



TWENTY FIFTH MEETING OF THE COUNCIL
5 – 6 APRIL 2017, NUUK, GREENLAND

**DOCUMENT 18 REPORT FROM THE PROJECT ON MARINE MAMMALS AS
FOOD RESOURCES**

**Submitted by: Planning Group for the Marine Mammals as Food Resources
(MMFR) project**

Action requested:

- Take note of the progression of the project
- Provide input if desired

REPORT FROM THE PROJECT MARINE MAMMALS AS FOOD RESOURCES

1. INTRODUCTION

The Ministerial Meeting in 2012 had emphasised the importance of an increased focus on marine mammals as a food resource. A Planning Group (PG) was established at NAMMCO 21 to advance this theme.

The PG had outlined two main parts in the project – firstly, production of a background document reviewing and compiling the existing material on the topic, and secondly, communicating the message. The second part required a communication strategy involving expert in communication to develop the message.

2. SUMMARY OF ACTIVITIES SINCE NAMMCO 24 (FEBRUARY 2016)

- Meetings of the PG:
 - June 20: Astroza (NO), Einarsdóttir (IS), Jacobsen (FR), Jessen (GR), Hansen (FR), Desportes and Winsnes (Sec)
 - November 24: Einarsdóttir (IS), Jacobsen (FR), Jessen (GR), Sine Leth-Nissen (Invited participants), Desportes and Winsnes (Sec).
- Completion of the background document available at this meeting as Doc NAMMCO/25/23
- Development and adoption of a project communication strategy
- Production of on leaflet “No food – or?” available at this meeting as Doc NAMMCO/25/24
- Organisation of a Breakout Session at the Arctic Circle in October in Reykjavík, Iceland (See Doc Nammo/25/19 for details): „*Sustainable marine resources: a piece of the Blue Economy puzzle in the Arctic?*” which was attended by ca. 50 people.

3. STATUS OF THE PROJECT

3.1 Part I. Background document

The background document titled “*Marine Mammals: a Multifaceted Resource*” was completed and posted on the new website. The PG considered the document as very valuable and comprehensive tool, touching upon most aspects of the issue at hand. The document was not intended for publication and should be considered as a white paper. An executive summary/appetiser/trailer will be added to the document.

The Greenland Ministry of Fisheries, Hunting and Agriculture had decided to translate part of the document to post it on its website.

The document has also been used for posts in the new NAMMCO website.

3.2 Part II. Communication strategy

The PG exchanged information and examples about the general or specific communication strategies used in their respective countries and dealing with activities related to marine mammals, as well as their positive or negative outcome.

Stine Leth-Nissen, a freelance journalist (DK) was asked to provide input to a communication strategy for the project. She recommended that NAMMCO addresses the younger generation and had a focus on animal welfare concerns to show that this is and has been an essential part of NAMMCO's work. Proposed tools were leaflets, blogs, media initiative, and newsletter. Stine viewed three themes as central elements of the MMFR campaign: industrial farming contra wild MM regarding welfare issues, and the two threats; climate change and pollution.

The PG agreed that it was important to reach the next generation and make them aware of the real conservation issues. They could be reached through a special site on the website, specific leaflets, a tool kit for schools. To be efficient and useful, the kid project should involve teachers.

The PG prioritised the following actions (no order) for 2017:

- Regular blogs on the website
- Preparation (framing and funding application) of a Kid/Youth project, including dissemination, specific website page, information kit for schools/high schools. The project budget should include funding for translation to the four members' languages and help from an educator.
- At least two new leaflets in 2017: Blue-Bio economy and likely impacts of Climate Change on MM
- Preparation of an Information KIT on MMFR, containing a presentation to be used by members of the PG/FAC and Parties.

The importance for NAMMCO of being pro-active in communication and visible on social media was underlined, as well as the necessity of being totally open and transparent.

4. BUDGET

The accounting for 2016 and budget for 2017 as given in the table below.

CONCLUSION

The PG felt that significant progress had been made and that the background document represented an invaluable tool to work from for communication and dissemination activities.

PROJECT: Marine Mammals as Food Resource

		Accounts 2016	Draft budget 2017
Funding			
NAMMCO salaries		213,756	200,000
NAMMCO general MMFR			100,000
Nordic Council of Ministers		237,778	36,000
ISI - Greenland		45,880	
Transferred from previous year			159,538
	Total funding	497,414	495,538
Expenses			
Staff salaries		213,756	200,000
Planning group meetings	1	24,837	70,000
Development of communication strategy and message			85,538
Presentations/side events			25,000
Stine Leth-Nissen - COS development and leaflet		40,071	
Arctic Circle	2	54,568	60,000
Banner and leaflet	3	4,644	30,000
World Seafood Congress			25,000
	Total expenses	337,876	495,538
	Result	159,538	0

NOTES 2017:

1. 2 PG meetings in 2017
2. Break out session at the Arctic Circle
3. 2 new leaflets