



# Hermes

## **Character Description:**

As a communication expert, you are the Project Partner heading WP Communication “Empowering People and Projects,” combining creativity with strategic outreach. Son of working-class neighborhood and a self-educated person, you have experience as a social mediator. At your best professional age, you have great skills as a connector and you want to empower people and projects from the margins, through their participation in international projects.

## **Description of the Organization Represented:**

You represent Parnassus Street and New Dramaturgy Fair, a vibrant cultural initiative in Mercure—a former industrial area now vibrant, with social energy and intercultural interactions. This project is a key part of regenerating a community through art and innovative performances.

## **Your Responsibilities in the Oracle Project:**

Your main task is to create and implement a communication strategy that brings the project’s vision to life. You manage everything from press releases and digital outreach to maintaining a consistent message across all work packages. By coordinating closely with other teams, you ensure that every aspect of the project resonates with both local and international audiences.

## **Individual Goal:**

With a strong background in public relations, you’re focused on convincing your partners to choose option (1) during quest #5, using your expertise to drive the project toward a more impactful communication strategy.