



NAMMCO COMMUNICATION PLAN 2019 – 2020 (CP 2)

Contents:

Function of COS and CP, Vision, Mission, Key messages	p2
Governing principles, Key information	p3
Target groups, Focus areas 2019 - 2020	p4
Key communication channels and specific priorities	p5-6
Overview of the communication initiatives	p7

(The text appearing in italic in the document is taken from COS 2017 and CP 2017-2018)

Function of the Communication and Outreach Strategy (COS) and the Communication Plan (CP) (COS 2017 and CP 2017-2018)

The COS¹ 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, adopted by NAMMCO 25 (Nuuk, April 2017), 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 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 COS should be seen as a 10-year initiative, but with shorter legs of implementation in the form of Communication Plans (CP) addressing shorter periods of 2 years.

The CP builds on the COS but goes into much more detail. The present CP describes the focus of the two-year period 2019-2020 and outlines the activities planned.

COS 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.

COS 2017 Mission

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

COS 2017 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.*

¹ NAMMCO Communication and Outreach Strategy 2017: <https://nammco.no/wp-content/uploads/2018/03/nammco-coummunication-and-outreach-strategy-council-25.pdf>

Governing principles (COS 2017)

To be efficient, NAMMCO Communication needs to be developed for both the long and short terms, and also needs to be proactive, responsive and cooperative, factual and not emotional.

- *Proactive communication is a prerequisite for NAMMCO because of the small size and specialised scope of the organisation.*
- *NAMMCO deals with a controversial field, and attention shall be given to conducting responsive and cooperative activities rather than reactive and confrontational ones.*
- *NAMMCO communication must be factual. Fact based, responsive and cooperative communication is much more productive and has much more potential as a breeding ground for exchange and understanding.*

The communication strategy shall consider NAMMCO's two main handicaps in terms of visibility, outreach and communication:

- *It is a very small and specialised organisation with a small community*
- *It has a very small and non-communication specialised secretariat.*

Besides these principles, the COS also specifies that communication efforts and their output need to be evaluated and subsequently adjusted and tuned. The implementation of each CP should, therefore, be reviewed.

Key information (from CP 2017-2018)

Marine mammals:

- *Convey the pluralities of marine mammal species and stocks and consequently the pluralities of conservation issues.*
- *Report on the conservation status of marine mammal stocks.*
- *Explain conservation issues for marine mammal stocks in the light of climate change.*
- *Report the positive stories, such as the increase of humpback and fin whale populations in the North Atlantic and the recovery of stocks.*
- *Inform about the advance in the general knowledge of marine mammals through the 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 procedures and achievements.*
- *Explain the process behind the management advice, its transparency and credibility.*
- *Convey the effectiveness of management measures.*
- *Explain how direct and indirect removals are equal in terms of management.*

Climate & Environmental changes:

- *Convey that, in the time of climate and environmental changes and their likely tremendous effects in the North and in the Arctic, it is essential to concentrate on conservation issues, i.e. issues important to the survival of the species.*

Target groups (from COS 2017)

Internal target audience:

NAMMCO community and actors: Council, Committees and Working and Expert Groups, and the Secretariat are internal target groups as well as the NAMMCO observer organisations.

External target audience:

Eight primary external target groups have been identified for NAMMCO's external communication and outreach work:

- *Users of marine mammals in the Nordic and Arctic regions*
- *Policy Makers / Managers*
- *Journalists/Media working on Arctic and Environmental issues*
- *Wider public in Member Countries*
- *Marine mammal conservation- and Arctic-focused NGOs, INGOs, IPOs*
- *Marine mammal- and Arctic-focused Scientific and Research Community*
- *Nordic politicians*
- *Youth, children and educators, member countries' educational networks*

Focus areas 2019 - 2020

Message: - whaling and sealing in a global environmental perspective

Research, refine and develop the message under three themes

- Whaling and sealing in a blue economy & global environmental perspective
- Absolute and relative environmental cost of whaling and sealing
- Marine mammals as environmental-friendly contributors to food security

Actions:

Get the message across & increase the visibility of NAMMCO, through 5 actions

- Complete species sections and maintain general updates of NAMMCO.no
- Increase activity on SoMe² through regular posts on Twitter & Facebook
- Participate in high profile events
- Update Wikipedia site on NAMMCO and marine mammal species
- Increase internal communication and information flow and generate contributions.

² SoMe: Social Media

Key communication channels for 2019-2020 and specific priorities

Website

nammco.no is the most important information site and transparency channel of the organisation, internally as well as externally. It is the hub and umbrella of all internal communication activities, and the host of the NAMMCO archive. The website must have a logical layout, which makes it easy for the user to navigate and explore and motivates them to do so. It is of utmost importance that it is kept updated, and particularly the information relevant to stock statuses. The National Progress Reports are now delivered on March 1 and shall be used for updating and informing on national activities:

2019-2020: 1) structure the practice of updating and using the website.

- Use the information contained in the NPR to update on national activities
- Generate blogs

2) search engine optimisation (SEO)

2019: finalise and update the species status pages.

- Finalise missing species
- Update all with results from the 2017, 2018 and 2019 SC annual meetings

2020: update all the general information on the website.

Social Media (SoMe)

2019-2020: structure the practice of using SoMe within the Secretariat and develop rules for posting and non-posting.

Facebook is seen as a forum for communicating with the wider NAMMCO community and a forum that can attract audiences to the website for more information. It should also work as a vehicle for establishing NAMMCO as a relevant, open-minded and dialogue-oriented organisation, promoting information that supports efforts towards the conservation of marine mammals. It should also reflect on activities in NAMMCO at all levels and represent NAMMCO-related national activities.

2019-2020: generalise the use of FB by Secretariat's staff.

- All meetings of Council, committees and subsidiary bodies, as well as any NAMMCO events, should be announced as FB events. For all meetings (except FAC's and HoD's) and events, there should be an announcement, a start story, and posts and photos during the meeting and a final post (with group pictures).
- The release of any NAMMCO reports and publications shall be posted on FB.
- Posts of wider interest should be boosted to increase the contact with new viewers and create the opportunity to increase the number of likes and followers.
- Contact should be established with national representatives, who can post national activities, also in their country's language.

Twitter is a new SoMe for the NAMMCO Secretariat (account opened in September 2018). Its visibility and public needs to be increased and this require time and effort dedicated to engaging with this platform.

2019-2020: develop the use of Twitter within the Secretariat. See above under FB for requirements.

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 provide materials to distribute at meetings, conferences and booths. They shall be brief and easy to read and accessible on the website. A small number may be photocopied in high quality.

2019-2020: produce one or two leaflets related to the message in focus.

Internal communication

Internal communication and circulation of information between NAMMCO's different actors shall be supported and reinforced to increase commitment and support to NAMMCO outreach.

2019-2020: improve internal communication.

- **A short internal newsletter** should be circulated before summer and as new-year wishes to facilitate the flow of information between committees and actors and provide to the community an overview of NAMMCO activities. The Secretariat is responsible for the newsletter, but all NAMMCO actors shall contribute.
- **A one-page summary** of highlights and context (or FB post) should be produced for NAMMCO events/meetings, which can be used in the newsletter and feed posts on the website and FB.
- **Plans for fieldwork projects** should be communicated to the Secretariat in May, with links to their blogs and their institute information site.

External communication

External communication should be reinforced to increase the visibility of the Organisation and help conveying the message in focus.

2019-2020: focus on

- **Wikipedia** sites on NAMMCO and individual species of marine mammals should be updated in order to ensure that NAMMCO information is correct and utilized, and NAMMCO is seen as a trustworthy source of information and news about marine mammals in the North Atlantic.
- **High profile events** and specifically events connected to marine blue economy and marine-related SDGs, should be attended with presentation and booth focussing on the NAMMCO CP theme. Relevant events in 2019 are: UN DOALOS // ICSP-14 (at UN HQ/Oceans & LOS, New York), the Arctic Circle Assembly (Reykjavík), Our Ocean 2019 Conference (Bergen), World Marine Mammal Conference (Barcelona) and Homeward Bound 2019 (Antarctica).

Overview of the communication initiatives in 2019-2020

Media	Action	Resources	Results intended
nammco.no	Finalise and update species status (deadline 2019). Review and update all information (deadline 2020). SEO	- Secretariat - NPR - Inputs from NAMMCO members & community on national activities and debates	Web becomes a hub for NAMMCO outreach. Increased information and knowledge given to the wider public and thereby enhanced credibility and understanding.
Blog	Generate more blog posts, especially on timely issues of relevance for NAMMCO.	- Secretariat - Open to community - Open to outsiders	More traffic to website and to FB. NAMMCO's perspective in/on global conservation issues shared and known.
SoMe	Structure practice and develop rules for engagement	- Secretariat - Open to community	Regular information flow to the NAMMCO community. Connection with those beyond the current community. Enhanced traffic to the website.
Facebook	Regularise the practice of posting. NAMMCO specific post weekly as a minimum.		
Twitter	Increase the practice. Engage in dedicated efforts to enhance followers	- Secretariat	Information distributed on NAMMCO activities. Be seen as a relevant actor in international research and management of marine mammals.
Leaflets	Produce 1-2 leaflets on message in focus.	- Secretariat	Hand-outs available for contacts made during events. Educational resource that can be shared with others.
Internal communication	To be developed – see below.	- Secretariat - Community, both scientists and managers	Contribute to a sense of belonging and to synergy. Generate commitment to outreach.
Newsletter	Sent out in June and Dec.		
One-page summary	One-page summary/FB post for all meetings within 48 hrs of end	- Secretariat - Chairs	Increased internal information. Provide material for nammco.no and SoMe.
Fieldwork & project plans	Fieldwork plans delivered in June. Project plans as incoming	- SC members	
External communication	To be reinforced	- Secretariat - Parties	Increase visibility and message outreach.
Wikipedia	NAMMCO site Updating essential sites with NAMMCO references	- Secretariat	Increasing the visibility and knowledge of NAMMCO's work.
High profile events	Attending events. Making presentations or manning a booth	- Secretariat - Parties	Increasing the visibility of NAMMCO and its credibility.
Review of implementation	Review the implementation and circulate to Council	- Secretariat - Community	Tuning to obtain a better adjustment between goals and effects.

Underlined in grey, are areas and activities of lower priorities.