

Forest Bioenergy in the Protected Mediterranean Areas

Programme event report
ADVOCACY BOOTCAMP in Faro (Portugal)



Workpackage 2 - Communication

Activity 2.5 – ForBioEnergy contribution to Programme communication activities

Deliverable 2.5.2 – Programme events' reports

June 2018

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| <i>Workpackage 2</i> | Communication |
| <i>Activity A.2.5</i> | ForBioEnergy contribution to Programme communication activities |
| <i>Deliverable 2.5.2</i> | Programme events' reports |
| <i>Summary:</i> | Bootcamp training on promotion and lobbying organized by Interreg MED & SUDOE programmes, to support approved projects in their marketing and capitalization actions. |
| <i>Involved partner</i> | PP5 AMUFOR – Association of Forest Municipalities of the Comunitat Valenciana |
| <i>Responsible partner</i> | PP7 Zadar County |
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BRIEF EVENT DESCRIPTION

The “Advocacy bootcamp” was held in Faro (Portugal) from Thursday 28th to Friday 29th of June 2018. AMUFOR participated in the event as representative of the ForBioEnergy project.

EXECUTIVE SUMMARY

The Interreg MED & SUDOE programmes, with the support of the Algarve Regional Coordination and Development Commission, organised the bootcamp training on promotion and lobbying, to support approved projects in their marketing and capitalisation actions.

Having a good communication is essential to reach the different target groups represented in the project. The practical training in strategy, political influence, storytelling and digital communications contribute to improve the internal and external communication plan, adapting the best practices in communication implemented by other projects, as well as by expert testimonials.

1.1 Location

The event was held in the Educational Complex - Campus da Penha, Universidade do Algarve, Faro, PORTUGAL

1.2 Who attended

The meeting was attended by Interreg MED and SUDOE projects, as well as trainers and testimonial of the other projects.

BRIEF OUTLINE OF KEY ISSUES AND CHALLENGES ADDRESSED IN THE EVENT

The key challenges addressed in the event were to understand why we should advocate and how to do it, in addition to be aware of the different existing effective rules and tools to improve the communication of the project.

1.3 Purpose and scope

- To use of lobbying as a tool to communicate the project, being adapted to the needs of the 21st century.
- To know what are the procedures to make storytelling and use social media as a powerful tools to communicate the project.
- To put into practice the tools learnt during the event through practical trainings and project experiences.

1.4 Key messages, outcomes, recommendations and synergies with thematic community project

- The project dissemination has to be done in a transparent way, being creative and memorable, as well as understanding the different legislative processes and the corresponding technicalities.
- To tell the right kind of story makes your project unavoidable. The projects which are being implemented face a specific problem in order to provide solutions to the society. For this reason, it is important to understand the problem, the solutions and know it works in less than 3 minutes through the use of a lot of visual assets and proofs.
- The participation in the event with other project partners allowed sharing experiences and knowledge in different MED & SUDOE priorities.

CONCLUSIONS

1. To advocate is important in order to have a medium and long term vision, to spread the project results at different levels and mainly to improve EU citizens day-to-day. The adapted lobbying at 21st century contributes to have more influence on the policies and decisions.
2. The aim is not to be storytellers, but with good instruments, content and structure and following a good methodology, it is possible to involve storytellers in what is being told and consequently, to create a history about the own history. In this way, people will pay attention to the project and a powerful and useful message will be disseminated.
3. Planning the content, which is included in a communication plan with a good strategy, is crucial. The message has to be transmitted and adapted with humor.
4. The key element of the strategy is to define the circle (internal or external) where your stakeholders are and to develop an own analysis, determining what are the needs and the resources.

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