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.

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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)

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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

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

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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.

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Questions or comments?