



#THINK COMMUNICATION

for your EMFF project

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WHY COMMUNICATE?

- To make it easier to achieve the objectives of the project
- To showcase the results, to encourage transfer & replication
- To inform policy-makers and stakeholders at local, regional and EU level of best practices & innovations

!!!! INCREASE THE IMPACT OF YOUR PROJECT !!!!





Communication toolkit on EASME

EMFF website:



European Commission > EASME > Communication toolkit

Communication toolkit

PAGE CONTENT

- Join the community and make your work visible!
- Proudly display EU support
- Share your stories
- Connect with us on social media
- Come to our events
- Check out our communication webinar

[Download as PDF](#)

Join the community and make your work visible!

Yes, communication plays an important role in making sure your project has a lasting impact! That's why communicating your project results is a requirement under virtually all EU programmes.

With the right strategic communication you will attract the interest of those who could benefit from your work – be it local or regional authorities, national governments, potential business partners or the research community.

Wondering how to include communication actions in your proposal for funding and how to set up a communication strategy? Check our [#CommsWorkout webinar and FAQs](#).

This toolkit is for projects funded through one of our programmes: we want to help you make the most of your communication efforts. Our ultimate aim is to form a strong community of project partners, experts and investors who will exchange experiences, learn from each other and form new partnerships.

Here's how to join the community in four simple steps:



Communication requirements

- Project webpage
- Communication & dissemination strategy
- Kick-off meeting and Networking events

Communication – Promoting the action – Visibility of EU funding (Art.22)

- Obligation to promote the action and its results
- Information on EU funding: emblem + text



Co-funded by the EMFF programme
of the European Union under grant
agreement No. xxx

Acknowledgment of the EU



Co-funded by the EMFF programme
of the European Union



EU emblem + ref to the funding in various
languages can be downloaded from EASME
EMFF website

<https://ec.europa.eu/easme/en/communication-toolkit>

Communication activities must:

- Be effective
- Be proportionate
- Address audiences that go beyond the action's own community

HOW TO COMMUNICATE YOUR PROJECT



Think, Plan, Act strategically

- What do you want to achieve?
- Communicate from day one



Be creative

- Vamp up the visual, reduce the writing
- Use social media



You can't reach everyone

- Define your target audience
- Use consortium resources, expertise and ideas



Get into the media mindset

- Identify relevant media people
- Understand media language and needs



Think Issue, not project

- What issue is the project addressing?
- Link communication to hot topics in society



Think global, act local

- Local and regional media are effective targets
- Use the project's local connections



Make it relevant to daily life

- Show the impact on society
- Avoid technical language and jargon



Build your brand

- Become a trusted source and voice
- Contribute where and when you can







YOUR COMMUNICATION PLAN

OBJECTIVES: What do you want to obtain?

TARGET AUDIENCE: Who do you want to reach?

MESSAGE: What do you want to say?

CHANNELS & TOOLS: What channels do you want to use & why?

EVALUATION: How do you evaluate your activities & why?



EVALUATION - KPIs

- Websites: visits, page views
- Newsletter: subscribers, views
- Social media: impressions, followers/fans/subscribers
- Publications: readers, subscribers
- Photos/videos/infographics: views, embeds/downloads, cost per view
- Events: attendees, cost per attendee, media or stakeholders reach
- Media relations: online views of media releases



QUICK TIPS & TRICKS

About the following communication tools:

- Website
- Social media
- Media
- Events



→ Be strategic in selecting means of communication – consider the most effective, but also efficient and cost-efficient media, fitting to the size & geographical scope of the project.



WEBSITE

- Create a clear structure
- Use simple language
- Use visuals related to your project activities
- Update it regularly (news, events...)
- Add links to your social media channels



SOCIAL MEDIA

- Think audience (Facebook, Twitter and LinkedIn are not the same)
- Focus on quality content
- Use hashtags #EMFF, #OurOcean, #BlueInvest...
- Use own pictures
- Include links
- Twitter: tag us! #EMFF, @EU_EASME, @EU_MARE
- Instagram or You Tube channel



SOCIAL MEDIA – EMFF examples

Tweets Tweets & replies Media Likes

marGnet @marGnetproject · Jul 27

Meet our partners from Sintol srl - the constructors of the [#marGnet](#) prototype that produces marine fuel from the [#marinelitter](#). It is amazing to think that what is now in those tanks, once was marine litter polluting the Venice lagoon.
#EASME #EMFF



Instagram

Search

nettagproject · Following

nettagproject Andreas Noe, known as The Trash Traveler, is hiking along the whole Portuguese coast to collect and document [#plastic](#) and raise awareness for [#marinelitter](#) and [#singleuseplastics](#). So far, he has removed 406,5kg of trash from beaches, including [#fishinggear](#)!

Follow his journey on The Plastic Hike @thetrashtraveler Instagram

Photo: from @thetrashtraveler Instagram

[#marinepollution](#) [#ghostgear](#) [#litter](#) [#AwarenessActions](#) [#positivity](#) [#savetheoceans](#) [#fishingnets](#)

23 likes AUGUST 27

Add a comment... Post




Tourism 4.0 for the Black Sea Public

September 3 at 11:57 AM · Public

Tourism4BlackSea is excited to introduce TIM: "Tourism Impact Model".

[#DataAnalytics](#), [#SustainableDevelopment](#), [#TourismImpactModel](#)

Arctur Geografie Universitatea Ovidius din Constanța ტურინების ინსტიტუტი • Tourism Institute Sano Touring Agricola NGO Tourism 4.0



T4BS.EU

Tourism4BlackSea - Testing Tourism Impact Model at Black sea in progress - HomeLatest news



MEDIA

- Reach national and local stakeholders
- Invite press to your key events
- Make others talk about you



EVENTS

- Choose them strategically
- Focus on your content
- Communicate about them

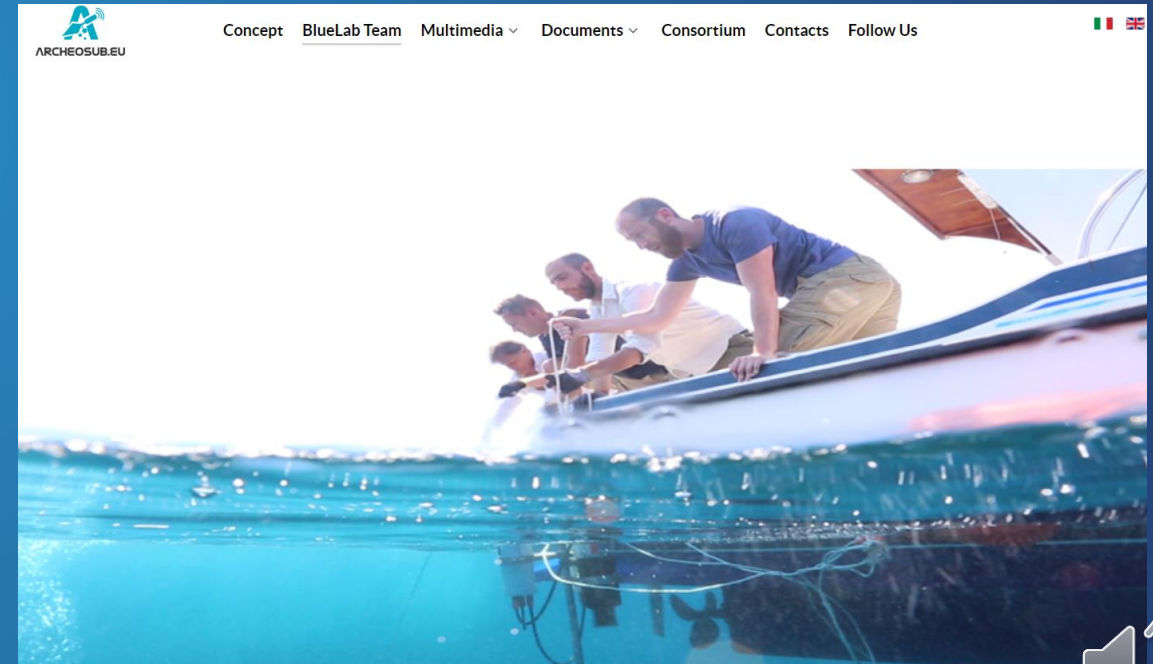


FOLLOW THE EXAMPLE FROM EMFF COMMUNITY

- ARCHEOSub

The ARCHEOSub aims to develop innovative solutions with the potential to reach the market by 24 months after project end, based on an investor ready business plan, and will establish durable smart partnerships and expand knowledge and competences for the discovery, protection, valorization and fruition of underwater cultural heritage.

The project aims to bring a number of key results of FP7 projects GENESI, CLAM, ARROWS, and of the award-winning project SUNRISE to commercial maturity.



FOLLOW THE EXAMPLE FROM EMFF COMMUNITY

- WAOH! Route & their You Tube channel



Responsible whale & dolphin-watching: "Top things to kee...
53 views • 8 months ago



4 most common mistakes you should avoid to be a...
89 views • 10 months ago



Learn to dive with a dry suit
570 views • 10 months ago

What is WAOH?





FOLLOW THE EXAMPLE FROM EMFF COMMUNITY

- AQUA_LIT

Instagram

Search

aqualit.project Message

234 posts 277 followers 417 following

AQUA-LIT PROJECT
 EU funded project working with the #aquaculture sector to prevent #marinelitter from entering the sea. Eu web awards bit.ly/30jHFTX

Followed by nettagproject and margnetproject

About #EMD2019 External ev... Kick-off

POSTS TAGGED

Tweets Tweets & replies Media Likes

Pinned Tweet

AQUA-LIT project @aqua_lit · Jul 16

Interrupting your daily scrolling to share VERY IMPORTANT NEWS!
 We are nominated for the #EuWebAwards!

Help us raise awareness on how to prevent #marinelitter by VOTING here bit.ly/30jHFTX

EU Maritime & Fish and 9 others

12 16

AQUA-LIT project
688 Tweets

Preventive Measures for Averting the Discarding of Litter in the Marine Environment from the Aquaculture Industry

EU project funded under EASME-EMFF

AQUA-LIT

Following

AQUA-LIT project
@aqua_lit Follows you

@EU_EASME #EMFF funded project focusing on preventive measures for averting the discarding of #litter in the #marine environment from the aquaculture industry

aqua-lit.eu/articles/16/ne... Joined January 2019

676 Following 699 Followers

Followed by Charlina Vitcheva, MINE-EMI Project, and 71 others you follow



FOLLOW THE EXAMPLE FROM EMFF COMMUNITY

- Pan Baltic Scope

Project Activities



Cross border Collaboration and Consultation to Support National MSP processes

- Planning Forum for cross-border cooperation
- Finland – Åland – Sweden Case
- Monitoring and Evaluation for Selected National Processes



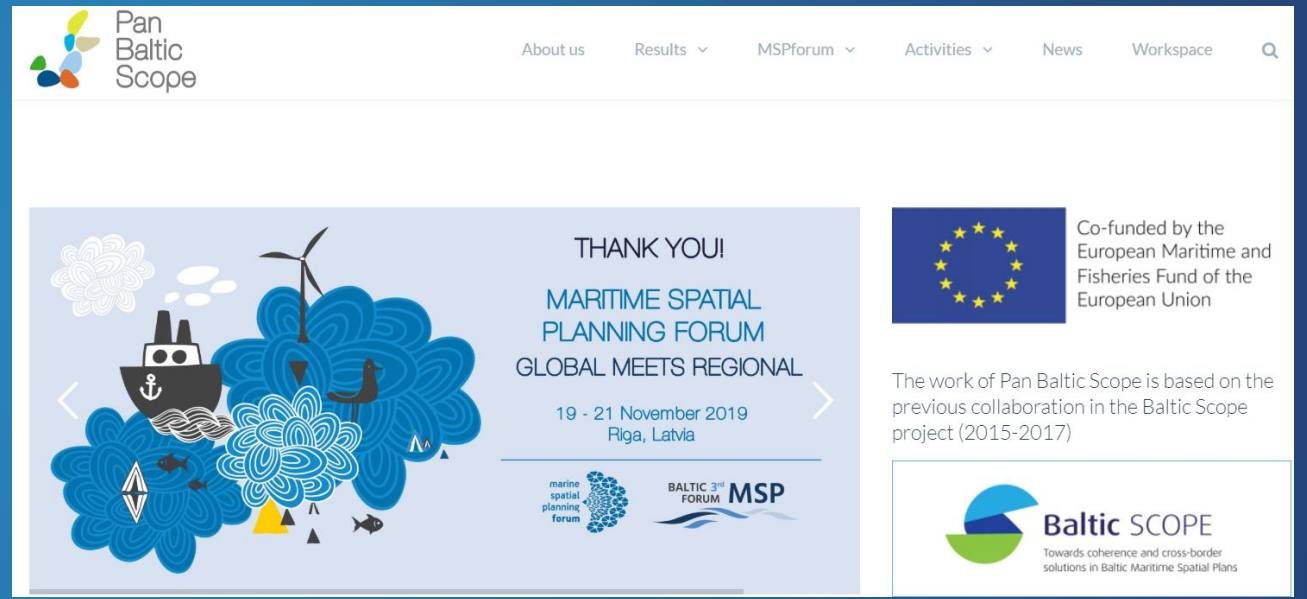
Advancing the Implementation of the Ecosystem-Based Approach and Data Sharing

- Ecosystem-Based Toolbox
- Ecosystem-Based Approach in Sub-basin SEA
- Cumulative Impacts



Integrating Land-Sea interaction into MSP

- Land-Sea Interaction



Pan Baltic Scope

About us Results MSPforum Activities News Workspace

THANK YOU!
MARITIME SPATIAL PLANNING FORUM
GLOBAL MEETS REGIONAL
19 - 21 November 2019
Riga, Latvia

Co-funded by the European Maritime and Fisheries Fund of the European Union

The work of Pan Baltic Scope is based on the previous collaboration in the Baltic Scope project (2015-2017)

marine spatial planning forum

BALTIC 3rd FORUM MSP

Baltic SCOPE
Towards coherence and cross-border solutions in Baltic Maritime Spatial Plans



What can we do for you?

- Bring your project to events
- EU events calendar



What can we do for you?

- Make your part of the EU corporate campaigns
- Ocean Health: projects that innovate



A sample of the projects funded between 2014 and 2019



OCEAN HEALTH: PROJECTS THAT INNOVATE



Keep in touch



Your Project Officer or Adviser



[@EU_EASME](#)



[Executive Agency for Small and Medium-sized Enterprises \(EASME\)](#)



EASME-COMMUNICATION@EC.EUROPA.EU