



## **2<sup>nd</sup> Smart Village Academy**

# **Smart Village Communication**

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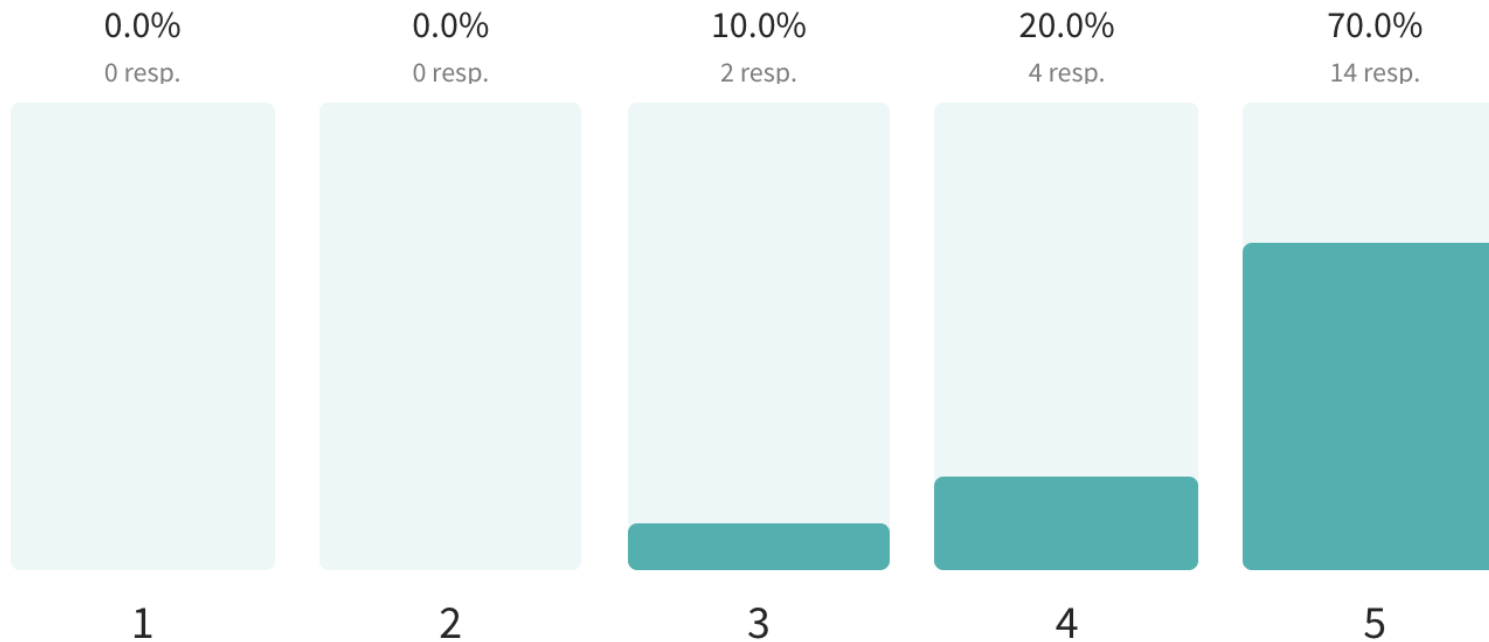
# We talked to villages...

- We would like people to move and settle here
- We would like people to visit
- We would like people to invest
- We want to make sure young people and families come back
- We want businesses to come

# How important it is for your village to promote your village to visitors/tourists?

20 out of 20 answered

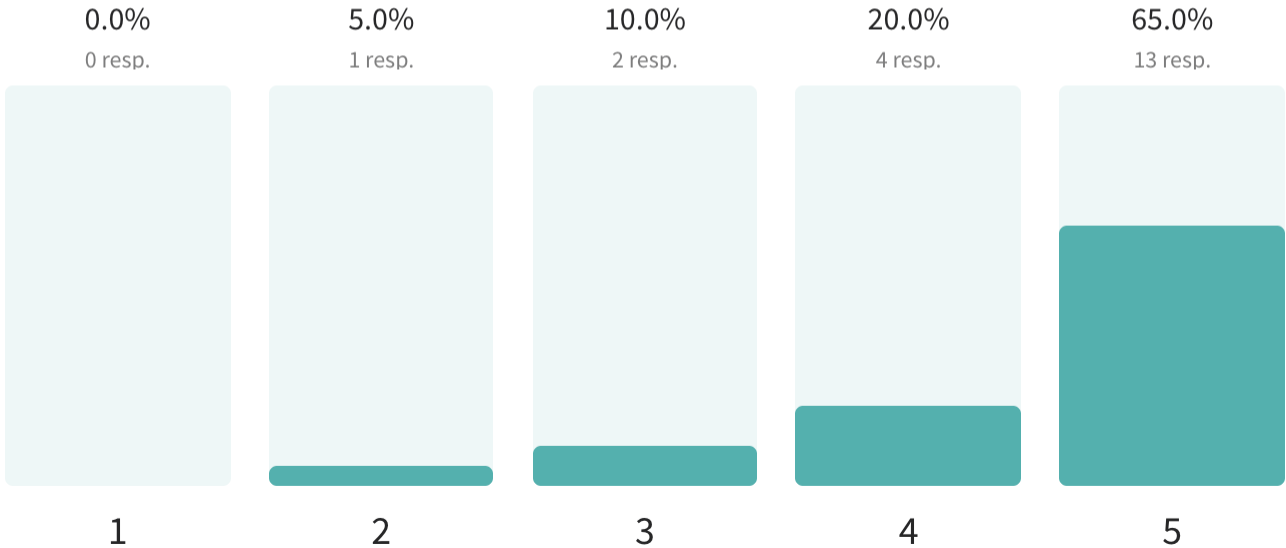
★ 4.6 Average rating



# How important it is for your village to promote your village to newcomers (who might settle in the village)?

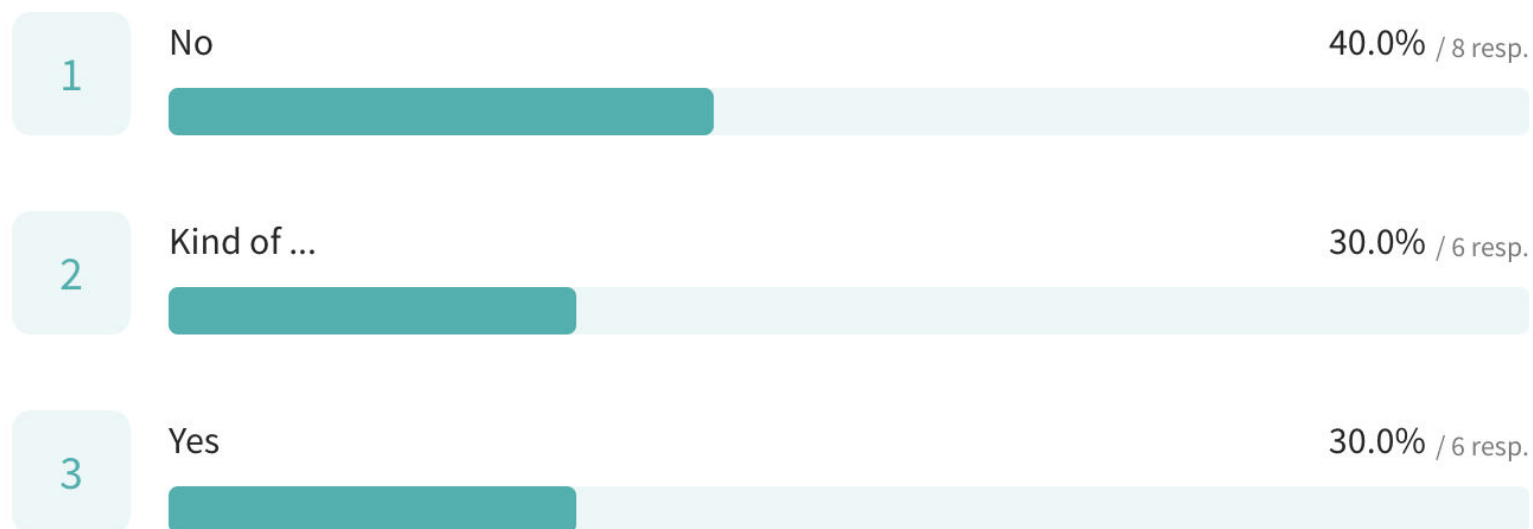
20 out of 20 answered

★ 4.5 Average rating



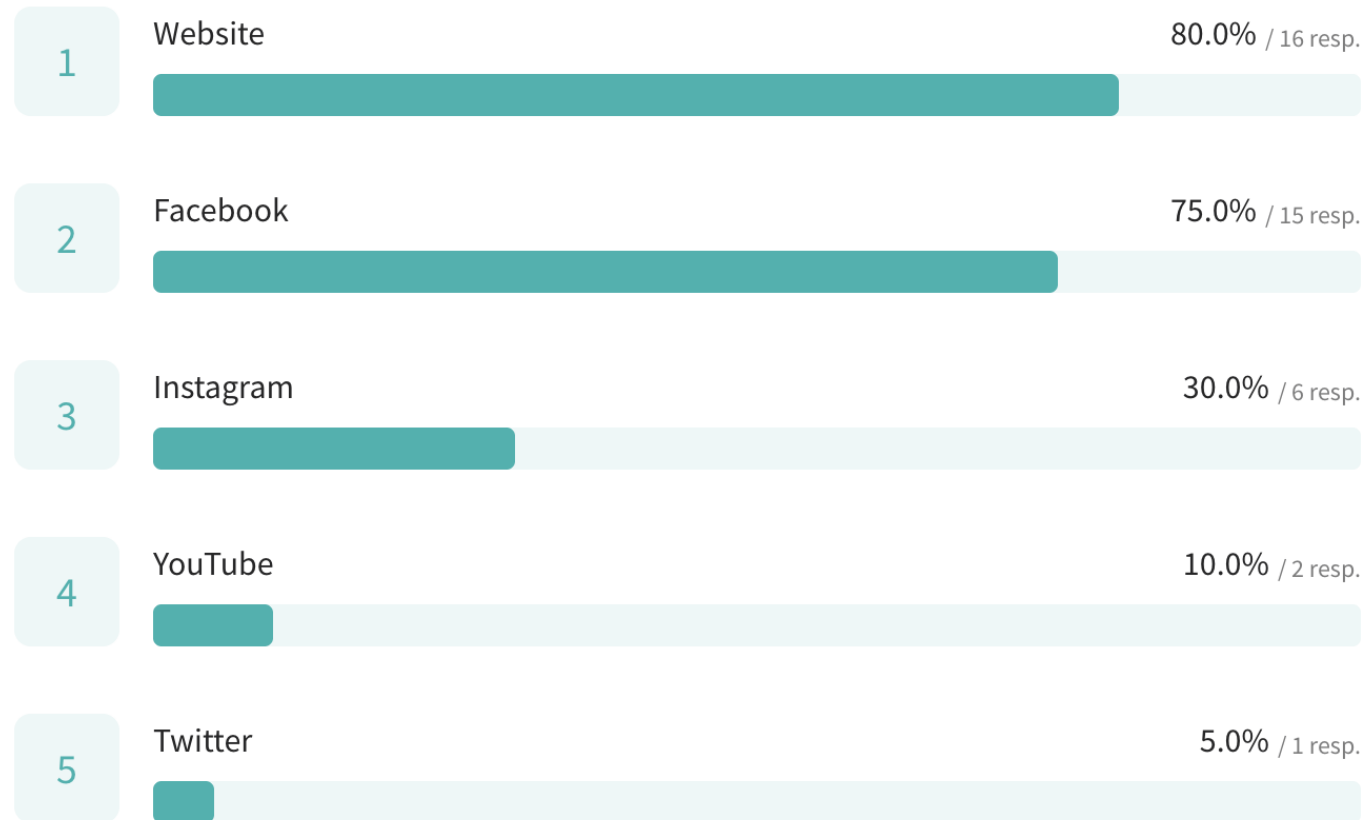
# Does your village already has a communication strategy or approach?

20 out of 20 answered



# What are the main tools and channels that you are using to promote your village towards external stakeholders?

20 out of 20 answered













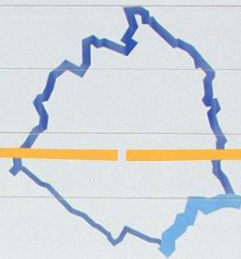
P O L C I R K E L N

Napapiiri

Arctic Circle

Cercle Polaire

Polarkreis



*Vuollerimbygden*





As many STORIES as VILLAGES

**Two communication approaches:**

Alsunga (Latvia) - Kristaps Vitolins

Tomaszyn (Poland) Piotr Ostaszewski

Grainne Dwyer, Storicreative: How to  
create your OWN STORY?