

Newsletter concept 2 (February, 2007)

We need to use results of the communication strategy discussion to develop the concept of CERI newsletter. My suggestion is following. It will consist on 2 sets: for **internal and external communication**. These two parts have different targets and strategies. We may combine them and develop via using additionally e-mail and web-site as communication channels.

internal	external
Target groups: CERI members, partner organizations, potential partners, NGOs	Target groups: Communities, stakeholders, local and national authorities, donors, financial structures.
Needs: Good projects, good practices, information, education, activity support.	Needs: Improving economic situation, communication with CERI, more financing, more influence and affectivity, increasing of electorate quantity and trusting.
Aims of communication: Information exchange, strengthen the network, support, cooperation, bigger influence to authorities.	Aims of communication: Support, give them a tool, make CERI more visible, better dialog between communities and government, positive effect, support for new ideas.
Strategy: Sharing information, inviting to meetings.	Strategy: Giving examples, which may be used for different regions and countries; suggesting goals common for community groups and authorities; being competent; suggesting good solutions.
Messages: Together we can do more and be more powerful.	Messages: <i>Nature is a future of your community. Together we can do more. Our homeland needs our voice, and we can cooperate. Carpathians are important for the whole Europe. Government, which takes action would have good reputation.</i>
Channels: E-mail, web-sites, newsletter.	Channels: Web-sites, newsletter
Tactics: Sharing knowledge and experience.	Tactics: Include local communities into decision making; asking questions; showing that we know some answers; showing that we go in the same way; sharing optimistic messages and good practices.

Content

The Newsletter, as one of the main channels of internal communication, should include:

- Information about CERI members activities
 - Summary from each working group – not more than 1 page totally; it would be good to have wider description of those activities, make links from the newsletter to web-site for those who might be interested for details;
 - Short stories from the countries from NFPs – the same way;

- At least one story about good results, real impact on nature – 2 pages.
- Information about official CC process (for strengthen CERI communicator role in the region) – 2 pages with photos;
- For strengthen CERI expert role:
 - a story about Carpathian nature, wildlife (1 page with photo),
 - hot problems, which CERI would like to underline (2-3 pages),
 - resources proposed by CERI (contacts, experts, with links).