

ASR 2021 - 2014-EU-TM-0401-M

Annex 3

Institutional relations:

- National meeting plan
- Support from municipalities and local authorities in passing on information
- Démarche Grand Chantier
- MEDEF Savoie and Turin Industrial Union adhesion
- Meetings with leaders of the Grand Paris, ITER and Getlink projects.

Press and digital media:

- Heightening awareness among both mainstream and specialized local and national media to communicate on the on-going work and compliance with health and safety rules published by OPPBTP
- Monthly meeting on Maurienne TV (with the 3CMA)
- Torazza Piemonte press conference and production of a dedicated brochure
- Press tours
- New website for TELT with richer content about all aspects of the project (technical, environmental, economic, cultural)
- New “TELT AT WORK” video magazine dedicated to Lyon-Turin project progress
- Virtual tour of the historic collection at head office

Event organization:

- The Savoie Fair (organization of conferences with managers from the “Mon Emploi Lyon-Turin” jobs and careers platform)
- External communication /sustainable development:
- Communication on the new Environment department
- Communication on the biodiversity corridor with a series of videos for the general public
- The Green Deal train event in Novara
- External communication /training:
- Class dispensed to students on communication for large-scale infrastructure projects and training for engineers as spokespersons for the project (over 100 participants)
- Educational program with pupils (Maurienne and Susa Valley)
- Publication on geothermal technology with the [REDACTED]

Internal communication:

- Online TELT Agora, organized between Le Bourget du Lac, Turin, Paris, Rome and Brussels
- Periodic TVB Newsletter, aimed at fostering closer corporate links in this period of widespread working from home.

Project communication:

- Overhaul of the general information brochure and publication of the first work site info newsletter (50,000 copies distributed to residents and local communities) [REDACTED]

ASR 2021 - 2014-EU-TM-0401-M

Annex 3

- Production and installation of hoardings on the work site at the new Saint-Jean-de-Maurienne rail interconnection
- Work on the existing railway station and tourist office in Saint-Jean-de-Maurienne with information media
- Support for the publication of the [REDACTED] press file on the Saint-Jean-de-Maurienne rail interconnection and support for the press tour organized for the inauguration of the René Cassin railway bridge
- Time lapse video on periodic work progress on the cut and cover tunnel
- Support for the Territorial Department for visits by associations of residents to the cut and cover tunnel
- Monthly drone photo report on the cut and cover site
- 3D animation on work on the ventilation shafts (Avrieux)
- Production of an online newsletter for residents on the pursuit of work at the Avrieux shafts
- Presentation of possible options on how to develop the Rizerie exhibition centre
- Redevelopment of the La Maddalena construction site tour path
- Visits by residents associations [REDACTED]