**

**AlpGov2 – EUSALP Roadshow**

*Concept Paper – revised 05/04/2022*

*(updated version, due to Covid-19 pandemic)*









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1. Introduction

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he concept of the EUSALP Roadshow follows from the AlpGov2 application and falls within the scope of Activity A.C.4 “Promotional activities” of the Communication Work package. The idea and reasoning behind the concept of the Roadshow is described as follows:

“Making the EUSALP tangible for citizens is one of the main challenges. With a Roadshow covering all Alpine countries, local and regional stakeholders as well as the civil society will be addressed in a vivid, direct and easy-going way. This activity will spread the general message that the EUSALP creates sustainable solutions for the benefits of the citizens and brings governments closer to the people.”

The Roadshow will be coordinated by the Permanent Secretariat of the Alpine Convention, further called PSAC, in close collaboration with the various Action Groups (AGs) and the EUSALP/AlpGov2 communication team.

Due to the health situation and considering that the still ongoing pandemic does not allow travels to different countries or the organization of onsite events, It was therefore decided to **reduce the number of stops** from 9 to 5 to illustrate 4 of the cross-sectoral thematics (also called strategic policy priority areas): carbon neutral, smart villages, spatial planning and innovation hub as well as an additional theme: natural hazards.

Therefore, the PSAC, after a discussion with the AlpGov 2 communication and Lead Partner team, proposes to revise the Roadshow concept adopted during the BAGL meeting on 30 June 2020 in order to adapt it to the pandemic. The new concept, as described in this document, only slightly changed the general framework. However it was further developed regarding the communication tools and the methodologies designed to implement the different stops. Our final aim remains to try our best to involve, a general public, regional and local stakeholders, as well as citizens.

The Roadshow activities will produce the following three deliverables:

* This concept paper ;
* 9 fixed roadshow modules;
* 5 local framework programmes (instead of 9 previously conceived).

1. The Roadshow Concept - D.C.4.1

Based on the guidelines outlined in the application form, the PSAC developed the following general concept for the Roadshow.

The Roadshow is conceived as a series of public events, aiming at showing that EUSALP tackles topics that matter to the citizens of the Alpine Region.

Bringing the work and outputs of the EUSALP closer to its citizens will contribute to EUSALP’s name recognition and brand. If needed, the virtual stops will take place on digital platforms (such as Zoom, Cisco Webex, Google Meet, or other personalized platforms) or a combination of digital platforms and social media supporting the streaming of artistical performances. The physical stops (if possible, starting from 2022) will take place preferably outside, if the circumstances allow it, to attract the general public. Any virtual stop substitutes a physical one.

Each stop will offer a stage to the different AGs to present their concrete activities and their relation to the broader EUSALP context. If applicable, the link between the local setting (e.g. topic of a symposium, best practice example) and the EUSALP Action Plan should be emphasized. The aim is to demonstrate the translation of the work of the AGs into concrete outcomes and results on the (local) field.

AGs will be free to organise their own stop according to their priorities and stakeholder engagement, but in the respect of a unique template describing the step-by-step approach regarding the overall organization of the stops provided by LP and the PSAC, with the support of the EUSALP communication team. PSAC will be present at every virtual or physical Roadshow stop and be available for assistance.

## Illustrate the 5 strategic priority policy areas of EUSALP

The PSAC and EUSALP/AlpGov2 communication team have updated this concept paper and coordinated it with the Action Group Leaders (AGLs) in order to reach consensus. The concept originally foresaw 9 stops, including 2 stops at the EUSALP Annual Forum 2021 and at the AlpGov2 final conference 2022.

As the Covid-19 crisis is still ongoing, this approach had to be updated. After a discussion with the partners PSAC and EUSALP/AlpGov2 communication team, decided to propose to the AGLs to align the Roadshow stops to the **5 strategic priority policy areas of EUSALP** (led by the respective PP).

This will lead to joint stops between Action Groups and will help to foster synergies. It will also highlight the contributions of the AGs on EUSALP's strategic priority policy areas. AGLs were offered recourse if they had other issues in mind.

The number of stops was reduced accordingly and the following themes and stops were selected:

* carbon neutral,
* smart villages,
* spatial planning
* innovation hub
* as well as an additional theme: natural hazards.

In order to have some coherence between the different stops, the following modules should be used.

## The Audience

Although each individual – whether inhabitant or visitor – can make valuable contributions to the quality of the Alpine Region as a living space, the EUSALP is still vague or unknown to many people. This applies also to the activities and results of the AGs. The Roadshow, even if in a virtual format, is striving to overcome this and go one step further in bringing the EUSALP closer to the general public. It will be emphasized that, the EUSALP and the activities of the EUSALP AGs matter to everyone (e.g. the activities of strengthening the resilience of natural hazards in the context of climate change performed by AG8 concern not only experts, but a large part of the population). As a result, the audience of the Roadshow will be the general public with all its parts.

In order to attract in particular young people, local educational institutions (e.g. universities, schools, vocational schools) will be invited to join the events and the initiatives.

All other AGL will be invited to every EUSALP Roadshow stop. This applies as well to all EUSALP Executive Board (EB) members and to representatives of the European Commission (EC) dealing with EUSALP.

The number of participants will certainly vary among the stops.

## Languages

The single Roadshow stop should be carried out in the local Alpine language (in exceptional cases in 2 Alpine languages) and will be translated into English. For virtual stops will be held in English and will be translated into all Alpine languages. The information of the module “EUSALP general” will be available in the local Alpine language/s and English. The PSAC will prepare the English reference version and will care for the translations in the local Alpine language/s for the Power Point presentation, the videos of the Alpine Region and the dices. This is also the case for the modules “Policy dialogue” and “EUSALP concrete”, if applicable.

## Video documentation

Essential parts of each virtual Roadshow stop will be recorded. The physical Roadshow stop will be filmed by a professional film crew, who will produce video-material for the EUSALP website (see Deliverable D.C.5.2) on the basis of a concept developed by the EUSALP communication team.

1. The 9 Fixed Modules - D.C.4.2

Each stop of the Roadshow focuses on the activities of the respective AG and puts them in the wider context of the EUSALP and in the living environment of that specific area where the stop will take place. This objective will be mainly implemented through public virtual dialogues and digital tools, to organize communication between local politicians, stakeholders and the civil society.

While some modules can be fixed, others will be based on the individual needs of the AGs.

## Module “EUSALP general”

The aim of this module is to bring the overall concept of the EUSALP (essential objectives, structures, actors, working methods, etc.) closer to the public. It will include a general introduction of all AGs. The information will be conveyed in an appealing and crisp way, so that it is easily understandable to people of different ages and with different backgrounds. The information will be available in the local Alpine language/s and English. The PSAC will prepare and present the following material to implement this module:

### Power Point presentation and videos about the Alpine region

The presentation is suitable as a general introduction to the EUSALP, can be used in real-life as well as in online settings and lends itself particularly well for stops with a more traditional format. The [layout is online](file:///C:\Users\a.beck\AppData\Local\Packages\Microsoft.Office.Desktop_8wekyb3d8bbwe\AC\INetCache\Content.Outlook\3N2IY2NC\At%20each%20stop%20of%20the%20EUSALP%20Roadshow,%20the%20following%20modules%20will%20be%20presented%20to%20the%20public:) and provided by the EUSALP/AlpGov2 communication team.

[Videos presenting the EUSALP](https://www.youtube.com/playlist?list=PL-2OhxW46ODIRL3LwRUY4bRAp--MfNn3j) in a general have been already produced in English and can be easily used for introducing the event (maybe putting subtitles in the original languages).

### Roll-ups (only in case of on-site events during 2021)

[A roll-up](https://www.alpine-space.org/projects/alpgov/alpgov2/deliverables/wpc/alpgov2_rollup.pdf) has been designed and developed as a general background for speakers or photoshoots during the Roadshow stops.

A printed version of the infographic “[What is EUSALP](https://www.alpine-region.eu/sites/default/files/uploads/page/276/attachments/what_is_eusalp-infographic.pdf)” has been developed to graphically visualize the functioning of the EUSALP as much as possible. Both are suited for indoor as well as for outdoor use.

### Dices (only in case of on-site events during 2021)

PSAC has produced large size dices to visualize and convey general information on the EUSALP in a creative way and to stimulate interactive exchanges with the audience. In addition, the dices can be used as a decoration throughout the stops, since all of them can be built up in such a way that the EUSALP logo and the Roadshow logo, become visible.

### Suitcase (only in case of on-site events during 2021)

The EUSALP suitcase will represent the idea of the Roadshow that is travelling through the Alpine Region. The suitcase will contain the flyers and publications of the AG in question and will be transported by PSAC to every single stop.

## Module “Policy dialogue”

This module focuses on interactive public policy discussions, involving local and regional politicians, other key persons and corresponding AGLs. This module serves the aim of bringing the citizens in direct contact with local and regional decision-makers.

The topics of the exchange will be defined by the corresponding AGLs, who are the most familiar with current key issues, needs and potentials of their respective topics. For the same reason, the AGLs also are responsible to search and invite matching guest speakers. The PSAC and the EUSALP/AlpGov2 communication team will assist in the implementation of this Roadshow module in terms of providing templates (e.g. invitations) and in supporting the AGs with PR actions.

The format for this module is open, as it depends very much on the topic. Examples of digital tools which can be used within this module are: digital round table of politicians, virtual world café, face to face interviews with mayors or local authorities, etc. In a physical stop this module can take place e.g. as a round-table discussion in a research institute or university, as a picnic somewhere in the mountains or as a get-together in a (student) café.

## Module “EUSALP concrete”

This module offers the AGs the possibility to present what they have been working on, the challenges that they faced and the solutions that were elaborated. It is supposed to give an insight into a couple of concrete finalized/ongoing activities of the AGs. Therefore, the development of this part is up to the respective AGs.

The format of this module is flexible, as it should fit the needs of the AGs and the topics that are being addressed. Some AGs might prefer to give presentations, some to show videos, some to play games and others might opt for a speed-dating format where the AG leaders or members are being interviewed by the public. Examples of digital tools which can be used within this module are: infographics, video-storytelling on specific projects, digital polls, virtual hackathons involving schools or stakeholders, etc.

Ideally this segment focuses on the same topic(s) as the policy dialogue and can also be combined with the module 2. and targeted also to a non-expert public (citizens, tourists, local education institutes, NGOs...).

## Module “Cultural program”

Each Roadshow stop could include a framework program, namely a cultural element. This can be a tasting of local food, a reading by an Alpine poet or artistic performances such as a theatrical play for children or a small musical intermezzo by a local band. The cultural program should reflect the overall topic of the Roadshow stop to the highest extent possible. It can be assumed that the involvement of regionally and/or locally well-known persons will have a positive impact on the participation of local citizens.

This module is considered optional. In a virtual format this is possible as well: Today's technologies allow live digital performance (i.e. live broadcasting even without audience), such as short concerts, cooking shows, interactive art tours, streaming lectures, etc. These kinds of initiatives can attract the general public and give positive results in terms of dissemination and communication.

## Module “Newsletter”

This communication module aims to promote a Roadshow event, upstream or downstream, on the basis of a newsletter-type HTML invitation. The recipients of this newsletter are from the AlpGov 2 list.

Through a QR code that we will print at each event, it will be proposed to people to subscribe directly to this newsletter.

Sign-up sheets will also be made available for those who wish to receive the invitations electronically.

These newsletters will promote the programme elements, the video or the themes addressed during the stops.

## Module “Facebook”

This module consists of creating an event on Facebook that will allow the general public to be notified of the programme and the event.

Public Facebook events are the type of posts that are widely viewed by the broadcasting algorithm of this platform.

This will also allow the content to be broadcast live to this audience should the organisers plan to provide video coverage during the event.

This communication option also allows us to appoint other structure pages as co-organisers. This facilitates cross-posting and also the visibility of our posts which are aimed at a large community.

## Module “Instagram”

This module aims to reach out to a younger target audience on social networks by offering them very seventies visuals on the Roadshow and recognisable among the other compositions on EUSALP's Instagram.

Exemple of a visual:



This will allow us to have certain relays with the members of the Youth Council and to work on a diffusion with a young community with stories and more dynamic posts. It will also allow us to relay video formats and to make live recordings during events by tagging youth partners so that they can relay this communication.

## Module “Twitter”

This module aims to identify and relay messages to political and institutional targets in relation to the Policy Dialogue module. The idea is to extend the face-to-face debates with virtual summaries and engage in conversation.

The twitter posts will start with #RoadShow so that they can be easily identified and create a thread of discussion that people can easily identify with.

EUSALP's target audience on twitter is mostly professionals, technicians, politicians and some journalists.

## Module “YouTube”

Youtube is a platform for the distribution and promotion of videos.

With the field reports made during the RoadShow stops, and once the videos have been edited and edited, they will be stored on YouTube.

EUSALP has a fairly active channel where 3 to 5 minute video clips are regularly posted.

The RoadShow videos are also to be understood as deliverable D.C.5.1 for the valorisation of cross sectoral initiatives.

This will provide the RoadShow with a good communication and visibility base.

1. Local framework program - D.C.4.3

The local framework program, consisting of e.g. virtual debates/workshops on local issues and/or cultural performances, either performed live during the online event or recorded and broadcasted through digital channels (e.g. the EUSALP Youtube channel), such as music/art or food presentations, will be elaborated by the corresponding AG in close collaboration with PSAC. For each Roadshow stop, one PP is appointed as the responsible PP and will nominate a contact person for the organization of the local framework program and the exchange with PSAC and the EUSALP/AlpGov2 communication team.

The continuous exchange between the respective PPs, the EUSALP communication team and the PSAC will be the key for success.

The local framework programs can be find at the pages communicated bellow :

|  |  |  |  |
| --- | --- | --- | --- |
| **Title of the event** | **Date** | **Location** | **Topic** |
| Carbon neutral | 26/01/2022 | Bolzano (IT) | Green hydrogen for the Alps & Carbon Neutral |
| [Smart Villages](https://www.alpine-region.eu/roadshowstop-n2) | 03/05/2022 | Trieste (IT) | Connectivity and Digitalisation in the Alpine area & involvement of young people |
| [Natural Hazards](https://www.alpine-region.eu/roadshowstop-n3) (independent stop) | 18/05/2022 | Rosenheim (DE) | Risk communication models; natural hazard check; improvisation Theatre; involvement of young people. |
| [Spatial Planning](https://www.alpine-region.eu/roadshowstop-n4) | 24/05/2022 | Bolzano (IT) | Future proofing of transport infrastructure; study on preservation and valorisation of landscapes in times of climate crisis; results of the project LUIGI; joint Paper on Spatial Planning |
| [Innovation Hub for green business](https://www.alpine-region.eu/roadshowstop-n5) | 17/06/2022 | Edolo (IT) | Establish a link with the world of young people and academia through an experiential initiative to promote the Alpine region on the theme of tourism in the mountains and the necessary transition. |

1. Task distribution

The PSAC is in charge of the overall coordination of the Roadshow. The specific stops will be realized through close collaboration with the AGLs and AG members, as well as the EUSALP/AlpGov2 communication team.

## The tasks of PSAC include:

* Guaranteeing the overall coherence of the single Roadshow stops with the general concept;
* Development and presentation of the module “EUSALP general”;
* Assistance in the modules “Policy dialogue”, “EUSALP concrete” and “Cultural program” , helping with the coordination and implementation of the specific sections etc;
* Provision of translation services;
* Tendering for all services needed for the single physical stops and step-by-step guidelines on service provision;
* Financial management for the costs of the Roadshow stops, which are covered by PSAC (see below);
* Development and printing of Roadshow flyers in collaboration with the EUSALP/AlpGov2 communication team in case of physical stops;
* Assisting the EUSALP/AlpGov2 communication team and AGLs with the organization of the video-filming of the single stops ;
* Development of a specific logo for the EUSALP Roadshow (coherent with the EUSALP graphic design) in cooperation with the EUSALP communication team;
* Translation and insertion of the subtitles into local Alpine languages in the videos on the Alpine Region – if AGs wish to project these videos during their stop/s.

## The AGLs will be in charge of:

* Identifying the topic(s) for their respective Roadshow stop;
* Identifying a date and location for their respective Roadshow stop in collaboration with PSAC;
* Designing the modules “Policy dialogue”, “EUSALP concrete” and “Cultural programme”, making them AG-specific, with the assistance of PSAC and the EUSALP/AlpGov2 communication team – defining objectives and participants (speakers, local decision makers, audience) and selecting the content ;
* Designing invitations (based on the English template prepared by PSAC, in collaboration with the EUSALP communication team), content related and in local language;
* Sending out the invitations to policy makers, speakers and performers for the modules “Policy dialogue”, “EUSALP concrete” and the “Cultural program”;
* Identifying potential local service providers for the implementation of the Roadshow, such as catering, location, etc. (see step-by-step guidelines on service provision);
* Implementation of the event, incl. last invitations, preparation of the venue with assistance of PSAC;
* Promotion of the event on the local level and in the respective networks.

## Tasks of the EUSALP/AlpGov2 communication team:

* General communication on the Roadshow: PR activities for all stops in digital and printed media ;
* Development of general EUSALP messages to be embedded in the Roadshow ;
* Provision of the official EUSALP graphic design which should be used within the virtual and physical Roadshow stops ;
* Video-filming of the single physical Roadshow stops ;
* Recording of the Roadshow stops (includes also editing of the recording);
* Collection of the material and promotion of the event on EUSALP level according the modules mentioned above.

1. Cost implications

The costs of the Roadshow will be covered by the PSAC. This includes most costs for the implementation of the Roadshow stops, such as catering, interpretation, cultural programme, promotional and communication activities. The PSAC relies on the AGs to provide all the necessary information concerning the expenses in order to ensure a smooth and correct cost handling. Also, the budget for each physical Roadshow stop is limited (max. 15.000 Euro). The financing rules of AlpGov2 reporting must be fulfilled as well. The budget of each stop depends on the overall design and implementation of the Roadshow stop. For the virtual Roadshow stops, the available budget will be used for the development of a digital personalized platform and the technical assistance during the different stops.

In the preparation phase, each Action Group has planned a minor financial amount for the implementation of its Roadshow stop. This includes costs for the promotion of the event at local and regional level and/or logistics including local transfer, if applicable.

## Cost categories

### Costs covered by the PSAC for the Roadshow in general

* 2 Roll-ups (see III.1.b);
* Dices (see III.1. c));
* Suitcase (see III.1.d));
* Costs for the translation into local Alpine languages of the subtitles in the videos on the Alpine Region – if AGs wish to project these videos during their stop;
* Catering for the public in case of physical stops;
* Interpretation (interpreters: EN and local language, in exceptional cases 2 languages; technical equipment for interpretation, e.g. translation cabins and related technical equipment incl. headsets);
* Audio/technical equipment, e.g. beamer, microphones, laptop, local technician in case of physical stops ;
* Printing costs: event program, poster, etc. (only in case of on-site stops) ;
* Costs for development of a specific logo for the EUSALP Roadshow;
* Travel and accommodation costs external speakers (no fees will be paid) - (only in case of on-site stops);
* Cultural programme.

PSAC will only pay for costs with clear focus to the Roadshow and that fulfill the financing rules of AlpGov2.

### Costs covered by the AGs for their single Roadshow stop

* Costs that exceed the maximum amount of expenses foreseen for the Roadshow stop

The process of payment of the planned services of the single Roadshow stops will be outlined in the template that will be provided specifically for the AGLs.

### Costs covered by the EUSALP communication team

* Costs for the video filming of the single stops;
* Costs for the recording of Roadshow stops (includes also editing of the recording);
* Cost for the provision of the official EUSALP graphic design 

