



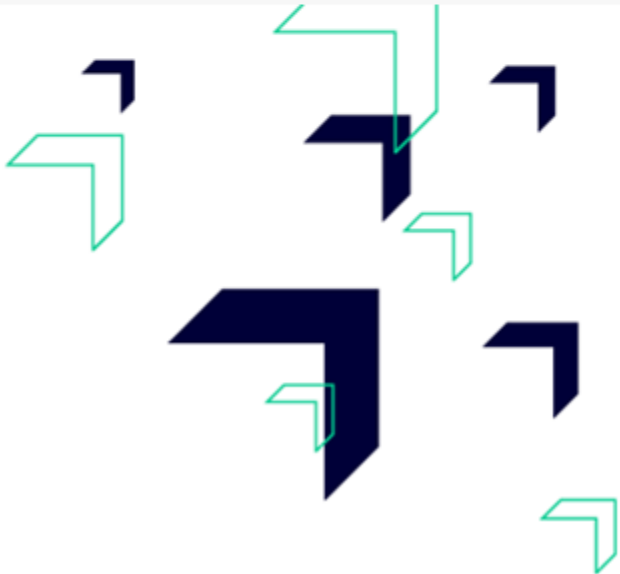
**GOVERNMENT
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Communications Update - Malta

26th October 2023



**Co-funded by
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Introduction

- Appointment of **Communication Officers** representing each Fund with the aim to facilitate feedback and concerns directed to our Unit. This was done through the setting up of a **Communications Core Group**.
- Two **generic e-mail** accounts: communications.eufunds@gov.mt and fondi.eu@gov.mt
- The launch of an **Online Template Generator** on the Fondi.eu portal. This function supports the beneficiaries to fulfil the minimum visibility requirements efficiently in a few simple steps.

Network of Networks

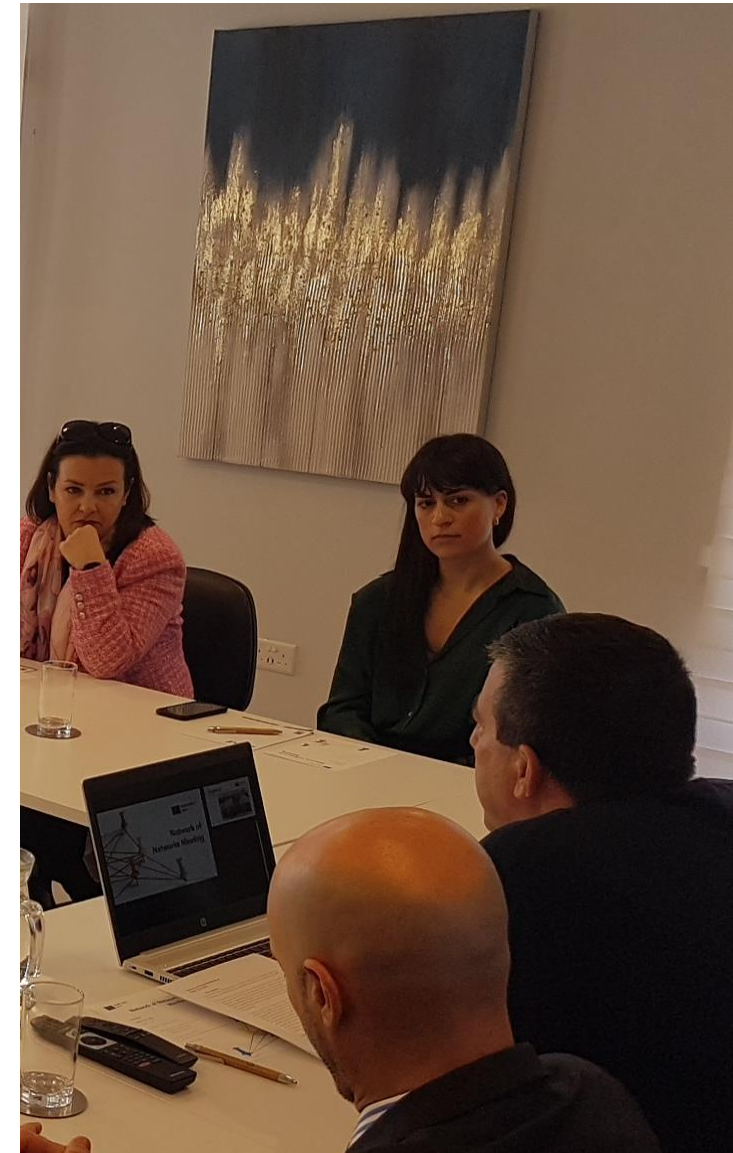


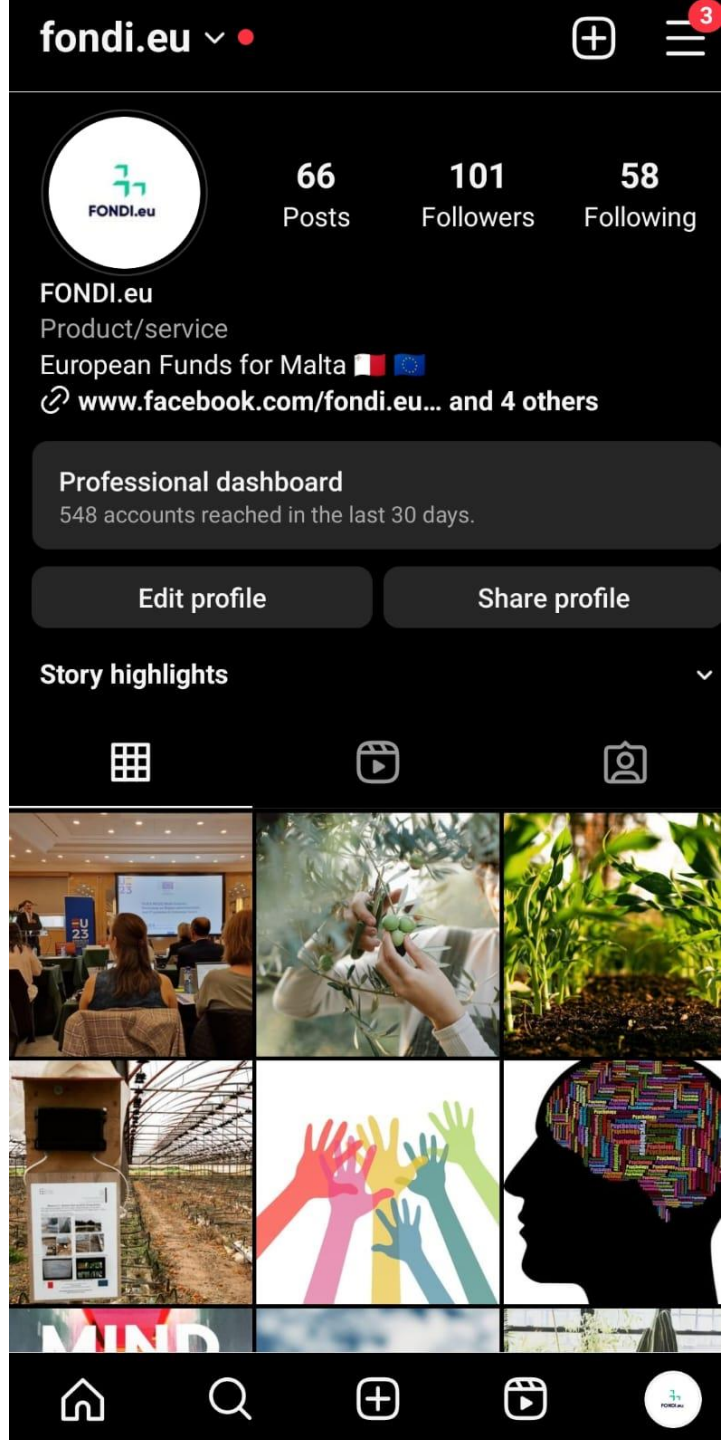
Europe Direct Valletta, hosted by SEM, have established and maintained a network of EU national contact points and information providers.

In March, a meeting was held to discuss the preparations and participation during Europe Day.

In July, members met the new **Head of the Commission Representation** in Malta Mr. Lorenzo Vella to discuss issues of common interest and collaboration.

Another meeting will be held in November.





Social media

This summer, we launched an Instagram account: **Fondi.eu**

As the world observed #International Day of Police Cooperation on 7 September in recognition of the central role played by the world's law enforcement community in global security, we see how investment under the #InternalSecurityFund has generated more security and benefits to 🇲🇹's immigration police 🚔

The #ISF project Automated Border Control (ABC) Gates at the Malta International Airport (MIA) oversaw the installation of a total of four ABC Gates at the MIA, two at the Ar... See more



Social media

Regular posts are published on all platforms Facebook, Instagram, X and LinkedIn. Most of these posts are currently following a **Theme of the Week.**

Europe Day 2023



The **Europe Day 2023** yearly event, with this year's focus being **'Skills'**, was organised by SEM and ED Valletta with our Unit's collaboration and that of the European Parliament Liaison Office and the European Commission Representation in Malta.

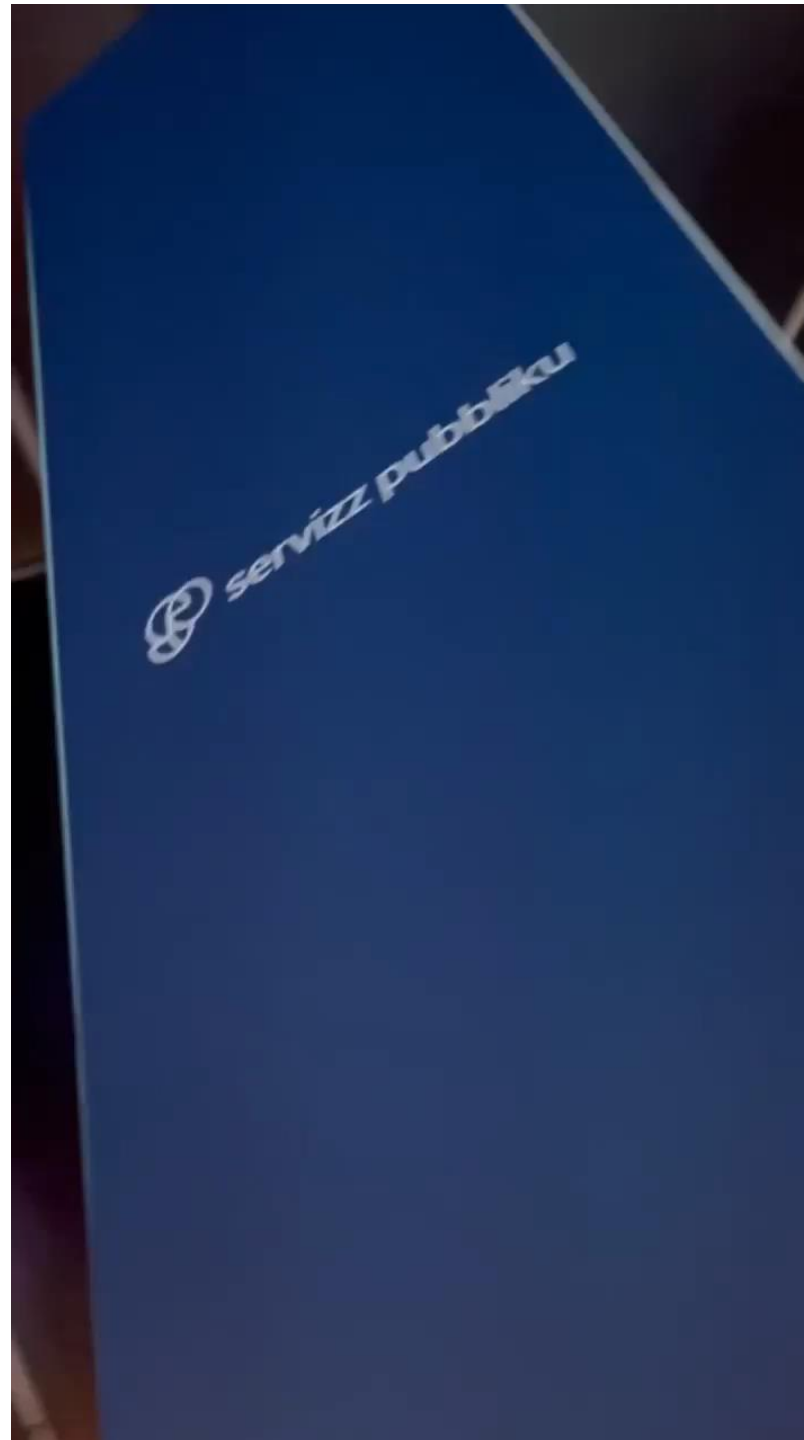
A **Music and Dance show** by the Malta Visual and Performing Arts School and the **annual quiz on the EU** for school students generated a lot of interest.



Europe Day 2023

Besides taking part in the main event of 9 May, the Communications Unit also participated in the **Europe Day Event in Gozo** held on 29 April.

We participated in our Ministry's stand during the **Public Service Expo 2023** held between 10th and 12th May 2023 and the **TechXpo** between the 19th and 21st September at the MFCC.



Public Service Expo & TechXpo 2023

Science in the City and Notte Bianca



SEM and Europe Direct Valletta set up an EU Corner at this year's **Science in the City Festival**.

During **Notte Bianca**, a set of eight large banners were set up in City Gate showing **how EU funds have changed the country** over the years by supporting various areas of society.



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Training

We provided multiple training sessions to officers across all funds and agencies with the aim of better explaining visibility requirements and their importance, while strengthening communication channels.

- Ensure a **direct line of communication**.
- Explain the **importance of branding guidelines**.
- Remind participants of the **visibility obligations** and **financial corrections** in case of non-conformity.

Looking forward: Communication Activities

- Promoting the **20th anniversary of Malta's accession to the European Union.**
- Finalise Communication Strategy 2024 with SEM

Looking forward: Communication Tools

- **Management and Control Information System** enhancements
- **Integration** with **SFC**
- **Search Engine Optimisation (SEO)**
- **Digital Marketing**
- **Enhancements** on **Fondi.eu**

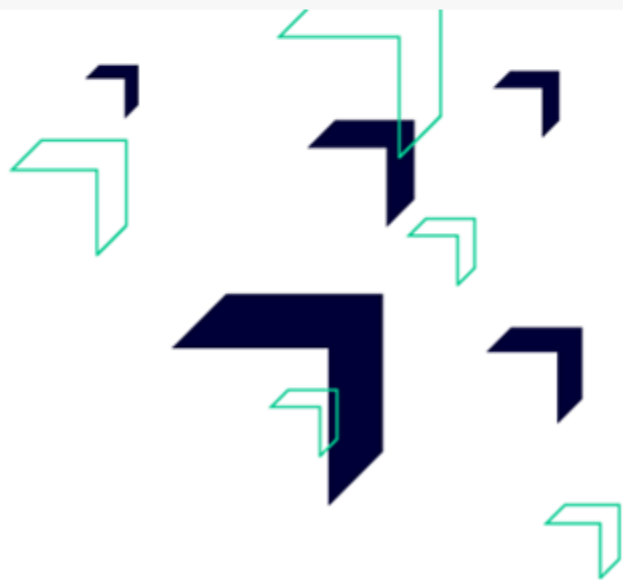


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Thank you !



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