



#THINK COMMUNICATION

for your EMFAF 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 CINEA's website

Communication toolkit

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Communicate and raise EU visibility

As a beneficiary of EU support, one of your legal obligations is to acknowledge EU funding and display the EU emblem in all your information and communication material.

Communication plays a key role in making the public aware of the added value brought by combining private/national funds with European support to deliver high quality projects.

We feel that this should not be a burden to you as a beneficiary, but rather something which you have planned beforehand and are ready to execute at every step of your project's implementation.

EU Style Guide



European Commission | English

European Climate, Infrastructure and Environment Executive Agency

European Commission > CINEA > EMFAF

European Maritime, Fisheries and Aquaculture Fund

The EMFAF supports the EU Green Deal and a sustainable blue economy by implementing actions in the field of the Union's Maritime Policy, the Common Fisheries Policy and the EU international ocean governance agenda.



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



Funded by the European Union



Co-funded by the European Union

Acknowledgment of the EU



Funded / Co-funded by the European Union



EU emblem + ref to the funding can be downloaded, in different languages, from the following page:

https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter

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 with 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 #EMFAF, #OurOcean, #BlueInvest...
- Use own pictures
- Include links
- Twitter: tag us! #EMFAF, @cinea_eu, @EU_MARE
- Instagram or You Tube channel



SOCIAL MEDIA – 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

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



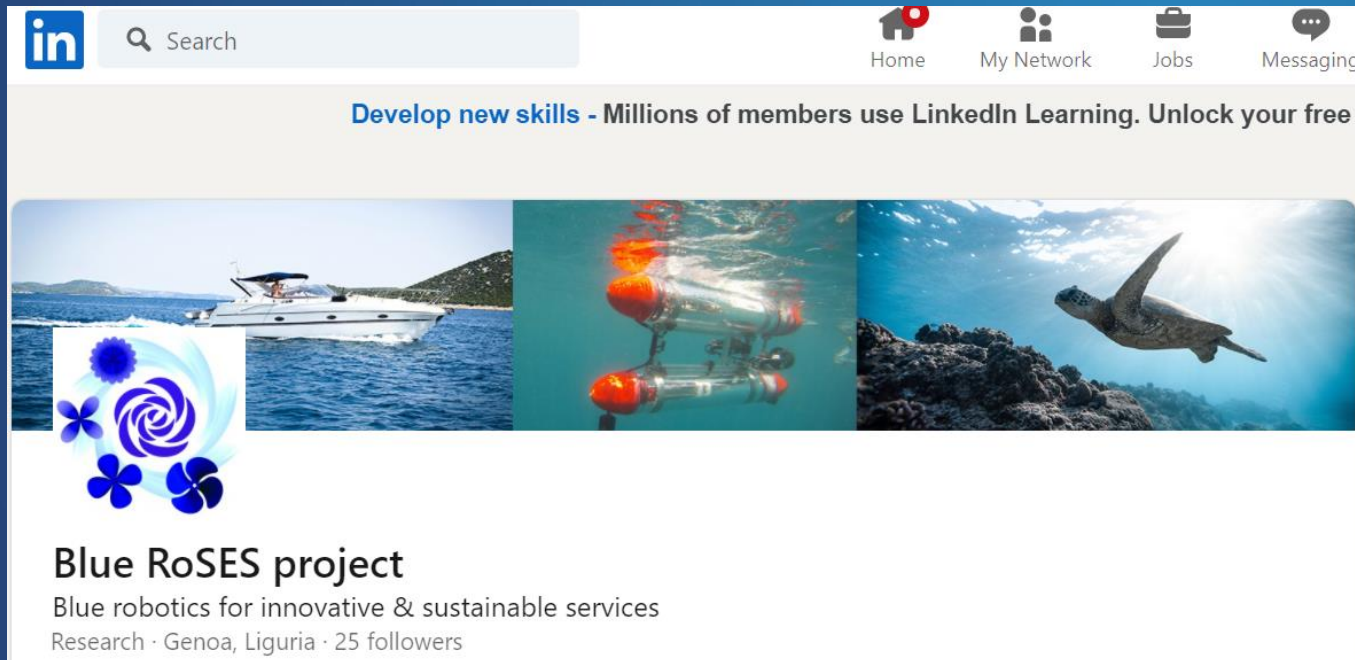
EVENTS

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

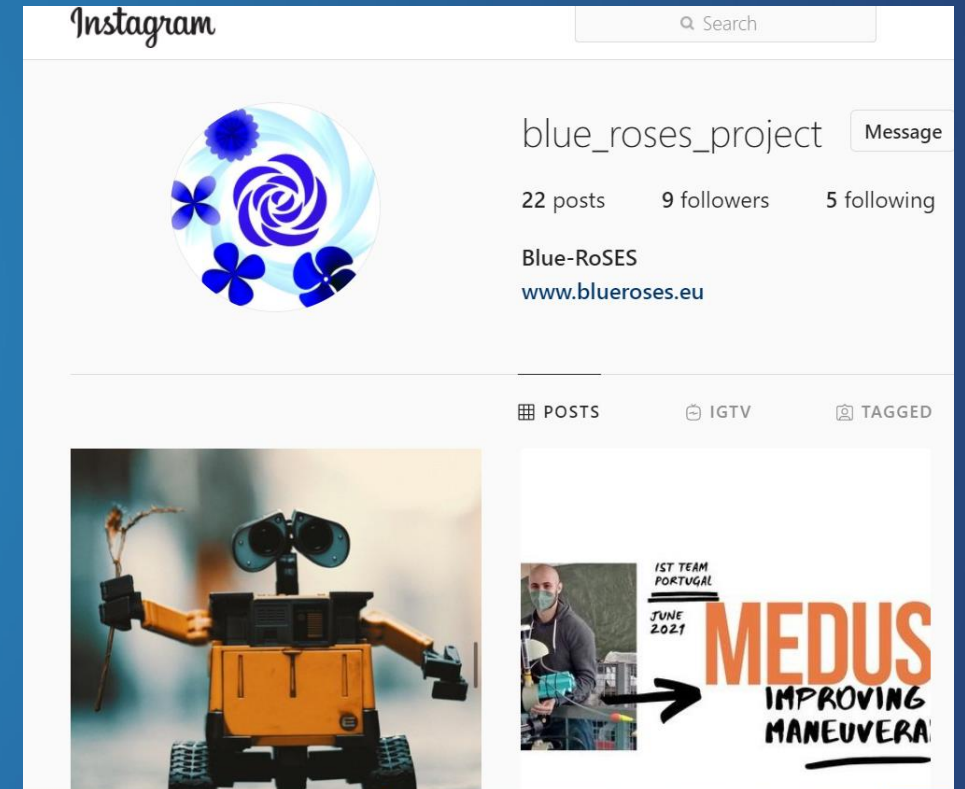


FOLLOW THE EXAMPLE PROVIDED BY EMFF (EMFAF PREDECESSOR) COMMUNITY

Blue RoSES



LinkedIn profile for the Blue RoSES project. The header includes the LinkedIn logo, a search bar, and navigation icons for Home, My Network, Jobs, and Messaging. Below the header is a banner image with three panels: a boat on the water, an underwater robot, and a sea turtle. The profile name is "Blue RoSES project" with the tagline "Blue robotics for innovative & sustainable services" and "Research · Genoa, Liguria · 25 followers".

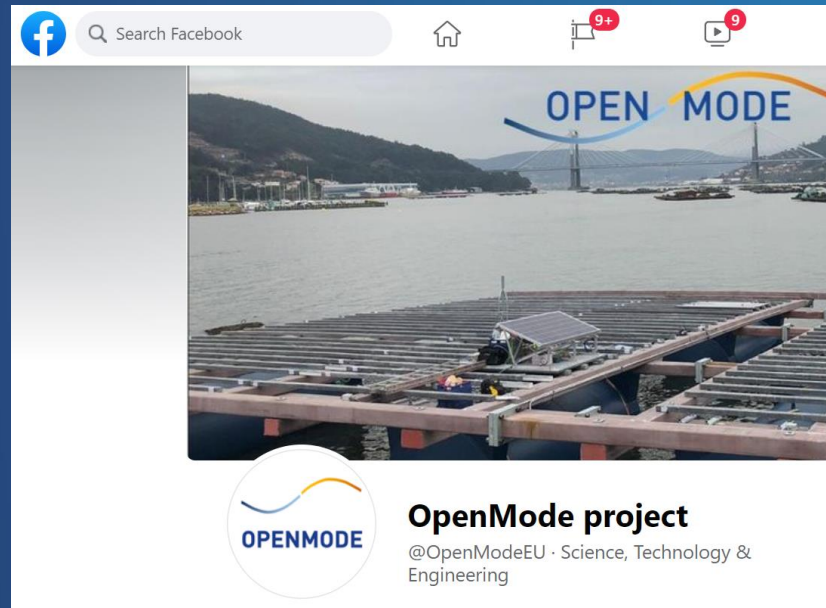


Instagram profile for the blue_roses_project. The header shows the Instagram logo, a search bar, and the profile name "blue_roses_project" with a "Message" button. The profile bio includes "Blue-RoSES" and the website "www.blueroses.eu". The profile statistics show "22 posts", "9 followers", and "5 following". Below the bio are navigation options for "POSTS", "IGTV", and "TAGGED". The main content area shows two posts: a photo of the robot WALL-E and a promotional poster for "MEDUS IMPROVING MANEUVERA" featuring a person in a mask and the text "1ST TEAM PORTUGAL" and "JUNE 2021".



FOLLOW THE EXAMPLE PROVIDED BY EMFF (EMFAF PREDECESSOR) COMMUNITY

OPENMODE



OpenMode Project @OpenMode_EU · Jun 8

Mussel and seaweed farming produces the lowest carbon footprint protein. Let's take care of our oceans, the world's largest source of sustainable food. Happy #UNWorldOceansDay! Our commitment to #SDG13 and #SDG14





FOLLOW THE EXAMPLE PROVIDED BY EMFF (EMFAF PREDECESSOR) COMMUNITY

SEANSE

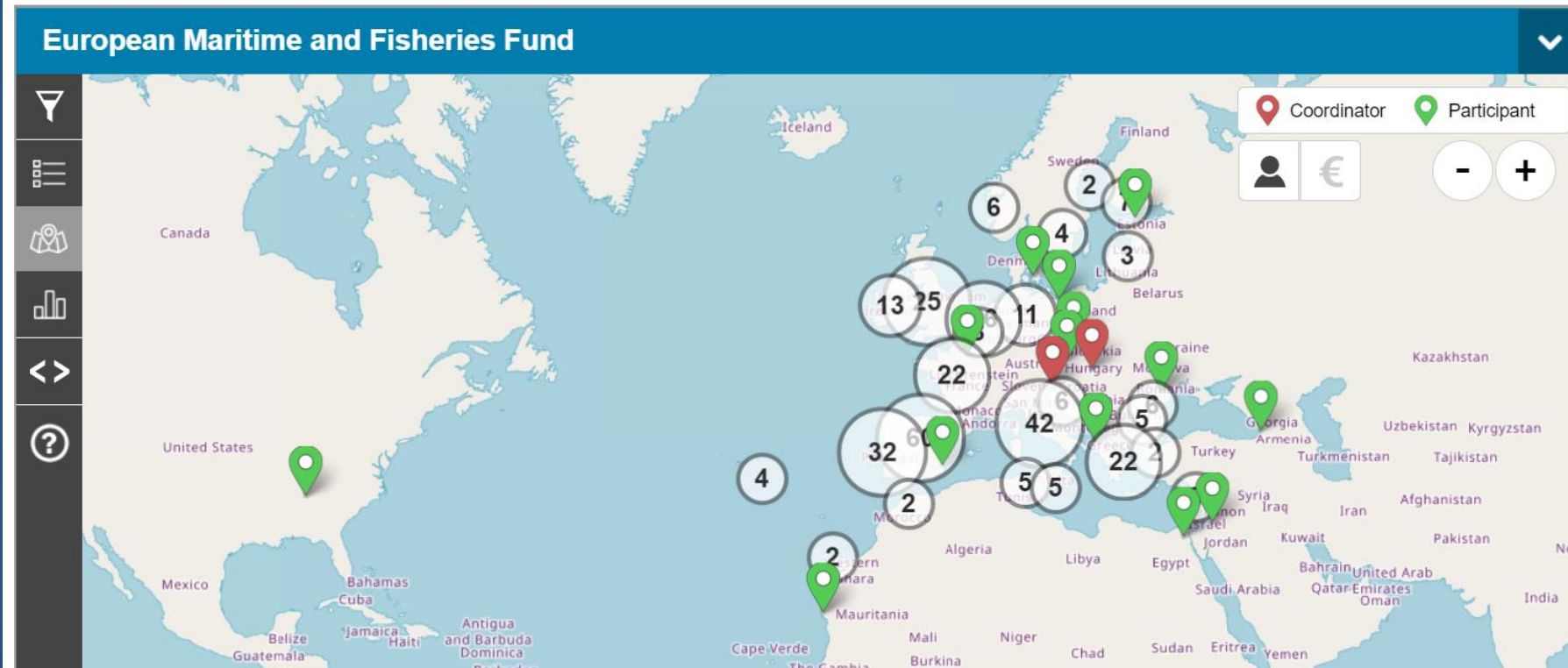
A screenshot of the SEANSE website homepage. The page has a white header with the "SEANSE" logo on the left and a navigation menu with links for "Home", "News", "Dataportal", "Events", "Downloads", "Projects", and "Activities". A search bar is located on the right side of the header. Below the header is a large banner image of a stormy sea. A white box with the text "Nice to know" and a link "→ Project results at Downloads" is overlaid on the banner. Below the banner are four content blocks: "Project background" with a photo of a seagull, "Objectives and goals" with a blue gradient background, "Partners" with a colorful line drawing of people and a map, and "Dataportal" with a photo of a sunset over the ocean.



DATA HUB INCLUDING PROJECTS OF EMFF (PREDECESSOR OF EMFAF)

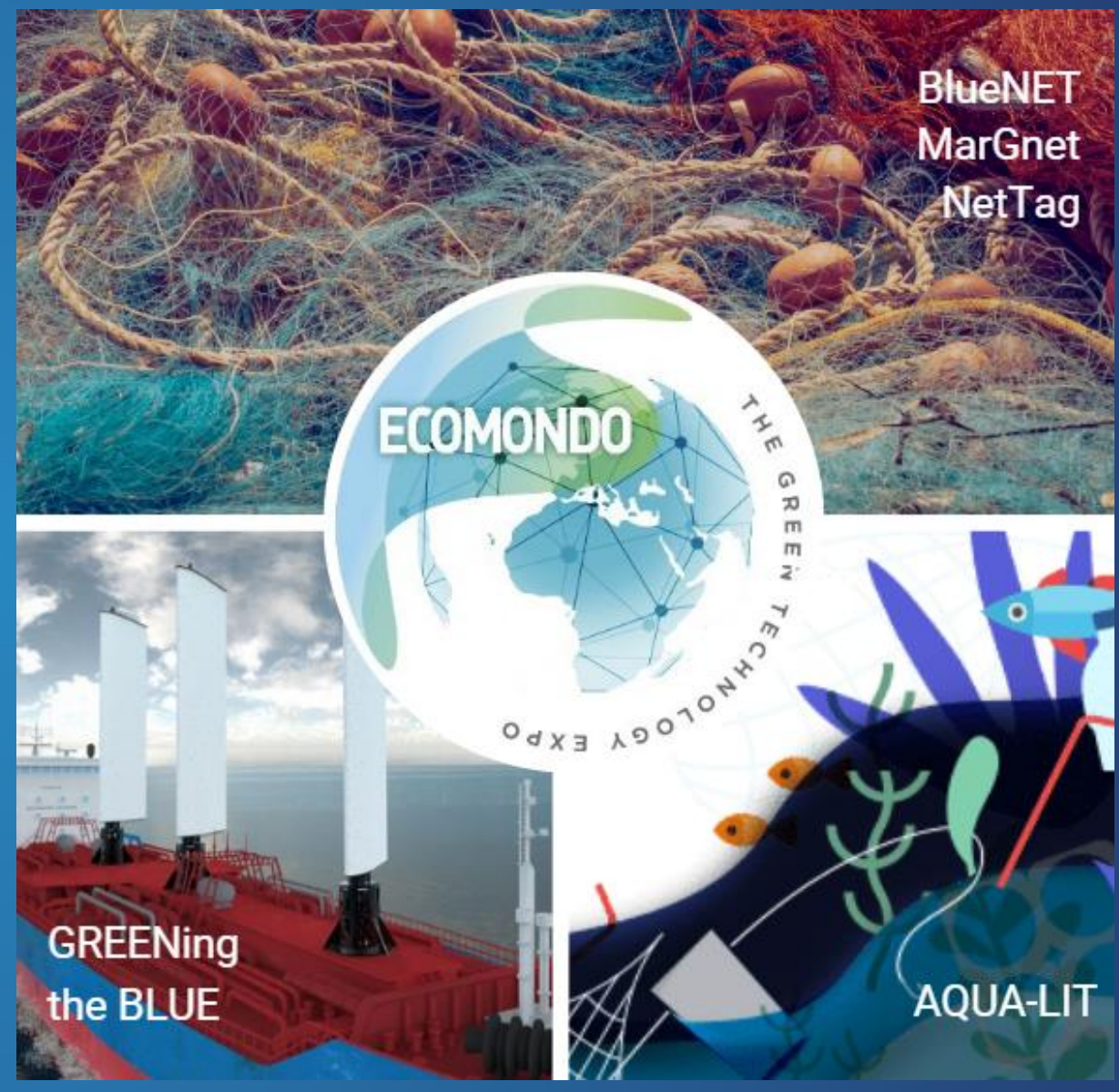
<https://emff.easme-web.eu/>

EMFF data hub



What can we do for you?

- Bring your project to events
- EU events calendar



What can we do for you?

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



OCEAN HEALTH: PROJECTS THAT INNOVATE

A sample of
the projects
funded
between
2014
and 2019



Keep in touch



Your Project Officer or Manager



@cinea_eu



European Climate, Infrastructure and Environment Executive Agency (CINEA)



CINEA-Communication@ec.europa.eu