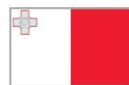


# Communication Strategy European Maritime Fisheries Fund 2014-2020

*EMFF Monitoring Committee  
29<sup>th</sup> May 2015*



European Union  
European Structural and Investment Funds



## Legal Basis - Communication Strategy 2014-2020

- Common Provisions Regulation (CPR) No. 1303/2013:
- In relation to the technical characteristics of information and communication measures, the European Commission has also drawn up an Implementing Regulation:
  - Implementing Regulation (EU) 763/2014

**Laying down rules for applying Regulation (EU) No 508/2014 of the European Parliament and of the Council on the European Maritime and Fisheries Fund as regards the technical characteristics of information and publicity measures and instructions for creating the Union emblem**

## Communication: Malta's Experience 2007-2013

- **Managing Authority**
  - During the previous programming period, the Managing Authorities ensured a steady flow of information on the implementation of the Programme in order to guarantee that information is available to all interested parties on how European funds are being used in Malta.
  - Several activities have been undertaken to get the message through to potential beneficiaries and the general public in line with the obligations emanating from the respective Commission Regulations and Communication Plans.
  
- **Intermediate Body**
  - The Intermediate Body complemented the actions carried out by the Managing Authority through a series of activities to promote and further disseminate information on the particular Aid Scheme.
  
- **Beneficiaries**
  - Publicity measures included a good mix of publicity actions such as media, websites, launch events, collaterals, etc. in order to promote their respective projects

# Analysis of the Implementation of the Communication Plan during the 2007-2013 Programming Period

- General Findings
  - The mandatory requirements for visual and publicity adhered to the respective mandatory requirements stipulated in the Regulation;
  - Information was made readily available to the general public, beneficiaries and potential beneficiaries via the Managing Authority's website and helpdesk;
  - A substantial amount of press and publicity was generated from most major EU funded projects

# Analysis of the Implementation of the Communication Activities during the 2007-2013 Programming Period

- Examples of Good Practices
  - Development and maintenance of a regularly updated web portal;
  - Published Manual of Procedures together with the Visual Identity Guidelines to inform beneficiaries of the necessary requirements from the outset ;
  - Information meetings for beneficiaries on publicity requirements;
  - Communication with stakeholders and potential beneficiaries such as through information sessions and the provision of guidance.

# Objectives of the Communication Strategy 2014-2020

- **General Objectives**
  - Promote the role of the EU and the European funding
  - Increase visibility and awareness
  
- **Specific Objectives**
  - Provide transparent information on the opportunities provided by ESIF assistance to potential project proponents
  - Devise a system that provides information about ESIF interventions to the general public
  - Promote the effective implementation of the priorities
  - Make visible results achieved
  - Assist all beneficiaries in understanding publicity requirements and undertake appropriate measures to meet them
  - Create a more visible unity through consistency of messages and branding
  - Promote an understanding of the role of ESIF and EU's contribution to the overall socio-economic development of Malta and Gozo

## Responsibilities of the Managing Authorities

- Information and communication measures are implemented in line with the Communication Strategy
- Major information activity publicising the launch of the Operational Programmes (done on 26 th March 2015)
- Organising a yearly information activity/event to promote the funding opportunities and ongoing achievements of the Operational Programmes
- EU flag is displayed at Managing Authorities' premises
- List of operations is published and updated every 6 months (*particular reference will be given to Data Protection*)
- Examples of projects are posted on the website
- Updated information about programme implementation is published, including main achievements
- Necessary guidelines is provided to the beneficiaries, including publicity kits
- Involve other stakeholders

## Responsibilities of the Beneficiaries

- Any communication has to acknowledge support from the Funds by displaying the EU emblem, with a reference to the EU and specific Fund
- Information about the project has to be provided on the beneficiary's website (if available), including a short description of the aims and results, and highlighting the support received from the EU
- Upon request of the Managing Authority, communication activities have to be described already at the project application stage
- Placing at least one poster with information about the project at a location readily visible to the public (if possible)
- For training operations and other educational projects supported by EMFF, the beneficiary shall inform participants of this funding
- A billboard or permanent plaque shall be displayed for EMFF infrastructure/construction operations



## Target Groups

- Potential Beneficiaries as defined in the broad target groups identified in the respective funds. These include Public Sector organisations, Ministries, Departments, Entities, Authorities, Public Commissions, Public Sector, Local Councils and other organisations such as Social Partners, Business Organisations, NGOs who conform to the eligibility criteria as well as private firms which may be eligible for funding through aid schemes
- Beneficiaries, that is, organisations responsible for implementing projects selected for funding under Article 2 of Regulation (EU) 1303/2013
- The public which can be further sub-divided into the professional public and the general public



## Annual Communication Plan

- Systematic reporting and review of the communication activities in the respective Annual Implementation Report.
- During the Annual Monitoring Committee meeting:
  - Summary of the communication measures/activities for the given year
  - Description of communication activities in relation to the target groups
  - Description of the entities involved including human resources responsible for the implementation of information and promotion measures

## Monitoring and Evaluation

- Information and communication activities set out will be measured against:
  - Achieved performance/progress (outputs)
  - Analysis of effects/results through surveys/assessments
- Evaluation of the implementation of the information and communication activities may be performed through:
  - Conducting national representative surveys/questionnaires following major communication campaigns and the annual event in order to assess the awareness and visibility in relations to the programme and operations
  - Regular media monitoring and content analysis of publications and other material related to ESIF topics
  - Reporting system for monitoring and summarising the data submitted by beneficiaries for reporting of activities they perform at project level
  - An evaluation analysis of the overall implementation of the annual plan for information and communication on the programmes

## Annual Communication Plan 2015

- Holding an annual event in order to further promote the 2014-2020 Operational Programme and also highlight the achievements obtained in the 2007-2013 programming period
- The Managing Authority will be using the following communication tools:
  - Media advertising
  - Communication with media and public relations
  - Audio-Visual products
  - Informative publications and collateral materials
  - Maintenance of a single portal on EU Funds ([www.eufunds.gov.mt](http://www.eufunds.gov.mt))
  - Social Media

## Annual Communication Plan 2015

- The Managing Authority will also be developing/organising the following:
  - Information and training seminars/sessions
  - Networks and exchange of experiences
  - Visual Identity through the creation of a common logo
  - Communication and Visual Identity Guidelines, complemented by the information and publication guidelines

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