



FAMENET

Inform EU Maritime

Funds-specific meeting

Malta, 25 May 2022

AGENDA

- Welcome and introduction
- Setting the scene for communication
- Communication needs
- Communication plans
- Communication wants
- Conclusions and closure



Before we get started:

We recommend:

You are muted when not speaking

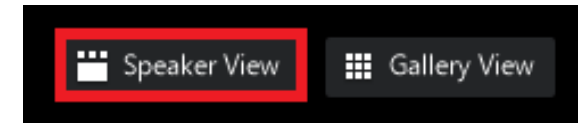
Speaker view is selected during presentations

Gallery view is selected during discussions

Please have Sli.do ready:

Either on www.sli.do or download and open on the Sli.do app

Enter the **event code: #EMFAFMalta2022**





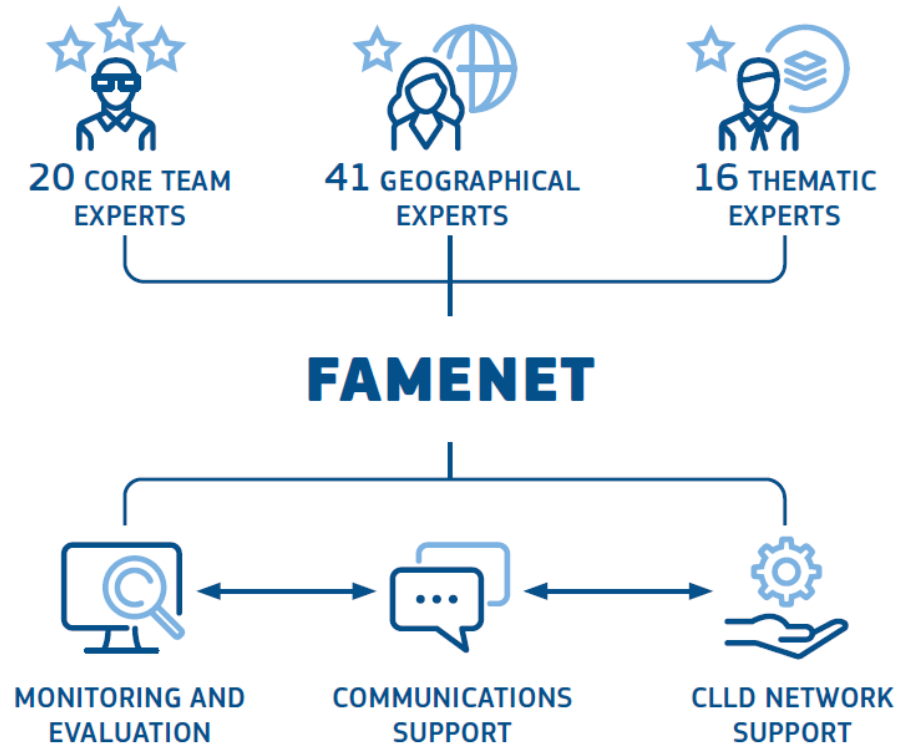
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Introducing FAMENET


- **FAMENET** (Fisheries and Aquaculture Monitoring, Evaluation and Local Support Network) is a new unit which brings together the former FAME and FARNET support units.
- **What we do...**



Introducing FAMENET

 **Monitoring and evaluating** the implementation of the EMFAF and the European Maritime and Fisheries Fund (EMFF).

 **Implementing community-led local development** (CLLD) in fisheries and aquaculture areas to foster a sustainable blue economy.

 **Communicating** on the results of the EMFAF through written stories and videos, and supporting the INFORM EU network.



What is communication to you?

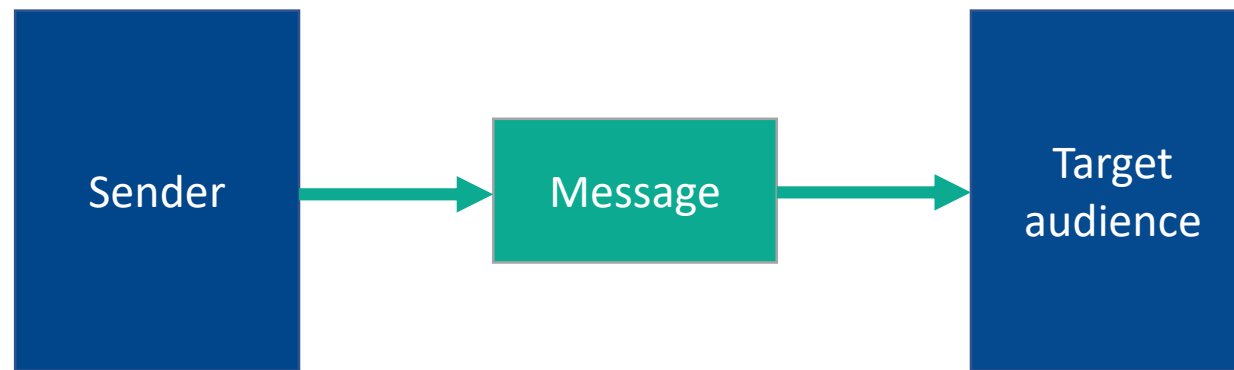


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What is communication?

- **Communication** (from Latin *communicare*, meaning "to share") is the act of conveying meanings from one entity or group to another through the use of mutually understood signs, symbols, and semiotic rules. (*Source: Wikipedia*)





Communicating the EMFAF

- **Inform EU**
 - CPR 2021-2027 related to visibility, transparency and communication
- **Inform Maritime**
 - an immediate and steady flow of information on EMFAF projects/success stories
 - hub for exchange of best communication practices and foster your competences and skills in the field of EU communication
- **FAMENET**
 - is here to make this happen

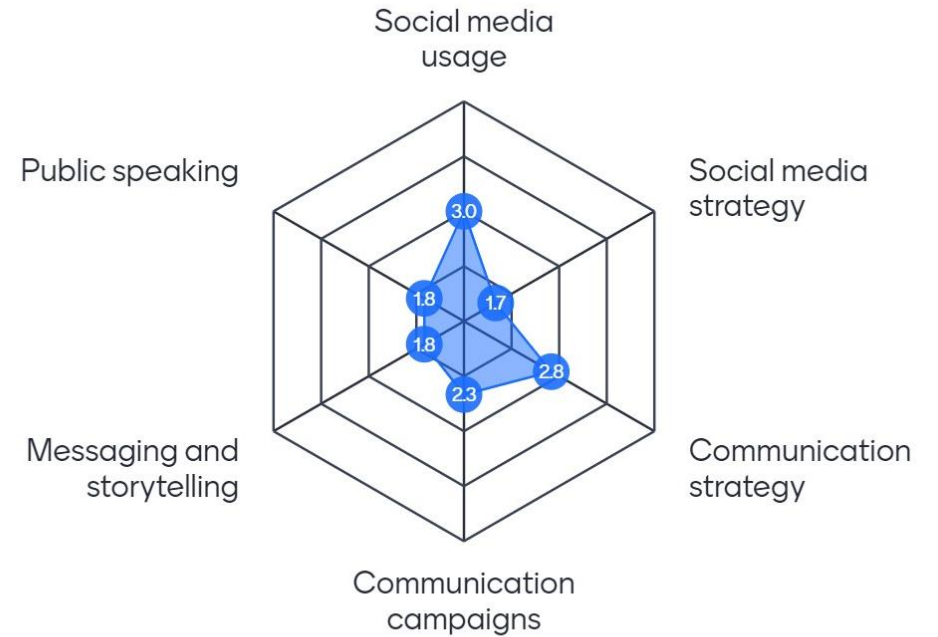


DG MARE Communicating the EMFAF

- **Euronews Ocean:** within the framework of the respective thematic monthly episodes
- **Newsletter success stories:** monthly stories from the FAMENET Support Unit
- **Social media:** channeling the other most relevant stories, not connected to the Euronews episodes, in addition to the newsletter success stories
- **Videos** on success stories on various topics (social media, newsletter, etc.)
- **FAMENET** webpage contains all stories and videos produced

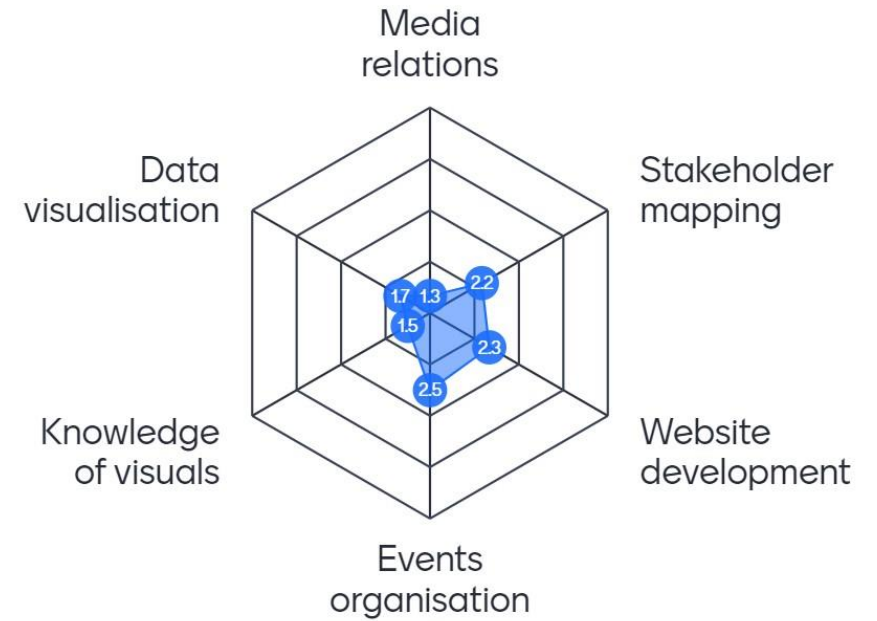
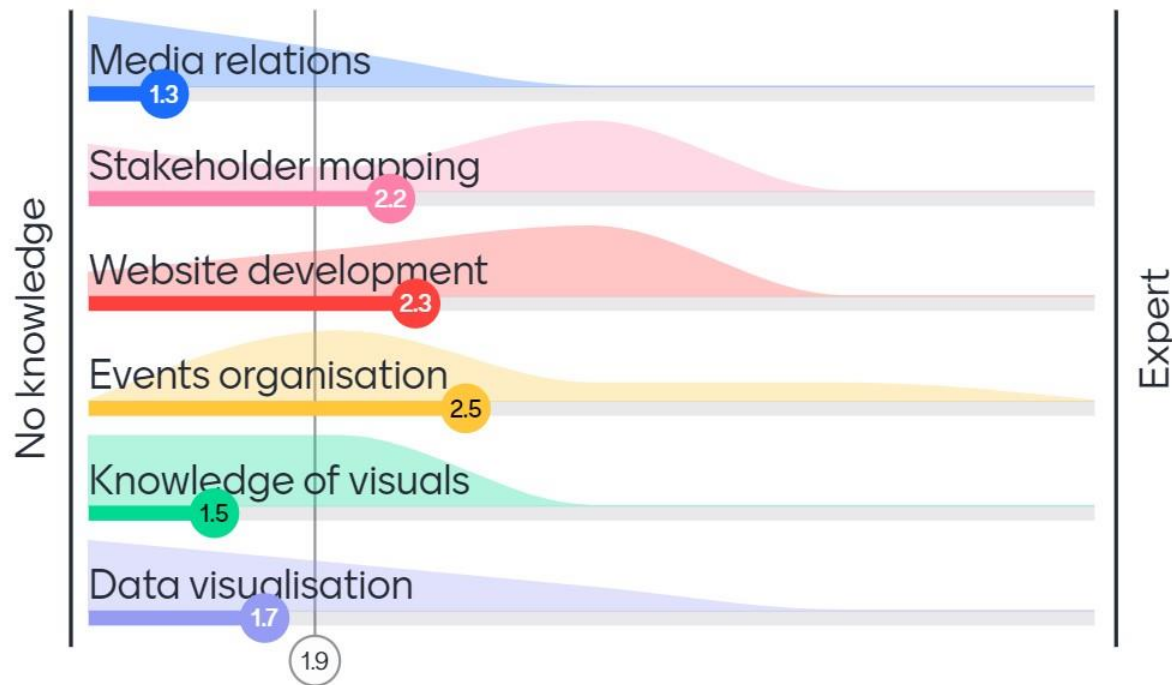


Needs analysis: Results





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Communication needs

- What are your communication goals? (i.e., what do your audiences need and why?)
- How will you appraise and meet these needs?



Communication plans

- What segments of the “general public” are you planning on targeting and how?
- What social media channels and actions will you focus on and why?

Communication wants



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Conclusions

- Today's outcomes
- What happens next
- How to get in touch:
 - Inform Maritime Teams channel
 - Email: communication@famenet.eu