Communication Strategy

Paul LUU, Executive Secretary
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”
**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