

NORTH ATLANTIC PELAGIC ADVOCACY GROUP (NAPA)

NORWAY AND THE OCEANS

Speech given by Prime Minister Jonas Gahr Støre
One Ocean Conference in Bergen, April 2023



NAPA Blue Whiting Advocacy

Content ideas

Use of quotes within advocacy work

NAPA is moving into a new phase of operation - working, via a new governance structure, to more closely target advocacy on a species-by-species basis.

As part of blue whiting-related advocacy, messaging will be aimed directly at the Norwegian government.

The quotes contained within this document are all taken directly from a speech made by the Norwegian Prime Minister during the 2023 One Ocean Conference, and are considered for use during future advocacy work.




What are the key messages we want to convey?

- NAPA is a coalition of more than 70 businesses, advocating for a sustainable future for key pelagic stocks - in this case blue whiting.
- The NAPA blue whiting FIP ends in October: time for action is limited.
- Blue whiting has been a key part of the development of a sustainable aquaculture sector in Europe – especially the salmon sector in Norway. Salmon farmers want to source ASC-certified feed for their fish. Without action, this will become impossible after October - forcing Norway to look outside of the NEA to source fish for aquafeed.
- The blue whiting stock is being fished well beyond the levels advised by science - due to the lack of political agreement between Norway and other NEA Coastal States.
- The situation can be remedied with compromise, collaboration - and by following the science.
- NAPA, the catching sector, and the salmon farming industry want to meet to discuss a course of action towards a sustainable future for blue whiting, the environment, and seafood businesses.



**We agree about the
importance of collaboration,
and breaking down barriers
to action...**



For centuries, we thought of the oceans as an obstacle, a boundary, between countries and people.

But really, the opposite is true. The oceans bind us together – as continents, countries and people.

The oceans are a seaway, not a barrier.



-- Prime Minister Jonas Gahr Støre





Let's allow ourselves, for just a moment, to be optimistic about global collaboration...

...the countries that view themselves as major players cannot delete each other from the map and cease talking to one another. There is no international situation in which that is responsible conduct.

What is called for is international communication and cooperation.



-- Prime Minister Jonas Gahr Støre



**We agree about the value of
healthy oceans to Norway...**




**The ocean has given us our
identity. And values.
The oceans create value.
The oceans are invaluable.**




-- Prime Minister Jonas Gahr Støre






...the oceans are our most important resource, the cornerstone of the Norwegian economy and society, now and in the future.



-- Prime Minister Jonas Gahr Støre





Our oldest, most traditional industry is our fisheries industry. An export industry since the 12th century. And today Norway is one of the world's major fisheries nations.


Norwegian aquaculture must be sustainable.




-- Prime Minister Jonas Gahr Støre



**We agree that you must
follow the science, not the
politics in your decision-
making for the ocean...**




...all our management of marine resources and all our ocean policies must be based on knowledge and sound, scientific advice. And there is no shortage of sound, scientific advice...




-- Prime Minister Jonas Gahr Støre






**Because what is the purpose of politics?
To safeguard a strong sense of
community that can provide people
with freedom and opportunity.
We must be at the forefront of
integrated, sustainable ocean
management, based on knowledge,
science and experience.**



-- Prime Minister Jonas Gahr Støre



We agree.
This is your legacy.
It's ours too.



Few countries in the world have better potential than Norway to develop the blue economy, make it sustainable, and give it as a legacy to future generations.



-- Prime Minister Jonas Gahr Støre

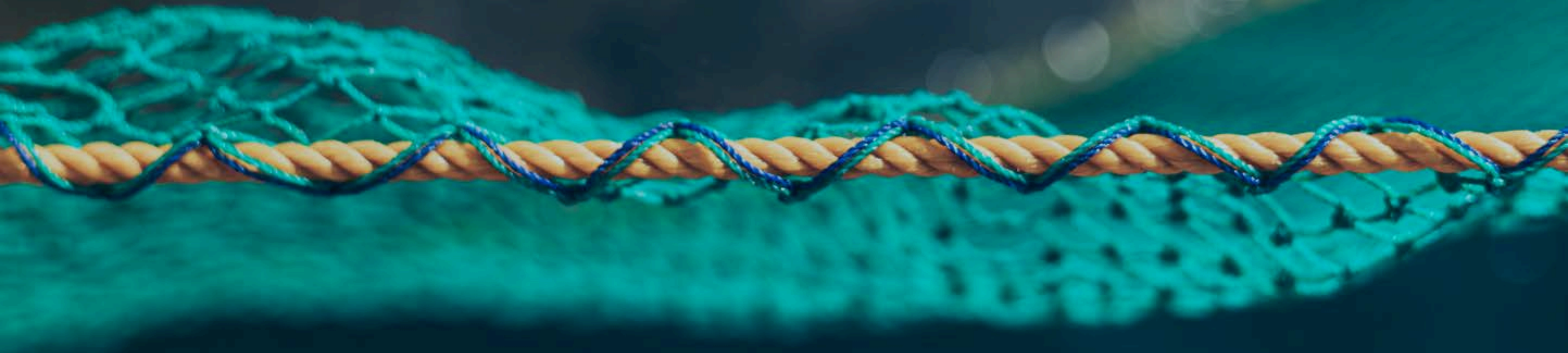


How can we use this?

- Use quotes as the basis for paid media adverts - selecting 1-3 most impactful quotes with a NAPA comment, logos and 'call to action'. To consider: use of different quotes within different outlets.
- Campaign mini-film - for use on social media and to be promoted via members. To consider: production level / value.
- Paid radio advertising - investigate whether audio of the speech is available.
- Weave into ongoing sector and national press copy.



Thank you



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