

## BIM EMFAF Work Programme Project Report 2022

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| <b>BENEFICIARY:</b>              | Bord Iascaigh Mhara                                       |
| <b>PROJECT REFERENCE NUMBER:</b> | 22/SCBS/COM-BG006-BR014                                   |
| <b>NAME OF PROJECT:</b>          | <b>Leveraging BIM's sponsorship of Irish Skipper Expo</b> |
| <b>IMPLEMENTATION PERIOD:</b>    | 1st January to 31st December 2022                         |

### Project Scope

The project includes BIM sponsorship of the Irish Skipper Expo, the annual trade show event dedicated primarily to the fishing industry. The 2022 event took place in the University of Limerick (UL) Sports Campus, a large venue on the outskirts of Limerick city. BIM's stand, positioned in a prominent location at the centre of the venue, and easily accessible by visitors from all aspects, supporting communications and independent research to measure impact among visitors is also included in the project scope.

### Objectives

The primary aim of BIM's sponsorship of the Irish Skipper Expo is to engage with visitors, heavily weighted towards the catching sector, and to build awareness of BIM's supports and services.

### Outcomes

- BIM staff engaged directly (in-person) with industry members over the 2-day event.
- Focus was placed on building awareness and uptake of BIM supports and services, in particular its Brexit Adjustment Reserve schemes.
- A photocall with Minister for Agriculture, Food and the Marine, Charlie McConalogue TD took place at the BIM stand with BIM staff and industry members and was published in Irish seafood trade media.
- An open broadcast by national broadcaster, Newstalk 106FM organised by BIM was held on the morning of 25 March and featured a panel discussion with Minister McConalogue, former BIM CEO, Jim O'Toole, Fisherman and Chair of Irish South and East Fish Producers, John Lynch and BIM Fisheries Conservation Manager, Ronán Cosgrove, helping to build awareness and recognition of the Irish seafood industry to an audience of almost 200,000 adults nationwide.
- Collectively, these activities are helping to build understanding of the role the seafood sector plays to sustain rural, coastal communities and to promote the sector's sustainable (environmental, societal and economic) credentials.



## Summary of Project Spend

| Summary of Spend           |         |
|----------------------------|---------|
| Total Approved Costs       | €68,000 |
| Total Eligible Expenditure | €66,536 |
| EMFAF Eligible Expenditure | €33,268 |
| Exchequer                  | €33,268 |

Report by: Pauline Ní Luanaigh

Date: February 2023



Rialtas na hÉireann  
Government of Ireland



Arna chomhchistiú ag  
an Aontas Eorpach

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