination Leoben

› Communication & Dissemination

- Print material
(Flyer, Project Brochure, Strategy Paper, Final Brochure)
- Local Workshops and opinion surveys
(workshops regarding the subjects of the work packages – workshops with elderly, social disadvantaged groups, migrants, youth, etc.)
- Press relation (articles, interviews, press conferences)
- Events (information points, presentations, final event)
- Promotion gifts
- Internet (Mini-Website, facebook)



Main topics and work packages

Governance and New Narratives

Stabilising the financial situation after the economic crisis, finding new branding and marketing ideas to promote city image

Social Inclusion

Developing cooperation with local education facilities to obtain a skilled work force and further qualifications for disadvantaged groups

Economic Growth

Attracting new companies, promoting entrepreneurship and improving framework conditions for existing companies to boost the local economy

Living Conditions

Re-urbanising and adapting social and technical infrastructure, public transport, supply of necessary goods and services, open spaces

Location Advantages

Combining existing location advantages with new strategies and finding synergetic effects with neighbouring, probably competing, cities

Questions

OP
ACT

AN URBACT II PROJECT

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Grazie Thanks
Danke **Merci** Gracias
Ευχαριστώ multumesc
Takk dziękuję dakujem hvala
Obrigado dziękować
tänan kiitos köszönöm aciu
Tack děkuji paldies
nizžik ħajr dank u wel