

**Inter-ACs meeting
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Communicating on behalf of the Advisory Council: common challenges and good practices

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LES EAUX OCCIDENTALES
SEPTENTRIONALES

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Advisory Councils were established to enable the CFP to benefit from the knowledge and experience of all stakeholders.

Therefore, ACs should:

- Provide input to management decisions based on a **balanced representation of all stakeholders**;
- **Inform all relevant stakeholders** of management processes in fisheries in order for them to provide timely and relevant input.

**How to ensure that communication
on behalf of the AC is
independent and impartial?**

NWWAC communication strategy – Aims

- Increase awareness about NWWAC's work
- Improve existing dialogue with the audience
- Make the NWWAC's work more accessible to the audience
- Supply the audience with effective information to enable informed decisions

NWWAC communication strategy – Challenges

Target audience:
industry, OIGs, EU institutions, MS, scientific community



- Different languages (EN, FR and ES)
- Different opinions
- Different levels of engagement (language barriers, possibility to attend relevant meetings, type of organisation, ...)

Good practices – NWWAC internal communication

- Coordination by the Secretariat (with the Chairman's supervision)
- Main channels: email, face to face meetings, conference calls, website
- Identify all members and ensure that their specific interests and influence are understood and recorded
- Inform members how to contribute to decision-making and plan consultation and involvement as early as possible, in order to involve the right stakeholders at a meaningful time
- Keep members informed of progress before, during and after delivery of the advice
- Keep members informed of other members' opinions and positions
- Provide information/documents in all languages needed
- Monthly activity report to members

Good practices – NWWAC external communication protocol

- Official NWWAC documents, papers, reports, presentations, press releases or any other media carrying the name or logo of the AC are in general to be issued through the Secretariat
- The Secretariat consults directly with the Chairman and Vice Chairs in respect of any type of material to be disseminated carrying the name or logo of the AC
- The decision to consult with members of Executive Committee or with other members of the AC will be the responsibility of and at the discretion of the Chairman
- Members of the AC who express opinions on the work or any other aspect of the NWWAC should clearly indicate that such opinions do not, necessarily, represent the opinion of the AC.
- If an official comment on any issue is required from the NWWAC the request should be forwarded to the Secretariat and an appropriate response obtained from the Chairman and/or the Executive Committee as appropriate

Thank you!



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