



ATTRACTING NEW AC MEMBERS

- MAC SECRETARIAT'S EXPERIENCE

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THE MAC - MEMBERSHIP

- **Competence:**

- EU market of fishery and aquaculture products

- **Membership:**

- 58 Members – wild catch producers, aquaculture producers, processors, traders, suppliers, retailers, trade unions, environment & development NGOs
- 12 Member States – BE, HR, DK, FR, DE, IE, IT, NL, PO, RO, ES, SE

- **Executive Committee:**

- Value Supply Chain (60%) – 15 members
- Other Interest Groups (40%) – 7 members (3 empty seats)

- **“Objectives”:**

- Reach 10 OIGs in Executive Committee
- Increase geographical diversity

EFFORTS WITH NATIONAL AUTHORITIES

- **Letters from the Secretariat (to all Member States):**
 - Explaining function, legal basis, and work programme of the MAC
 - Encouraging: 1) Participation as active observers, 2) Provision of technical, logistical and financial support, 3) Promotion of membership requests amongst stakeholders
- **Video Calls (with Member States active in the MAC):**
 - Discuss possibilities of cooperation and participation in meetings
 - Current membership and relevant active stakeholders in Member State
- **“Lessons Learnt”:**
 - Ensure that letters are clear - MS staff might not be familiar with the functioning of the AC or focus only on the request for financial support
 - Highlight different membership categories - MS staff might focus on POs

EFFORTS WITH OIG, PARTICULARLY NGOS

- **“Finding” NGOs:**

- Networking (i.e. European Parliament & Commission events), internet research, reports and press releases (i.e. Blue Manifesto), other ACs, suggestions from current OIGs

- **Contacts**

- Emailing NGOs with general information about the MAC (i.e. meetings, topics)
- Phone & video calls with NGOs that demonstrate interest

- **“Lessons Learnt”:**

- Better to contact specific (especially previously met) people, instead of general email addresses
- Importance of providing (good) reference to other OIG members
- Highlight close relationship with DG MARE

RESULTS

- **Positive Results:**

- OIGs - One new NGO in the Executive Committee
- Geographical balance – first members from Romania and Croatia

- **General Problems:**

- Lack of capacity from NGOs (financial & particularly human resources)
- Wide geographical scope of the MAC: Many NGOs have a regional/local scope
- “Suis generis” nature of seafood market topics:
 - “Fisheries” NGOs tend to focus on TAC & quotas, ocean literacy, marine litter
 - “Food” NGOs tend to focus on the Common Agricultural Policy
- Different approaches to the MAC by national authorities:
 - Active observers in meetings
 - Part of the mailing list
 - Provision of financial support

SUGGESTION OF ACTIONS

- **Secretariats:**

- Proactive contact of potential members, national authorities and permanent delegations of EU regions
- Development of promotional material
- Presence on social media (particularly Twitter)

- **European Commission:**

- Encourage Member States to promote ACs and participate in meetings
- Promote AC membership when communicating with third stakeholders
- Support promotion campaigns to raise awareness on work and added value

- **Member States:**

- Promote AC membership amongst national stakeholders
- Organisation of local meetings, in collaboration with AC Secretariats, to meet relevant stakeholders and provide information