

Inform EU – EMFAF Specific Meeting

Inform EU Plenary, Evora, Portugal

18.11.2022

AGENDA

- **General introduction – DG MARE**
- **Introduction to the session & ice breaker**
- **Communicating success stories - The CPR & success story production**
- **Strategically communicating a story**
 - What to consider
 - Choosing objectives
 - Creating a plan
- **An Irish case study – strategically communicating a story**
- **Q&A**
- **Conclusions**

Ice breaker

- **Very quickly, who is in the room and where are you from?**
- **Thinking back to our capacity-building on efficient communication**
 - Have any of you used the FAMENET communications planner template?
 - Have you applied any of the techniques or tools discussed?
 - Do you have any specific experiences you could share with the group on how you have implemented efficient communication?

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Ice breaker

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- **Recap on efficient communications tools**

Communicating success stories – The CPR and legal obligations

- The reason we are here today
- Common rule book for communication under shared management
- **Visibility**
- **Transparency**
- **Communication**
 - About the results of EU funding
 - About EMFAF achievements
- **What's the role of success stories here?**

Success story production

- **What are success stories?**

- Information about funded projects presented in a nice way

- **What is storytelling?**

- The art of telling a story
- As old as language itself
- A nice and engaging way to get a message across

- **Why focus on stories today?**

- Tangible tool to communicate about EMFF/EMFAF results/achievements
- Demonstrate how the EMFF and EMFAF are implemented on the ground

Strategically communicating a story

- **Different things to consider**
- **Your product**
 - What is your story about, what format is it in (video, text etc.), does it have visual parts etc.
- **Target audience**
 - Who do you want to communicate to, why would they be interested
- **Objective**
 - Why do you want to communicate this, what do you want to achieve with your activities
- **Channels**
 - Where does it make sense for you to communicate, what is within your means (budget/skillset)

Enjoying delicious seaweed & healthy living on a Danish island

• The product

- Story about a family-run business expanding its activities, focusing on the uses of seaweed
- Beneficiaries wanted to “increase seaweed consumption and develop rural areas through a new business model”
- Text format story, with some images

• Target audience

- The Danish population – general, specific fisheries sector members
 - *Example of how EU funds are being used in the sector and in the country*
 - *To get inspired to apply for or look into eligibility for funding*
 - *Example of a family-run business adapting and innovating*
- The local island population where the project is located
 - *Awareness of project, benefits for the community (healthy living, job creation etc.)*
- Inform Maritime communication officers
 - *Example of a project that could be replicated*
 - *Curiosity around what is being done in other MS and how it is communicated*

Enjoying delicious seaweed & healthy living on a Danish island

• Objective

- To inform the island population about the project, highlight what it has done for the community and ensure islanders know about the business to ensure its continued success
- To provide an example of how EU funding can be used and applied in Danish communities / contexts to both Danish populations and other communication officers
- To raise general awareness of EU funding and its applications, so as to inspire other project or beneficiaries to come forward and apply

• Channels

- Inform Maritime Teams channel
- Website
- Local publications (e.g. newspaper, bulletin board, town hall etc.)
- Social media
 - *Locally – Post in local Facebook groups, tag local entities*
 - *Regionally / Nationally*

Your turn – Choosing an objective

- **3 groups – 1 story per group**
- **Brainstorm potential objectives –**
 - What do you want to communicate and to who
 - Why do you want to communicate that to your chosen target
- **Starting ideas**
 - Raise awareness – of the specific project, of EU funding
 - Highlight a specific region / activity / application of funding
 - Inspire future applications

Choosing an objective – Why it is important

- **Defines and creates scope for your communication**
- **Influences your communication choices (i.e. strategy)**
- **Provides direction to work towards**
- **Establishes a benchmark by which to take your decisions**
 - Does this communication activity contribute towards the objective we have set?
 - Will choosing this communication channel allow us to communicate what we defined in our objective(s)?

Your turn – Planning your story strategy

- **3 groups – 1 story per group**
- **Define:**
 - Where are you going to communicate your story? (Channels, locations)
 - How are you going to communicate it? (Formats, frequency)
 - How are you going to maximise your output, but be efficient with your input? (Re-using photos / videos, telling the story from different angles, adapting to different platforms)
 - What needs to happen to implement your plan?

Case study from Ireland

- **We're now going to hear a case study from Ireland on how the MA strategically communicated a story including:**
 - Objectives and planning
 - Including the techniques and tools used
 - Best practices and transferability
 - Q&A

Keith Kelleher (IE)

An Irish case study – Strategically communicating a story



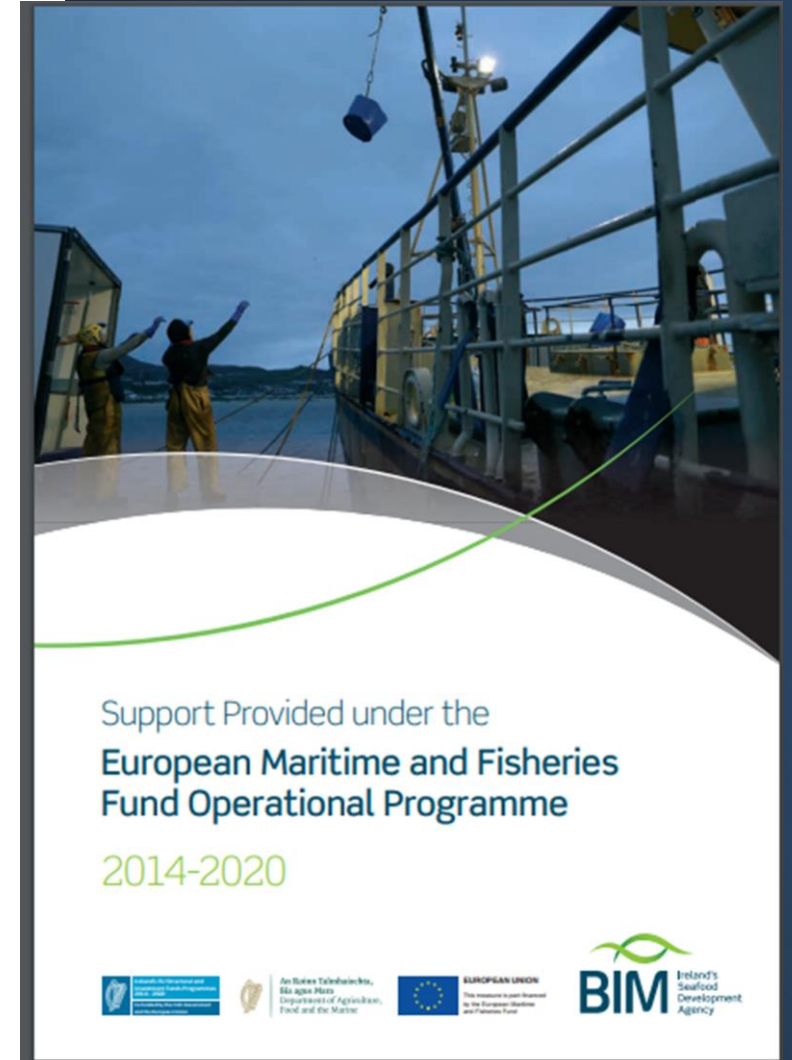
- Keith Kelleher – EMFF Managing Authority
- keith.kelleher@agriculture.gov.ie



**European Maritime
& Fisheries Fund**

Presentation Overview

- ❑ Overview of Information & Publicity actions in Ireland
- ❑ Planning for a promotional campaign?
- ❑ Specific Example - FLAG Scheme
- ❑ Planned Information & Publicity Actions under the EMFAF 2021-2027 Programme
- ❑ Q&A



Information & Publicity actions in Ireland

- ❑ Annual events. These include
 - Skipper Expo
 - Sea-Fest
 - Ocean Wealth Summit
 - National Ploughing Championships (Joint Event with Other EU Funds)
- ❑ Attendance at INFORM Seminars/Trainings
- ❑ EU Awareness Surveys
- ❑ EU funds website – eufunds.ie
- ❑ Organised seminars /webinars and workshops
- ❑ Promotional Campaigns. (website, Twitter, Facebook)
- ❑ Networking & Collaboration



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Planning for a promotional campaign?

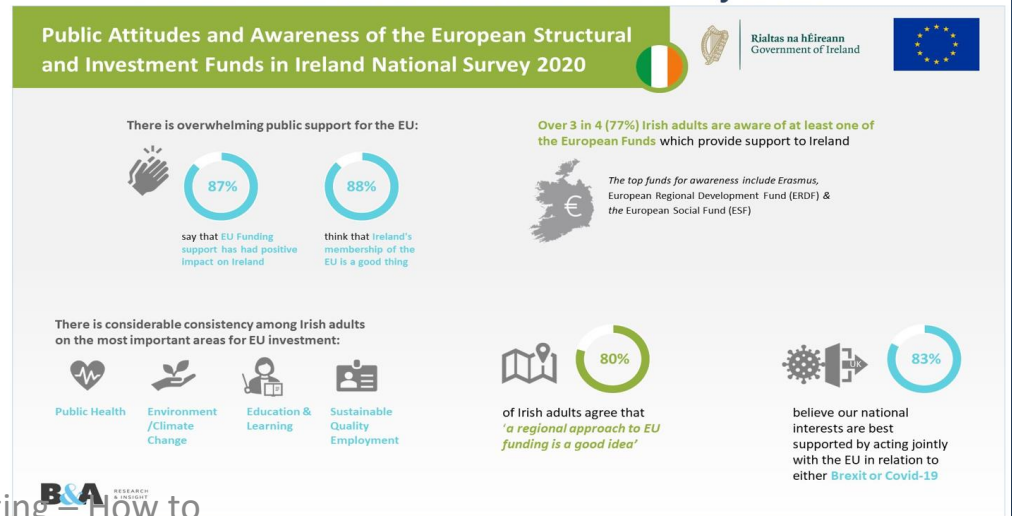
Pre –Planning –

- What do we need to consider?
 - ✓ Team and define roles
 - ✓ Target audience
 - ✓ Budget
 - ✓ Timings
 - ✓ Key messages
 - ✓ Channels
 - ✓ Content
 - ✓ Metrics

- Defining Objectives
 - ✓ Is there a call to action?
 - ✓ Try to keep the objective singular



Public Awareness & Attitudes Survey 2020



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Planning for a promotional campaign?

Plan Implementation –

- Create communication plan
- Define objectives and deliverables and set timings against these
- Agree budget
- Develop communications implementation plan
- Agree metrics to track
- Include post-campaign analysis to capture lessons learnt

Post Plan Implementation –

- Post-campaign analysis to capture lessons learnt

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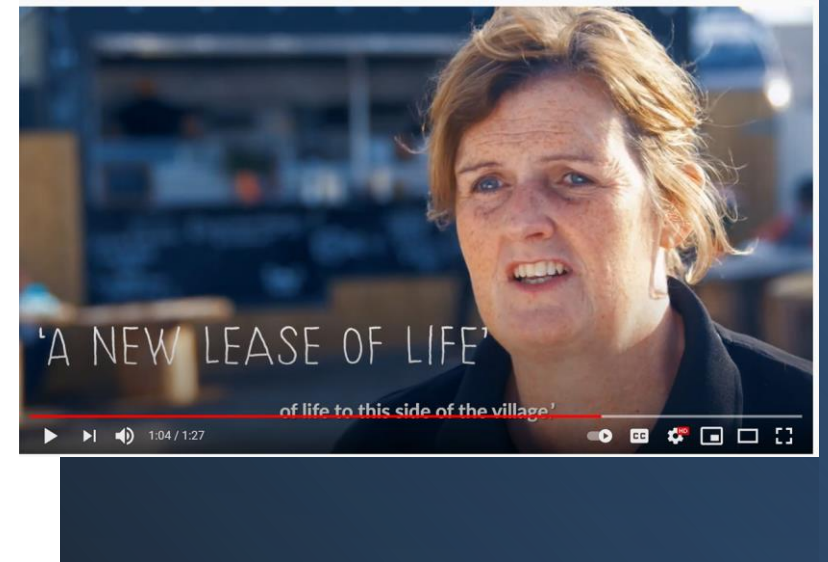
Specific Example - FLAG Scheme

- ❑ A series of 7 case studies were promoted for each of the 7 EMFF FLAG regions in Ireland.
- ❑ The case studies were selected on the basis that they successfully illustrated the positive impact EMFF support is making to those working and living in coastal communities.
- ❑ A digital, video-led campaign across social media channels (Facebook, Twitter, fisherieslocalactiongroups.ie.)



What worked well.

- ❑ Digital, video-led campaign
- ❑ The video length was short (just over 1 minute)
- ❑ Video worked well as a moving visual medium
- ❑ To hear and see project owner
- ❑ The digital platform



European Maritime Fisheries Fund

Keeping local fishing traditions alive

Elaine Power, owner of East Pier in Dunmore East, Co Waterford, talks about bringing a new lease of life to the community through her business and how EU funding has been a support

Entrepreneurial runs in Elaine Power's blood. Back in 1962, her grandfather started a butcher and grocer's in Dunmore East and today, her family has a pub and supermarket.

"When my father retired, my brother took over the supermarket and I decided to start my own new venture," says Elaine. "When I worked in the family business, I delivered groceries every day by the harbour and I would pass an old vacant building, which was once a fish shop. That's when I had aureka moment."

"I felt there was a need to open up something by the harbour. A dedicated seafood experience, with a casual, dockside feel, overlooking the bay and showcasing the area's great seafood. That's when East Pier was born."

In 2017, Elaine started the process of taking over the building by the harbour, overcoming loans and legalities. She sought support from the Fisheries Local Area Action Group (FLAAG) fund, which is administered by Bord Iascaigh Mhara (BIM), and is co-funded under the EMFF.

"The EU FLAAG funding helped me a lot with the start-up costs for my business," says Elaine. "The support really gives you a bit of confidence to try new ideas and see what works". Even though Elaine had years of experience in retail and was the butcher's daughter, she knew she needed to upskill in the seafood industry before opening East Pier.

"I did various fish handling courses with BIM and a cookery class in Dublin. Then, I decided to try to find experience in a business that was seafood-orientated. I got a job working with Rick Stein, the well-known TV chef, at his restaurant in Falmouth, Cornwall, in England. This was a great learning experience."

"When Elaine returned to Dunmore, she put her newfound knowledge into practice. In 2018, she finally opened the doors of East Pier. Today, Elaine welcomes visitors from all over Ireland, along with the locals, who love to sit back and enjoy seafood while overlooking the bay.

"Everything we retail in local and we support many local suppliers," says Elaine. "From the fishermen, all the way to the picnic farmers."

"We aim to make eating seafood an enjoyable, simple experience, particularly for those who may not be used to consuming fish dishes. For example, instead of serving up a lobster that people may not know how to eat properly, we have lobster rolls and crab buns."

"Our oysters are also a bestseller and we do the traditional fish and chips. People also like to stop by for a coffee or ice-cream and savour the views."

East Pier has rejuvenated the tradition of fishing and fish stories in Dunmore East, and Elaine has helped to create jobs across the village.

"We were delighted to get the award," says Elaine. "It's great recognition. The first summer I opened I had about 10 people working for me, and last summer, that's up to 40."

"A lot of my staff are students, because business is seasonal. But the thing about that is you're teaching them how to work. They're learning all about food safety, time-keeping and customer care. And they're brilliant, so enthusiastic and full of ideas. They're a reason why our business is so successful."

Elaine adds, "Starting a business can be a gamble, but we're lucky that our idea took off. I have my family to thank for that, as well as the support of the EU FLAAG funding. I learned from working in the family business, that everybody should get great customer care. No matter who they are."

"And I love it when people come to Dunmore East. Everybody is here for a good time, it's so picture-perfect, and I love to share that with them."

Sustaining seafood suppliers

Carol Harrington, CEO of Shellfish Ireland, tells us how the company has grown over the years and how the EU's Processing Investment Scheme has helped them add value

Originally established in 1987, Shellfish Ireland (Shellfish.ie) is later on SICM was started by three fishermen including Fionnuala Richard Murphy and Peter O'Donnell, who worked together to catch and supply brown crab to local seafood buyers. Over the years, the business grew to become the leading supplier of sustainable shellfish – including crab, shrimp, lobster, and prawns – to the local and international market supply chains in Cook, employing up to 190 people in peak season.

Now owning a 24,000 sq ft, fully integrated, state-of-the-art processing facility in Castletownbere, West Cork, the business has gone from strength to strength, becoming one of the largest employers in the area.

"We pride ourselves on being the only company in Ireland with a fully specialised crab line, allowing us to use all parts of the crab in our process promoting the circular economy."

Carol says they applied for the EU's Seafood Processing Capital Investment Scheme to drive the company forward. Co-funded by the Government of Ireland and the European Commission under the EMFF, Carol says gaining this investment helped to improve the flow and efficiency of their product through the factory.

"This has resulted in improved yields, quality, and efficiency. It has also helped to reduce manual intervention within the high-risk processing area of the factory. These improvements will assist in our aim to increase automation and reduce costs going forward."

"This will also allow us to increase the throughput of products to secure the future of the business. This will allow us to remain competitive within our existing markets and access further markets."

With funding from the Scheme, they set about an added value project to develop its existing and growing customer base in the retail channel.

"It has given the company the opportunity to increase sales and processing production, thereby creating more jobs and increasing competitiveness."

"The investment has helped us bring the factory up to a BRC standard (BRC: Global Standard for Food Safety), which has opened up new markets to us. With the increased efficiency, we have been able to increase production volumes through the factory resulting in increased sales."

Bord Iascaigh Mhara estimated the total economic contribution of the seafood sector equated to €200 million in 2018 and supported over 4,500 jobs in addition to €8.5 million in tax revenue. And with 40% of the Irish economy attached to the seafood sector, the sector is incredibly important to the local area, and securing our future is important for the whole Irish Peninsula.

"I would highly recommend this scheme to other businesses. I would recommend linking in with your BIM Business Development Manager in our case Pat O'Leary before and during the process to advise to ensure everything runs smoothly."

Carol adds that they have even more ambitious plans for the future. "We also have plans for a further larger investment in the business, awaiting the next round of funding schemes to be announced. This investment will allow the company to grow further, support more fishermen, employ more people, and supply more product to a market with growing demand. It's a positive story all around!"

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18.11.2022

Info & Publicity Plans 2021-2027

- EU Funds website development for EMFAF 2021-2027.
- Formation of EMFAF Communications Group. (Planning for Info & Publicity Actions)
- EU INFORM Training Actions
- EMFAF IT System development



Q&A

Conclusions - Stories and how to strategically communicate them



- **Choosing an objective is important**
 - It helps you frame your communication strategy early on
 - It gives you a benchmark and guidance for proposal and selection of communication activities
- **Adapting content for different channels and for different audiences in order to be efficient, rather than trying to create lots of different original communication**
- **The importance of using a comms planner**
- **Effort up front can save a lot of time later.**
- **Connect content through campaigns instead of single items.**
- **Track and analyze what worked and what didn't so you can adapt**

Evaluation

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