



# MARE communications strategy

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## A new communication strategy

- New communications strategy in January 2018
- Objective: increase support for EU ocean policy as a means to fostering sustainable use of ocean resources, blue growth and thriving coastal communities.



## Taking care of our ocean

- Build **coherent “taking care of our ocean” narrative**, transcending the various activities falling under the DG’s competence. From sustainable fisheries, to plastic litter and blue biotechnology.
- Two kinds of audiences are served: the general public + specialised stakeholder communities (depending on topics and messages)



Tweets 26.7K Following 35.3K Followers 39K Likes 21.4K Lists 7 Moments 5

Following

## EU Maritime & Fish

@EU\_MARE Follows you

The official account for @EU\_Commission Maritime Affairs and Fisheries (DG MARE).

Tweets Tweets & replies Media



EU Maritime & Fish @EU\_MARE · 1h

The @EU\_Commission is recruiting fisheries experts! We will select temporary agents to work in the field of (a) fisheries science and management and (b) fisheries control and inspection. Interested? Read more here: <https://europa.eu/!HM66kV>

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Karmenu Vella @Karme... X

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- Massively stepped up digital presence.
- Reach of DG MARE's social media accounts compares very favourably with similar organisations.
- Innovative audiovisual products → High engagement
- An example
- "Small-Scale Fisheries in the Mediterranean and Black Seas"  
<https://europa.eu/!Dd84kN>



European  
Commission



## Media and press outreach

Close collaboration with the Commission's spokesperson service  
extensive **media and press outreach**.

Moreover, DG MARE ensures presence at **trade fairs**, such as the global Seafood Expo in Brussels, to provide information and engage in dialogue with the industry, produces various publications, etc.



## Beach cleanups

- **Global campaign** conducted in over 50 countries world-wide (with the EEAS / Reps).
- Annual around the International Coastal Cleanup Day
- Created visibility, attracted considerable media attention and successfully enabled to engagement of both global and local audiences.
- Low cost / high impact. Public diplomacy. E.g. [Gaza cleanup](#)



# euronews.

- From end-2018: **dedicated “Ocean” magazine, produced jointly with Euronews**
- Broadcasted in 12 languages. Working closely with associated services.
- Document scope and impact of European policies and EU-funded projects in relation to ocean, across geographies and sectors.
- Dedicated episodes on CFP.

**Questions or comments?**