

Communications Strategy – Poster at the GA 2006

Target groups	CERI members	Partners (NGOs)	Civil society	Local and national authorities	Donors
NEEDS	Information exchange support	Exchange of good practice Education Common projects	Better economic situation	More influence Bigger electorate Less work	Effective plans and money using
AIMS OF COMMUNICATION	Strengthening the network Information Exchange Quick decisions Make CERI visible	Influence on authorities Cooperation To get support	Education Inspiration To get support	Start dialog between local communities and governments Support of ideas Give positive suggestions	To get financial support
STRATEGY	Establish rules of communication Standards	System of information sharing Being a communicator Together we can be more effective	Sharing practices (good examples)	Define common goals To be experts for them & to have know-how	Clear vision
MESSAGES			Nature heritage can be a future of your community	Our local homeland needs to have one voice	We will do the best
CHANNELS	E-mail lists Direct contact Telephone Meetings Website	E-mail lists Direct contact Telephone Meetings Website Newsletter Leaflets Mass media	Local media Consultations Press conference Meetings Docs Mass media	Local media Consultations Press conference Official letter Personal contact Telephone	Website Fax Telephone Post e-mails
TACTIES	Newsletter E-mail lists for WGs and communication between CERI members	Newsletter Trainings Publications Expertise	Include into project and decision making	Regularly contacts Consulting	Contacts Informing