#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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Funding emblem and guidelines
Disclaimer
Share your success stories
Connect on social media

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
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:
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

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
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

Develop new skills - Millions of members use LinkedIn Learning. Unlock your free trial now!

Blue RoSES project
Blue robotics for innovative & sustainable services
Research - Genoa, Liguria - 25 followers
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
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
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
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