



NAMMCO Communication Plan 2017-18

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Function of the Communication Strategy (COS) and the Plan (CP)

The communication strategy 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 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, but 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 in 2017-18 will be found here, including the Jubilee year of 2017.

Vision:

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

Mission:

To provide factual, timely and clear information on marine mammal 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 and it conveys the pluralities of marine mammal species and stocks and consequently the plurality of conservation issues;
- NAMMCO ensures that issues associated with the Arctic region and the environment of marine mammals are high-lighted 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 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 change

- Convey that, in the time of Climate Change and its likely tremendous effects in the North and in the Arctic it is essential to concentrate on *conservation issues*, i.e. issues important to the marine mammal 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. extension, character
 2. conservation status
 3. present status as food resource
- It informs about the importance of marine mammals in the [life of the Nordic and Arctic communities](#)
 1. food resource
 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 March 2017. [A list of the previewed blogs can be found as an annex to this document.](#) The blogs will be announced with posts on Social Media (SoMe) to attract traffic to the website plus 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 aims at updating with posts containing photos, drawings, statistics, videos and audios.

The website and FB site are being moderated in order 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 in order 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, easy to read and access on the web site. A smaller number may be photocopied in a better quality.

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

Foreseen for 2017 are two leaflets on [Blue Economy and on 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 it 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 in order to ensure that NAMMCO information is utilized and seen as a trustworthy source of news about marine mammals in the North Atlantic.

An overview of the communication initiatives of 2017-2018

Media	Action	Resources	Results intended
nammco.no	Marine mammals status updates Life of Nordic and Arctic communities All important website information migrated to new site	Secretariat	Increased information Wider public understanding Precise and updated info available on new website
Wikipedia	Nammco site. Updating essential sites with NAMMCO references	Secretariat	Increasing the credibility and knowledge of NAMMCO
blogs	Variety and overview Outline of first blogs Subject list List of contributor SoMe actions to each blog item	Secretariat/FAC	More traffic to website and to FB Highlight important aspects of NAMMCO's work Produce more debates
Facebook	Own posts weekly More photos, videos Debate on other fora 1x weekly	Secretariat Scientists Committee members Funds for purchasing videos/pix	More traffic to website More traffic to FB Relevant debates
Leaflets	Blue Economy - spring Climate Change - autumn	Stine NN	Contacts and hand-outs Traffic for SoMe More info on websites
Internal newsletter	Secretariat sends out 2 x year Info from all committees Briefings	Secretariat FAC Committees Constituency	More information across groups Ability to include in planning, funding opportunities Cooperation with like minded groups enhanced
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 yrs -history, Council meeting Utilise WS planned (monodontids and NASS) and set them in perspective of climate change	Secretariat FAC Council	NAMMCO points to the cause of its existence and its advice on management in a future of climate change Press/media/science - and fashion? Mink vs seal!
Kids/Youth site	Project proposal and application Start of project	Secretariat To Nordic Council Extra staff/freelance	Interaction with target group Interaction with education sectors Inspiration for assignments and school projects Cultural debate
Traditional media	List of prioritized media outlets List of interested journos	Secretariat	Contacts in all Nordic countries + UK, FR, NL, CA, RU, JN Interested journos identified Access points ready for news
Rolling time wheel	Activities referenced for 1year	Secretariat	To be added later in 2017