
# PLANNING GROUP
# MARINE MAMMAL AS FOOD RESOURCE

# MEETING REPORT

**24 NOVEMBER 2016**

**PLANNING GROUP ON MARINE MAMMAL as FOOD RESOURCES (MMFR)**
24 November 2016 at 09:00 hrs,
Greenlandic representation, Copenhagen

**Participants**: A. Jessen (Greenland), Á. Einarsdóttir (Iceland), M. Jakobsen (Faores), S. Leth-Nissen (invited journalist), C. Winsnes & G. Desportes (Secretariat). Excuses were received from J. V. Hansen (Faroes) and A-A Tovik.Astroza.

## Actions arising

### *From last meeting*

Faroes

- Circulate a translation of the document on the Faroes communication strategy regarding pilot whaling.
- Jóannes to give input on issues like international treaties/agreements that entail peoples' right to utilise natural resources.

Greenland

- Amalie will circulate the Greenlandic communication Strategy regarding whaling and sealing, when she receives it from the information department.

Secretariat

- Develop F&Q for the NAMMCO website (with the help of FAC and inspired from the present parties' F&Q sites on whaling/sealing).

All

- Inform secretariat and other parties on uprising media campaign on whaling or sealing.

### *From present meeting*

Iceland

- Send Secretariat document on the economic value of Icelandic whaling.

Norway

- Send comments on the background document and the leaflet.

Secretariat

- Sent appendix on indigenous rights to a relevant lawyer to get it checked.
- Modification to background doc (see 3c).
- Modification to leaflet (see 4a).
- Follow up on World Seafood Congress 2017 (September, Reykjavík).
- Kid project description and funds research.
- Implement minimum MMFR COS (point 4d).

All

- Send travel expenses as soon as possible to CW
- MMFR should be a point on the agenda of NAMMCO 25

## 1. CHAIR'S OPENING REMARKS

Amalie Jessen reminded the Committee of the history and aim of the project, as well as current progress. The Ministerial meeting in 2012 recommended NAMMCO to work towards a stronger focus on marine mammals as an environmental friendly food resource in general and specifically in relation to the issue of food security. A planning group was established in 2013 to formulate the project and in spring 2014 the necessary external funding was secured. Work on part I - a background document - commenced in April 2015, with a first draft presented at the June 2015 meeting, then again in February and June 2016. A revised version was tabled at this meeting and a leaflet had been prepared for the Break Out session NAMMCO arranged at Arctic Circle 2016 Conference "Sustainable marine resources: A piece of the Blue Economy puzzle in the Arctic?"

There are related projects under the auspices of the SDWG/AC (http://www.sdwg.org/), with the project "The Arctic as a Food Producing Region" (http://www.sdwg.org/project/current-projects/, last meeting in Reykjavík in October 2016), the Nordic Council with the project "New Nordic Food II" and the upcoming Arctic Food Diplomacy Event at Fletcher Arctic VI Conference (see under 6.b). Greenland, through Amalie, is involved in the projects and can act as a link between the projects and the NAMMCO MMFR project.

## 2. ADOPTION OF AGENDA

The agenda was adopted without modification.

## 3. BACKGROUND DOCUMENT

### a. Comments from Parties

(No comments had been received from member countries prior to the meeting). The parties commended the professionalism of the document and found it reader-friendly and well worded. There was a good balance between facts and response to arguments. The document was considered very informative and representing a valuable tool.

One should check how the word Arctic was used, when not strategic a wider concept should replace it, e.g. North.

Greenland informed that the document had been reviewed by the Information Officer at the Ministry, who wanted to translate parts of the document for use on the Ministry website. The PG agreed that it was good if the document could be used in this way. In return, NAMMCO would be happy to use the parts translated for its website.

The document was not intended for direct publication and should be regarded as a *white paper*. It should help filling the communication gap in conveying that whaling and sealing at their present level do not represent conservation issues for marine mammals, but that the serious threats were issues like by-catch, pollution, underwater noise, and climate change.

### b. Comments from journalists

Martin Breum (moderator at the Arctic Circle BOS): quickly read the document in preparation for the BOS. His general comment was that the document was interesting, informative on a lot of aspects (but long).

Stine Leth-Nissen: the paper was not intended for direct publishing. As such, it represents a very good tool, food for thoughts and present a lot of arguments. One weakness/danger can be that food security (FS) issues are mostly related to Greenland and that MMFR can end up talking about Greenland. Care should be taken to keep a wider focus.

The PG underlined again that FS should only represent one argument for MMFR.

### c. Next steps

- GL: Add bones and ligaments as usage for MM.
- IS: Continue the description of whaling after 1985 in 6.3, change title of heading.
- Make paragraph. 8 "MM, a resource on thin ice" to paragraph. 4, to give importance to the fact that W&S are not the present conservation issues.
- Create a kind of executive summary/appetiser/trailer.
- Check the use of Arctic versus North Atlantic
- Consider putting more emphasis on the part animal welfare / good-natural life, and MM as indicators of the health of the environment.
- Check English spelling.

## 4. COMMUNICATION AND DISSEMINATION STRATEGY OF MM AS FOOD RESOURCES

### a. Arctic Circle BOS and Leaflets, update and comments from Parties

***AC BOS***

It was a good event, relatively well attended by ca. 50 persons. However, they were most likely like-minded persons. The concept needs to evolved, so the message reach a wider audience.

***Leaflet***

That was a good, cheap communication tool, which could also be kept updated.
There was some discussion on the meaning of the title, but following the explanation of Stine (eye-catching effect), it was kept unchanged.
***Needed modifications****:* funding had to be acknowledged, add a picture related to the Faroes, refine set-up so the leaflet can be easily printed on a normal printer (without white margin).

### b. Stine Leth-Nissen' presentation of her strategy proposal

Stine presented the part of her proposed communication strategy related to MMFR. She recommended that NAMMCO addresses the younger generation with a focus on animal welfare concerns to show that this is and has been an essential part of NAMMCO's work. A very strong and telling angel would be the comparison of welfare issues between food industry and exploitation of wild animals.

It was underlined that any communication activity should be proactive and not defensive. Proposed tools were leaflets, blogs, media initiative, and newsletter.

Stine targeted three themes that she viewed as central elements of the MMFR campaign: industrial farming contra wild MM, and the two threats; climate change and pollution.

The importance of identifying measurable goals was underlined. Possible markers could be: the mentioning of the jubilee in the press, the production and dissemination of leaflets, repeating the spring 2016 communication survey undertaken in connection with the new website (WS), and look at changes in knowledge about the organisation and use of the website, monitoring activity on Face Book (likes, retweet, share, etc…).

The **blogs** should be produced regularly on the WS to have effect. Blogs should be short, half a page, and readable in half a minute. A digital **newsletter** could be developed in conjunction with the blog, giving a short overview of activities and news. It was anticipated that it would be more widely read, as it would be distributed both via email and through the website. One could start on a low level and see what was happening/reactions.

A **media initiative** could be launched up to the jubilee. A tour could be organised in April for journalist(s) in Greenland with meeting with hunters, Greenlanders and politicians and end up at the opening session of NAMMCO 25.

**Leaflets** should be prepared up to important events, like e.g. COP 23 (on CC), and maybe NAMMCO 25 (Blue-bio-economy could be an excellent theme).

**c. Discussion**

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 Secretariat was asked to prepare a project description.

The PG agreed that any (measurable) effects from a communication campaign, requires that one must pass beyond a critical minimum threshold in communication activities.

**The PG agreed that this minimum level for 2017 was:**

- the new website, launched at the latest in January, constantly updated and active,
- continued activity on FB, aiming at sending reader to the WS,
- the production of at least two leaflets,
- some blogs on the WS for increasing traffic (including same subject and announcing leaflets),
- framing the kid project and seeking funding.

Life video were expensive to produce, but one could ask for contribution from people engaged/interested in/committed to the cause of MMFR.

d. **Adoption of a dissemination strategy**

The PG prioritised the following actions (no order):

- Story/News on present website introducing the Side Event at AF 2017
- (Pilot) Blogs on the website from February on, as proposed by Stine
- Preparation of a project description to be presented at the next MMFR & FAC meetings covering actions towards kids and youth, including dissemination, specific website
- page and information kit for schools/high schools. Seek funding with NORA, Nordic Council - it would be good, if that specific project can be linked to other Nordic Project, e.g. New Nordic Food. The project budget should include funding for translation to the four members' languages.
- At least two new leaflets in 2017:
    - one on Blue-Bio economy which should be ready for Council 25, and if possible the Side Event at AF 2017
    - one on the likely impacts of Climate Change on MM ready to be used on the information campaign up to COP 23

- Preparation of an Information KIT, containing a presentation to be used by members of the PG/FAC and Parties.

*Comments from GD post-meeting: maybe get inspired by the tool kit prepared for the Nordic Food Diplomacy: http://www.nfd.nynordiskmad.org/*

- Participation to relevant events, AC 2017, maybe the World Sea Food Congress (see below) and the Fletcher Arctic VI conference

## 5. BUDGET REVIEW

The PG reviewed the account for 2016 (not finalised yet as missing travel expenses for this meeting) and specified expenses for the year 2017. The account 2016 and budget 2017 is attached as Appendix 1.

## 6. AOB

### a. World Seafood Congress 2017 (September, Reykjavík)

The WSFC deals with Blue bio-economy http://www.wsc2017.com/. The Secretariat will look more into the aim and agenda of the congress, as well as possibilities for presenting the project and discuss with the PG whether it is relevant and how to follow up.

### b. Other

Amalie has been invited to the Arctic Food Diplomacy Event at Fletcher Arctic VI Conference Medford, MA, February 17-18, 2017 (http://www.fletcherarctic.com/)

Attention was drawn to the report of the
New Nordic Food II, The emergence of a new Nordic Food Culture - Final report from the program New Nordic Food II, 2010–2014 (http://norden.diva-portal.org/smash/get/diva2:854695/FULLTEXT01.pdf)

The participants will send their travel bill to the Secretariat as soon as possible.

## 7. NEXT MEETING

The PG decided to have a two-hour meeting back to back with the next FAC meeting in February/March to keep costs at a minimum.

## 8. ADOPTION OF REPORT

The report was adopted by correspondence on 16 December 2016.

## DRAFT AGENDA

1. Chair's opening remarks
2. Adoption of Agenda
3. Background document
   a. Comments from Parties
   b. Comments from journalists
   c. Next steps
4. Communication and dissemination strategy of MM as food resources
   d. Arctic Circle BOS and Leaflets, update and comments from Parties
   e. Stine' presentation of her strategy proposal
   f. Discussion
   g. Adoption of a dissemination strategy
5. Budget review
6. AOB
   h. World Seafood Congress 2017 (September, Reykjavík) talking about Blue bioeconomy http://www.wsc2017.com/
   i. Other
7. Next meeting

## LIST OF DOCUMENTS

| Reference | Subject | Agenda item |
|---|---|---|
| 01-NAMMCO/MMFR-2016-03 | Draft agenda and list of documents | 2 |
| 02-NAMMCO/MMFR-2016-03 | Marine Mammals: Food or Cultural Resources? - Could they be both? | 3 |
| 03-NAMMCO/MMFR-2016-03 | MMFR budget | 5 |
| 04-NAMMCO/MMFR-2016-03 | Meeting Report from NAMMCO/MMFR-2016-02 | 1, 3, 6 |
| 05-NAMMCO/FAC-2016-03 | Leth-Nissen's proposal for a NAMMCO communication in practice, including the MMFR communication campaign | 4, 4b |
| 06-NAMMCO/FAC-2016-03 | Updated Arctic Frontiers proposal | 6 |
| 13- NAMMCO/FAC-2016-03 | NAMMCO MMFR leaflet | 4a |