



COMMUNICATING THE EMFF/EMFAF: TANGIBLE, CLOSE, IMMEDIATE

Communicating the EMFF/EMFAF: why INFORM EU?

- To ensure better visibility around EU funding, as indicated by the new CPR 2021-2027 provisions on visibility, transparency and communication
- To underline added value of EU Funding and the positive impact on the beneficiaries and their communities
- To foster the communication capabilities and expertise at MS level and ensure a simplified and structured cooperation approach between them and Brussels
- To guarantee a seamless flow of info on EU funding between the MS and EU and vice versa
- To increase the communication tools and channels at our disposal

How we communicated EMFF so far

- So far, the main channels of distribution of EMFF communication content have been:
 - **Euronews Ocean:** within the framework of the respective thematic monthly episodes
 - **Newsletter Success stories:** 3 stories per month each originating from a Commission Shared Management Support Unit (FAME and FARNET) and Direct Management Support Unit (CINEA) usually clustered around the theme of the Euronews episode.
 - **Social media:** channelling the other most relevant stories of the month, not connected to the Euronews episodes, in addition to the newsletter success stories
 - We might expand the portfolio of products and channels with the new entity substituting FAME and FARNET post 2021

INFORM EU Concept

- INFORM EU: a network of 1000+ communication professionals
 - Organised under the initiative of DG REGIO/EMPL and modelled after the already existing REGIO/EMPL INFORM INIO network
 - DG REGIO organization and secretarial role
 - Covering seven funds –a single rule book for communication
 - REGIO as a central host of services (organization and secretarial role), but partial responsibility of other DGs or MS
- Legal basis:
 - Common Provisions Regulation (CPR) 2021-2027 related to the communication and visibility of the EMFAF
- Main principle:
 - communicating about EU funding is a joint responsibility of Member States and EU institutions alike
- Scale of commitment:
 - DG MARE contributes to 5% of the annual budget

INFORM EU Structure

- Multi-layered structure: network of networks
- Same professionals, but operating in different architectures:
 - **1 INFORM EU plenary** (2 meetings per year)
 - **1 INFORM EU Expert group** (1 meeting per year)
 - **27 INFORM Country Teams** (2-4 meetings per year)
 - **4 INFORM Fund networks** (2-4 meetings per year, continuative activity on digital platform) (e.g. EMFAF: INFORM MARITIME)
 - DG MARE representative
 - 27 National coordinators
 - 27 programme communication officers
 - **27 National INFORM networks**
 - **4 DG internal networks**

INFORM EU

Teams platform INFORM MARITIME

- The platform is to ensure an immediate and steady flow of information on EMFAF projects/success stories.
- It is also a hub for exchange of best communication practices and foster the programme communication officers' competences and skills in the field of EU communication.
 - INFORM EU secretariat organizes on-line trainings and workshops accessible through the platform
- DG MARE ensures the animation and everyday management and maintenance of the INFORM MARITIME channel of the platform, together with our FAME and FARNET colleagues
- Channel is already active and we started sharing good stories about the EMFAF programme, and how it contributes to improve the life of the beneficiaries (and their communities).

Future communication opportunities with INFORM EU

- With the already existing structured approach mentioned before, we have increased many-fold the visibility of the success stories based on the EMFF, and of the EU funding.
- INFORM EU adds to the already existing channels that DG MARE is using for communicating on EMFAF.
- INFORM EU is a new communication opportunity:
 - Through the programme communication officers in MS, we will be to communicate with audiences in their home country, with a focus on specific national programmes and their results.
 - At the same time, we see ample scope for collaboration and synergies: we can help promote successes in MS to a larger European audiences and other MS, setting examples of best practices.
 - We can bring the communication content that is made available at EU level to MS national arena.
- INFORM EU is a leap forward in the communication of #EMFAF, as it will increase significantly the visibility of project-related success story and the reach of information about #EMFAF to potential beneficiaries and stakeholders.

What content for INFORM EU?

- communication of EMFF is based on the concrete results of EU funding, and how the financed projects improve the life of the beneficiaries and their communities, and the sustainable use of ocean resources:
 - It originates at local level and focusses on the human angle, the anecdotal dimension
 - It is framed into a narrative of sustainability, thriving coastal communities, post-corona recovery

FLAGS & CLLD: the starting point of the EMFAF communication

- With our traditional EMFAF communication channels, we have a limited capacity in visibility output for supported project;
- INFORM EU, through its INFORM MARITIME channel will make possible to ensure the widest diffusion of many more good stories about the EMFAF programme, and how it contributed to improve the life of the beneficiaries (and their communities).
 - We see the FLAGS and CLLD contributing in a two-way role: providing their stories to the INFORM EU referents, and spread success stories on EMFF support received from INFORM EU channels in our country.
 - we can help you promote your successes to a larger European audience and you can help us bring the communication content that is made available at EU level to your national arena through INFORM EU
 - it will increase dramatically the traction of project-related success story and the reach of information about #EMFAF to other potential beneficiaries and stakeholders.

QUESTIONS AND ANSWERS

Thank you



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