



# Communication Strategy

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# Main Components

During 2 years, only new website in 3 languages

**Proposition of strategic actions** to develop a real communication strategy\* starting in 2018 articulated in two parts:

- **internal** communication
- **external** communication

**Total budget: € 80,000**

\* *implementation will depend on the available resources*



# Internal communication

## Mains goals:

- Inform of what is done
- Relay the life of the Initiative
- Encourage to support the Initiative
- Encourage to become "4 per 1000 ambassador"

## Mains tools of communication:

- Collaborative platform
- Monthly Newsletter (start beg. 2018)
- Creation of group of regional correspondents
- Club of Friends of "4 per 1000"



CS 2



# External communication

## Mains goals:

- Promote the “4 per 1000”
- Increase the awareness of the Initiative
- Publicize the actions of “4 per 1000” actors
- Encourage to support the “4 per 1000”

## Mains tools of communication:

- Internet
- General documentation
- Press relations
- Events



CS 3

