#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:

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

Communication activities must:

• Be effective
• Be proportionate
• Address audiences that go beyond the action’s own community
# How to Communicate Your Project

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<th>Think, Plan, Act strategically</th>
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<tr>
<td>• What do you want to achieve?</td>
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<td>• Communicate from day one</td>
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<tr>
<th>Be creative</th>
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<tr>
<td>• Vamp up the visual, reduce the writing</td>
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<td>• Use social media</td>
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<th>You can’t reach everyone</th>
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<tbody>
<tr>
<td>• Define your target audience</td>
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<td>• Use consortium resources, expertise and ideas</td>
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<th>Get into the media mindset</th>
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<tbody>
<tr>
<td>• Identify relevant media people</td>
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<td>• Understand media language and needs</td>
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<th>Think Issue, not project</th>
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<tr>
<td>• What issue is the project addressing?</td>
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<td>• Link communication to hot topics in society</td>
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<th>Think global, act local</th>
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<tr>
<td>• Local and regional media are effective targets</td>
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<td>• Use the project’s local connections</td>
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<th>Make it relevant to daily life</th>
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<td>• Show the impact on society</td>
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<td>• Avoid technical language and jargon</td>
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<th>Build your brand</th>
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<tr>
<td>• Become a trusted source and voice</td>
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<td>• Contribute where and when you can</td>
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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
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

Tourism 4.0 for the Black Sea
September 3 at 11:57 AM • Public

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

Tourism Institute Sano Touring Agricola NGO Tourism 4.0

Netta Gnet – Following

Andres Nee, known as The Trash Traveler, is hiking along the whole Portuguese coast in to collect and document waste and raise awareness for marine litter and plastic pollution.

So far, he has removed 456 kg of trash from beaches, including microplastics.

Photo from @trashtraveler Instagram

#NettagProject #NettagEgger #NettaGnet #Microplastics #MarineLitter #AgriculturalTourism #Tourism4BlackSea

23 likes
Add a comment...
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.

[ARCHEOSUb Presentation](https://www.youtube.com/watch?v=dQw4w9WgXcQ)
FOLLOW THE EXAMPLE FROM EMFF COMMUNITY

- WAOH! Route & their YouTube channel
FOLLOW THE EXAMPLE FROM EMFF COMMUNITY

• AQUA-LIT
FOLLOW THE EXAMPLE FROM EMFF COMMUNITY

• Pan Baltic Scope
EMFF DATA HUB

• Database with EMFF projects

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 your part of the EU corporate campaigns
- Ocean Health: projects that innovate
Keep in touch

Your Project Officer or Adviser

@EU_EASME

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EASME-COMMUNICATION@EC.EUROPA.EU