NORTH ATLANTIC PELAGIC ADVOCACY GROUP (NAPA)

COMMS UPDATE

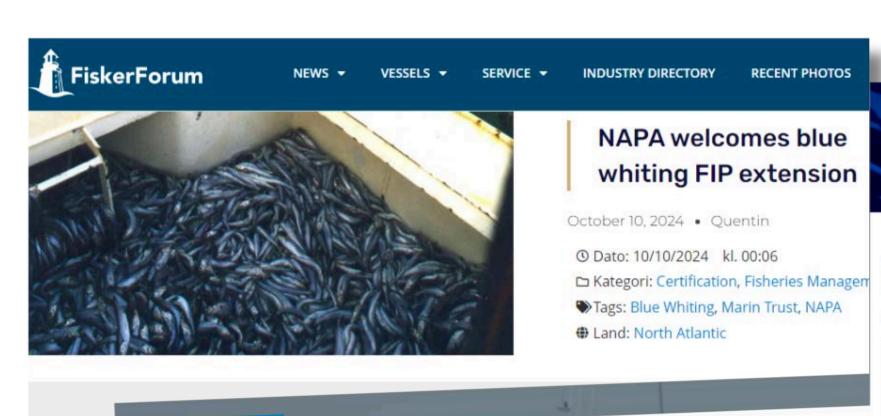
October 17 - Blue Whiting Sub Group



Comms workplan

Workstream		August			September				October					November				December				January			February					March				April				
	Activity			19-Aug	26-Aug	2-Sep	9-Sep	16-Sep	23-Sep	30-Sep	7-0ct	14-0ct	21-0ct	28-Oct	4-Nov	11-Nov	18-Nov	200	9-Dec	16-Dec	23-Dec	30-Dec	6-Jan	13-Jan	20-Jan	2/-jan	3-reb	17-Fah	24-Feb	3-Mar	10-Mar	17-Mar	24-Mar	31-Mar	/-Apr	21-Apr	20 Anr	26-Apr Beyond
External events	ICES Stock advice [30 Sep]												49.																									
	Coastal States Negotiations [15-12 Oct]												J.		22	-33																						
	NEAFC Meetings [11-15 Nov]																																					
	Boston Seafood Expo [16-18 Mar]														100	150															l_							
	Global Seafood Expo [6-8 May]																																					
NAPA Overarching	NAPA refresh: Updated comms & branding									- 5																												
	NAPA refresh: Social media lauch																																					
	NAPA refresh: Web development							Lie		- 4				Т																								
	NAPA Workshop [Timing TBC]													1																								
	Global Seafood Expo preparation																Nicke																					
	Ongoing regular & reactive comms																																					
Coastal	Campaign development										47																											
States Negotiations + NAPA Relaunch	Media engagement: PR, quote & interview																																					
	Coastal States letter									,																												
	Social media campaign																																					
Blue whiting	Campaign development and sign off																																					
	FIP Extension press statement																																					
	FIP Extension report design and publish											45																										
	Campaign launch: social media																								-		-											
	Best Supporting Fish[Exact timigs TBC]																																					
Mackerel	Campaign development and sign off																																					
	Campaign launch: social media																																					
Herring	Campaign development [Timings TBC]																								- 6													
	Campaign launch: social media [TBC]																	225							-36								l					

NAPA in the news





The North A confirmation granted to it Improvement run for three managemen

Global seafood coalition welcomes extension to innovative fishery improvement project

Date of issue: 1 October 2024

The North Atlantic Pelagic Advocacy Group (NAPA) is pleased to receive confirmation from MarinTrust that a two-year extension has been granted to its innovative North East Atlantic blue whiting Fishery Improvement Project (FIP).

Launched in 2021, and originally planning to run for three years, the FIP aims to drive improvements in the management of the blue whiting fishery. However, despite NAPA's substantial advocacy efforts, Coastal States continue to prioritise their individual interests over the sustainable management of this important stock, ignoring the voice of the global marketplace. As a result, overfishing shows no signs of stopping.

Fiona Birch, who is supporting NAPA, said, "This extension is important recognition of the vital role the marketplace can play in driving improvements in fisheries sustainability, though we are frustrated it was necessary after three years of advocacy. The issue is fundamentally

Author: North Atlantic Pe
Date: October 1, 2024

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The Fishing Daily YOUR INDUSTRY, YOUR NEWS TODAY

NAPA Appeals for Urgent International Management Amid Mackerel Decline

by Oliver McBride | Oct 10, 2024 | European Fishing Industry, Latest News



Commodity news

North Atlantic Pelagic Advocacy Group extends FIP by two years, urges coastal state collaboration

NAPA's extension pushes the FIP deadline to 2026, providing a narrow window for nations to adopt sustainable management practices, while ICES data underscores severe overfishing of key species.

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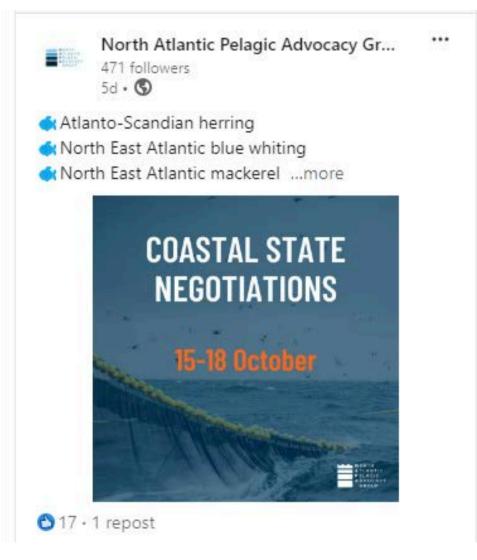
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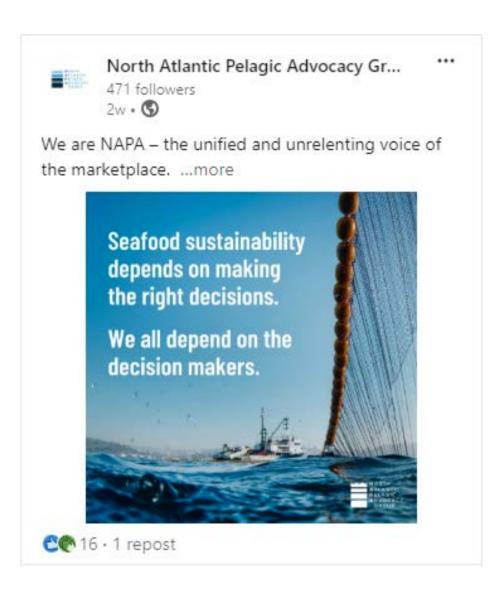


Amplifying NAPA









Ways to support:

- Engage with NAPA's content on social media follow the page, like and reshare posts
- Share content on your own channels (we have created some posts for you to use)
- Media quotes and interviews (huge thanks to Anne Mette Bæk, Annabel Little and Robert Wiltshire for their recent support)
- Tell us when you spot opportunities events, speaking opportunities, news, reports
- We are here to help calendars, talking points, guidance, templates etc





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