



CONSEIL CONSULTATIF POUR
LES EAUX OCCIDENTALES
SEPTENTRIONALES

**NORTH WESTERN
WATERS**
ADVISORY COUNCIL

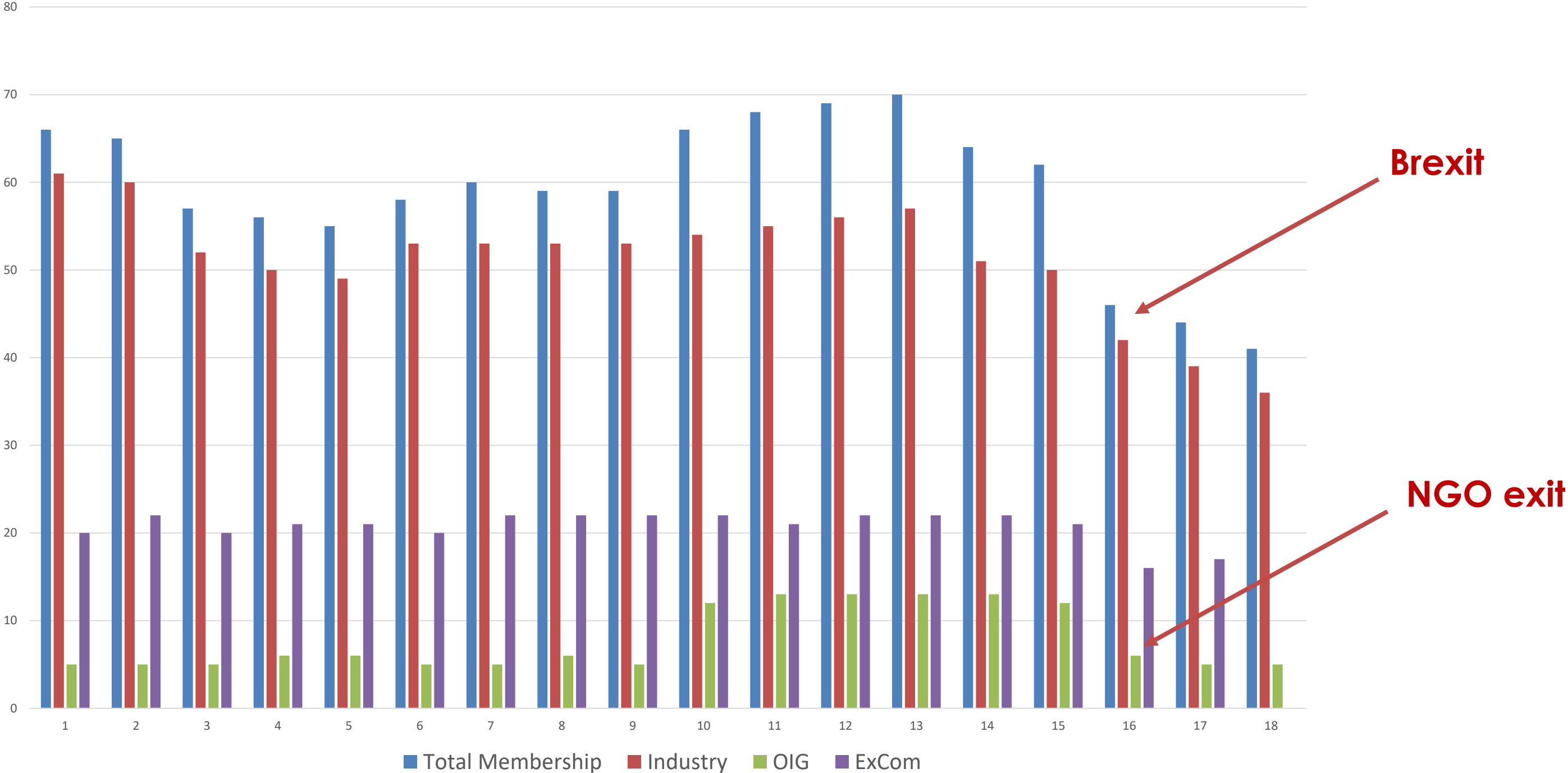
CONSEJO CONSULTIVO PARA
LAS AGUAS
NOROCCIDENTALES

NWWAC Membership Drive

—
Inter-AC Meeting
17 November 2022

WHY?

NWWAC membership Year 1 - 17





Who?

- NWWAC Secretariat
- NWWAC membership
- Mindfully Wired Communications



How?

- **Development of a Membership Drive Strategy**
 - Identification of key audiences and key messages
- **Press release**
 - Released in English, Spanish and French and sent to 71 media outlets, published on NWWAC website
- **Correspondence**
 - Direct invitation letter to 13 NGOs ([Birdwatch Ireland](#), [Client Earth](#), [Dutch Elasmobranch Society](#), [Environmental Defense Fund](#), [Environmental Justice Foundation](#), [Irish Whale and Dolphin Group](#), [Irish Wildlife Trust](#), [Oceana](#), [Our Fish](#), [Sciaena](#), [Seas at Risk](#), [The Pew Charitable Trusts](#), [WWF](#))
- **Social media**
 - LinkedIn posts with key messages



What happened?

- No feedback from press releases
- Responses received from
 - Client Earth
 - Environmental Justice Foundation
 - Irish Wildlife Trust
 - Our Fish
 - Sciaena
 - The Pew Charitable Trusts
- Reasons provided for inability to join
 - Over-subscribed
 - No capacity
 - No resources
- No feedback from social media posts



What next?

- **NWWAC**
 - Follow-up by the Secretariat
 - New press release Year 18
 - Additional social media posts
- **Commission**
 - Continued emphasis on the work of the ACs in communication with other stakeholders
 - Potential publication of annual overview of the ACs' submissions and their direct impact on policy development
 - Potential strategic social media campaign to focus on and highlight the work of the ACs



THANK YOU

