



# **PERCHÉ OCCORRE RIPENSARE LA COMUNICAZIONE DEI FONDI EUROPEI**

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**RESPONSABILITA'  
CONDIVISA**



# POLITICA DI COESIONE



A photograph of a person standing in a hallway with large, curved, rust-colored walls. The person is small and dark, standing in the distance between two large curved walls. The floor is light-colored and reflective. The overall atmosphere is surreal and architectural.

**PERCEZIONE**

# REPUTAZIONE





**PERFORMANCE**

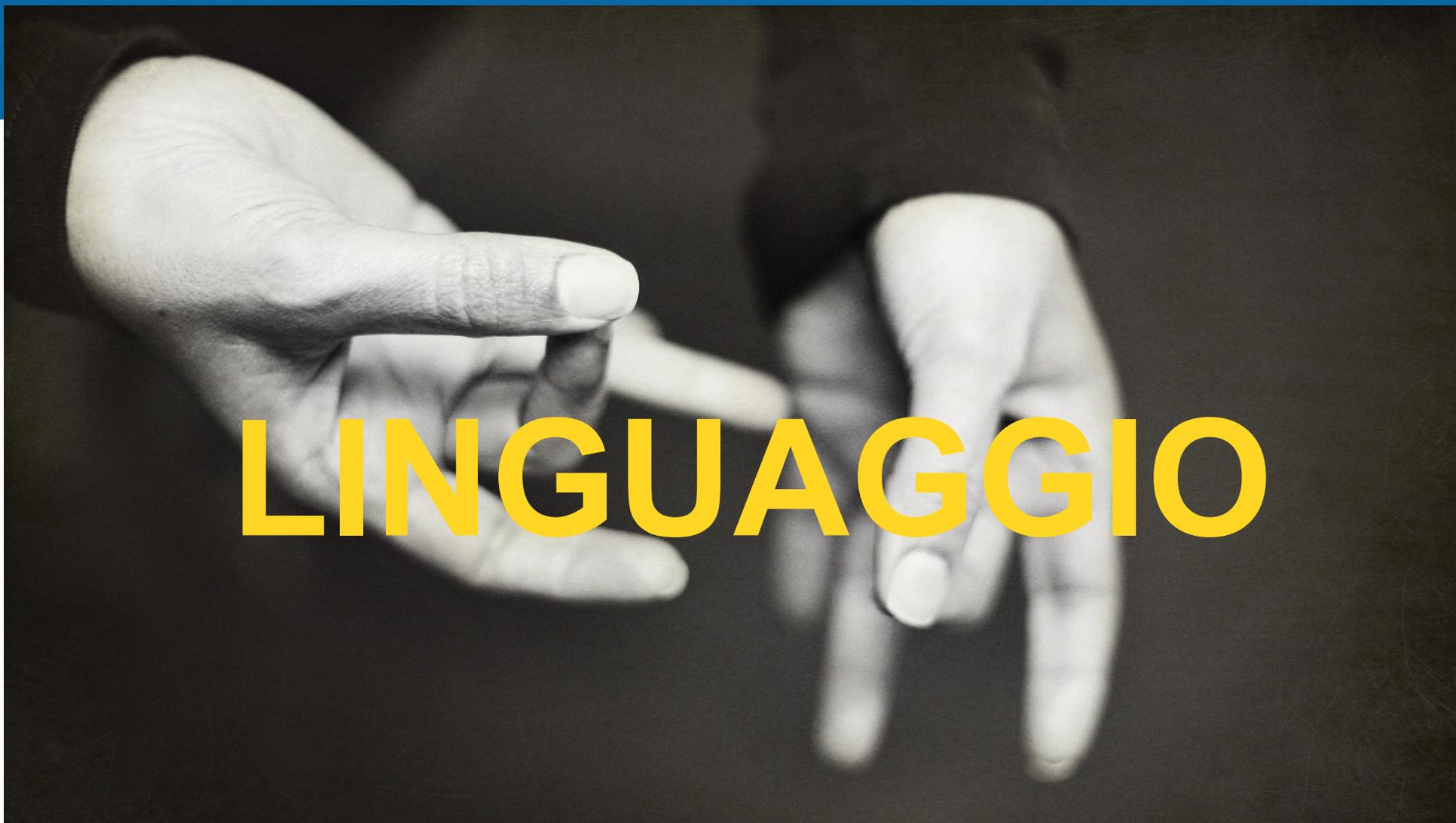


PRIORITA'



**PROFESSIONE  
COMUNICATORE**

L.C. SMITH

A black and white photograph of two hands reaching towards each other, set against a dark background. The hands are positioned as if about to clasp or hold something. The lighting highlights the texture of the skin and the contours of the fingers. The word "LINGUAGGIO" is overlaid in a bold, yellow, sans-serif font across the center of the image.

**LINGUAGGIO**

# ENDORSEMENT



A black and white photograph of a women's soccer team. The players are wearing white long-sleeved jerseys with black numbers and black shorts. They are huddled together, holding hands, suggesting a moment of teamwork or encouragement. The word "PARTNERSHIP" is overlaid in large, bold, yellow capital letters across the center of the image. The background is a plain, light-colored wall.

**PARTNERSHIP**

THIS IS  
THE SIGN  
YOU'VE BEEN  
LOOKING FOR

**BRAND**



1

# Come incrementare l'importanza della comunicazione all'interno della PA?

2

# In che modo rafforzare le competenze di comunicazione nella PA?

3

# Come semplificare il linguaggio nella comunicazione dei fondi europei?

4

**Quali tecniche e strategie utilizzare per attivare endorsment esterni?**

5

# In che modo coinvolgere stakeholder nella comunicazione?



# Non perdiamoci di vista

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