

NORTH ATLANTIC PELAGIC ADVOCACY GROUP (NAPA)

COMMS UPDATE

5th February 2025 - Blue Whiting Sub Group



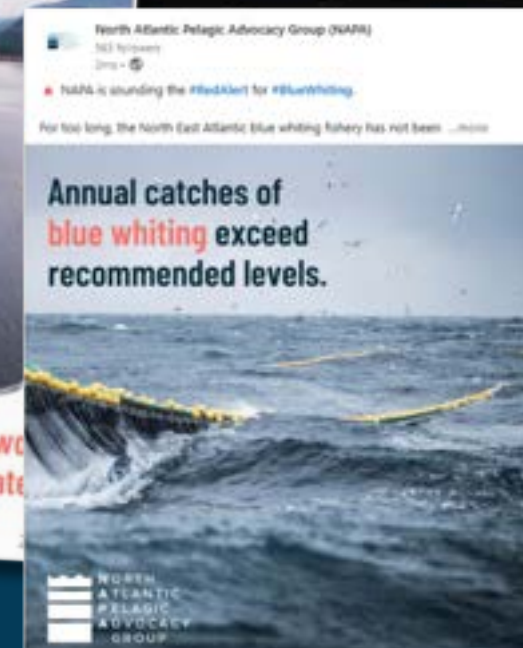
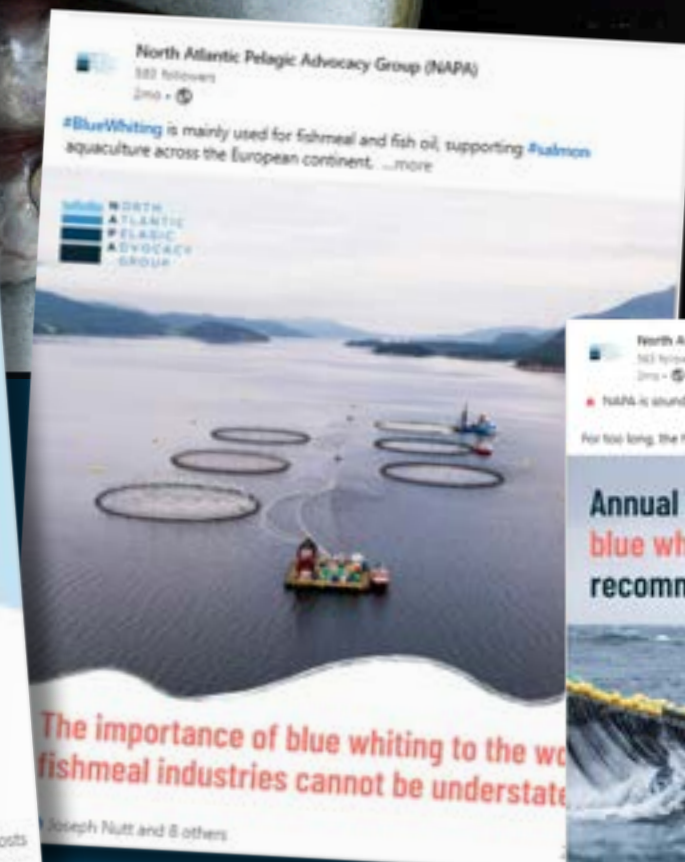
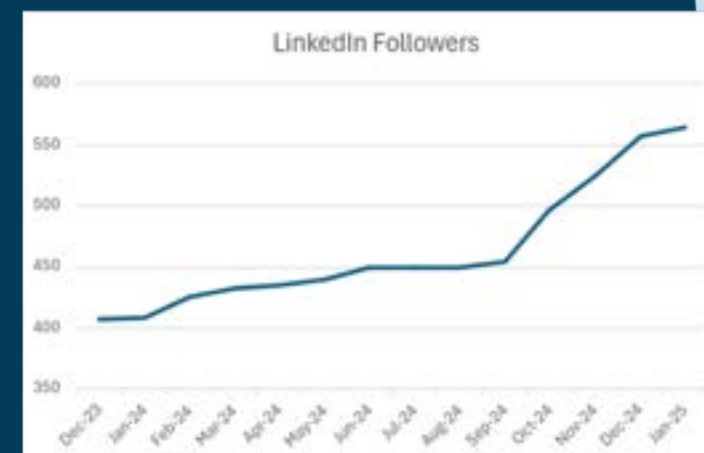
Comms workplan

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COMMS UPDATE

Since October 2024

- **October:** NAPA relaunch + Coastal States
 - Social media, press release, media interview with Rob Blyth-Skyrme
 - FishFocus, Fishing Daily, Aquafeed.com, Undercurrent News, Seafood Source >145,000 reach
- **November:** **Blue whiting - LinkedIn**
 - 3,413 impressions, 108 reactions, 3 reposts
 - 29 new followers gained
- **December:** NAPA workshop + Press release: “NAPA Tells Coastal States Certification of Stocks is Non-Negotiable”
 - The Fishing Daily, Fiskerforum, Fish Focus
 - >120,000 reach
- **January:** Planning for 2025
 - NASF, mackerel maths, herring
- **February:**
 - Mackerel Maths
 - Leveraging networks - ASC
- **March:** NASF



BLUE WHITING

RED ALERT

NORTH ATLANTIC PELAGIC ADVOCACY GROUP

NORTH ATLANTIC SEAFOOD FORUM



COMMUNICATIONS PLAN

Main Activities

- “Blue whiting, red alert” postcard production
- Social media package
- Media engagement pieces
- Events team support (logistics, delivery, speaker support, organiser liaison)

Best Supporting Fish

- Relevant to NASF conference - supporting salmon and aquafeed industry
- Integrated to add creativity and impact

Key Objectives

- Impact of blue whiting mismanagement on the salmon sector
- Time is running out – the blue whiting FIP ends Oct 2026
- More voices speaking out means a better chance of influencing Coastal States
- NAPA’s work is vital + recent expansion in market presence



FISH, FISH EVERYWHERE



BLUE WHITING **RED ALERT**

Discover
more here



The global seafood market is united in sounding a **RED ALERT** on NE Atlantic blue whiting. **WHY?** Because the fishing of it has exceeded scientific advice for years. Now decision-makers must **FOLLOW THE SCIENCE** and **AGREE CATCH SHARES** before it's too late.



Blue whiting postcards

- Blue Whiting, Red Alert
- 'Medium' campaign messaging
- QR code:
 - Link to blue whiting web page
 - Key asks / points
 - Can be tailored / amended for future events

Distribution

- In discussion: conference delegate packs
- At the event: on tables, stands, handed out by NAPA team

BEST SUPPORTING FISH

Highlighting blue whiting's fundamental role in supporting the feed and salmon farming sectors

Pre-NASF

- Social Media
 - Context-setting / reminder on blue whiting
 - Promote NAPA's NASF event
 - **Best Supporting Fish teaser**
- Press release (just before the conference)
 - Highlight NAPA's attendance at NASF - purpose, key messages
 - **Best Supporting Fish - importance of NAPA's work to safeguard blue whiting**

During NASF

- Social media:
 - **Winner of Best Supporting Fish: BLUE WHITING!**
 - On the ground updates and photos from the NAPA team & Partners
 - Photos of blue whiting postcards in people's hands

After NASF

- Recap of NASF + NAPA's session, with quotes from NAPA Partners

All messages underpinned by Key Objectives



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