



## **PT02 – Programme for the Integrated Marine and Coastal Management**

Communicating the EEA Grants Goals – Sharing Best Practices

# 1. Communication

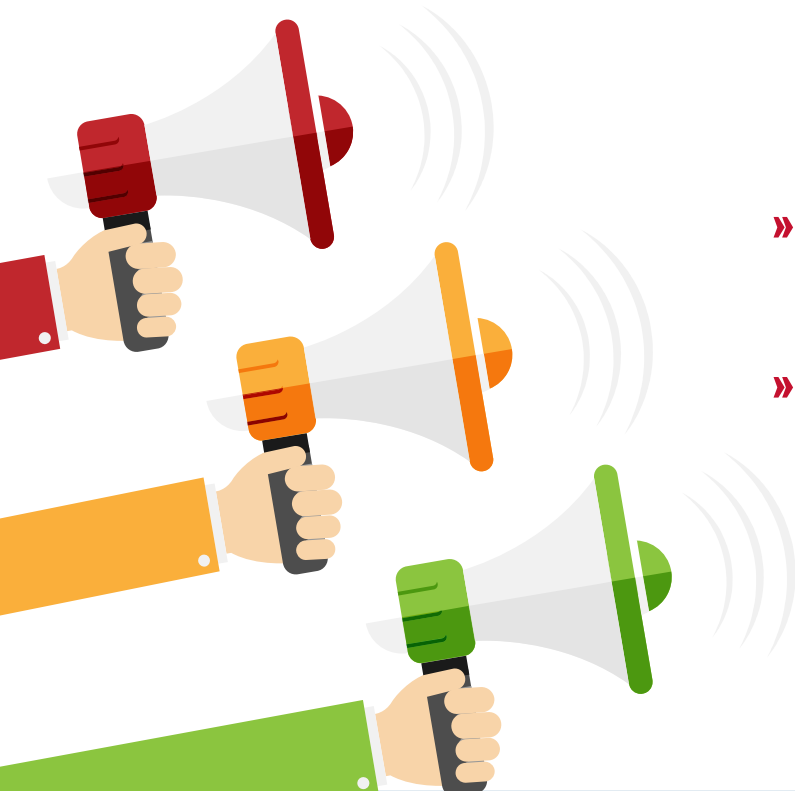
## Communication providing guidance to achieve EEA Grants Goals

The main objective of Communication is to ensure transparency in the application of the Fund and providing information for the Mechanism and the Programme.

In general terms, Communication is focused on giving an overall picture of the Programme through Conferences/Seminars/Workshops and also feeding the press/media to report the EEA Grants project results and goals.

**What we don't share or publish... does not exist!**

# EEA Grants **Good Communication**

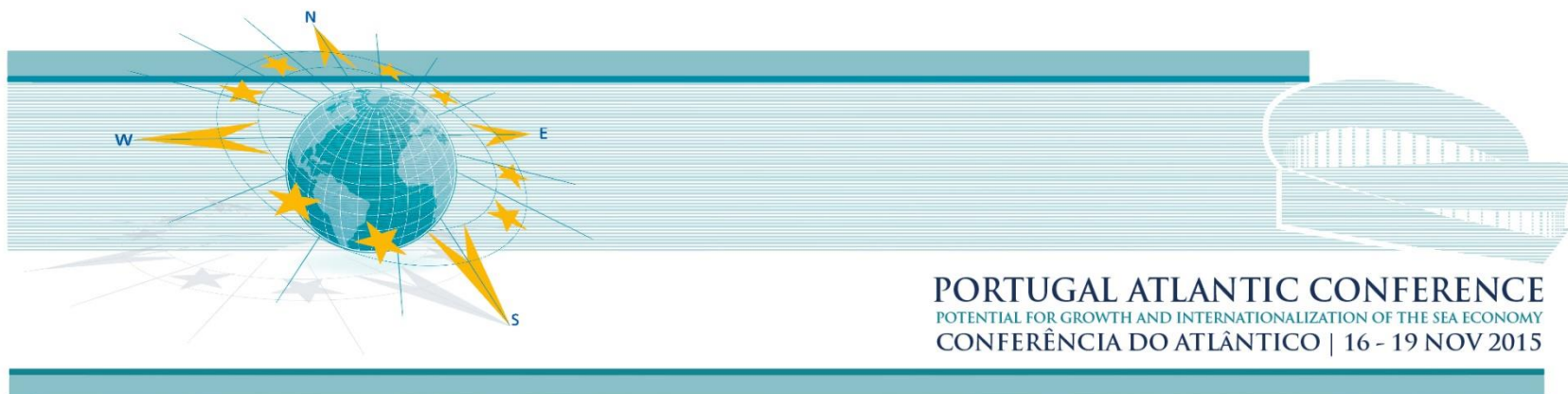


- » Key messages and bold statements
- » Clear and objective language

## 2. Communicate by numbers

- » Highlight some key numbers
- » Put them in context
- » Compare rates
- » Analyse indicators
- » Make them memorable





## **Portugal Atlantic Conference (PAC), Matosinhos, 16-19th November 2015**

PAC was the main conference of FÓRUM DO MAR 2015 programme and gave particular relevance to the presentation of the EEA-Grants' Integrated Marine and Coastal and Waters Management Programme, the European Economic Area Financial Mechanism.

This programme involves a considerable number of ongoing cooperation projects, which will contribute to the achievement of good environmental status of Portuguese marine and coastal waters.

# 3. Showing Evidences



## Communicate the State-of- the-Art Projects

The progress and results of the projects were reported through a dedicated website, presentations, key documents and news items publicly available, fact sheets are also used.









## Some examples of communication materials, besides leaflets and posters

It is also foreseen the feeding of the Programme activities on Conferences, Workshops and Exhibitions.



## **Best Practice – a method for dissemination and implementation of project results**

Using the concept of Best Practices is a practical approach to make use of project results in a Strategic way by establishing methods of assessment and criteria for EEA Grants PT02 good examples, such as:

### **Pre-defined project 1 (PDP1)**

Acquisition and fitting of a Dynamic Positioning (DP) Vessel equipped with Marine Surveying Equipment.



## **Project Promoters and Partners Engagement EEA Grants Workshop @ The Oceans Meeting, Lisbon, 3 June 2016**

Workshops were held to promote projects as the primary means of Project Promoters and Partners engagement, with the aim to have stakeholders and general public participation.

This ensured their opinions, knowledge and other inputs were included at different stages of the EEA Grants Projects.



## Audience

It should be expected to reach a large audience such as the Public Administration, SMEs, Stakeholders and Scientific community also including Project promoters and Partner entities.





## EEA Grants PT02 Exhibition in Oceans Meeting:

Dynamic presentation of all 37 different types of projects will result in a more efficient dissemination of PT02.

The visitors can choose the project in an interactive way by using the joystick and start to watch the project presentation in EN or PT version.



# THANK YOU

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