



TWENTY SEVENTH MEETING OF THE COUNCIL
3 - 4 April 2019, Tórshavn, Faroe Islands

DOCUMENT 20	OUTREACH ACTIVITIES 2018, INCL. SOCIAL MEDIA
Submitted by	Secretariat
Action requested	Take note Make suggestions
Background	

1. OVERVIEW OF PRESENTATIONS AT DIFFERENT FORA

Month	Conference or meeting // Contribution	Venue	Staff
March	Gujarat International Maritime Law Academy 2018 Presentation by NAMMCO/Ivanovitch: "Conservation of resources and sustainable utilisation from the NAMMCO perspective"	Ahmedabad, Gujarat, IN	SI (intern)
October	Fjord and Coast Flagship – FRAM Center Presentation by NAMMCO/Winsnes: "How science is used in NAMMCO advice"	Tromsø, NO	CW invited
November	XXeme Séminaire du Réseau National Echouage [20 th Seminar of the French Stranding Network] Presentation by NAMMCO/Desportes: "De la Rochelle à la Rochelle (– en passant par NAMMCO)" [From La Rochelle to la Rochelle, via NAMMCO]	La Rochelle, FR	GD invited
December	Harbour Porpoise Symposium [organised by NAMMCO & IMR] Presentation by NAMMCO/Desportes: "Contributing to a sustainable North – 26 years of Regional Marine Mammal Management in the North Atlantic"	Tromsø, NO	GD, FW, SE, SS
February	Student Symposium [organised by NAMMCO] Presentation by NAMMCO/Enoksen: "Contaminants in North Atlantic marine mammals – a review" Presentation by NAMMCO/Smith: "Reporting on hunting methods: a review of welfare assessment parameters in marine and terrestrial mammals"	Tromsø, NO	SE, SS, FW

Comments on the participation in the French Seminar and the dissemination of the NAMMCO message in general

The aim and benefit to NAMMCO of participating to diverse fora is to expose the work of NAMMCO to people unfamiliar with the organisation. The idea of marine mammal as food resources in a global ecosystem perspective has proven to be a very potent concept to get people's attention and, through that, also often acceptance for NAMMCO's work.

Desportes was invited to participate and present at the French Seminar in November. Her talk described her personal journey, from La Rochelle through the Faroe Islands to the NAMMCO Secretariat, and her change of mind along the way regarding whaling and sealing issues. It presented Faroese pilot whaling as a *normal*, although unusual, activity and coastal whaling, including pilot whaling, and sealing as activities with a minimal environmental impact – especially when compared to other sources of animal proteins. The attendance was very much engaged marine mammal lovers, although of the naturalist and scientist type. However, the talk received a lot of positive feedback both during the seminar and afterwards via email. One comment received after the seminar is worth translating.

"I really wanted to reiterate you my thanks for your clear, lively, engaged, sensible and logical intervention. It is very valuable to hear facts presented without demagoguery and sentimentality, in short natural things. During your talk, my impression was not to hear something fallen from the moon but on the contrary to be presented with a pressing reality, unfortunately occulted for many. And - only among us two - I simply felt the wish to taste pilot whale meat."

People being presented with information on whaling and sealing as activities in line with blue economy and having a very low environmental impact and cost – when managed sustainably – are often surprised in a positive or at least understanding manner. It is an argument that holds and an argument that people, when confronted with facts and a comparison of costs and benefits, can relate to and accept. Clearly, more and more people seem able to understand and recognise, notably because of the discourse on climate change, that the major concerns for the marine environment are not whaling and sealing at present rates and that environmental problems are global. But the need to present different public with these facts is there and the task huge.

2. OUTREACH TO OTHER RFBS

The RSN - the Regional Fishery Body Secretariats' Network – has since 2011 published a Newsletter twice a year (spring and fall). Since 2016 NAMMCO has actively contributed to the Newsletter by submitting inputs describing the importance of its work on conservation and management of marine mammals and highlighting ongoing priorities.

The Newsletters can be found at <http://www.fao.org/fishery/rsn/newsletter/en>

3. NAMMCO 2018 INITIATIVES

3.1 A NAMMCO Twitter account

NAMMCO joined Twitter in September 2018, just before IWC67. To March 12, 102 tweets have been published and the account has 60 followers and 9 post likes.

3.2 The organisation of a joint IMR – NAMMCO Workshop

On December 3rd-7th 2018, NAMMCO and the IMR hosted in Tromsø a Joint Workshop on the Status of Harbour Porpoises in the North Atlantic. The last Workshop on this species, which was solely a NAMMCO initiative, was held in 1999 onboard the coastal steamer MS Nordlys.

The 34 invited scientists and experts from 13 countries and both sides of the Atlantic, and the North and Baltic seas came together to discuss the status of one of the world's smallest cetaceans. They represented all the harbour porpoise putative assessment areas of the North Atlantic and adjacent waters, as contacts were also established with and information received from scientists working with the Southernmost population of North West Africa. As new, OSPAR was also represented at the WS.

NAMMCO had sought the cooperation of ASCOBANS for organising this review WS on the its iconic species, but ASCOBANS had declined. However, many of the scientists usually associated with ASCOBANS joined the WS and expressed their gratitude and thanks to NAMMCO and IMR in taking such a needed and timely initiative, especially considering the concerns about the conservation of the species in many areas. All scientists acknowledged that the workshop represented an important step towards the reliable assessment of the status of harbour porpoise in the North Atlantic and had facilitated the networking between scientists, with, some cooperative projects initiated *de facto* during the workshop.

Report back from the IMR/NAMMCO Workshop have already been on the agenda of the ICES By-Catch Working Group (with circulation of the draft report) and is on the ASCOBANS Jastarnia Group. Both organisations, as well as OSPAR have requested being forwarded the report, which will also constitute the background data to the coming IUCN assessment on harbour porpoises.

2.3 Marine Mammal Student Symposium

There are several institutions in Tromsø involved in marine mammal research and dispersed through town (Department of Arctic Biology, Norwegian College for fishery science and K.G. Jebsen Centre for the Law of the Sea at UiT, the Institute of Marine Research, the Norwegian Polar Institute, various master programs). The master and PhD students conducting marine mammal related projects are divided between these institutes without much contact.

NAMMCO took the initiative of arranging a Marine Mammal Student Symposium, where marine mammal students including those at the Secretariat share their work and issues and make connections. The Symposium was co-arranged with the university.

The one-day Symposium was held 6th February 2019 and attracted over 60 attendees. A total of 15 students presented their work, including two participants from Oslo and Bergen. The presentations were divided into the sections “Threats”, “Welfare/diet”, “Law of the Sea”, “Physiology” and “Movement/abundance”. After the student presentations, group discussions took place on the following topics “What are the biggest challenges connected to your work?”, “From all the talks given today, do you see any overlapping issues and/or potential for collaboration?” and “What do you imagine doing when you finish your current project/studies?”. The day ended with three lectures from experienced researchers: “NAMMCO and International Law: What makes an organisation “appropriate” for the conservation and management of marine mammals?” by Cardiff University’s Richard Caddell, “Responsible whale watching?” by UiT’s Anniken Førde, and “Ongoing research on walrus, beluga and bowhead whales” by the Norwegian Polar Institute’s Christian Lydersen.

The students were very satisfied with the Symposium, as confirmed by a feedback survey, and thought it should become an annual event.

4. SUMMARY OF ACTIVITIES ON SOCIAL MEDIA

Since the last Council meeting in March 2018, the activities on NAMMCO social media have taken quite a leap forward, both on the website and Facebook and with the addition of a Twitter account in September.

4.1 NAMMCO.no

Between 1st April 2018 and 10th March 2019, the website has had 9 131 users, 8 994 (85.8 %) of whom were new users. More than half of the users find the website through a search engine, while about a quarter get there directly. Facebook referred about 10% of users, which is a significant decline from last year. Of other notable referrals, the New York Times has referred 76 users, fao.org has referred 52 and Wikipedia 50.

Computers are still the main tool used to access the website, with less than a third of users being on mobiles, a slight decrease from last year.

The top countries visiting the website remain fairly the same, although in a slightly different order than last year. The US is still on the top, followed by Norway and the UK. Interestingly, Greenland now is the 8th top country visiting the website, moving up from last year’s spot number 13.

The intriguing difference between Facebook and the website observed last year, with Facebook followers were mostly men (53%), whereas web users tended to be women (64%) has vanished with gender equality on both media.

Some of the most popular pages are the marine mammals and news pages, as well as the library and individual species pages. This suggests that people are also using the website as a general

source of information, and not only internal information related to meetings. This might also be confirmed, with as last year, a peak in the age class 25-34.

See the NAMMCO.no summary status on page 6 for more details.

3.2 Facebook.com/nammco.no/

The top Facebook posts of this year reached between 1 600 and 9 200 - see below the NAMMCO.no summary status). These posts include posts on climate change and plastic pollution, as well as a post about Japan leaving the IWC. The top post was the only boosted post, about the finalisation of Volume 10 of NAMMCO Scientific Publications.

In November and February NAMMCO hosted events that were open to the public, and these two events naturally reached a lot more people than the closed events NAMMCO usually hosts, with a reach of 10 400 and 4 400 people. Both events were promoted through the University of Tromsø's channels, and one of them were also promoted through the Norwegian Institute of Marine Research's and Fram Centre's channels. The closed events reached only between 9 and 204 people. This indicates that hosting public events attract the interest of people, and also that it is important to use other channels when promoting an event, not relying only on NAMMCO's Facebook followers.

See the Facebook summary status on page 7 for more details.

4.2 Twitter.com/NAMMCO_sec

NAMMCO joined Twitter in September 2018, just before IWC67. To March 12, the account has 60 followers and 9 post likes, and tweets and re-tweets totalise 102.

The five top tweets include only one with external content (posting of a magazine article), the others are related to NAMMCO activities, like the Marine Mammal Student Symposium (post-event tweet with 27 276 impressions) and the publication of reports. The highest number of re-tweets on a post is 358.

See the Twitter summary status on page 8 for more details.

4.3 Changes to the website – a more user friendly interface

The website has undergone some changes to make it more user friendly.

- Previously, meeting documents were hidden under the old "login" menu item and were not easy to find, unless visitors knew exactly what they were looking for. The name "login" also implied that a user account was needed, which was not the case. The menu item "meetings" was created, with submenus and overview pages for easy navigation.
- The front page of the Library looked cluttered with many items. Items belonging together were therefore put on subpages to organise the front page and make everything fit in one window without having to scroll.
- The reports from the SC Working Groups and Workshops/Symposia were split on two separate pages, and a separate also split on different pages according to themes. This makes it easier to find relevant reports when the year of meetings is unknown.
- Lastly, links to relevant reports and meeting documents were added to the individual species pages and also to the by-catch page, to make it even easier to find NAMMCO work related to specific information.
- The plan is also to incorporate the catch database in searchable format on the website.

For more details of the changes already incorporated, see pages 9-11.

NAMMCO.NO WEBSITE



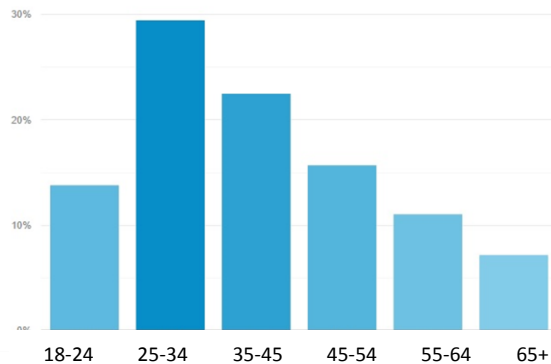
Unique users:

2017: (1 Sep – 31 Dec)	1363
2018: (1 Jan – 1 Mar)	1960
2018: (1 Mar – 31 Aug)	3729
2018: (1 Sep – 31 Dec)	3908
2019: (1 Jan – 10 Mar)	2303

Men: 49.7 %

Women: 50.3 %

Age distribution:



Web users by country:

US	24.1 %
Norway	10.3 %
UK	8.4 %
Canada	6.7 %
Japan	5.4 %
Denmark	4.8 %
Australia	3.0 %
Greenland	2.5 %
Iceland	2.4 %
Faroe Islands	1.5 %
Russia	1.1 %

Most popular pages:

Front page	7291
About us	2541
Library	2013
Marine mammals	1431
Calendar	982
Narwhal	890
News	880
Fin whale	768

How did they find NAMMCO?

Organic search	56.4 %
Direct	23.2 %
Social media	10.5 %
Referral	9.8 %

Which devices?

Computer	64.5 %
Mobile	28.6 %
Tablet	6.9 %



Total Facebook page likes:

2017: (1 March) 572

2018: (1 March) 722

2019: (1 March) 846

Men: 50 %

Women: 48 %

Average NAMMCO post reach: 379

Top 10 page likes by country:

Faroe Islands	223
Denmark	136
Norway	129
Greenland	100
UK	49
Iceland	38
France	33
Canada	29
US	11
Sweden	9

Most liked post between April 2018 and March 2019:

Meet Dr Fern Wickson - NAMMCO's new Scientific Secretary! (207 likes)

Event reach and responses:

Whales are Ecosystem Engineers – Fact or Fake? Free Lecture	10 400 reached	272 responses
NAMMCO Marine Mammal Student Symposium	4 400 reached	101 responses

Top posts between April 2018 and March 2019:

30/08/18	And it's finished! 🍷🍷 https://nammco.no/topics/august-30-2018-nammco-presents-volume-10-scientific-publications-series/	9 209 reached (boosted)
26/10/18	“When the symbol gets bigger than the region itself and people don’t realize that the polar bear is just one piece of a whole diverse web of life in the Arctic, then it can become almost a barrier,” - especially when the polar bear itself is not threaten of extinction at all and its worse threat is not hunting in the Arctic but Climate Change brought to the Arctic. A very interesting article.	2 405 reached
31/01/19	Allez Goby ;-) Let's make a whale as well.	1 905 reached
26/12/18	Japan announces it leaves the IWC. https://www.bbc.com/news/world-asia-46682976	1 830 reached
26/04/18	Update from the IMR March 2018 harp and hooded seals survey “When we counted harp and hooded seals in the West Ice (Greenland Sea) in March 2018 we came across a huge ice pan, perfect for a short and intensive soccer match. Much more fun than the champions league. Note the armed guard, constantly looking for polar bears! The survey was successful – now we are analysing the images to get the abundance of harp and hooded seal pups in the area in 2018.” Tore Haug, Research Group Marine Mammals, Havforskningsinstituttet / Institute of Marine Research, Tromsø.	1 643 reached



12 March 2019

Total Tweets: 102
Total Twitter followers: 60
Total Twitter likes: 9

Users by country:

US 27 %
 UK 24 %
 Canada 12 %
 Norway 8 %

Men: 46 %
Women: 54 %

Top tweets

07/02/19	Amazing event held yesterday in collaboration with @UiTromso . The Marine Mammal Student Symposium brought together MSc a PhD candidates to discuss their work, make connections and contribute to the study of #marinemammals . Thank you to all those who attended!! pic.twitter.com/OKqQmRX7We	27 276 impressions	47 total engagements 3 retweets 7 link clicks
05/02/19	Marine Mammal Student Symposium held tomorrow in Blix-salen, Arctic Biology Building, @UiTromso Presentations on current work with #marinemammals , ranging from biology to legislation, Followed by evening event with guest speakers and refreshments: https://nammco.no/topics/1-february-2019-nammco-marine-mammal-student-symposium/ ... pic.twitter.com/ztBCJDs6IX	11 836 impressions	28 total engagements 2 retweets 1 link click
19/02/19	Over the past eight years, researchers have seen more than 20 killer whales trapped by ice. https://www.hakaimagazine.com/news/killer-whales-are-expanding-into-the-arctic-then-dying-as-the-ice-sets-in/ ... via @hakaimagazine	4 213 impressions	46 total engagements 12 retweets 16 link clicks
17/01/19	The report of the 25th #NAMMCO Scientific Committee meeting is now available on our website. In November, scientists from NAMMCO member states and observers met to discuss #marinemammals in the #northatlantic Follow the link to read the full report: https://nammco.no/topics/17th-january-2019-report-of-the-scientific-committee/ ...	1 501 impressions	27 total engagements 1 retweet 17 link clicks
02/01/19	The holiday season is officially over, and we're starting off the new year by publishing the final report of October's By-catch Working Group meeting, to be found here: https://nammco.no/topics/sc-working-group-reports/ ...	592 impressions	6 total engagements 1 retweet 2 link clicks

Website changes – making it more user friendly

“Meetings” replaced “Login”

To make it easier to find meeting documents, a new menu item with submenus was created. For the Scientific Committee and the Committee on Hunting Methods, each meeting type is separated on different pages. Meeting documents are sorted by year in an expandable accordion, and separate password-protected pages contain the documents that are not public. Each calendar event links to the appropriate meeting documents, and the different library report pages link back to the respective meeting documents.

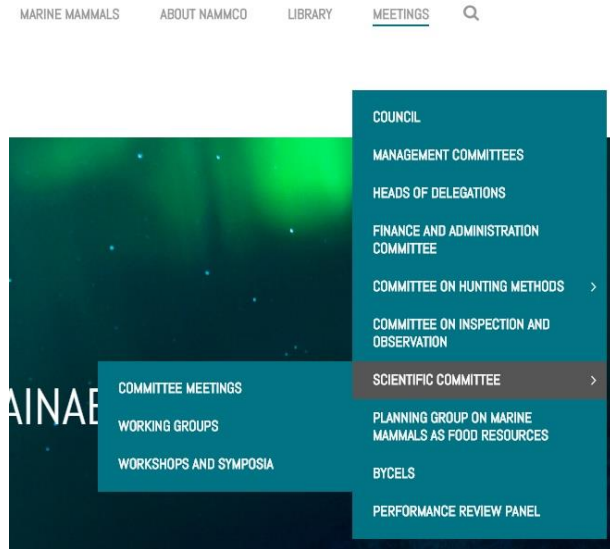


Figure 1: New “Meetings” menu.

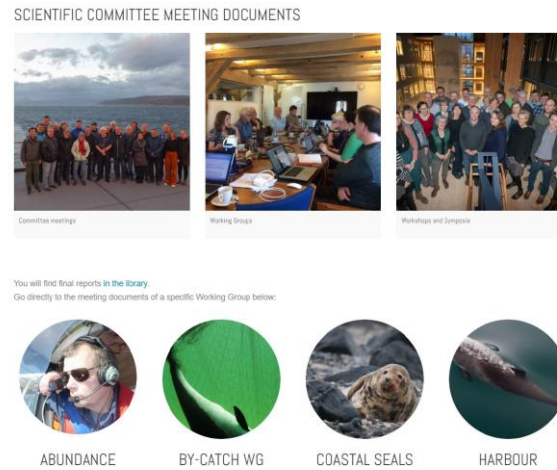


Figure 2: Scientific Committee Meeting Documents – sub page.

HARBOUR PORPOISE WG

Here you will find the meeting documents of past and upcoming meetings of the NAMMCO Harbour Porpoise Working Group. Some of these documents require a password for access. Final reports are uploaded [in the library](#).

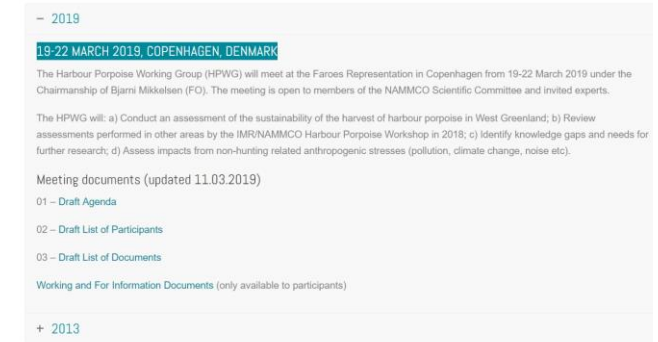


Figure 3: Harbour Porpoise Working Group meeting documents.

Changes to the Library

To unclutter the front page of the Library, some items were grouped on subpages, leaving only 12 items on the front Library page. For instance, the Committee on Hunting Methods subpage now contains Committee reports, Expert Group and Workshop reports, Guidelines for shooting trials, Hunting Manuals and Protocols. For the Scientific Committee, the Working Group and Workshop/Symposia reports were separated on two different subpages (as one chronological list for each type), as well as grouped under theme. This means that one report can be found under several places, for instance will the report from the Fin Whale Assessment Planning Meeting in 2004 be found both under “Minke and Fin Whales” and “Assessments”. This makes it easier to find reports when you only know the theme, and not the meeting year.

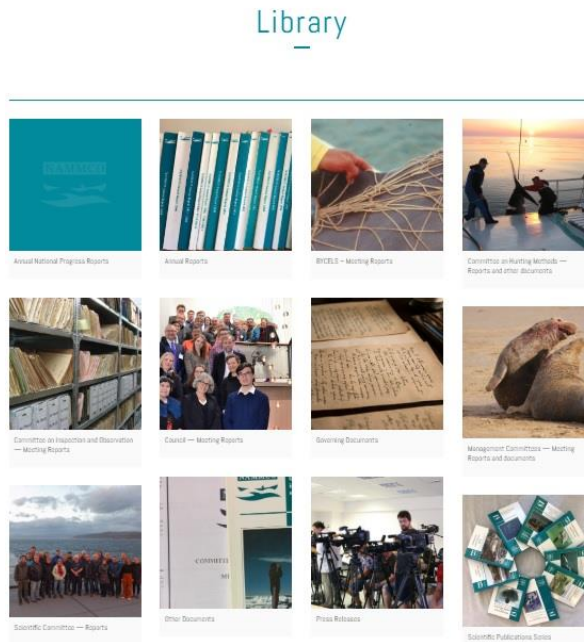


Figure 4: New Library front page

SCIENTIFIC COMMITTEE — REPORTS

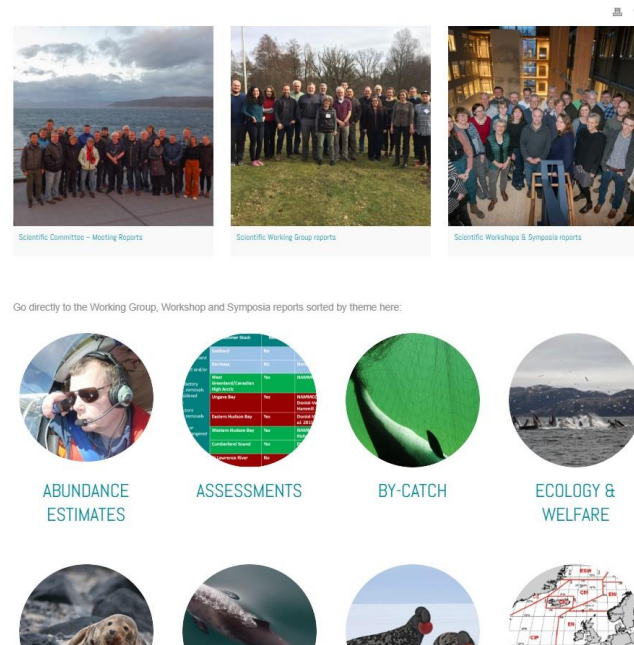


Figure 5: Scientific Committee Reports – New Library subpage.

MINKE AND FIN WHALES

Here you will find the working group and workshop reports related to minke and fin whales.

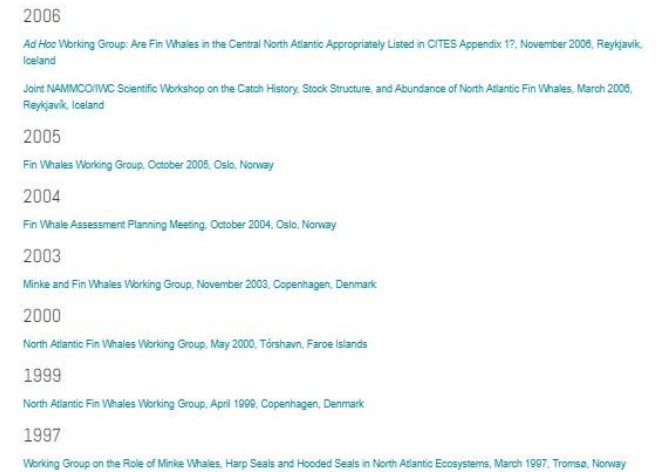


Figure 6: Reports related to minke and fin whales.

Linking to reports and meeting documents from elsewhere on the website

Finally, links back to reports and meeting documents were included on both the individual species pages and other relevant places on the website.

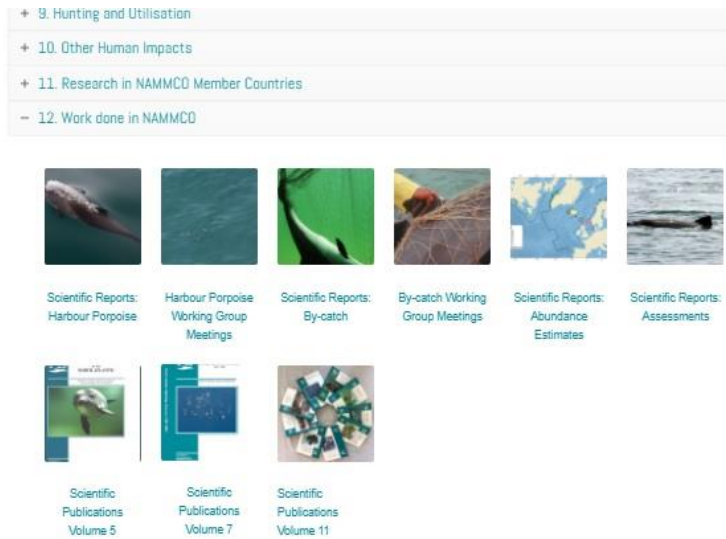


Figure 7: New menu item on the Harbour porpoise page, including all pages relevant to the species.

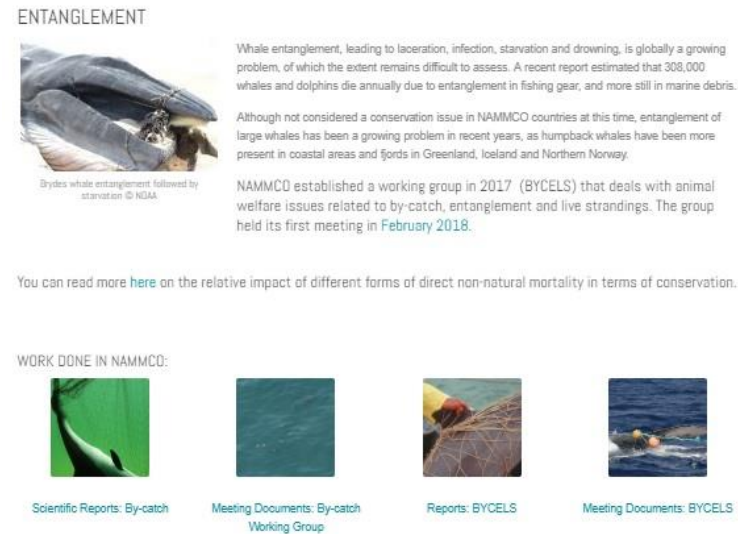


Figure 8: Links to relevant pages on the By-catch page (accessible from the front page).