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Creating targeted communication

Daniela Masotti

ERSAF

Daniela.masotti@ersaf.lombardia.it

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Who is ERSAF

that doesn't deal directly with young people but often works with them



- ERSAF: **Regional agency for agriculture and forests**
- Forest management, mountain pastures, agriculture and soils, agri-food products, biodiversity and the development of mountain areas for the **Lombardy region**
- When we talk about mountain areas, ERSAF works and knows their **complexity**
- Starting from the **mountain community**

why ERSAF proposed storytelling 4 EU youth lab



- **young people** are a crucial element of society
...but in Italy we say from saying to doing... there's a sea in between
- we wanted to experience **new energies** and give an **opportunity** thanks to the Montana 174 project to those who do not always find them easily (schools, associations, youth groups)
- Youth workshop methodology → **starting with young people**



How it works

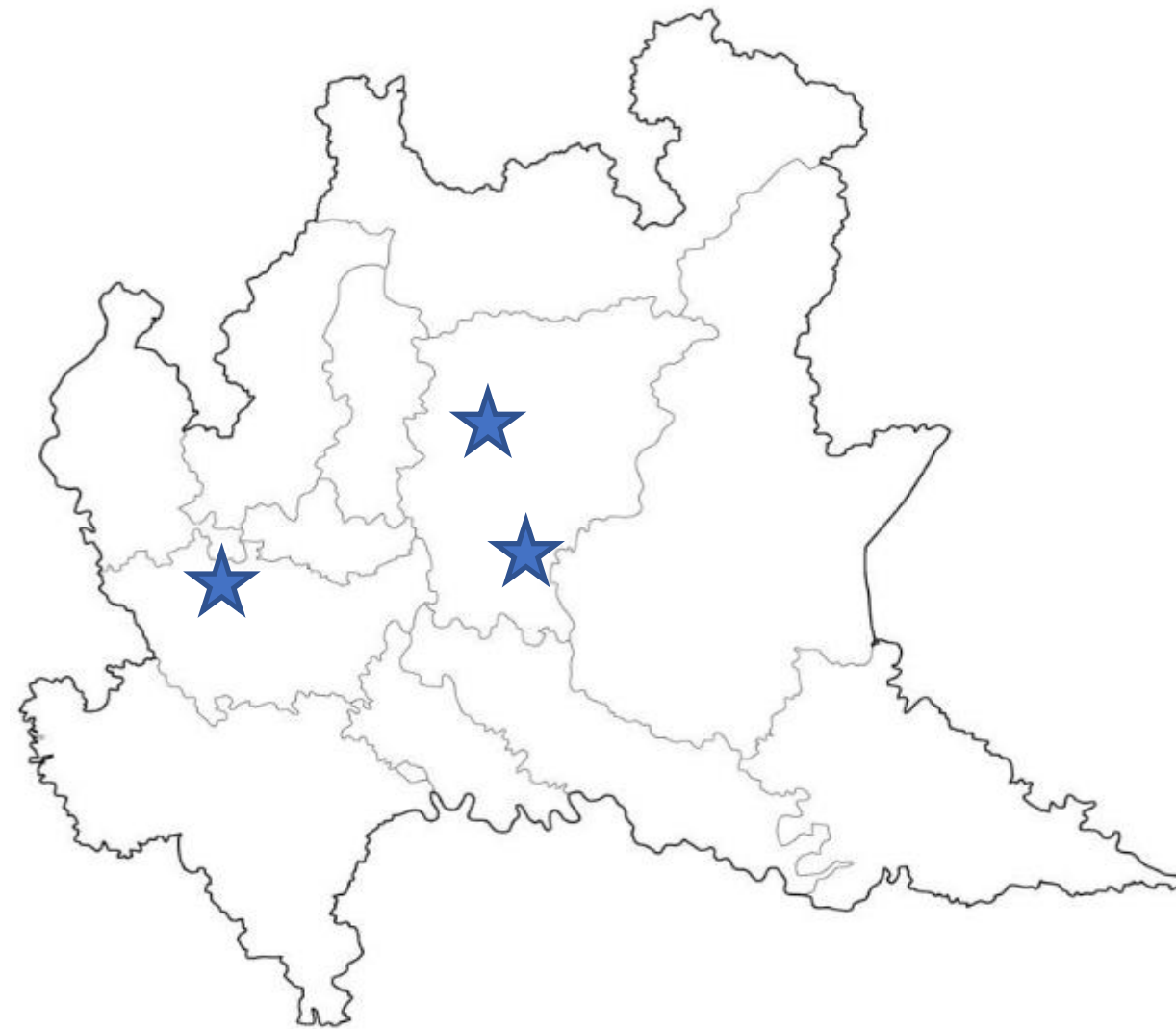


Open call for young people from **13 to 23** years old

The Youth Lab was a sort of **summer camp**

Video as an immediate technique close to them

- Oratori riuniti di Bresso
- Italian Alpine Club CAI Bergamo
- CAI Brignano Gera d'Adda



Our tutors



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Our tutors

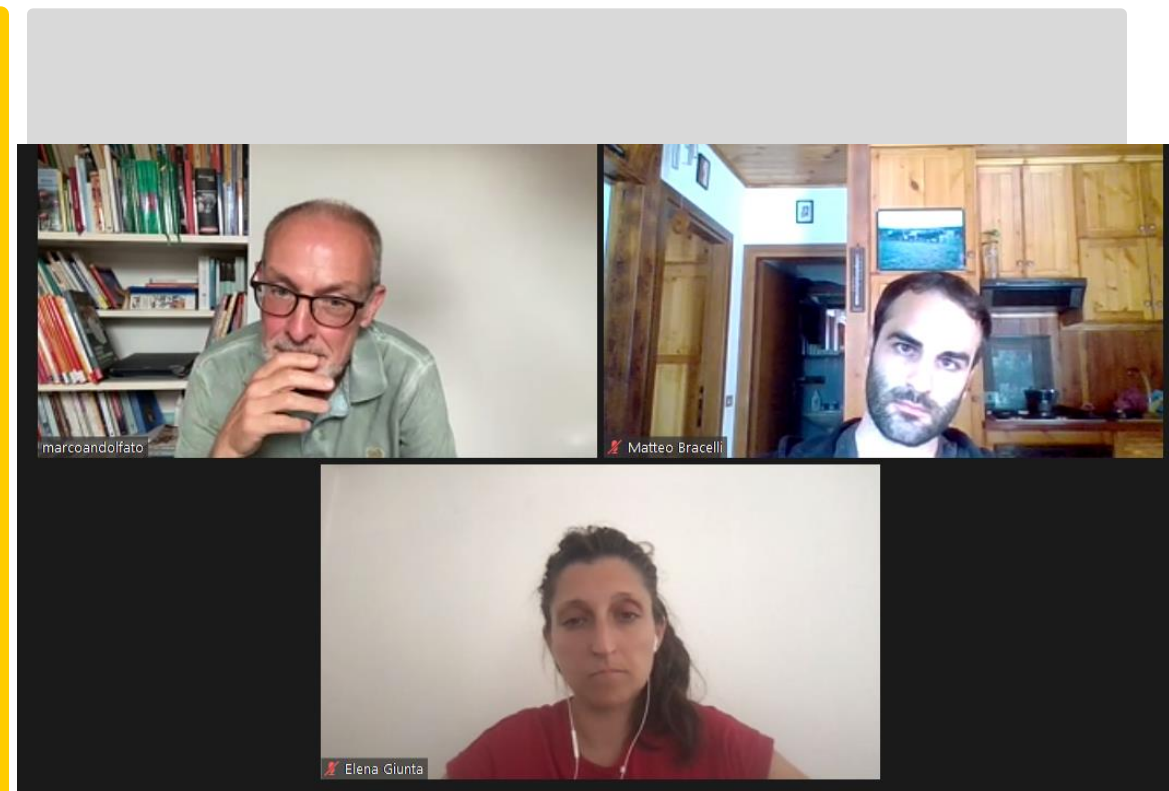


The workshop was developed thanks to

Marco Andolfato of **Quiqueg**

<https://quiqueg.it/>

→ **Super creative** capable of constructing messages of great impact, who motivated with many ideas



Our tutors



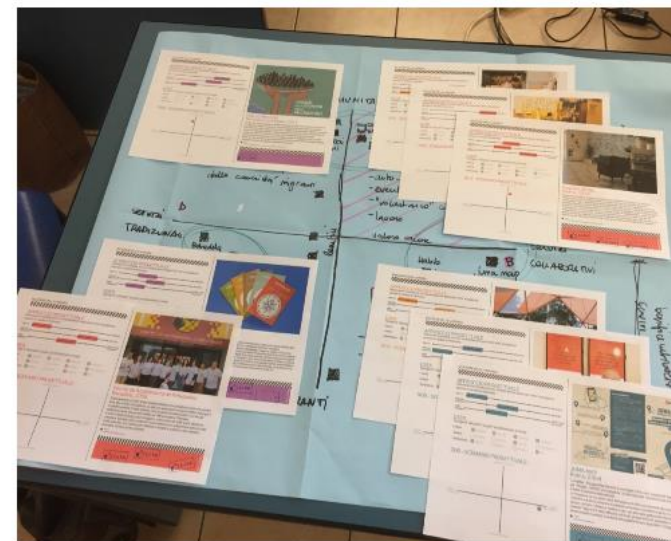
- / team
- / servizi
- / SHIFT.lab
- / dove siamo

Categorie Progetti

- comunicazione (42)
- design (44)
- editoria (10)
- exhibit (15)
- fotografia (2)
- marketing territoriale (15)
- ricerca (16)
- video (8)
- workshop (25)

Tag

- animazione
- brand identity
- catalogo mostra
- co-design
- co-production
- concept
- cover
- DataViz
- design dei servizi
- design strategico
- eventi
- exhibit
- grafica
- heritage
- icone
- illustrazione
- infografica
- interior design
- musica
- new craft
- packaging
- retail
- scenario
- SNA
- social
- social



Our tutors



And thanks to
Elena Giunta and Matteo Bracelli of
Studioshift

<http://www.studioshift.it/>

→ **Narrative structuring and editing support**, with the patience to take the groups by hand, making them feel like protagonists and providing them with the tools to recognise what they were doing step by step



3 different stories



- Have looked for Cohesion Policy-funded actions from a range of proposals we made
- The choice of themes has a **deep connection** to the groups themselves

➤ NATURE

Recovery of the **Paluaccio di Oga**

➤ FOOD AND HERITAGE

A food product recovered thanks to the **AS AlpFoodway Project**

➤ TOURISM

ERDF intervention **Orrido di Bellano**



The starting point



- The Cohesion Policy in the mountains of the Lombardy region may be **known** in the abstract **by some stakeholders**, but **little is known** about what it has actually achieved, little is known about how much it **can affect development**
- **Young** people are **crucial** for the mountains and if we want the **mountains to grow**, we must **consider them in every action**: talking to young people takes on a relevant meaning for mountain communities to continue to exist
- So let's communicate the incisiveness of these policies to young people **by involving them**

Methodology 1

- The key methodology is: **young people are the ones who make the message**, so if we want to communicate to them **let THEM do it**
- There is no need for a **structured and complex methodology**
- The **audience that listens is the one that produces**: immediately the communication problems related to language, accessibility, effectiveness, irony are solved

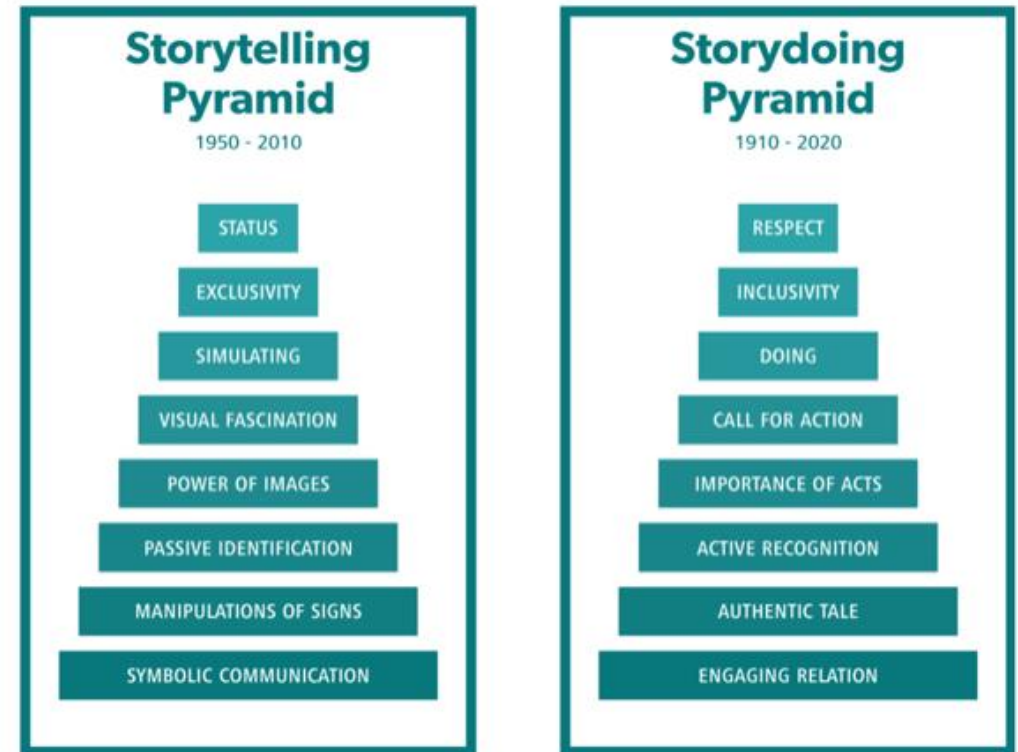
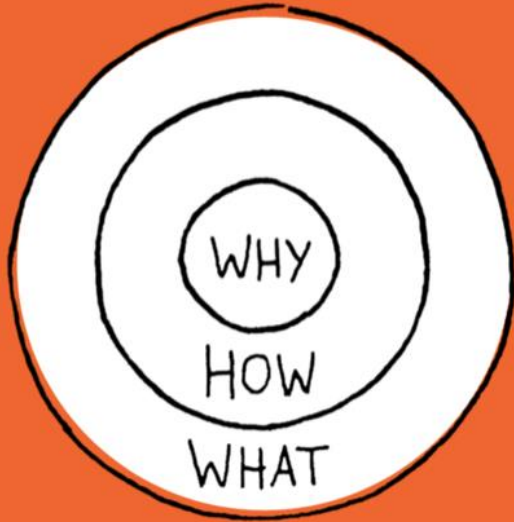


Figure 2 – Storytelling / storydoing, translated from Morace (2017)

Methodology 2



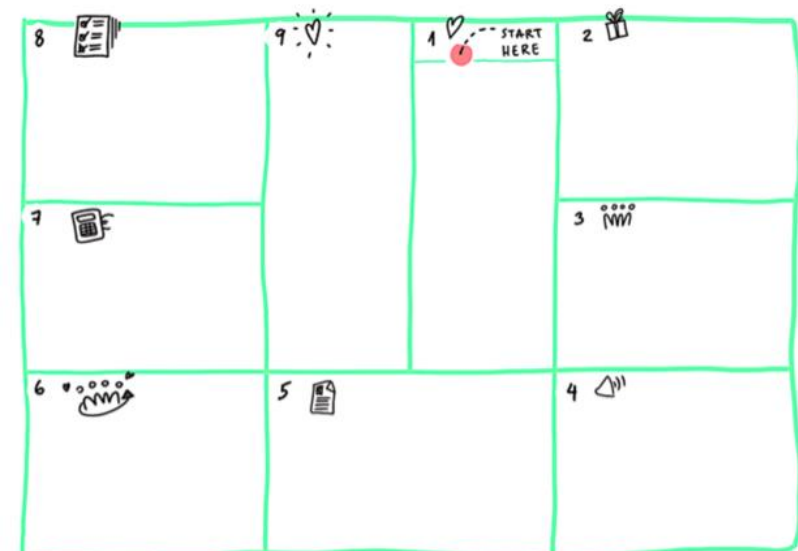
co-design

the tools we relied on are

Simon Sinek's Golden Circle

Communication strategy canvas.

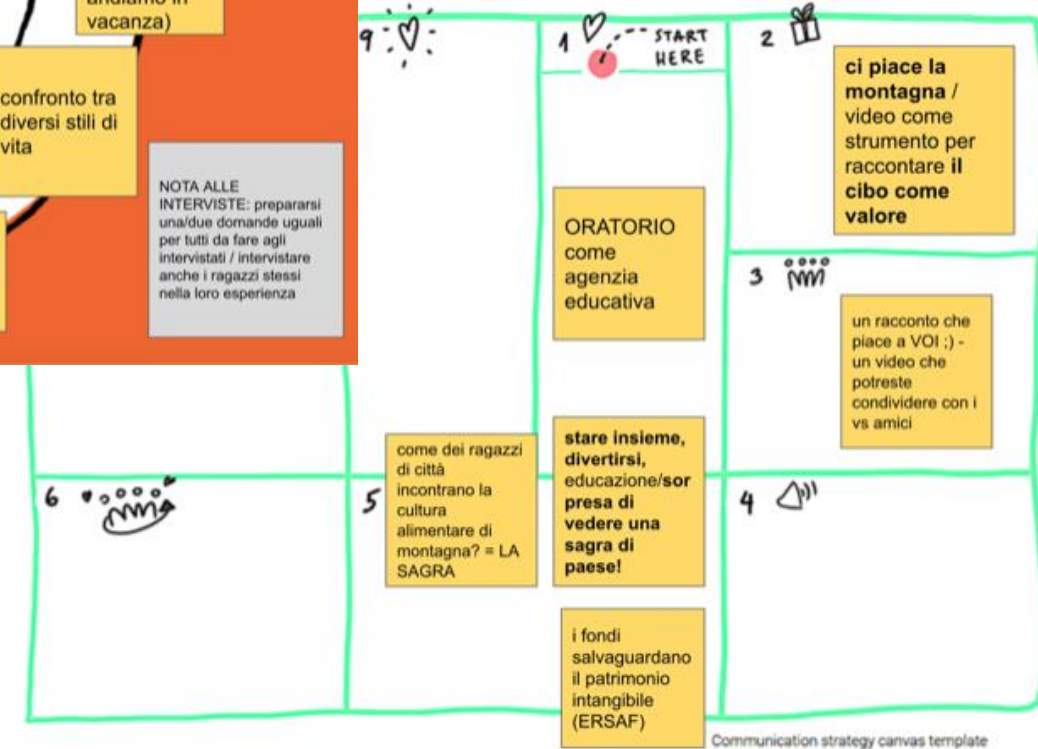
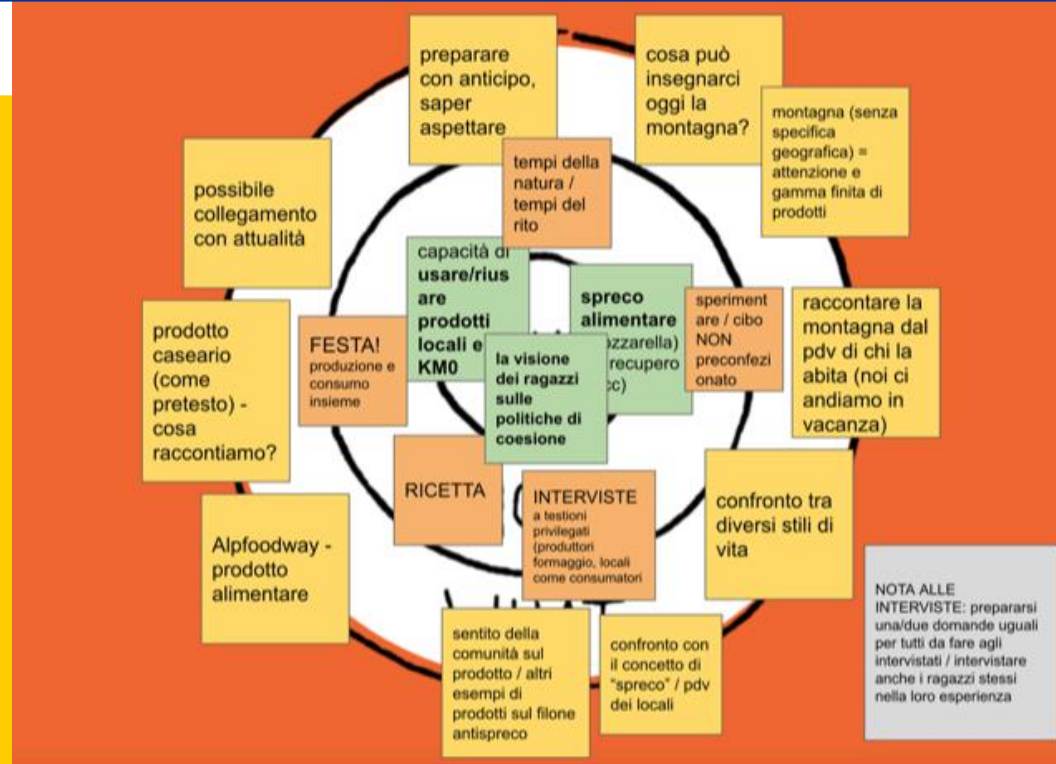
- Uncommon element introduced is to recognise **participatory processes** and recognise their **phases** and then let their direct experience build the **narrative**, even going **off track**
- Rather than storytelling workshops we speak of **storydoing** workshops, which places great emphasis on **authenticity**. In fact, the virtuous relationship between generations relies on immediacy in reporting what is being done, which we have called storydoing



Methodology 3



- From storytelling to storydoing: don't tell me fascinating stories far removed from my (and your) reality, but tell me what you do!
- It is not a methodology, but an approach.



The ingredients



- **MOTIVATIONAL ENGAGEMENT** of the groups is fundamental
- **AUTHENTICITY**, the message constructed by them goes beyond semantics, you can see that it is made by them and that the content is TRUE, and this creates a communication that works, that arrives like a spear
- **AUTHENTICITY** engages young people and conveys the message, it has allowed them to learn about the concrete impact of cohesion policies and has created knowledge

An important EXPERIENCE to replicate!



- **EXPERIENCE** is THE KEY
CONCEPT: they tell themselves, their perception by going to see things directly, experiencing them is key to having good communication
- **EXPERIENCE AND EDUCATION**
young people learn by going to see things funded and telling about them: through storytelling, storydoing becomes knowledge



Lessons learned



- A concrete impact on the life of communities is not only the realization of the works but also **the ability to make known the things done**
- For the mountains, the **key** is **to remain active**, and this is only possible if the young people who know and grow in the mountain communities remain.
- They must be engaged, and to engage them, communication is key. But to communicate well to young people **the message must be done and carried by young people.**
- To communicate they have to experience things, they have to know them, and they will convey authenticity, which will be able to engage other young people and beyond.

at the end



Young people are the chance to get messages across;

they are the segment of the population receptive to new messages and are "**the space for change**"

Engaging young people has a concrete impact on the lives of mountain communities...

...Almost as concrete actions implemented by Cohesion Policy funds



THANK YOU!

www.montana174.org



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