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Day 2

Mission Healthy Oceans, Seas, Coastal and Inland Waters
Feedback from Stakeholder and Citizen Engagement:
what's next?

CITIZEN ENGAGEMENT

Mission for Oceans, Healthy
Seas, Coastal and Inland Waters

In partnership with the Irish Marine
Institute

Research and
Innovation

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Ocean Ambassador
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**Citizen
Webinar – 50
participants**

**Irish Citizen
Engagement
supported by a
3 week social
media
campaign
across all
social media
channels as
well as print
media and
radio**

**Online
Survey –
Over 1,000
responses**

**Dedicated
Youth Event –
30
participants**



3 WEEK MEDIA CAMPAIGN ACROSS ALL SOCIAL MEDIA CHANNELS, PRINT AND RADIO



GMIT Research @GMIT_R... · 19 Aug
Delighted to promote the important #MissionOcean survey: @MarineInst & @eurireland want Irish citizens to identify their priorities for the health of the ocean & inland waters and how we can sustainably use aquatic resources. Have your say at bit.ly/2PZxVcH #EUMissions



MFRC GMIT

12 16

Marine Institute @MarineInst · 1d
Ag cur leis an méid atá ar Eolas faoin Aigéan chun lántairbhí a bhaint as ár bpoitéinseal muirí Comhlánaigh Suirbhé Mission Ocean na hÉireann - bit.ly/2PZxVcH @eurireland #MissionOcean #HorizonEU #EUMissions



1 4 11

Marine Institute - Foras na Mara 4h · 

The Marine Institute and the European Commission want Irish citizens to share what they believe are the top priorities for the health of the ocean and... See More



Helen Boles 1 Share · 28 Views

Like Comment Share

NUMBER OF PRESS RELEASES ISSUED - 3 press releases issued

ONLINE MEDIA: (Twitter, Facebook, LinkedIn and Instagram)

Social Media Posts Issued: 100

Reach Online: 33,000 people

Engagement: 2,816 people

Video Views: 545

NATIONAL MEDIA REACH: 1,392,943

BROADCAST MEDIA (RADIO) REACH: 2,329,400

REGIONAL MEDIA REACH: 377,773 (Very strong coverage in coastal areas)

Further Information



Further information on the mission area and the work of the Board, including all minutes of the meetings can be found here:

www.ec.europa.eu/mission-ocean



THANK YOU !

