



CONSEIL CONSULTATIF POUR
LES EAUX OCCIDENTALES
SEPTENTRIONALES

**NORTH WESTERN
WATERS**
ADVISORY COUNCIL

CONSEJO CONSULTIVO PARA
LAS AGUAS
NOROCCIDENTALES

NWWAC MEMBERSHIP DRIVE

—
Katrina Ryan | Mindfully Wired Communications

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Introduction

The North Western Waters Advisory Council (NWWAC) is looking to attract more OIG members to ensure its membership is representative of the full range of relevant stakeholders.

A **60:40** ratio of industry:OIG stakeholders is desired.

Currently, the NWWAC ExCom has 14/15 industry seats filled, but only 3/10 OIG seats.

The NWWAC asked Mindfully Wired Communications to build a **membership drive strategy and materials** to help address this issue by encouraging OIGs to join.



Materials

- **Membership drive strategy** – audiences, key messages, methods, risks
- **Press release** – NWWAC highlights and call to action
- **Letter for OIGs** – benefits of NWWAC membership, value of OIG members
- **Pitch deck** – visual alternative to letter



Strategy insights: audiences

Primary audience: NGOs.

- Dissatisfaction with ACs – require structural change to see effective participation and meaningful advice.
- Time-poor – require evidence that time spent as AC members is impactful.
- Modern – communications are visually-led, digital, often for a broad audience.

Secondary audiences: small-scale industry, policy.



Strategy insights: key messages

- Members are valued, as is a diverse membership.
- ACs are evolving: the NWWAC has reshaped its Rules of Procedure.
- The NWWAC is impactful, and 2021 was especially productive.
- Meaningful advice on sustainability issues is essential.
- The NWWAC works with, and hears from, cutting-edge science.
- The NWWAC is shaped by, and is responsive to, its members.

Press release

- Weaving key messages into a narrative.
- Focus on impacts, desire for inclusivity.
- Call to action for OIGs to get in touch.

"The NWWAC is seeking well-informed and sustainability-minded organisations to join its membership. This presents prospective members with an opportunity to sharpen the impact of policy advice, connect with NGOs and fishing sector organisations, and engage in internationally important scientific projects with access to exclusive resources."

"NWWAC looks back on productive year, and ahead to a work plan reflecting the biggest North Western Waters fisheries issues in years"





"Following our most productive year to date and looking forward to a busy schedule of activity ahead, the North Western Waters Advisory Council (NWWAC) is seeking well-informed and sustainability-minded organisations to join its membership."

Letter to OIGs

- Focus on key messages.
- Directly scoping OIG interest.
- Encouraging a conversation.

"If you are interested in exploring this membership opportunity further, we would be delighted to discuss it in more detail. Membership brings a range of benefits for individual organisations and, in return, a representative membership ensures that the NWWAC consistently produces advice of the highest quality and relevance to decision-makers across Europe."

Possible target OIGs

Birdwatch Ireland

ClientEarth

Coastwatch

Dutch Elasmobranch Society

EDF Europe

Environmental Justice Foundation

European Bureau for Conservation and Development

Irish Wildlife Trust

Oceana Europe

Pew Charitable Trusts

Sciaena

Seas at Risk

WWF European Policy Office

Pitch deck

Taster

Introduction

The North Western Waters Advisory Council (NWWAC) brings together a diverse array of **fisheries and marine stakeholders** to produce **influential, collaborative advice** for European Commission and EU Member State legislators on how to manage the EU's North Western Waters.

In meetings throughout the year, NWWAC members from Ireland, Spain, France, Belgium, and the Netherlands engage in **meaningful debate and dialogue**.

The advice that arises from these discussions **directly informs EU fisheries management decisions**.





NWWAC membership

The NWWAC is shaped by its membership. We want to ensure the advice we produce is **fully representative** and **inclusive**.

Our newly updated **Rules of Procedure** will ensure a fair and respectful working environment for all members, built around our core values of **inclusivity and collaboration**.

We are responsive to feedback from our members too; striving to ensure that any barriers to contribution are overcome.



Could you be a new NWWAC member?

- **Help influence policy** through shaping advice sent directly to the European Commission and Member States
- **Build connections and network** with fisheries and marine stakeholders
- **Engage in cutting-edge scientific projects**, covering everything from ecosystem-based management to protection of sensitive species
- **Garner insight** into the latest marine policy developments, news and research – and hear directly on these subjects from expert guest speakers
- **Build knowledge and broaden connections** with other sea-basin experts and Advisory Councils through open-access cross-sector webinars
- **Enjoy access to exclusive resources**, tailored to members' needs, such as management charts and online map tools

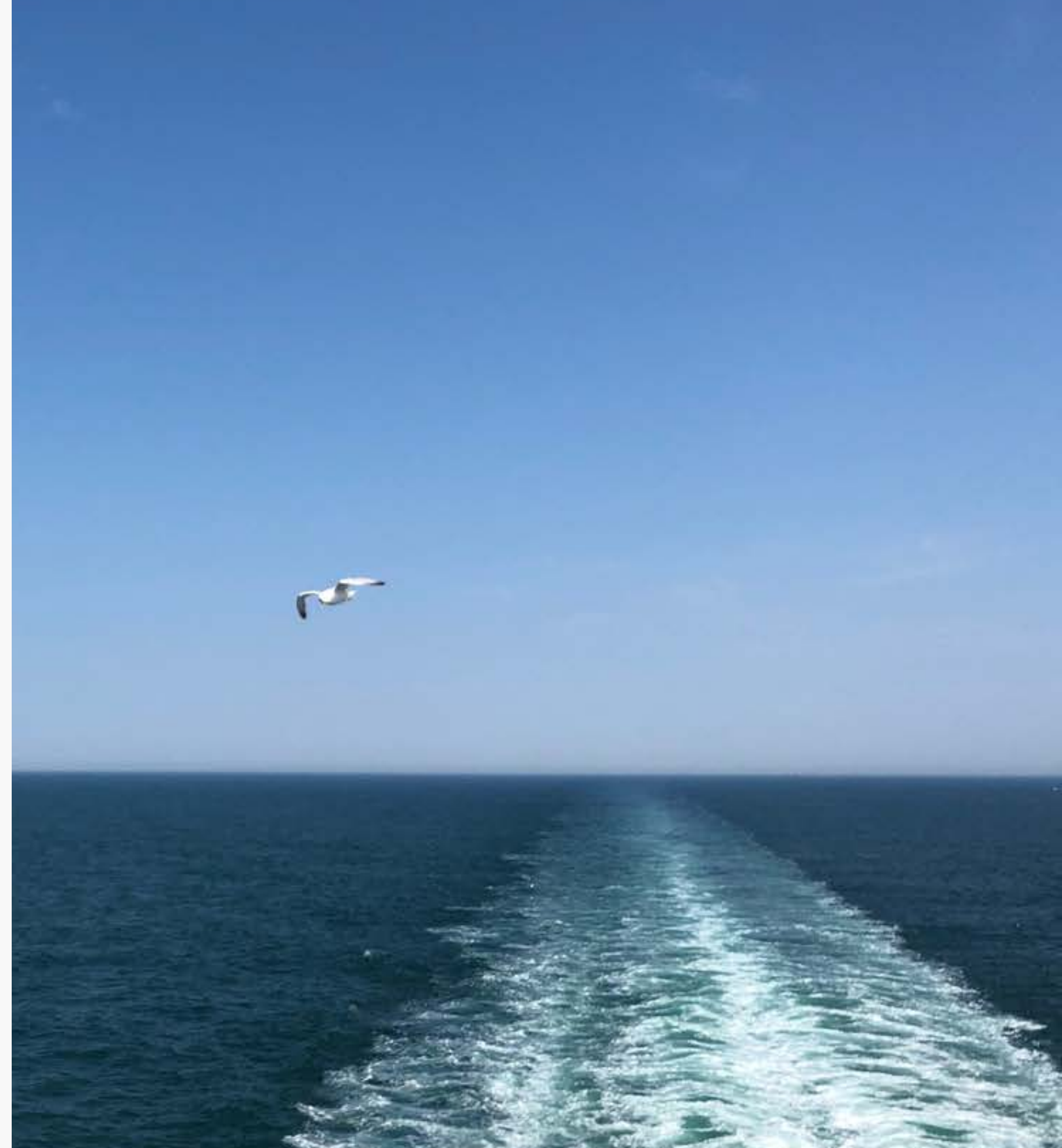


Timeline

Early April – Secretariat sends out press release to sector press. NWWAC members share link to published article with their networks.

Early May – Secretariat sends out letter and pitch deck to target OIGs. NWWAC members distribute press link / pitch deck through their networks and social media (*MWC can support if requested*)

Mid/late May – Dialogue with interested OIGs. Follow-ups to non-responsive target OIGs.



Any questions?

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