



CAP Network Ireland

Communications for EIP-Agri Projects

EIP-Agri Capacity Building Workshop

11th November 2025

 @capnetworkire  capnetworkireland.eu  CAP Network Ireland



An Roinn Talmhaíochta,
Bia agus Mara
Department of Agriculture,
Food and the Marine



Co-funded by
the European Union

Co-funded by the European-Union and the Department of Agriculture,
Food and the Marine under Ireland's CAP Strategic Plan 2023-2027.



Ireland's EIP-Agri Operational Groups 2023-2027

1. PARASCOPE: The Parasite Risk Assessment for Sustainable Co-designed On-farm Practices & Evaluation

2. Hoof Health Check Technical WG: Sound Cow Innovation Programme (SCIP)

3. Claire Brennan: Making Farms Work for Women

4. Southwest Mayo Development Company: FARM-Up

5. Upper Erne Slurry Solution OG: Upper Erne Separate our Slurry, Save our Soil EIP

6. Environmental Sustainability in Agriculture (GRI): Farm Carbon Transitions EIP

7. Karst Farming Network: Regenerating the Rocks

8. Irish Rural Link: Breeding Waders EIP

9. Land Mobility Service: Share Farming EIP

10. Sustainable Agriculture Advisory Council: RAISE

11. Organic Beef & Lamb Innovation Group/IFAC: Coordinating for Sustainability

12. LAWPRO: Water EIP - Farming for Water

13. HNVS Ltd: Burren Suckler Cow Health & Welfare

14. Loop Head Together CLG/SCEENE: Soil Carbon Enhancement for Excess Nutrient

15. Ballyhoura Generational Renewal EIP: Farm Forward

16. Teagasc: OTV IWM (Organic, Tillage and Vegetables Integrated Weed Management)

17. BASE Ireland: Restoring Soil Health and Enhancing Biodiversity through Regenerative Agricultural Practices

18. Hometree CLG: The Iveragh Woodlands European Innovation Partnership

19. Teagasc: SoilCycle EIP

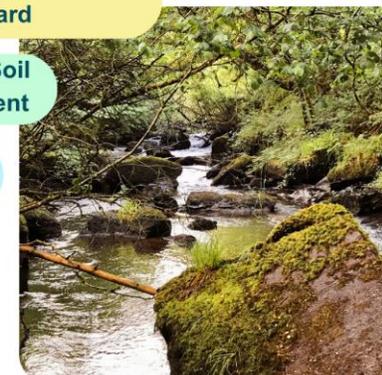
20. Teagasc: TAILWARDS EIP

21. OviFlock: Foundations for Genetic Improvement in Irish Hill Sheep

22. Regen Ireland: Regenerating Irish Soils through Farming

23. SECAD: The Arable Coast Environment (ACE) EIP

The location points for EIP-Agri Operational Groups relate to the group's Lead Partner. However, Operational Groups, in most cases, are far reaching regionally and nationally.



What are the Communication Obligations of EIP Projects?



Under the funding criteria:

Obligation to Disseminate plans

From start of project to end results.

Knowledge Platforms or Hubs

for disseminating project results to advisors, trainers etc.

Must disseminate knowledge through

EU CAP Network

&

CAP Network Ireland

Knowledge must be made **freely available**

Significant portion of budget for **Communications & Demonstration**

Use own communications products & channels, & share on partner networks

EIP-Agri Communication Supports



CAP Network Ireland

Info@capnetworkireland.eu

- Dissemination of key project information via CAPN website
- Project news & event promotion to CAPN network (almost 9K members)
- Mapping EIP-Agri operational groups
- Dissemination of key project updates (**Tag us on social media**)
- Communications Strategy Template for EIP-Agri projects & Comms Workshop
- Dissemination of Project Results (publications, videos, case studies)



EIP-Agri Multiplier Toolkit

<https://ec.europa.eu/eip/agriculture/en/content/eip-agri-multipliers.html>

- Freely use, reuse and recycle EIP-AGRI material
- EIP-AGRI logos
- EIP-AGRI publications in your language
- Social media



EIP-Agri Communication Supports



Each Operational Group is part of the Wider EIP Community

Nearly **10 000 Operational Groups** in EU Member States

https://eu-cap-network.ec.europa.eu/operational-groups_en

- Access to Innovation Supports
- Access the EIP Project Database
- Join and learn about Thematic Networks
- Collaboration and learning from other similar projects



Learn more about

Innovation support

[Learn more >](#)

Operational Groups in EU Member States

[Learn more >](#)

Operational Groups across borders

[Learn more >](#)

About EIP-AGRI projects

[Learn more >](#)

Practice abstracts

[Learn more >](#)



EIP-Agri Communication Supports



Department of Agriculture, Food & the Marine

- **Press Releases** must be sent to DAFM for approval **5 working days in advance of publication** to enable Minister's office to prepare a quotation
- **Tagging:** Tag **DAFM** on all social media posts (leave no space between tags)
- Format: This project, funded by **@(Relevant Dept handle)**

X: @agriculture_ie

LinkedIn: Department of Agriculture, Food and the Marine

Facebook: Department of Agriculture, Food and the Marine

YouTube: Department of Agriculture, Food and the Marine : departmentofagriculturefoo6724

- **Funding Logos:** Include the affiliate funding logos below **on all communications**

CORRECT LOGO ORDER:



**An Roinn Talmhaíochta,
Bia agus Mara**
Department of Agriculture,
Food and the Marine



**Co-funded by
the European Union**



The Basics: Project Logo, Branding & Website



Project Logo & Branding

- **Brand Guidelines** document
- **Consistency of branding** across all communications (logos, colour palette, font, typography)
- **Partner logos and funding logos** on all communication materials
- Logo design: **Consider budget - use online design platforms** (Canva.com, Adobe Creative Suite, Looka.com, etc.)
- **Logo variations:** Create a Master Logo (primary) and variations e.g. landscape, transparent, monochrome



Website Design

- **Consistent with branding** and containing **Key Project Information**
- **Privacy Statement & GDPR** compliance
- **Membership Sign-Up** (newsletter/e-bulletin/event promotion)



Strategic Planning for Communications Overview



Stage 1

- Review project objectives
- Identify key stakeholders
- Review project timeline

Stage 2

- Identify target audiences
- Identify primary communication goals and messages
- Identify communication channels

Stage 3

- Align communications plan with project timeline
- Develop communication plan

Stage 4

- Execute communication plan
- Ongoing data analysis & review
- Post-project communications plan

Strategic Planning for Project Communications – stage 1

Review Objectives, Stakeholders & Project Timeline



Stage 1 – The Foundation: Review Objectives, Stakeholders & Project Timeline

What are the project's primary objectives?

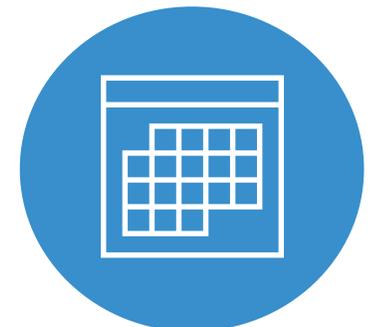
- Identify & list the key objectives of your project - already clearly outlined in your project proposal & funding application
- The project objectives will help form the foundation of your communications strategy
- They will help define your key messaging, communications timeline, content plan, target audiences, etc.

Who are the key stakeholders and project partners?

- Identify your communication responsibilities within the project partner group
- Are there opportunities to leverage partner organisations to promote communications?
- Identify key stakeholders – are there opportunities for collaboration with the key stakeholders?

When: Ensuring the communications plan aligns with the project timeline

- Review the project timeline, identifying work phases to outline a communications plan that aligns with the project calendar.



Strategic Planning for Project Communications – stage 2



Identification of Target Audience, Communication Channels & Primary Messaging



Stage 2: Identification of Target Audience, Communication Channels & Primary Messaging

What are you trying to communicate?

- Identify the primary messages of your project – define and refine these into brief one or two sentence descriptions and order by priority/date.
- Clear Messaging: The primary core messages can be used repeatedly across a variety of outputs e.g. reports, social media posts, website, press releases etc.

Who are your target audiences?

- Identify all of the target audiences – who are you trying to reach?

Which communication channels will you use?

- Considering your target audiences, what's the best way to reach them?
- Are there opportunities to leverage partner organisations to reach certain audiences?
- Considering the topic of the project, what media and social media platforms are best?



Understanding the Needs of Target Audiences & Identifying Communication Obligations

Funding Sources



E.g. Quarterly reporting & progress updates

Collaborative media engagement

Social media tagging & acknowledgement of funding on communications

Stakeholder Engagement Events

Project Partners



E.g. Coordinated unified direction and collaboration, provide access to accurate data and project insights

Shared planning and expertise, joint engagement efforts, shared tools and materials

Acknowledgement & recognition of partners on communications

Practitioners



E.g. Outreach, building relationships & increasing engagement,

Dissemination of knowledge and capacity building

Accessible resources, guidance, project materials, & support

Communication of best practices, learnings and involvement

Targeted information events

Understanding the Needs of Target Audiences & Identifying Communications Obligations

Policy Makers



E.g. Effective collaboration across stakeholders, delivering scalable solutions

Robust, evidence-based data collection & insights to inform policy development & planning.

Positive public and media engagement, supporting broader policy narratives

Media



E.g. Media coverage of key project milestones, establishing relationships with media professionals

Strengthen local engagement, through regional newspapers and radio

Enhancing general public awareness and understanding, reinforcing the project's credibility & role

General Public



E.g. Accessible insights into project activities, objectives and impact,

Educational outreach & engagement, promoting further research

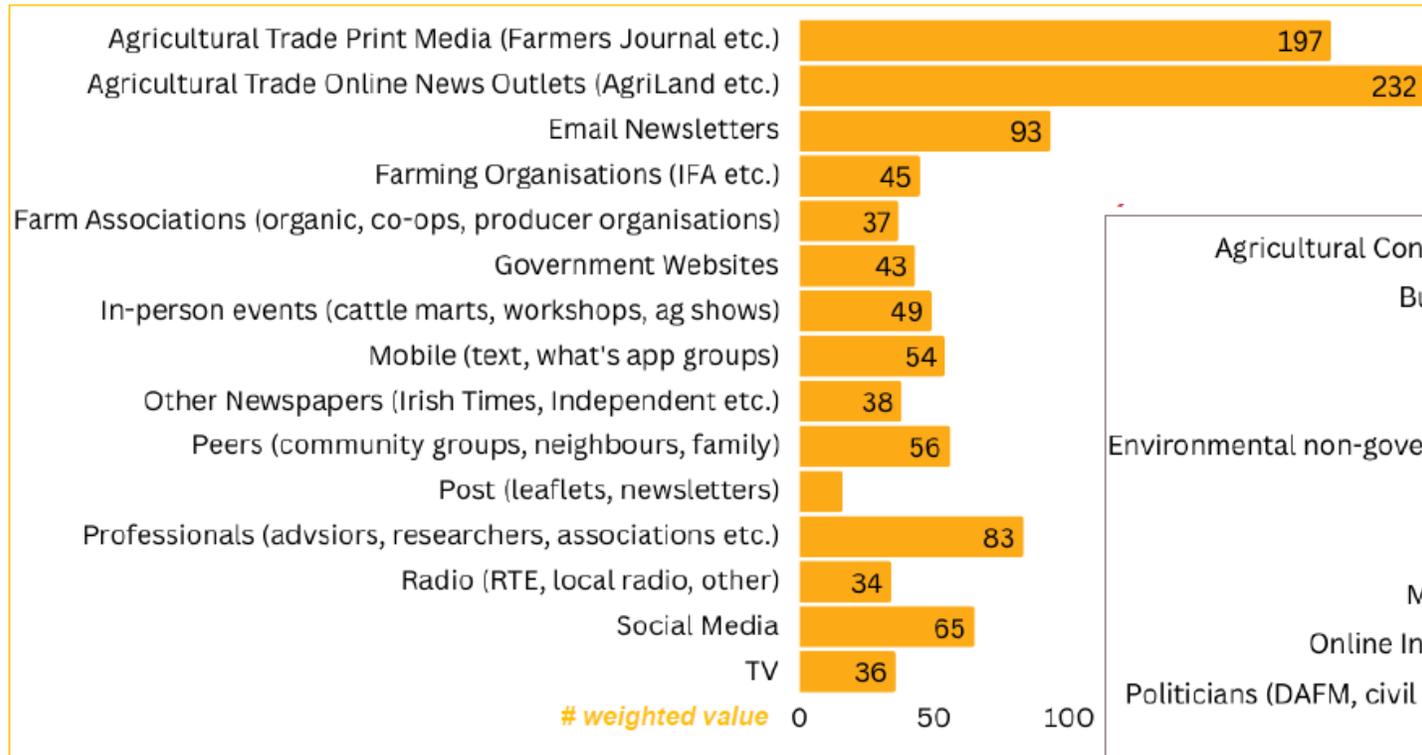
Increasing public awareness and understanding in diverse audiences

Encourage community support and advocacy

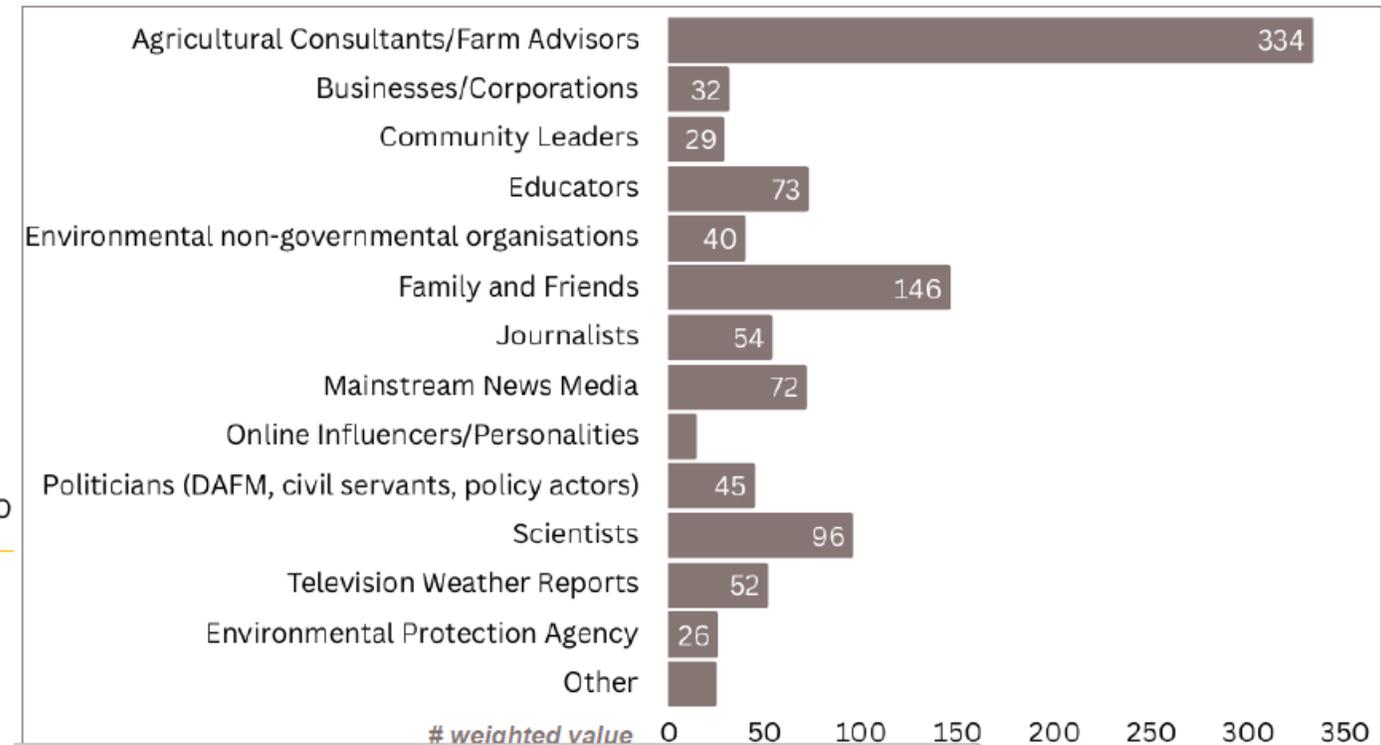
Understanding your Target Audience

E.g. Farmers

Question: Where do you get your agricultural news?



Question: Who are your most trusted sources of information?



Examples: Target Audiences & Communications Channels

Farming Community



PRIORITY MEDIA CHANNELS:
Online Agri News Websites,
Radio, National Radio, News
Bulletins, Mailing Lists,
Farming Organisations,
Posters -Banks, post-office,
shops, Church bulletins,
Faming press, Community
groups, Facebook

Semi-State & Private
Landowners



PRIORITY MEDIA CHANNELS:
Mailshot by post, email
mailing lists, e-flyer,
community groups, targeted
information packs, local
advertising - radio, poster,
newspapers, youtube
meetings/seminars, social
media

Policymakers, Advisors,
Researchers



PRIORITY MEDIA CHANNELS:
Press-release, letter, phone,
email, peer-reviewed
journals, themed
publications, website links,
Youtube videos, seminars
conferences, meetings,
LinkedIn, X, Facebook,
Instagram, cross-promotion,
targeted information packs,

Educational Settings



PRIORITY MEDIA CHANNELS:
Factsheets, website, journals
& publications, site-visits,
Youtube videos, university
news channels, university
faculty administration,
mailshots, targeted
information packs, e-flyers,
classroom activities, lectures,
presentations.

Identification of Online Communication Channels & Social Media

Consider your target audiences & project topic when choosing appropriate social media channels



Facebook: largest global social media platform, broad audience wide demographic. project news, updates, event promotion



LinkedIn: professional networking, brand awareness, international reach, recruitment, industry news & innovations



Instagram: Use for visual storytelling, sharing photos and short videos (Reels/Stories), popular with younger audiences



X (formerly Twitter): real-time news, trends, professional networking, advertising and brand engagement



Tik Tok: Dominates short-form video content - high visibility, viral potential for interesting content, broad reach.



YouTube: video content, large audience reach, organic marketing through Google search, technical information videos, interviews, updates from the field. Content can have a long shelf life, generating sustained traffic and engagement over time.

Identification of Online Communication Channels & Social Media

Consider your target audiences & project topic when choosing appropriate social media channels



Boosting & Paid Promotion: Cost effective advertising to targeted audiences

Drive traffic to Website & build Project Awareness: Apply consistently using links & branding

Themed Social Media Campaigns: Coordinated marketing for specific goal within set time-frame

Analytics & Metrics: Monitor reach, engagements, impressions etc

Strategic Planning for Project Communications – stage 3

Development of Communications Plan aligned with Project Timeline



Stage 3: Development of Communications Plan aligned with Project Timeline

Create a clear plan for the dissemination of key messages, project updates, project milestones, calls to action etc. Include how, when, & who.

How will you communicate project information?

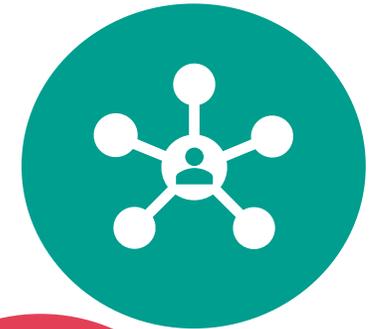
- What media and formats will you use to disseminate project information and key messages?
- Consider the content, key messages, objectives and target audience when deciding the most appropriate formats for your communications.
- Consider the budget and funds available, what is the most cost-effective method, how will you achieve the greatest reach?

When will specific communications and information be disseminated?

- Consider your project timeline and outline a communications plan spanning the project timeline, outlining a specific schedule for communications for each work package and phase of the project.

Who will be responsible ?

- Assign responsibility for specific communications actions in your overall communications plan.



Dissemination Formats - examples



Press Release



Infographic/Factsheets



Radio - Podcast



Video

The Future of Sustainable Irish Beef

Maximising the quality, safety and sustainability of Irish beef to ensure continued consumer confidence at home and abroad is essential for the future of the sector.

[Read More](#)

Meet Suckler Farmer Neillie Hurley

Neillie Hurley manages a suckler breeding enterprise near Inishannon in Co. Cork which caters to the breeding market. He is working to mitigate his farm's carbon footprint through his active involvement in the Suckler Carbon Efficiency Programme (SCEP).

E-bulletin

CAP Network Ireland National Conference
Launch of Bioeconomy Ireland Week 2025
Tullamore Court Hotel - 13th October
Financing the Bioeconomy:
Financial Support available to the Bioeconomy

Marina Donohoe
Divisional Manager
Research, Innovation & Infrastructure,
Enterprise Ireland

Diana Patrascu
Head of the Sustainable Finance Unit, European Investment Fund

Michael Brandkamp
Managing Partner,
European Circular Bioeconomy Fund

[See insights and ads](#) [Boost post](#)

Department of Agriculture, Food and the Marine and 3 others 1 share

[Like](#) [Comment](#) [Share](#)

Comment as CAP Network Ireland

Social Media Post

CAP Network Ireland NEWSLETTER
Connecting communities, growing our future.

MINISTERIAL FOREWORD:

I am committed to delivering a fair, farmer-friendly, and well-funded Common Agricultural Policy (CAP) Ireland's CAP Strategic Plan (CSP) is worth nearly €10 billion to farmers for the period 2023-2027. Rolling out the plan is a key priority to help support family farms through access to income support and a variety of schemes to support farmers to address climate and environmental challenges. Farmers have demonstrated both a willingness and eagerness to engage in the new schemes available through the plan, that support best practice and innovative techniques.

In these changing times, I am committed to supporting farm families to learn from each other and share the skills and knowledge that come from generations of innovation and improvement of farming techniques. There is a key role for our 'CAP Network Ireland' to support these activities throughout the lifetime of the CAP Strategic Plan 2023-2027.

The Network, co-funded by my Department and the EU, is dedicated to supporting rural development and innovation across Ireland. I know that its membership, from farmers, advisors, researchers, and rural communities, are ready to engage. It's worth to promote networking, innovation, and funding opportunities under the CSP all along the right people together. This is an important aspect as the transition to a sustainable food system as outlined in our national Food Vision 2030 requires all actors to engage together.

I believe the focus of the network on fostering innovation in agriculture, the development of new techniques, and the wider sharing of existing skills and practices will provide a key support to family farms and rural communities. I have seen through the interest in the Agri-Climate Rural Environment Scheme (ACRES) and European Innovation Partnership Schemes (EIPS) that empowerment and environmental action, the Network will accelerate this transition, while generating local employment and environmental action. The Network through its link with the European network provides a great opportunity for the exchange of knowledge and research and best practice at national and EU level.

The Network will also support the development of new and exciting initiatives through the innovation hubs. I look forward to seeing the initiatives that will come from the farm families of Ireland over the coming years. I assure you of our continued support in the time ahead.

Thank you,
Uilleann Ó Malloy

Newsletter

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We champion sustainable agriculture and rural development.

Welcome to CAP Network Ireland!
Join us as we journey towards a more sustainable future for Ireland's rural communities.

[LEARN MORE](#)

Website

Communications Planning: clarifying actions, responsibilities & timing



Communication Plan

MESSAGE	GOALS	AUDIENCE	FREQUENCY	CHANNELS	RESPONSIBILITY
Project Updates	To share regular updates on general happenings of the project	All stakeholders, landowners, public	Ongoing	Facebook, X, Instagram, newsletter, website	AB, AC
Event Promotion	raise awareness of upcoming project events, meetings etc	targeted stakeholders	As required	social media, posters, e-flyers, mailshot, paid advertising, newspapers,	AS,AC, Project Partner 1
Engaging Content	To hook viewers and generate project website and social media engagement	general public, farmers, conservation-interested parties	monthly	Facebook, Instagram, X, Youtube	AA, AC, BA
Media Promotion	To highlight the objective of the project nationally and globally, and the value of conservation	general public, all stakeholders	monthly /quarterly	Television, newspaper, publications, podcast, radio, Youtube	AB, CB, Project partner 2
Project Milestones	To showcase project achievements and to demonstrate and quantify the effectiveness of project actions	targeted stakeholder groups	As required, ongoing	Reports, peer-reviewed papers, website resources, conferences, seminars	AA, AB, AC

Networking & Event Organisation



Event Planning Process

Conceptualise: Outline scope, purpose, target audience and intended outcomes of the event. Assign organisational roles to Project Manager, Event Lead, Communications Officer and Project Team.

Project Manage: Develop agenda: format, schedule, speakers, interactive sessions. Invite speakers, make logistical arrangements.

Develop Assets: Create assets required for the event (e.g. promotional materials, online registration form, tools to facilitate interactive sessions).

Promote: Promote the event, including sourcing invitation lists, sending email invitations and promotion through social media or other channels. Leverage funders and project partners

Implement: Manage the execution of the event, including logistics and coordination of staff roles and responsibilities.

Evaluate: Manage post-event activities: follow-up communication with attendees, invitations to join project membership, event evaluation survey, post-event reports and associated materials.

USEFUL TOOLS



Eventbrite



Mailchimp



Mentimeter



Strategic Planning for Project Communications – stage 4

Implementation of Communications Plan, Monitoring & Evaluation, Post-Project Communications

Stage 4: Implementation of Communications Plan, Monitoring & Evaluation, Post-Project Communications

Execute the implementation of the communications plan in line with the overall communications strategy.
Continue to monitor and evaluate its success. Review and update the plan as necessary.

How will you continually monitor & evaluate communications targets & results?

- Systematise the ongoing evaluation and monitoring of communications, assign responsibility.
- Measure effectiveness through social media analysis, website analytics, media reach e.g. views, impressions, demographics, engagement, conversions

How often will you review and update the communications plan?

- Set a schedule to periodically review and update the plan as needed.

Where will people access information about the project after it is completed?

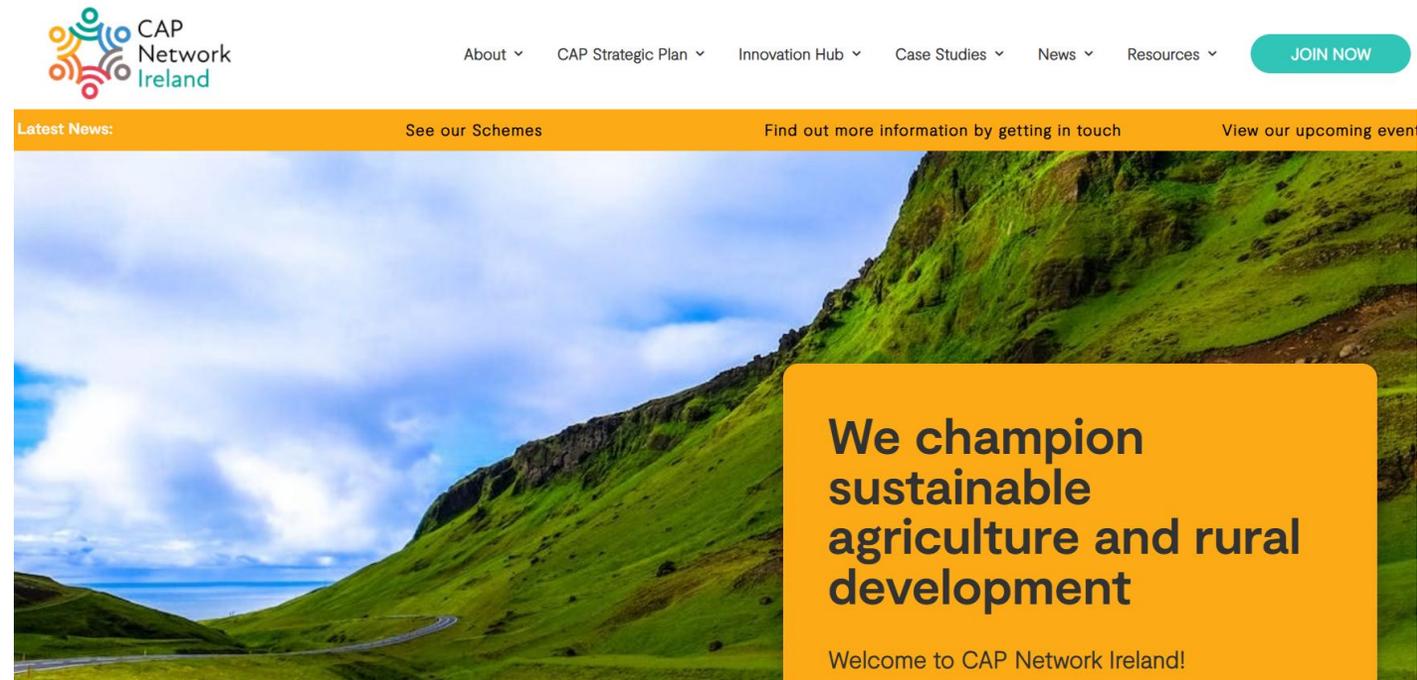
- Outline a clear plan of where and how information will remain available after the completion of the project e.g. EU Farmbook



CAP Network Ireland Channels



- Website: www.capnetworkireland.eu
- Email: info@capnetworkireland.eu
- Facebook: **CAP Network Ireland**
- Twitter/X: **@capnetworkire**
- LinkedIn: **CAP Network Ireland**
- YouTube: **@capnetworkireland**



Questions?

Contact us: info@capnetworkireland.eu



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Thank you

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🌐 CAP Network Ireland



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BREEDING WADERS

— E I P —

Breeding Waders EIP Project

Outreach and Education





BREEDING WADERS

— E I P —

The Breeding Waders EIP project aims to secure existing Breeding Wader populations and support population recovery through landscape management and policy development.

This EIP-Agri project is a €25 million nationwide project, co-funded by the National Parks and Wildlife Service and the Department of Agriculture, Food and the Marine.



Rialtas na hÉireann
Government of Ireland



eip-agri
EUROPEAN INSTITUTE FOR
RURAL DEVELOPMENT AND REGIONAL
POLICY



Co-funded by
the European Union



Irish Rural Link
Na h-Éireann na h-Éireann



IRISH
WILDLIFE
SERVICES



Michael Martyn Agri-Environment
Farming with Nature



UCD
MUNICIPALITY



DUBLIN
ZOO



CSS
IRELAND
Centre for Species Survival



FOTA
WILDLIFE PARK

Outreach

- Website – regularly updated
- Social Media – Original content, collaboration posts, acknowledging all engagement

- Facebook
- LinkedIn
- Instagram
- TikTok
- YouTube
- ~~X~~
- BlueSky



Outreach

- Press Releases (campaigns 2025)(building relationships with relevant contacts)
- Curlew Headstarting
- Dunlin Headstarting
- Oystercatcher Live Footage
- Bird Disturbance Campaign
- Mink Eradication Programme
- Mongan Bog Webinar
- Working closely with NPWS, DAFM and collaboration partners before release
- Local publications important



Outreach

- Events (presence and/or speaking)
 - 40 including Farmer Information Evenings

Ministerial Visits:

- January - Minister Malcolm Noonan
- April – Minister Kevin “Boxer” Moran
- May – Minister Christopher O’Sullivan
- July – Senator Malcolm Noonan
- August - Minister Christopher O’Sullivan
- September Ploughing – Minister James Browne, Minister Kevin “Boxer” Moran, Minister Christopher O’Sullivan, Senator Malcolm Noonan
- October – Kevin “Boxer” Moran
- Attendance at events where Minister is present – Longford Bird Watch launch, Kildare Wildlife Rescue Conference, Biodiversity, Shared Island Biosecurity & Invasive Species Forum
- Working closely with NPWS & DAFM to organise visit

- To Do:
Quarterly Newsletter

Outreach

- Aligned approach to publications, eg “Collaborative Conservation”
- Defined communications strategy & targets
- Communications agreements in place with project partners, Eg, Fota, MMEP (NARGC)



Education

National Schools:

- Collaboration with Greenschools for World Wetland Day – 25 schools present
- Visits to Inis Mór National School
- Visit to 2 x Newbridge National Schools – Post FEN collaboration
- Annual Target 12

Secondary Schools:

- 1 school in Inis Mór
- Annual Target 3

Third Level

- UCD Event
- Annual Target 3



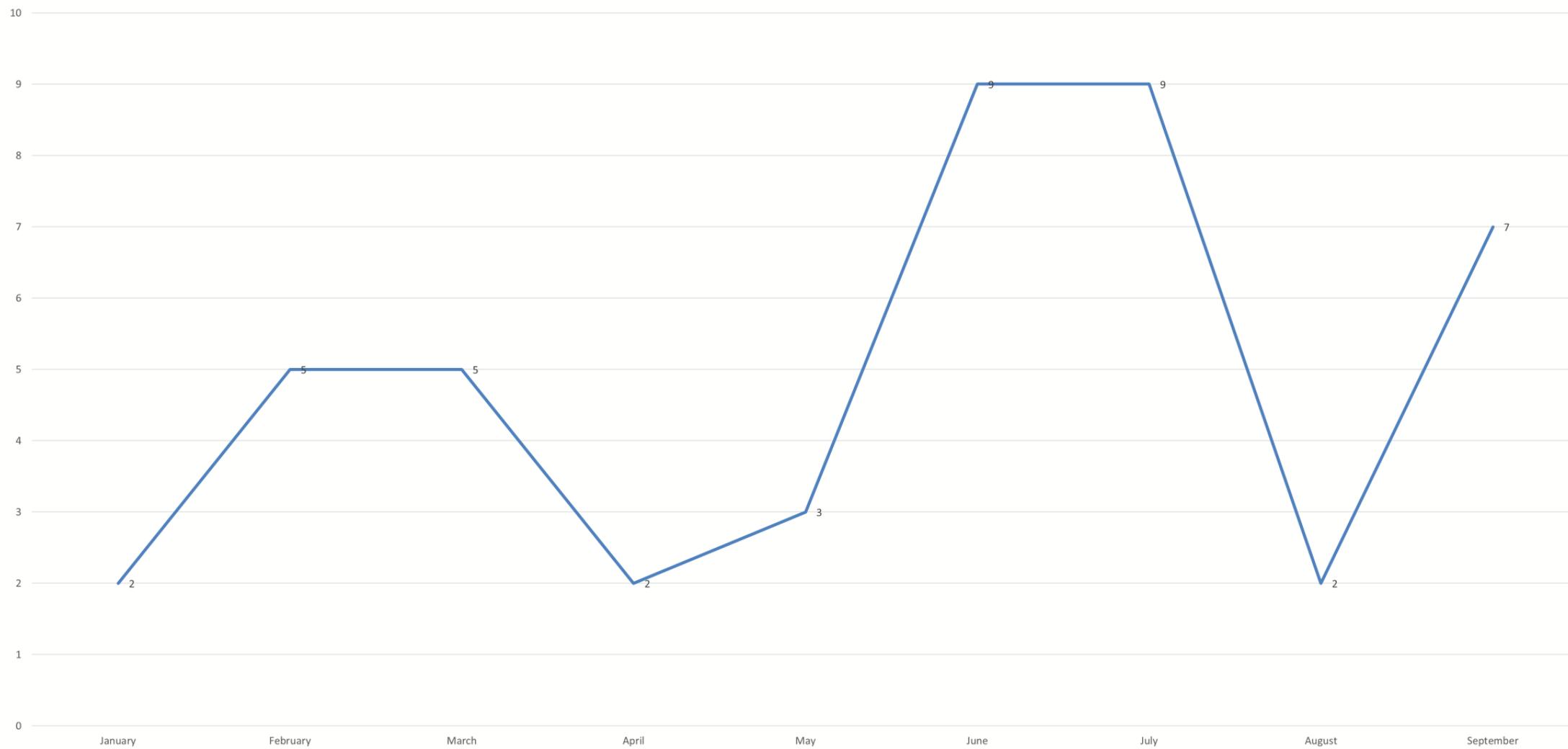
Education

Collaboration:

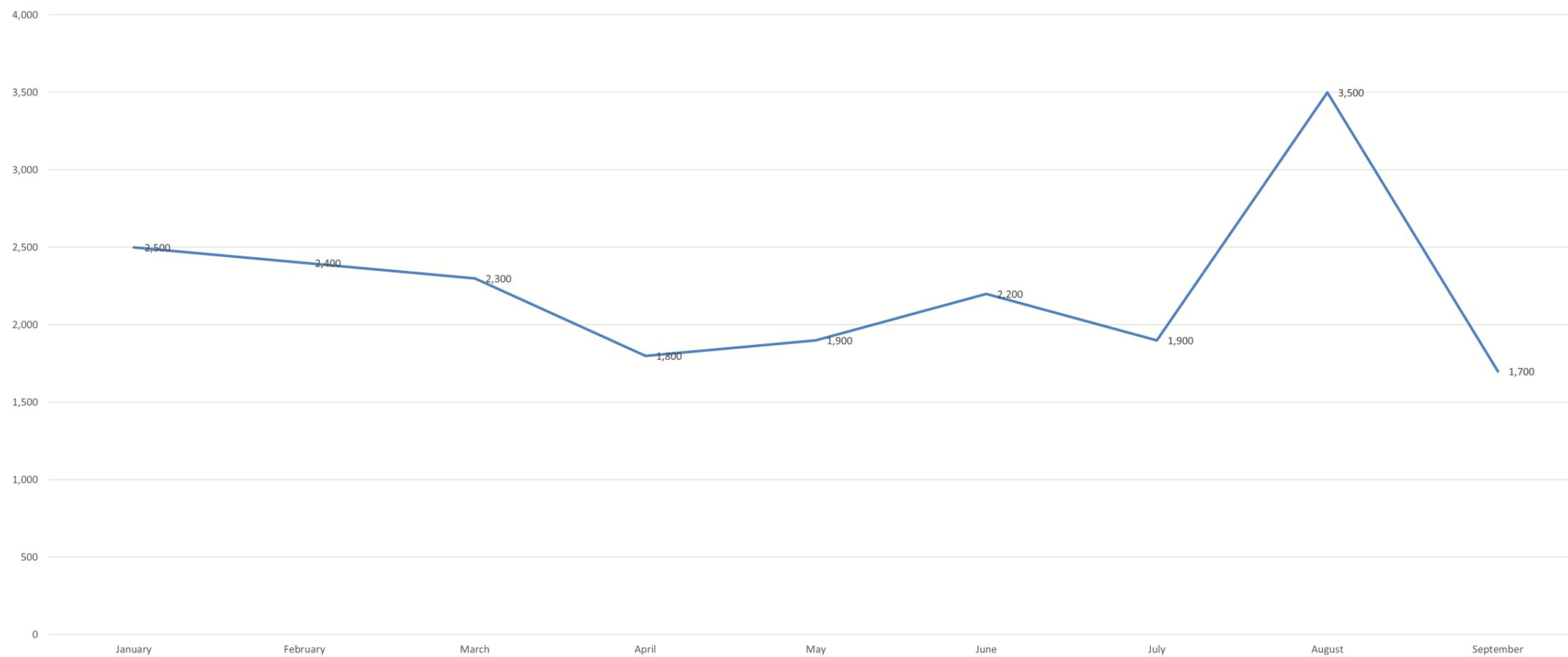
- With local artist Orla Clogher for biodiversity focused puppet show for National School children aged 4-8yrs
- With Westmeath Co Co to create info graphic cards for Westmeath libraries aimed at children aged 4-10yrs.



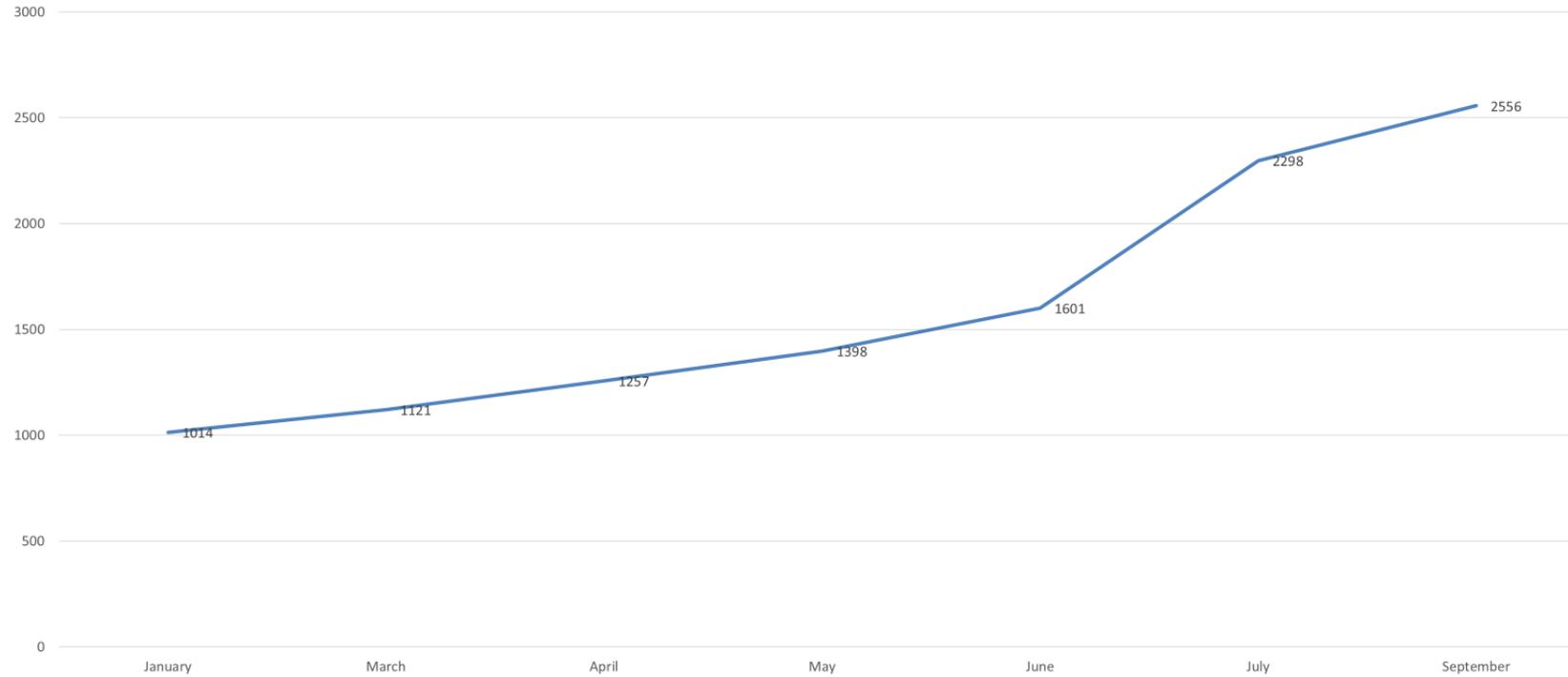
Media Publications
Jan - Sept 2025



Website Visits Jan - Sept 2025



Social Media Followers
Jan - Sept 2025



Platform	Followers	Most Popular Post YTD	Views
Linked In	1,408	Bird Disturbance – August 2025	368 reactions
Facebook	583	Bird Disturbance – August 2025	8.8K views
Instagram	405	Collaboration post – When Curlew eggs arrived at Fota	6.7K views
TikTok	160	Pen Construction	4K views
Total	2,556		

Sponsored Post	Views
Curlew Journey from Fota to Lough Ree – July 2025	19.5k between Facebook & Instagram

Interactive Group Ideation Session

Consider the following question in your group (5 minutes per project);

1. Take a few moments to identify **one particular communications challenge that your project faces.**
2. Discuss potential solutions to this challenge within your group. (5 minutes per project)
3. Note any useful steps to address the challenge that emerge from the discussion with the group.

Examples of Communications Challenges:

- *Hard-to-reach audiences*
- *Controversial project objectives*
- *Highly restrictive communications budget*
- *Misinformation campaigns on the issue*
- *Highly technical scientific data for public communications*
- *Political and cultural polarization on the issue*
- *High volume of diverse stakeholders*