



**Engagement Resources & Templates for Partners –
Reaction to the 2022 Coastal States/NEAFC negotiations
and forward look to 2023**

Introduction

- This resource is intended to support NAPA members in their engagement.
- Engagement by individual members of the supply chain is essential to build on the engagement carried out by NAPA.
- This engagement allows you to present individual economic and business arguments for action, and to demonstrate the consequences of inaction with regards to your own purchasing.
- Please use the text in this resource to write to Coastal State fisheries ministers and delegations.

Actions

| NAPA Partners To-Do List | |
|---|----------|
| Task Description | Template |
| Send letter ¹ to the Fishery Minister of the country/countries you are based in (or have business interests in). | Letter 1 |
| Send letter to each of the Coastal State Head of Delegations ¹ . | Letter 2 |
| Amplify NAPA social media outputs. | Annex 2 |

¹ All contact details are in Annex 1

1. Template letter from NAPA members to NE Atlantic Coastal State Fishery Ministers

To: Fishery Minister²

[*Insert company name*] has made public commitments to source seafood, including mackerel, from the North East Atlantic, responsibly.

As part of this commitment, we are a member of the North Atlantic Pelagic Advocacy Group (NAPA); a collective of 60 global retailers, food service companies, and suppliers with the shared aim of sourcing sustainable and certified seafood from the North East Atlantic.

NAPA's reach extends across the world, attracting members from Japan, Asia, USA, and Africa, as well as the EU and UK. It represents an unprecedented coalition of business leverage, pushing hard to prevent overfishing of three iconic pelagic stocks – North East Atlantic mackerel, Atlanto-Scandian herring, and blue whiting.

As a collective, NAPA is using its voice to advocate for long-term, science-based management of these stocks. To achieve this, NAPA is seeking an agreement on total allowable catches for North East Atlantic pelagic fisheries in line with scientific advice, and for a long-term science-based management agreement.

Unlike in previous years, some significant steps were made during the 2022 Coastal State and North East Atlantic Fisheries Commission (NEAFC) negotiations, particularly for mackerel:

- The Coastal States agreed to initially set quotas for 2023 at levels which would set a positive tone and pave the way for reaching a firm agreement on fishing limits in 2023. This is a significant improvement on the previous year, when two states set their mackerel allocation before discussions had even begun.
- The Coastal States developed a plan of action for continuing discussions on sharing in 2023. The plan includes the ambition to reach a final agreement on sharing quotas before 31st March.
- If it is met, the deadline should enable a sharing agreement to be reached for 2023. This is an improvement on recent years, when Parties were unable to reach an agreement before the mackerel fishing season started.

As one of the decision-makers involved in the management of North East Atlantic mackerel fisheries we are calling on you to take the following actions and seize the opportunities provided by this encouraging foundation. We need your support to guarantee the sustainability of these fisheries. Please can you direct your delegation to:

- **Take your fair share of the quota**
- **Ensure the scientific advice is not exceeded by the total sum of quotas**
- **Meet the deadline of 31st March**

In October 2022, the latest ICES advice for blue whiting was published. The advised 2023 catch for blue whiting was “no more than 1,359,629 tonnes” which is an 81% increase from the 2022 catch advice. The huge uplift was not a result of good management – but due to a large upward revision of estimated recruitment in 2021.

Regardless, this presents Coastal States with a golden opportunity. The revised estimate of abundance allows all parties to scale-back their allocations and ensure the TAC does not exceed the scientific advice without taking real-term cuts. We calculate each party could reduce their allocation by 23.2% and increase their TAC by approximately 12%. Will you seize this chance?

² Name and contact details in Annex 1

[Include this paragraph if writing to Norway] As Co-Chair of the High-Level Panel for a Sustainable Ocean Economy (Ocean Panel), which is “working to build momentum towards a sustainable ocean economy in which effective protection, sustainable production and equitable prosperity go hand-in-hand”, we look to Norway to demonstrate these values in the upcoming Coastal States discussions.

[Include this paragraph if writing to UK] As a member of the High-Level Panel for a Sustainable Ocean Economy (Ocean Panel), which is “working to build momentum towards a sustainable ocean economy in which effective protection, sustainable production and equitable prosperity go hand-in-hand”, we look to the UK to demonstrate these values in the upcoming Coastal States discussions.

Thank you for your attention in this matter.

2. Template letter from NAPA members to NEAFC Heads of Delegations

To: Head of Delegation

[*Insert company name*] has made public commitments to source seafood, including mackerel, from the North East Atlantic, responsibly.

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- If it is met, the deadline should enable a sharing agreement to be reached for 2023. This is an improvement on recent years, when Parties were unable to reach an agreement before the mackerel fishing season started.

We are seeking to ensure that the [*insert relevant country*] delegation is fully behind the drive for sustainable mackerel fisheries and that the [*insert relevant country*] position on these issues at the upcoming mackerel working group meetings will testify to that commitment. We need your support to guarantee the sustainability of these fisheries. Please can you ensure your position:

- **Take your fair share of the quota**
- **Ensure the scientific advice is not exceeded by the total sum of quotas**
- **Meet the deadline of 31st March**

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[*Include this paragraph if writing to Norway*] As Co-Chair of the High-Level Panel for a Sustainable Ocean Economy (Ocean Panel), which is “working to build momentum towards a sustainable ocean economy in which effective protection, sustainable production and equitable prosperity go hand-in-hand”, we look to Norway to demonstrate these values in the upcoming Coastal States discussions.

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Thank you for your attention in this matter.

Annex 1: Contact details

NE Atlantic Coastal State Fishery Ministers

- EU:
 - Commissioner: cab-sinkevicius-contact@ec.europa.eu
 - Denmark: Rasmus Prehn fvm@fvm.dk
 - France: Ms Annick Girardin, via <http://contact.mer.gouv.fr/>
 - Germany: Cem Özdemir poststelle@bmel.bund.de
 - Ireland: Mr Charlie McConalogue info@agriculture.gov.ie
 - Netherlands: Ms Carola Schouten, via <https://www.government.nl/contact/contact-form>
 - Poland: Henryk Kowalczyk sekretariat.ministra@minrol.gov.pl
 - Sweden: Annika Strandhäll miljodepartementet.registrator@gov.se
- Faroe Islands: Árni Skaale fisk@fisk.fo
- Greenland: Aqqaluaq B. Egede apnn@nanoq.gl
- Iceland: Svandís Svavarsdóttir mar@mar.is
- Norway: Bjørnar Selnes Skjæran postmottak@nfd.dep.no
- Russian Federation: Dmitry Patrushev, via <http://services.government.ru/en/letters/form/>
- UK: Mark Spencer ps.mark.spencer@defra.gov.uk
 - Scotland: Mairi Gougeon CabSecRAI@gov.scot

NEAFC Heads of Delegations

Faroe Islands

Herluf Sigvaldsson hs@fisk.fo

Greenland

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Russian Federation

Alexander Krysov a_krysov@pinro.ru

Anna Shulaeva pr-norway@fishcom.ru

Annex 2: NAPA Partner Social Media Strategy

Partners are asked to post the following content on their corporate (and personal) **Twitter** and **LinkedIn** accounts.

| EXAMPLE TEXT TO COPY & PASTE | DOWNLOAD LINK TO HI-RES VERSION OF IMAGE |
|---|--|
| <p>As a proud @NAPAFisheries partner, we're calling time on unsustainable #fishing.</p> <p>The #CoastalStates fishing for NE Atlantic #mackerel must agree to #sustainable #quota shares by 31 March.</p> <p>Ending mackerel #overfishing is within reach, but time is running out.</p> <p>#TakeYourFairShare</p> |  <p>CLICK HERE TO DOWNLOAD VIDEO GRAPHIC</p> |