**Guidelines for the regions**

**-organising the Together4Cohesion local events-**

1. To identify successful regional projects financed by Cohesion and/or Structural Funds:

* projects related directly to the topic of the local event
* projects which could concern in particular the participants at the event
* projects with a more general interest which had an impact on society (education, infrastructure etc)

Liaise with the organisers or beneficiaries of those projects and involve the most relevant and interested ones directly in the event in order to share their experience with the audience/ participants at the event. You can involve beneficiaries from any of the above-mentioned project categories but keep in mind that the first two are the most relevant ones and should have priority.

In addition to the presence of the representatives of local administration and experts in Cohesion Funds the participation of citizens who have already experienced the positive impact of cohesion funds is crucial. Without them the project can not completely achieve its objective as citizens want to see concrete experiences of other people like them.

1. To contact regional stakeholders from the following categories that have been identified by mcGroup as top stakeholders which could be interested directly by Cohesion Funds and could spread the message of cohesion.

* local tourism entities
* local chambers of commerce and industry
* women in leadership roles in local communities
* young people who can benefit from EU funds
* farmers (farmer associations, associations for rural development, etc)

Please identify regional representatives from those categories and invite them at the events. They can benefit from:

* the information they can get regarding cohesion policy funds and AER’s activities at regional and European level
* networking opportunities
* visibility in the section dedicated to stakeholders within the Together4Cohesion website, press releases, social media
* they can be taken into consideration as possible participants at the workshop on communication that mcGroup is going to organise at regional level
* they can have access to an innovative communication kit that the project is going to develop
* on the long term they can participate to other AER’s events in accordance to their interests

1. Design the campaign for the local events in cooperation with mcGroup local agencies

* provide to mc Group the: - agenda of the event

- the regional project beneficiaries that could be involved to share their stories

- the potential stakeholders which could be invited

mcGroup can suggest you the best way to leverage the campaign

* in case you already have ideas on how the project can better fit in the event don’t hesitate to communicate it to mc Group

1. Once the points 1), 2), 3) are accomplished please send to AER a brief presentation of the campaign mentioning the way you want to achieve it, the project beneficiaries/story tellers mentioned at point 1) the stakeholders mentioned at point 2) and the direct participants at the event.
2. Create the necessary information material: brochures, leaflets, PPT etc in cooperation with mcGroup

* provide to mcGroup all the information relevant for the event mentioned at point 3)
* mcGroup is going to create de materials
* the regions will print the materials and use it at the event

1. VERY IMPORTANT! Send to AER in advance the possible expenses of the event so we can tell you exactly what can be financed or not. Not only expenses related to the project but related to the whole event.