



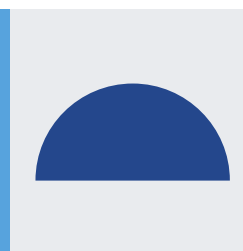
# COMMUNICATION STRATEGY OF EUSKARALDIA

Iñigo Fernández Ostolaza  
2019/10/17





The **perspective of communication** has been present from the very beginning.





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And it has made significant contributions throughout the process.





Sufficient **human and economic resources** have been put in place for communication.





Communication has been  
**professionalized and centralized.**





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**professionalized and centralized.**

*An ad hoc organization and operation*  
was set up to manage communication.





Euskaraldia is a detailed, simple  
and fertile **product**.





**The main goal** of Euskaraldia is complex and difficult.







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**Frame change:**  
from symbolic defence to real practice.





First of all, we had to work to ensure that **no one opposed** the project.





Beware of the numbers!





# Beware of the numbers!

## Quantity vs. Quality





Whatever the numbers, we had to  
create a **positive social perception.**





Whatever the numbers, we had to create a **positive social perception**.

And an **upward narrative** with a medium-long term perspective.





**Measuring out information and  
measuring time well.**





**1) Preparation phase:**  
social pedagogy

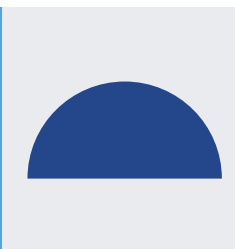
**2) Implementation phase:**  
promotion

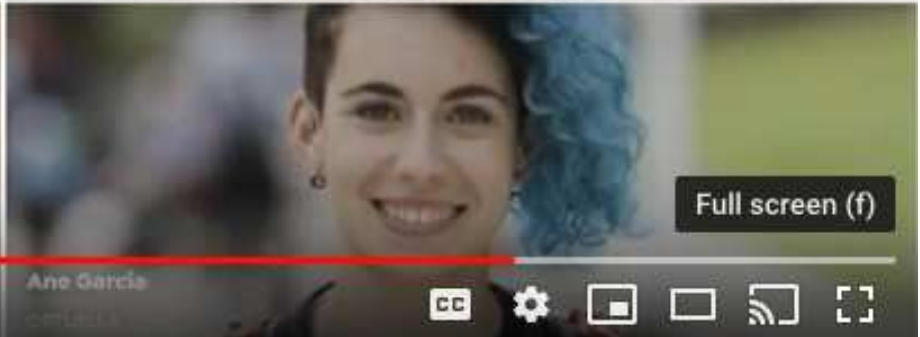






# 1) Social pedagogy







It was very important to define and preserve the **right tone and style.**





## Main messages

### To the Basque speakers:

- Today, more people than you think understand Basque.
- Saying the first word in Basque is not embarrassing.
- It is normal to want to live in your own language. You also have the right to it.
- More and more people are trying to live in Basque.





## Main messages

### To the Basque speakers:

- Today, more people than you think understand Basque.
- Saying the first word in Basque is not embarrassing.
- It is normal to want to live in your own language. You also have the right to it.
- More and more people are trying to live in Basque.

### To the passive Basque speakers:

- Speak in any language you want or can.
- Your understanding is very valuable because it helps us to live in Basque.
- When you do not understand something, just say it, there is no problem.
- Your attitude is praiseworthy.





## 2) Promotion

- Involving of Basque language technician and Basque groups in the towns.
- Enrolment of towns.
- Enrolment of citizens.
- Media and social presence.



# EUSKARALDIA

BATU EGINGO GAITU





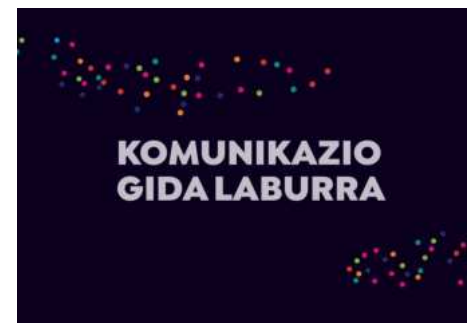
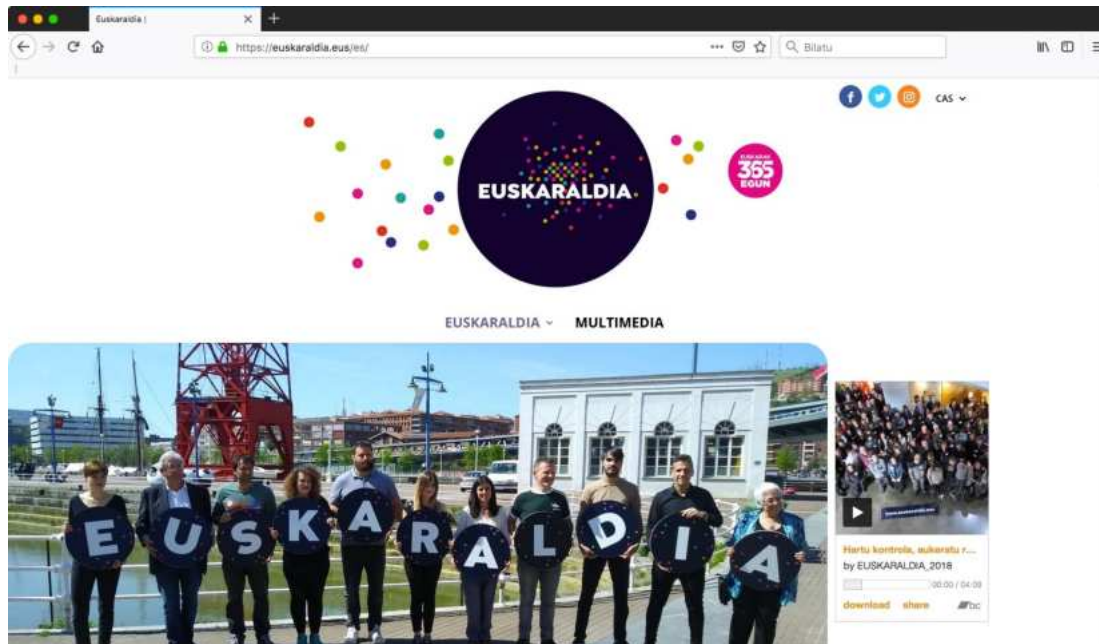
**Internal communication**  
has been very important.





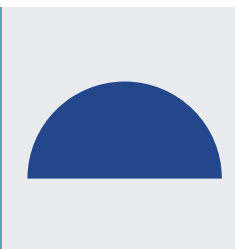


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# Advertising



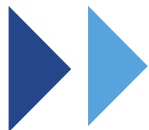




## Publicity

- Press conferences
- Presentations in every town
- Interviews
- Presentations of groups of eleven people
- Presentation of the song and the video clip
- ...

Shared leadership





**NPLD-Coppieters Campus 2019**  
“Activating the social use of minority languages”

# Documentary



**NPLD-Coppieters Campus 2019**  
“Activating the social use of minority languages”

## Documentary





## 3rd phase

Work on a **positive social perception** of how well Euskaraldia went.











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