

NWWRAC Communications Proposal

The NWWRAC intends to develop a detailed communications strategy for implementation in December 2007 for a period of one year. This draft outline proposes the key audiences and the stakeholders to be included in the Communications strategy.

Key Audiences/Stakeholders will include:

- Industry/Grass roots
- European Fisheries Trade Press
- Non-Governmental Organisations (NGOs)
- EU Council, Parliament and Member States
- Scientific Community (ICES, relevant national research & scientific institutes: IFREMER, IEO, AZTI, BIM, CEFAS...)
- Academia

A focused, pro-active approach to information dissemination will be adopted, with timely, relevant and accurate information being made available to the trade press in particular at regular bi-monthly intervals and as required from time to time.

Key messages will be developed in order to communicate the NWWRAC work with all audiences.

Key Messages will be developed around the themes of:

- The NWWRAC successes to date on conveying stakeholders' view to the EC
- Enhancing the view that the NWWRAC is a useful, non-political, impartial and evidence-based organisation, and plays an effective advisory role in the decision-making process of the EU
- Increasing the involvement of the scientific and academic community within the working groups of the NWWRAC.
- Raising awareness amongst members and non-members regarding the potential scope and influence to be gained by involvement with the NWWRAC

In addition, the proposed communications plan will seek to further develop already established networks and contacts within European Institutions and the European Trade Press.

A logical protocol for all NWWRAC communications, internal and external, will be further developed with input from all members.