



HOW TO COMMUNICATE ABOUT THE FIRST MILE PROJECT?

Guidelines for participants

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LOGOS

The First Mile logo comes in 3 variations, all of which can be used interchangeably.



Green Logo



Logo with transparent background



Logo & Picture

The First Mile logo should always be accompanied by a EU logo and funding statement.



Co-funded by
the European Union



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- The EU logo comes in multiple color variations and orientations.
- The funding statement can be either in English or in your local language.
- Care to select the most appropriate version for your own design.



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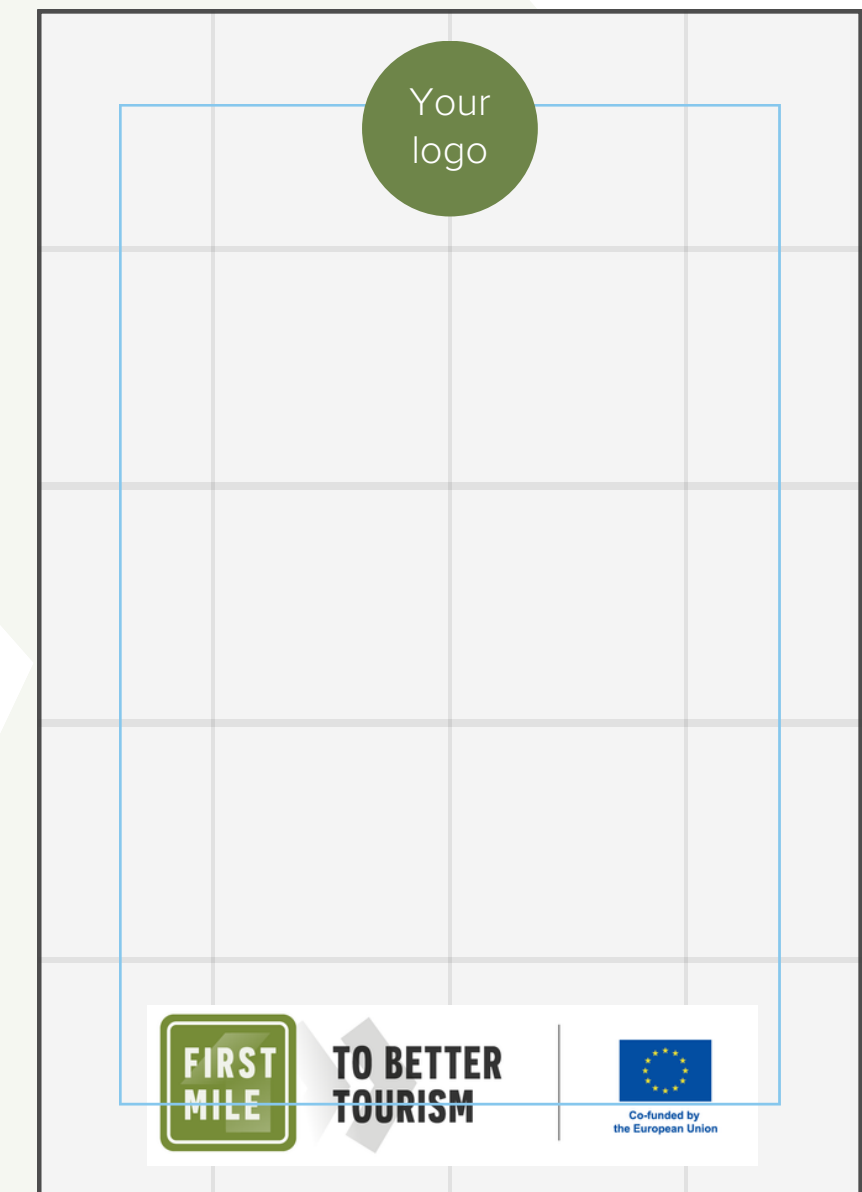
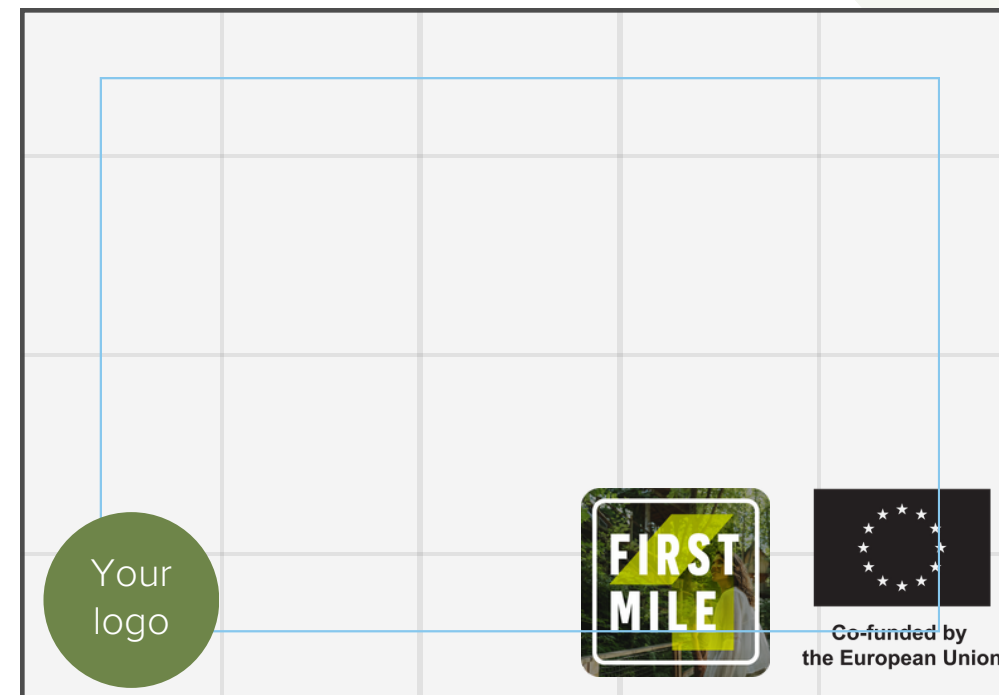
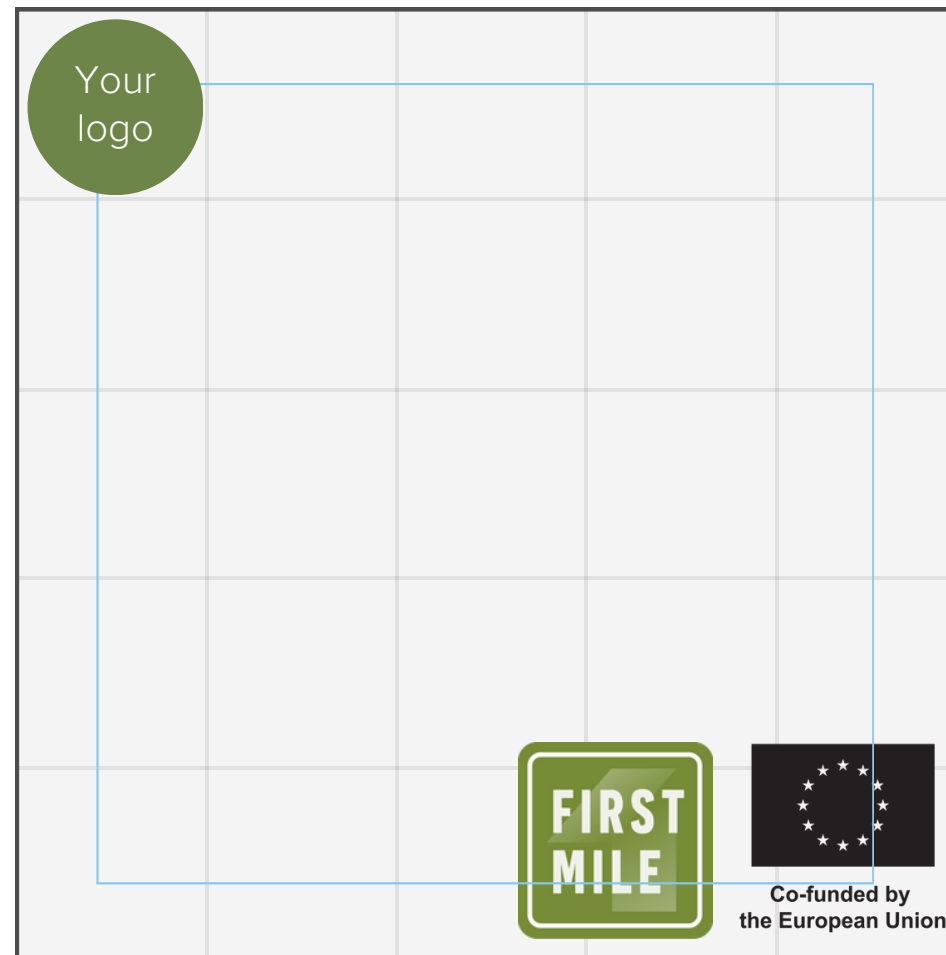


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- The EU logo comes in multiple color variations and orientations.
- The funding statement can be either in English or in your local language.
- Care to select the most appropriate version for your own design.
- The EU flag and funding statement must be displayed in a way that is easily visible for the public and with sufficient prominence.

PROPER LOGO PLACEMENT

Usage Examples



Possibility of using a pre-set combination of the First Mile logo + slogan + EU logo.

TAGS ON SOCIAL MEDIA

When posting on social media, always tag the official project accounts and optionally those of your local partner.

FIRST MILE PROJECT



LinkedIn

First Mile Project



Instagram

@first_mile_project



Facebook

First Mile Project



Hashtags

#FirstMileProject #EUfunded

TURIZEM BOHINJ



LinkedIn

Turizem Bohinj Green Movement



Instagram

@lakebohinj



Facebook

Bohinj



Hashtags

#LakeBohinj #Bohinj #JulianAlps

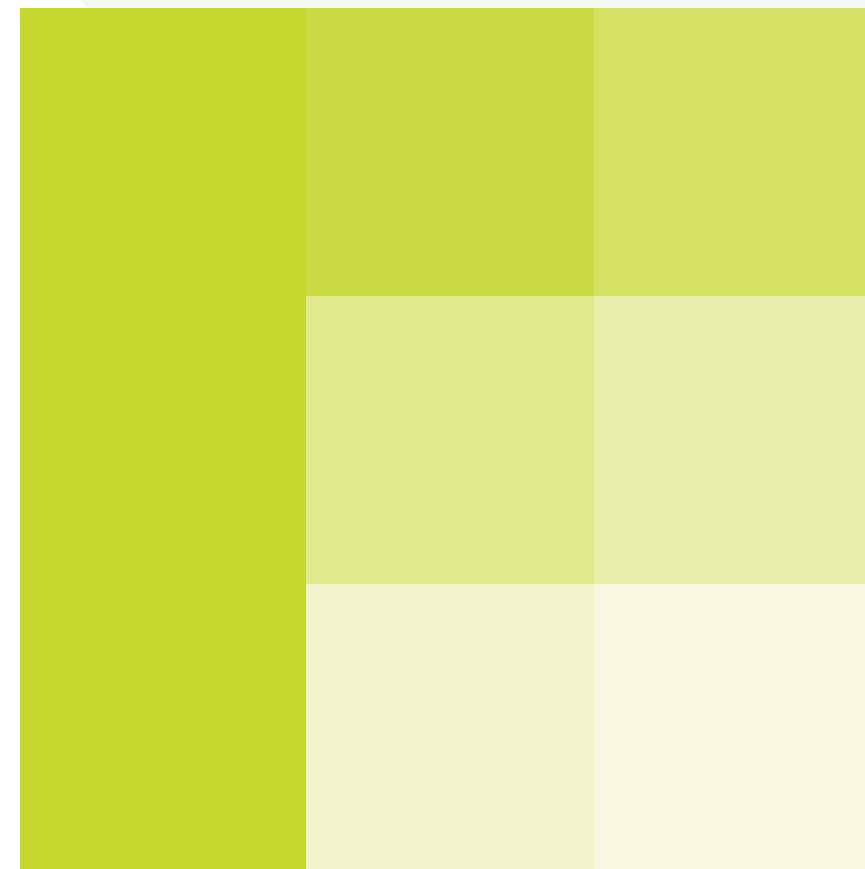
FIRST MILE COLORS

For project-related communication materials, you can either use your own brand colors or the First Mile color palette, depending on your preferences.

R 124
G 139
B 64



R 196
G 216
B 46



PROMOTION ON THE FIRST MILE CHANNELS

07

As part of the project, your business will be promoted on the First Mile communication channels. This promotion serves to increase visibility and showcase your participation in the project. Your business will be featured on our social media platforms at least once and will be permanently listed on the First Mile website in a dedicated section.

What we need from you

To facilitate this promotion, we require the following from your end:

- **Business Description:** Please provide a brief description of your business in English (around 100 words). This should include details such as your business's offerings, its location, and any unique selling points or sustainability commitment.
- **High-Quality Photos:** Submit one or more high-quality photos of your business (.jpeg or .png).

Example of description

[Name of the business] is located in the charming town of [Location]. We offer our guests an authentic experience through [specific offering]. Committed to minimizing our environmental footprint, we have been actively working in areas such as [mention initiatives].

**Please send the required information to
elise@bohinj.si
by the 29th of April 2024**



MANDATORY COMMUNICATION ACTIVITIES

As part of your participation in the First Mile Project, you must communicate on at least the following items:

Announce your selection

Upon **selection to the First Mile Project** and upon receipt of financial support from EU funds, it is mandatory to **acknowledge it on at least one communication channel**. This could be your business' website, social media platforms, or any other relevant channels. Ensure that it includes mention of the receipt of financial support from EU funds.

Present the results

At the end of the project, you are expected to **share the results** of your participation. Whether it's personal feedback on your experience or sharing the achievements of the project, this information should be communicated **at least once on one of your communication channels**. This could include sharing success stories, data on impact, lessons learned, or any other relevant outcomes.

Highlight the European funding

You must display the EU flag and funding statement ("Co-funded by the European Union") in all your communication activities and any equipment, supplies or major result results funded by the EU through the First Mile project.

When impossible to highlight the EU funding (e.g: on small supply items), a poster or sign can be displayed in the surroundings of the item instead. It should include basic information about the financial support of the EU through the First Mile project.

For example:

- If you printed a new menu for your restaurant, include the statement along with the EU logo and First Mile logo on one of the pages.
- If you end up changing showerheads, a sign/poster in the bathrooms should indicate the EU support received.



PROJECT DESCRIPTION

You can use the provided project description or craft your own using the suggested keywords to effectively communicate the objectives and activities of the First Mile Project in your communication materials.

Ready-made description

The First Mile project aims to support small and medium-sized enterprises (SMEs) in the tourism sector towards sustainability. 80 businesses across France, Italy, Norway and Slovenia were selected to experiment with innovative solutions based on behavioral sciences. The solutions developed are easy and affordable and aim to improve the design of touristic products and services to make sustainable choices the most appealing ones. The First Mile Project is funded by the EU Single Market program.

In your own words

- Funded by the EU Single Market program or Co-funded by the European Union
- Collaboration between 6 European partners
- Support 80 businesses in France, Italy, Norway and Slovenia
- Sustainability / Sustainable tourism
- Behavioral approach / Behavioral-sciences / Behavior-smart solutions
- Big impact thanks to easy and affordable solutions

Topics

- Reduce waste
- Encourage green mobility
- Improve visitor flow management
- Promote local food
- Reduce energy consumption
- Reduce energy consumption

OPTIONAL COMMUNICATION ACTIVITIES

Here are some optional items on which you could communicate throughout the project.

Share progress and results

Throughout the project, consider sharing:

- The **tactics chosen** and the goals you aim to achieve, demonstrating your commitment to sustainability.
- Regular **updates on the implementation** of the tactics, from design to installation.
- The **challenges overcome and lessons learned** throughout the project journey.
- The **accomplishments** and significant milestones reached.
- Your **participation in events**, meetings, conferences related to the project.
- The success stories, testimonials, and data to demonstrate **the results**.
- Your **guests/staff experiences and feedback** related to the implemented tactics.

These updates can be shared through various channels including your social media, website, newsletter, etc.

Website update

You can also present the First Mile Project on your website, in several ways:

- **Create a dedicated page** on your website specifically for the First Mile Project. Provide detailed information about the project's objectives, activities, and impact, along with updates on its progress.
- Incorporate information about the First Mile Project into your existing **sustainability page**, highlighting how your participation aligns with your business values and goals.
- Write **blog posts** about the First Mile Project and its innovative behavioral approach.

WWW.FIRSTMILEPROJECT.EU

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