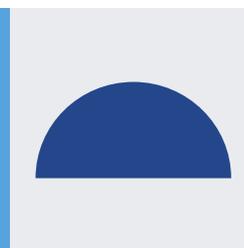


COMMUNICATION STRATEGY OF EUSKARALDIA

Iñigo Fernández Ostolaza
2019/10/17



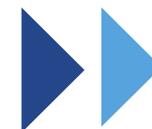
The **perspective of communication** has been present from the very beginning.





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

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.





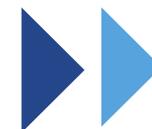
Communication has been
professionalized and centralized.

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



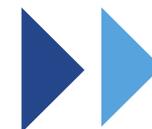


Euskaraldia is a detailed, simple
and fertile **product**.





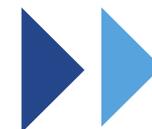
The main goal of Euskaraldia is complex and difficult.





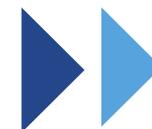
The main goal of Euskaraldia is complex and difficult.

Frame change:
from symbolic defence to real practice.



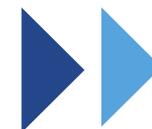


First of all, we had to work to ensure that **no one opposed** the project.





Beware of the numbers!





Beware of the numbers!

Quantity vs. Quality





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





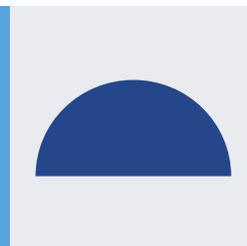
Whatever the numbers, we had to create a **positive social perception**.

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





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





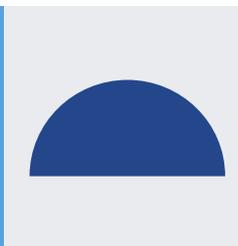
1) Preparation phase:
social pedagogy

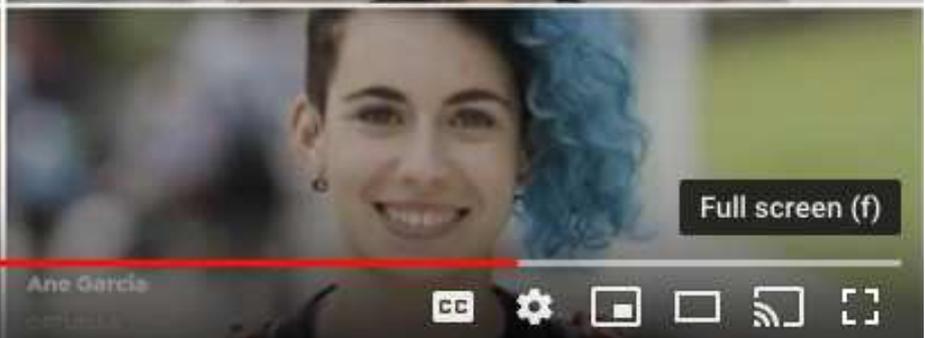
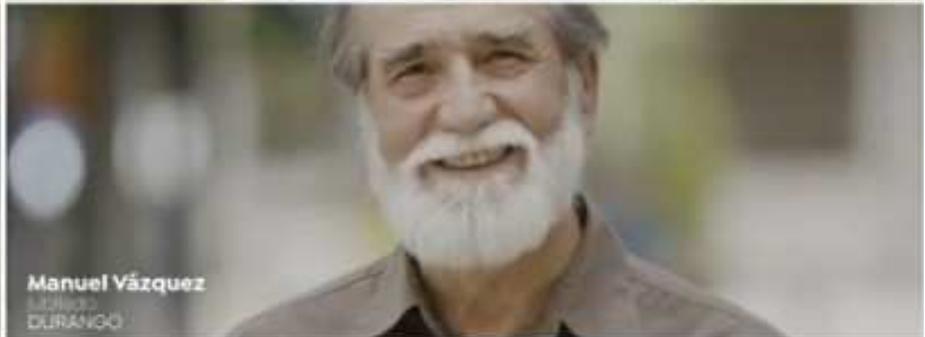
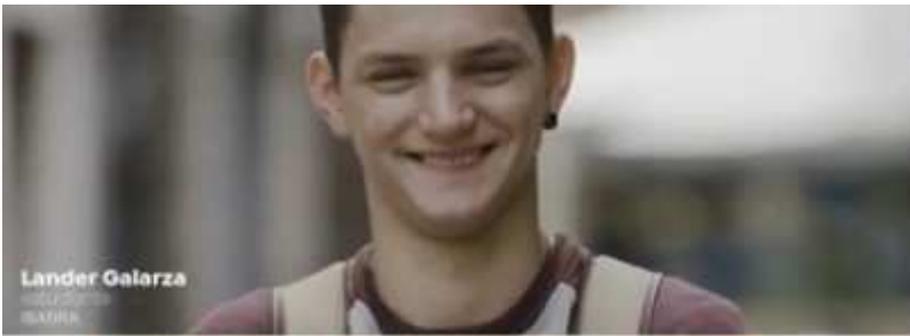
2) Implementation phase:
promotion





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:

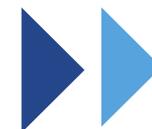
- Speak in any language you want or can.
- Your understanding is very valuable because it helps us to live in Basque.
- When you do not understand something, just say it, there is no problem.
- Your attitude is praiseworthy.





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



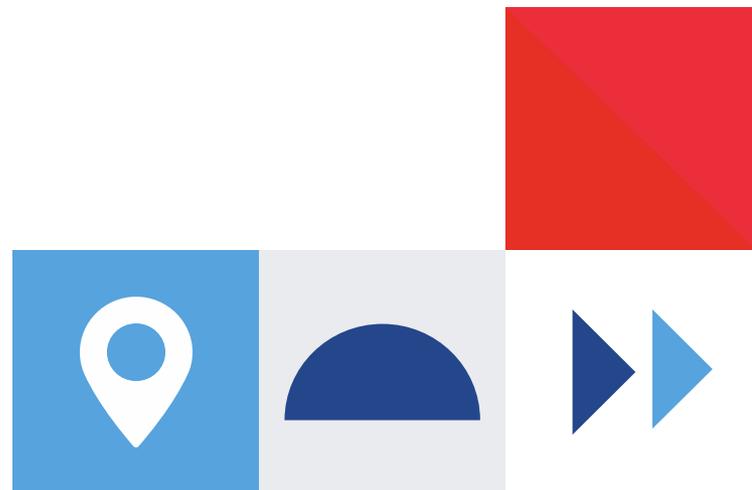
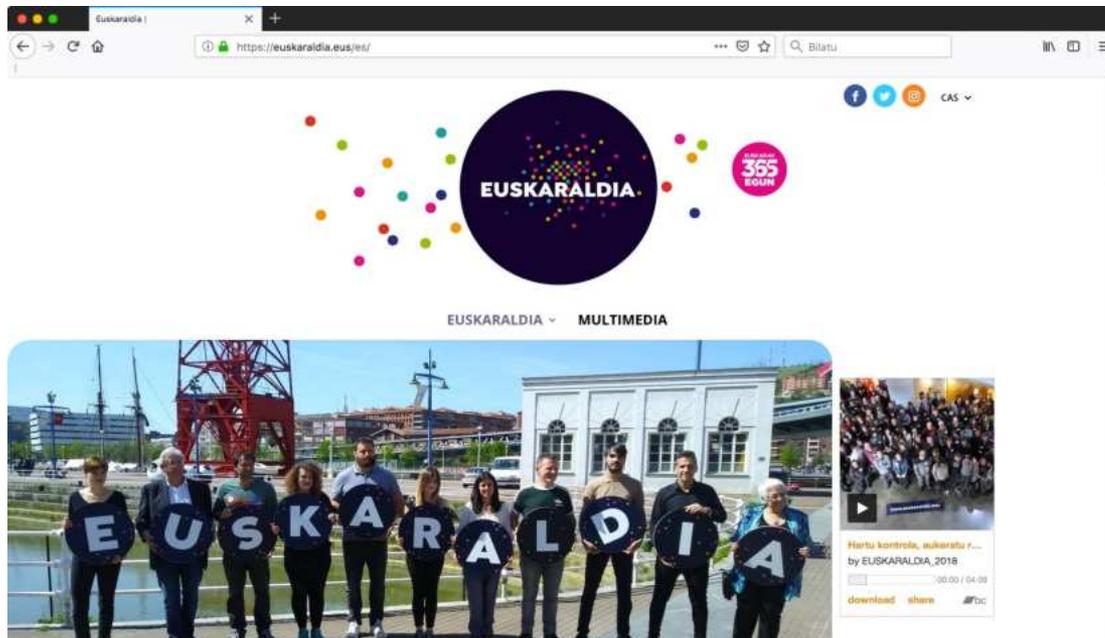


Internal communication
has been very important.



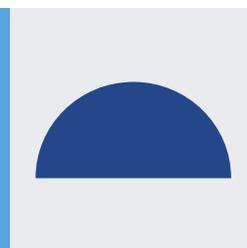


Internal communication
has been very important.





Advertising





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

Advertising

EUSKARALDIA
11 EGUN EUSKARAZ
2019ko azaroaren 23tik
abenduaren 3ra

Euskarak 365 egun eduki ditzan, batzuk ahoa bizi, besteak betiariek prest, Euskal Herria osoan probatuko dugu. Urtebete daukagu prestatzeko.

Para que también el euskara tenga 365 días, y cada cual pueda hablar en el idioma que prefiere, vamos a tratar de cambiar inercias. Tenemos un año para prepararlo.

BATU EGINO GAITU

NOS VA A UNIR

www.euskaraldia.eus

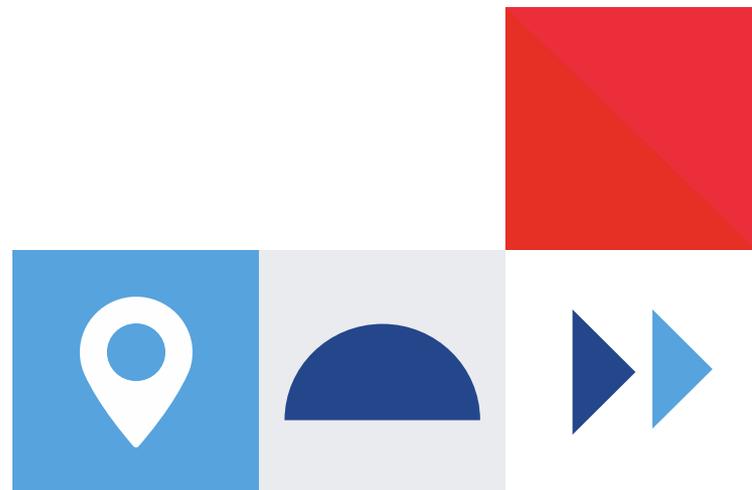
Logos of various participating organizations and sponsors.

Spota_CAS.mp4

EUSKARALDIA
Del 23 de noviembre al 3 de diciembre

00:24 -00:02

A screenshot of a video player showing a promotional video for Euskaldia. The video features a large globe made of colorful dots on a dark background. The text 'EUSKARALDIA' and 'Del 23 de noviembre al 3 de diciembre' is overlaid on the globe. A video control bar at the bottom shows a progress bar at 00:24 and a play button.

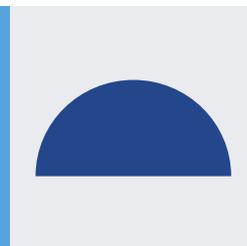




Publicity

- 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



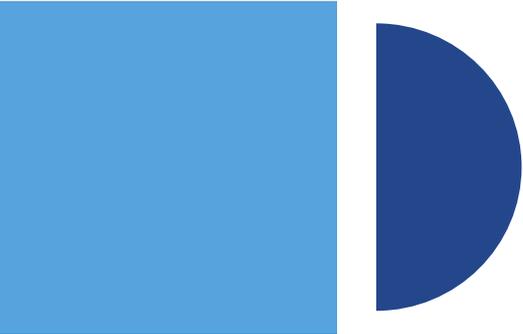


3rd phase

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







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