



## **Long Distance Advisory Council**

### **COMMUNICATIONS PLAN**

**Date: November 2016**

#### **1. BACKGROUND / RATIONALE**

The present document is the result of identifying the need for a pro-active approach when disseminating information to target audiences about LDAC events (internal and external meetings), activities of its members and outputs (dissemination of information, production of advice, correspondence generated with European Institutions...).

A first outline of a LDAC Communications Strategy, stating the main steps to be followed and identifying 6 core tasks and priorities, was presented by the Executive Secretary at the Executive Committee meeting held in Madrid the 23 November 2016. It was agreed there that a more detailed document (namely a Communications Plan, henceforth the “Plan”) would be submitted in writing to all members with the view to be discussed and, if agreed, approved at the next General Assembly/Executive Committee meetings taking place in May 2017, so it fully comes into effect from 1 June 2017 coinciding with the new LDAC budget year.

This Plan will be reviewed on an annual basis so it can be updated/modified if necessary following its approval by the respective Executive Committee.

Once adopted, the Plan will be considered as the core internal rule of procedure for the LDAC in relation to Public Relations and Communications.

#### **2. MISSION AND VALUES**

The LDAC Secretariat seeks to raise the institutional profile and corporate reputation of the organisation by increasing the awareness and visibility of the LDAC work and make it more accessible to the relevant audiences.

It seeks to pro-actively engage in communication with relevant audiences, which are not constrained to the fishing sector but also to a broader public (governmental authorities, academics, scientific researchers, representatives of civil society...)



It finally seeks to reinforce and improve the existing dialogue with European Institutions and agencies (European Commission, European Parliament, EFCA...) as well as Member States and other international bodies (e.g. ICES, RFMOs...)

### 3. KEY MESSAGES

- The LDAC is not a lobby but a stakeholder-led fisheries advisory body.
- The LDAC is a useful, non-political organisation with an aim of European interest that provides evidence-based advice generally agreed by consensus to the European Commission and Member States.
- The LDAC plays an effective and important role for feeding fishermen and other stakeholders' experience and knowledge as guiding principles for the application of the External Dimension of the EU Common Fisheries Policy.
- The role of the LDAC in articulating stakeholders' collaboration and engagement is beneficial for:
  - Promoting dialogue and transparency in EU decision making, involving on their debates EU and national policy makers, managers, fishermen, NGOs and scientists;
  - Being an authorised voice of fisheries stakeholders with interest in long distance fisheries (non EU waters);
  - Enhancing Good Governance and responsible fisheries management;
  - Combining biological and environmental objectives with socio-economic sustainability of fishing activities;
  - Being informed timely about EC consultation procedures, strategic actions and also own-initiative projects.

### 4. TARGET AUDIENCES

1. **Fishing Industry**, including organisations' representatives and grassroots from catching, transformation, processing and trading subsectors:
  - a. Producers Organisations
  - b. Fishermen's Associations / Federations
  - c. Shipowners
  - d. Trade Unions
  - e. Skippers / Individual Fishermen
  - f. Women's Networks
  - g. Others
2. **Non-Governmental Organisations (NGOs) and Other Groups of Interest.**
  - a. Environmental / Conservation NGOs



- b. Development for Cooperation NGOs
- c. Recreational Fishermen (Anglers...)
- d. Consumers organisations
- e. Civil society groups
- f. Others

### **3. European Commission**

- a. DG MARE
- b. DG DEVCO
- c. DG ENV
- d. DG TRADE
- e. DG SANCO
- f. Other

### **4. Other EU Institutions and Bodies**

- a. European Parliament (particularly Fisheries Committee)
- b. Scientific, Technical and Economic Committee for Fisheries
- c. Economic and Social Committee
- d. Committee of the Regions
- e. European Fisheries and Control Agency (EFCA)
- f. Other

### **5. National Administrations of EU Member States**

#### LDAC Member States

- a. Portugal
- b. Spain
- c. France
- d. Italy
- e. Netherlands
- f. United Kingdom
- g. Republic of Ireland
- h. Germany
- i. Poland
- j. Denmark
- k. Lithuania
- l. Estonia

#### Other Member States

- m. Belgium
- n. Latvia

### **6. National Administrations from non EU countries**

- a. Northern Europe countries (Norway, Iceland, Faroe, Greenland)
- b. West African countries (Atlantic Ocean)
- c. East African countries (Indian Ocean)



d. Others

7. **Scientific Community** (ICES, IEO, AZTI, IFREMER, CEFAS, BIM, MI...)

8. **Academia** (University Research Institutes, Departments, Chairs, etc.)

## 5. STRATEGIC PLAN OF ACTION (SPOA) – IMPLEMENTING ACTIONS

To achieve this goal, a number of specific actions have been developed by the Secretariat as a “Plan of Action”, namely:

1. Increasing presence in media (through issue of periodic PR, finding key media correspondents, participating in events);
2. Improving background info and quality of content displayed on the website for public in general; and developing an application for mobile devices (tablets and smartphones);
3. Being proactive in social networks (Twitter, LinkedIn, YouTube...);
4. Joining to the EU Public Register of Transparency and maintaining/ updating it every year (first registration date: October 2015): <http://ec.europa.eu/transparencyregister/public/consultation/displaylobbyist.do?id=905805219213-67>
5. Updating publications and books (e.g. Tuna FADs management);
6. Producing corporate material (e.g. Inter AC Map, institutional brochure, infographics...) and merchandising (USB, office stationery, cases...).

## 6. USE AND MANAGEMENT OF LDAC WEBSITE AND IT CORPORATE SOCIAL NETWORKS (TWITTER, LINKEDIN, etc.)

Website: [www.ldac.eu](http://www.ldac.eu)

In accordance with the LDAC rules of procedure, it is the duty of the Secretariat to develop, maintain and regularly update the LDAC website and any social media tools or additional functionalities that might be developed.

The LDAC has currently a fully operational website 4.0 enabling open and free access to its publications and meeting documents and information. It also has a section titled “News” which will be populated with relevant content/related articles. The News archive will be regularly updated so members and public in general are able to view press releases coming from the LDAC.



It also has a Twitter account @ldac\_eu with more than 500 followers up to date. Example of compilation of tweets as a result of an event – LDAC Conference of Las Palmas: <https://storify.com/MindfullyWired/ldac-external-dimension-of-the-cfp>

An example of recent media coverage (including pictures, presentations and video footage archive) can be found at the LDAC International Conference on Implementing the External Dimension of the CFP, held in Las Palmas on 16-17 September 2015 – link: <http://ldac.chil.me/ldac-edcfpconference2015>

The LDAC has also a media contact list with the most relevant press agencies and paper and e-newsletters related to the fisheries management in Europe. The media contacts list is regularly updated so all relevant correspondents are timely informed of LDAC activities and can contact the Secretariat for more information regarding upcoming events/work priorities/content of agreed advices.

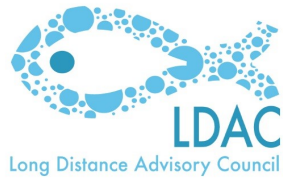
A general standard Power Point presentation of the Long Distance AC is also available for the members by the Secretariat, to be presented upon request at different institutions or fora. This presentation will be updated on a regular basis and shared with relevant members upon previous request.

## **7. ISSUING OF PRESS RELEASES: COMMUNICATIONS BOARD**

General press releases will be drafted by the Secretariat and circulated to the Communications Review Board for comments and endorsement.

The Communications Review Board is an ad hoc body tasked by mandate of the Executive Committee to deal with public relations. It is composed of the LDAC Chairman and three members of the Executive Committee (with at least one seat for a NGOs/Other Group of Interest representative). This Board is entrusted with assisting the Secretariat in the drafting of press releases and has the following tasks:

- Suggest topics for publication
- Review and Sign off on press releases
- Provide quotes for articles
- Be available to speak and/or be interviewed on behalf of the LDAC (if and when required)



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Procedures for adoption of news:

a) For press notes of mere informative nature or stating a generally agreed LDAC position, they will be deemed as adopted after decision of the Review Board without necessity of further consultation to the Executive Committee members.

b) For press releases or notes containing minority positions or potentially controversial information, they will be circulated among all the Executive Committee members following the ordinary LDAC procedures for comments and endorsement (2 weeks ordinary / 8 days fast track).

Once the press release is endorsed it will be sent to a pre-defined contact list of relevant media (i.e. European Fisheries Trade Press, national specialized fishing magazines and newspapers, institutional websites).

Members and observers will be encouraged, whenever possible, to circulate final press releases to their regional or local newspapers or magazines, and also to distribute them to associates through their own internal publications (circulars, announcement in bulletin boards).

Permissions / authorisations for external press releases:

The LDAC Secretariat will coordinate all the press releases to be sent by the members to any media, giving its previous and express authorization for each particular case.

No member will be entitled to give its opinion on behalf of the LDAC, whether on a general or specific issue, without previous knowledge and authorization by the LDAC Secretariat and/or the Review Board.

**END**