



Development and implementation of the internal and external communication concept of the Postitee Scenic Drive Association (PSDA)

2020-2021

Short summary of project results. *Why the project was needed, short summary of project activities and results, what was the impact and how will the results be sustained?*

The project was needed because the previous action plan was made 10 years ago. It was important to get an overview of the changes in the network and the external environment and to reach an agreement with the members of the network on new common goals. As a result of the project, suitable indicators were selected to assess the social impact of the organization. Also the marketing concept of the destination with the initial task for marketing communication applications (webpage, social-media etc) was completed. A description of the benefits of the network member was completed and a database of those operating in the area was updated. In conclusion, the necessary practical activities and a common understanding of the development of the organization were obtained. In conclusion, the necessary practical activities and a common understanding of the development of the organization were obtained. From the point of view of sustainability, the tasks and challenges of the head (s) of the organization were described for the next 3 years.

Project partnership results. *Why was it important to have a donor project partner in the project? What were the main results from a bilateral level? Are there plans to continue the bilateral collaboration?*

The partnership involved two levels: the municipality and the village action movement. The Postitee Scenic Road Association (PSRA) acts as a link between the various levels, which is why it is important to act in a coordinated and partnership manner. The municipality is the owner of the Postitee trademark and thus controls and influences the activities of the association most directly. The local government is also a party to the Memorandum of Understanding entered into for the development of the Postitee. The village movements form the grassroots level of the area. The Postitee passes through 13 villages and the village movement involved in project is one of the most active villages in the region. As a result of the involvement of partners, expectations for the association and the focus are now clearer. The higher expectations of the partners are related to the voluntary contribution of the PSRA to community and local life. In the eyes of the partners, the association should take care of preserving the milieu values of the road. The good co-operation that has worked so far will continue in the implementation of the new action plan.