



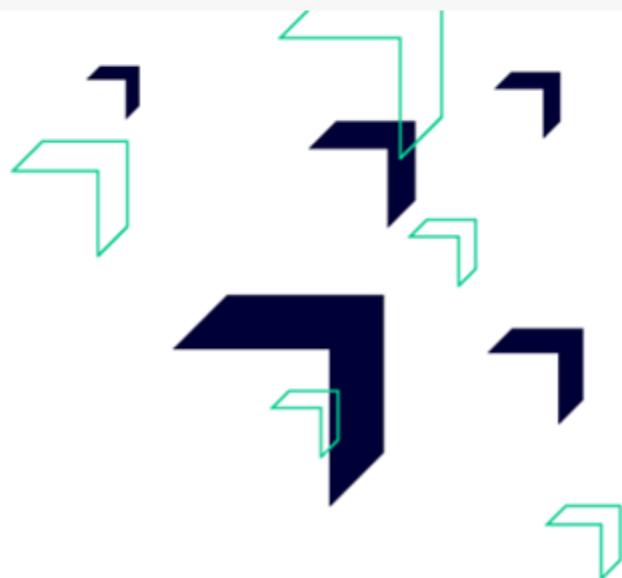
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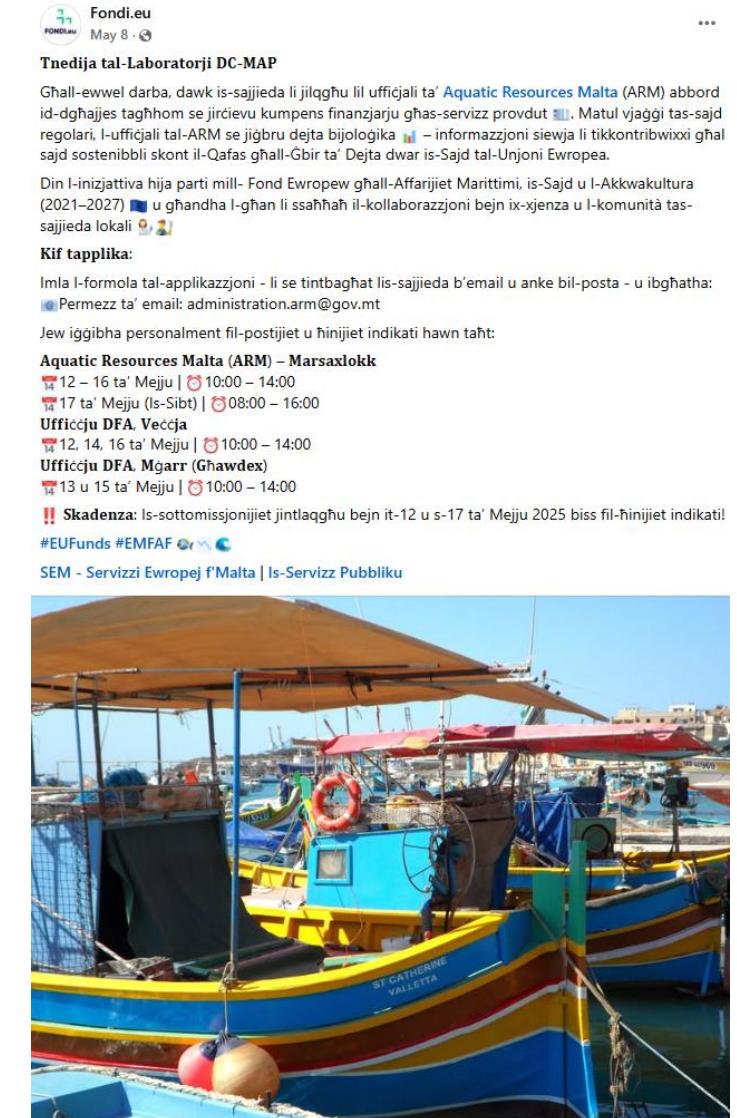
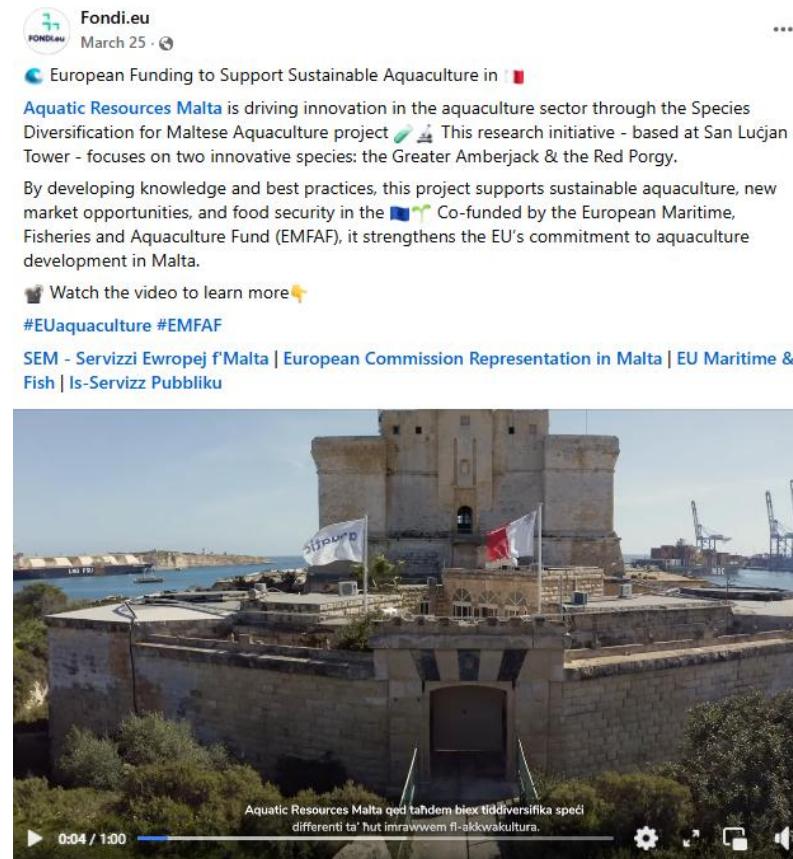
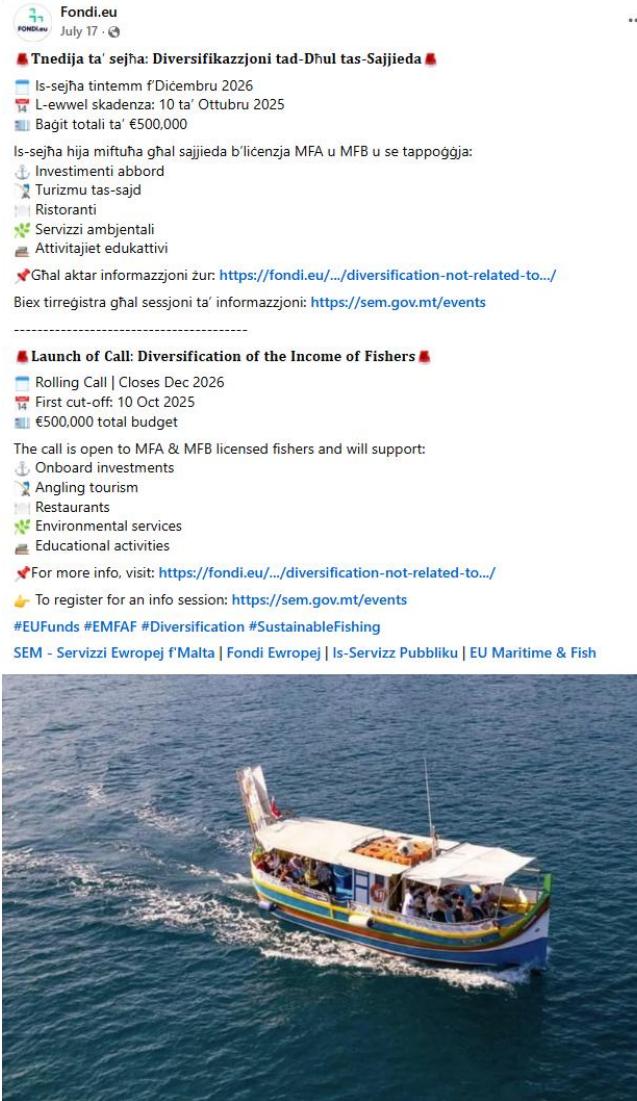
# Update on Communication and Visibility Actions

## 14 November 2025



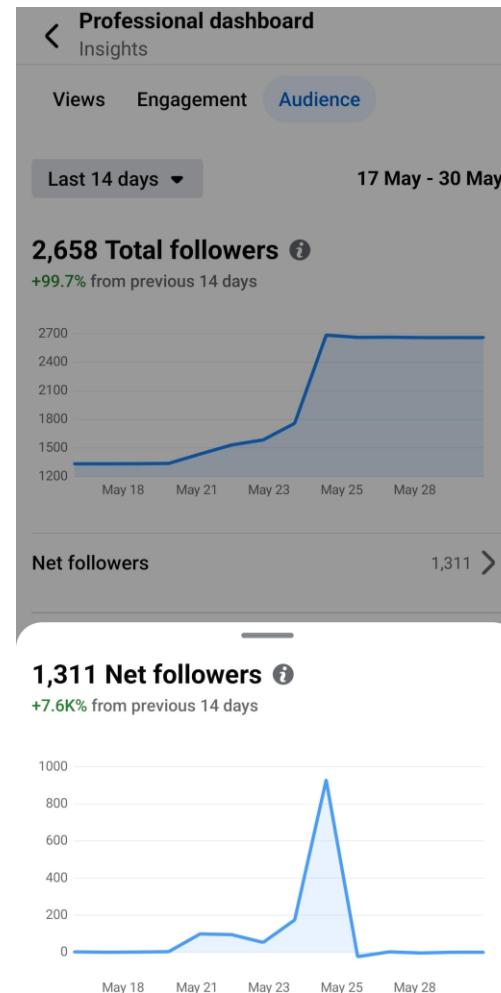
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# Social Media



# Social Media – some statistics

- We have 2.7K followers on Facebook. This is an increase of more than 1.3K followers over the period of May 2025.
- The FONDI.eu Instagram account saw an increase of 49% in followers over May 2025.
- Our two most viewed Instagram stories were related to the Public Service Expo Village and the Europe Day Event concluding the EU in my School campaign.



# Annual Event 2025

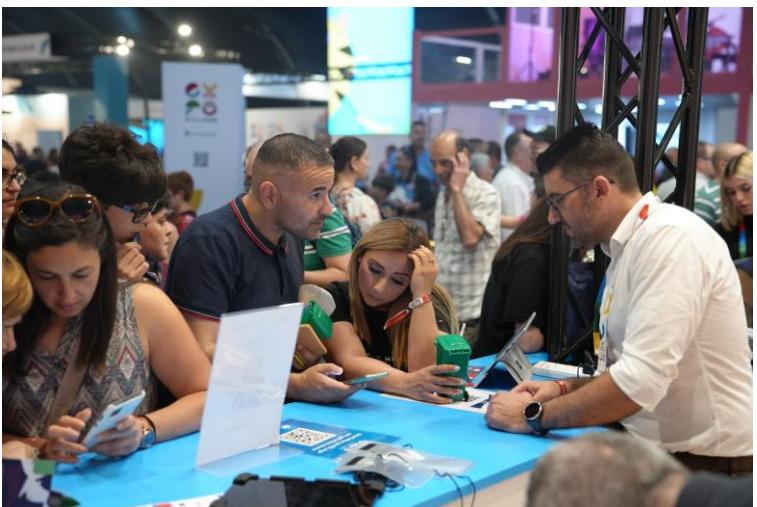


The **annual event** took place during the Public Service Expo Village, from the 21<sup>st</sup> to the 25<sup>th</sup> of May 2025 at the Malta Fairs & Conventions Centre (MFCC) in Ta' Qali. **76,264** persons attended this event.

FONDI.eu provided **information and merch** to visitors. The major attraction was a **competition** about EU-Funded projects in Malta. Moreover, we had a winner from the social media video competition.



# Annual Event 2025



# Calls for Proposals



Since November 2024, **4 calls** for proposals were issued.

**Press Conferences** were held to launch the Investments on Board Fishing Vessels Call; the Replacement or Modernisation of engines of fishing vessels scheme and the Diversification of Income for Fishers scheme



**Information Sessions** were promoted on our social media platforms, FONDI.eu portal and sometimes even on Newspapers

# Information Sessions

7 information sessions – in Marsaxlokk, St Paul’s Bay and Gozo - were organised by the Managing Authority, FONDI.eu and SEM since November 2024.



# Operations of Strategic Importance

Launch of the **Marine Conservation: An Inclusive Approach to Managing Marine Resources** on 20 February.



Launch of **Species Diversification for Maltese Aquaculture** on 9 May.



MA and CION representatives attended both events.

# DG MARE's EU Aquaculture Campaign

Malta prepared a video and written story re the **Species Diversification for Maltese Aquaculture project**.



# WestMED Project Awards 2025

The EMFF project *Marine Environmental Monitoring: Towards Effective Management of Malta's Marine Waters* has been nominated for these prestigious awards.

The project established continuous environmental monitoring of Malta's marine waters to address knowledge gaps, support effective management of human activities, and work towards achieving Good Environmental Status.

The winners will be announced during the WestMED Stakeholders Conference on 28 November 2025 in Tunis.



# TV & Radio Slots, Articles

- 3 TV educational slots
- 1 radio educational slot
- 1 online article

All media appearances were about the Investments on board Fishing Vessels scheme



# Public Events

- Stands at **popular public events** such as Lejla Sajfija fil-Park (August), Malta International Food Festival (August), EU Corner @ Science in the City (September), Freshers' Week at the University of Malta and at the Malta College of Arts, Science & Technology



# Training Sessions on Communications and Publicity

- Sessions equip participants with practical skills to utilise tools such as the Visual Identity Guidelines and the FONDI.eu publicity online generator.
- In June, a training session for officers working at the Ministry for Agriculture, Fisheries and Animal Rights was held.



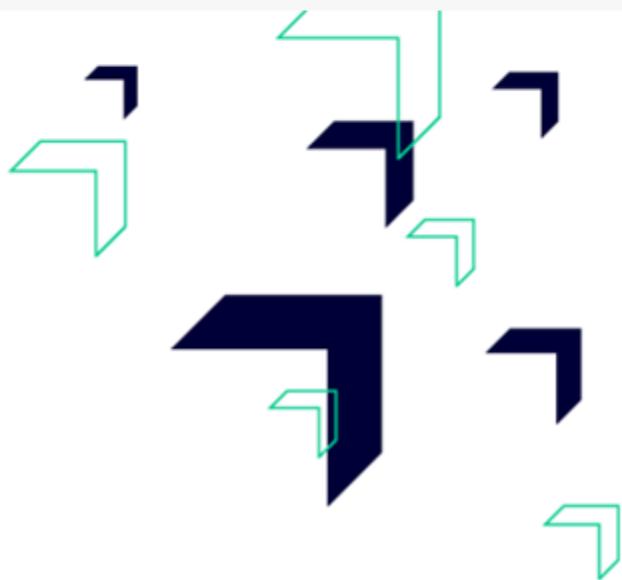


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# Thank you !



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