Green Bridges
Connecting people & nature

Sub-Group Two meeting March 8th
LT, PL, IT, UK

Sub-group meetings are important
They cover project work that would have been included in TPM and LTTA meetings.

Creating a presentation of route & information in a usable format
A requirement for all: TO 2 & TO 3

Why create a leaflet?
1. The product can exist online and be read or download

A physical product can be:

2. a **'flier'**: available through a formal display (shop, office, restaurant, TIC) they
   - Inform
   - persuade

3. A **'hand-out'**: for an activity participant
   - 'something-in-the-hand' a 'take-home' momento of a visit
   - to be read, shared, distributed
   - it is both an educational & marketing tool

A principle for any meeting, workshop, event
Always give 'something to take home'

Key Questions:
- **What is the purpose** of a leaflet (its 'function')?
  Who is it for?
  The 'market' varies by context
  (eg in Calabria it is a mix of local communities, education institutions, health & rehabilitation centres, tourists)
- **Accessibility:**
  information needs a format to attract & be easy to use

AIDA:
Attention-Interest-Desire-Action
For any partner wishing to develop a high quality leaflet there is detailed advice at
https://www.fastprint.co.uk/blog/how-to-design-the-perfect-leaflet.html

Institutions often have professional assistance. There are useful programmes that convert text into leaflet format.
The Group 2 meeting examined a simple method, using text boxes (as here) allowing individuals using Word & DTP processes to produce leaflets.

The meeting briefly viewed issues re: Tangible Output 5
At the end of the meeting PL volunteered to 'host' part of the April partnership meeting