

Draft version  
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## **EUSAIR COMMUNICATION WORKSHOP:**

### **“Communication quantity for environmental quality in EUSAIR”**

23 of November 2021, 12:30-15:30

**Venue:** Video conference via EUSAIR’s Stakeholders Platform.

Please join the meeting from your computer, tablet or smartphone:  
To be added

#### **Objective of the meetings:**

After EUSAIR had defined its vision and mission, key messages, stakeholders to be targeted in its communication, the next step was to focus its communication substantively on EUSAIR Thematic Pillars: Blue Growth, Connecting the Region (Transport and Energy Networks), Environmental Quality and Sustainable Tourism. This specific workshop will focus on Pillar 3 - Environmental Quality. The objective of a tailor-made workshop is to reinforce the capacities of the EUSAIR governance structures and facilitate the exchange of experience and expertise between the aforementioned governance structures, external experts and relevant key stakeholders.

This workshop aims to contribute to a better understanding what are the challenges/needs/wants/capabilities in terms of strategic and operational aspects of the EUSAIR communication. Participants are expected to get equipped with knowledge and skills to minimize the risks, identify good stories and take advantage of communication opportunities in the Adriatic-Ionian Macro-region, following a build-to-suit approach in line with their area of expertise.

The purpose of the workshop is to improve communication of EUSAIR with special focus on Pillar 3 - Environmental Quality. Participants will discuss basic concepts of the media landscape in relation to environmental issues, detect best media formats and genres for the content used, find solutions on how to gain journalists' interest in the topic, formulate a mission of EUSAIR Pillar 3 and develop stories to raise interest and awareness of key stakeholders and the wider public.

### **Expected outcomes:**

The final result (in a subsequent report from the workshop) is a set of useful formats for future media interventions in the field of TSG 3 with examples of messages, and consequently also an articulated mission.

### **Participants:**

The workshop is meant for EUSAIR Communication experts, TSG3 members and EUSAIR Facility Point Project Partners. At the request, the workshop may be joined by the relevant public relations departments of EUSAIR participating countries as well.

**Registrations will be open between 2<sup>nd</sup> and 7<sup>th</sup> November 2021.**

### **Agenda:**

<b>23 November 2021</b>	
12.15-12.30	<b><i>Registration and platform testing</i></b>
12.30-13.15	<b><i>Introductory lecture</i></b>  Presentation of the basic contours of the media landscape in relation to environmental issues: dramatic nature of the warnings related to climate change; (dis)trust in the expertise and politics; large amount of data; thirst for “good examples” that will not be too naive; hunger for exemplary characters.  Detection of media formats and genres that are (most) suitable for environmental content. Focus on how to gain journalists' interest in a specific topic.  An attempt to formulate a fundamental mission of EUSAIR in the field of Environmental Quality.
13.15-13.30	<b><i>Task presentation</i></b>  The participants prepare one case of media intervention (press-release / tweet / reminder for press conference / topic for (photo) reportage / proposal of interview with questions) on the topic of the quality of the local environment.
13.30-14.00	<b><i>Half-hour break for actual participants' work on their media interventions</i></b>
14.00-15.30	<b><i>"Plenary" session</i></b>  In the concluding part of the workshop participants will present the result of the work done, followed by the response of the moderator and other participants (max. 10 minutes per country).