



Communicating TOWER – *Towards sustainable Excellence by Innovating Regions*

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What is TOWER?

“ TOWER is a cooperation between five European regions to create and improve strategies and tools for sustainable economic growth in regions. “

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Background and objective

TOWER grew out of a desire from the five partner regions to share knowledge and experience on the processes of innovation that drive regional economic growth.

Overall TOWER has three main objectives:

- Encourage long-term collaboration between the regions
- Improve economic growth strategies and programmes
- Share and improve methods and tools for sustainable economic growth





Communicating TOWER – How to develop a communication strategy on RFO level

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Developing a communication strategy

- One communication strategy on programme level – flexible to regional needs
- Identification of messages –
 - ✓ information, marketing or influence
 - ✓ Timing - the right message to the right audience
- Making use of existing networks and contacts
- Identification of target groups – customised actions, different approaches
- Using external expertise

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Communication activities

- Website – developed for different target groups
www.towerprogramme.com
- Information and promotion material
- Newsletters
- Promotion through participation at meetings and events
- Media contacts
 - ✓ Making use of existing contacts and good trademarks
 - ✓ Identification of key media and specialist journalists
 - ✓ pressreleases and pressconferences
 - ✓ Promoting sub-projects



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Successful communication



- High interest for launching of the programme – pressconference
- Articles in large newspaper by using existing media contacts
- Good promotion by large participation at meetings and events

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Main challenges and experiences

- Creating a clear and consistent message
- Many partners and interests
- Information flow or overflow?
- Time – creating a good communication strategy takes time!

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Thank You for your attention!

Read more on the TOWER Website:

www.towerprogramme.com

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