

AUDIENCE CONSIDERATIONS

The audience for NAPA communications - and sub-group campaigns - is primarily **Coastal States: including their government departments, key negotiators, and politicians.**

This is because our aim is to **support sustainable decision making** - and see holistic sharing agreements in place for all three pelagic stocks under NAPA's mission.

In developing communications messages and tactics, we're walking a delicate line:

- Understanding that **political figures are motivated by public interest** and pressure (in addition to economic and moral considerations)
- Whilst ensuring our delivery is **tonally appropriate** to a group of responsible business owners, not an NGO - i.e. we are not trying to activate consumer-focused or consumer-led campaigns

As a result we are ensuring we're telling the business story of NAPA, but equally developing tactics that bring to life the consumer reality of a failure to reach agreements, transmitted towards a political audience.

Some broad-spectrum or higher-profile media engagement may reach a more general consumer audience, a business audience, and by virtue of this - a political audience.

It's important we **layer tactics** to create the 'surround sound' of NAPA messaging that will help to foster action.



THE BUSINESS OF NAPA: MESSAGING

Whilst we are not actively targeting business or consumers, **business security and consumer confidence are the levers** to impact decision makers. They are all part of the overall story and we will deliver messages that speak to these audience groups and WHY they matter

DECISION MAKERS

POSITION

Coastal States have a responsibility to adhere to sustainable fishing quotas for both long-term business security and to fulfil their own role in achieving collective environmental goals

MESSAGE

Decision making has been compromised for too long by Coastal States prioritising their own interests over long term sustainability. We are calling for real leadership. Coastal States need to collaborate meaningfully, follow the science and act as soon as possible for the good of everyone - people, planet and business

BUSINESS

POSITION

Fisheries management is complex but we have all the data and information to manage them. Retailers and supply chain businesses want to source confidently. They are committed to environmental sustainability - it makes good long term business sense and is the right thing to do.

MESSAGE

We will not stop calling for science based management of NE Atlantic Stocks. It's the only way to ensure prosperity for oceans and fisheries but also, crucially, business security for the future.

CONSUMERS

POSITION

Consumers vote with their forks. They care and want to buy with confidence from sustainable sources and need to know that everyone in the supply chain is helping make this happen. A failure to do so has implications for them and in turn for business.

MESSAGE

Consumers want to see political complexities cast aside. They want to have confidence in businesses and politicians. We are calling on Coastal States to manage stocks in a way that is fulfilling their collective responsibility to deeply held commitments to people and planet.

COASTAL STATE RELEVANCE

EU

- Major catching countries: Denmark and the Netherlands
- Major processing hub: Netherlands
- Major salmon producers: Ireland produced 98% of EU's farmed salmon in 2022

Faroe Islands

- Blue whiting export value: EUR 72 million in 2020
- Salmon production: 80,462t in 2022
- Salmon exports: half the export value of the country; EU 710 million in 2023

Iceland

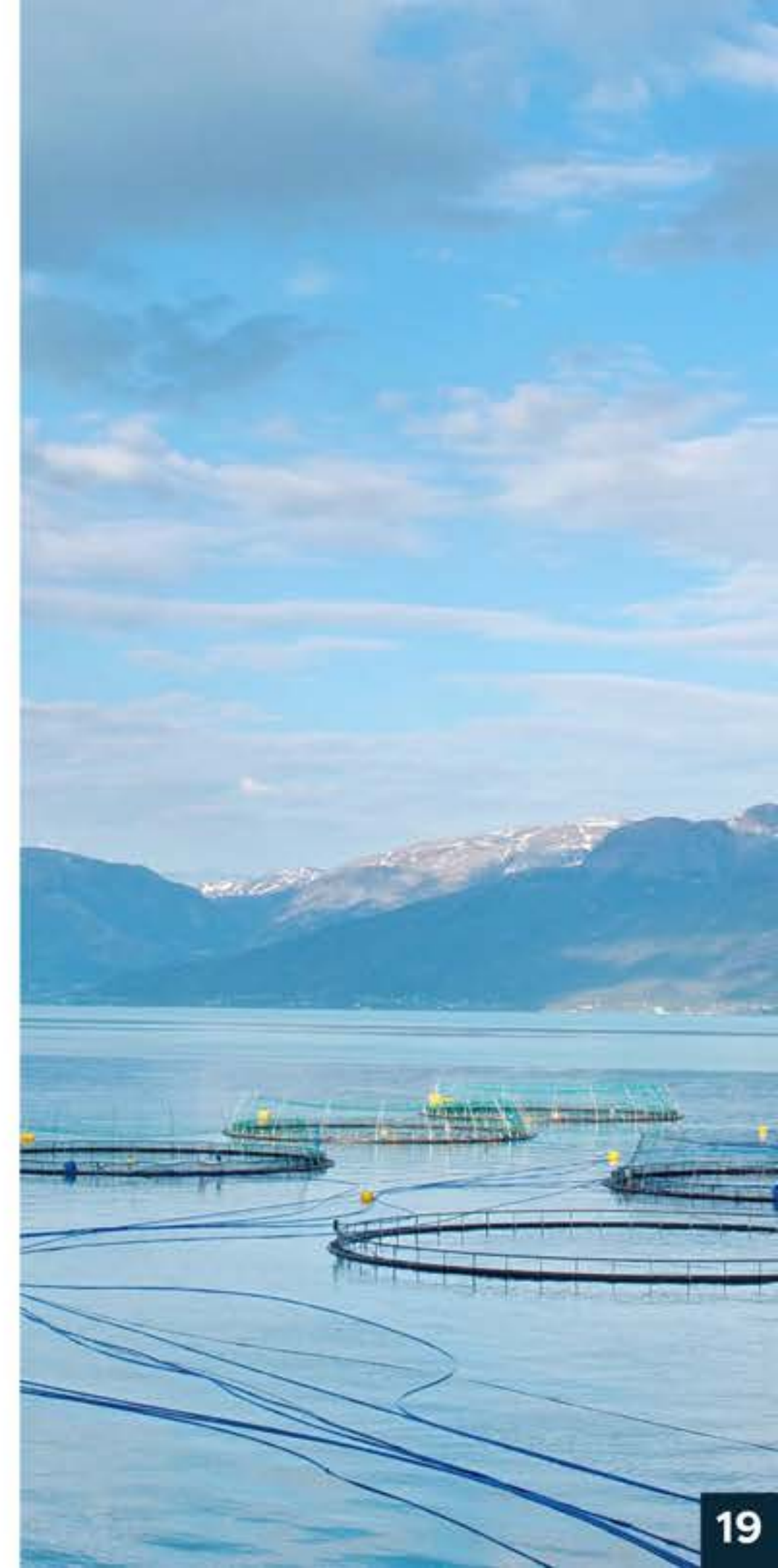
- Blue whiting catch value: EUR 72.5 million in 2023
- Salmon production: a fast-growing industry. 11,000t in 2017
- Salmon exports: the most important aquaculture export; EUR 287 million in 2022

Norway

- Blue whiting export value: EUR 322 million in 2023
- Salmon farming: 71% of all seafood exports by value; EUR 10,400 million in 2023

UK

- Blue whiting export value: EUR 17.5 million in 2022
- Salmon export: the most important UK food export; EUR 680 million in 2023
- Salmon aquaculture employment: 12,500 people





VISUALS AND IMPACT:

GETTING NOTICED ON SOCIAL

SALMON.. OUT OF STOCK?

WHAT?

A picture speaks a thousand words and sometimes those that need to understand the impact can't until they can visualise it. The reality is that if blue whiting stocks continue to be overfished, it presents a huge risk to the salmon farming industry - reducing or removing access to a key feed. Rather than emptying shelves in supermarkets, we bring the visual of sustainably farmed salmon going 'out of stock' to life in a socials campaign that highlights the plight and importance of blue whiting.

HOW?

We would create an impactful social media campaign highlighting the 'empty shelves coming to a store near you – and very soon if we don't rewrite the story!' It's a vision of the upcoming future.

WHERE?

- We could tease the campaign on NAPA's LinkedIn page with a corresponding post about the disturbing vision of the future
- We would ask NAPA members to amplify on their social channels across geographies
- We could support with a paid targeting strategy and create multi language versions for geo-targeting
- If we really wanted to stretch this idea, we could pay for advertising space in key coastal state national media



BEST SUPPORTING FISH: UNDERAPPRECIATED AND OVERFISHED

WHAT?

Awards season is a time of celebration and putting people in the spotlight. Often the winners are unexpected, controversial and a talking point! So why not create our own pseudo award not for a person but for a pelagic - the one and only **BEST SUPPORTING FISH – THE BLUE WHITING- UNDERAPPRECIATED AND OVERFISHED**. Let's put blue whiting in the spotlight for both its important and leading role in business and its plight.

HOW?

We create some social media content (video and statics), taking inspiration from the many social media posts we see from popular and culturally important awards ceremonies. The copy would flag its key supporting role in the lives of many and its increasing importance, but also its state of overfishing, leading most likely to a bust. It will not be able to play its supporting role any longer- unless the Coastal States rewrite the story and reach an agreement sooner.

WHERE?

- This can live as a social media campaign on LinkedIn, amplified by NAPA members channels across geographies
- We can create multi-language versions for geo-targeting in all Coastal States
- We can create a launch moment for the pseudo award and target key international trade media with the story and visuals



EVIDENCE AND RESEARCH:
**DRIVING EDUCATION
IN THE MEDIA**



THE COST TO BUSINESS (TARGETED MEDIA STORY)

WHAT

Managing sustainable blue whiting stocks makes good business sense. It's key that we really educate on the impact that will be felt by many if overfishing continues at current levels for short term gains. We have to make decision makers fully understand and rewrite the story before it's too late. Salmon farmers are already under pressure and the media love a good economics story.

HOW?

We create a business story that looks at the economic cost to the salmon farming industry and beyond. We leverage key stats, facts and figures as well as spokespeople and case studies from the front line. We lay bare what overfishing of this species means for the cost of fishmeal and overall production, what this means for farmers, for retailers and ultimately consumers. We focus on coastal states where salmon farming is of major importance.

WHERE?

- We could approach a key international title with an exclusive
- We support with wider trade outreach
- We create 'cost to business visuals' that can be used within the article and also to support the story on social channels – geotargeted to salmon farming Coastal States



THE BUSINESS OF BLUE WHITING - CASE STUDIES

WHAT?

There are many businesses that depend on blue whiting, businesses that have hundred year histories of processing fishmeal with it, family owned fishing businesses and salmon farming businesses. They can tell first-hand just why it's so important to look to the future and fish sustainably – so they can keep their own business going.

HOW?

We create a series of case studies of these businesses, to educate on the importance of the stock. We provide facts and figures that evidence how blue whiting supports their wider business model – both economic and socio-economic. We support with impactful and beautiful imagery, we shine a 'human' light on the issue of overfishing and raise awareness of the importance of rewriting the blue whiting story as told by those who rely on it.

WHERE?

- We could leverage these case studies through a series of sponsored columns in key trade media titles read by decision makers in key markets
- They could be used as content within bigger feature opportunities (e.g support the Cost to Business idea)
- Key images, facts, figures quotes could also be used on social to support media activity amplified by NAPA members in the relevant geographies



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IN-PERSON ADVOCACY:
**SHOWING UP AT
KEY MOMENTS**



FISH, FISH EVERYWHERE (FOR NOW)

WHAT?

For the past three years NAPA has been nudging and nudging, showing up at negotiations and doing all we can to bring overfishing of blue whiting to the top of Coastal States' agendas. So, let's show up again, where it matters, but this time make our mission really visible, drive it up the agenda and encourage participation

HOW?

We create a giant bank of postcard-sized blue fish in the shape of a blue whiting. 'Blue Whiting, Red Alert' is printed onto the fish along with a website/ QR code to direct people/raise awareness of NAPA's mission online. 'Blue Whiting, Red Alert' would be there for all to see on the landing page. We'd have key stats and figures about overfishing and the long term cost to business, as well as key quotes from high-profile NAPA members.

Our postcard fish can be distributed and visible at key events and coastal state gatherings and negotiations. They will be given out, left in delegate packs, set as placeholders at tables. We make them a visible talking point as well as landing our message.

WHERE?

- These fish could be taken to several key events in the coastal states calendars (we would need guidance on which events NAPA will be attending but could start with the September negotiations if possible).
- We could hand out to NAPA members, put in delegate packs and lay out on negotiating tables to remind them we are watching.



WHAT HAPPENS NEXT? IN AN IDEAL WORLD...

2024: TWO KEY MOMENTS

2025 AND BEYOND

AUGUST

SEPT / OCT

Q1

Q2/Q3

Q4 2025 / Q1 2026

NAPA REFRESH

COST TO BUSINESS STORY

BEST SUPPORTING FISH

THE BUSINESS OF BLUE WHITING

OUT OF STOCK?

'TIME TO PUSH BACK NOT WALK AWAY'

Follow up with impactful story that highlights the urgency of NAPA's mission and why rewriting the story is the better alternative to walking away

Awards season in early 2025 – start the new year with the same message, different delivery

Keep up the noise. 6 month campaign highlighting the range of businesses that rely on blue whiting and want to keep their future

End the year and go into the next with a stark message in the run up to March – empty shelves are coming to a store near you if we don't rewrite the story

~ Using NAPA research ~

Refreshed messaging and content for social

LAUNCH FISH, FISH EVERYWHERE

Leverage NAPA partners to reach decision makers at September negotiations

FISH, FISH EVERYWHERE to be an ongoing tactic at all relevant events and gatherings across the Coastal States calendar

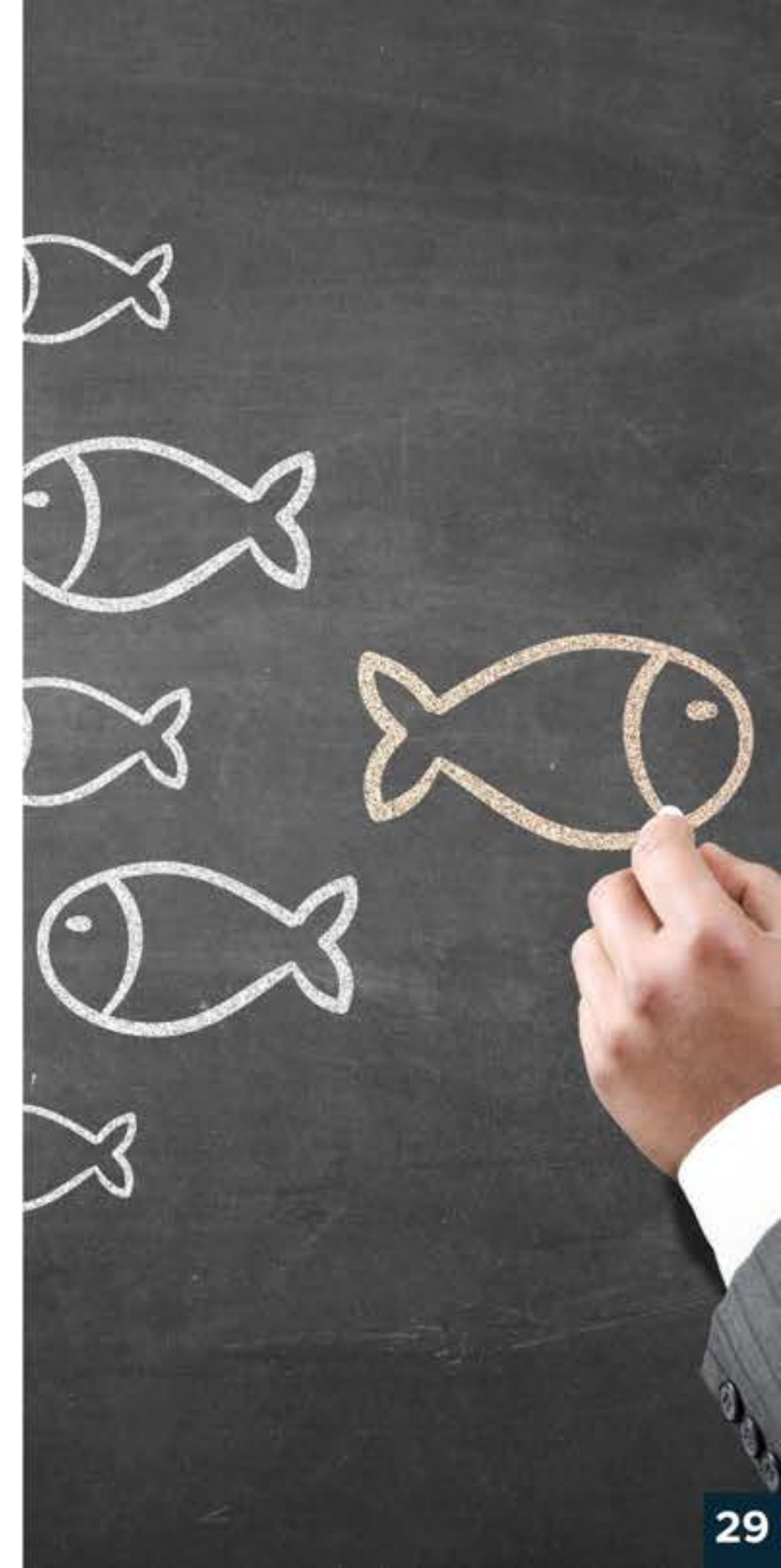
ONGOING DRUMBEAT OF NAPA ADVOCACY WORK AND SOCIAL MEDIA CAMPAIGNS
TACTICS AMPLIFIED BY NAPA MEMBERS TO DRIVE REACH AND AWARENESS

A NOTE FOR CONSIDERATION

Following the FIP extensions, NAPA is looking to do things differently - and show evidence of that change

We are **mindful of risk**, and want to walk the line of **creating impact while maintaining the character** of this group of responsible businesses.

- We have provided a full menu and a gold plan for your feedback
- Campaign tactics are designed to act as 'bigger timely moments' that tell a consistent and cohesive story and reach out to decision makers through a variety of channels
- Tactics can be dialled up or down depending on budget, assets, and appetite to commit or 'test and learn'
- Whatever the budget we will ensure the key campaign moments stand out
- The support of NAPA Partners to amplify tactics will drive further reach and awareness and stand out for the campaign amongst the right people
- Blue whiting will continue to be supported, alongside the other species, by the 'surround sound' of ongoing NAPA comms and advocacy work
- Timings can be agreed, and we want to work collaboratively to ensure we are leveraging the right events and partnering with the right people to make our message heard and rewrite the blue whiting story



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CONTACT

Katrina Ryan

katrina.ryan@mindfullywired.org

Charlotte Browne

charlotte.browne@mindfullywired.org

Charlie de Mierre

charlie.demierre@mindfullywired.org

Mindfully Wired
mindfullywired.org

