



**TWENTY FIFTH MEETING OF THE COUNCIL**  
**5 – 6 April 2017, Nuuk, Greenland**

**DOCUMENT 21      PROPOSAL TO COUNCIL FOR A COMMUNICATION PLAN  
2017-2018**

**Submitted by:      FAC**

**Action requested:**

- Take note of the document
- Make comments

**Background to the document:**

At its 24<sup>th</sup> Annual Meeting, Council endorsed the idea of NAMMCO adopting a Communication and Outreach Strategy (COS) and tasked the FAC to develop a proposal. This proposal is developed in Doc NAMMCO/25/20.

The COS provides an overarching framework for NAMMCO's communication and outreach work and addresses long-term communication objectives and overarching messages. Building on the COS, the Communication Plan (CP) plans represents the first leg of implementation of the COS. It outlines communication and outreach activities for the two-year period, 2017-18, including activities related to the jubilee.





# NAMMCO Communication Plan 2017-2018

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## Function of the Communication and Outreach Strategy (COS) and the Communication plan (CP)

The COS provides an overarching framework for NAMMCO's communication and outreach work. It also provides the basis for and underpins the communication activities of individual NAMMCO actors (Parties, Chairs, Committees and Working Groups).

The COS addresses long-term communication objectives, overarching messages, various target groups and different types of communication channels. It focuses on both external and internal communication. It helps to further the visibility of the activities of the organisation and it supports its transparency.

Making the work of NAMMCO more widely known among priority target groups and strengthening NAMMCO as an international actor is a long-term project. The communication strategy should be seen as a 10-year initiative, with a first leg of its implementation in the form of a communication plan (CP) addressing a shorter period of 2 years.

The CP builds on the COS but goes into much more detail. Plans or outlines of the activities for 2017-18 will be found here, including the Jubilee year of 2017.

### Vision

NAMMCO is perceived as the pre-eminent and most effective forum for the conservation and management of marine mammals in the North Atlantic.

### Mission

To provide factual, timely and clear information on marine mammals and related issues.

### Key messages

- NAMMCO is the credible and relevant international forum for issues concerning Marine Mammals in the Arctic and Northern Atlantic Ocean;
- NAMMCO supports the preservation of biodiversity, by ensuring the sustainable use of marine mammal resources;
- NAMMCO strives to convey the many-sided aspects of species and stock management and consequently the multifaceted nature of conservation issues;
- NAMMCO ensures that issues associated with the Arctic region and the environment of marine mammals are highlighted and given priority;
- NAMMCO supports food security and resilient communities by underpinning sustainable use of marine resources and addressing the effect of climate change on a marine food resource.

## Key information:

### Marine mammals:

- Convey the diversity pluralities of marine mammal species and stocks and consequently the diversity and specificity of conservation issues;
- Report on the conservation status of marine mammal stocks;
- Explain conservation issues for marine mammal stocks affected by climate change;
- Report the positive stories, such as the recovery of humpback and fin whale stocks in the North Atlantic;
- Inform about the advances in marine mammal science resulting from work conducted in NAMMCO and NAMMCO countries.

### Community life:

- Inform about the importance of marine mammals in the life of Nordic and Arctic communities (food resource, culture, art, social identity and cohesion) and of the effects of imposed EU restrictions (EU bans).

### NAMMCO:

- Inform about NAMMCO policies, procedures, events and achievements;
- Explain the process behind the management advice, highlighting its transparency and credibility;
- Show how sound management measures can improve conservation status;
- Explain how direct and indirect removals are equal in terms of management.

### Climate change:

- Convey that, with climate change and its likely tremendous effects in the North and in the Arctic, it is essential to concentrate on *conservation issues*, i.e. global issues important to the marine mammal *stocks* and *species*.

## Internal channels

### The website

NAMMCO.no is the most important information site and transparency channel of the organisation. It is the hub and umbrella of all communication activities as well as the NAMMCO archives.

The website must be broadly appealing with good search possibilities and easy mobile access which will be tested in the very near future as the new site opens.

The website is constantly updated with relevant information on

- The factual status of *marine mammal stocks* in the North Atlantic:

1. Biological characteristics, life history, distribution;
  2. conservation status;
  3. Importance as a food or other resource.
- It informs about the importance of marine mammals in the life of the **Nordic and Arctic communities**, as resources for;
    1. Food;
    2. Social identity and cohesion;
    3. Culture, art.
  - **NAMMCO**
    1. Procedures and achievements;
    2. Management advice;
    3. History;
    4. Latest developments.

**Blogs** (weblogs) written by the Secretariat or eminent members of the NAMMCO community open up as of April 2017. The blogs will be announced with posts on Social Media (SoMe) to attract traffic to the website as well as providing background to posts on SoMe in general.

#### Social Media (SoMe)

Facebook is seen as a forum for posts that can attract audiences to the website for more information.

Relevant issues can be found in other organisations' posts but they should always be put into a NAMMCO context and give more information as well as possibly referring to helpful reports or articles on the NAMMCO website.

However, it should also work as a vehicle for establishing NAMMCO as a relevant, open-minded and dialogue-oriented organisation, promoting information that supports the conservation of marine mammals.

This implies that NAMMCO shall also **join relevant debates**, offering new information about items being discussed and thereby attracting new audiences to its posts and website.

In order to attract more traffic, NAMMCO and its constituency will increase the appeal of their SoMe posts by including relevant photos, drawings, statistics, videos and audios.

The website and FB site are being moderated to ensure that posts are relevant and not offensive in their language or content. Therefore, a maximum delay of 24 hrs before publishing on the website and on FB can be expected.

All activity is monitored and analysed for responses, shares, comments etc.

For the time being, NAMMCO will **not be able to join other fora** where faster reactions should be expected, such as Twitter.

Another forum that should be taken into consideration at a later stage is LinkedIn to further the dialogue on scientific and political subjects.

## Leaflets for print and PDF

NAMMCO aims to produce one or two leaflets per year on subjects vital to its mission and relevant to one or more of its target audiences. The leaflets shall be brief and easy to distribute, and easy to read and access on the web site. A smaller number may be produced in hard copy when needed.

However, the subject of the leaflets should be outlined in NAMMCO's annual plans. Their themes will be developed in a special area of the website where target audiences can learn more about the specific issues addressed in the leaflets.

Foreseen for 2017 are two-three leaflets on *NAMMCO 25, Faces behind NAMMCO 92, Blue Growth* and *Climate Change*.

## Internal communication

International communication and circulation of information between NAMMCO's different actors shall be supported and reinforced. Improved internal communication shall be achieved through:

- A short internal newsletter (preferably at least twice yearly) will improve information exchange and create an overview of NAMMCO activities. The Secretariat is responsible for the newsletter with contributions from all NAMMCO actors.
- Documents from all subsidiary bodies, except for the FAC, shall be open to members of all committees.
- All meetings shall produce a one-page summary of highlights and context which can be used in the newsletter and feed posts on the website and FB.
- National Progress Reports are communicated to the Secretariat at the latest on March 1 so national activities can be used in communication efforts.

## External communication

Media relations and representation at external meetings is defined under the Communication Strategy.

A list of relevant media and journalists will be drawn up for the Nordic countries and UK, FR, NL, CA, RU and JN.

Wikipedia sites on NAMMCO and individual species of marine mammals will be updated to ensure that NAMMCO information is utilized and seen as a trustworthy source of news about marine mammals in the North Atlantic.

## Overview of the communication initiatives in 2017-2018

Media	Action	Resources	Results intended
nammco.no	Marine mammal status updates	Secretariat	Increased information
	Life of Nordic and Arctic communities		Wider public understanding
	All important website information migrated to new site		Precise and updated info available on new website
Wikipedia	Nammco site. Updating essential sites with NAMMCO references	Secretariat	
Blogs	Variety and overview	Secretariat/FAC , other actors	More traffic to website and FB
	Outline of first blogs		Highlight important aspects of NAMMCO's work
	Subject list		Produce more debates
	List of contributors SoMe actions to each blog item		
Facebook	Own post weekly	Secretariat, scientists	More traffic to website
	More photos, videos	Committee members	More traffic to FB
	Debate on other fora 1x weekly	Funds for purchasing videos/pix	Relevant debates
Leaflets	Faces behind NAMMCO 1992	Secretariat	Traffic for SoMe
	Blue Growth - spring	Stine	Contacts and handout material
	Climate Change - autumn	NN	More info on websites
Internal newsletter	Secretariat sends out 2 x year	Secretariat	More information across groups
	Info from all committees	FAC, Committees	Ability to include in planning, funding opportunities, cooperation with like minded groups enhanced
	Briefings	Constituency	
OnePage Summary	Max One Page summary from all meetings within 24 hrs of completion	Chair/Secretariat	Increased internal information Provide material for nammco.no and SoMe
National Progress Reports	Delivered by March 1st	Parties	Timing of annual reports improved for utilisation as information source Internal and external information enhanced
Jubilee	25-year history, Council meeting	Secretariat, FAC	NAMMCO celebrates its origin and reviews its achievements in marine mammal conservation and management, while looking forward to new challenges in a future of climate change
	Utilise WS planned (Monodontids and NASS) and set them in perspective of climate change	Council	Press/media/science - and fashion? Mink vs seal!
Kids/Youth site	Project proposal and application	Secretariat	Interaction with target group
	Start on project	To Nordic Council	Interaction with education sectors
		NN	Inspiration for assignments and school projects Cultural debate
Traditional media	List of prioritized media outlets		Contacts in Nordic countries, + UK, FR, NL, CA, US, RU, JN
	List of interested jourmos	Secretariat / Stine	Interested jourmos identified Access points ready for news
Rolling time wheel	Activitties referenced for 1 yr, month by month	Secretariat	To be added later in 2017