

PLANNING GROUP ON MARINE MAMMAL as FOOD RESOURCES (MMFR)

3 November 2017 at 09:00 hrs,
Greenlandic representation, Copenhagen

DOCUMENT 06**KIT PROPOSAL**

Submitted by: Secretariat

Action requested:

- Decide on how to proceed with the project

Background:

The project as described when applying for funding was two folded:

- I: to develop a background document highlighting all aspects of marine mammals (MM) as food resources
- II: to communicate the message that MM are food resources. This involves identifying how this best can be communicated and in which manner this is best done. The idea being to use the background document actively on different arenas like conferences, seminars, hearings etc.

The aim was to normalise and increase the awareness that MM are resources for food and nutrition.

The target groups were politicians, civil servants, decision makers, managers, consumers, distributors, media, NGO's and general public.

The anticipated result was described as a tool to communicate that MM are underused resources of food and nutrition, and through this create an acceptance for a higher, more extended utilisation of MM.

The project would be visible on the website, it would develop folders and handouts for distribution on conferences and meetings and it was also envisaged that the project could develop a kind of presentation kit that should be to the point and that could be used by interested stakeholders when presenting at different arenas.

To accommodate the idea of a presentation KIT Stine Leth-Nissen was contracted to make a proposal for such a presentation. She was specifically asked to not make THE presentation but rather a script giving the story with its main points and how such a story may be built up. The draft is attached.

Should the project decide to make such a KIT it is a clear recommendation to involve professional designers to help develop the layout.

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The blood and the blue

<p>1st frame</p> <p>Tourists boarding Tromsø whale watching ship</p> <p>Vues of Tromsø</p>	<p>The boat is filled. Tourists have been walking up the ladder, lots of them. They're fighting for the best possible view, for easy access with cameras and grandchildren. They're excited.</p> <p>An excursion is about to take place, to go whale watching. And now they're leaving Tromsø in the northernmost part of Norway at a latitude of 69 degrees. Leaving the beautiful bridge, the Arctic Cathedral and moving upwards through the fjords to find the whales - the orcas and the minke whales.</p>
<p>2nd frame</p> <p>Pix of rifles, grenades, whale hunting, blood.</p>	<p>This is the Arctic Capital - Tromsø. Now it is a modern city with lots of cars, restaurants, shops, tourists, not a lot of fishermen - they are out on the seven seas.</p> <p>They are also part of the industry that is one of the world's most discredited enterprises: The whalers. Their boats follow the whales and hunt them down till they die. And if you can take a photo on board, then it's probably a bloody scenery for outsiders to look at.</p> <p>Norway has the right to hunt down 900 minke whales per year but mostly they do not catch as many.</p>

<p>3rd</p> <p>Seals Model on boardwalk flashing sealskin Pile of skins</p>	<p>Norway is not the only country in the world that is still allowing whale hunting within its borders. Together with Greenland, Iceland and the Faroe Islands they try to continue the old tradition of hunting whales and in Greenland: Seals.</p> <p>It used to be one of the best ways of utilizing the dead seals - the meat was eaten locally, and the skins were elaborated into beautiful furs in modern designs. But then the lobby made sure that the hunting was forbidden, all over Europe - and actually in the US and Canada, too.</p> <p>There was a loophole: The indigenous peoples were allowed to hunt the seals but nowadays they cannot sell it any more.</p> <p>When the Danish then Minister of Foreign Affairs went to Greenland in 2015 he remarked "The seals up here have lived a very good life," he told DW. "They are hunted in a very sustainable way. The meat is eaten by the Greenlanders and the fur is then sold. That's as sustainable as it gets. If we don't get exports to the EU up running again, then there will be no business for the hunters in Greenland. I don't get it. I don't see any fur being more sustainable than that which comes from seals, he said to the German news outlet Deutsche Welle.</p>
<p>4th frame</p> <p>A boat with tourists in synthetic gear, waiting on the ship. Or inside for it's cold!</p> <p>A small boat in Greenland...</p>	<p>But the tourists continue on their whale safari. They just want to catch some great photos of whales, of orcas and humpbacks and minke whales.</p> <p>This is supposed to be the most fascinating place in the world where you are almost certain to see them. Coming out of the deep blue - in the middle of all the Arctic white...</p> <p>Meanwhile - in Greenland: A man is leaving his home to go looking for seals. His children are hungry - and the alternative could be a very bad meal. Chicken, fries, no salad but only calories. Not a good meal. You can't live like a vegan here. And anyway, by now it is far too cold and you would not find any plants here.</p> <p>But most people in Greenland have survived and lived by marine mammals like seals and walruses - and they love it! They love the taste of the meat and the blubber. The children wait anxiously for their father to return....</p> <p>Actually, they do not understand what you mean when you talk about the ghastly killing of whales and seals. Especially, they have never met women like Bardot and Pamela Anderson....</p>

<p>5th frame: Brigitte Bardot and baby seal</p> <p>Killing in Canada in 1977 Pamela Anderson In Bay Watch and in the Grind Campaign</p> <p>Pigs in a modern farm</p> <p>Pix of a Greenlandic child and her father, going out to hunt for seals.</p>	<p>Brigitte Bardot, the French film diva and famous sex kitten, is a proclaimed animal lover. She went to Canada in 1977 with Paul Watson and witnessed the more or less industrial killing of harp seals.</p> <p>Afterwards, she talked about the “slaughter of seals”, “hunting savagery”. “I kiss his wet nose and my tears join his”, she wrote in People about a baby seal.</p> <p>Back then, she was talking about a slaughter that was going on in Canada against defenceless harp seals and their baby seals. Since then, all kinds of trade with sealskins have been forbidden in the EU.</p> <p>Except the inuit ones but these days, sealskins pile up in the ware houses. They are a hard sell.</p> <p>The stars still come to oppose the killing of marine mammals in the Faroes, Iceland or Greenland. .</p> <p>The Faroe Islanders kill pilot whales and divide the meat among themselves, according to an ancient tradition. Pilot whales are driven into a Faroese fjord and killed - and the scenery is very bloody.</p> <p>But hardly any photographer makes a campaign against the killing of farm animals in general. If they did, they would not have to go as far as Greenland, Iceland or the Faroes.</p> <p>They could stay at home and document the killings of pigs and their charming, curious and bright little piglets. Or cows and calves... Or....</p> <p>Pamela Anderson - the Bay Watch babe - went to the Faroes to protest against the “brutal and archaic” mass killing.</p> <p>Those words do not make sense to a Greenlandic child like 9 year old Pipaluk - she hopes for her father to return with yummi seal meat and blubber which to her is the best dinner in the world.</p> <p>The alternative is mass produced frozen and boneless chickens, sailed in from Denmark, or pork of the cheapest kind. Animals born and bred in captivity and who never experienced a joyful life in freedom.</p> <p>That is why the campaigns do not make sense to people living in Greenland, Iceland, the Faroe Islands or in the Arctic regions of Norway.</p>
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<p>Pix - examples of pollution in Arctic waters</p>	<p>Meanwhile - the real threats to marine mammals do not come from whaling and sealing in the Arctic. It comes from far away in Europe and America where pollution and global warming are changing the environment and posing a far more substantial threat to the very living conditions of the animals that many people want to save. The Arctic environment is getting warmer and more toxic even for the animals who have made it their habitat.</p>
<p>Melting icebergs</p> <p>The ice cover</p> <p>Ice-dependent species</p> <p>Minke whales - blubber</p>	<p>According to 98 per cent of the world's scientists, man's activities on the Earth are leading to a situation of global warming. The Arctic warms at twice the rate of the global average.</p> <p>This is by far the most severe impact threatening life in the region. The dramatic Shrinking of the ice cover and the changing ice freezing patterns alter both the distribution of the animals and the patterns for their migration in the region.</p> <p>The impact on wildlife varies, depending on the different species. The ice-dependent species face severe challenges. Others could see more positive consequences.</p> <p>But global warming and the melting ice cover are making the Arctic more accessible - and hunting more difficult.</p> <p>We have already seen consequences of climate change in marine mammals such as the harp seals and Minke whales of the Barents Sea whose blubber layer is decreasing in thickness.</p>
<p>Plastics in dead animals</p>	<p>When talking about contaminants and microplastics, we're talking about the real threats to marine mammals. Threats coming from industrialised parts of the world.</p> <p>Mikcroplastics are spreading. They have even reached the Arctic regions, where the marine mammals cannot escape the consequences. Very often whales or seals die and the corpses turn out to be heavily polluted by plastic.</p>
<p>Beautiful Arctic surroundings Contrasted with European productions, smoking pipes etc</p>	<p>The Arctic used to be the "pristine" place, removed from the industrial centres. So everyone thought that it was too far away to be affected by pollution.</p> <p>But remoteness no longer guarantees the well-being of northern communities and the viability of wildlife in the region.</p> <p>Today, the Arctic receives contaminants from thousands of miles away. Many contaminants are fat-soluble, and the Arctic has a relatively high-fat food web.</p>

<p>Ships among icebergs.</p>	<p>The eaier access to the Arctic means more human presence and more oil-driling shipping, fishing and tourism. And one of the major difficulties comes from the fact that we do not know the consequences of the cumulative effect of all these disturbances.</p> <p>But we have seen some disturbing consequences in areas where shipping changed and increased.</p>
<p>NAMMCO scientists in planes, at meetings etc. Counting seals</p>	<p>The North Atlantic Marine Mammals Commission NAMMCO seeks to meet progress with precautionary management of marine mammals. And to keep an eye on new disturbances by cooperating with universities and researchers in the regions.</p> <p>NAMMCO ALSO seeks to avoid and prevent by-catch, entanglements and noise. In a situation where climate change and increased shipping is changing the environment, it is vital move steadily towards a precautionary and ecosystem-based management.</p>
<p>Pix from piggeries, chicken farms</p> <p>A small boat and a man with a harpoon</p>	<p>For instance, it is important to compare the meat from marine mammals with meat from pork, lamb and beef. A number of analyses have demonstrated that the meat from marine mammals leaves a carbon footprint that is much smaller than beef, pork - and even half the size of chicken.</p> <p>And from the point of view of people in the Faroes, Iceland and Greenland it makes much more sense to eat locally produced marine mammal meat instead of imported meat from chemically intensive industrially produced agricultural or fishery products.</p>
<p>Last pix - seal in Greenland. Boat with a nice catch. Family dinner.</p>	<p>That is just one of the reason why 9 year old Pipaluk should have her favourite dinner with seal meat and blubber.</p> <p>She loves it.</p> <p>And like in the Faroes, in Norway and in Iceland this is also part of an ancient tradition, dating back hundreds of years.</p> <p>“Our foods do more than nourish our bodies, they feed our souls. Wyen I eat Inuit foods, I know who I am. I feel the connection to our ocean and to our land, to our people, to our way of life”, as the Greenlander Ingmar Egede once said.</p> <p><i>End with a tune?</i></p>

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