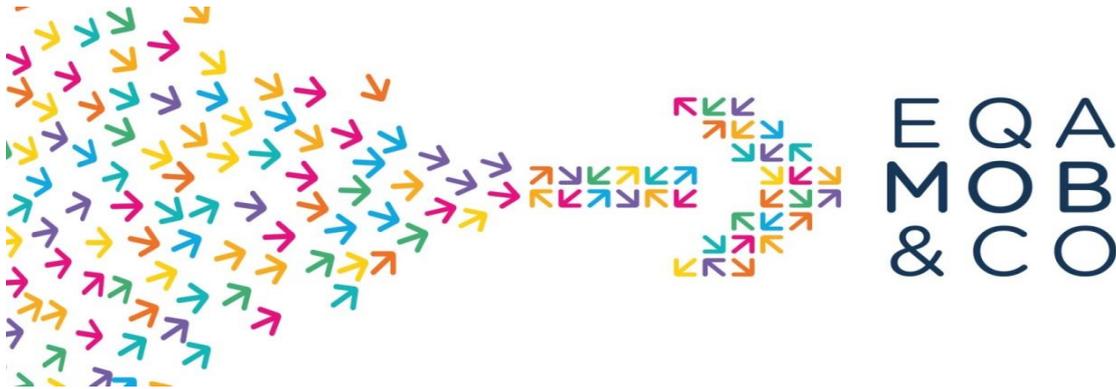


PRACTICAL SHEET

Communicate on your website

EQAMOB partners are aware that parties involved are not necessarily marketing experts. For this purpose, some practical sheets have been realised to support, by giving key advices and recommendations.

The European Commission support for the production of this publication does not constitute an endorsement of the contents, which reflects the views only of the authors, and the Commission cannot be held responsible for any use, that may be made of the information contained therein.



● **Update communication tool**

- ✓ For the sake of its effectiveness, the label should be renowned. It is a “win-win” process where the label and the labelled company jointly increase their credibility
- ✓ The first step for companies and organizations is to update their website (and communication tools such as flyers – leaflets – mail signatures – greeting cards...) by adding the logo of EQAMOB&Co label (available from the toolkit at disposal)
- ✓ Every certified company should showcase the logo of EQAMOB&Co label from the home page, to enhance EQAMOB community

● **Explain EQAMOB&Co label**

- ✓ As people won't necessarily be aware of EQAMOB&Co label, it is essential to inform and explain the label, in order to give meaning and credibility (to valorise and enhance their role and commitment)
- ✓ Companies may prepare an editorial explaining the reason of its awarding: how the label is part of the company's philosophy (integrated in a section of the website for instance)
- ✓ Communication contents are available in the EQAMOB toolbox for labelled companies (press release, manifesto, short video, article for website, article for newsletter...)

● **Valorise EQAMOB&Co label**

- ✓ Awarding should increase company recognition and contribute to the enhancement of its image. For this purpose, the label has to be part of a global strategy: all employees/suppliers/partners should be aware of the company awarding (newsletter, informative mail, information session) Companies may produce contents linked to the award/network (on obtained results, on its apprentices in mobility or involved staff for instance): to communicate on its values and commitment... Prove the label make sense.