



Marine
Management
Organisation



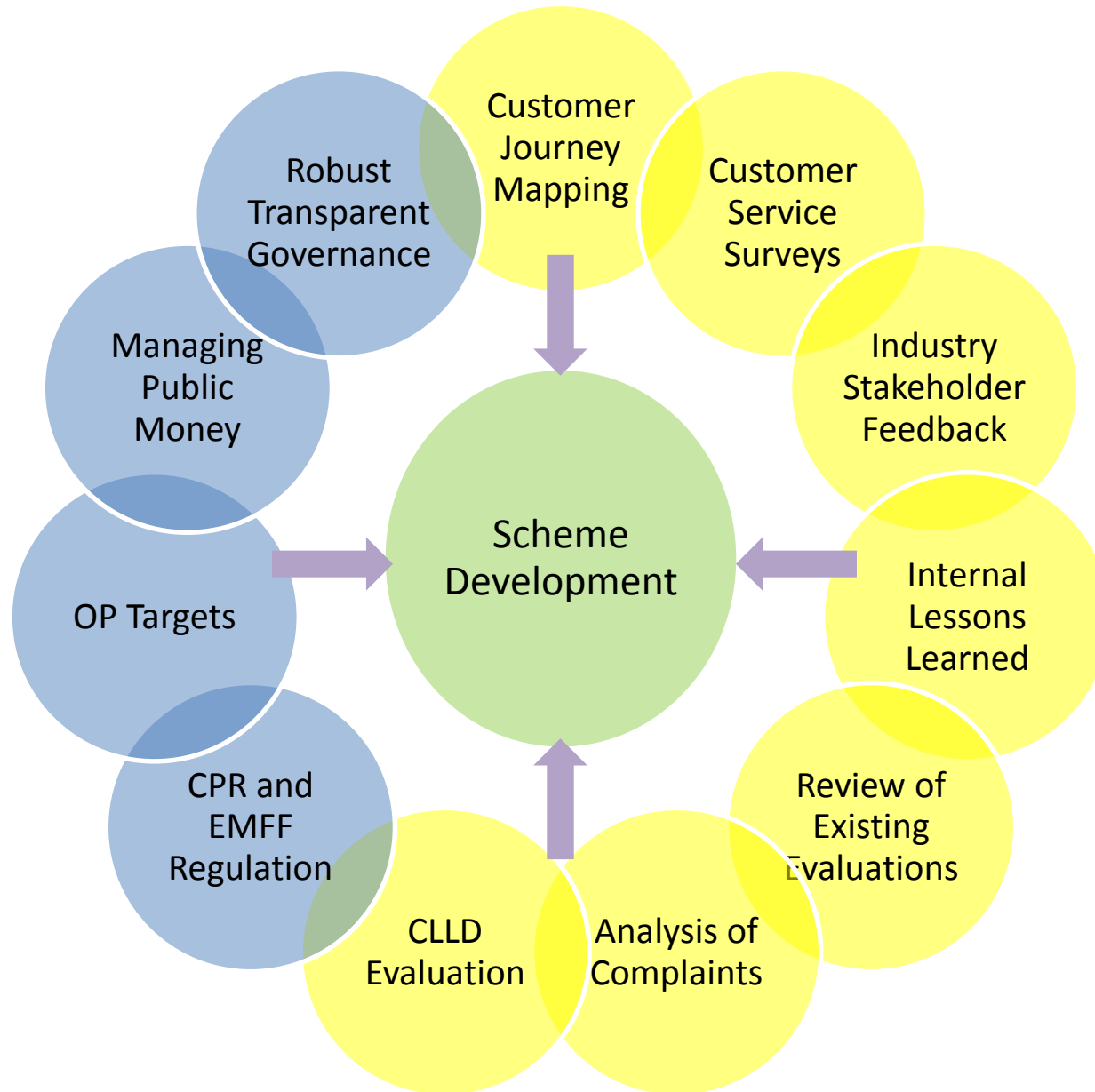
EMFF Experts UK EMFF e-System and Communication Strategy

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UK EMFF Managing Authority
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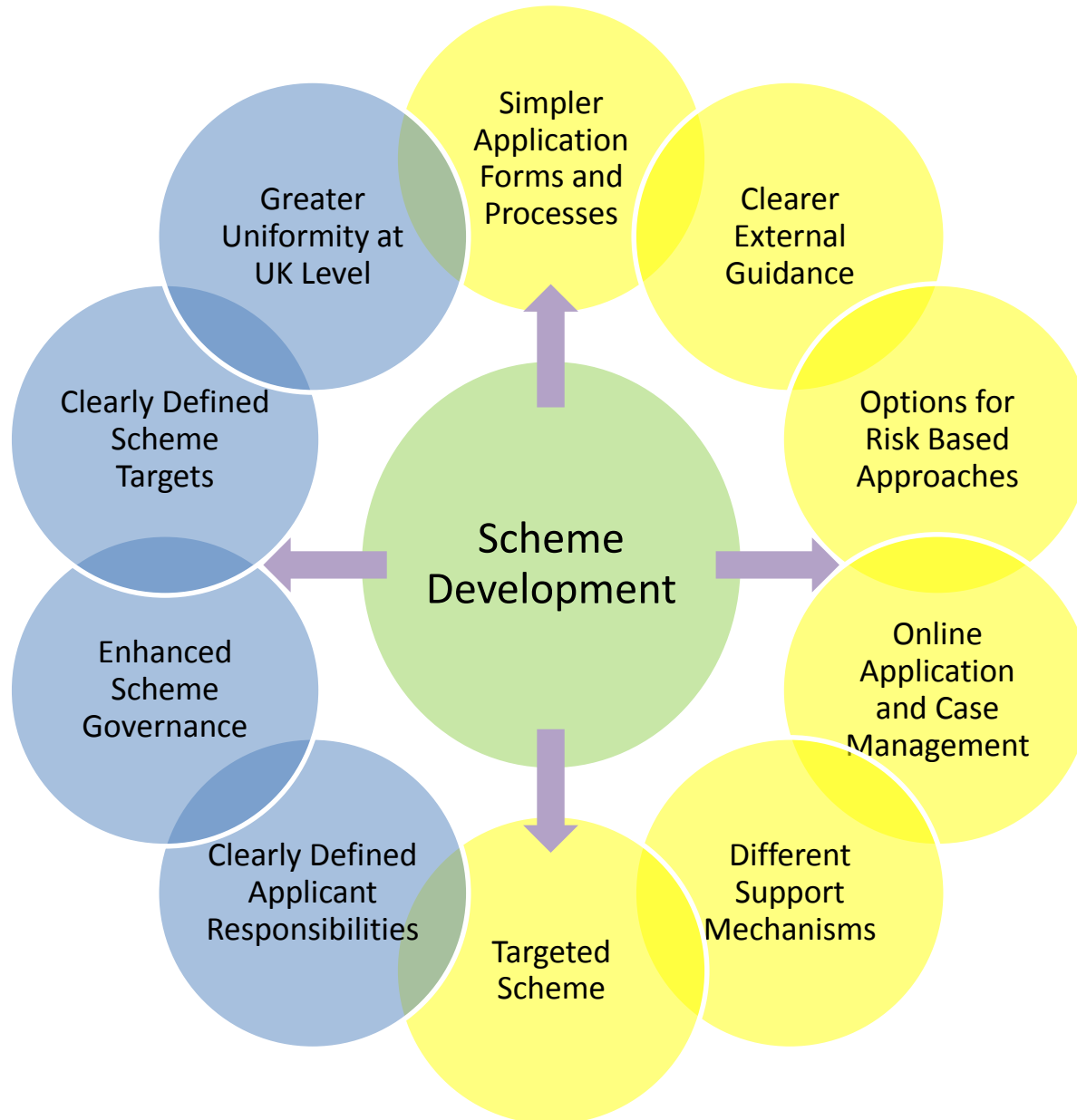
Content

- e-System Presentation
- e-System Demonstration
- Communication Strategy Presentation

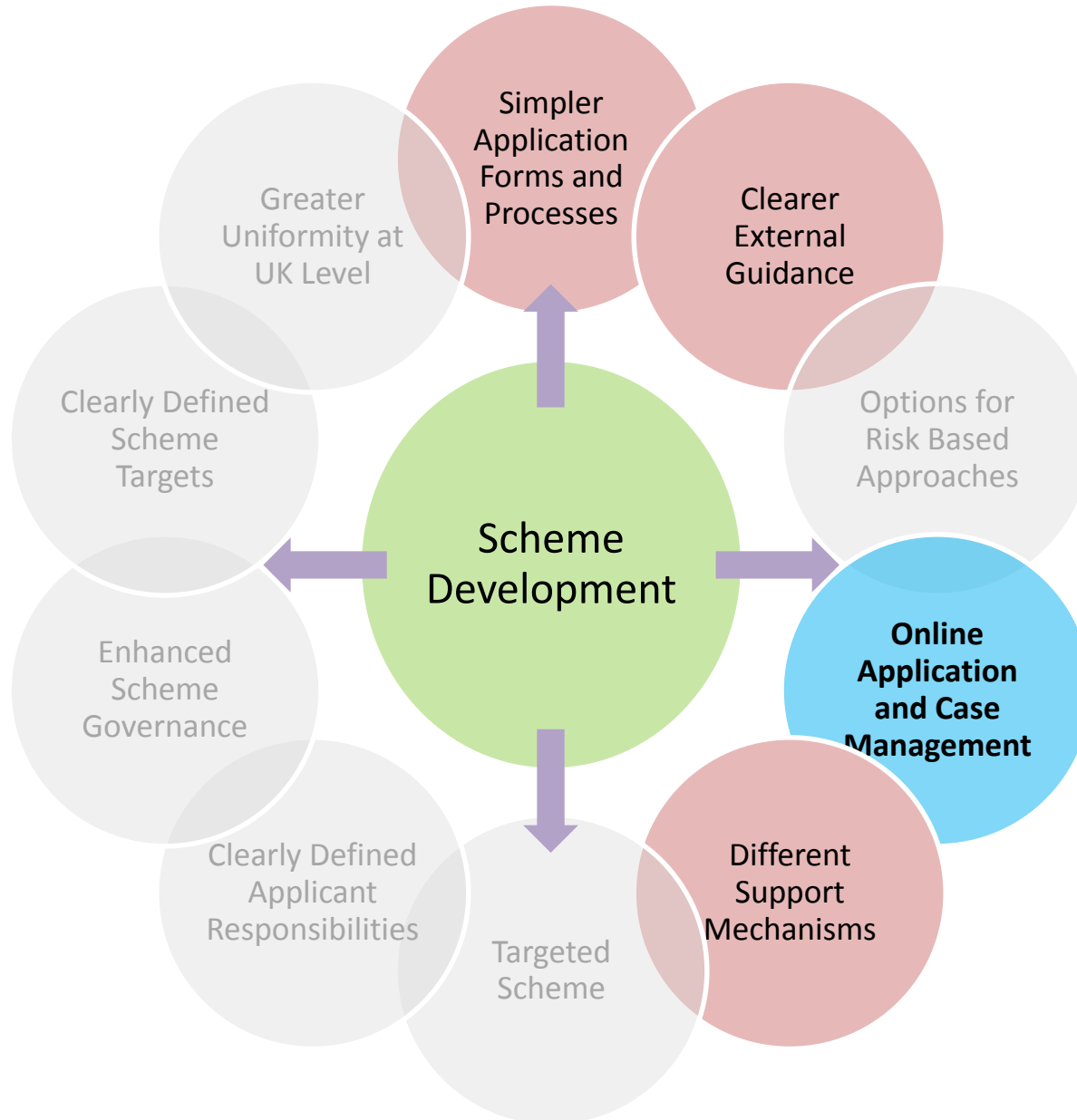
Scheme Development Inputs



Scheme Development Outputs



The applicant perspective



e-System – Why?

Applicants

Reduced burden which improves timescales:

1. Adaptive application form – only asks relevant questions
2. Real-time support
3. Validation of information – errors and omissions highlighted

Fund Managers (Intermediate Bodies)

Improved quality and workflow management:

1. Reduction in basic errors
2. Key Controls built in
3. Management Information

Auditors

Transparency:

1. Clear audit trail
2. Online document management
3. Uniformity across Intermediate Bodies

Other considerations

- External system developer
 - UK own the Intellectual Property Rights
 - Flexible approach to development was vital
 - UK Audit Authority Key Control tests and Security Accreditation
- Three Intermediate Bodies use the same e-System
 - Flexibility for different approaches
 - Fisheries Location Action Group access
- Whole application life cycle
 - Pre-application through to Post Project Monitoring /Irregularities and everything in between
- Future development
 - Enhanced Reporting
 - Post-launch applicant feedback
 - Enhanced Fund Manager benefits

e-System Demonstration

Angela Matson, MMO EMFF Project
Manager

UK EMFF Communication Strategy

Martin Smith, Head of UK EMFF
Managing Authority

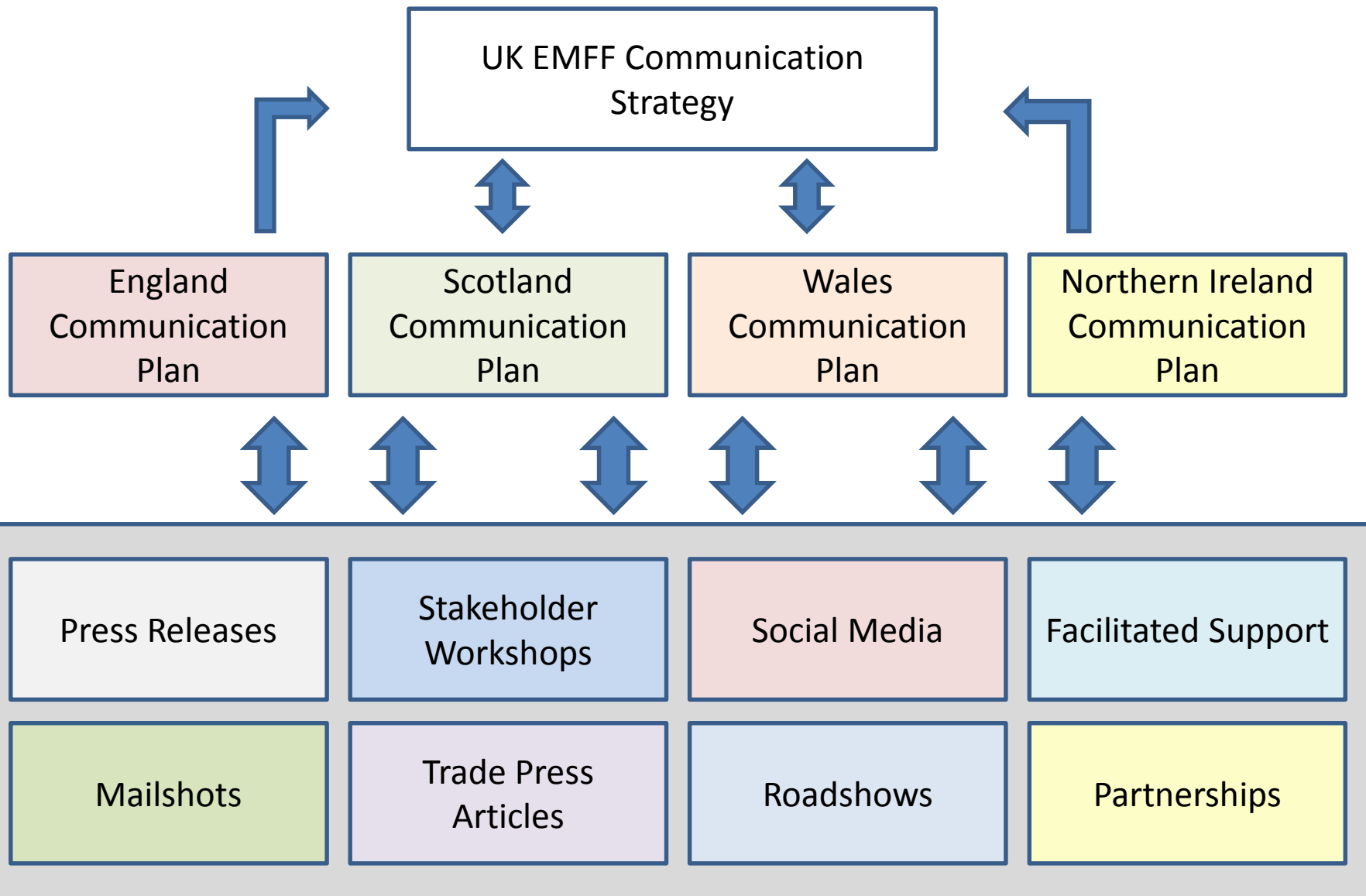
Aim of the Strategy

- Ensure a joined up and strategically managed approach to EMFF communication and engagement activity underpinning the UK scheme – one Managing Authority and four devolved Intermediate Bodies.

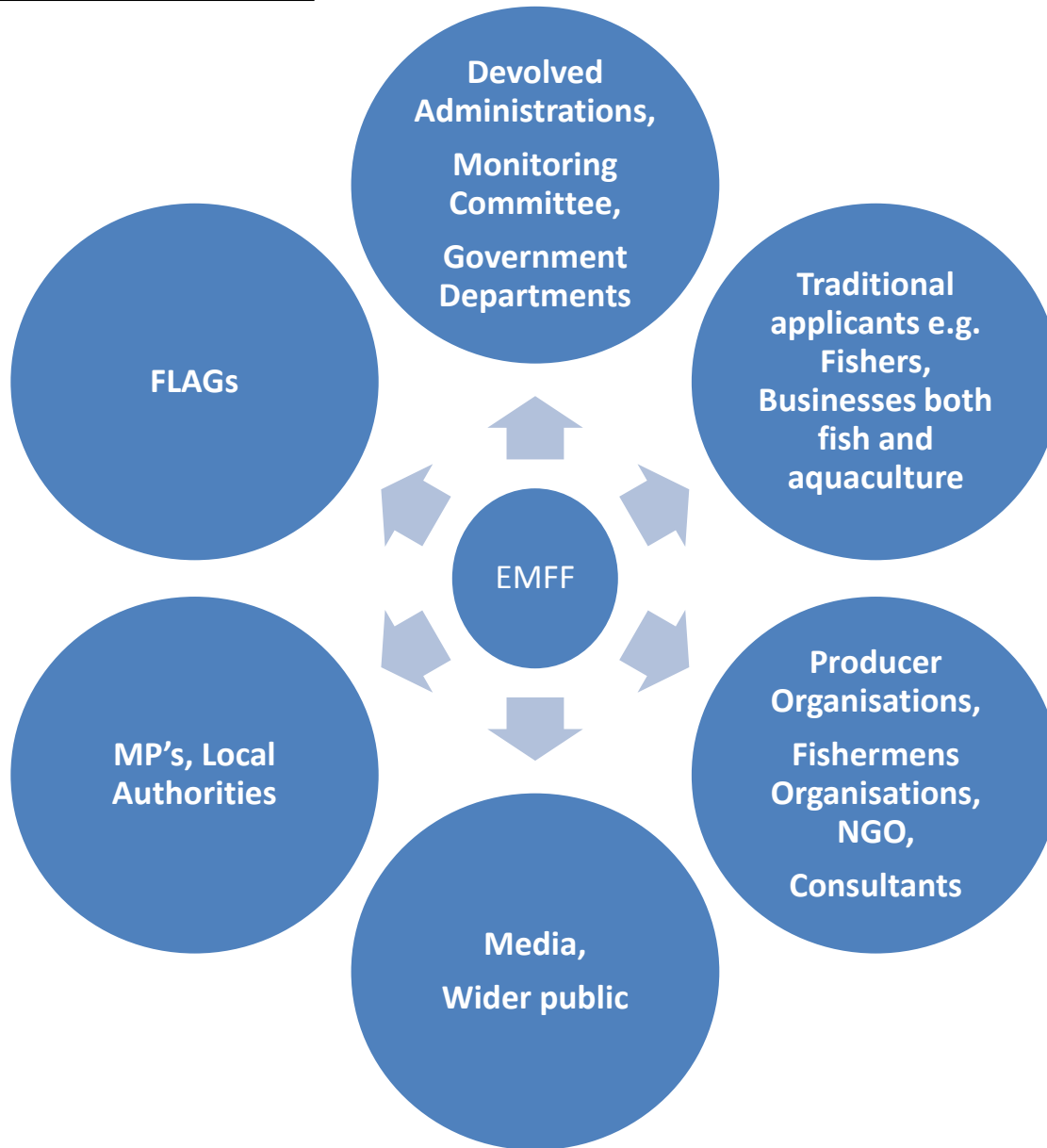
Objectives of the Strategy

- Inform and educate potential beneficiaries about funding opportunities.
- Maximize applications for funding under the scheme.
- Generate public awareness as to the outcomes of the scheme.
- Support compliance with EMFF Article 119.

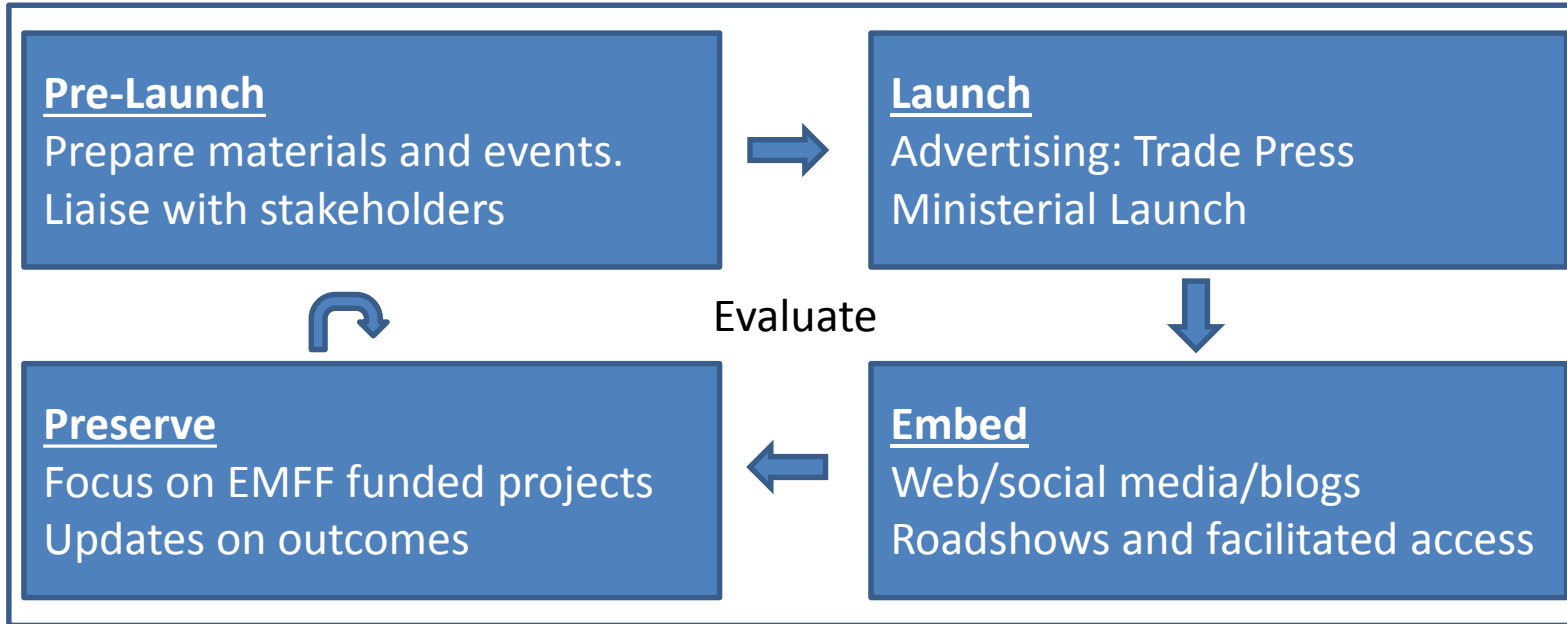
Strategies, Plans and Activities



Target Audiences



Four Phase Approach



Tactic	Objective targeted	Audience	Timescale
Pre-launch: Web content review	Inform/Educate	All Stakeholders	Dec 2015
Launch: Major Publicity Event	Maximise applications	Beneficiaries	Feb 2016
Embed: Social Media updates	Scheme outcomes	General public	Scheme lifetime
Preserve: Publicity Brochure	All	All	Annually

Questions