

Global Catch Reconstruction Communications Plan

To understand how to manage ocean resources, it's important to figure out what is being fished from them. Catch data are crucial to fisheries management, but the official statistics of most countries are not comprehensive. They often focus on large-scale commercial fishing, which can be easier to track, and underestimate or overlook small-scale fisheries, recreational fisheries, illegal fishing, and unreported sectors.

New research by the Sea Around Us team, including Daniel Pauly, reveals that because there hasn't been a complete picture of global fish catch, it has been underestimated by 30 percent. Although this is an estimate and inexact, given the various sources of information and assumptions that Pauly's team has had to make, the number is far greater than zero – the default figure that most fisheries experts have used where there is no official data.

This research is largely the result of a 15-year partnership between The Pew Charitable Trusts and the Sea Around Us. When this news is released, it will show that a great percentage of fish catch in many countries has been effectively ignored, and therefore will be big news to share. The following plan describes how Pew plans to coordinate with partners – including new funder, the Paul G Allen Foundation – and communicate the results of the findings from the global analysis.

Situational Analysis

The findings of the Sea Around Us global catch reconstruction study will be significant and therefore newsworthy internationally and in many regions where the reconstructions took place. It's the first time that anyone has tried to bring together information about the missing catch for each country and estimate the actual global catch.

Its significance will compare to some of Daniel Pauly's other seminal papers, such as "fishing down the food web" and the decline in world catch. The findings will be released to the public and to a wide variety of stakeholders, in coordination with University of British Columbia and the Paul Allen Foundation (Vulcan). Although Pew provided the bulk of the funding for the project, in 2014 the Paul Allen Foundation began to support Pauly's team as Pew's core support for Sea Around Us was coming to an end. The foundation thus has an important stake in the results, as well as being a potential future funder for other Pew activities.

Pew's Catch reconstruction Project Goals

1. Communicate the results of the individual and global findings of catch reconstruction and the approach to domestic and international fisheries managers, scientists, and

others.

2. Use the global study as a way to begin exiting work with Sea Around Us and transition work to the Paul G Allen Foundation (Vulcan) and other funders in 2015.

Pew Communications and Outreach Objectives

- Communicate the results of the individual and global findings of catch reconstruction to the public and to stakeholders.
- Communicate the approach to domestic and international fisheries managers, scientists, and others.
- Reach and engage with international organizations aimed at collecting and harmonizing fisheries statistics.
 - Engage with members of Committee on Fisheries (COFI) of FAO about the catch reconstruction methodology and others seeking to influence COFI (June 2016).
 - Inform FAO statisticians, small-scale fisheries experts, and NGOs involved in implementation of the International Guidelines on Securing Sustainable Small-Scale Fisheries (in process)

Main Audiences

The key target audiences for this study, include:

- International organizations that maintain fisheries statistics, including the Food and Agriculture Organization of the United Nations (FAO).
- Fisheries managers and decision-makers or scientists, who can use the approaches in their efforts to estimate catch, or can use the data set itself.
- Global advocates and organizations, especially those working on small scale fisheries issues.
- Science-interested lay audiences who are likely to read about the study or be moved by its findings to be more aware of ocean health.

Targeted Audiences

International Fisheries Policymakers Abroad (ranked in order of priority)

- Fisheries Committee of the Food and Agriculture Organization of the United Nations (highest priority)
 - Fabio Hazin (Chair of COFI small scale fisheries working group)
 - Nicole Franz (FAO small scale fisheries staff)
- GEF
 - Astrid Hillers and Charlotte Gobin – International Waters Team staff working on small scale fisheries issues
- Targeted/individual countries with delegates to COFI who can form a constituency to advance the goals of the catch reconstruction project.

- Senegal and possibly as examples
 - Other countries in West Africa, in particular those seen as regional leaders
- United Nations – could help shape implementation of the sustainable development goals
- OECD
 - Roger Martini – OECD is interested in updating their fisheries database.

U.S. Fisheries Policymakers

- US State Department – Bureau of Oceans and International Environmental and Scientific Affairs (OES)
 - Deirdre Warner-Kramer, Office of Marine Conservation, International Fisheries Officer – head (She’s also a member of delegation to COFI and of the U.S. Mid-Atlantic Fisheries Council)
- National Oceanic and Atmospheric Administration
 - International team

Ocean Advocacy Groups

- Bread for the World (working to improve small scale fisheries management at FAO)
- International Collective in Support of Fishworkers: they support national collectives of small-scale fisheries, a major target for the reconstruction work.
- Sub-Regional Fisheries Commission (Africa) (closely working on small scale fisheries issues)
- Ecology Action Center
- Oceans 2012
- Oceana
- WWF International
 - Alistair Graham, WWF High Seas Advisor (influential with FAO)
 - Country-specific WWF offices for the countries in which we are highlighting work.
- Prince of Wales International Sustainability Unit
 - Melanie Siggs, Senior Policy Advisor
- Natural Resources Defense Council -- Lisa Speer
- Environmental Defense Fund
- Greenpeace International (because they work a lot in developing countries)
- IUCN
- IMCS listserv

Funders and Funding Partners

- Paul G Allen Family Foundation (Vulcan)
- Consultative Group on Biological Diversity: Marines (marine funders)
- MAVA
- Development banks, if appropriate

Key Messages and Spokespeople

TOP THREE MESSAGES

- New research by the Sea Around Us, and supported by The Pew Charitable Trusts, suggests that the world's countries have been underestimating catch by 30 percent globally.
- We fish more than 120 million metric tons of fish per year from the world's oceans, but currently only account for 80 million metric tons.
- By making more comprehensive data available governments can better understand what is being fished from their waters and manage fisheries more sustainably.

Secondary Messages

- Small-scale fishing represents an estimated 22 percent of the global catch (27 million metric tons), nearly all of which is chiefly used for human consumption.
- Developing countries currently underestimate their fish catch by about 40 percent, while developed countries are off by about 20 percent.
- Catch data are crucial to fisheries management, but official statistics of most countries are incomplete and many do not include a variety of fish catch types beyond industrial fishing. Many do not include small-scale fishing, discards, and illegal and unreported fishing.
- To create a more accurate picture of fish catch around the world, catch reconstruction is a method of finding and filling in missing data using a variety of local sources, such as historical records, purchase agreements, and local sales data.
- Without accurate catch data, fisheries managers may not be able to see trends such as declining fish catch.
- Fish catch varies locally and by country. In The Bahamas, catch is driven largely by tourists, both sport fishermen and restaurant customers, both of which are largely unreported. In West Africa, catch is commonly driven by small-scale fishers and large-scale foreign fleets, neither of which is thoroughly tracked or reported in official statistics.
- One in five people in the world depend on fish as the primary source of protein. Fishing is central to the livelihood and food security of more than 200 million people living along the coast. This is particularly true of the developing world.
- The growing demand for food has elevated the cost of seafood, attracting businesses and governments to the detriment of small-scale fishing and fishing communities all over the world.

Spokespeople: Scientists of individual studies and officials from various involved countries.

*Daniel Pauly, University of British Columbia
Professor, Fisheries Centre & Zoology; Principal Investigator of the Sea
Around Us Project*

*Dirk Zeller, University of British Columbia
Senior Researcher and Project Manager of the Sea Around Us Project*

*Rebecca Goldberg, The Pew Charitable Trusts
Director, Ocean Science*

Raechel Waters, Paul Allen Family Foundation (Vulcan)

Dyhia Belhabib (for any in country efforts in West Africa)

Other NGOs that are supportive of the work, E.g. Fishworkers collective

Potential Opposition and/or Challenges

Daniel Pauly is a French-born marine biologist, well known for his work in studying human impacts on global fisheries. He is a professor and the project leader of the Sea Around Us Project. Pauly frequently expresses opinions about public policy. His outspoken personality can be polarizing at times and can complicate the release of research he develops, particularly when it comes to the Food and Agriculture Organization (FAO) which tracks official fishing statistics. FAO's Lucas Garibaldi is the most vocal Daniel Pauly opponent, but others have been outspoken specifically about catch reconstruction. Pauly's strident warnings over declining fish populations have landed him in fierce fights about catch reconstruction, particularly with Ray Hilborn (part of a long-standing conflict) of the University of Washington in Seattle, one of the world's leading fisheries researchers. Hilborn has always been combative with Pauly. Pew and the Paul G Allen Family Foundation's best approach is to be upfront that the numbers are imperfect estimates and may be inexact – but the study's major conclusion that a major portion of the world's fish catch is not accounted for in official fisheries statistics is on the mark.

Tactics for the Global Study Publicity

Earned Media

- Press Release: Pew will develop a news release for this study, with quotes from Daniel Pauly, Josh Reichert, and someone from the Paul Allen Foundation.
- International/National Press: 'Curtain raiser' press coverage on the day of study's publication will target Agency France Press (AFP), Reuters, AP, and BBC News. Other national and local media outlets in target countries will help communicate the results of the individual country by country studies.
- Moderated Telepress Briefing and Interviews: Pew and Paul Allen (Vulcan) will invite the press to attend at least two phone press conferences planned to coincide with time zones, including GMT/EST and Pacific.
- Targeted Press Coverage: Major media outlets in West Africa (Senegal, etc).

- Editorial/Opinion:
 - An op-ed will be drafted for signature by Daniel Pauly and Josh Reichert and submitted to The London Times and Huffington Post.

Digital Communications (also creative)

- COMPLETED/UPDATING - Global Catch Reconstruction Web Page: Pew will further develop an online hub for catch reconstruction on pewenvironment.org. These pages will build on existing content include general information, fact sheets, case studies, video, web stories, contacts, graphics and an online press kit.
- DRAFTED/DESIGNING - Infographic: Pew will develop an infographic to accentuate the types of fish catch currently not being reported officially. This will be used online and as part of social media efforts. It would also be helpful to use some of the previously developed graphs showing actual catch vs officially recorded catch.
- DRAFTING - Web Stories: There are many stories to tell regarding the findings from catch reconstruction. Starting with The Bahamas, we will highlight stories from countries where catch reconstructions took place.
- DRAFTING - Social Media: Pew, UBC, and Paul Allen will develop social media for the global study, and using additional content from the stories, images, and graphics generated to help communicate catch reconstruction.
- DRAFTING - Newsletter: Story included (links to the web) in the environment initiatives newsletter for Pew's ocean-interested 150,000+ newsletter subscribers.

Multimedia

- COMPLETED - Short Overview Video (2-4 minutes) – The video is complete, but it can be repurposed in with social media. Translations of this video, to be determined (French, Spanish) Found here: <http://ow.ly/NbS2J>
- COMPLETED - B-Roll Package and Soundbites (for traditional press and in developing countries) of commercial, recreational, subsistence fishing. Senegal and government officials describing the importance and their use of catch reconstruction. Includes interviews in French and English.

Collateral Materials

- Print/Online Summary – Summary of the study translated in French, Spanish, Portuguese, Arabic, to bolster messages to all governments and various audiences – in line or after the publication of the global study. Two- four pages about the global study's findings – accentuate two case studies (matching graphics – see above).Pew will also use previously developed print materials.

Outreach

Before and During Publication of Study

- Moderated Phone Briefing or Webinar: One day after publication, Daniel Pauly and Dirk Zeller will present the global findings of their paper with Paul Allen and The Pew Charitable Trusts. The briefing would be 15 minutes, with 15 minutes of question and answer time. Webinar with Daniel or Dirk for key stakeholders, e.g., small scale fisheries folks, GEF, OECD, MAVA, etc.
- E-Alert to stakeholders: Work with the digital team to develop a special email template for the environmental science outreach team to share with stakeholders (see audience section). Pew would also send emails in advance to key people we, especially at FAO and those involved in the small scale fisheries resolution (e.g., Nicole Franz, etc.) It might be good to pre-empt a negative response from any perceived media oversimplification. This could be a personal call from Daniel for a handful of VIPs.

After Publication of the Global Study

- Transition Time: Support the transition Sea Around Us work to Paul Allen Foundation, with several months of support by creating materials for implementation of catch reconstruction data and methods in targeted regions and countries throughout the world.
- Publication of the Atlas: Island Press has a book deal with Daniel to produce a book about catch reconstruction. It will publish after the global study. Pew may help communicate the completion of this book.
- Briefings: We may work with SAUP to coordinate another briefing at COFI, 2016.
- Implementation Stage Fact Sheets: Develop additional materials that remain useful in 2015, after release of the global study. These materials would target the countries and regions identified in Sea Around Us engagement plans (forthcoming). Some of the fact sheets listed above may be used for this.
 - Small-scale fisheries: by country, ideally broken down into artisanal, subsistence, and recreational.
 - Recreational fishing: global data on rec fishing by country
 - Discards: global data on discards by country, target species, gear
 - Illegal fishing (West Africa only): data on illegal fishing by country, where available, and by target species if available.
 - Tuna: data on tuna by region, or whatever geographic unit is convenient but also useful and comprehensible.

Measuring Results

Reach

- Status of people invited to briefings and key meetings to learn of our work and research.
- Number of people who receive Pew's materials as measured by email and online distributions.

- Number of people we reach via social media, such as via posts on Facebook or Twitter.
- Status of people who view/listen to Pew experts on electronic media, including via satellite and radio media tours.
- Unique visitors to the web content.
- Citations in target media as determined for the project’s communications goals, including Pew-authored op-eds.
- Continue to track mentions of published science: citation counts, academic awards, number of downloads, academic examples of participation (e.g. symposiums).

Engage

- Number of people who download, share, print or take other “engaged” actions online with our content (including open and click-through rates of newsletters).
- Average length of time spent with the web materials as measured against an average for similar work, if applicable.
- Number of retweets, mentions, or other “engaged” activities via social media.
- Actions taken that are related to media coverage, such as an increase in web visits, shares, comments, or other activities.
- Briefings held with policymakers and other key stakeholders.

Inform

- Pew’s research cited by influential experts, policymakers, leading stakeholders, columnists.
- Pew experts are invited to brief or present to key audiences and policymakers based on our research.
- Favorable editorials published.
- Influential stakeholders take an action (as measured via our digital channels) online, such as retweets, shares, mentions, or another appropriate efforts.
- Influential stakeholders utilize our information as demonstrated by qualitative results or quantitative engagement online.

Next Steps and Action Items

1. Rachel to schedule a kick-off meeting with Pew’s creative and digital teams.
2. Angela and Ben to work with Katie to organize a brief check-in with the Ending Illegal Fishing team so they are aware of messages and strategy, as suggested by Elizabeth Wilson.
3. Rachel to schedule time during the environment communications meeting to talk about catch reconstruction – work with Jennie and Justin to accomplish this.