



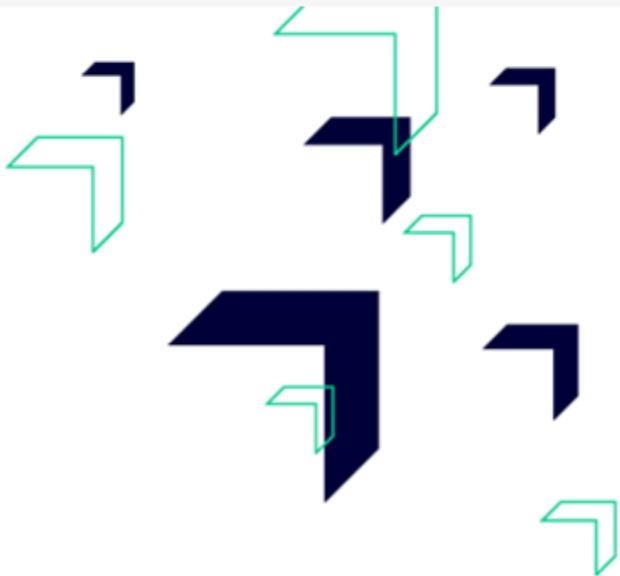
**GOVERNMENT
OF MALTA**



FONDI.eu

Update on Communication and Visibility Actions

Monitoring Committee - 12 November 2024



**Co-funded by
the European Union**

Social Media



April 18 · 🌐

🌐 Irridu ricetta ħfief u delizzjużi tal-hut!

Jekk thoss li inti tajjeb jew tajba biex tipprepara l-ikel tal-baħar, mela l-kompetizzjoni #TasteTheOceanContest tgħodd għalik.

Aghmel il-platt favorit tiegħek, aghmlu sabih u aqşam ir-ritratt/ir-reel. Tista' tirbaħ premijijiet tal-genn — voucher ta' €300 għal ristoranti tal-hut tal-ghazla tiegħek jew basket mimli prodotti tal-baħar.

Urina x'taf tagħmel 😊

SEM - Servizzi Ewropej f' Malta | Fondi Ewropej | Is-Servizz Pubbliku | EU Maritime & Fish



June 28 · 🌐

Through the European Maritime and Fisheries Fund 2014-2020 Programme, more than €4.5 million were invested in data collection projects. The scope of these projects is that of improving the assessment of fish stock health and the marine environment while also helping towards ensuring that the European Union's objectives of sustainable fisheries are constantly met.

SEM - Servizzi Ewropej f' Malta | Fondi Ewropej | Is-Servizz Pubbliku | EU Maritime & Fish

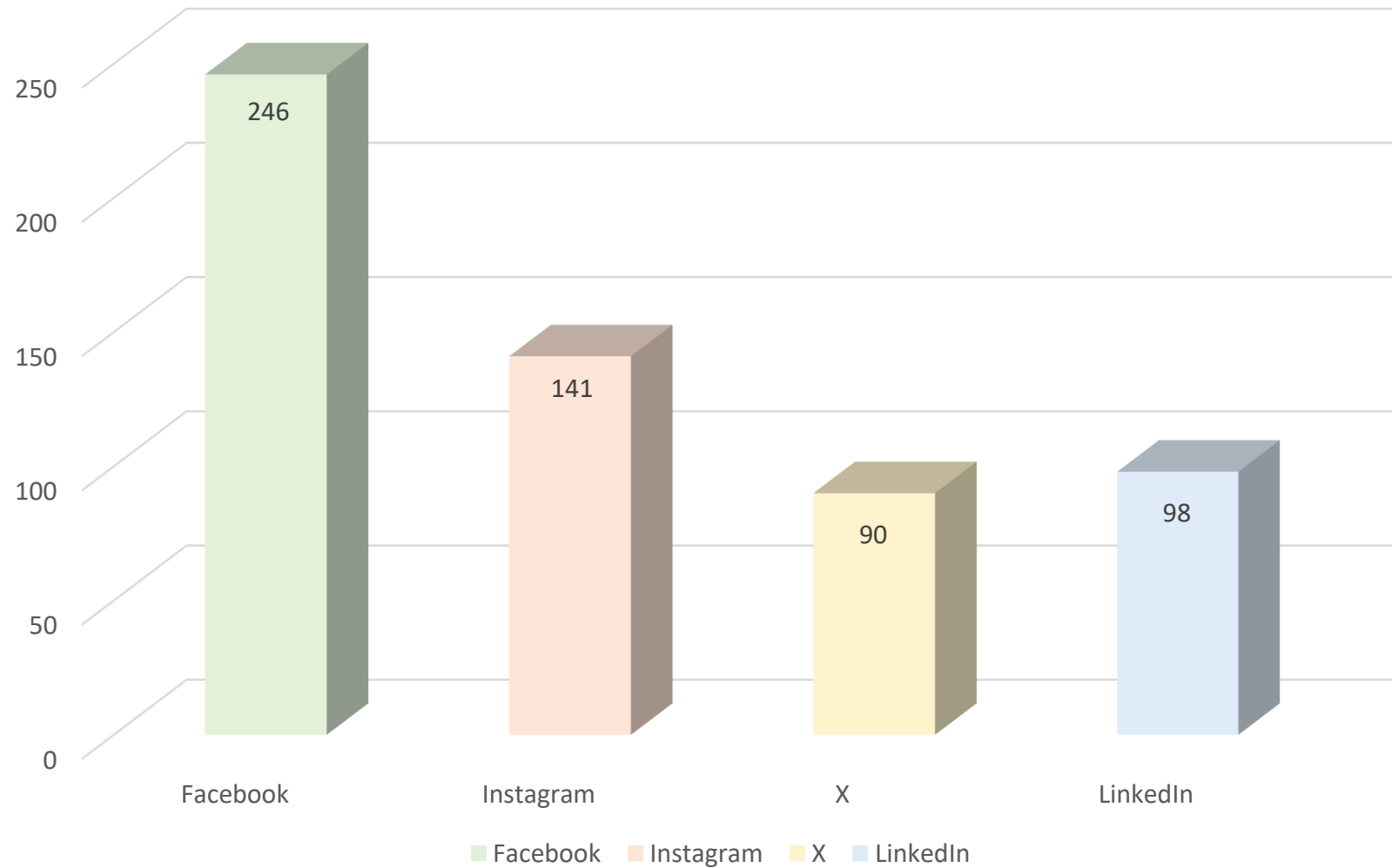


June 26 · 🌐

It's early morning in Malta, the small EU Member state nestled in the Mediterranean Sea. Onboard a traditional fishing boat are three special guests: Kelly, L... See more

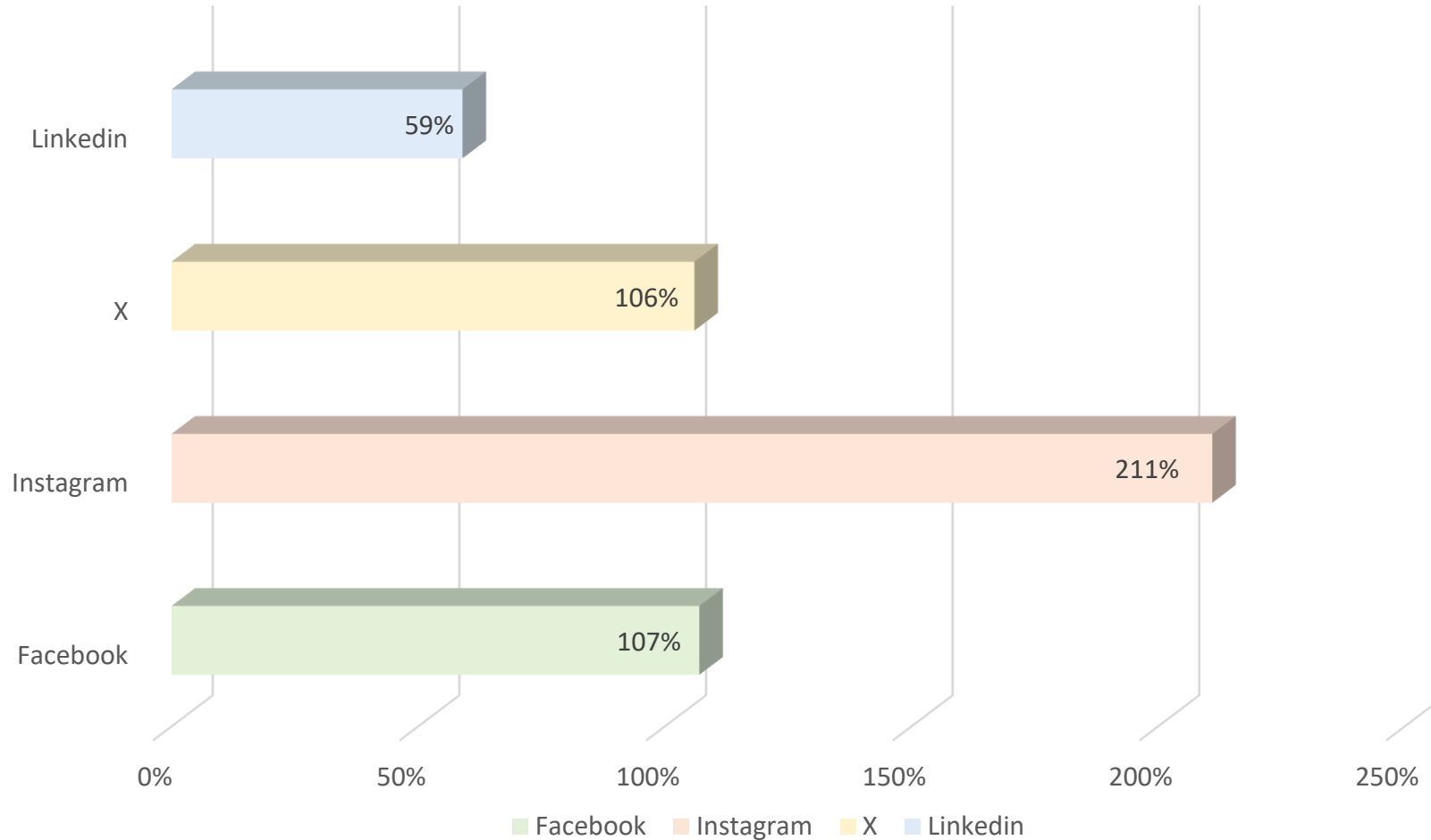
Social Media Statistics

Number of Posts – January to September 2024



Social Media Statistics

Increase in Followers – 2023 vs 2024*



OSIs Communications Plans

The FONDI.eu Communications Unit collaborated with the Managing Authority and with the Beneficiaries of OSIs to help them formulate their respective Communications Plan for this year and the forthcoming years. The Beneficiaries are on board and have been working on such Communications Plans.

The Beneficiaries have been encouraged to use all communications platforms (traditional + digital) to make the operation's work visible to the public and showcase the positive changes for the country. Moreover, they were encouraged to highlight the OSI's importance for the achievements of the specific objective of the programme and to show the link between the project's aim, its relevance for national development and contribution to EU priorities.



AgriFair 2024

AgriFair 2024 was held at the Malta Fairs & Conventions Centre (MFCC), from Friday 12 to Sunday 14 April

FONDI.eu was present at this fair, with special focus on agricultural and fisheries EU funded projects.



Annual Event 2024

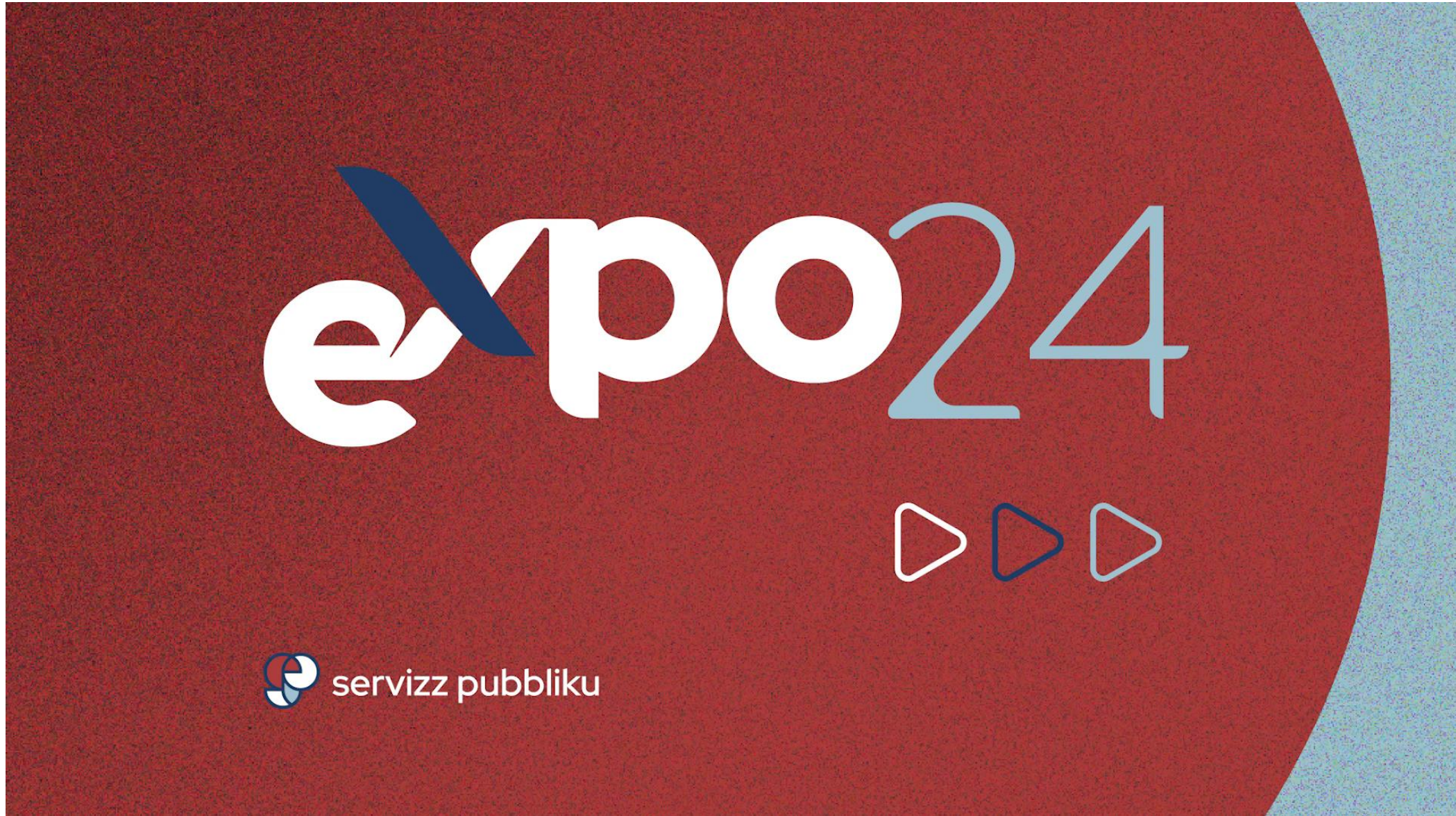
Fondi Ewropej,
Ugwaljanza, ir-Riformi
u Djalogu Soċjali



The **annual event** took place during the Public Service Expo which welcomed 33,000 visitors, from the 15th to the 19th of May 2024 at the Malta Fairs & Conventions Centre (MFCC) in Ta' Qali. Fondi.eu provided **information** to visitors and organised a **competition** about European Union and European Funded projects in Malta.

The major attraction was an **immersive room** with six distinct productions about some of the most successful projects and how European Funds transformed Malta throughout the past twenty years.

Immersive Room



Celebrating the 20th Anniversary of Malta joining the European Union

A special video production was prepared to commemorate the 20th anniversary of Malta's accession to the EU. This detailed documentary was shared and boosted on the Fondi.eu social media platforms and is still on our YouTube Channel.

The 20th Anniversary logo was projected on the Mdina fortifications on the 1st of May 2024.



EU Fair & Europe Day

An EU Fair was organised on the 1st of May in Ta' Qali.

On the 9th and 10th of May, the Europe Day celebrations organised by SEM and Europe Direct took place in Valletta, with various organisations providing European Union related information to visitors, guidance and support on the rights and opportunities available to EU citizens.



Beach Cleanup Event

On 20th September, the FONDI.eu team and representatives from the Managing Authorities, SEM and the European Commission Representation in Malta took part in a beach cleanup event at White Tower Bay in Armier.



The event was part of the #WorldCleanupDay efforts and a staggering amount of **1,050kg** of waste was collected.

This cleanup also supported the **Marine Environmental Monitoring project**, partially funded under the European Maritime and Fisheries Fund. The project improves marine knowledge and manages better Malta's marine environment as part of the EU Integrated Maritime Policy.

Visit to a Beneficiary



On 30th October, representatives from the Managing Authority and the FONDI.eu team accompanied a CION representative on a visit to AquaBioTech Group.

AquaBioTech Group representatives explained two EMFF projects in detail:

- Development of new, innovative aquaculture technologies and facilitate knowledge transfer in AquaBioTech Group; and
- Productive investment in non-food aquaculture using Recirculation Aquaculture Systems (RAS) in AquaBioTech Group to improve resource efficiency, reducing usage of water and chemicals as well as to ensure the safe operation of existing and new RAS units.

TV & Radio Slots

- 30 TV educational slots;
- 10 radio educational slots;
- 7 TV features.

Such slots dealt with the **promotion** of open calls, **testimonials** and **success stories** across all funds.



Rodrick Zerafa

CEO SEM



DARREN GRASSO - Head of Project Support Unit SEM

MADWAR 42,000 RUF JAPPLIKAW GHAL TALLINJA CARD B'XEIN FUQ PERJODU TA' SITT GIMG



JOE SCIBERRAS

KAP TAL-KOMUNIKAZZJONI U OUTREACH SEM

RegioStars 2024

The following projects were nominated for the RegioStars 2024 awards, amongst which an ERDF project:

- 1) ERDF.05.016: Grandmasters' Palace Regeneration Project was nominated to in Category 5 - A Europe Closer to the Citizens;
- 2) Bythos was nominated in Category 1 - A Competitive And Smart Europe
- 3) CORALLO was nominated in Category 2 - A Green Europe



Looking Forward

- **7th INFORM EU Plenary in Seville**
- **Closure of 2014-2020 Programming Period**

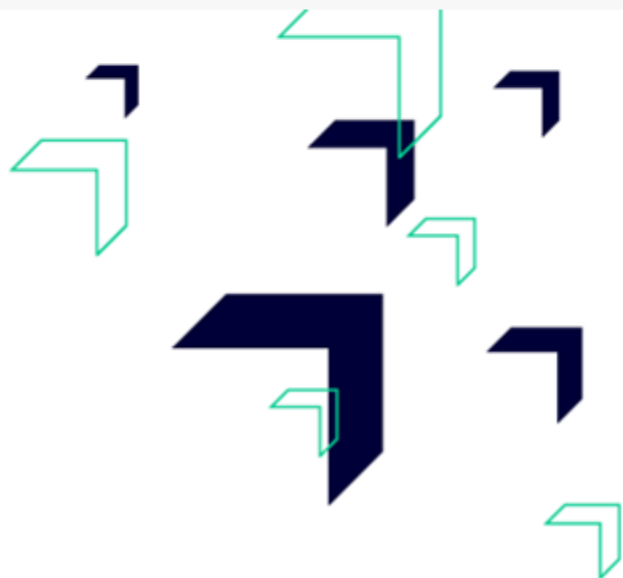


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Thank you !



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