

How to run your ULSG?

Communication to the outside world

Communicating to wider audiences not only a way of putting forward the objectives and activities of the network but a way of promoting local changes as well.

Communicating on the activities of the ULSG is a way to:

- Show that your decision-making process is transparent and involves different voices.
- Valorise the participation and work of your stakeholders.
- Attract the attention of managing authorities (or other funding authorities).
- Be presented as a good example for other cities that work on relevant issues.
- Gain the interest and trust of inhabitants.

With what communication tools?

- **Newsletters** (printed or online): try to find the audience possibly interested by your work and send them newsletters on the progress of your activities on a regular basis.
- **Webspace**: create a webspace with information on the meetings of the ULSG, the state of the play etc and spread the news.
- **Events and seminars** open to the public, preceded by a informative campaigns.