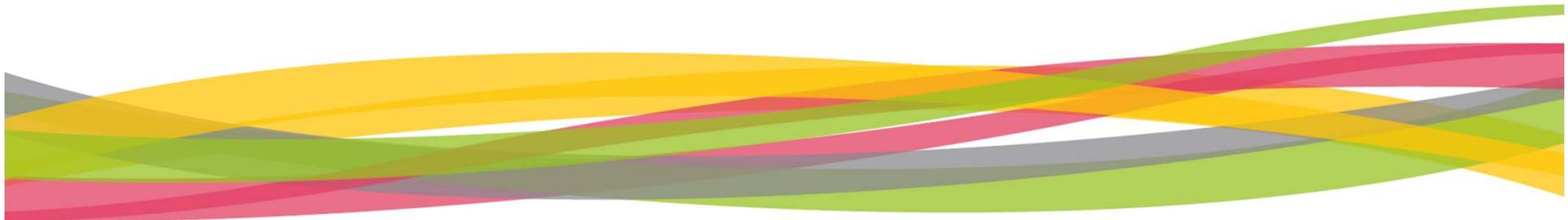


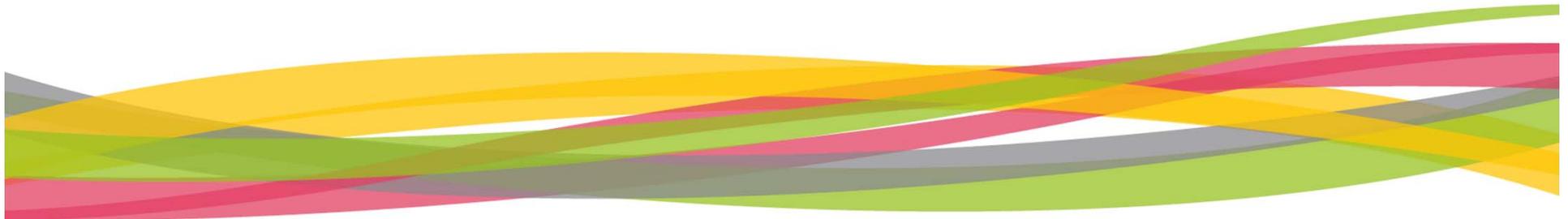
Why the 'why' is important in your road map to success





What is the why?

- + It is your DNA
- + Not always defined
- + Solving problems or filling in gaps





The context

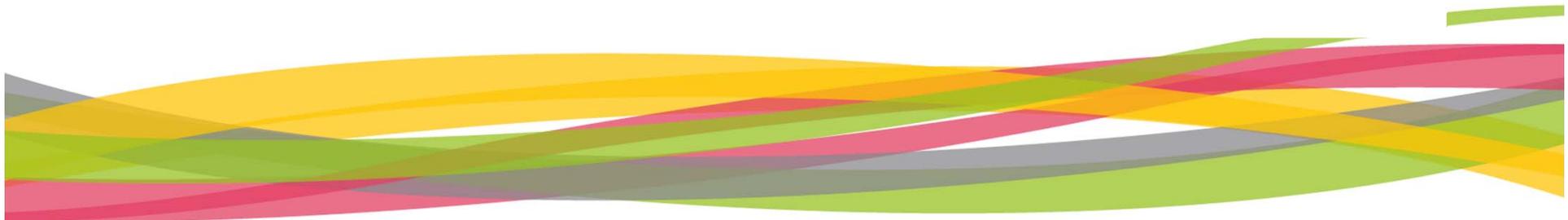
- + Background and objectives
- + Knowing your audience
- + Tactics
- + Activities

Communication Strategy 2014-2020

*Joining efforts to lead the way to stronger,
more sustainable economies and societies.*



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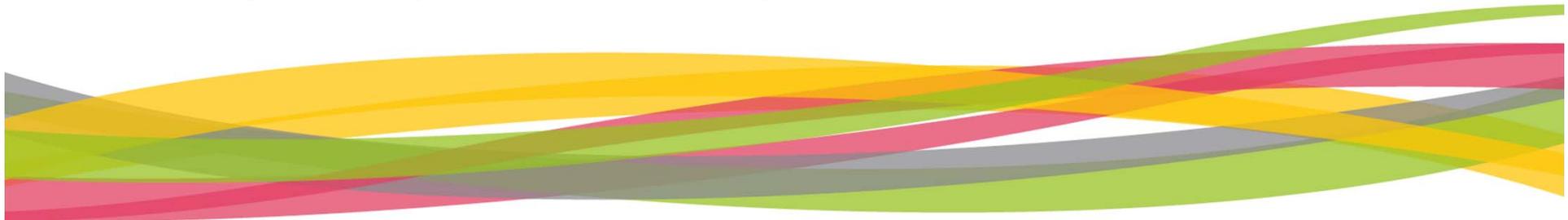


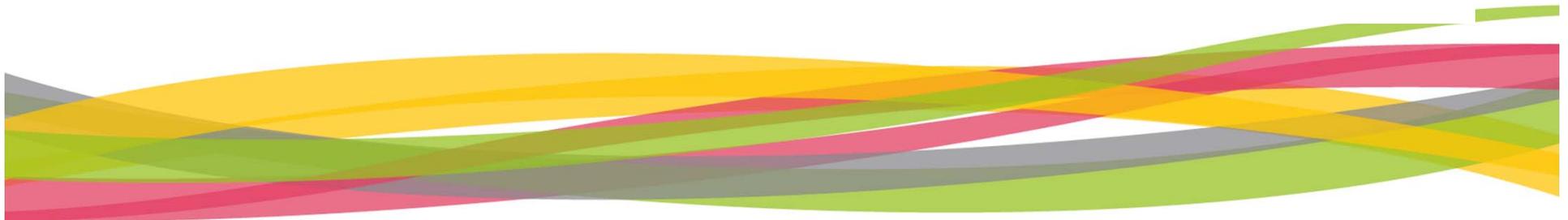


How do projects define the WHY

- + Go back to the root of the idea
- + Use time to brainstorm
- + Be brave – Be simple
- + Humanise

Using examples and telling stories





IKEA_Ingvar Kamprad #thegenius

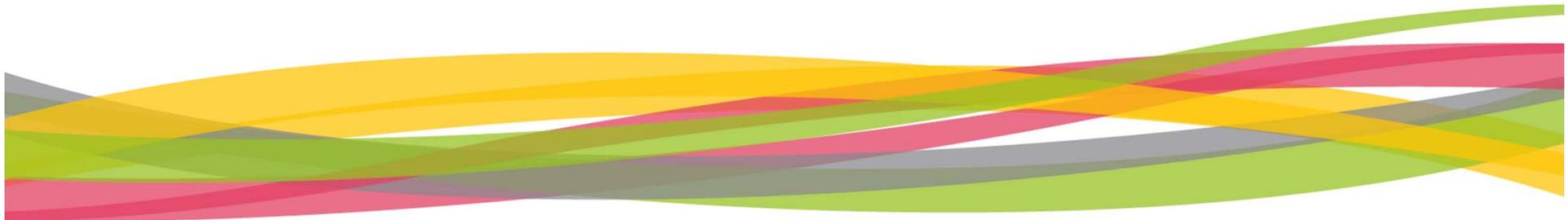




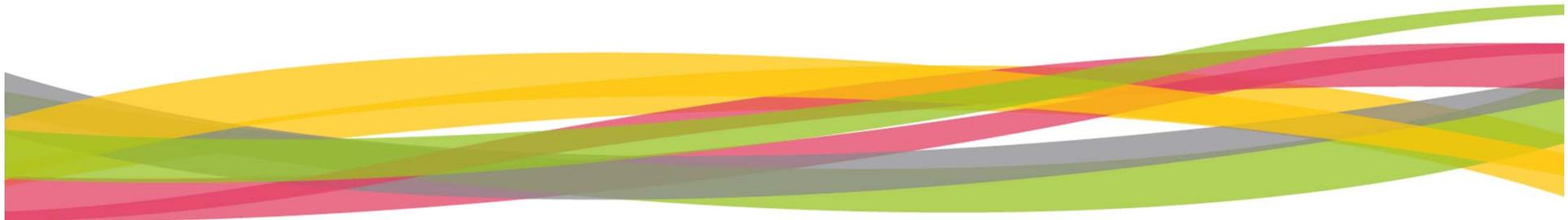
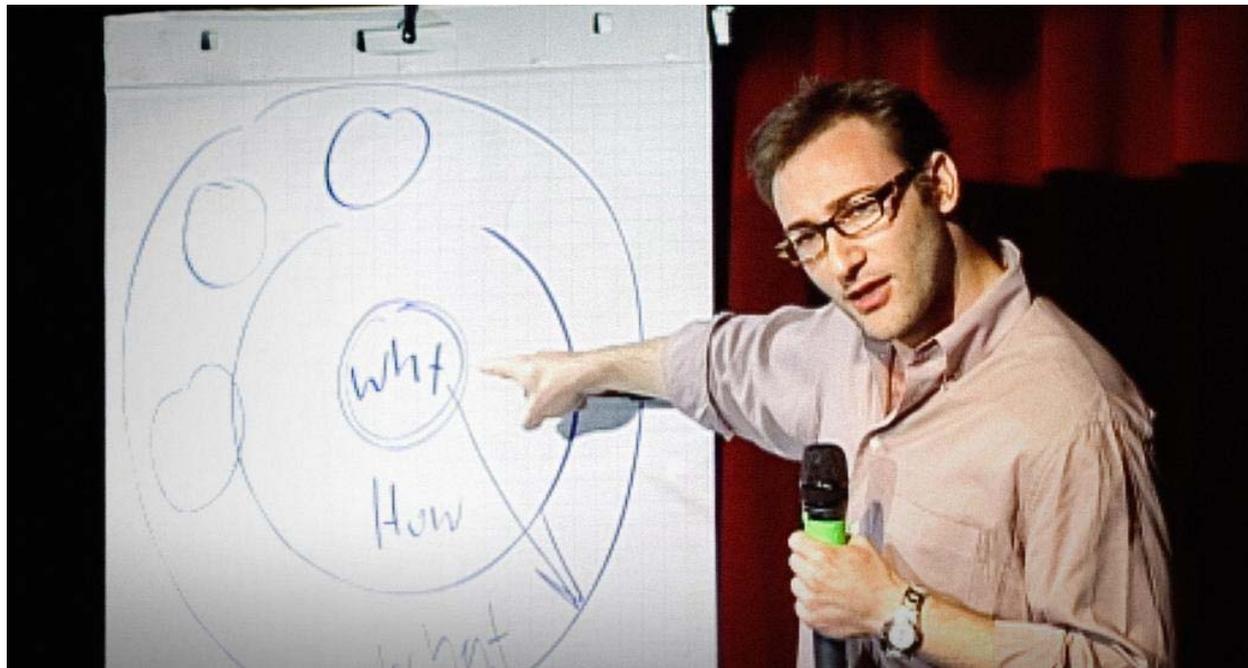
IKEA Marketing and Communications

One common mission: to improve people's everyday lives

- + Start with the customer
- + How to build assembly videos
- + Using power of storytelling



Link to the WHY

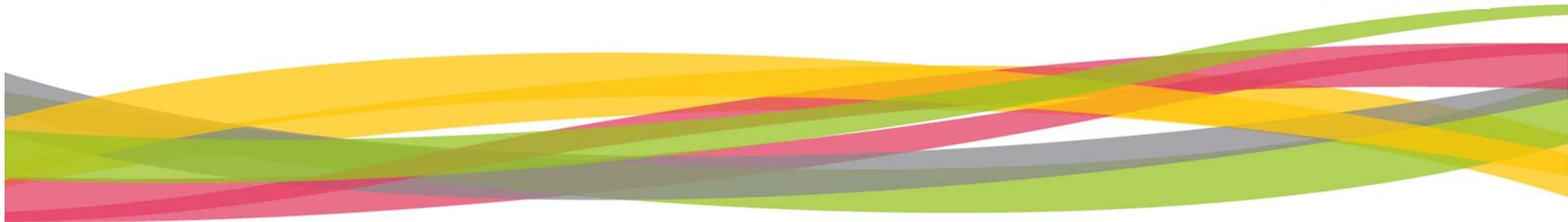




An Interreg example

+ Interreg _ Transnational Cooperation

+ Why do we cooperate?





What is the why?

- + It is your DNA
- + Not always defined
- + Solving problems or filling in gaps





Enjoy your journey

