

ECGFA NET III

Work package 2

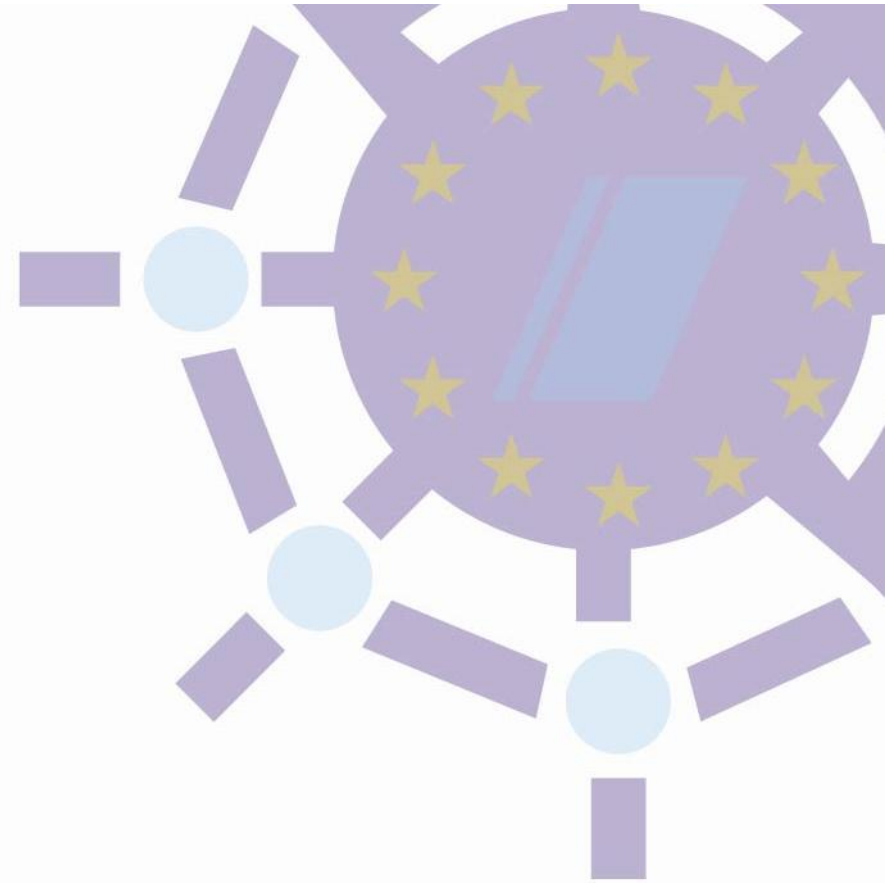
Kick off meeting
19th September, Helsinki
Deputy project manager, Aleksis Mallea
Finnish Border Guard



Rajavartiolaitos
Gränsbevakningsväsendet
The Finnish Border Guard



EUROPEAN
COAST GUARD FUNCTIONS
TRAINING NETWORK





ECGFA NET III – WP 2

- External communications
- Continuity of the outputs



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European Coast Guard Functions Training Network

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Final phase of ECGFA NET project has begun



Institutions

Meet the members of our network.

19.9.2018

External communications



- Based on a communications strategy made by WP 2
- Objectives of communication:
 - ✓ Support dissemination of project results by raising awareness of the CGFSQF, the ECGF Training Network and the ECGF Training Exchange
 - ✓ Promote educational cooperation in coast guard functions by communicating about project progress and results
- Impact and visibility: all project contributors are encouraged to communicate about the project and its results to their stakeholders!

External communications



Creating a Twitter account



- Benefits: Independent channel, building a coherent narrative, possibility to communicate to correct target groups
- Challenges: Getting followers - mitigated by retweeting with our own organisations' Twitter accounts + promoting through EASME



Rjavartiolaitos @rajavartijat · Jun 2

The first exchange period of the ECGF Pilot Exchange program succesfully completed! CG officer from [@guardiacostiera](#) aboard [#vluisko](#) [#ECGFF](#)
pic.twitter.com/WglPebfDdR

[View Tweet activity](#)



Rjavartiolaitos @rajavartijat · Jul 11

SQF Working group drafting the learning outcomes in the frame of ECGFANET II-project. [#training](#) [#harmonisation](#) [#cooperation](#) [#CGFSQF](#) [#ECGFF](#)
pic.twitter.com/dHlzguURDp

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External communications



Newsletter for the project

- Ready-made content that contributors can communicate with
- Will be sent to all PoCs (contributors and observers)
- GDPR: Right to unsubscribe
- Story/news ideas welcome: send requests and/or materials for WP 2



19.9.2018



Sustainable results

One of the specific objectives of the project:
Ensure the sustainability of the ECGF Training Network, the ECGF Training Portal and the ECGF Training Exchange by developing cooperation between the Network and the EU's three Agencies affiliated with CGF: EFCA, EMSA and Frontex and streamline the Network by harmonizing its activities according to other existing structures.

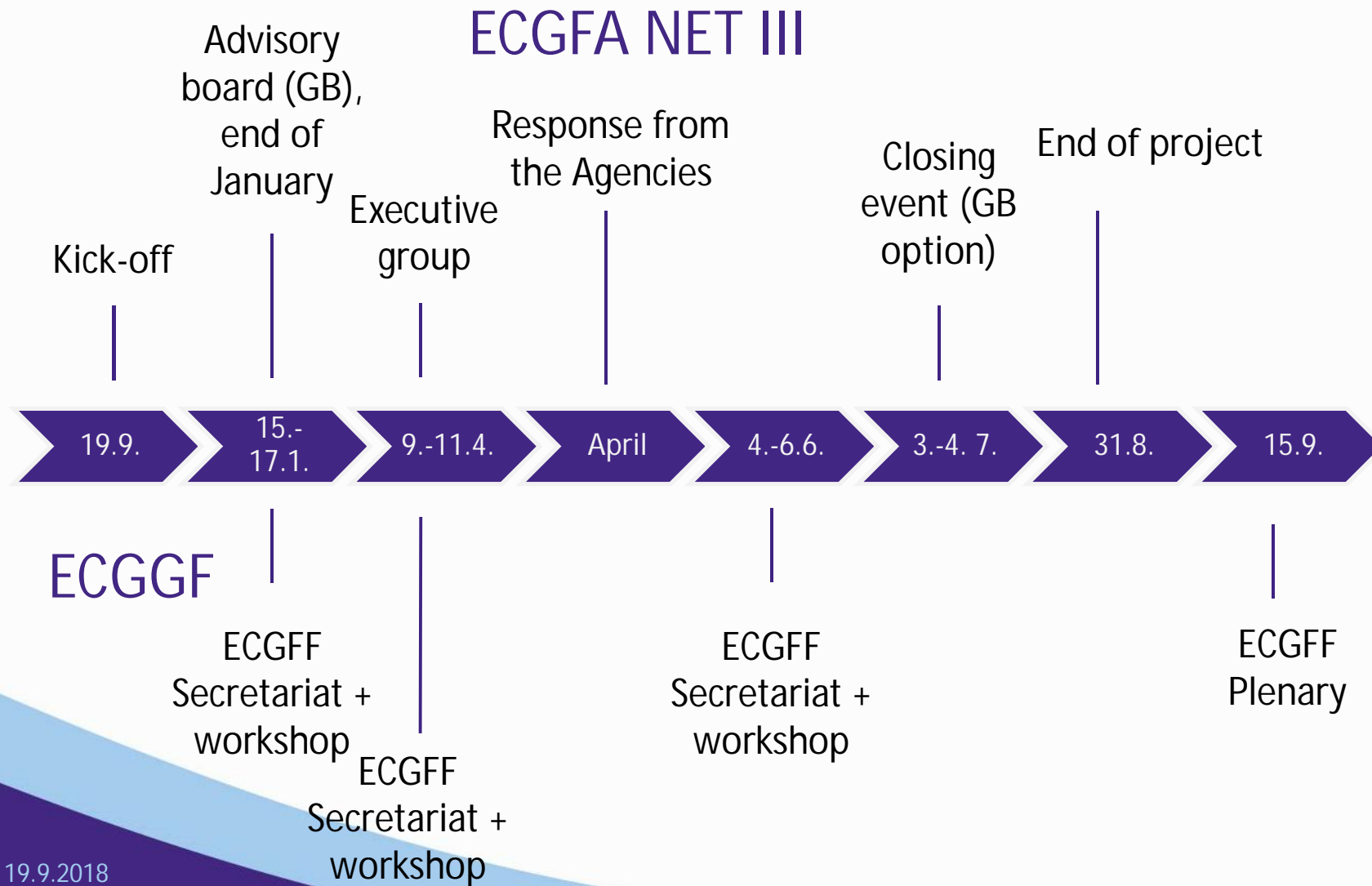


Sustainable results

- Roadmap for the ECGF Training Network. A strategic paper outlining the future of the Network.

19.9.2018

Project timetable





ECGFA NET III

Thank you for your attention

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