

**ASR 2020 - 2014-EU-TM-0401-M**

**Annex 3**

2019 was a significant year for TELT with the start of the final phase of the works. Media had therefore provided in this phase information both institutional and related to territorial actions. Thanks to an important press coverage at the beginning of 2019, joints visits by the vice president and Minister of Home Affairs [REDACTED] with the Minister of Transport [REDACTED] on Saint Martin la Porte's project had brought to light the progress of the work then to proceed with the construction.

During the first semester, the project has caught international media attention thus it has increased the visitors on the worksites and informed us about the current progress of Lyon-Turin project. This resulted an improved knowledge of the real ambition of Lyon-Turin project considering its ecological, sustainable, bi-national and European matters.

Within the framework of Lyon-Turin, plan the election European campaign that had stimulated an interest among potential candidates seen as a symbol of a project of common European and worldwide interest. Causing positive effect on climate, environment and economic development.

Presentation and communication tools had highlighted these topics during the work site's visits managed by Communication department for the candidates who gave rise to significant press coverage.

In France and in Italy as well, support for tender phase notification concerning main works for Base Tunnel had focused on media attention and highlighted the bi-national nature, the obligation to respect French law and its role during project progress.

In this regards, many public meetings with the support of ANCE and FNTP (for civil-engineering industries organisations) have been organized to present future public tenders to the interested civil-engineering companies. These meetings have guarantee detailed discussions between TELT managers and stakeholders who had clearly understood the strength and the continuity of the project.

Additionally, communication submitted to world events as the International Event railway industry (SIFER) in Lille last April drawing more than 5 400 visitors. Also submitted to professional from the railway industry.

As well as to the World Tunnel Congress in Naples in May welcoming more over 2 000 visitors came at the TELT stand, 9 presenting parts attended by a large audience and 32 authors regarding the scientific contributions.



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More than a hundred underground works' companies had been there taking advantage of not only the managers and technicians' knowledge in regards with environment matters, particular geological works but also in art, history, communication with stakeholders then of course in the bi-national working experience.

Relationships with Universities, engineering schools and the meetings organizations on the French and Italian worksites continued throughout the year.

The same went for the communication plans, which had set up last year to enhance the [REDACTED] [REDACTED] agreements, training plans dedicated to underground workings, study geothermal energy and the biodiversity project management with the [REDACTED]. Regarding this project, a particular communication was set up resulting in huge impact on relations with local communities, organisations and ecologists.

TELT has dedicated a laboratory for scientific researchers working on the protection & preservation of the Zerynthia polyxena butterfly, a species protected at European level

The company has also set up a scientific observation center for biodiversity center to present the research project and TELT approach related to the management of environmental aspects.

Therefore, Chiomonte research center was the subject of an event offering to the local community to find out TELT activities on the lepidoptera and to discuss with the scientists.

A "bioblitz" had been organised with experts at [REDACTED] one day exploring the fauna and the flora and the local environment where fans, families and curious had been supported by scientists during an experience of ecological and scientific education focused on the fauna and the flora (including butterflies and bats).

On the same project, communications operation had been made on the presentation of the ecological corridor established on Val de Suse to allow the butterfly's survival located in the worksite expansion area of Chiomonte. This has given rise to the idea of relocating butterflies respecting the decisions of the Italian authorities.

The key event of the year was the celebration of the end of the 9km drilling of the Base Tunnel carried out by Federica's tunnel boring machine, which took place on **23 September 2019**. Attended by the [REDACTED] also by elected representatives of French and Italian territories, then by national and European representatives.

Attracting more than 600 people setting on La Praz, this meeting brought to an international media coverage which allowed to share bi-national survey results organised by the management of communication highlighting the majority support of the French (93%) and the Italians (86%) related to the construction of the Railway line. [REDACTED]

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This event of the drilling of the last excavation front was broadcasted on the Web and the social Networks. There were 3000 conversations and 7000 interactions with a positive feeling for a total of more than 12 million people reached in Europe.

**On October 19 and 20, 2019**, an “open house” weekend was organised by the Communication Head office with the support of many TELT employees. These 2 days provided a good opportunity to the residents to know Federica’s TBM then to be informed about the works of the whole building sites. Thanks to this initiative, more than 1 600 people had the chance to have a look at a part of the tunnel and the enormity of this extraordinary project.

During the same period, the [REDACTED] and [REDACTED] signed the “Green Alps” pact focused on the achievement of Lyon-Turin’s tunnel and implementation of joint actions to safeguard the environment as well.

Furthermore, more specific newsletter for residents of Saint-Martin-la-Porte was significantly increased and going on to be broadcasted five pages on The Valsusa’s weekly newspaper.

Two Lyon-Turin construction sites “special issues” had been published in regional daily newspapers : “Le Progrès” of Lyon and “the Dauphiné Libéré” in order to better inform residents of Auvergne Rhône-Alpes about ongoing and upcoming work and to promote the actions of the “Grand Chantier” Approach on the territory regarding use, developments and workers’ living.

Communication Department had not only completed the productions of relevant publications on the project’s history but also the technical, financial, the environmental analysis related to the ongoing building sites so as to ensure a complete understanding of the situation. These documents, used by TELT executives during institutional contacts in Italy and in France, have been developed during this period and regularly updated.

Communication dedicated to the knowledge of the Mediterranean corridor is going on through European TEN-T networks and the new Silk Road, including a specific publication promoting the Lyon-Turin project in a broader context of sustainable mobility and interconnections between Europe and Asia.

In France, TELT with the “Grand Chantier” Approach’s partnership have continued to promote awareness-raising measures in favour of the Lyon-Turin’s professions as part of dedicated regional levels. Using entertaining digital media, holding conferences especially at Rhône-Alpes region’s Headquarters. Consequently, “My employment Lyon-Turin’s” platform in partnership with Pôle Emploi started in October. [REDACTED]

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Work side, communication actions have supported the tender notification for construction of Saint-Jean-de-Maurienne railway station by the creation and development of communication tools that allowed concertation and information meetings.

The partnership with [REDACTED] had created a new graphic charter supported by communication actions through all the process phases of the project.

During the year, the site visits increased continuously and strongly, especially Saint-Martin-la-Porte's site, and cut-and-cover in Saint-Julien Mont-Denis area gave the possibility to local, national and European representatives as well as journalists, citizens, students and professionals, to observe the progress of the works to local, national and European representatives as well as journalists, citizens, students and professionals.

In Italy, the tender notification for Chiomonte niches works, represented the new step for the site: the resume of main works toward the base tunnel excavation and the project stakeholder mobilization (institutions, elected representatives, employer's associations, trade unions, local companies) to proceed, and the relaunch of "Territorial Pact" that similarly to the "démarche Grand Chantier" will support the Italian worksite phase

Finally, Italy is ready for opening a visitor centre considering these development activities get started. After the most significant development in 2019 that made the construction site projects carried out.

This year should have been a structuring year because of the cross-border section construction and the launched of final building sites would be supported by the communication activities being very close to elected representatives and residents thanking to communication tools for the benefit of municipalities and thanking to regular information meetings as well.

These places of information like the former Rice mill and Chiomonte building site will first be able to welcome a large audience then to organise educational and cultural partnerships with local associations.

Institutional communication will be developed expand particularly to the European authorities organising meetings including elected representatives and administrative officials, organisation and participation in European events.

This European dimension will make part of institutional monitoring.

Furthermore, exchange of good practice standards will be promoted between other companies involved in important infrastructure projects like the Grand Paris.

