



**An Roinn Talmhaíochta,
Bia agus Mara**
Department of Agriculture,
Food and the Marine

EMFAF 2021-2027 Monitoring Committee 28 March 2023

Communications.

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Visibility, transparency and communication

- **Outlined in Common Provisions Regulation under Articles 46-50:**
- **Article 46 – Visibility :**
 - Promote support in all activities relating to operations supported by the Funds with particular attention to operations of strategic importance.
 - Communicate the role and achievements of the Funds through a single website portal providing
- **Article 47 – Emblem of the Union:**
 - All Bodies shall use the emblem of the Union when carrying out visibility, transparency and communication activities.
- **Article 48 - Communication officers and networks:**
 - Each Member State shall identify a communication coordinator for visibility, transparency and communication activities
 - Each managing authority shall identify a communication officer for each programme.
 - The Commission shall maintain the network comprising communication coordinators, communication officers and Commission representatives to exchange information on visibility, transparency and communication activities. (INFORM EU)

Visibility, transparency and communication

- **Article 49 – Responsibilities of the managing authority :**
 - Ensure that, within 6 months of the decision approving the programme, there is a website where information on programmes under its responsibility is available. (www.eufunds.ie)
 - Ensure that website is updated with a timetable of the planned calls for proposals, at least three times a year.
 - Ensure that website publishes the list of operations selected for support by the Funds and it is updated at least 4 times a year.
- **Article 50 – Responsibilities of beneficiaries:**
 - Shall acknowledge support from the Funds by (where appropriate).
 - Where website exists, and social media sites, a short description of the operation, proportionate to the level of support, including its aims and results, and highlighting the financial support from the Union;
 - providing a statement highlighting the support from the Union in a visible manner on documents and communication material relating to the implementation of the operation, intended for the public or for participants.
 - For projects that exceed €100,000 in EU support displaying durable plaques or billboards clearly visible to the public, that present the emblem of the Union soon as the physical implementation of operations involving physical investment starts or purchased equipment is installed.
 - For all other projects ;displaying at a location clearly visible to the public at least one poster of a minimum size A3 or equivalent electronic display with information about the operation highlighting the support from the Funds;

What has happened in 2022/2023

- National Co-Ordinator and National Communications Committee has been formed.
- Communications Guidelines have been developed.
- EU Funds website has been developed and will be updated as programmes are adopted and implemented.
- Draft Communications Strategy for the EMFAF Programme in development.
- EMFAF Managing Authority attended Skipper Expo in Limerick to promote the EMFAF Programme.
- New Centralised EMFAF Grant Management IT system in development .
- Formation of an EMFAF Information & Publicity Group.
- Meetings held with INFORM EU (Country Meetings) & DG MARE Communications Unit Head.

What Can the EMFAF MA do to support Communications Actions

- Specific EMFAF Budget (0.25% of EMFAF fund which equates to €355,000 EMFAF and matching Exchequer funds throughout the lifetime of EMFAF Programme)
- Promotion of Communications Actions through eufunds.ie website.
- Capacity Building with supports from FAMENET and DG MARE.
- Advice and Guidance of EMFAF & CPR Communications requirements
- Development of a centralised database for project stories.