

Mediterranean Peer Learning Visits on Sustainable Tourism

*Your MPLV: giving visibility to your
experience*

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Interreg



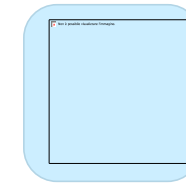
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Mediterranean
Multi-Programme
Mechanism

What will we see in this part?



How to communicate your MPLV



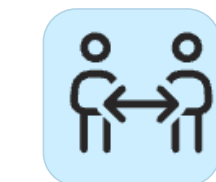
Website



**How to fill the online request form
about your communication activities**



Social media



Your stakeholders and policymakers



Tips and Advice



**Your communications activities and
vision**

How to communicate your MPLV?



Mediterranean Peer Learning Visits are a new tool that offer you the **framework to collaborate** with projects beyond the geographical limits of your respective programmes.

Because this is a **new tool and concept**, not everyone understands straight away **what MPLVs are** and **why they are useful**.

And this is **particularly crucial** for everyone who reads your communications, follows you on social media and whom you wish to reach. This is **especially important** for your **target audiences**, such as your stakeholders and policymakers.

Your target: your stakeholders and policymakers



Civil society / community representatives



Education sector: researchers, professors, students, and training centres



Journalists and media and travel **influencers**



Policymakers (local, regional, national and European)



Representatives of **international organisations** working on tourism



Tourism stakeholders (tourism board, SMEs working on tourism sector, travel operators, etc)



In the online request form, you will need to **explain** their **involvement** and how they will be **benefit to the MPLV**.

Your communications activities: your visibility



Written publications on social media



Audiovisual content on social media



Article on organisation website



General press article



Specialised press article



Radio reportage



TV reportage



Awareness raising materials for stakeholders or policymakers



Awareness raising materials for other publics



Meetings with stakeholders or policymakers



Actions involving civil society



Involvement of influencer(s)



Light educational activities for journalists



Others

How should we explain what we will do?

What type of communication activities will you implement to give visibility about your Mediterranean Peer Learning Visit (media relations, content creation, social media, etc.):

- ☐ Written publications on social media
- ☐ Audiovisual content on social media
- ☐ Article on organisation website
- ☐ General press article
- ☐ Specialised press article
- ☐ Radio reportage
- ☐ TV reportage
- ☐ Awareness raising materials for stakeholders or policymakers
- ☐ Awareness raising materials for other publics
- ☐ Meetings with stakeholders or policymakers
- ☐ Actions involving civil society
- ☐ Involvement of influencer(s)
- ☐ Light educational activities for journalists

(If "Others", please specify):

200 character(s) maximum

0 out of 200 characters used.

Please briefly describe the foreseen activities:

1500 character(s) maximum

0 out of 1500 characters used.

The request for application form contains **two questions** that are **specifically related to communication activities**.

The idea? That you plan and explain to us which kind of communication activities you will develop to give visibility about your Mediterranean Peer Learning Visit.

https://ec.europa.eu/eusurvey/runner/PELV_application_request

Your communications activities: space for your vision

Explain **which communications activities**
have you planned to implement in **maximum**
1500 characters.

Please briefly describe the **foreseen** activities:

1500 character(s) maximum

0 out of 1500 characters used.

https://ec.europa.eu/eusurvey/runner/PELV_application_request

Choose the right objective and goals

AWARENESS



To raise awareness around your message:
focus on the content of your visit, the reasons
why it brings an added value to your project

TRAFFIC



Communicate to increase traffic on your comm channels
Drive Link Clicks to your Website

ENGAGEMENT



Get more people to interact with your post/news

ACKNOWLEDGE THE MECHANISM



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A person wearing a white t-shirt and colorful shorts is riding a bicycle on a city street. The bicycle has a large wicker basket on the front. In the background, there are tall buildings and a church with a dome.

NO TO GROUP PICTURES

YES TO PICTURES WHICH SHOWS SUCESS PRACTICE AND ACTIVITIES ON THE GROUND

A person is riding a bicycle on a dirt path that leads up a hill. To the right of the path is a brown rectangular sign with white text and symbols. The sign reads 'VÍA VERDE DE LA SUBBÉTICA' at the top, followed by a circular speed limit sign with the number '10'. Below that is a circular sign with a car and a bicycle icon, and the text 'EXCEPTO VEHICULOS AUTORIZADOS' at the bottom.

**Choose the right
MESSAGES through words
and pictures**

Website

Don't forget to explain your MPLV on your project website.

Why? MPLV is about exchanging knowledge and experiences and to make your peer exchange **visible over time**.

To do it you need to also leave a record of what you have done on your website (or on your programme's webpage).

So? Being active and proactive on social media is all well and good, but you're dependent on a third party. Your website isn't. It depends solely on you.

This is why it is also **advisable to share information about your MPLV on your website**.

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#MPLV^{*}

Project crush!

Ready for new
sustainable
tourism
connections?

APPLY NOW





^{*}Mediterranean Peer Learning Visits

Social media accounts

LinkedIn:

Use official MPLV and MMM hashtags

- #MMM
- #MPLV
- #MMMpeerexchange #peerexchange

Include also local hashtags relevant to the topic or country.

Mention your programme:

@InterregNEXTMED

Mention your partners:

@xxxx

Instagram:

Show the human aspect of your MPLV.

Creates dynamic content: make videos and take photos.



Tips and Advice



An MPLV is not a project, things **are “lighter” but not less important.**



Visibility is key: take care of your social media and website when explaining your MPLV.



Create **friendly** (and **catchy**) **content** (for your social media accounts and website).



Onboard your **stakeholders and policymakers.**



Highlight the **exchanges of experience and knowledge** that have taken place,



Explain why this **MPLV has been beneficial** to the **partners** involved and their respective **projects.**



Don't forget to **mention your project and your programme.**



Use the **MPLV and MMM** hashtags.



Feel free to be innovative.



And the most important one: **Enjoy communicating your MPLV.**

Thank you

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