#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 requirements

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

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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

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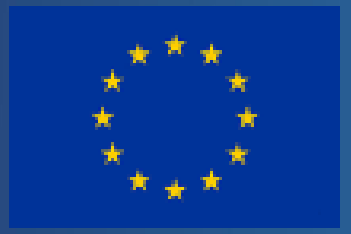
Acknowledgment of the EU



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

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Communication activities must:

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

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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

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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

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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

nettagproject • Following

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

Follow his journey on The Plastic Hike @thetrashtraveler

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 ტურიზმის 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

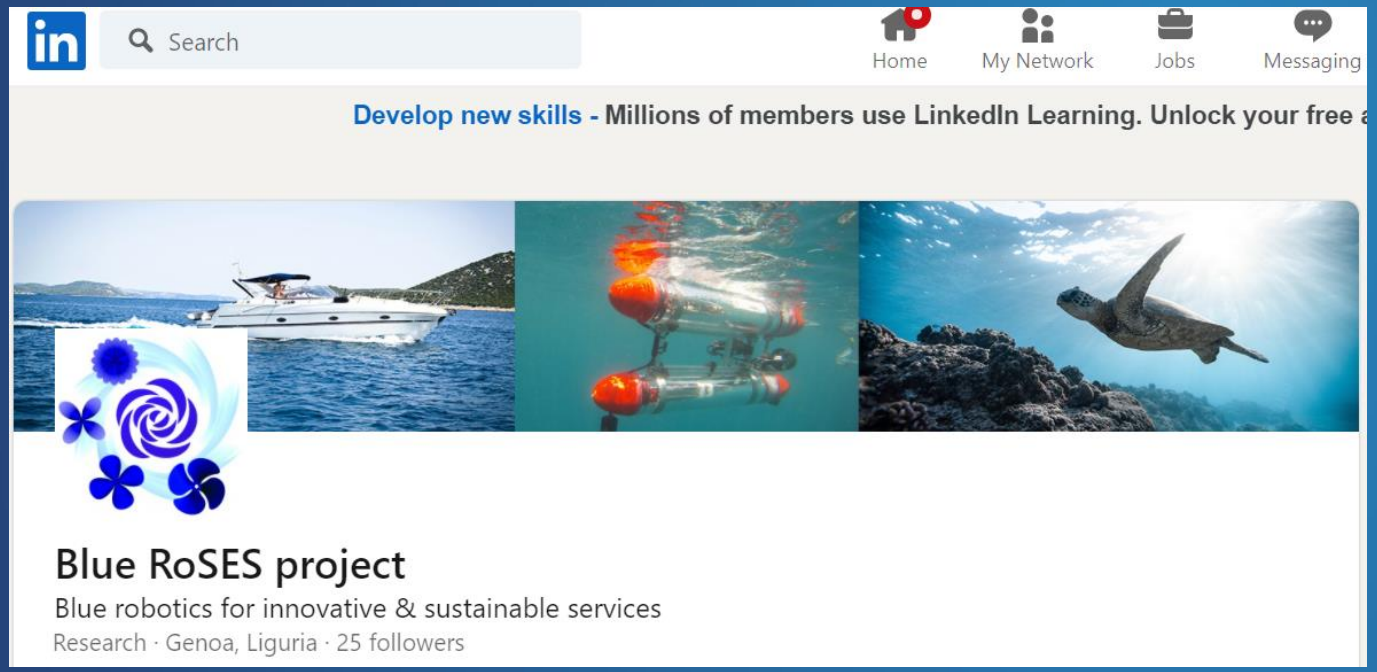
- Reach national and local stakeholders
- Invite press to your key events
- Make others talk about you

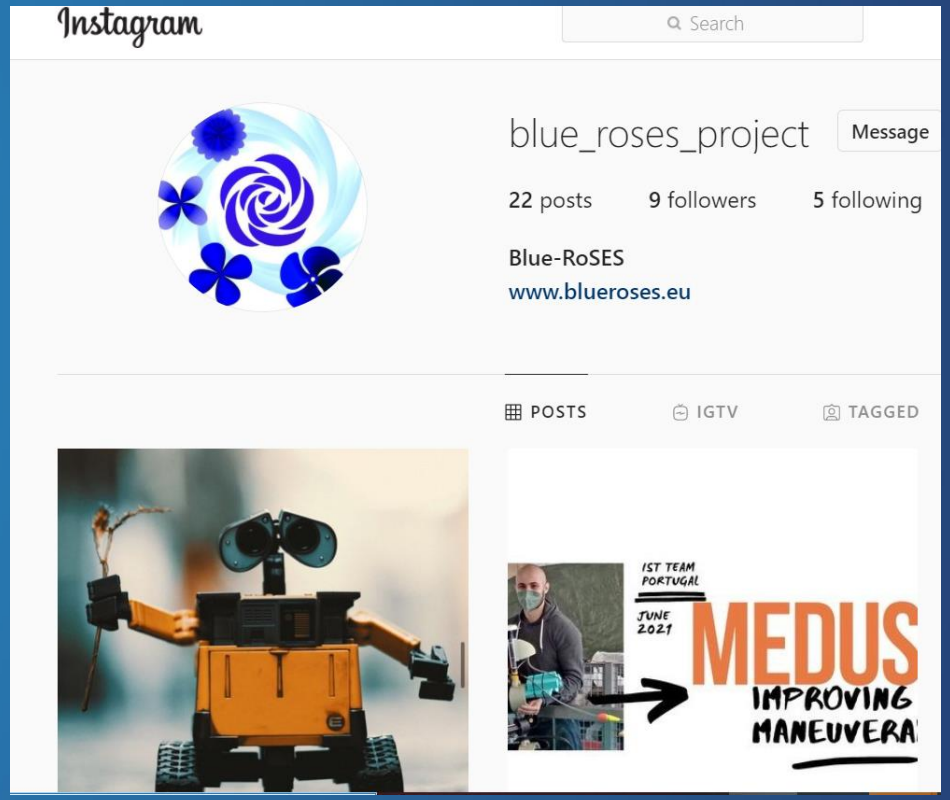
EVENTS

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

FOLLOW THE EXAMPLE PROVIDED BY EMFF (EMFAF PREDECESSOR) COMMUNITY

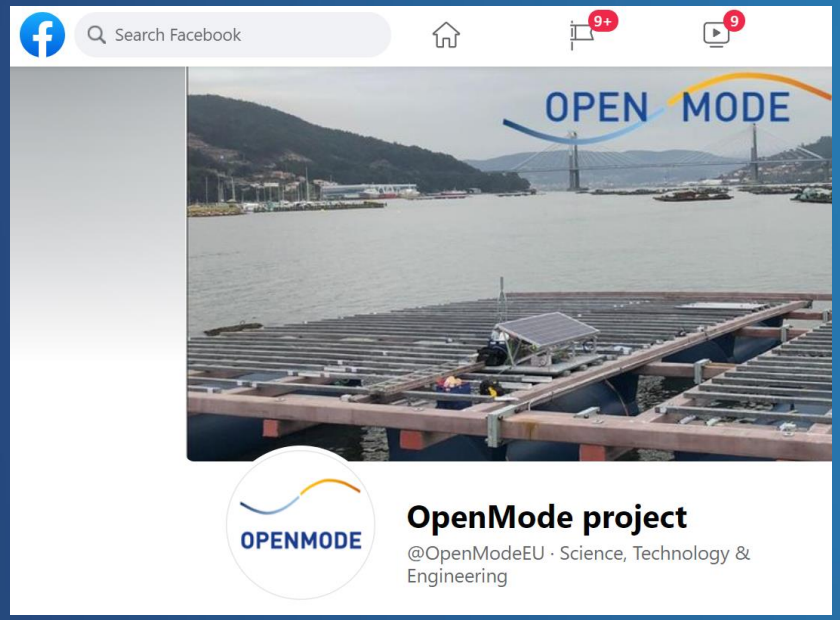
Blue RoSES





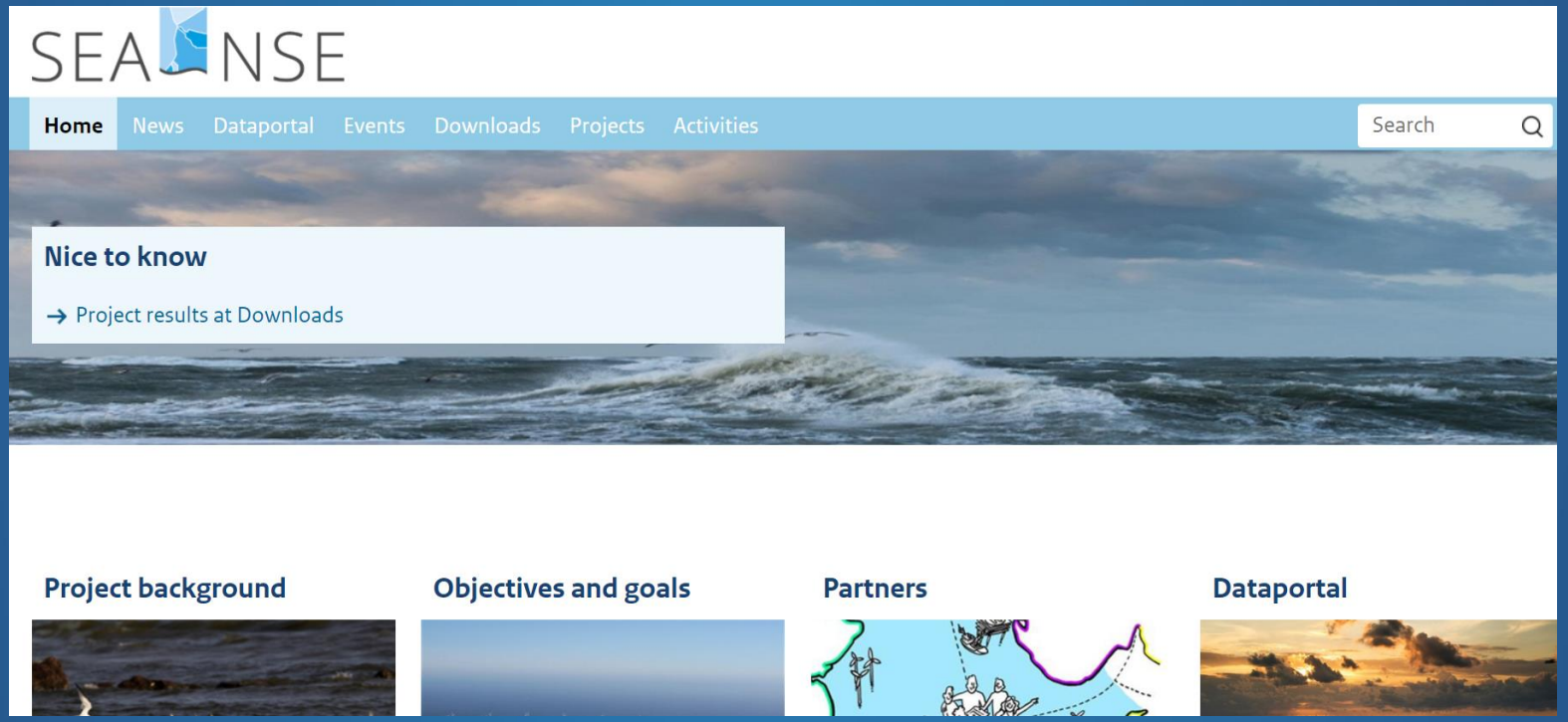
FOLLOW THE EXAMPLE PROVIDED BY EMFF (EMFAF PREDECESSOR) COMMUNITY

OPENMODE



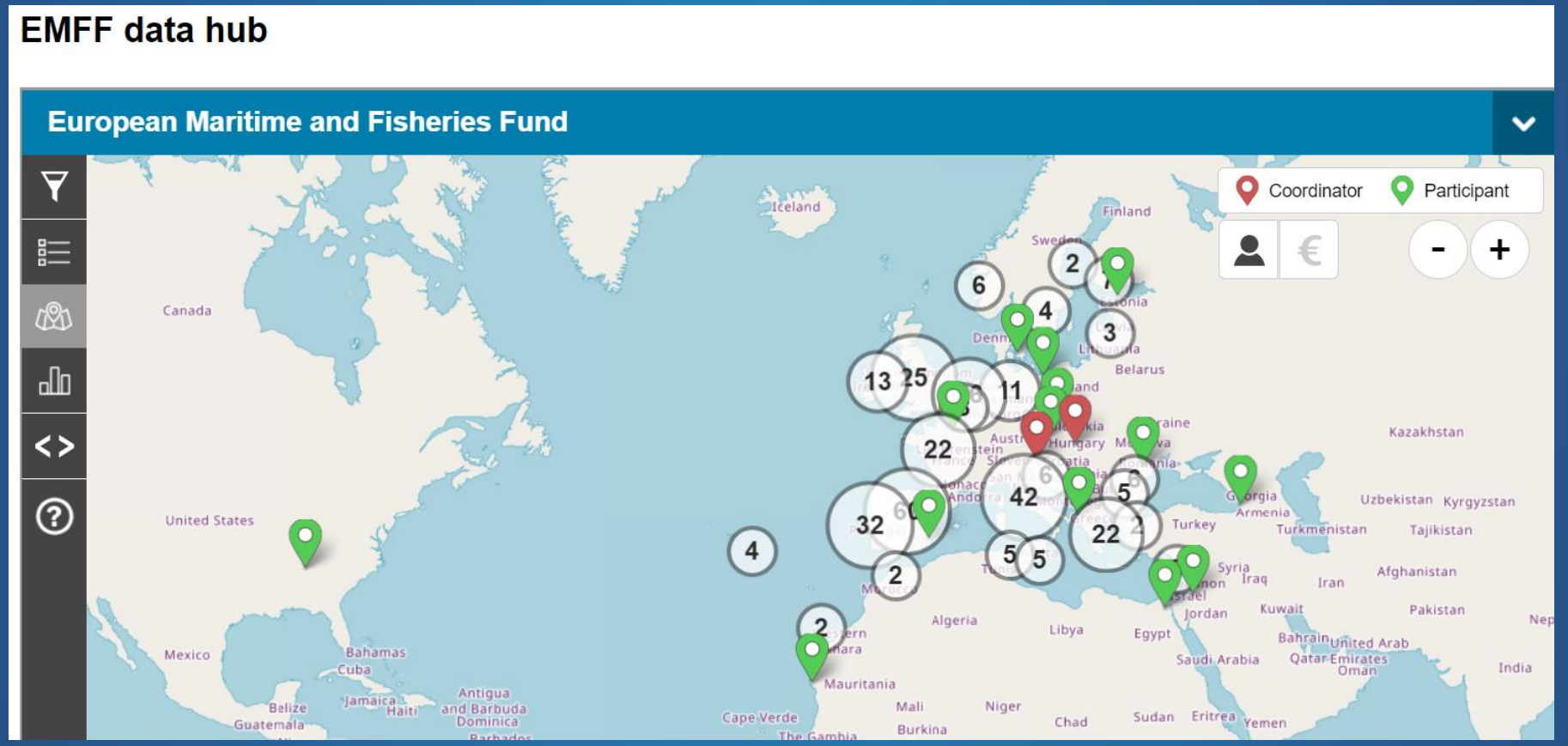
FOLLOW THE EXAMPLE PROVIDED BY EMFF (EMFAF PREDECESSOR) COMMUNITY

SEANSE



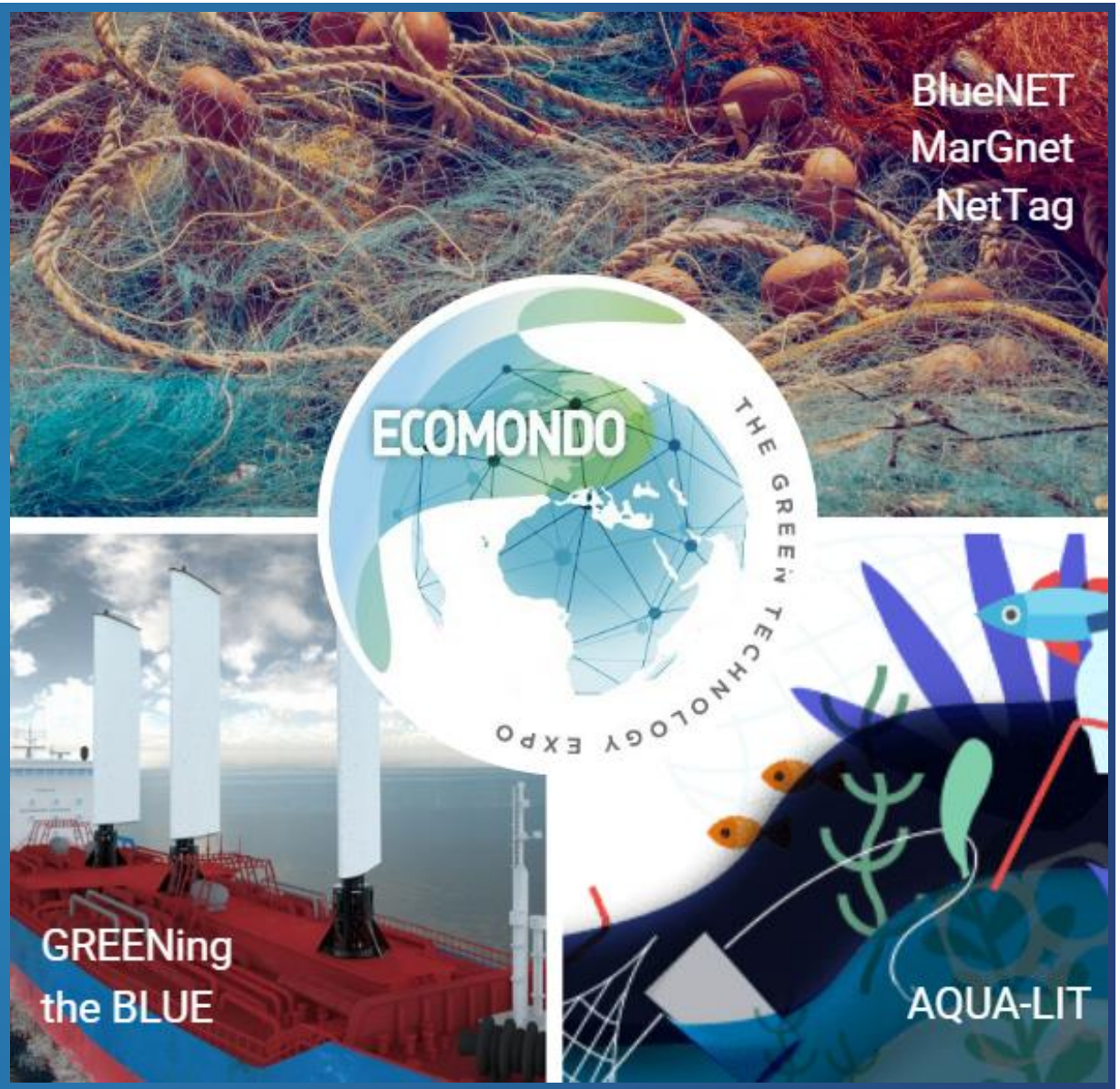
DATA HUB INCLUDING PROJECTS OF EMFF (PREDECESSOR OF EMFAF)

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



What can we do for you?

- Bring your project to events
- EU events calendar



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What can we do for you?

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

Keep in touch

Your Project Officer or Manager

@cinea_eu

European Climate, Infrastructure and Environment Executive Agency (CINEA)

CINEA-Communication@ec.europa.eu

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