

FAMENET Annual Meeting

09 October 2024

Comet Meeting Center, Place Stephanie 20

1050 Brussels





Kahoot!

Our agenda today, 09 October 2024

country talks

EMFAF
communication

DG MARE and
FAMENET news

breakout
sessions round
1

breakout
sessions round
2

enjoy Brussels

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enjoy Brussels



Country talks, messages

FAMENET Annual Meeting, key messages from country talks

71 responses





Assessing the value of CLLD

Infosys analysis and FLAG surveys

FAMENET Annual Meeting

Work package overview

Objectives

- ✓ To contribute to **reflexions on the future of CLLD** in coastal/fisheries areas
- ✓ To provide **evidence** of the benefits that CLLD can bring
- ✓ To draw **lessons** for implementing CLLD successfully
- ✓ To encourage a **focus on monitoring and results** in the EMFAF period

Work package overview

Method

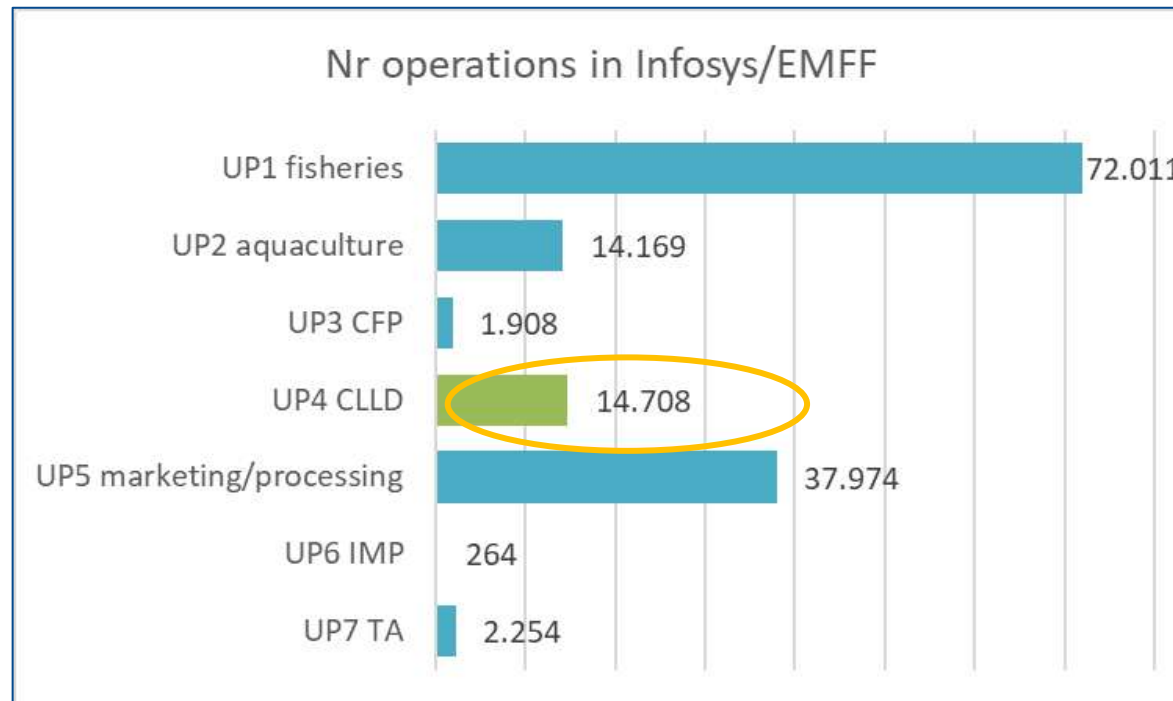
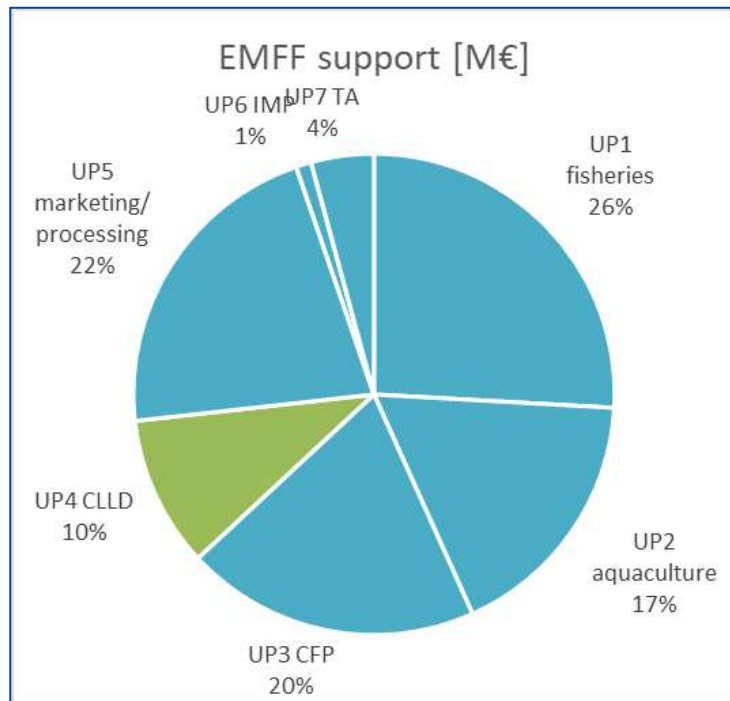
- ✓ Literature review
- ✓ Infosys analysis
- ✓ Survey to EMFF FLAGs
- ✓ Survey to EMFAF FLAGs
- ✓ Survey to local stakeholders in 8 Member States: ES, FR, IE, FI, GR, HR, IT, PL



**Summary of results
presented today**

Infosys analysis: CLLD in numbers

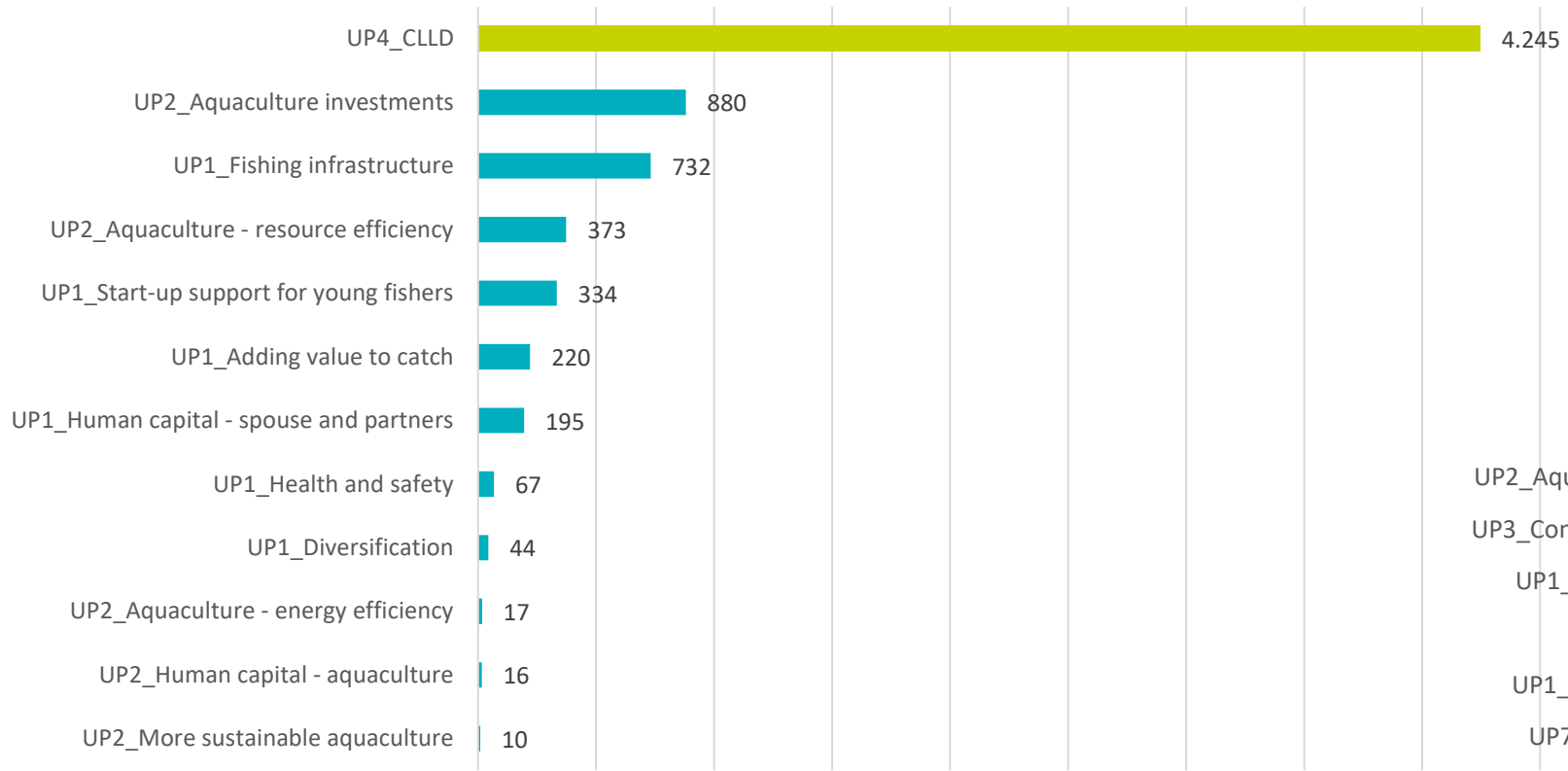
CLLD accounts for 10% of the EMFF budget and 10% of all operations



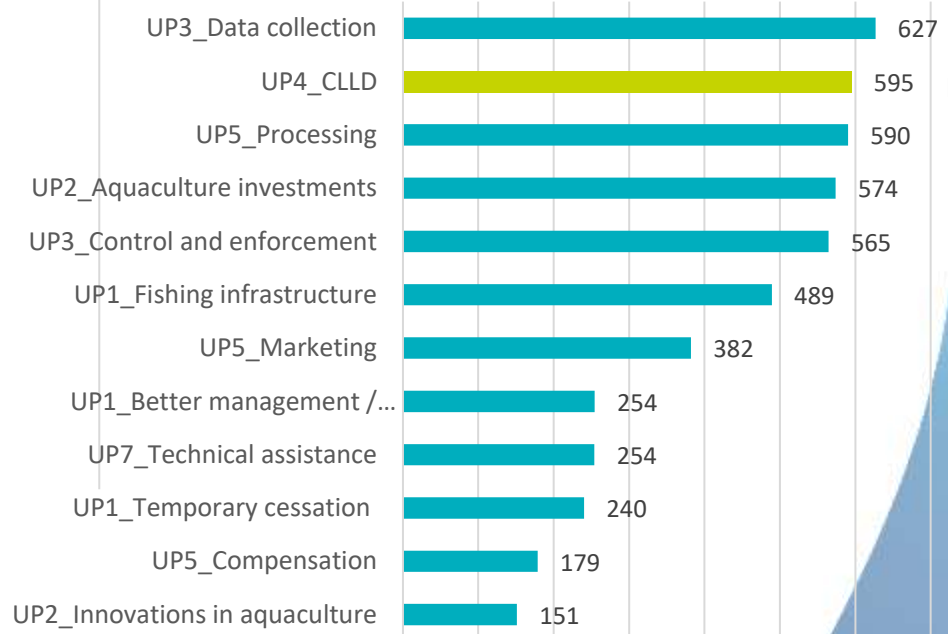
CLLD results – according to Infosy

CLLD creates almost 5x more jobs than the second « job-creating measure »

Number of jobs reported



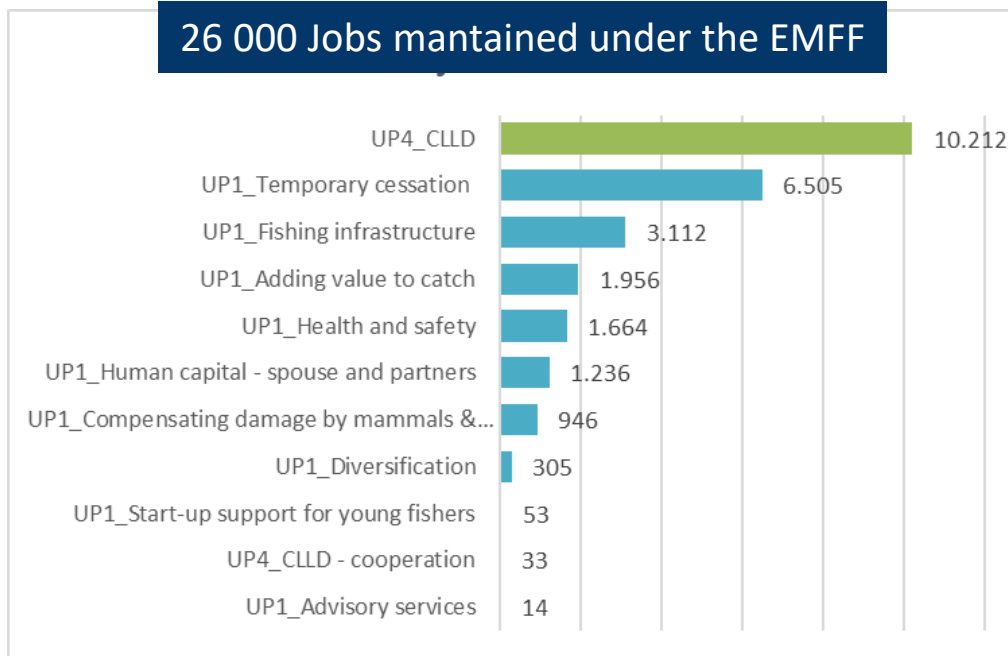
EMFF support [M€]



Jobs maintained & businesses created

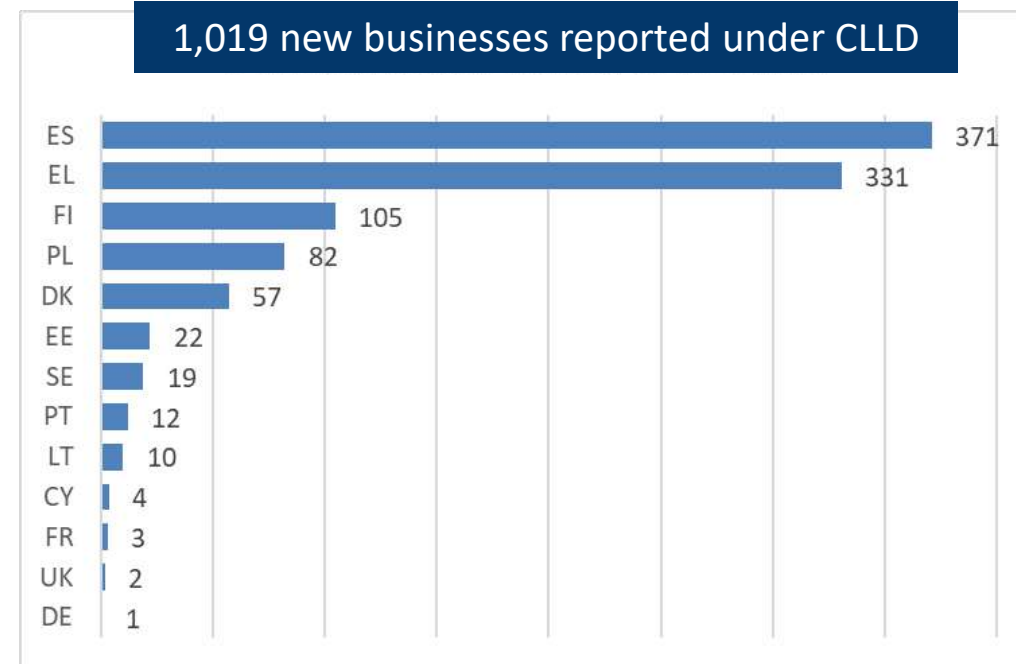
– according to Infosy

11 measures under UP1 & UP4 reported on jobs maintained



10,200 jobs maintained under UP4 and 15,800 under UP1

CLLD was the only UP / measure to report on businesses created



CLLD surveys

- ✓ EMFF survey to FLAGs
- ✓ EMFAF survey to FLAGs (annual)
- ✓ Survey to **local stakeholders**, disseminated by the FLAGs

EMFF FLAG
survey responses

Bulgaria	7
Cyprus	3
Germany	12
Denmark	1
Estonia	6
Greece	12
Spain	18
Finland	5
France	15
Croatia	7
Ireland	7
Italy	10
Lithuania	3
Latvia	5
Poland	21
Portugal	6
Romania	5
Sweden	3
Slovenia	3
	149

EMFAF FLAG
survey responses

Belgium	1
Cyprus	3
Germany	17
Estonia	5
Greece	9
Spain	16
Finland	6
France	17
Croatia	8
Italy	7
Lithuania	3
Latvia	5
Portugal	7
Romania	4
Slovenia	4
	112

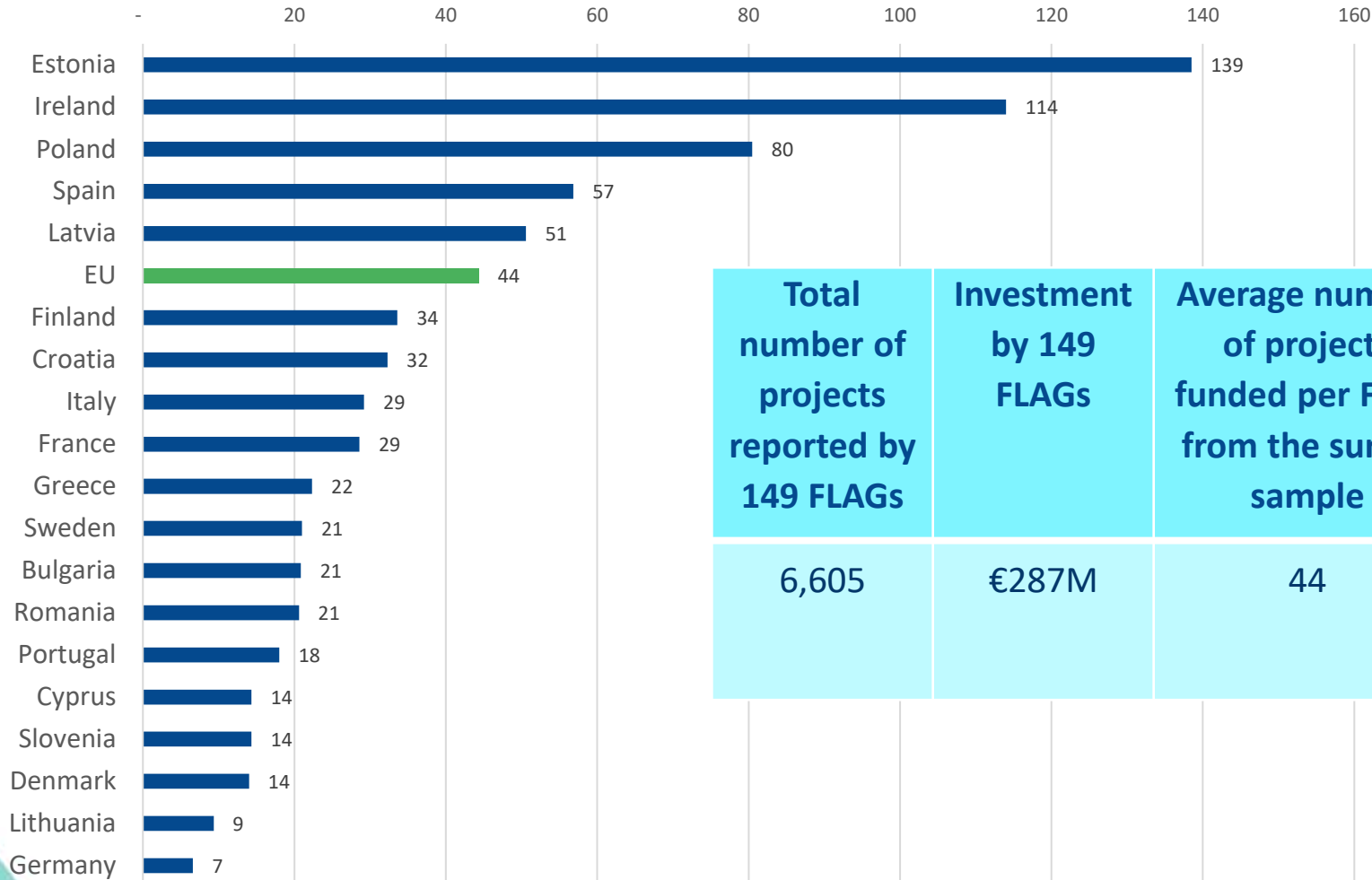
Local stakeholder
survey responses

Greece	82
Spain	155
Finland	55
France	188
Croatia	86
Ireland	99
Italy	114
Poland	121
	905

(149 FLAGs = 43% of all EMFF FLAGs & approx 51% of those still operational)

149 FLAGs had supported 6,605 local projects

Average number of projects funded per FLAG in EMFF



Total number of projects reported by 149 FLAGs	Investment by 149 FLAGs	Average number of projects funded per FLAG from the survey sample	Approximate extrapolation for 348 FLAGs	Total number of projects reported in Infosys
6,605	€287M	44	15,312	14,708

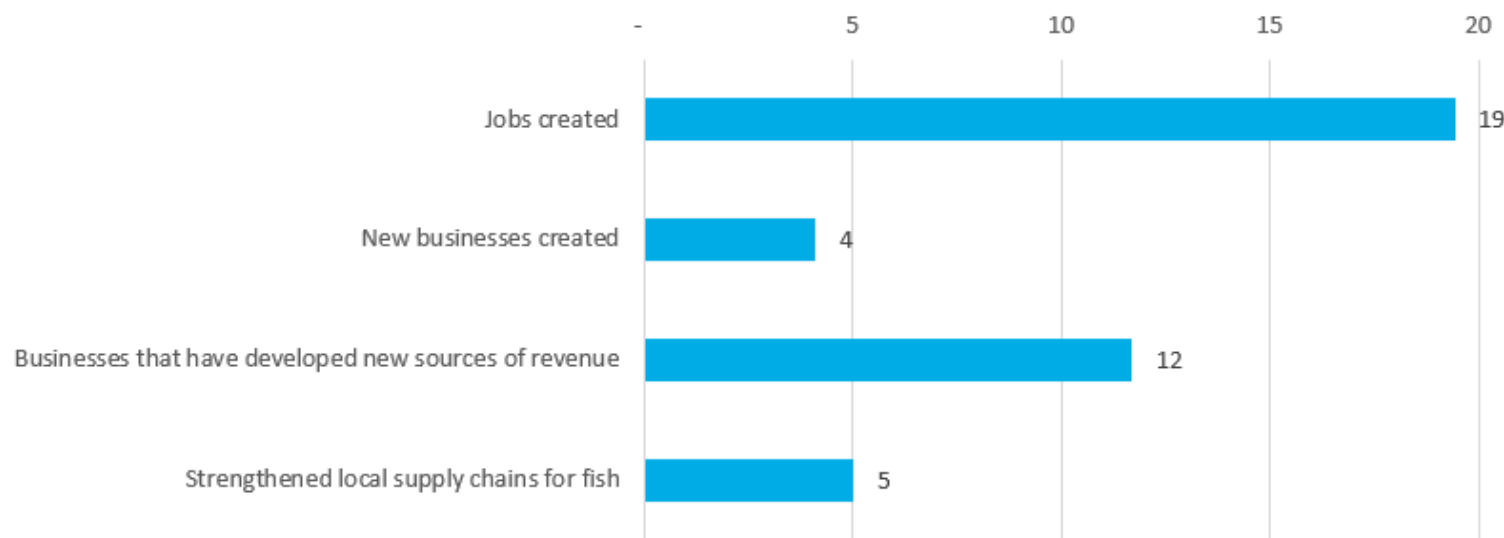
CLLD supporting local economies

FLAG survey results

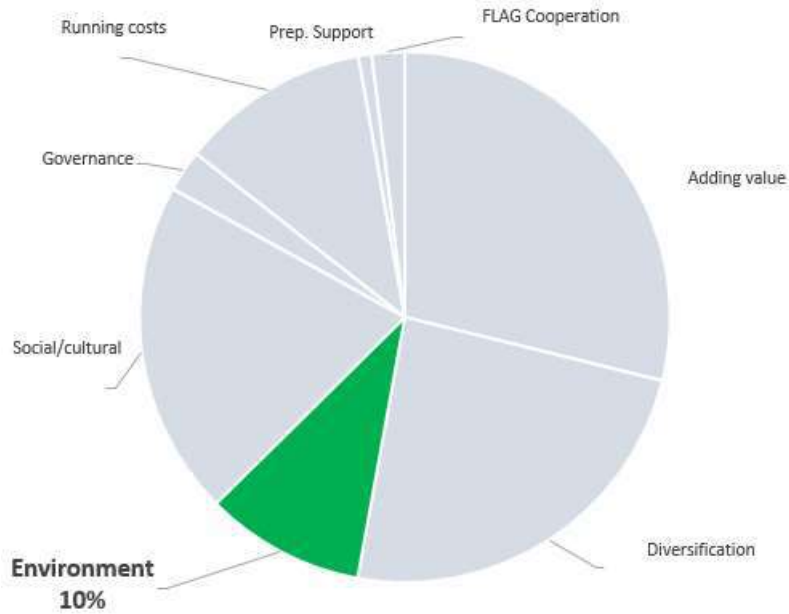
- ✓ Creation of **new jobs & businesses**
- ✓ **Diversification** of revenue sources for local businesses
- ✓ Strengthening **local supply chains** for fish



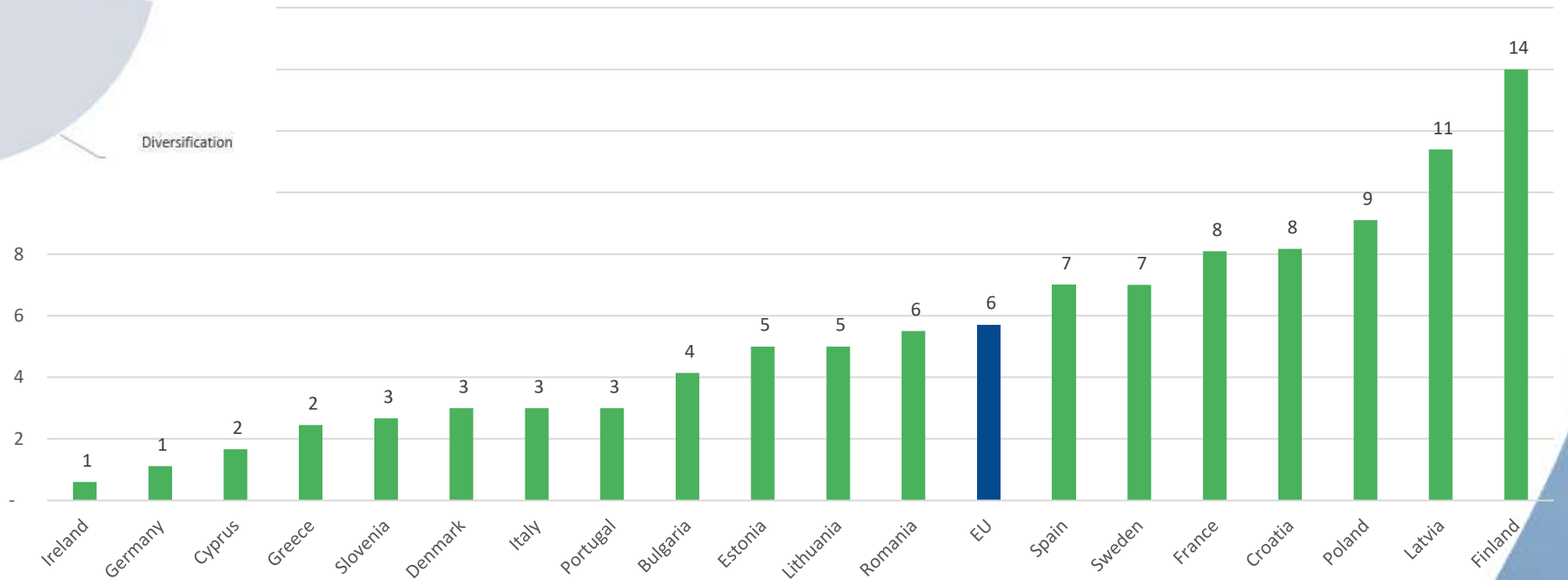
EU average per FLAG surveyed



Environmental action

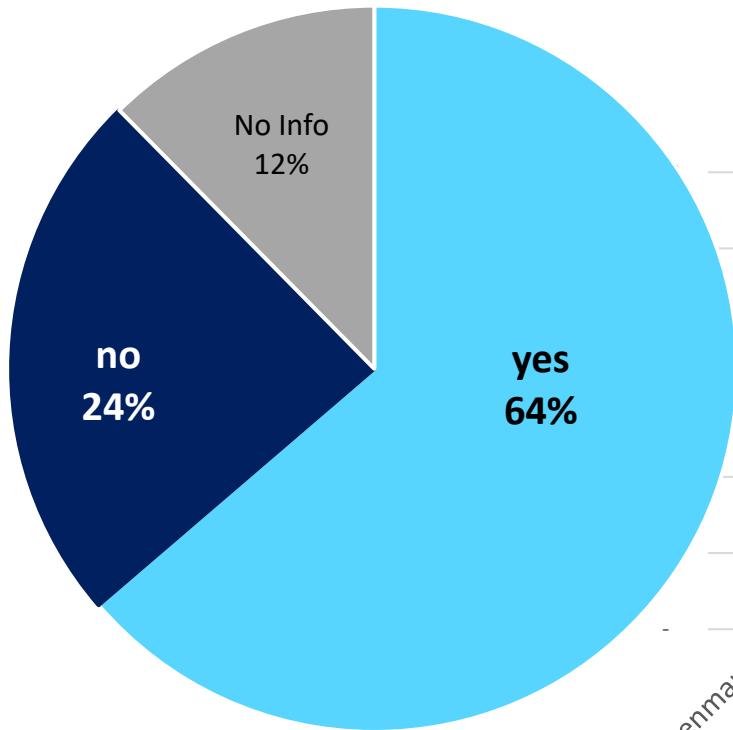


Actions contributing to Good Environmental Status
Average number per FLAG by MS

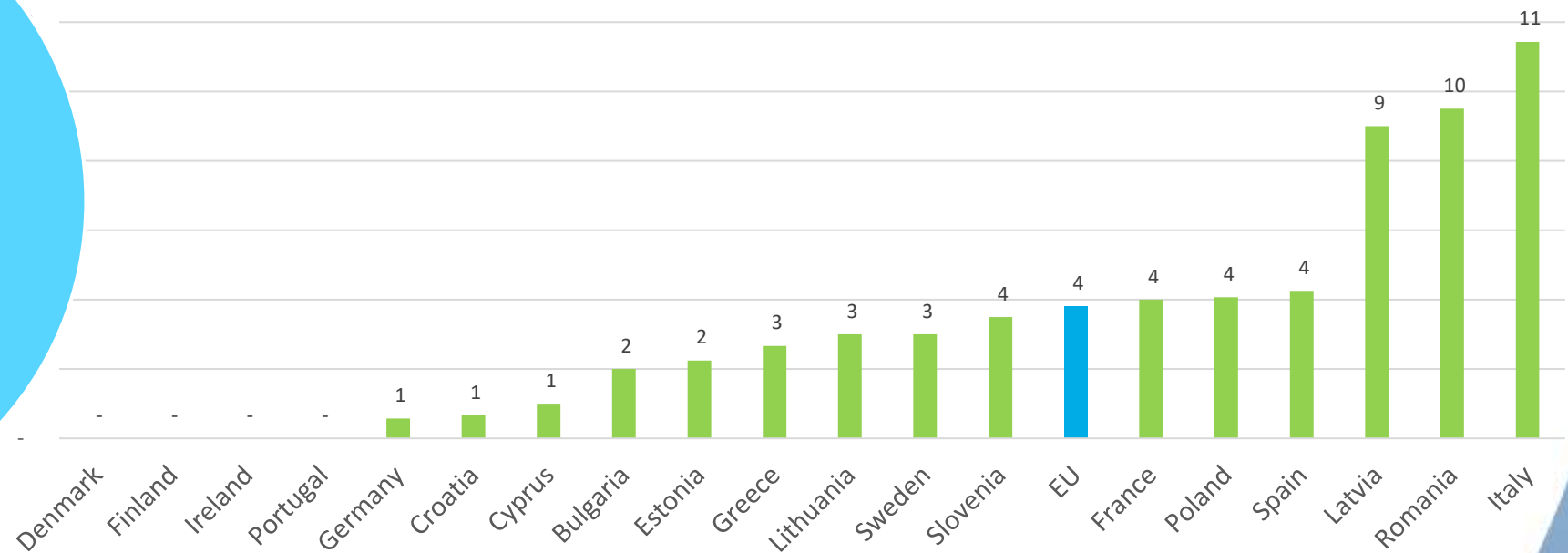


Fostering better governance

FLAGs contributing to better local governance?



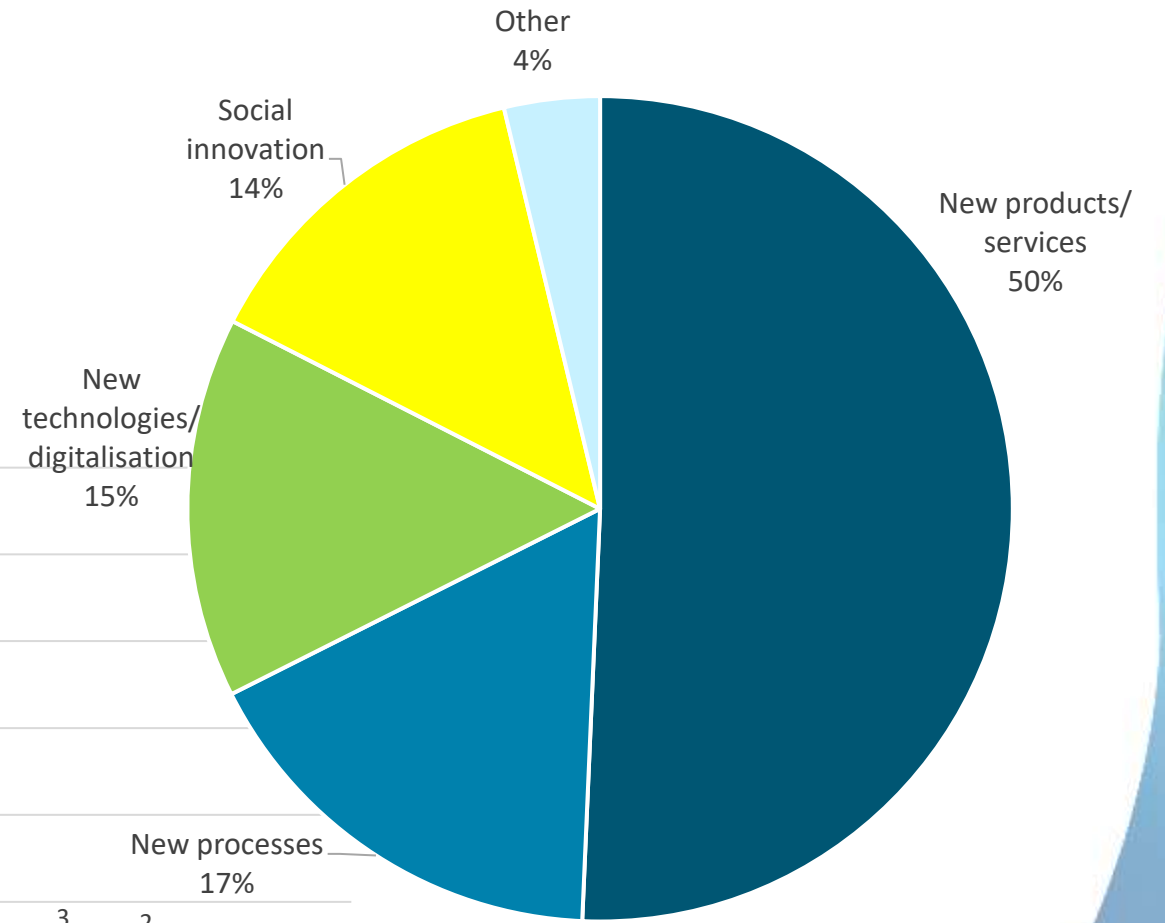
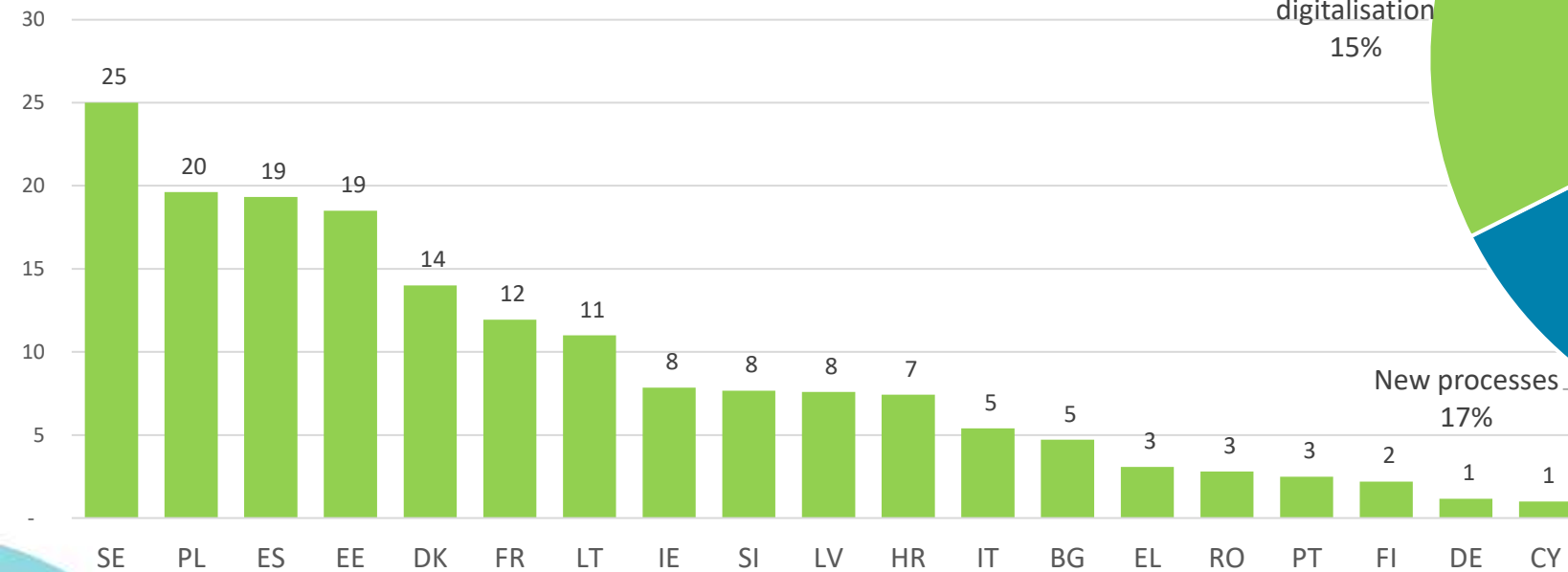
Average number of actions per FLAG to improve governance capacity



15 innovations enables per FLAG

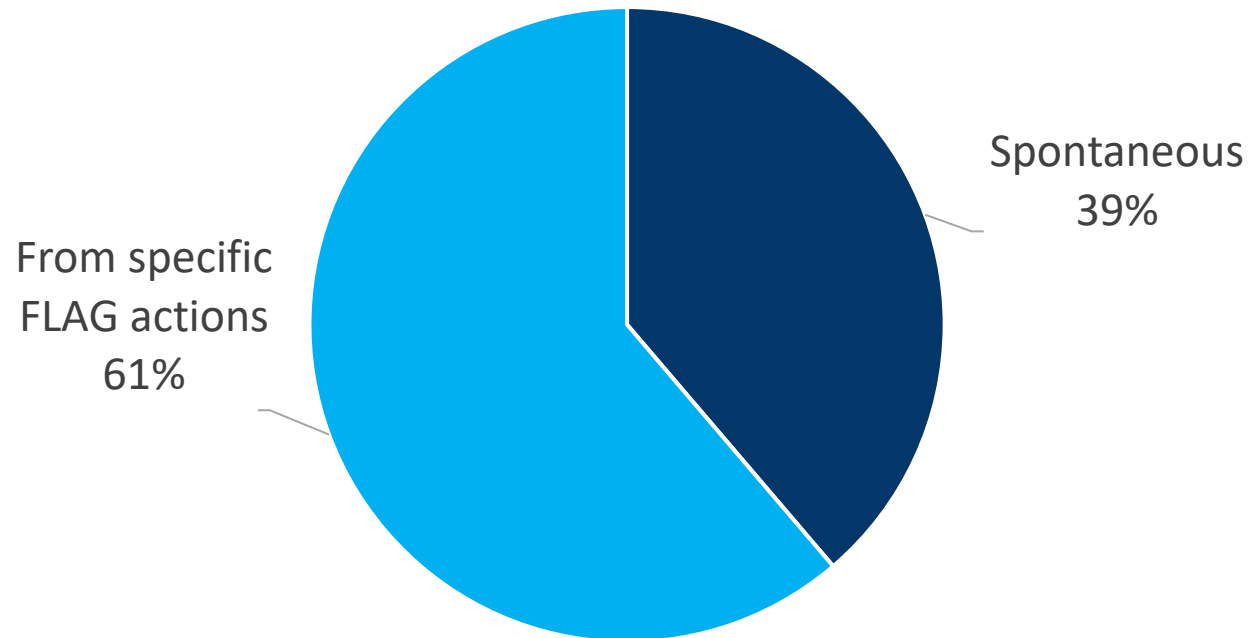
1,521 innovations enabled by responding FLAGs

Average number of innovations per FLAG

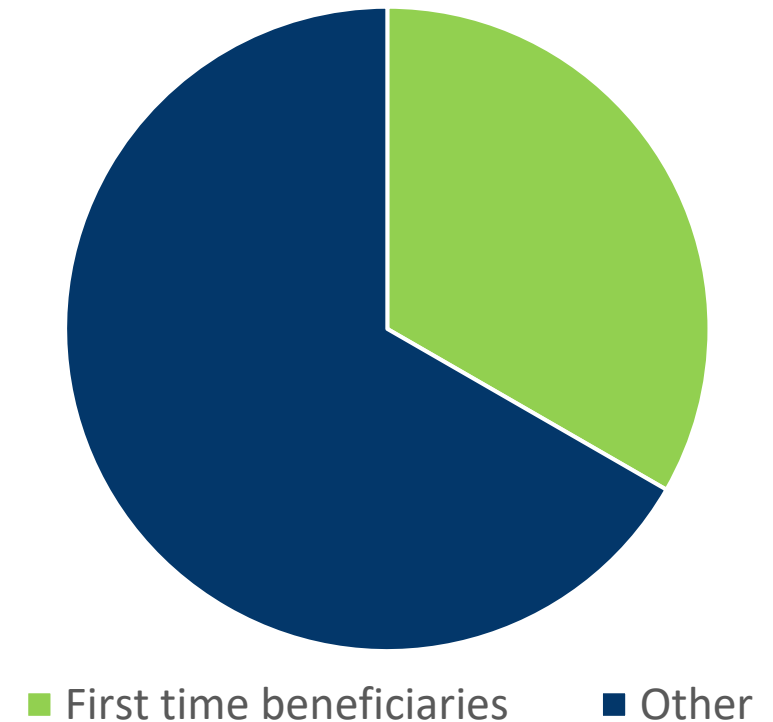


Not just a funding stream

Almost 2/3 of CLLD projects under the EMFF resulted from **specific actions by the FLAG**

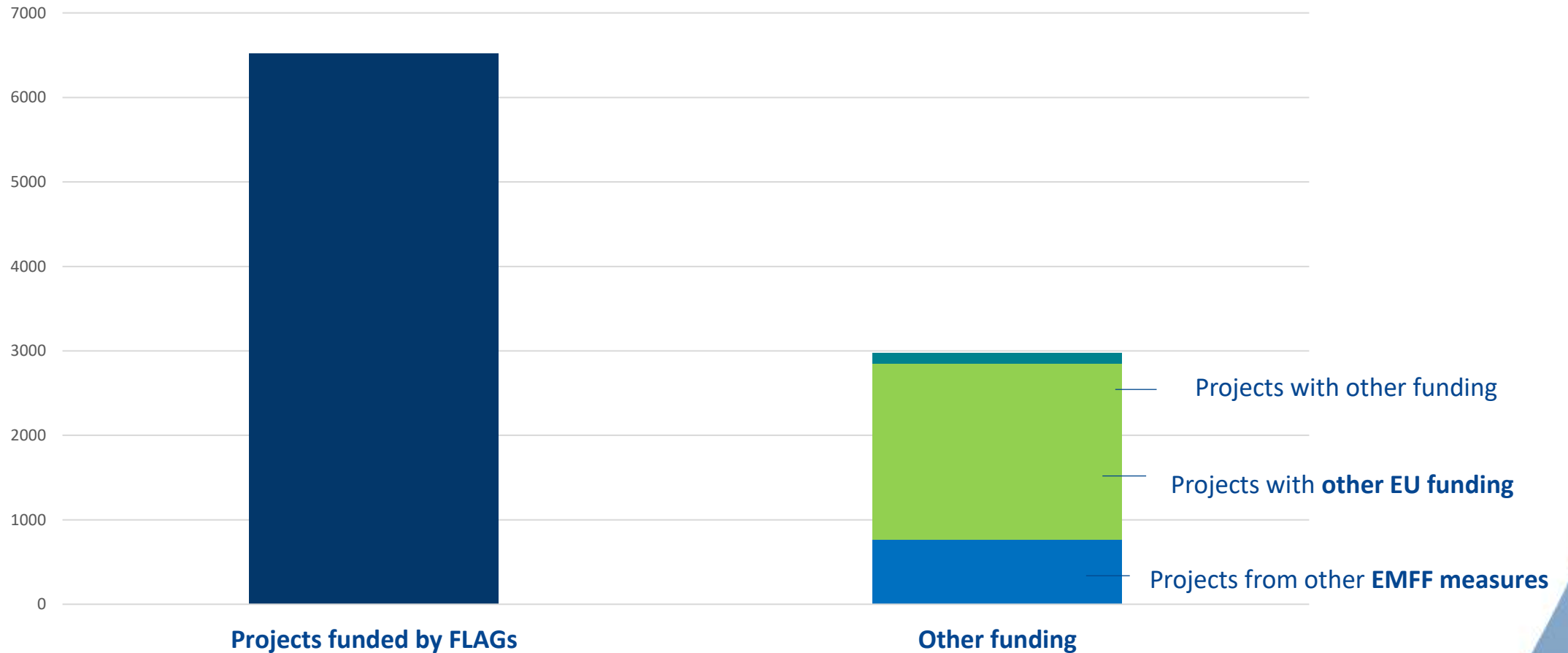


A third of projects supported were implemented by **first-time beneficiaries**



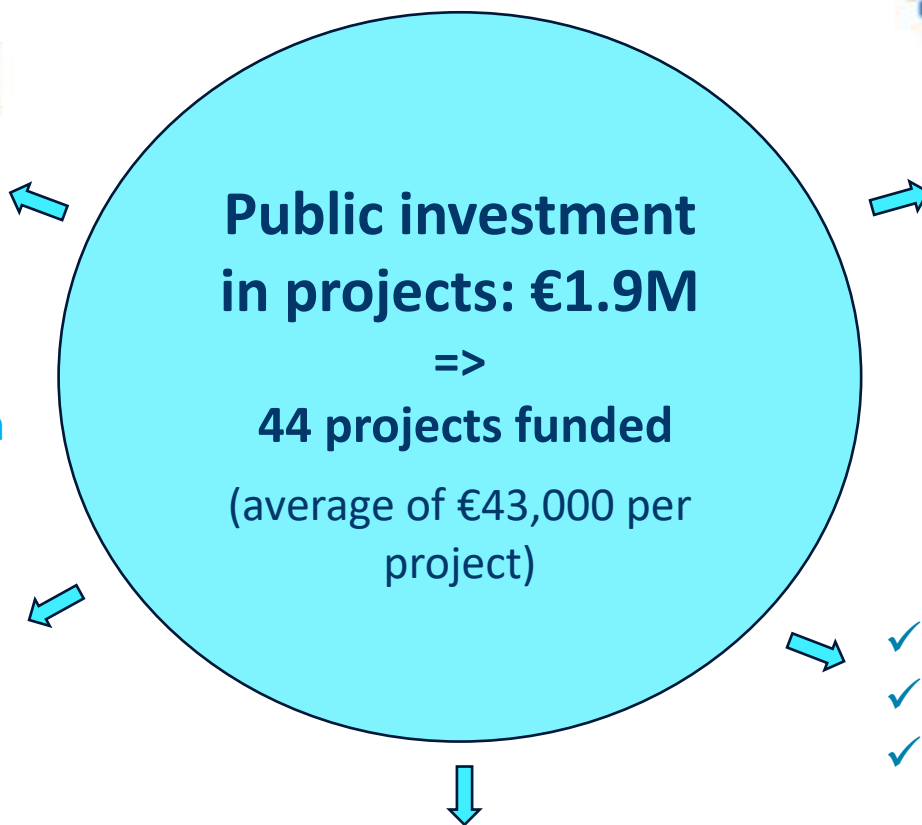
Not just a funding stream

FLAGs also help their communities access other funds



An “average FLAG” (2014-2020)

- ✓ 19 new jobs
- ✓ 41 jobs maintained
- ✓ 4 new businesses
- ✓ 12 diversified businesses
- ✓ 5 new or strengthened short supply chains
- ✓ 24 local entities benefitting from information/promotion



- ✓ 34 people part of the FLAG organisation
- ✓ 118 people mobilised to provide input to LDS
- ✓ 4 new or strengthened networks
- ✓ 4 actions to improve governance capacity
- ✓ 11 cross-sectoral projects
- ✓ 3 cooperation projects with other FLAG areas

- ✓ 6 actions for Good Environmental Status
- ✓ 6 local entities improving resource efficiency



- ✓ 10 new activities / services in the area
- ✓ 3 datasets made available
- ✓ 15 innovations



- ✓ 35 young people receiving professional training
- ✓ 520 young people mobilised for educational and awareness-raising activities
- ✓ 15,100 people benefiting

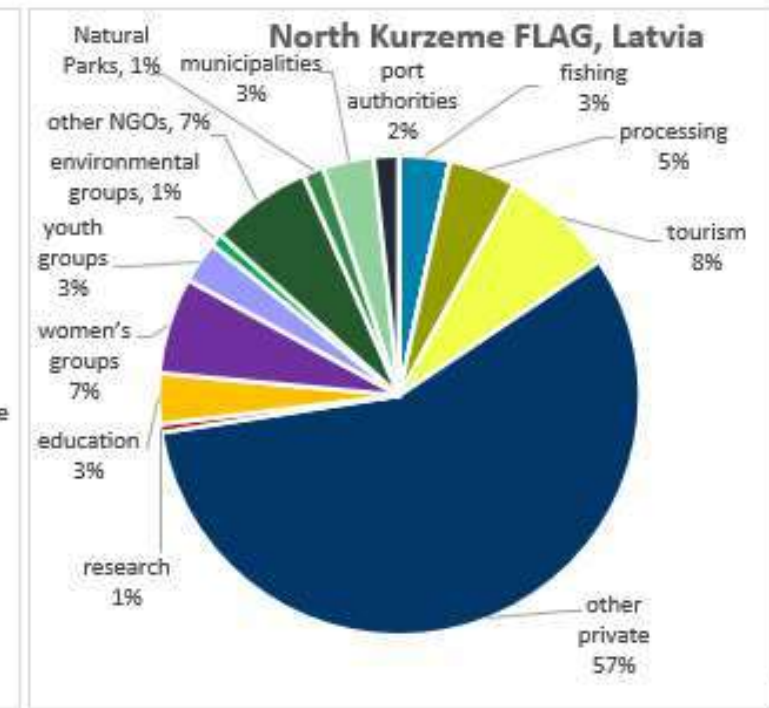
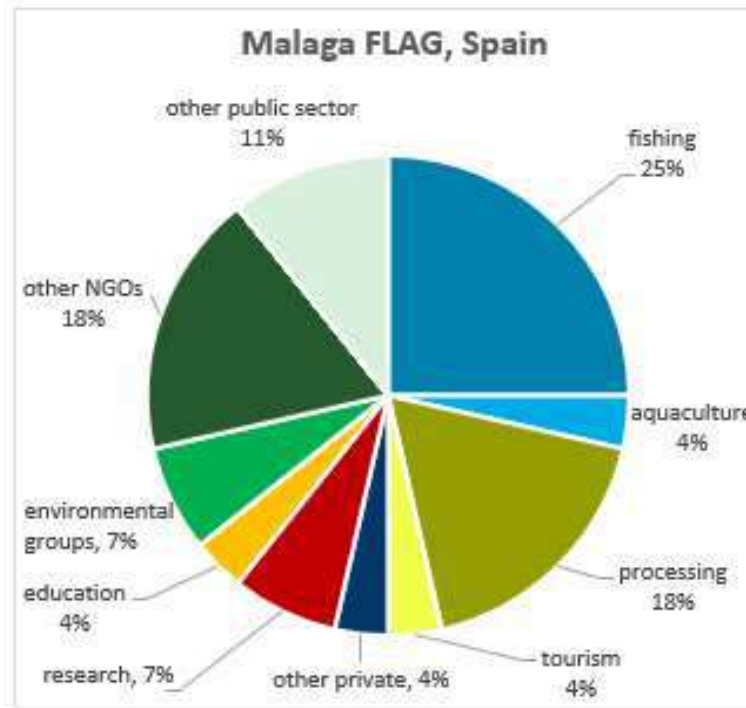
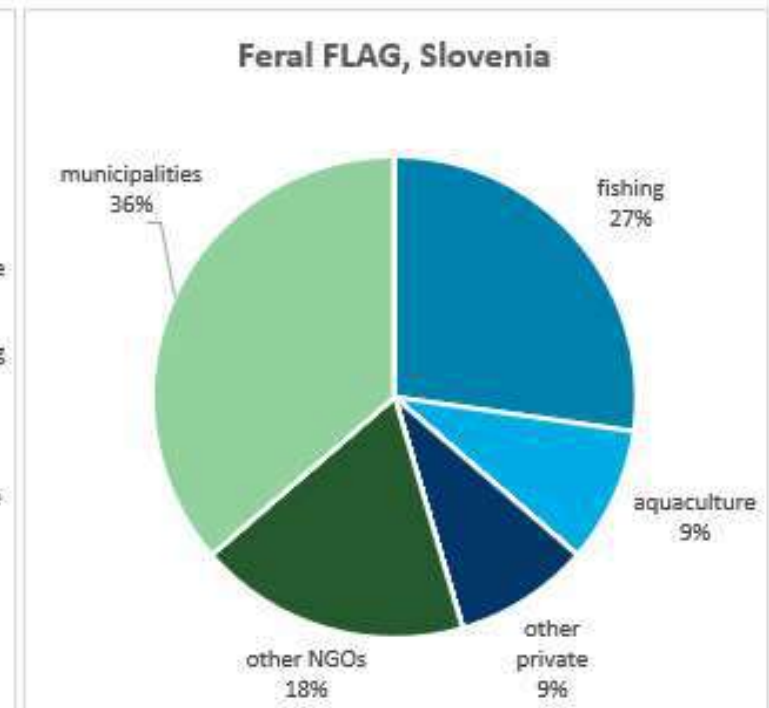
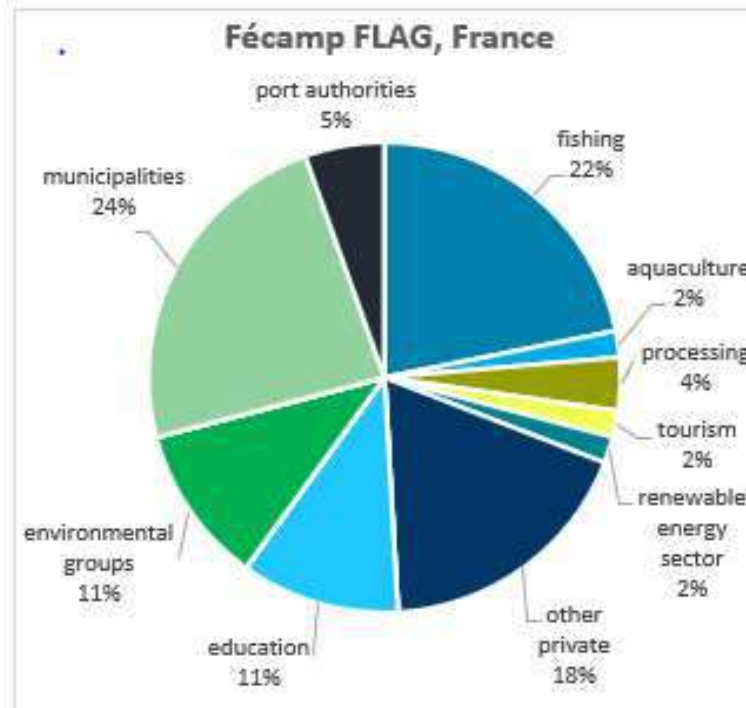


Of course, there *is* no average FLAG!

Next steps:

- ✓ Country case studies
- ✓ Deeper analysis
- ✓ Integrating the responses provided by 900 local stakeholders

... what conditions are needed for CLLD to bring maximum value to coastal communities?



Next steps

- ✓ Literature review
- ✓ Infosys analysis
- ✓ Survey to EMFF FLAGs (149 FLAG responses)
- ✓ Survey to EMFAF FLAGs (112 FLAG responses)
- ✓ Survey to local stakeholders in 8 Member States: ES, FR, IE, FI, GR, HR, IT, PL (900 responses) => **MS reports (December)**

Results presented today
+ report in October

Synthesis
report
January

You want to know more?

Come to the break out session on CLLD value 😊

monica.veronesi@famenet.eu

www.famenet.eu



This is DG MARE speaking...



George KIRMIZIDIS

European Commission

Our agenda today, 09 October 2024

country talks

EMFAF
communication

DG MARE and
FAMENET news

breakout
sessions round
1

breakout
sessions round
2

enjoy Brussels

Breakout sessions

impact
evaluation
(room 5.4)

value of CLLD
(room 5.5)

Infosys
(room 5.3)

gift of failure
(room 5.2)

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<https://www.famenet.eu>

Break out session

The gift of failure (F-U-N failure)



Why failure?

To foster a **culture of learning, resilience and innovation in EMFAF**



Failure as part of a **learning process**, and a “gift” where participants **learn from each other**

Learning from failure can **improve** the MA’s work and **mitigate** risks from future mistakes

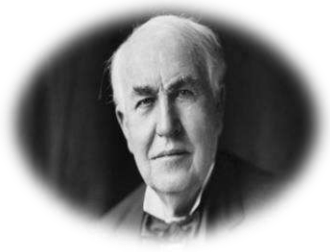


Catalyst for **new** ideas and solutions

How do you see failure?



Definition



***“I have not failed.
I have just found 10,000
ways that won’t work.”***

Thomas Edison



***“There is absolutely
no innovation without
failure.”***

Brené Brown



***“Failure is something we can avoid
only by saying nothing, doing
nothing, and being nothing.”***

Denis Waitlay

Failure in the public sector...



- more **popular** than success
- not only uncommon but **'unacceptable'**
- **'successful failures'**: safe short-run outcomes vs more uncertain, higher-level, longer-run impacts

Source: imgflip.com

Failure in the public sector...



Source: [i.imgflip.com](https://imgflip.com)

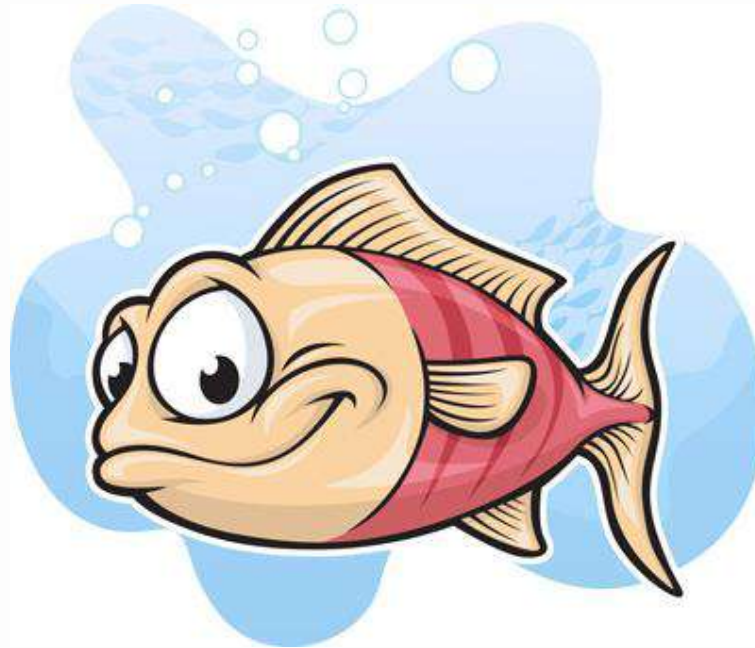
- **Why?**

- risk averse and fear of **being blamed**
- **uncertain** policy demands given “imperfect knowledge”, “inability to predict the future” - **avoid innovating**
- **myopic approach:** focusing on real-time (foreseeable) results, even if repeatedly fail to generate long-term impacts
- **doing harm in gradual, subtle way:** absorb time, resources without solving real societal problems

...difficult to assess failure



- Rarely noticing when car works, and when something goes wrong attention is drawn to it,...**BUT** unlike a car's breakdown, determining if a policy is a success or failure **isn't always straightforward**
- McConnell (2015): failure exists at the extreme end of success–failure spectrum, characterized by complete non-achievement, ...**BUT that is unusual**
- **Depends on the focus:** a perfectly functioning car can be interpreted as needing replacement, if a new model exceeds its performance on some criteria. What was **once considered unimportant can become essential over time.**
- **Complex** social setting, local context
- **Long time span**
- **Multiple goals**



We are all a mess, it's OK!

Failures in EMF(A)F



Group 1:

Programming, implementation

- Drafting the programme strategy
- Stakeholder consultation
- Preparing and launching of calls
- Project selection
- Communication



Group 2:

MEF

- Drafting of evaluation plan
- Reporting
- Monitoring project implementation
- Finding, selecting evaluation experts
- Conducting evaluations, follow-up

The gift(s) of failure

Practical tips



Thank you!

Failure is ~~Not~~
an option

info@famenet.eu

evaluation@famenet.eu

clld@famenet.eu

communication@famenet.eu

<https://www.famenet.eu>

Sources

Desk research

- Matt Andrews (2021): Successful Failure in Public Policy Work, Harvard Working paper
- Cathal FitzGerald, Eoin O'Malley, Deiric Ó Broin) (2019): Policy success/policy failure: A framework for understanding policy choices
- Bob Hudson, David Hunter & Stephen Peckham (2019): Policy failure and the policy-implementation gap: can policy support programs help?, Policy Design and Practice, 2:1, 1-14, DOI: 10.1080/25741292.2018.1540378

Images

- www.vectorstock.com
- <https://i.pinimg.com/originals/6c/f7/72/6cf772d723f288627f2fd3fec038260e.jpg>
- <https://agatton.com/wp-content/uploads/2023/12/Fish-holding-a-mike-300x300.jpg>
- [How to Use Metaphors When Coaching - International Coaching Group Inc. \(coachingoutofthebox.com\)](https://www.coachingoutofthebox.com)
- i.imgflip.com
- <https://www.freeimages.com/de/illustrations/clipart/fish>
- <https://snacks.pepsmccrea.com/p/flipping-failure>
- www.freepik.com



Infosys

Our agenda

Introduction

EMFAF
implementation
progress

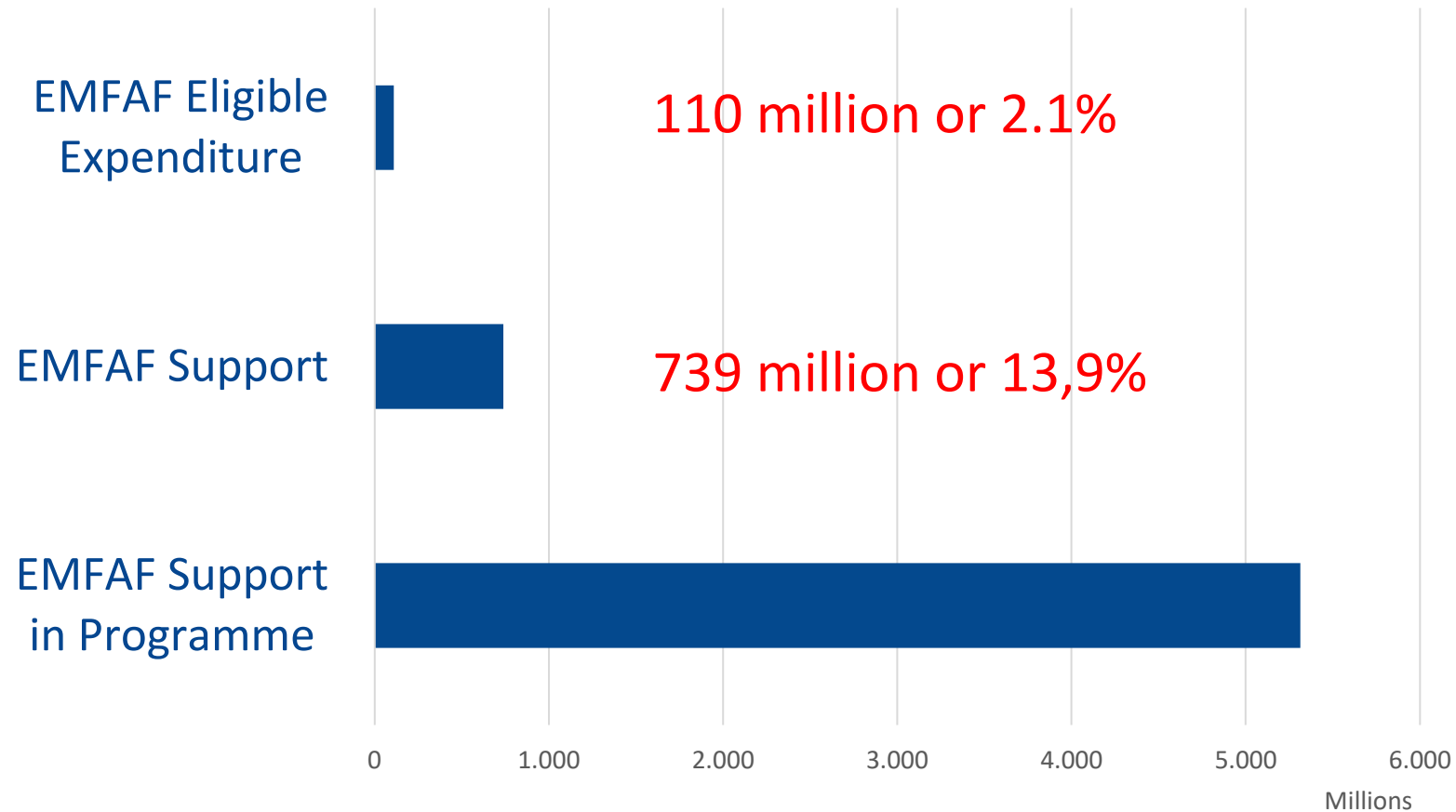
EMFAF Infosys
reporting

EMFAF CPR reporting



EMFAF implementation progress – June 2024

EMFAF shared management June 2024



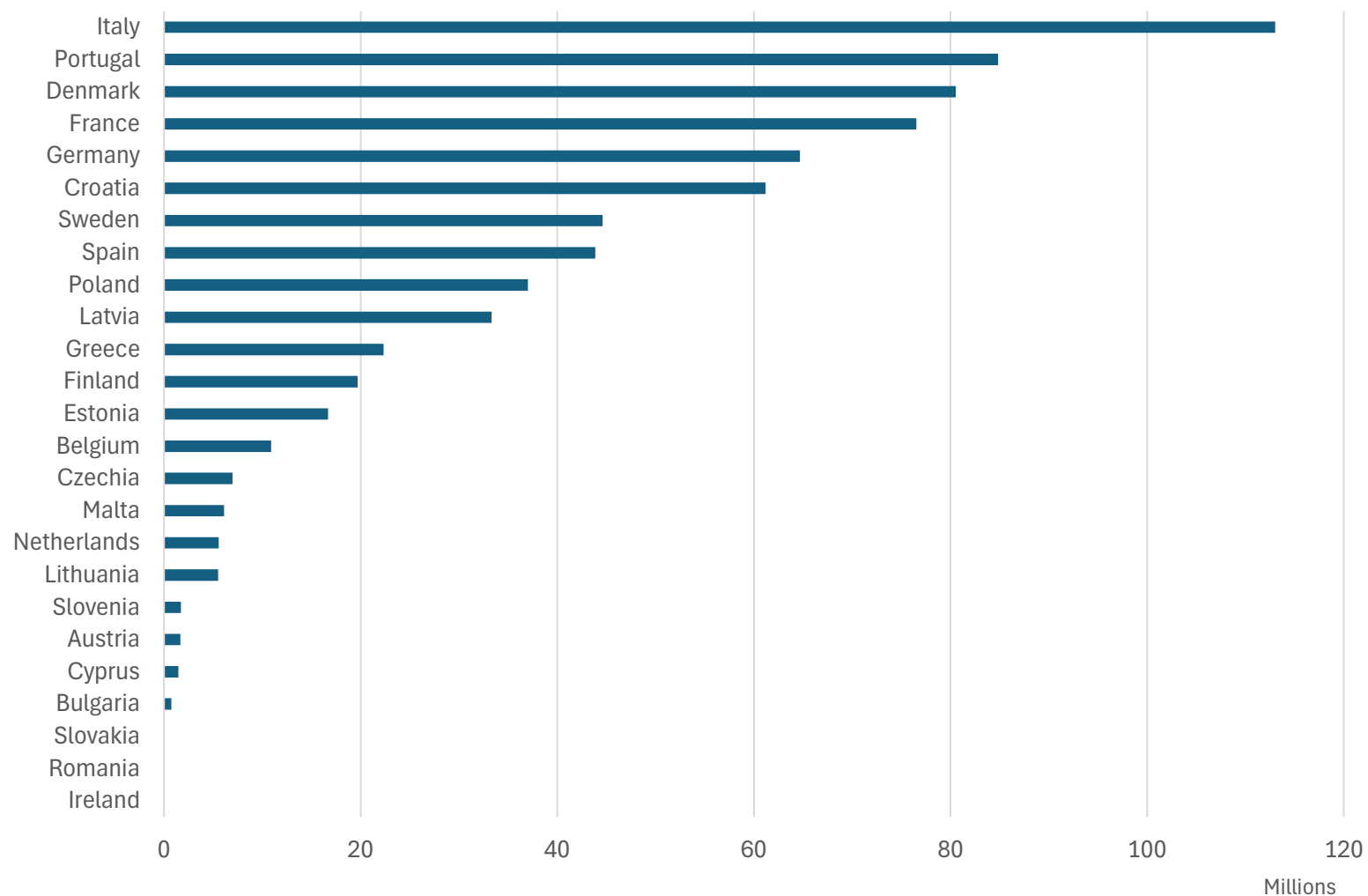
EMFAF direct management June 2024

EUR 197.5 million – committed

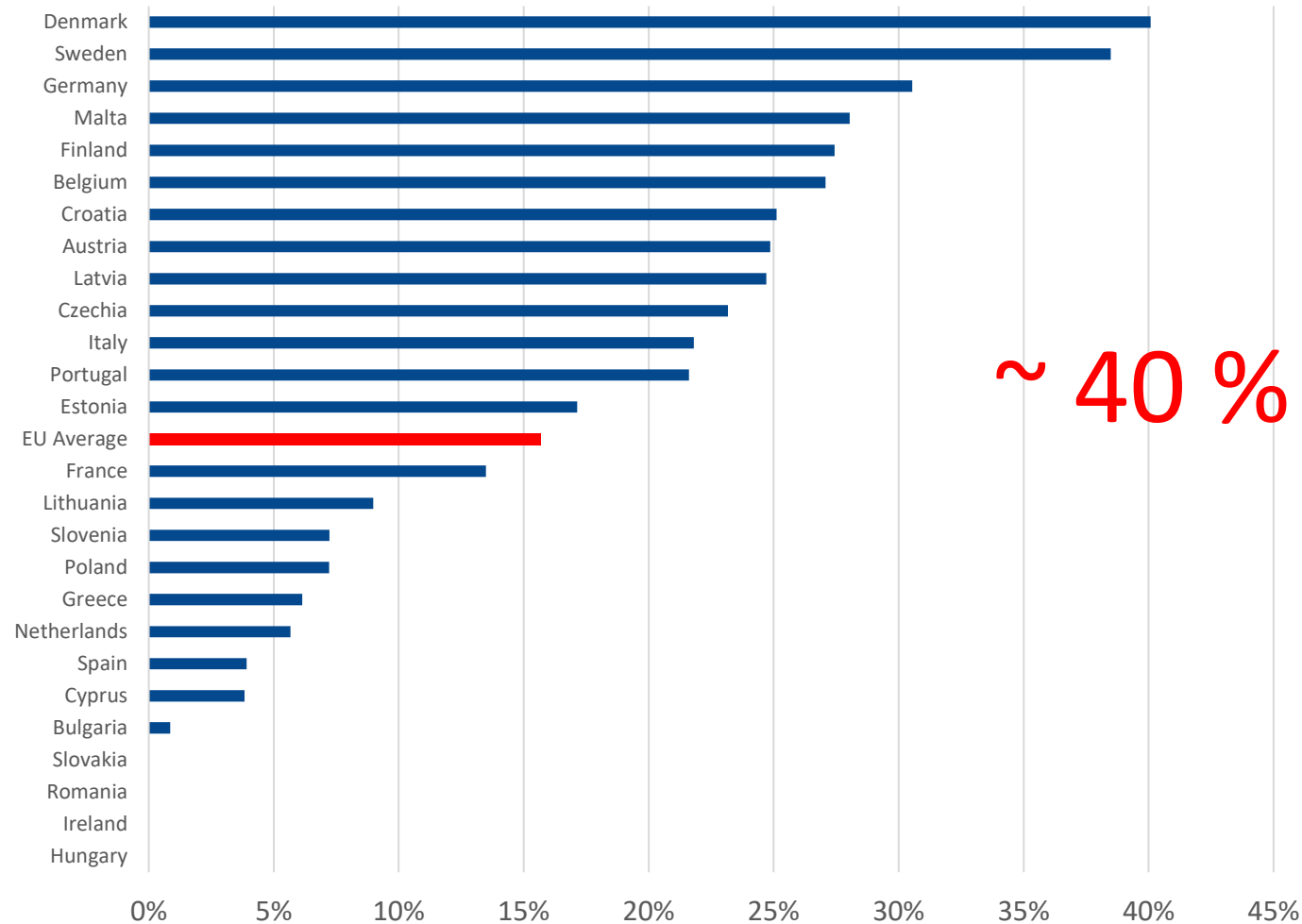
EUR 146.2 million – spent/paid

513 operations

EMFAF committed per MS (EUR million)



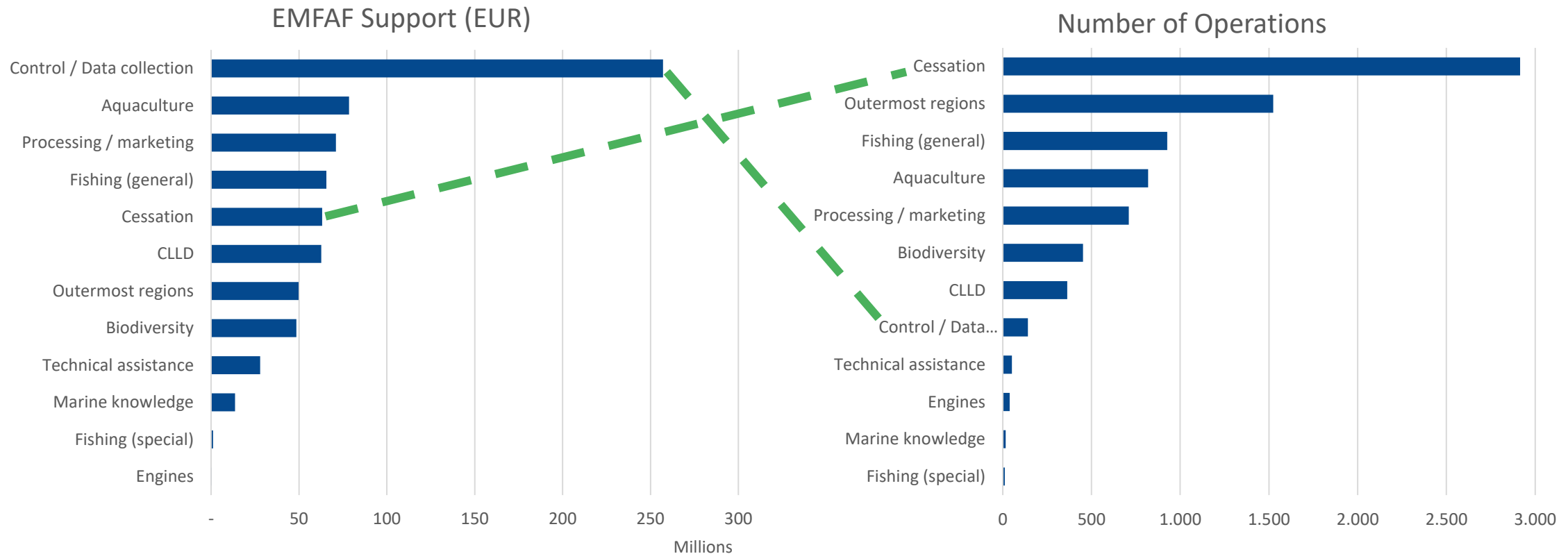
EMFAF committed per MS (% of programme)



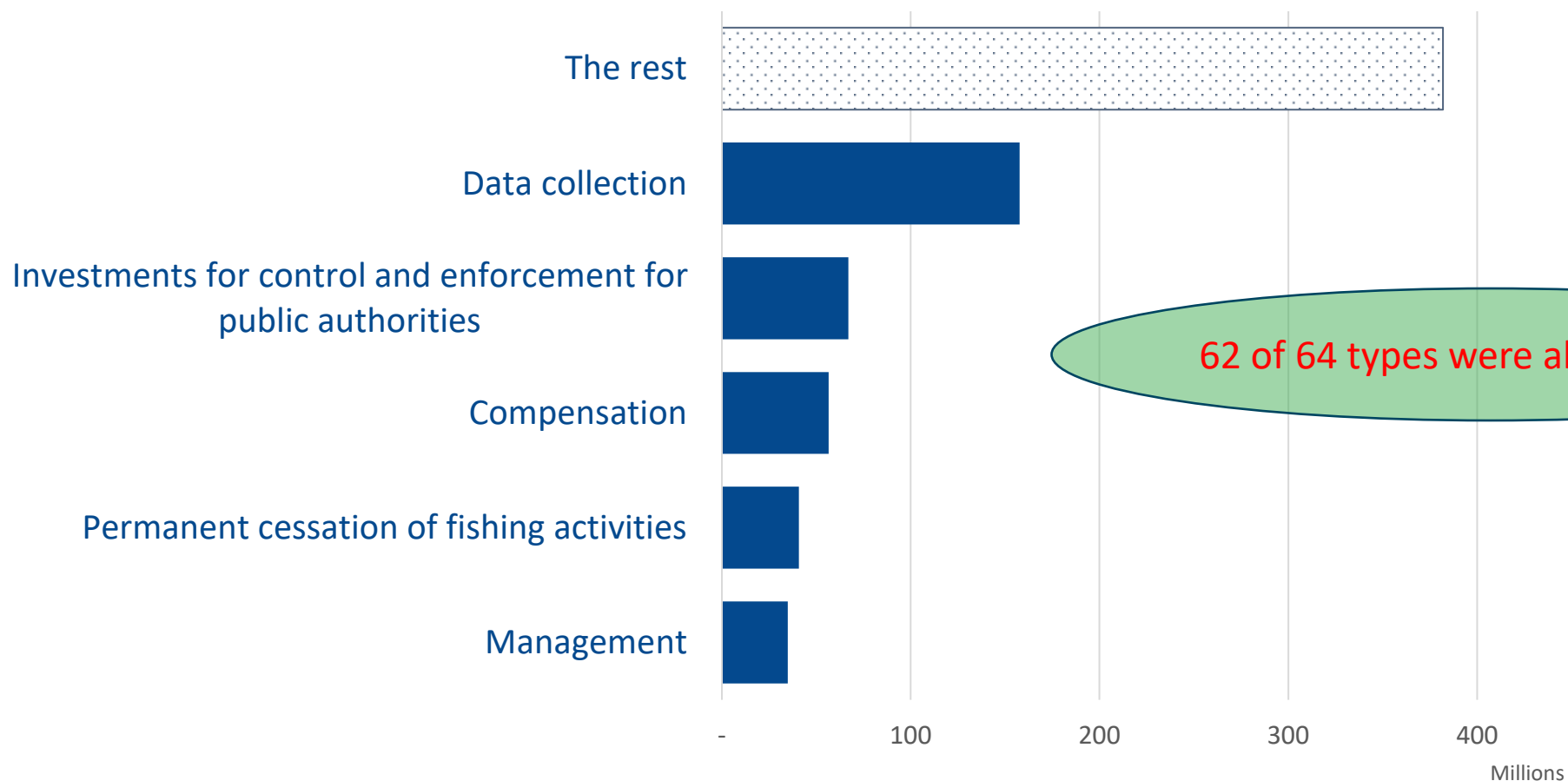
~ 40 % !



EMFAF committed per Specific objective

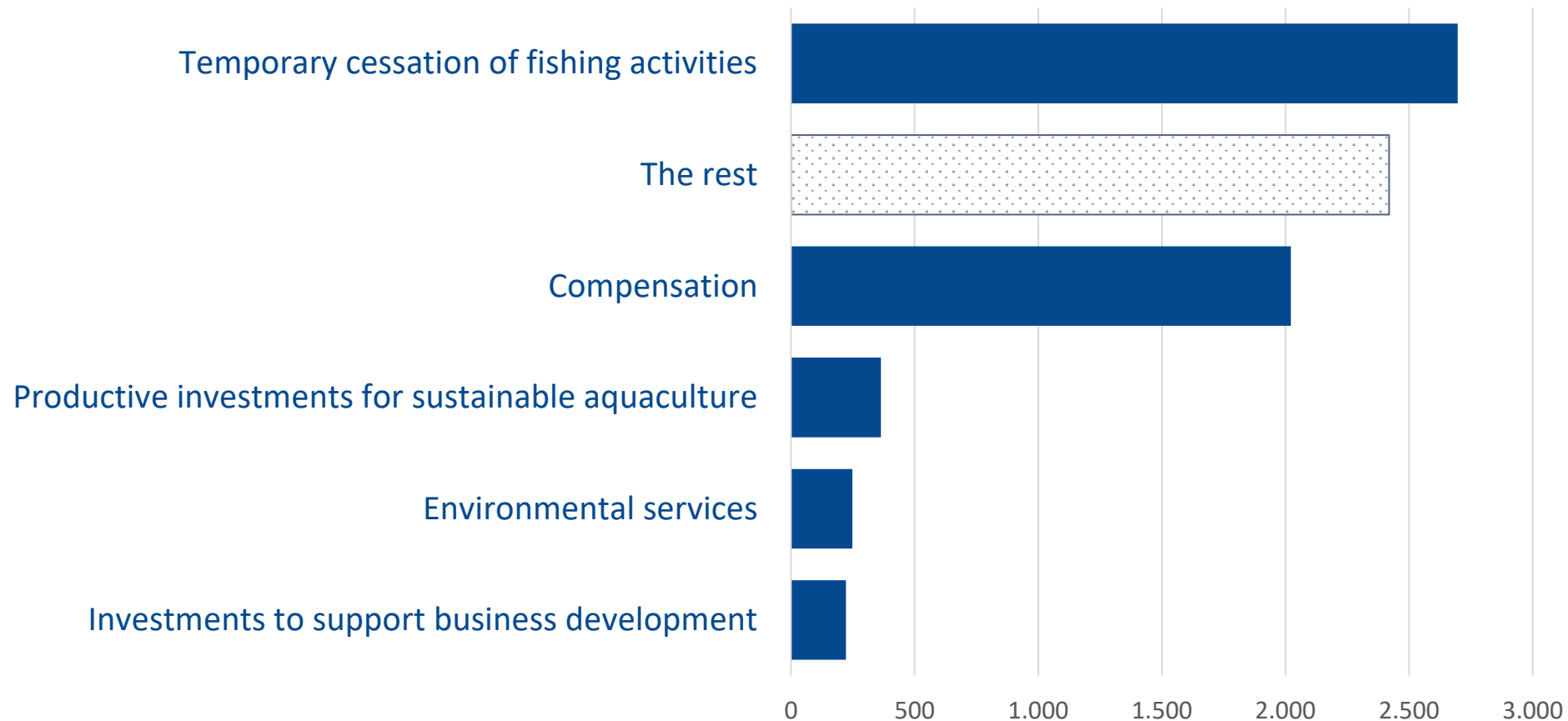


EMFAF committed per Type of operation (EUR)



62 of 64 types were already used !

EMFAF committed per Type of operation (number of operations)





Infosys reports – getting better and better

Smooth submission process

- Please comply with submission deadlines
- Please respond to FAMENET observations. In particular, where resubmission is suggested
- **Even one “late” report or one “long taking” resubmission stops creation of the entire EU level EMFAF database**

The most common pitfalls

- CFR codes
 - A CFR code has a **standard format**
 - In some cases, CFR codes were **not found in CFR database** or
 - belonged to vessels with **invalid status**

The most common pitfalls

- Cut-off dates
 - Actions after cut-off dates shall not be reported
- Field 27 - increase of GT of a vessel under the **EMFAF Art 19(3)**
 - Only if related to improved safety, working conditions or energy efficiency
 - In all other cases – field shall remain empty!
- Field 28 – Description of the fleet segment
 - Only if value is reported in field 27
 - In all other cases – field shall remain empty!

The most common pitfalls

- CR **baseline values** in most cases **shall be 0**
- CR **indicative value shall NOT be 0**
 - Would we support an operation with no result expected?
- CR **ex-post** value in most cases **shall not be 0**
 - If an operation is not completed, Infosys field 40 (Ex-post result) shall be empty

The most common pitfalls

- Some CR values seem too high:

Type of investment	Total cost (EUR)	CR code	CR ex-post value
--------------------	------------------	---------	------------------

The most common pitfalls

- Some CR values seem too high:

Type of investment	Total cost (EUR)	CR code	CR ex-post value
Investment in fishing	12 000	CR01	60 000 tonnes/annum

The most common pitfalls

- Some CR values seem too high:

Type of investment	Total cost (EUR)	CR code	CR ex-post value
Investment in fishing	12 000	CR01	60 000 tonnes/annum
Investment related to mussels	375 000	CR02	22 000 tonnes/annum

The most common pitfalls

- Some CR values seem too high:

Type of investment	Total cost (EUR)	CR code	CR ex-post value
Investment in fishing	12 000	CR01	60 000 tonnes/annum
Investment related to mussels	375 000	CR02	22 000 tonnes/annum
Local development project	27 000	CR08	450 persons benefitting

The most common pitfalls

- Some CR values seem too high:

Type of investment	Total cost (EUR)	CR code	CR ex-post value
Investment in fishing	12 000	CR01	60 000 tonnes/annum
Investment related to mussels	375 000	CR02	22 000 tonnes/annum
Local development project	27 000	CR08	450 persons benefitting
Compensations in aquaculture	48 000	CR10	97 actions contributing to GES

The most common pitfalls

- FAMENET Infosys validation tool sets CR value ranges
- If reported CR value is outside the range, FAMENET Infosys validation tool creates warning message

They are implemented to draw your attention!

- FAMENET adjusts CR value ranges in line with the reported CR values

Discussion – Infosys reporting

- What issues do you face in relation to reporting?
- What kind of feedback/support would you expect from FAMENET?



CPR reporting

Get what you need - CPR Article 42 reports

- An advice - aggregated CPR reports should always be based on Infosys reports
- 2 times a year, output, result and financial data can be extracted from EMFAF Article 46 Infosys reports
- Additional 3 times a year, only financial data – preferably also from Infosys reports

CPR submissions – transmission of data in SFC

- What issues do you face in relation to CPR reporting?
- Do you use values from the FAMENET Infosys tool?
- Do you change or modify automatically created tables?

You want to know more?

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Break out session

Impact evaluation



Your evaluation journey

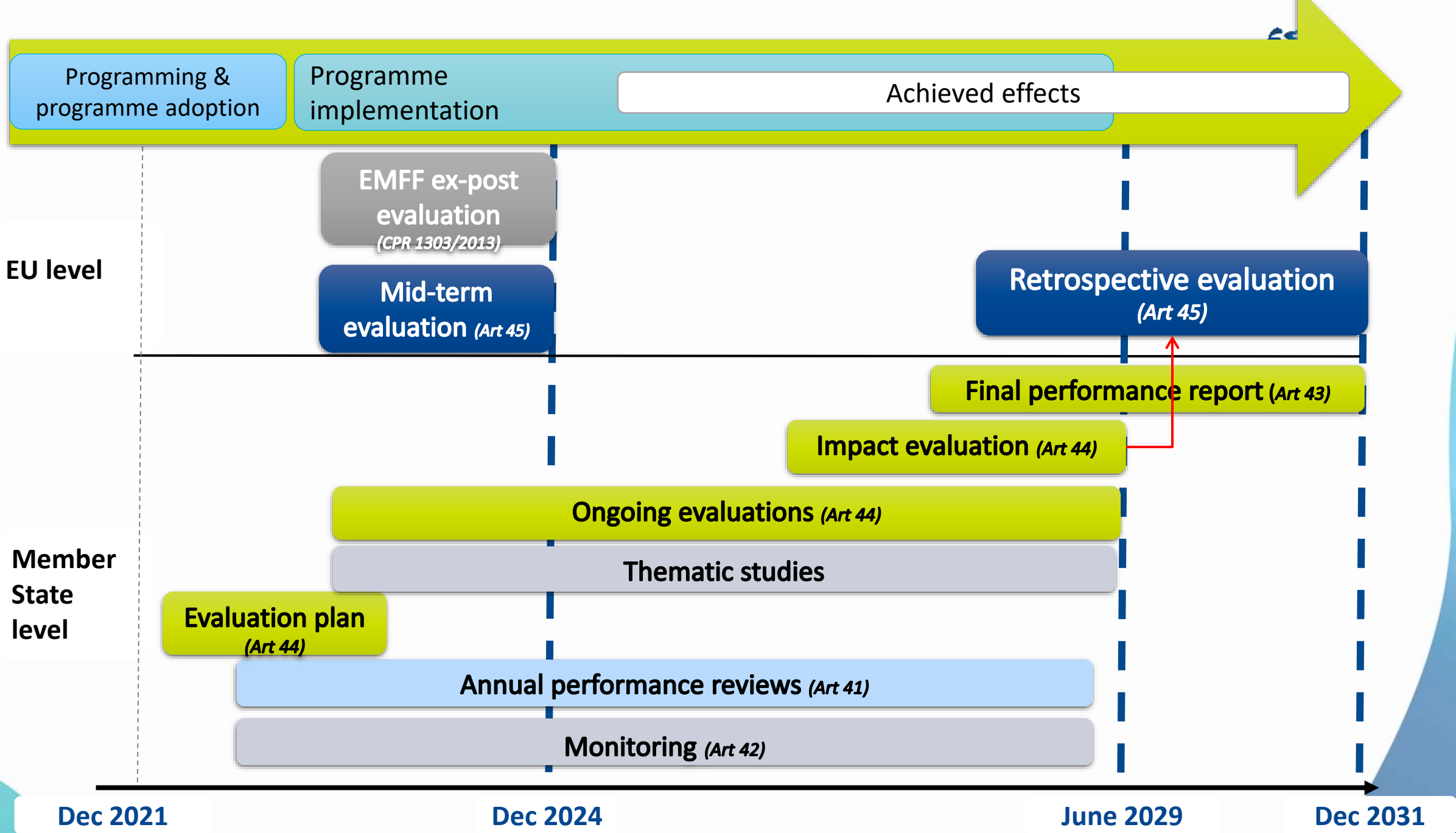
- **Have you started with any evaluation? If so, which one?**
- **What have been the main challenges?**
- **Any good practice/success story?**

Working papers

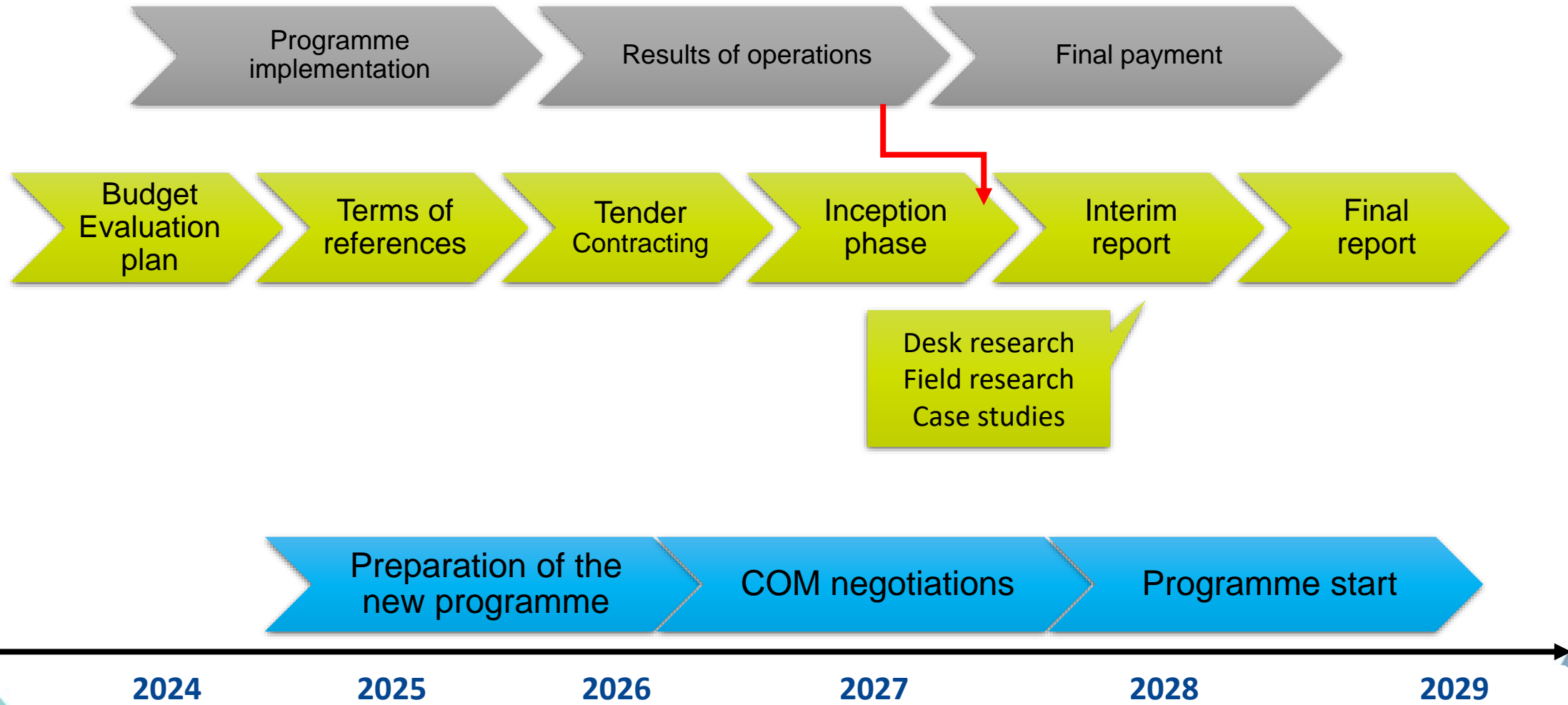
- EMFAF working paper - evaluation plan
- EMFAF evaluation working paper
- EMFAF evaluation - process evaluation fiche
- EMFAF evaluation - implementation evaluation fiche
- EMFAF CLLD common evaluation tool
- *EMFAF evaluation – impact evaluation fiche*

New in Nov

Planned
2025



Get prepared for 2029 - Impact evaluation



Group or plenary discussion

- Main milestones for the impact evaluation
- Main obstacles to be considered
- FAMENET support



Group or plenary discussion

- Each group sets post-its in the different stages with possible roles and need of support from FAMENET core team.

	2024	2025	2026	2027	2028	2029	2030
Main milestones for the impact evaluation (per year)							
Main obstacles to be considered							
FAMENET support							

info@famenet.eu

evaluation@famenet.eu

clld@famenet.eu

communication@famenet.eu

<https://www.famenet.eu>



Communication Session

Optimising your website



What to expect

- Introduction
- Applying communication strategy
- Your website as per the Common Provisions Regulation
- Optimising your website
- Q&A



Aim of the Session

- Get inspired on how to make your website a powerful communication tool
- Refresh your memory on regulation requirements
- Take away at least one optimisation opportunity



Warm-Up Activity

The 3 Questions (5 minutes)

1. Who is your primary target audience?
2. What information do visitors need most?
3. How do you know if your website is successful?



Applying communication strategy







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European Union

European Funding in Genovia



European Funding

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European Funding

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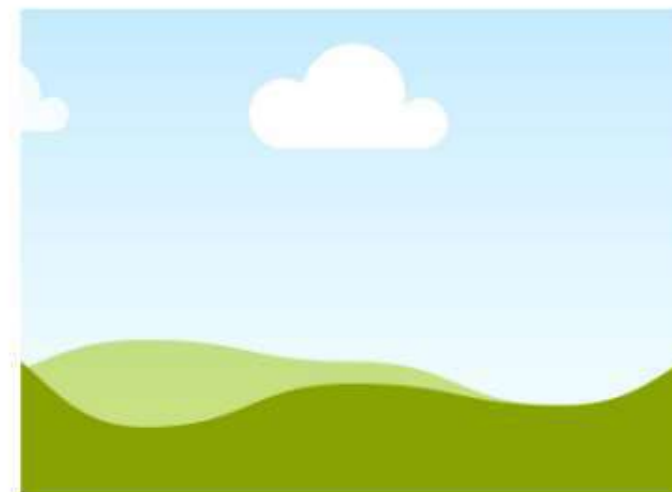
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EU Funding at a glance

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EU Funding in Genovia

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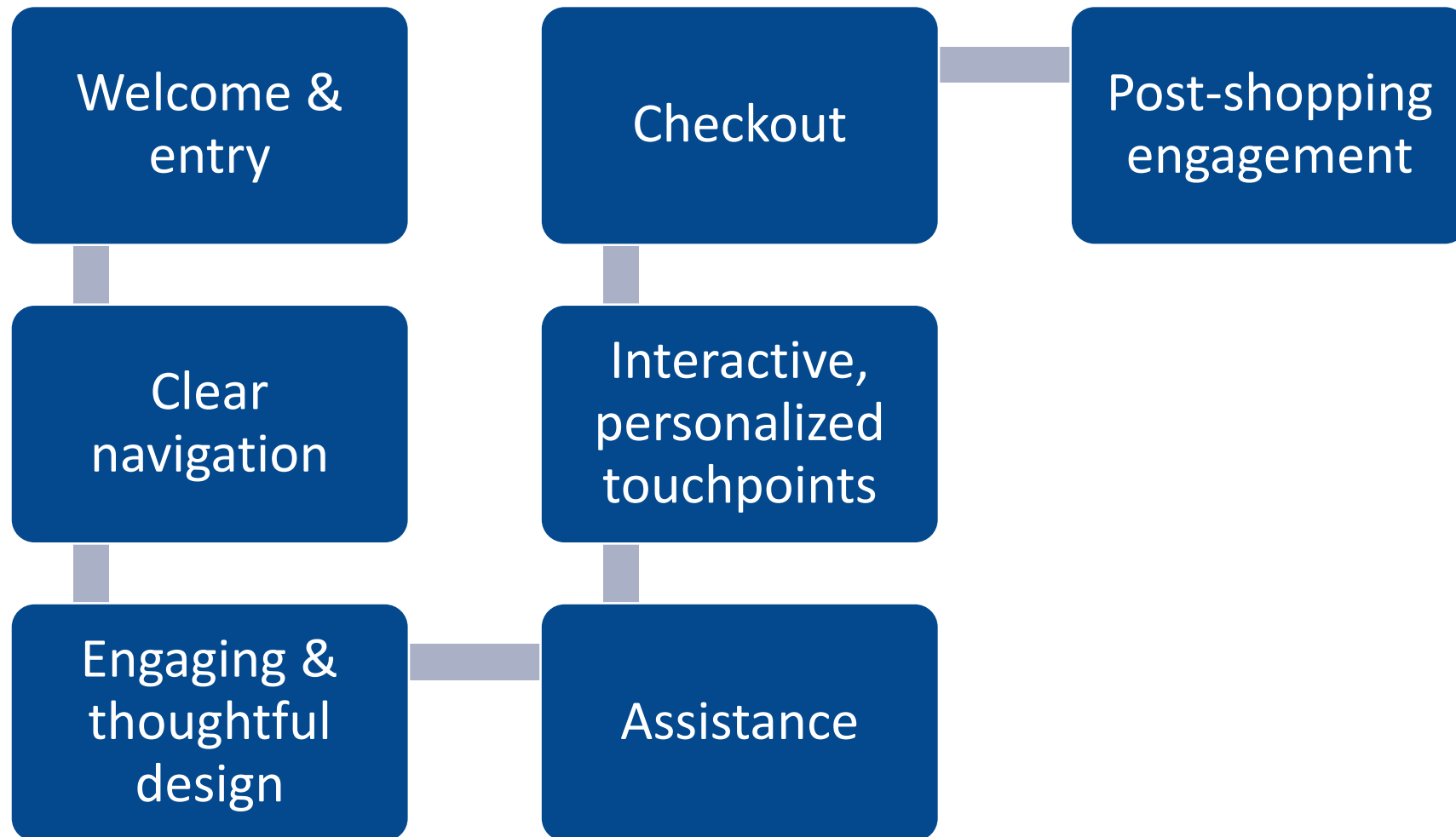








The supermarket user journey





Why a supermarket?

- Clear user journey
- Welcome experience with a smooth introduction
- Clear navigation
- Personalised touchpoints



Supermarket – Website

- Is your user frustrated or fulfilled?
- Create a seamless experience for users
- Relate this journey to your website:
 - Ease of navigation
 - Engaging user experience
 - Personalisation and assistance





What should we monitor?



TRAFFIC

- Number of visitors
- Source of visitors
- Page views



ENGAGEMENT

- Time on site
- Click-through rates



Talk data to me - Traffic

- Number of visitors
 - Overall success + popularity of the site
 - Indication of use rates of the site
- Source of visitors
 - Direct access = awareness of the main site
 - Via another source = awareness via partners / multipliers OR own searching
- Page views
 - Which pages are popular OR easy to find
 - Less popular pages OR harder to find



Talk data to me - Engagement

- Time on site
 - Indicate how easy information is to find
 - Overall interest in the content
- Click-through rates
 - Retain vs. Loss of visitors
 - Placement of buttons and links



Website Requirements

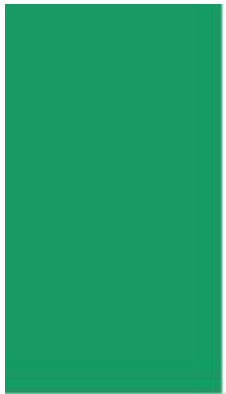
Common Provisions Regulation

- **Mandatory Website Features:**
 - Dedicated site/web portal
 - Timetable of planned calls for proposals
 - List of funded projects/operations
 - Regular updates and accessibility
 - Display EU emblem
- **Promoting transparency**





3 websites – 3 approaches





Ireland

The screenshot shows the 'EU Funds - European Structural & Investment Funds' website for Ireland. The browser tabs include 'GCG Portal - Home', 'My LastPass Vault', 'Tresorit Web Access - 03_Come...', and 'EU Funds - European Structural & Investment Funds'. The URL is 'https://eufunds.ie'. The page features a navigation menu with 'HOME', 'OUR FUNDS', 'STORIES', and 'HELP'. A prominent red banner with the hashtag '#EUinmyregion' is circled in red. Below it, a section titled 'EUROPEAN FUNDING' is highlighted with a red oval, containing a 'LEARN MORE' button also circled in red. The main content area includes a headline: 'Did you know that Ireland will benefit from €1.4 billion in EU Cohesion funding between 2021-2027 to support the sustainable development of our economy?'. Below this is an image of the EU and Irish flags, and a section titled 'EUROPEAN STRUCTURAL & INVESTMENT FUNDS'. The footer shows the system tray with the date '10/2/2024' and time '11:35 AM'.



The screenshot shows a web browser window with the URL <https://eufunds.ie/home/our-funds/>. The page title is "European Funding in Ireland". Below the title is a brief introduction: "We're providing funding for a broad range of practical and programme covering areas such as education, research, employment, regional development in the environment, businesses (SMEs), agriculture, and the marine among many others. Significant support is available to small and medium-sized businesses and government and non-governmental organisations, young people, researchers, farmers, and adult learning or more often."

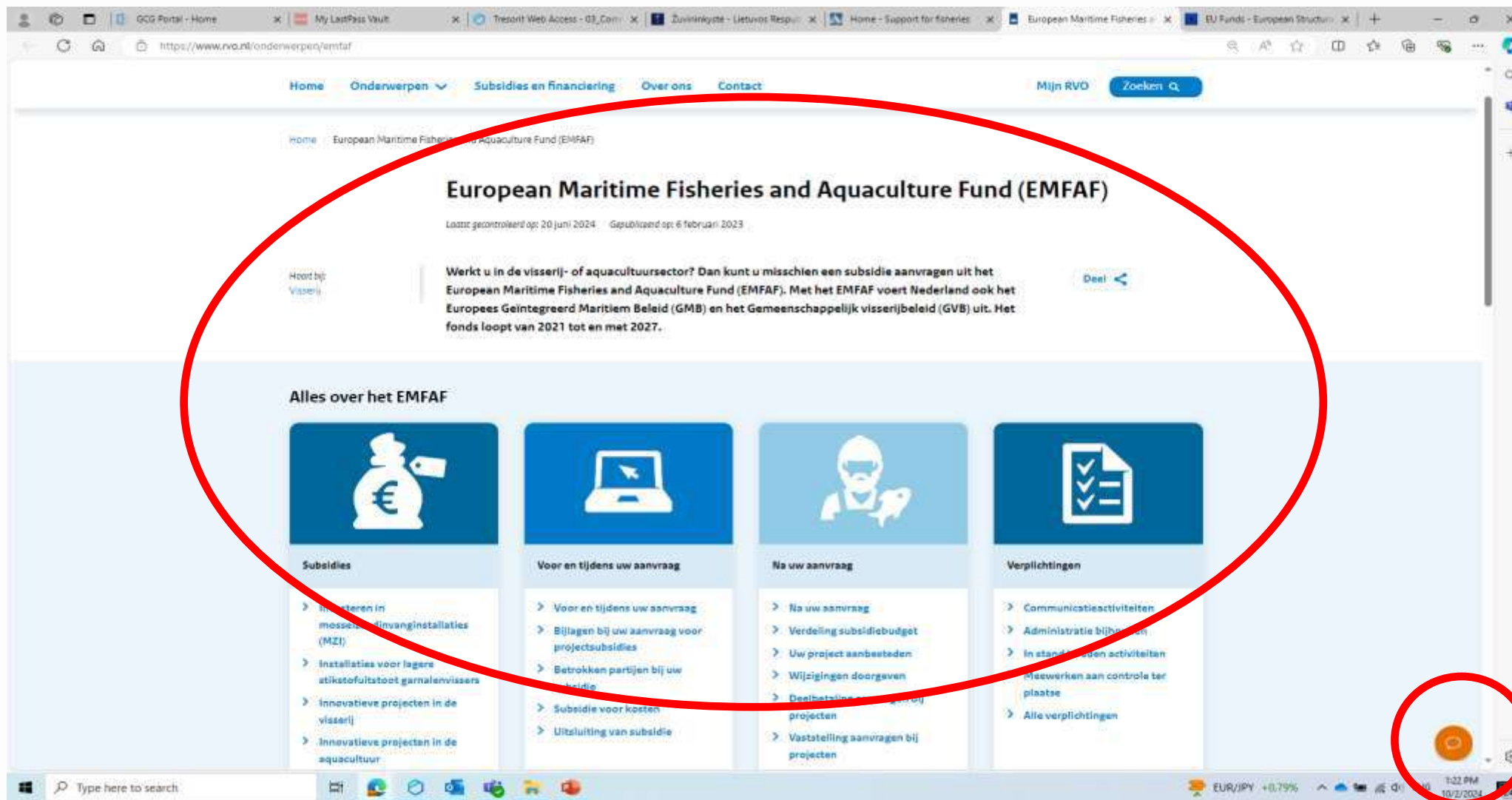
The main content is a grid of 15 funding program tiles, each with an icon and a title. The tile for the "EUROPEAN MARITIME FISHERIES & AGRICULTURE FUND" is circled in red. The other tiles include:

- EUROPEAN SOCIAL FUND PLUS
- EUROPEAN REGIONAL DEVELOPMENT FUND
- EUROPEAN GLOBALISATION ADJUSTMENT FUND FOR DISPLACED WORKERS
- EUROPEAN AGRICULTURAL FUNDS FOR RURAL DEVELOPMENT
- FUND FOR EUROPEAN AID FOR THE MOST DEPRIVED
- HORIZON EUROPE
- JUST TRANSITION FUND
- ERDF PLUS
- INTERREG VEA
- ASYLUM, MIGRATION AND INTEGRATION FUND
- PEACE PLUS
- ERDF ADJUSTMENT RESERVE
- RECOVERY AND RESILIENCE FACILITY
- PEACE IV

The Windows taskbar at the bottom shows the search bar, system tray with weather (7°C Deels zonnig), and date/time (10/2/2024).



The Netherlands



Home | Onderwerpen | Subsidies en financiering | Over ons | Contact | Mijn RVO | Zoeken

European Maritime Fisheries and Aquaculture Fund (EMFAF)

Laatst gecontroleerd op: 20 juni 2024 | Gepubliceerd op: 6 februari 2023

Hoort bij: [Visserij](#)

Deel

Werk u in de visserij- of aquacultuursector? Dan kunt u misschien een subsidie aanvragen uit het European Maritime Fisheries and Aquaculture Fund (EMFAF). Met het EMFAF voert Nederland ook het Europees Geïntegreerd Maritiem Beleid (GMB) en het Gemeenschappelijk visserijbeleid (GVB) uit. Het fonds loopt van 2021 tot en met 2027.

Alles over het EMFAF

Subsidies	Voor en tijdens uw aanvraag	Na uw aanvraag	Verplichtingen
<ul style="list-style-type: none">Instellingen in mosselen- of vanginstallaties (MZI)Installaties voor lagere stikstofuitstoot garnalenvissersInnovatieve projecten in de visserijInnovatieve projecten in de aquacultuur	<ul style="list-style-type: none">Voor en tijdens uw aanvraagBijlagen bij uw aanvraag voor projectsubsidiesBetrokken partijen bij uw subsidieSubsidie voor kostenUitsluiting van subsidie	<ul style="list-style-type: none">Na uw aanvraagVerdeling subsidiebudgetUw project aanbestedenWijzigingen doorgevenDeelbetalingen aanvragen bij projectenVaststelling aanvragen bij projecten	<ul style="list-style-type: none">CommunicatieactiviteitenAdministratieve bijdragenIn standhoudende activiteitenMeewerken aan controle ter plaatseAlle verplichtingen

EUR/JPY +0.79%

1:32 PM 10/2/2024



The Netherlands

The screenshot shows the RVO website interface. At the top, there is a navigation bar with links for Home, Onderwerpen, Subsidies en financiering, Over ons, and Contact. A search bar and 'Mijn RVO' button are also present. The main content area features a paragraph about funding sources, followed by a bulleted list:

- [European Maritime Fisheries and Aquaculture Fund \(EMFAF\)](#)
- [Brexit Adjustment Reserve \(BAR\)](#)
- [Klimaatfonds Nederland](#)

Below this list, a paragraph explains that the EMFAF fund was previously the European Fund for Maritime Affairs and Fisheries (EFMZV). A red circle highlights the text 'subsidie EMFAF' in this paragraph. Below the text is a button labeled 'Geef uw mening' (Give your opinion), also circled in red.

The 'Uitgelicht' (Highlighted) section contains three main cards:

- Actueel**: A sub-section with 'Nieuws' (Read the latest news) and 'Evenementen' (View our events). The 'Evenementen' link is circled in red.
- Blijf op de hoogte met de Mailing Visserij & Aquacultuur**: A card with a background image of a fishing boat. It includes a button 'Meld u aan via Mailing Agrarisch ondernemen -> sector Visserij & Aquacultuur' and another button 'Neem contact met ons op'. The card is circled in red.
- Heeft u vragen over visserij of aquacultuur?**: A card with a background image of a fishing boat. It includes a button 'Neem contact met ons op'. The card is circled in red.
- Uw registratie bij ons**: A card with a background image of hands typing on a laptop. It includes a button 'Registreer of wijzig uw gegevens'. The card is circled in red.

The bottom of the page features a blue footer with the text 'Wilt u helpen u onze uitsluit' and 'RVO' logo. The Windows taskbar at the very bottom shows the date as 10/2/2024 and the time as 2:27 PM.



Lithuania

The screenshot shows a web browser window displaying the website <https://paramazuvininkyste.lt>. The page is in Lithuanian. At the top left, it says "Bendrai finansuoja Europos Sąjunga" (Jointly financed by the European Union). The main navigation menu includes: SUPPORT, INNOVATION, SUPPORT PROGRAMMES, ADMINISTRATIVE INFORMATION, NEWS, FAQ, TRANSPARENCY, CONTACTS. The main content area features a large blue and green background image of a lake and forest. The text reads: "We invite you to apply" and "Benefit from the support and contribute to the promotion of sustainable fishing, sustainable aquaculture activities, a sustainable blue economy, the development of aquaculture communities and the sustainable management of international oceans and seas". Below this text is a blue button labeled "INVITATIONS". The browser's address bar is circled in red. The Windows taskbar at the bottom shows the system tray with the date 10/2/2024 and time 1:11 PM.



Bendrai finansuoja Europos Sąjunga

Lietuvių kalba

LIETUVOS RESPUBLIKOS ŽEMŲŲ ŪKIO MINISTERIJA NMA NACIONALINĖ MOKYMO AGENCIJA

SUPPORT INNOVATION SUPPORT PROGRAMMES ADMINISTRATIVE INFORMATION NEWS FACTS TRANSPARENCY CONTACTS

Programme of the Lithuanian fisheries sector for 2014-2020
Programme of the Lithuanian fisheries sector for 2021-2027
Fundamental differences between the 2014-2020 and 2021-2027 programmes

Bendrai finansuoja Europos Sąjunga

The implementation of the Lithuanian fisheries sector programme for 2021-2027 aims to promote sustainable fishing, sustainable economy and strengthen international ocean governance. Support is provided from the European Maritime, Fisheries and Aquaculture Fund (EMFF).

For the new financial period, the support programme has a budget of EUR 87.4 million, of which the European Union's share is EUR 70.4 million.

The operational programme of the Lithuanian fisheries sector for the period 2021-2027 includes 22 measures aimed at strengthening and aquaculture activities, increasing the competitiveness of aquaculture production, promoting the trade, quality and added value of fish and fish products, development of fisheries and aquaculture communities, creating conditions for a sustainable blue economy and strengthening the sustainable management of seas and oceans.

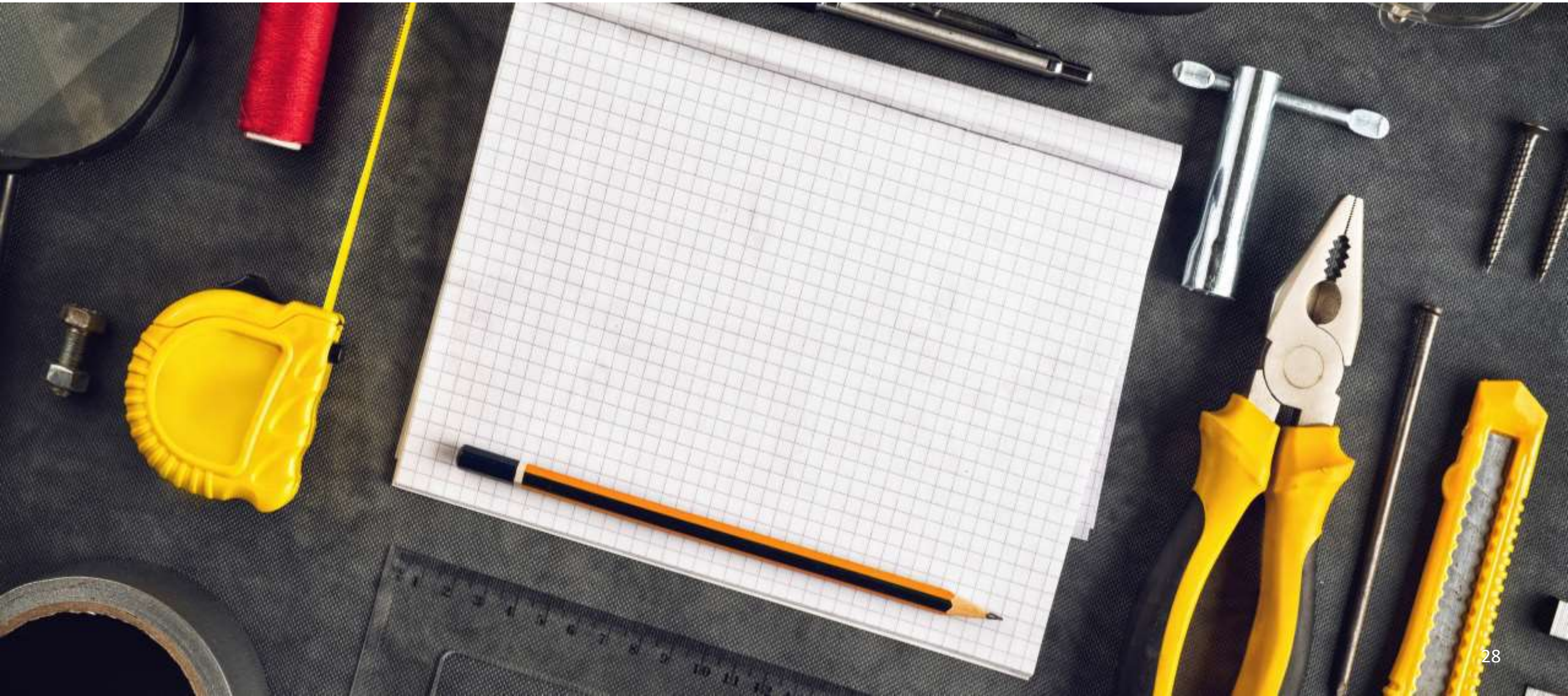
You can get acquainted with the support program here:
<https://www.a-tar.lt/portal/lt/legalAct/066f63207a2111edbc04912d6f6897d1/au>

TRANSPARENCY

- About the program
- Rules for administering the program
- Rules for the financing and administration of projects
- Descriptions of the conditions for the financing of projects and the award of compensations
- Other legal information
- Invitation plan
- EMFF project evaluation scheme
- Publicity rules for beneficiaries
- Flat rates
- Payment requests
- Activity reports
- Execution of purchases
- Checks on fisheries projects
- Violations and their prevention
- Statistics



Optimising your website





User-friendly – Remember the letter F

- Users scan
- Read in 'F' pattern
 - Scanning across
 - Moving down the page
- Design for scanning rather than reading



Accessibility

Web accessibility is about ensuring that everyone, including people with disabilities, such as visual, hearing, motor or cognitive impairments, is able to use and interact with websites and applications.



Accessibility

- **Enable Resizable Text**
 - Supports users with visual impairments who need larger text for readability.
- **Provide Text Alternatives (Alt Text) for Images**
 - Help visually impaired users understand the content.
- **Ensure Sufficient Color Contrast**
 - Users with visual impairments, need high contrast between text and background colors to read content clearly.



Website Optimisation – Easy Upgrades

1. Define your audience – get specific
2. Use simple, accessible language, make key information visible
3. Map user journeys
4. Track and monitor user behaviour – use it to understand their needs
5. Regularly update content





BONUS CONTENT



Try this – Test your user journey

- Select something on your website
- Document your own journey to get there
- Challenge a colleague from another team / department to find that information – document their journey
 - What was easy?
 - What was unclear?
 - Did they find what they were looking for?



Useful links

- [Common Provisions Regulation - European Commission \(europa.eu\)](#)
- [Regulation \(EU\) 2021/1060 of the European Parliament and of the Council of 24 June 2021 laying down common provisions](#)
- [booklet-communicating cohesion policy](#)
- [Accessibility of Europa websites](#)
- [Explained: the F-shape pattern for reading content — Writeful](#)



Example websites

Ireland: EU Structural and Investment Funds website

[EU Funds – in Ireland](#)

The Netherlands: Subsidy and Funding Guide

[EU Funds – in the Netherlands](#)

Lithuania: Support for Fisheries portal

[Home - Support for fisheries](#)

[Programme of the Lithuanian fisheries sector for 2021-27](#)

FAMENET annual MA meeting

10 October 2024

Comet Meeting Center, Place Stephanie 20

1050 Brussels



Our agenda today, 10 October 2024

introduction

data working
for you

what makes
a good story

posters

lessons and
outlook

lunch and
goodbye

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How your data can work for you!

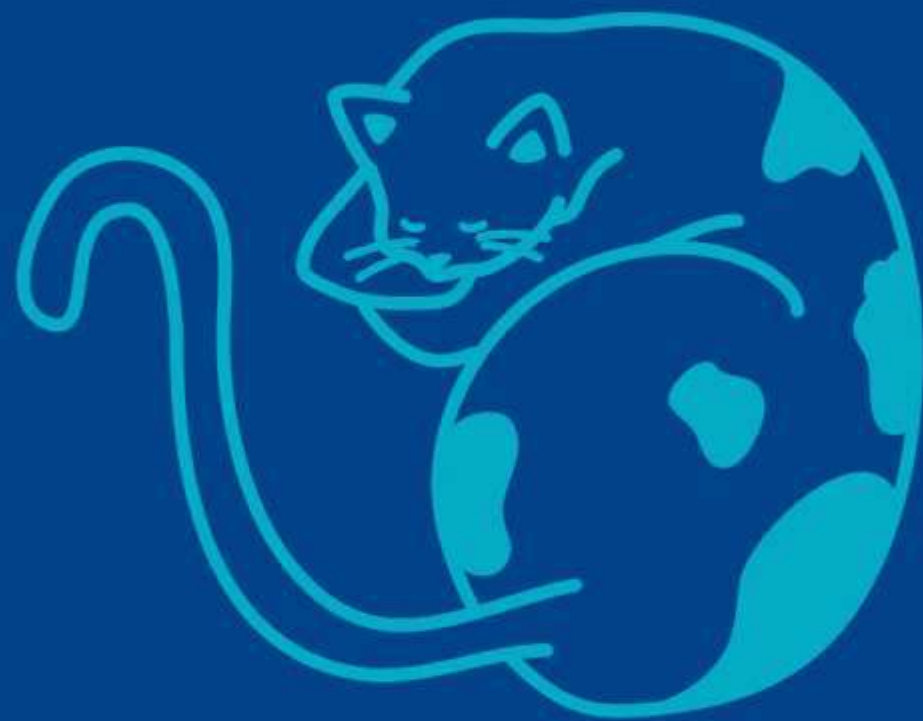
???





FAMENET's Guide to:

**Understanding why
FAM 2024 hates
cats...**



Cats are the most popular pet in Europe.



**Yet, we don't
seem to like them!**



Instead, we prefer:



Sea Snails

Instead, we prefer:



Fish (of course)

Instead, we prefer:



Motorbikes

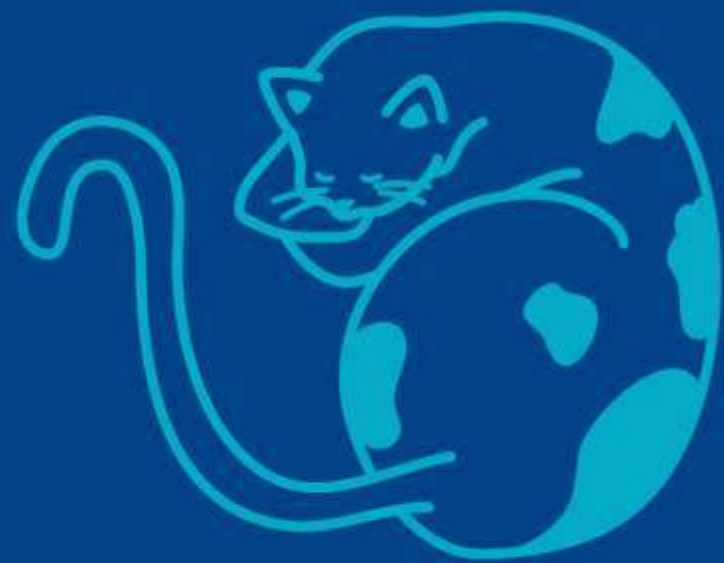
Conclusions:



FAM 2024



EU





Meow!



Making data work for you:

- *What are you using the data for?*
 - To highlight a problem?
 - To highlight an achievement?
 - To support an argument?
 - To tell a story?

You and your pets:

- *I needed an introduction, an icebreaker:*
 - So, I used some available data
 - I was selective
 - I used the data to tell a short story
 - I made the data work for me

Selecting your data:

- **Depends on you audience...**
- **What are you using the data for?**
 - To report to a manager?
 - To give instruction to a colleague?
 - To support a presentation?
 - To encourage applications to a call?

Things to consider:

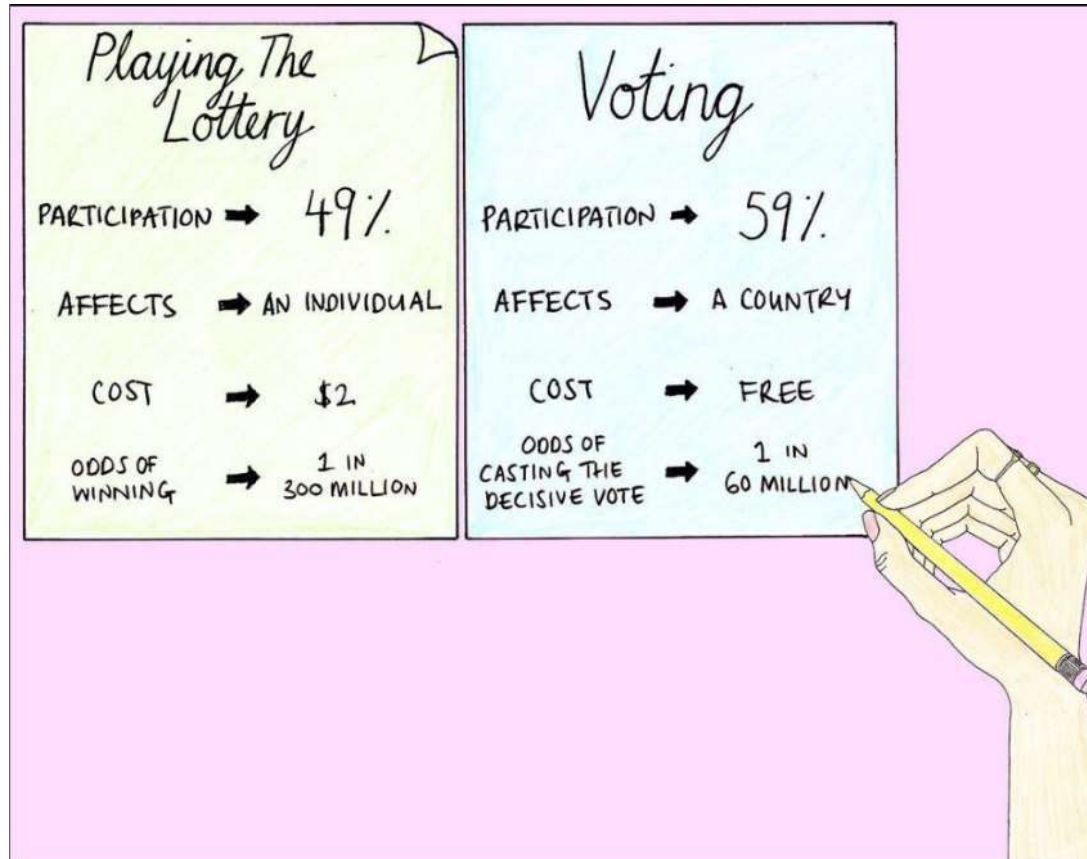
- **Audience:**

- Who are you talking to?
- Why are they interested?

- **Purpose:**

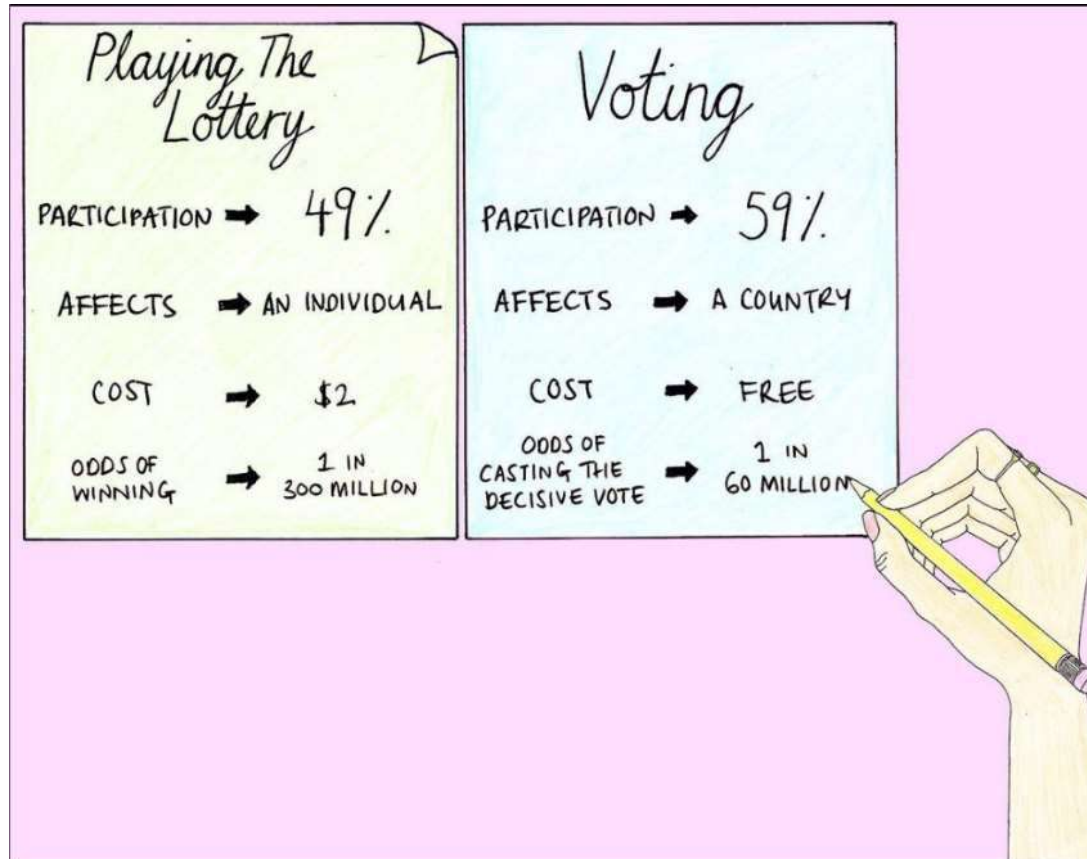
- What message is your data supposed to communicate?
- What level of information is required?
- How can you catch their attention?

Quick example: Define the audience and purpose



*A voter in America is **five times** more likely to cast the decisive vote in the presidential election than they are to win a lottery jackpot.*

Quick example: Define the audience and purpose



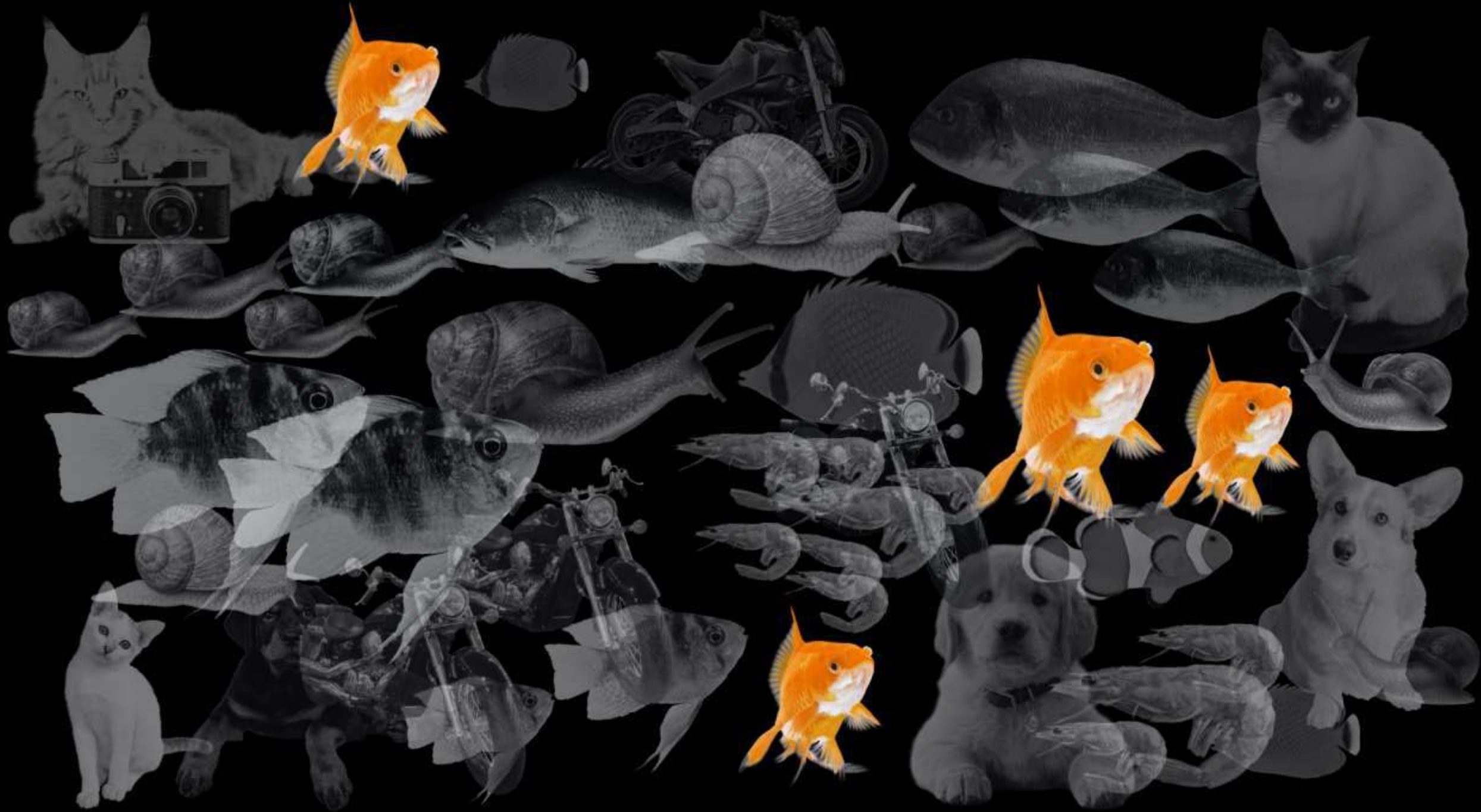
Audience: 'General public' in the US who can vote

Purpose: Encourage voting, highlight priority put on voting, highlight the power of the individual vote

Data visualisation

- Think about **your audience**
 - They have **no preconceptions** of what they are looking for
 - They **do not want to have to work** to find what they are looking for
- Ease visual processing
- **Highlight** your message
- **Minimise** information
- **Leverage** contrast
- While still showing the bigger picture

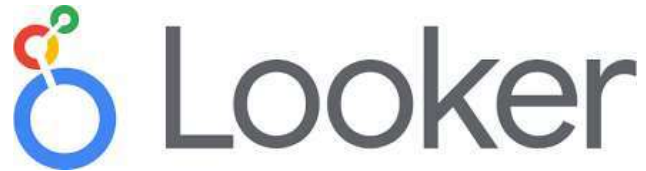




Data visualisation tools



Canva



matplotlib 

STATA[®]



Data visualisation tools



Scenario: Consider a national programme

- **Let's use Local Action Groups as an example**
- **Your objective is to visualise the progress of the programme for:**
 - A report for internal use
 - Presenting at a conference
- **You have three metrics**
 - Funds committed
 - Funds spent
 - Projects funded

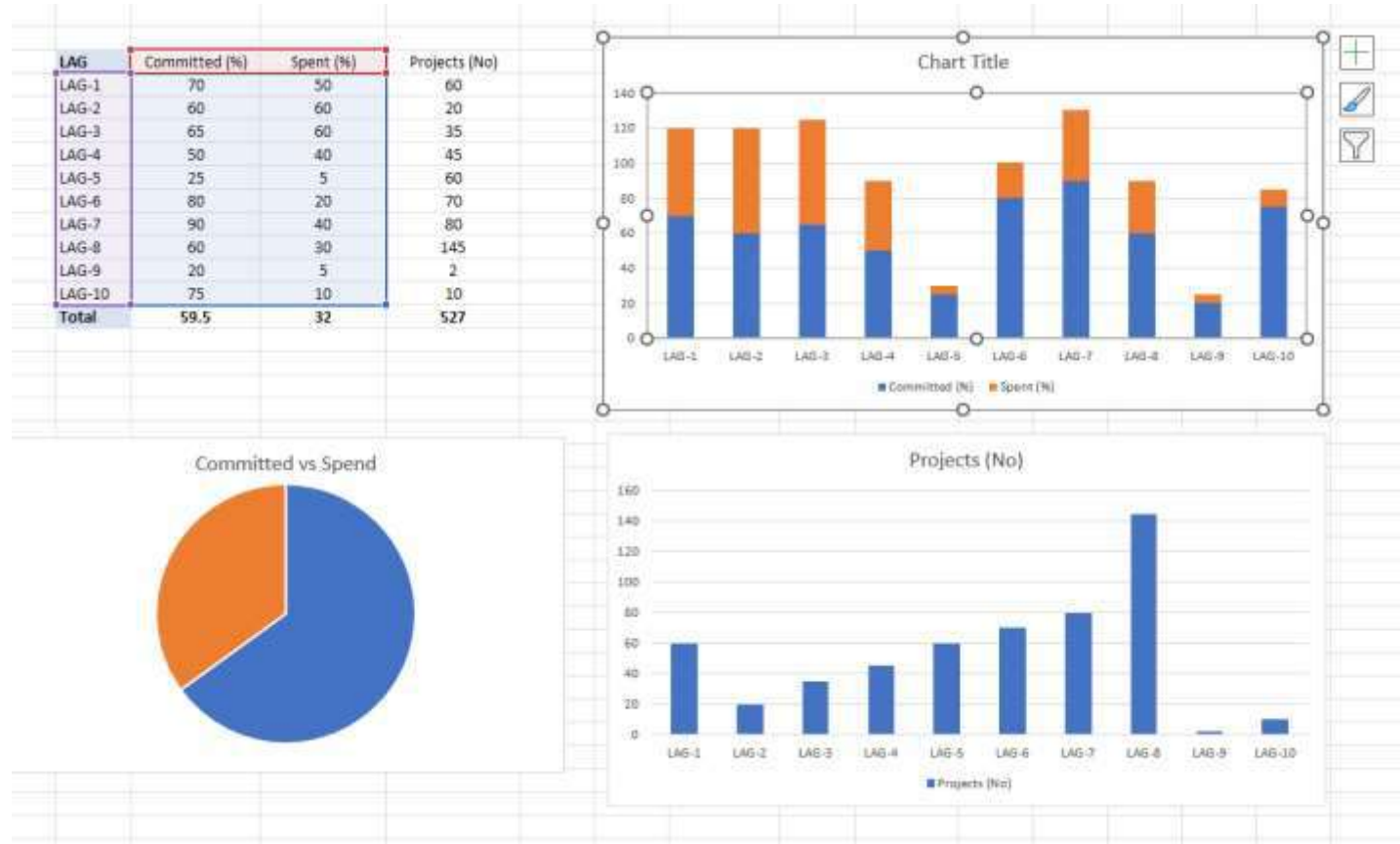
Scenario: Consider a national programme

- Your raw data

	Committed (%)	Spent (%)	Projects (No)
LAG-1	70	50	60
LAG-2	60	60	20
LAG-3	65	60	35
LAG-4	50	40	45
LAG-5	25	5	60
LAG-6	80	20	70
LAG-7	90	40	80
LAG-8	60	30	145
LAG-9	20	5	2
LAG-10	75	10	10

A report for internal use:

- Excel-based
- High on information
- When detail is important
- But does it tell a story?



A report for internal use:

- **Excel add-ins**

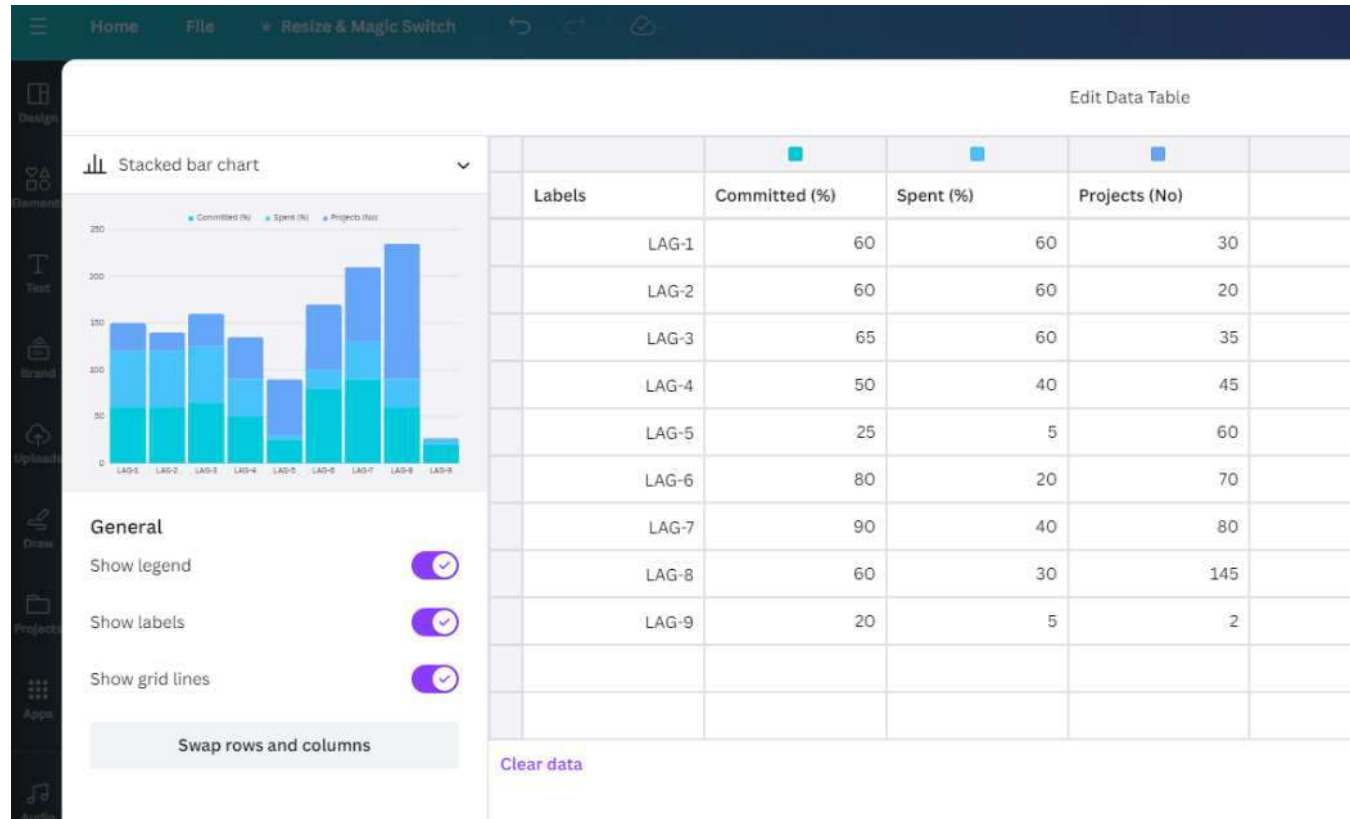
- Adds some interest
- Adds a visual element
- Easier to process
- Same level of information

LAG	Committed (%)	Spent (%)	Projects (No)
LAG-1	70	50	60
LAG-2	60	60	20
LAG-3	65	60	35
LAG-4	50	40	45
LAG-5	25	5	60
LAG-6	80	20	70
LAG-7	90	40	80
LAG-8	60	30	145
LAG-9	20	5	2
LAG-10	75	10	10
Total	59.5	32	527



A conference presentation

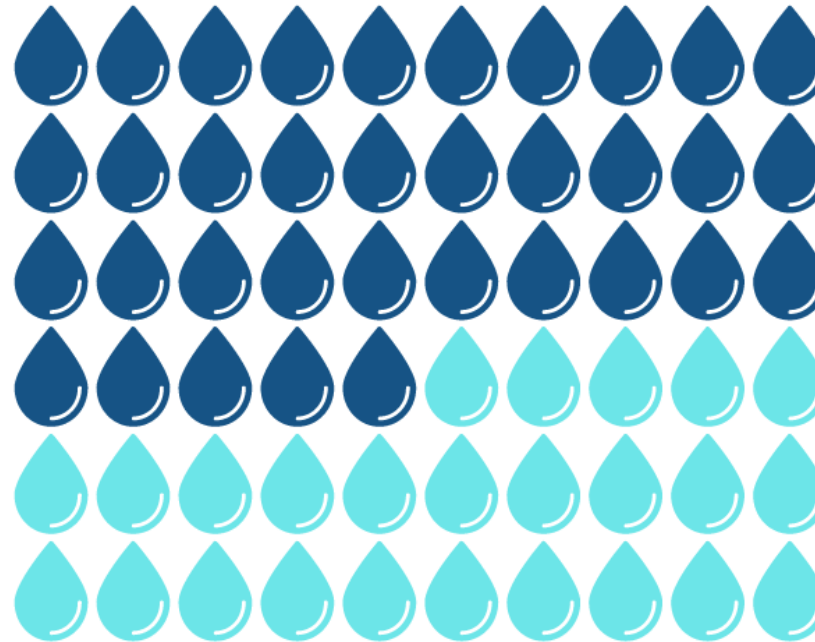
- Data visualisation tools
- Canva is a great option!
 - *More visual*
 - *More focused*
 - *Import directly from Excel*
 - *Pre-set options*
 - *Easy to build a story*



A conference presentation

- Data visualisation tools
- Canva is a great option!
 - *Automated infographics*

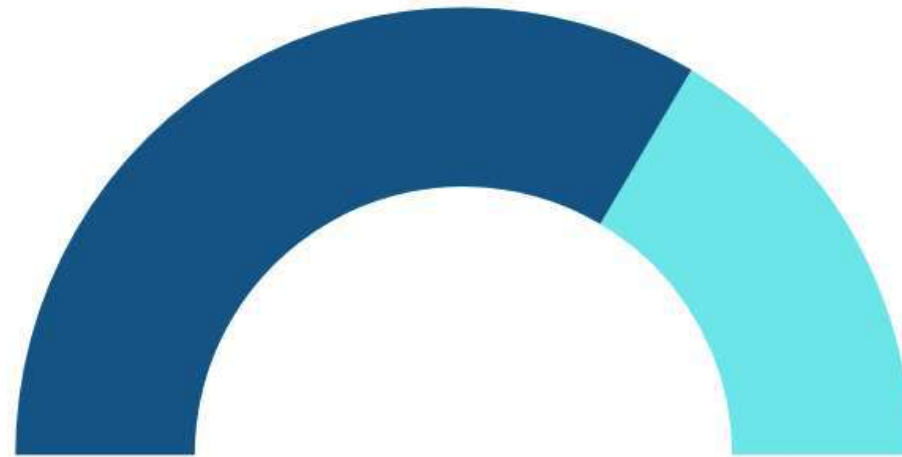
LAG-1 (Committed %)



A conference presentation

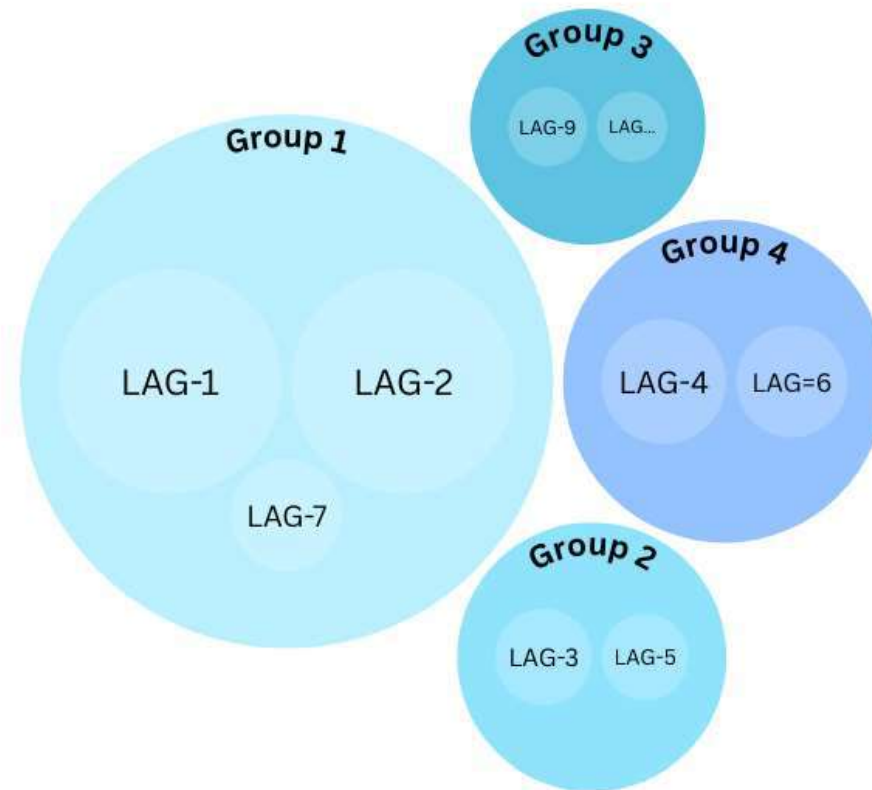
- Data visualisation tools
- Canva is a great option!
 - *Automated infographics*

LAG-1 (Committed %)



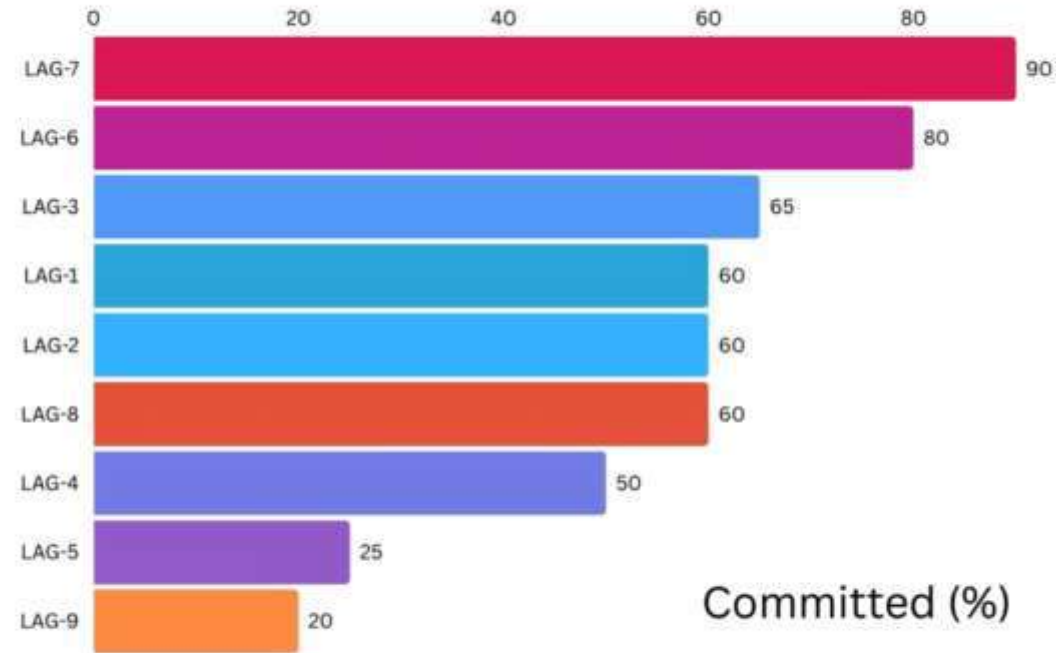
A conference presentation

- Data visualisation tools
- Canva is a great option!
 - *Automated infographics*
 - *Automated sorting and grouping*



A conference presentation

- Data visualisation tools
- Canva is a great option!
 - *Automated infographics*
 - *Automated sorting and grouping*
 - *Animation at the click of a button*



info@famenet.eu

evaluation@famenet.eu

clld@famenet.eu

communication@famenet.eu

<https://www.famenet.eu>

How to make data work for you?

Infosys and ARM



Why is it relevant?

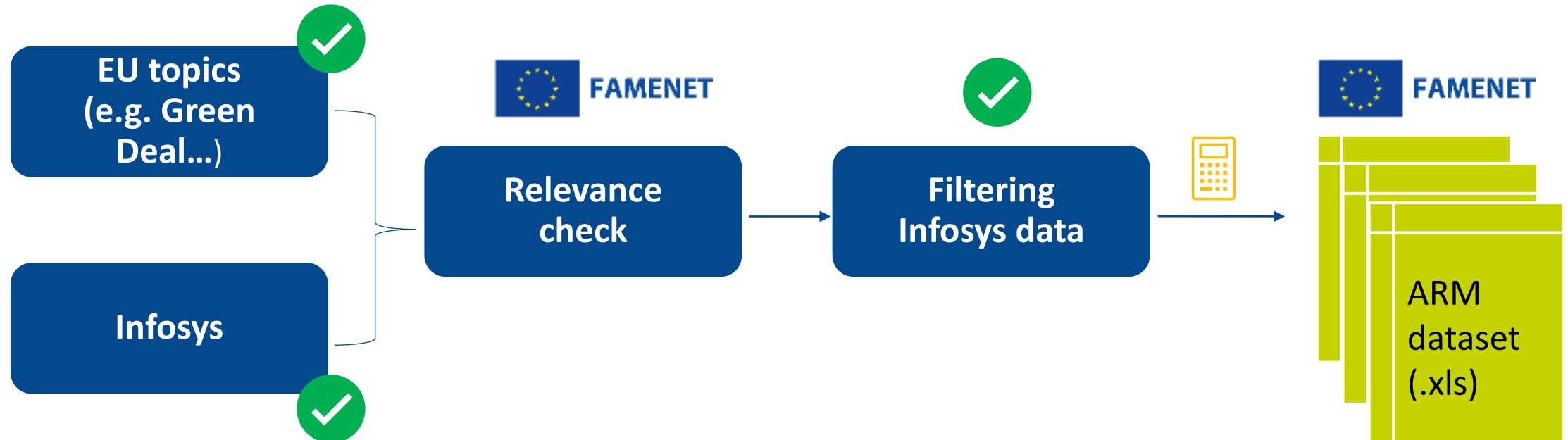


Optional support for your Annual Review Meetings to assess EMFAF's financial contribution to the EU topics



Leveraging existing Infosys data without **any additional burden** for the EMFAF MAs and DG MARE (automatization)

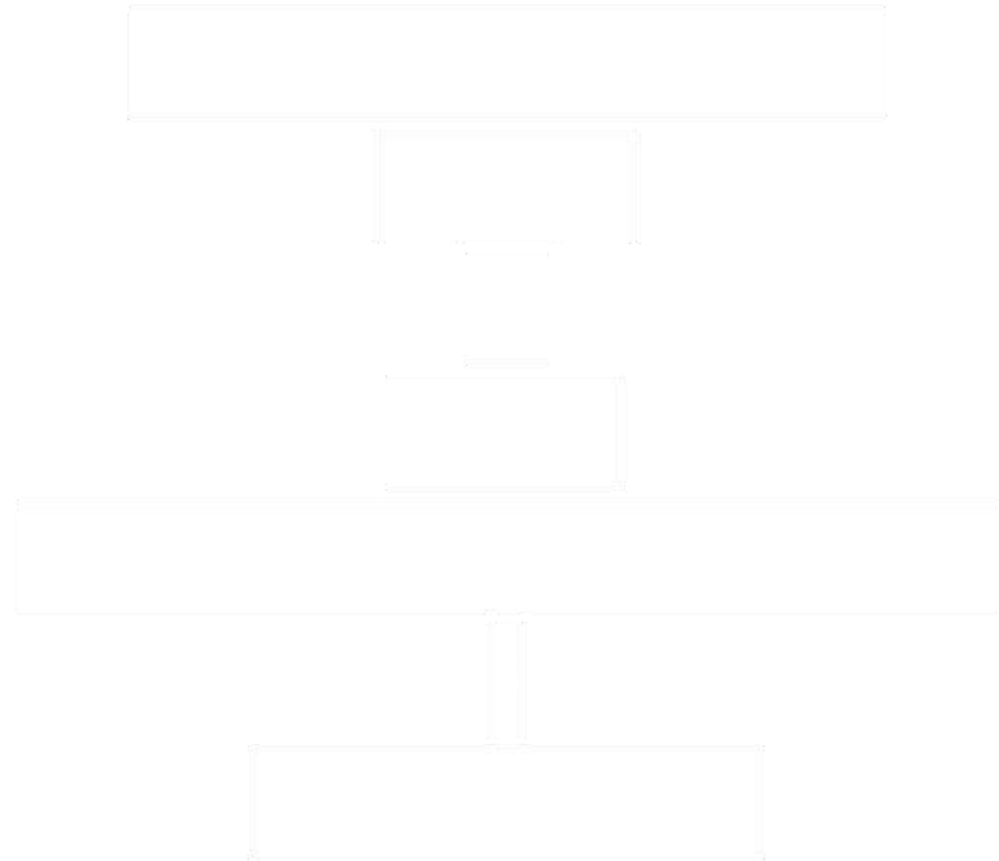
How?



- ! Implementation progress in the MS is essential for attributing the actual EMFAF contribution to these topics.

Example

1. Resilience
2. Green transition
3. Digital transition
4. Innovation
5. Marine environment
6. SSCF
7. Control and enforcement
8. Data collection

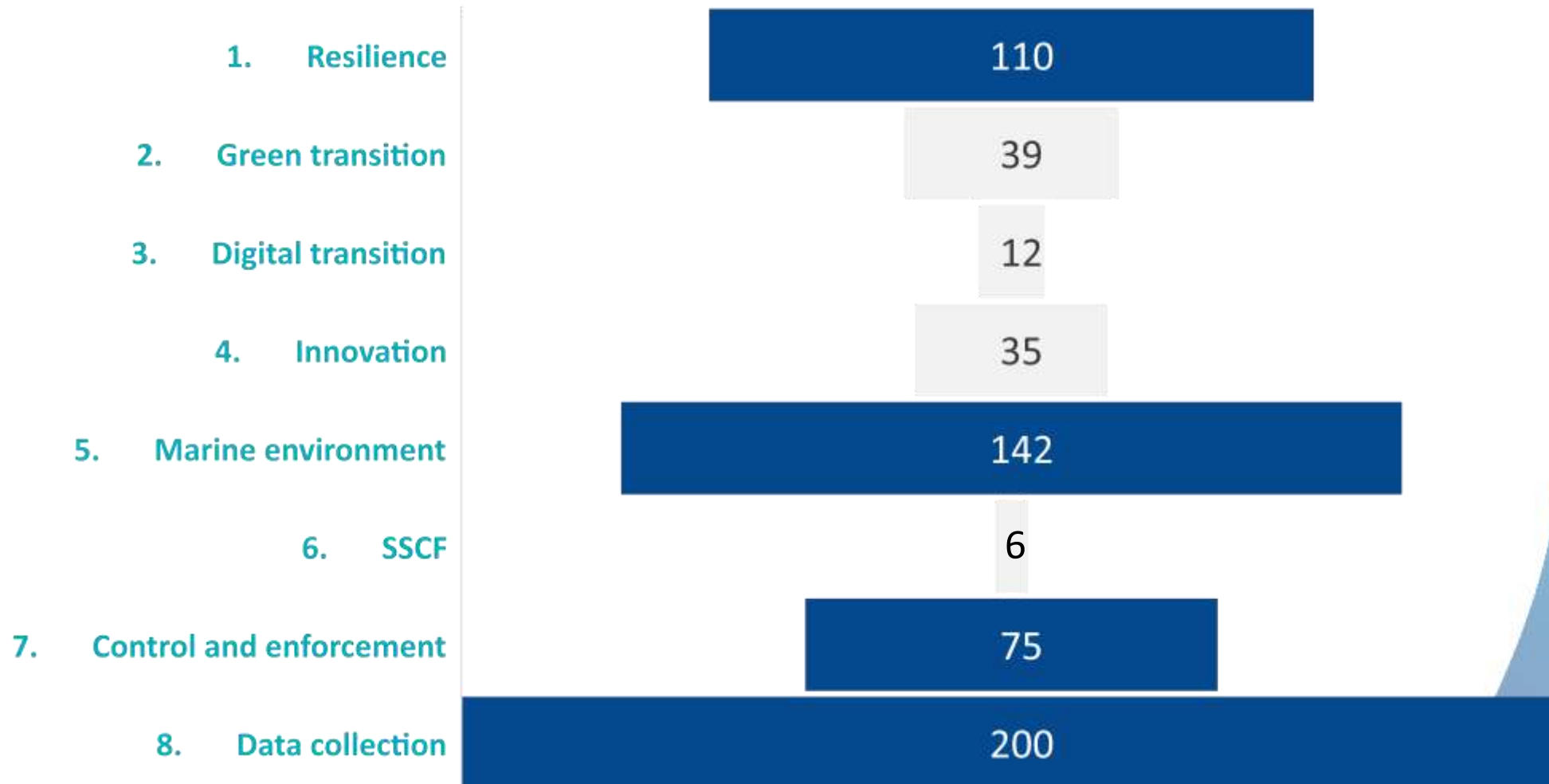


Example

EMFAF support to the EU topics (mln EUR)



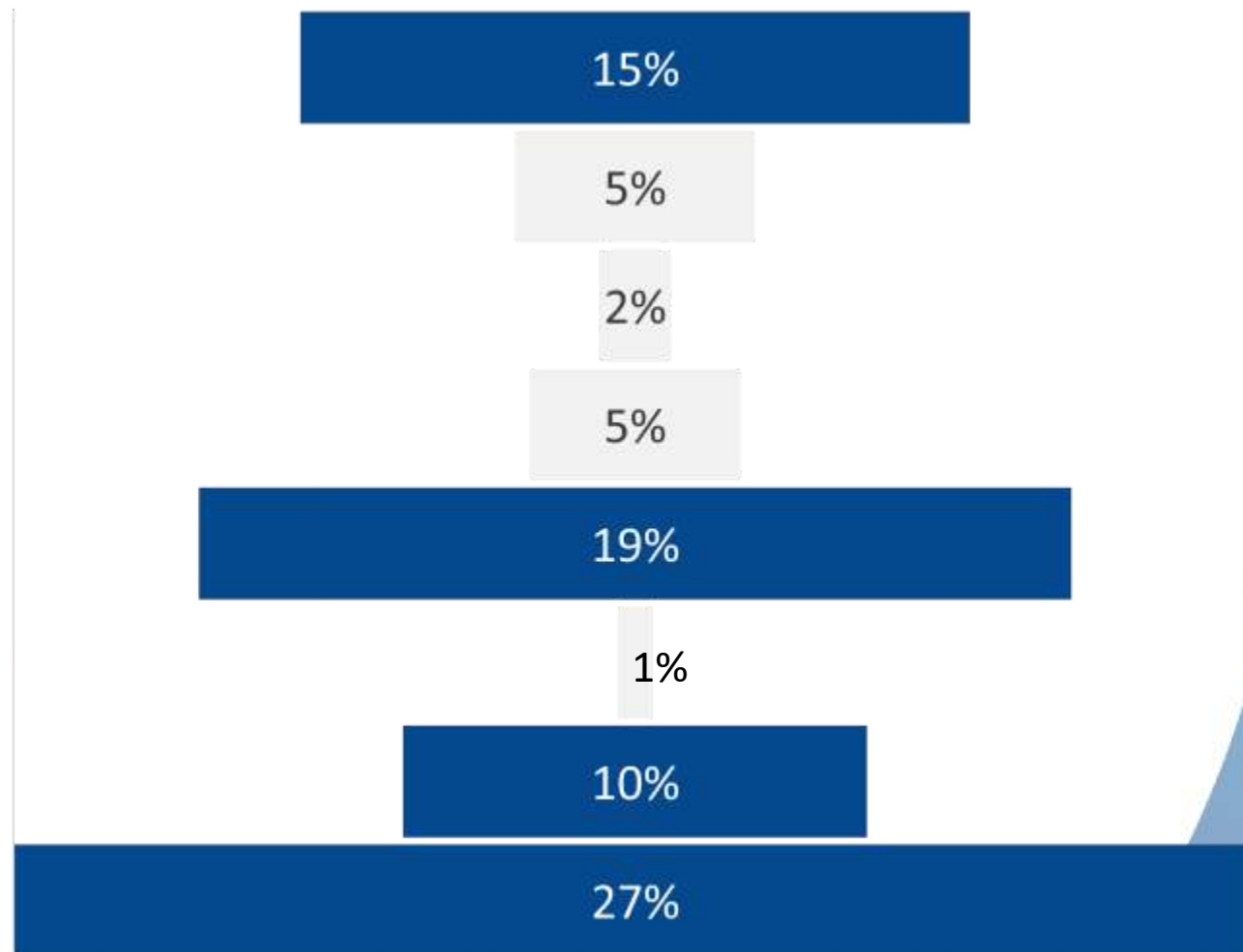
Example



Example

1. Resilience
2. Green transition
3. Digital transition
4. Innovation
5. Marine environment
6. SSCF
7. Control and enforcement
8. Data collection

EMFAF support to the EU topics (%)



Done!





Risk-based management verifications

Risk-based - legal framework

- **CPR, Article 74, paragraph 2**
- **risk-based**
- **proportionate** to the risks
- identified **ex-ante**
- in **writing**



Risk-based - verifications

On payment claims



On-the-spot



Risk-based - Greece

- Based on **19 risk factors**
- Checked **monthly and six-monthly**
- **Three** risk categories
- **Sampling** based on number of projects, funds and category = min checks
- **Additional** “must be checked” projects
- Reviews and resources





Risk based - Slovenia

Neža SAUTET

Slovenia Managing Authority

Risk-based - Slovenia

Based on the following criteria for the „old“ measures/actions:

- Percentage of realisation: funds used versus funds attributed to the measure,
- Irregularities found by the AA (number of irregularities versus number of operations audited)
- Number of mistakes found in each accounting year per measure (annual summaries of verifications performed):

→ To each measure different weights were given

→ A summary of weights per measures was calculated

→ Based on the number of total weights a risk level was defined

Risk-based analysis - Slovenia

Examples:

- a) 8-12 weights - high risk (60-80 % of all payments verified)
- b) 5-7 weights – medium risk (40-60 % of all payments verified)
- c) 4 weights – low risk (20-40% of all payments verified)

For the „new“ actions the following criteria were taken into account:

- Who is implementing (MA/IB)
- How it is implemented (public procurement/public tender)
- The type of beneficiary (private, public or a combination of both).
- → Same procedure of calculating a total of weights as for the old ones applied, risk level was defined

Risk-based analysis - Slovenia

A: sampling, to be done by persons responsible for an action within MA, IB or in collaboration of both if implemented within IB

B.: Risks to be estimated:

- amount of funds allocated,
- duration of the operation/project,
- complexity of the operation
- complexity of eligible costs,
- public procurement,
- implementation of the operation in different locations,
- monitoring of indicators availability,
- competence of the beneficiary to implement the common fisheries policy,
- beneficiary type

→ Total number of sampling questionnaire points is 10.

Risk-based analysis - Slovenia

Sampling example: for a low-risk action, number of points: 6:

20 (sample starting value: 20%-40%) / 10 (maximum number of points) = 2 (value of one point)

0 points = 20%

1 point = 22%

2 points = 24%

6 points = 32%

10 points = 40%

→ 32% of expenditure is checked on actions that were theoretically assessed as a low-risk action and which, after completing the questionnaire, collected 6 points.



Risk based - Estonia

Juhani PAPP

Estonia Managing Authority

Risk-based - Estonia

mõju	4	8	12	16
	3	6	9	12
	2	4	6	8
	1	2	3	4
	1	2	3	4

Riskide maandamise järjekord

kritilised (kõrge mõju + kõrge tõenäosus)
majapidamise (madal mõju + kõrge tõenäosus)
juhuslik (kõrge mõju + madal tõenäosus)
ebaoluline (madal mõju + madal tõenäosus)

- Based on **basic risk factors** (for example procurement)
- **Four** basic risk categories
- Further analysis based on **operation description**
- **More questions than answers**

Risk-based - questions

- OK, risk identified, now?
- **Best level of application?**
- **Annual audit findings?**
- Are **SCOs** a solution?
- **Return on Investment?**
- What is **next?**



Our agenda today, 10 October 2024

introduction

data working
for you

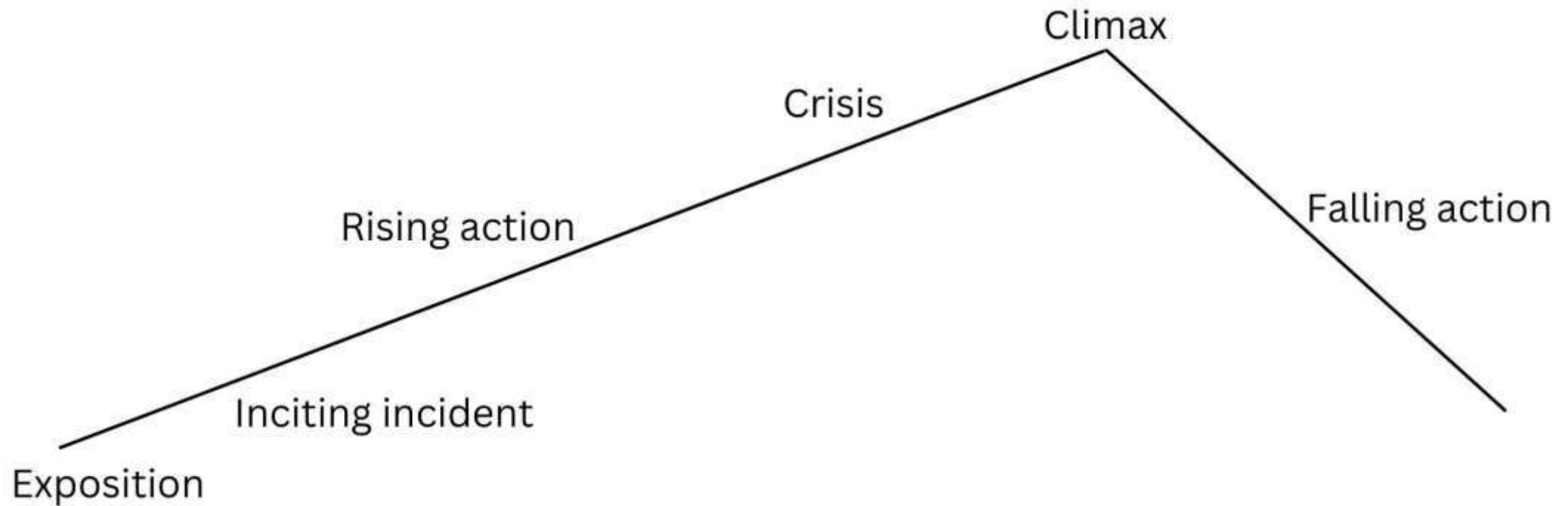
what makes
a good story

posters

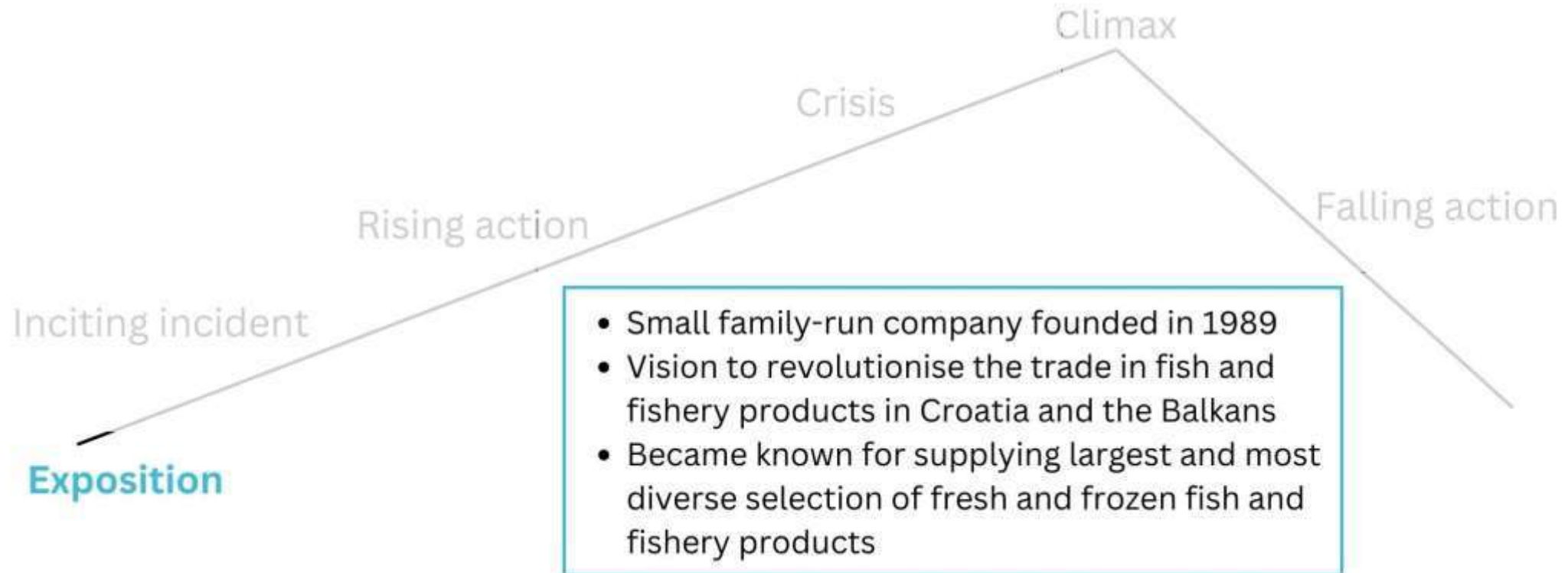
lessons and
outlook

lunch and
goodbye

What makes a good story?



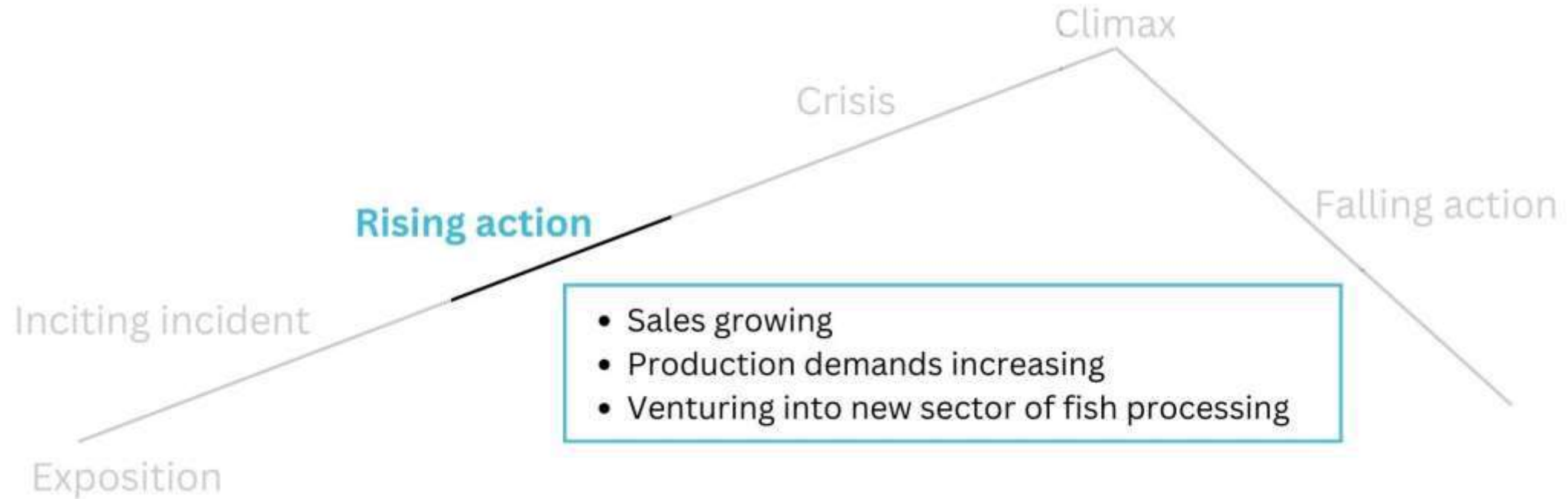
Meduza



Meduza



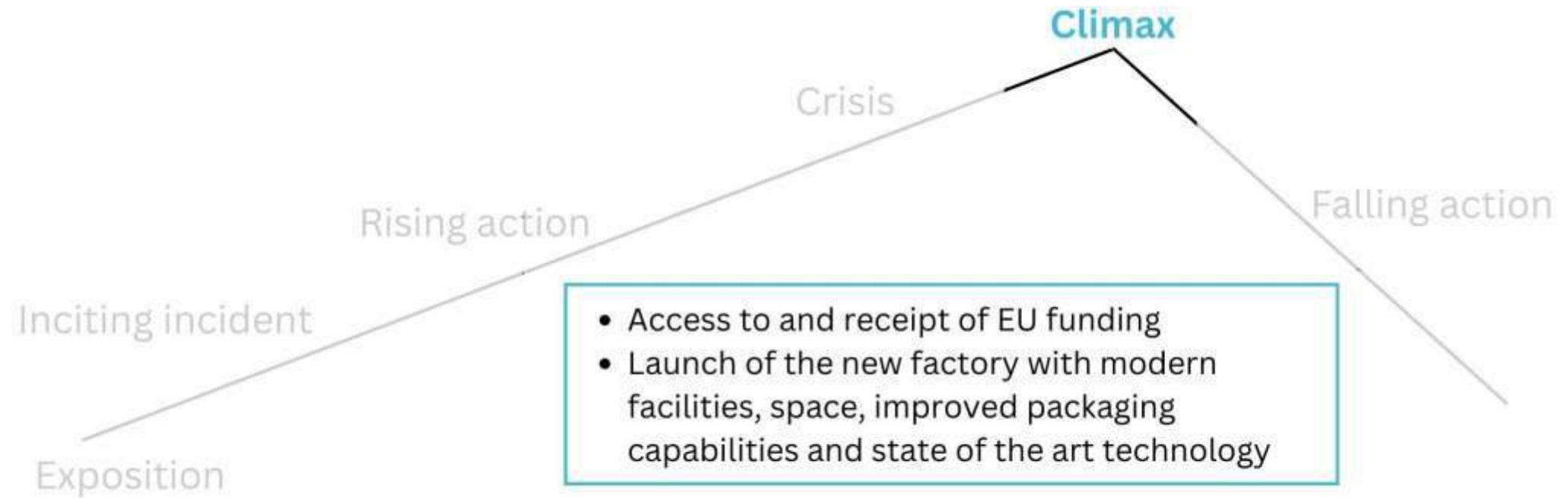
Meduza



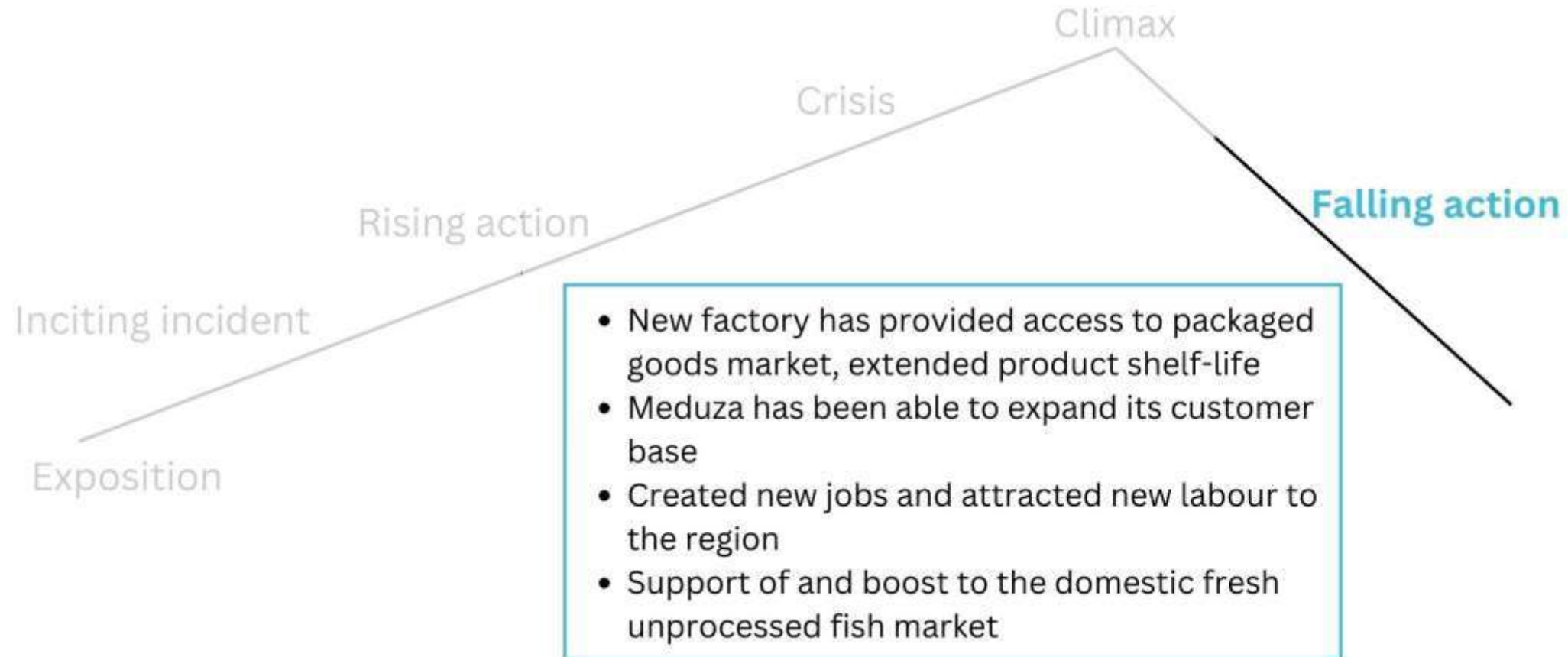
Meduza



Meduza



Meduza



What makes a good video?

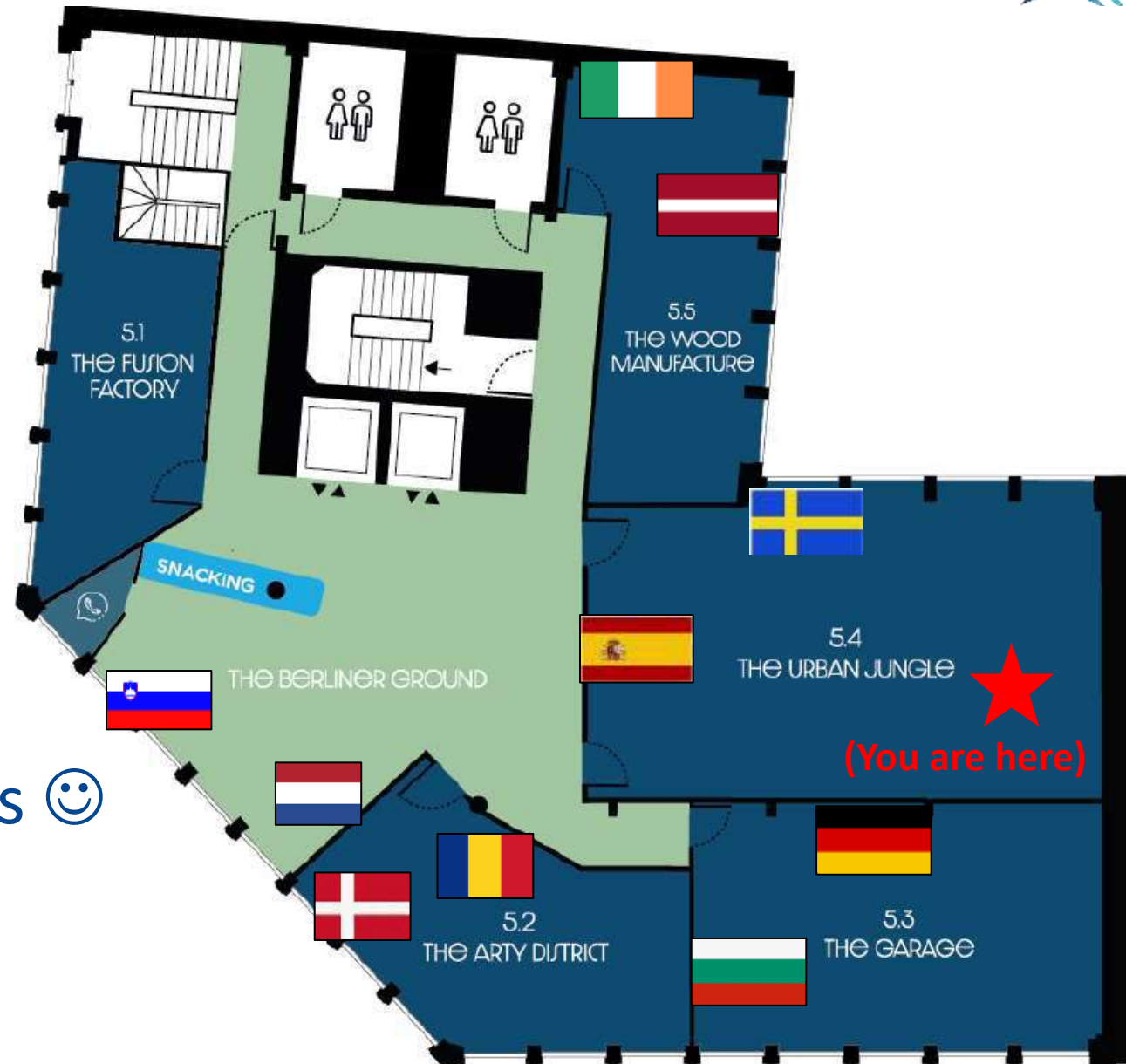
- Visual appeal
- Exciting project story
- ‘Human element’
- Policy relevant
- Interesting for a wide audience





MAs, find your posters!

- Grab a coffee
- Browse the posters
- Chat about the projects
- Ask some nice questions 😊



Which poster would make the best FAMENET video? VOTE!

www.menti.com

Code: **87 82 60 46**



Our agenda today, 10 October 2024

introduction

data working
for you

what makes
a good story

posters

lessons and
outlook

lunch and
goodbye



FAMENET 2025

FAMENET 2025

- **Annual Work Plan 2025**, in preparation
- **No EMFF, no AIR**
- Focus on **EMFAF and CPR reporting!**
- Focus on **evaluation**:
 - implementation
 - preparation
 - synthesis

FAMENET 2025

- **Needs assessment and country talks**
- **FAMENET coffee** with FLAGs
- **Capacity building** workshops
- **Good practices, stories, videos**
- **CLLD seminar** in May/June 2025
- **FAMENET Annual Meeting** in October 2025
- **Other tasks** (working papers, studies etc.)

Coming soon...

FAMENET, coming soon

- **FAQ** webpage on www.famenet.eu
- **Good practices and stories**
- **FAMENET online channel**, 20 November 2024, project selection
- **New working papers:**
 - on EMFAF implementation evaluation
 - on CLLD evaluation
 - on EMFAF Communication
- **Other events...**

A few more things...

- Evaluation
- Family photo
- Lunch and goodbye

No FAMENET meeting without Menti...

www.menti.com

Code: **87 82 60 46**





Our agenda today, 10 October 2024

introduction

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**lunch and
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Do you want to know more?

info@famenet.eu

<https://www.famenet.eu>