

1) to create a web-site for our municipality by clicking on each island and get information about living, work, sme's, travelling, ...

2) a public relation pack (information, website, t-shirt, shopping bags, local digital newspaper, spare time activities, etc.)

3) to mark each island with attractive signposts: 'welcome to ....

4) to set up a media campaign (newspapers, local television, radio, web portal, digital web-screen, local visible and proud newsletter) for inhabitants, sme's and tourists to

make them aware of the possibilities in our municipality/region.

5) To organize training courses for inhabitants to act as the municipality/region's ambassadors (all ages include, from youth to older inhabitants)

6) To use digital communication techniques (website, local and regional tourist offices, regional newspaper and tv, students etc.) to address specific target groups.

7) To set up target group specific seminars to organize multimedia promotion activities