

COMMUNICATION PLAN

LIFE ResLand – *Adapt and Promote a Resilient and Firewise Living Landscape*

Project 101102953



november 2023



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- 02 PROJECT APPROACH**
- 03 COMMUNICATION STRATEGY AND OBJECTIVES**
- 04 PLACEMENT**
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01 FRAMEWORK

IPCC projections on climate change (2022) predict an **increase in temperature and longer periods of drought**, with an expected increase in the frequency of droughts, heat waves and other extreme weather phenomena. These can promote the spread of pests and diseases and contribute to more **frequent, serious and large-scale rural fires**.

This situation is even more worrying in Natural Parks that cover villages and are very popular with nature lovers, such as the **Sintra-Cascais Natural Park (PNS-C)**, located in the municipality of Cascais.

In recent decades, there has been a **growing abandonment and lack of interest from landowners**, leading to an **increase in unmanaged areas** and the **accumulation of combustible vegetation** in the PNS-C, thus increasing its **vulnerability to rural fires**.

Consequently, burnt areas have increased in the PNS-C and large rural fires are becoming recurrent, up to three times in six years in some areas.

PROBLEM

climate change

CHALLENGE

find a solution that teaches us how to deal with this situation

OPPORTUNITY

promote a resilient landscape adapted to climate change



VALUE PROPOSAL

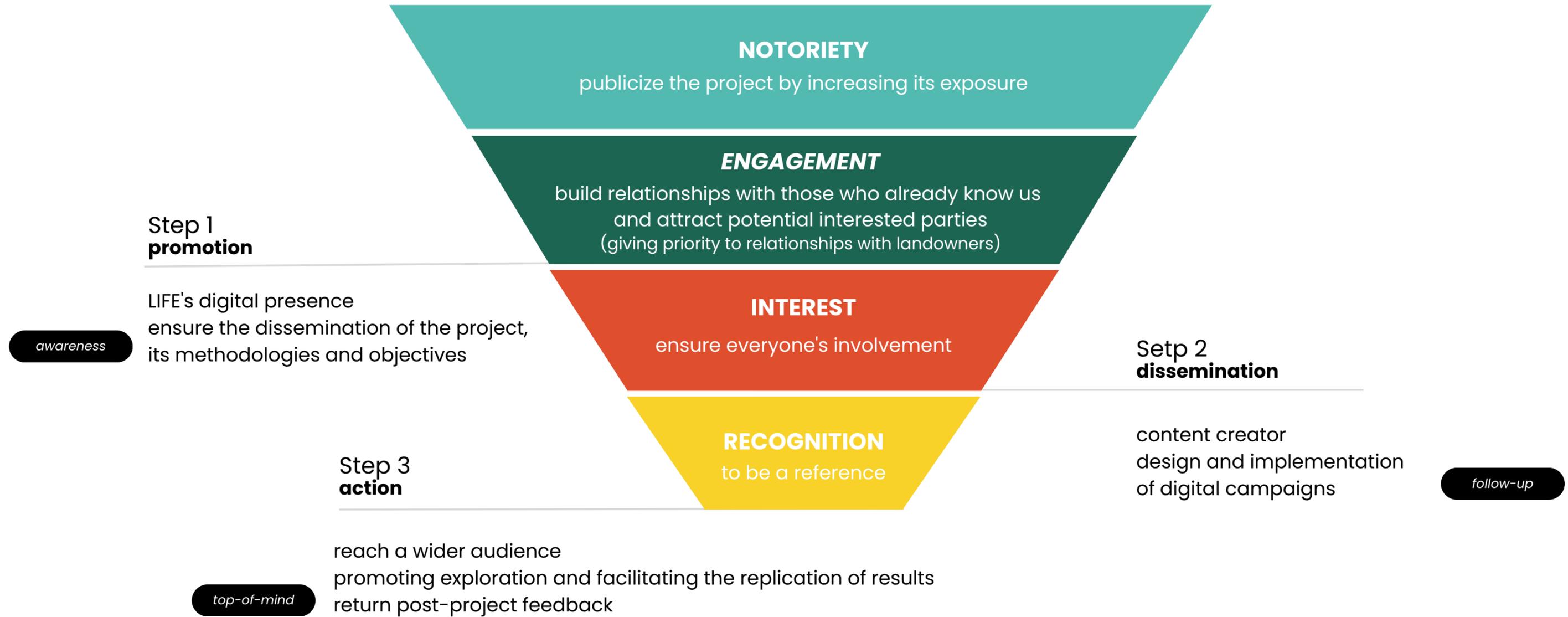
LIFE ResLand aims **to improve the PNSC-C's adaptation to the impacts of climate change** by implementing robust actions better suited to minimizing its vulnerability to extreme events

02 PROJECT APPROACH





03 COMMUNICATION STRATEGY AND OBJECTIVES





04 PLACEMENT

“

Replication model at national and international level as an example of **best practices** to be followed in areas with similar challenges.

”

Weaknesses

creating interest in a project that is new and not yet visible
territorial management of the PNS-C divided

Strengths

collaborative mindset
trending topic
knowledge generated
area of intervention
project durability



Threats

poor participation of landowners and other stakeholders in project actions
resistance and alienation of the population
can have a negative impact on dissemination

Opportunities

new in the municipality
sharing resources
new networks and strengthening existing ones
other LIFE projects to create synergies

05 SWOT ANALYSIS

06 TARGET AUDIENCES

INTERNAL



- Project team
- Technical team
- Administrative and financial team
- Field operations team
- Subcontractors



- Civil Protection
- ICNF
- Potential partners
- Local entrepreneurs
- Territorial management bodies
- European institutions
- Other organizations



EXTERNAL



- Users of the PNSC-C
- Landowners
- Local tourism and nature activity operators
- Local community



- Media
 - National
 - International
- Future LIFE projects
- National and international communi





How can we communicate to audiences with different needs?

WHAT **UNITES** THEM

In different ways, they have an interest in the project.

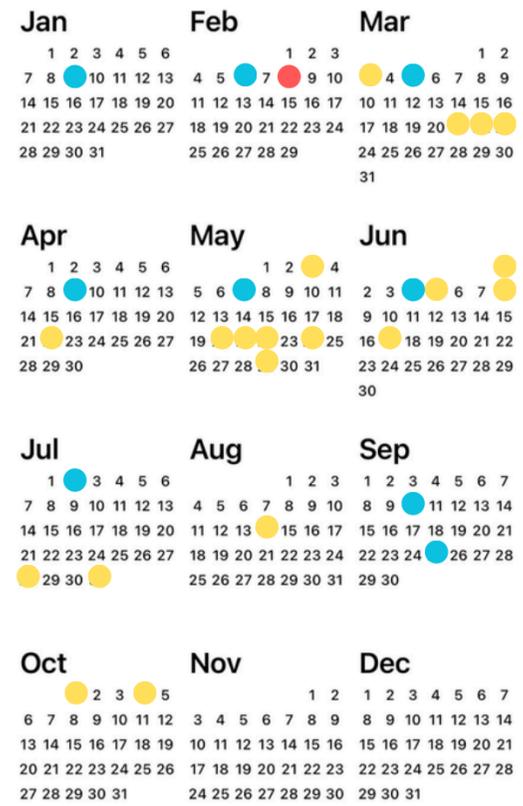
WHAT **SEPARATES** THEM

Level of commitment
Level of involvement in the project
Accessibility to information
Content consumption (social vs. technical-informative)

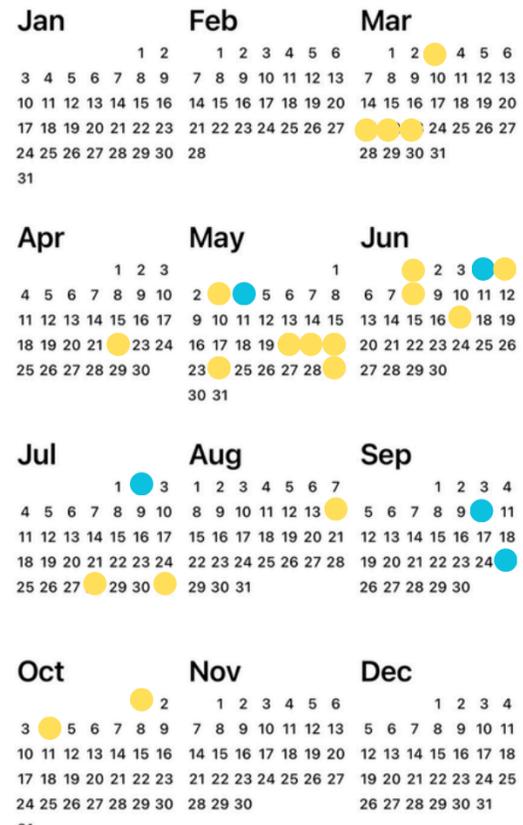


07 TIMELINE

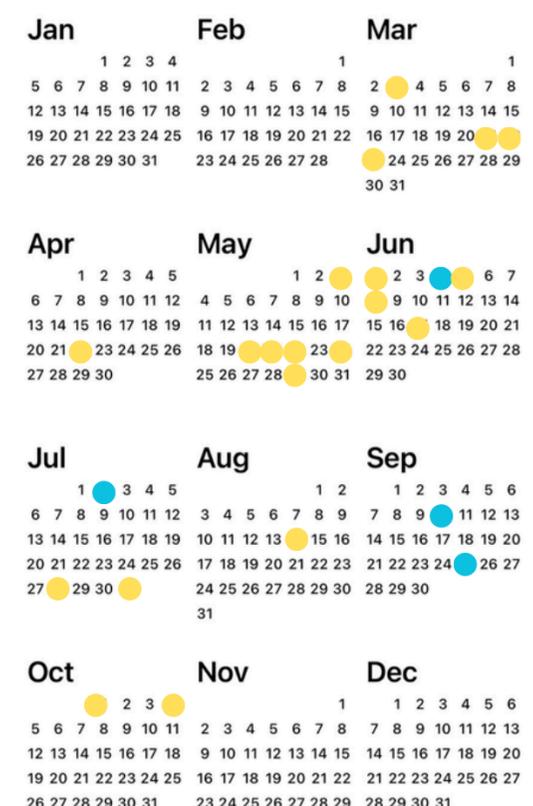
2024



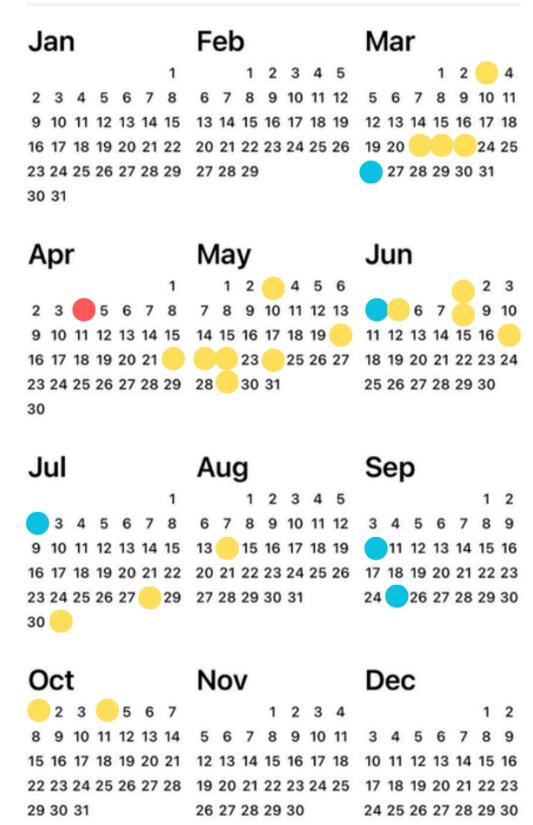
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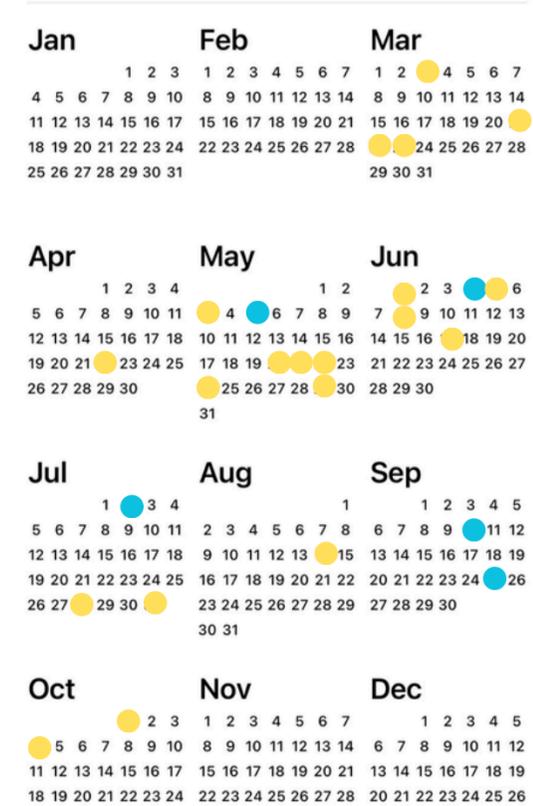
2025



2028



2026



2029



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Provisional calendar subject to change:

- Seminar Public Presentation | 25.11.2023 | Casa da Cal
- Workshops
- Final conference | 03.07.2029 | Cascais
- Website and Social Media
- Communication and dissemination report
- Planned meetings
- Emblematic dates
- Volunteer Actions
- Networking with other organizations and projects



08 CHANNELS AND PLATFORMS: PROPOSALS FOR DISSEMINATION



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EMAIL



PHONE | TEXT MESSAGE



LETTER

Privileged channels for establishing contact with landowners and other interested parties.

This particular audience does not represent an active and assiduous presence on digital media.

Email address, telephone number and address are the data that allow this contact bridge



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WEBSITE

Main construction tool

Digital newsletter

Simple, easy-to-understand registration

Clear and intuitive reading of the topics presented

Structural principles that give consistency and distinction to the LIFE brand

Regular updates



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- Regular updates



NEWSLETTER

- Half-yearly (it may be justified to vary the frequency)
- Stakeholders and mailing list subscribers
- Latest actions, progress and results of the project
- Announcing future events and other planned initiatives



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SOCIAL MEDIA

- Central role in building project awareness
- Keep stakeholders and the general public up to date
- Close and suggestive tone | Simple and accessible language
- Adapt the message to each channel
- Interim publications, based on a logic of sequentially organized content
- Complementary channels for interaction retargeting





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- Best Practices Video: informative project documentary
- 1 video per management model
- Short videos
- Interviews with the project team and participants
- Archived testimonials



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PARTNERS

CMC	    	C Newspaper CTV's Bus TV's Digital panels Mupis and outdoors
Cascais Ambiente	   	Internal communication <i>Intranet</i>
Civil Protection	     	
ICNF	    	
Potential partners		
Identified groups		e.g. schools in the municipality, local branches, clubs, organizations...

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PRESS

National	e.g. Ambiente Magazine Ambitur EcoEsfera Praça da Alegria Portugal em Direto ...
International	e.g. National Geographic Travel + Leisure ...

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OTHERS

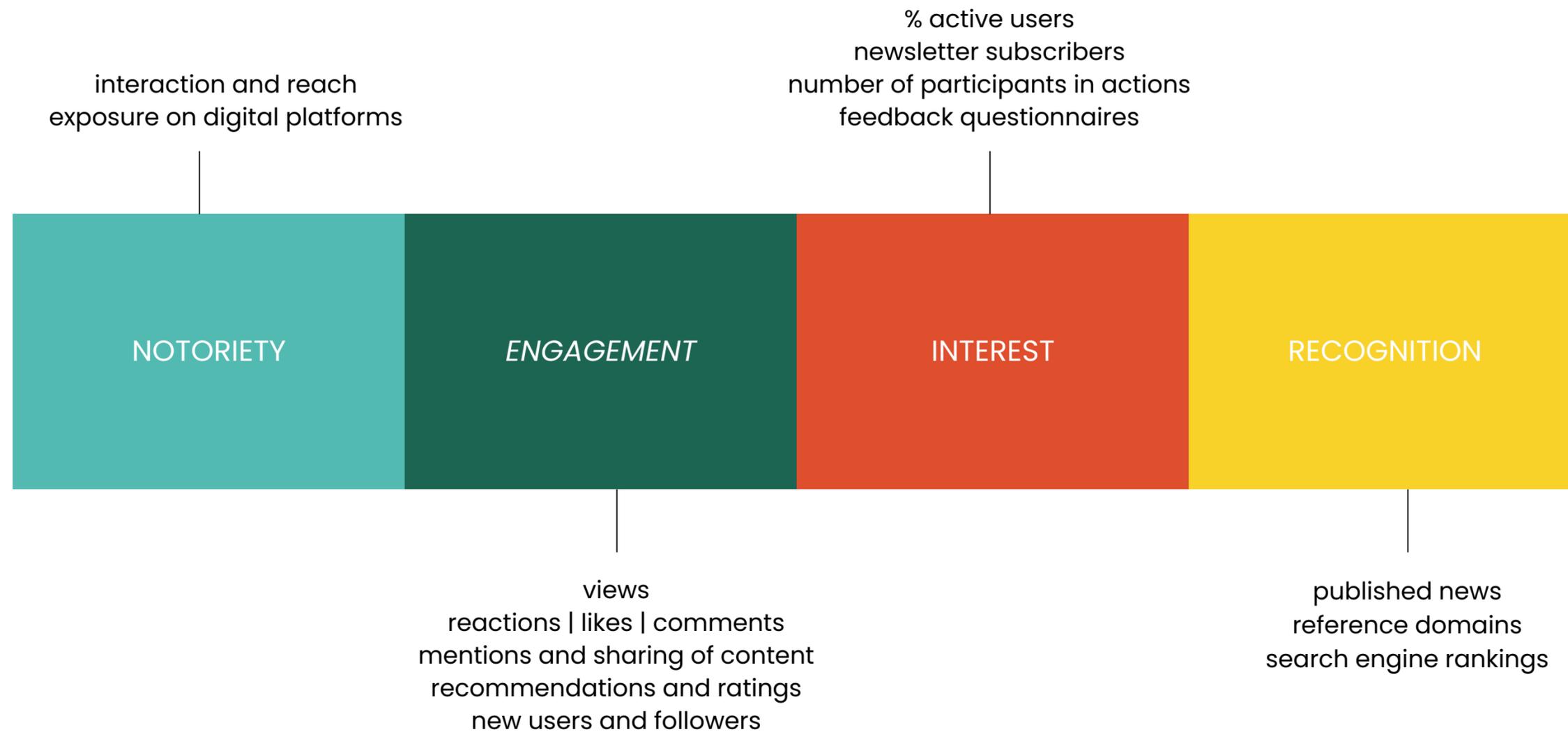
Events	Brand activation: roll-up, flags, banners, merchandising... Communication materials: flyers, posters, brochures, stickers...
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09 KPI ANALYSIS



HOW TO MEASURE COMMUNICATION EFFICIENCY



SEO

Search Engine Optimization



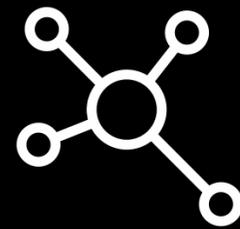
Website



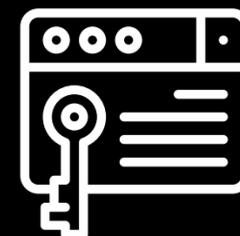
Analytics



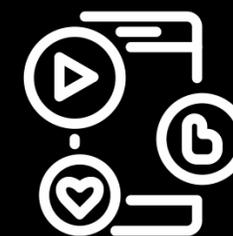
Content



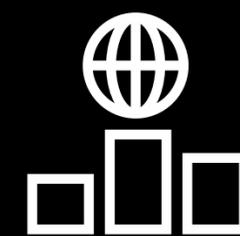
Backlinks



Keywords



Social Media



Ranking



Optimization

An ongoing process that requires constant monitoring and adaptation to the most popular keywords in order to create quality traffic to the website.

Reports will be developed every six months to evaluate the metrics under analysis, in order to boost the growth of results.

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