



# 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: 2 stories per month each originating from a Commission Support Unit (FAME and FARNET)
  - Social media: channelling the other most relevant stories of the month, not connected to the Euronews episodes, in addition to the newsletter success stories
- Our approach:
  - 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:
    - It originates at local level and focusses on the human angle, the anecdotal dimension
    - It is collected and organised by the Commission Support Units FAME and FARNET directly from the beneficiaries (with INFORM EU, it will also be collected by programme comm officers)
    - It is framed into a narrative of sustainability, thriving coastal communities, post-corona recovery

# 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 (1)

- Multi-layered structure: network of networks
- Same professionals, but operating in different architectures:
  - **1 INFORM EU plenary** (2 meetings per year)
    - EC reps of DG REGIO, EMPL, MARE, HOME
    - 27 National Coordinators (all CPR Funds, one per MS)
    - 1 Coordinator for INTERREG
    - 1000 programme comm officers (all programmes, in proportion of the population of MS)
  - **1 INFORM EU Expert group** (1 meeting per year)
    - EC reps of DG REGIO, EMPL, MARE, HOME
    - 27 National Coordinators (all CPR Funds, one per MS)
    - 1 Coordinator for INTERREG
    - Programme comm officers (all programmes)

# INFORM EU

## Structure (2)

- **27 INFORM Country Teams** (2-4 meetings per year)
  - Country desk officers of the DGs
  - 1 DG REGIO country coordinator
  - 1 National coordinator
  - 1 Coordinator for INTERREG
  - programme comm officers (fund concerned)
- **4 INFORM Fund networks** (2-4 meetings per year, continuative activity on digital platform) (e.g. EMFAF: INFORM MARITIME)
  - 1 Representative of DG MARE
  - 27 national coordinators (one per MS)
  - 1 Coordinator for INTERREG
  - 27+ EMFAF programme comm officers

# INFORM EU

## Structure (3)

- **27 National INFORM networks**
  - 1 National coordinator
  - EC&EP in MS (Reps, EP Liaison Offices and Europe Direct Centres)
  - Programme comm officers (all programmes)
  - Others (eg. Research institutions, comm officers from directly managed funds)
- **4 DG internal networks**
  - DG comm unit
  - DG geographical unit
  - DG other units

# INFORM EU

## Fund-specific Teams: INFORM MARITIME

- CPR Article 43.3 CPR:
  - *“The Commission shall run a network comprising communication coordinators, programme communication officers and Commission representatives to exchange information on visibility, transparency and communication activities.”*
- INFORM MARITIME is the specific network for EMFAF
  - DG MARE representative
  - 27 National coordinators
  - 27 programme communication officers (at the moment 19 out of 27 have responded to the call)
- Concept:
  - EU-funded projects get the maximum visibility by ensuring a two-way flow of information about them between all parties involved at EU and Member States level.
- Activities take a hybrid form
  - Some yearly physical meetings foreseen in post Covid phase (or more as necessary)
  - Most of exchanges happen through a digital platform (MS Teams), on a dedicated channel



# 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
- 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.

# QUESTIONS AND ANSWERS

# Thank you



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