



**PARCO
NORD
MILANO**

**Planning to promote cultural services and foster
public use, with a special focus on Communication**
4 december 2020

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Metropolitan park within the town of Milan and its hinterland

recovering green areas which once were industrial or uncultivated lands.



Surface of more than 450 hectares - on a total area of 790 ha – of green equipped areas: 100 ha of **native woods**, 225 ha of **lawns**, 100 ha of **agricultural fields** and 11 lakes; which house 85 species of **birds**, 20 of **mammals**, 6 of **reptiles**, 4 of **amphibians**, 25 of **dragonflies**, 23 of **butterflies**, 20 species of **trees**, 25 of **shrubs** and dozens of species of **wild flowers**.



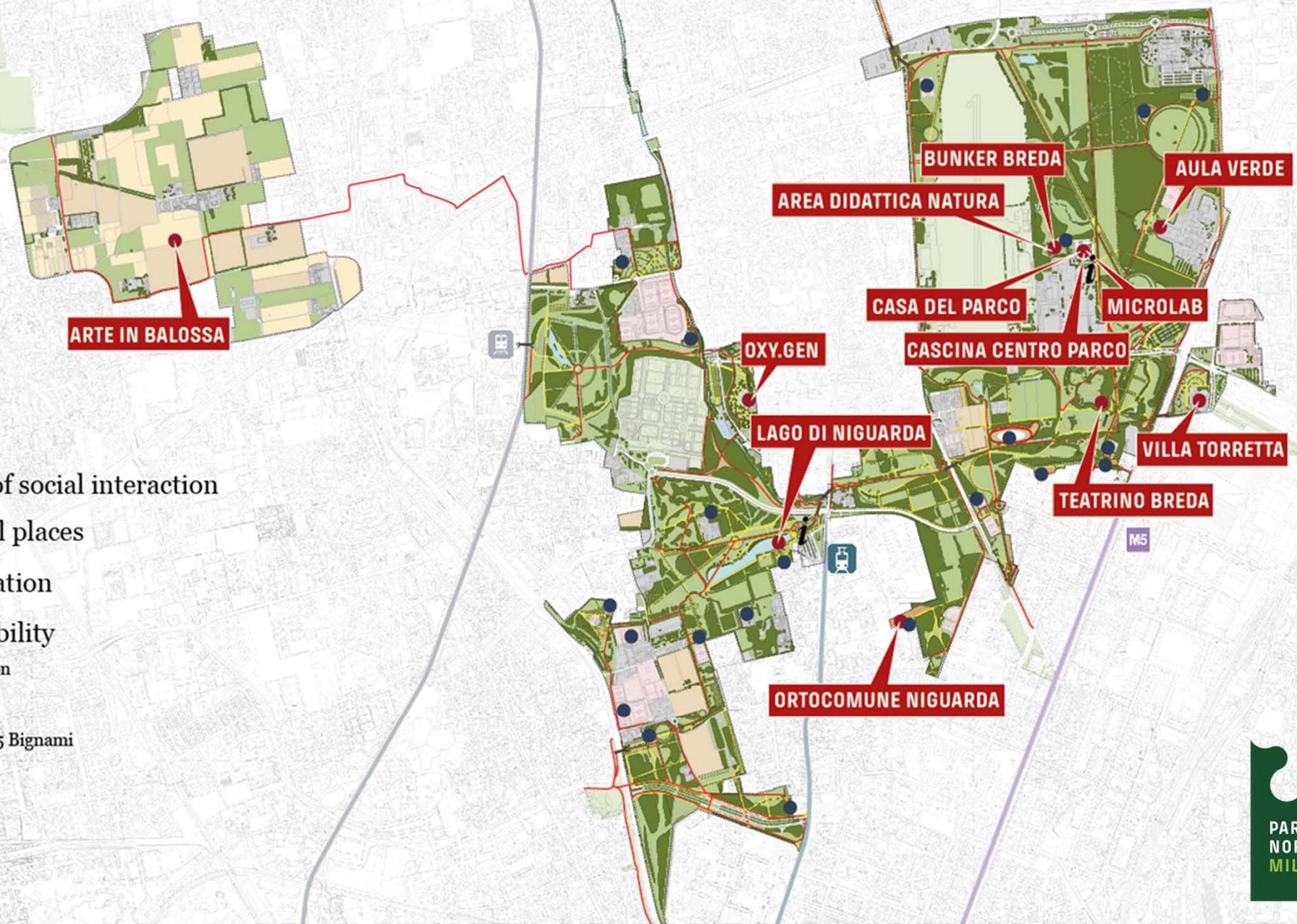
The park is not just for animals and nature but also for humans.



Then it's important create a connection with the citizens and disseminate the nature's values.

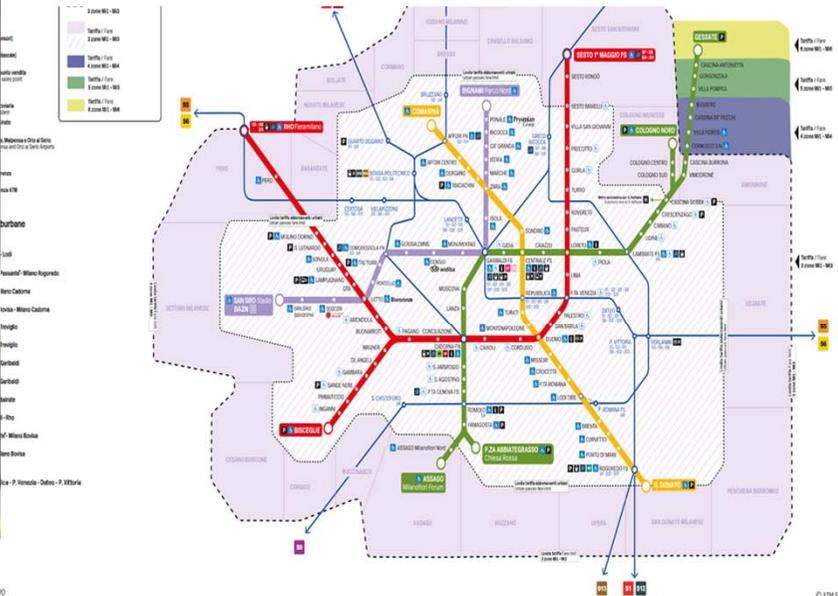
Communication Hot spots

- Places of social interaction
- Cultural places
- i** Information
- Accessibility
-  Train station
-  Tram stop
-  Metro MM5 Bignami



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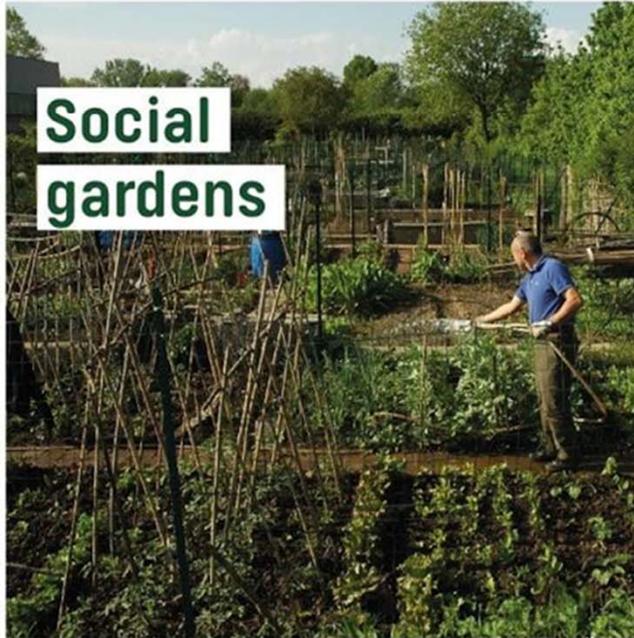
Linea Lilla M5 Milano



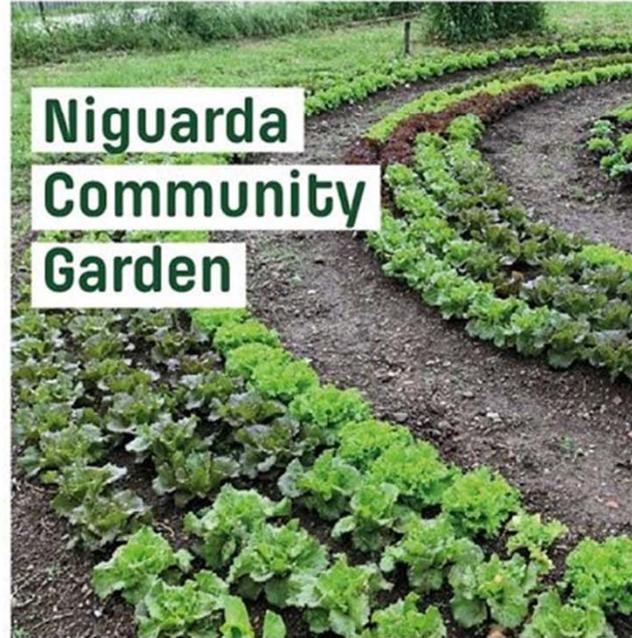
Febbraio 2020/February 2020

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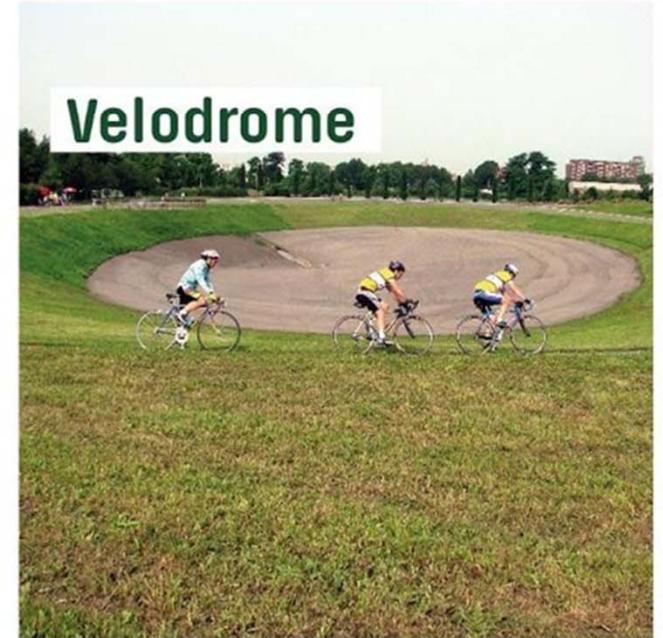
Places of social interaction



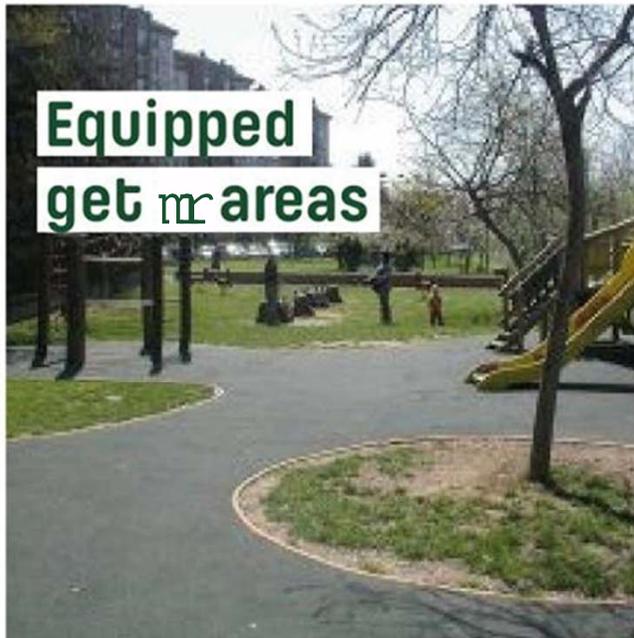
**Social
gardens**



**Niguarda
Community
Garden**



Velodrome



**Equipped
get me areas**



**Bowls
courts**

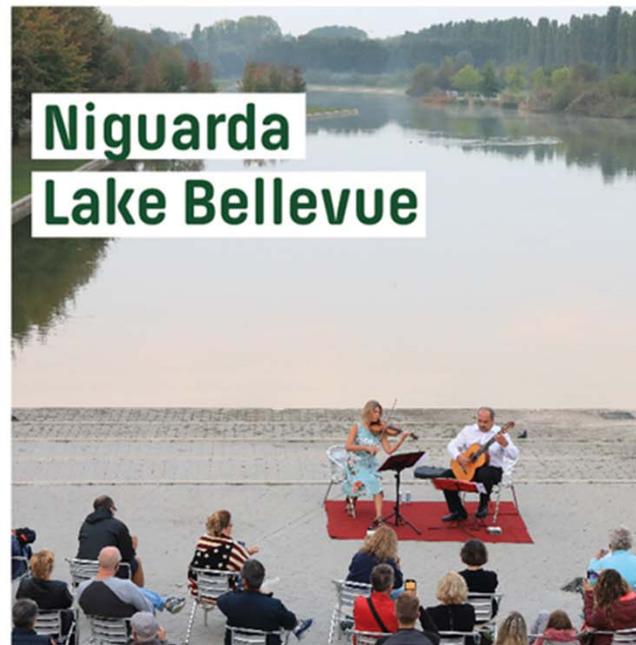


**Common
apiary**

Places of education interaction



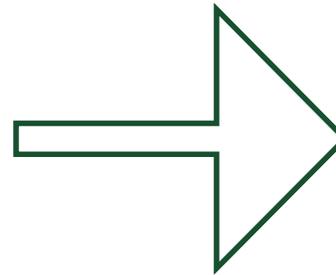
Places of education



Communication plan

Integrated communication plan to organize the different topics to disseminate with constant and regular frequency.

- system all the channels of the Park
- don't miss initiatives
- Avoid to overlap news and let each news to have own space
- Create awareness over more channels (press, web site, social networks...)



DISSEMINATION

AWARENESS

ENGAGEMENT

LISTENING

Dissemination

Park's pills

Use the Park's employed, consultants or civil volunteers to create videoclip (short interviews or little pills) to disseminate best practices to enjoy the Park through digital channels instead of signage inside the Park.

Networking, partnership and sponsorship

Enforce the Park's network involving in the communication's activities partners and proximity stakeholders like: NGOs, Universities, theatres, cultural operators and companies.

Communication exchange

Development of communication exchanges (or exchanges of goods) with other fitting networks or local press.



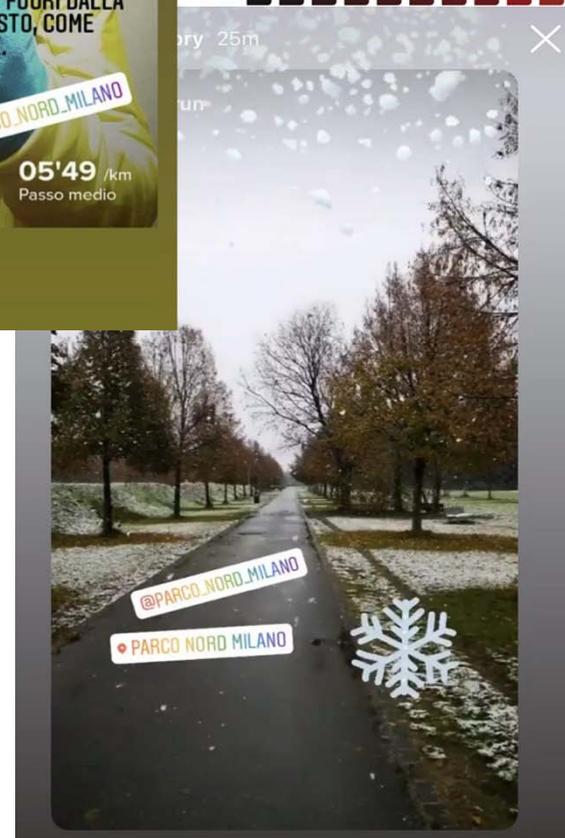
Awareness

Visual identity

Coordinated graphic communication to enforce the identity of the Park

Park's Ambassadors

identify influencers and public figures which have a connections with the territory (ex. someone who is native or live in a neighborhood of the peri urban Park)



Engagement

Social Network strategy

create engagement through columns

dedicated to each topics and events that the

Park aim to disseminate.

Design targeted campaigns diversified to each social network.

Fundraising campaigns

promote the park projects and involve people to be part of their realization.

It's also useful to measure

- reliable and appeal of park actions
- The visitor's affection
- the quality of initiatives

Parco Nord Milano
Pubblicato da Silvia Argentiero · 6 novembre alle ore 16:10

⚠️ **Il Parco Nord Milano è aperto** 🍁 🌿

Il Parco resta aperto, come previsto dall'ultimo DPCM che consente in questo nuovo periodo di lockdown di usufruire degli spazi aperti. L'invito è come sempre quello di **fruirne in modo responsabile** ponendo la massima attenzione alle misure di sicurezza previste, nel rispetto degli altri e della situazione preoccupante che ci troviamo ad affrontare.

🚶👨👩👧👦 In particolare, è possibile passeggiare nelle vicinanze della propria abitazione e... **Altro...**

33.498 Persone raggiunte 7256 Interazioni [Metti in evidenza il post](#)

639 Reazioni **182** Commenti **136** Condivisioni



Listening

Online tools to listen to the public

Measure the sentiment of visitors and get their feedbacks.

Social network involvement

Poll, survey, comments

Website

online signal form

Mailing

- online event's tickets to track behaviours and analyze visitor's satisfaction (satisfaction survey) to improve the organization of the events
- handle subscriptions details (ex. personal information)
- keep in touch with visitors and create follow up initiatives; create a relationship.

