

 <p>Agreement on the Conservation of Albatrosses and Petrels</p>	<p>Thirteenth Meeting of the Advisory Committee <i>Edinburgh, United Kingdom, 22 – 26 May 2023</i></p> <p>ACAP communications strategy update</p> <p>Secretariat</p>
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1. BACKGROUND

Following on from discussions over a number of years in the SBWG on the challenges to, and drivers of, the uptake of best practice mitigation, the 11th meeting of ACAP's Advisory Committee (AC11) in May 2019 considered the need to develop a communications strategy and products (AC11 Report, para 11.1.11) to provide clarity, guidance, and focus for ACAP's communications.

As a first step in this process, in 2020 the New Zealand Department of Conservation provided in-kind support to the ACAP Secretariat to prepare a paper reviewing current communication platforms and proposing a future strategy on how to better convey our message. The resulting *ACAP communications review and strategy* paper also identified a range of audiences and highlighted key messages.

The *ACAP communications review and strategy* was considered further by Advisory Committee members during the intersessional Advisory Committee consultation process (by correspondence) in 2020 (see 2020 Inf 01). Communications issues were further discussed at AC12 in 2021 (see [AC12 Inf 03](#) and AC12 report paras 9.5, 12.1.13 (iv) and 12.1.13 (v).) Communications tasks were included in the draft Advisory Committee Work Programme (ACWP) 2023 - 2025 presented to MoP7. MoP7 adopted the Work Programme and assigned funding to communications tasks therein. In addition, and significantly, MoP7 adopted a Budget that included a one-off allocation from savings of \$200,000 over three years for contracting a part time Communications Advisor to coordinate ACAP's communications activities. The one-off nature of this allocation means that the employment of a Communications Advisor has not become a permanent item in the ACAP Budget.

2. KEY ACTIVITIES SINCE AC12

In April 2022, Bree Forrer was engaged as ACAP's Communications Advisor on a part time basis. Following the decisions of MoP7, her contract was extended, and she currently works approximately 24 hours per week. Since coming into the role Bree has carried out and contributed to a number of key activities identified in the *ACAP communications review and strategy* and the the draft ACWP 2023 - 2025, including: the preparation of media releases; regular ACAP latest new stories; input to material for World Albatross Day celebrations in 2022

and 2023; and the launching of ACAP Instagram. With assistance from Bree, the Secretariat developed an updated a standard presentation on the Agreement, which has been delivered by the Executive Secretary to various audiences, including during liaison visits. A major Secretariat project over the past few months has been the redesign and upgrade of ACAP's website. ACAP's former Information Officer (now Emeritus Information Officer), John Cooper, has continued to make an input to ACAP's communications activities, especially the preparations for World Albatross Day 2023 and the development of a series of infographics on ACAP species.

3. ONGOING AND PLANNED ACTIVITIES

ANNEX 1 draws on the proposals included in the *ACAP communications review and strategy*, examines the various key audiences identified in the original review and assesses the challenges, drivers, and proposed communications activities for engagement with each sector.

4. REPORTING AND FUTURE REVIEW

ANNEX 1 also proposes a regular review of progress with implementing the Communications Strategy.

ANNEX 1: COMMUNICATIONS STRATEGY

This communications strategy draws from and builds on the outcomes of the 2020 review.

Objectives

The objective of this communications strategy is to provide guidance for ACAP messages across ACAP communications channels: website, social media, external publications, public-facing ACAP communications.

Note: bespoke communications plans should be written for specific ACAP events such as World Albatross Day. This communication strategy has been written as a guide for general communications across ACAP channels.

Audience

Based on the research carried out in *ACAP communications review and strategy*, three audience groups were identified and segmented as follows:

Primary Audience	Secondary Audience	Tertiary Audience
ACAP Parties RFMOs Fisheries Managers Scientists NGO & Government employees	NGOs Conservationists Bird enthusiasts Media	Fishers General Public Educators Children

Primary Audience				
Audience Segment	Information needs	Challenges	Drivers	Channel
ACAP Parties	Updates on ACAP Secretariat's outputs and progress with work programmes.	Parties are busy and may not check in regularly. Possible staff changeover within Parties leading to diminished knowledge of ACAP's work programmes.	Parties are aware of ACAP outputs and progress with work programmes.	Email Website ACAP Secretariat Reports
RFMOs	Technical advice for best practice measures to reduce seabird bycatch.	Unwilling to implement measures due to: <ul style="list-style-type: none"> - Costs - Complicated process of fitting vessels with mitigation measures - difficulty enforcing measures - Economic concerns: belief that mitigation measures will reduce catch sizes 	Knowledge of: <ul style="list-style-type: none"> - Impact of seabird bycatch on seabird populations - importance of environment and value of biodiversity <p>Growing public awareness and interest in sustainable fishing practices.</p>	Website FAO Regional Secretariats Network (RSN) Magazine RFMO meetings ACAP's RFMO engagement strategy
Fisheries Managers	Best Practice Advice (BPA) on measures to reduce seabird bycatch. Mitigation Factsheets and Guidelines Seabird ID guide	BPA not provided in required language. AC members and ACAP National Contact Points may not always share ACAP meeting outcomes (including BPA) with other relevant government Ministries	Improved knowledge of the points listed below can drive implementation of mitigation measures: <ul style="list-style-type: none"> - Impact of seabird bycatch on seabird populations - importance of environment and value of biodiversity <p>Growing public awareness and interest in sustainable fishing practices.</p>	Website RSN Magazine RFMO meetings

Audience Segment	Information needs	Challenges	Drivers	Channel
<p>Scientists working in seabird research and management.</p>	<p>Conservation Guidelines - including on biosecurity and quarantine for breeding sites; on census methodologies; on the eradication of introduced mammals from islands; on best-practice advice for mitigating seabird bycatch in fisheries operations; on plastic ingestion.</p> <p>Information on population status and trends of ACAP-listed species.</p> <p>Information on small grants and secondments.</p>	<p>Information not provided in required language.</p> <p>Scientist not from ACAP Party and cannot apply for ACAP small grants and secondments.</p>	<p>Scientists</p>	<p>Website Social Media Conferences RFMO meetings</p>
<p>NGO & Government employees</p>	<p>Upcoming ACAP meetings. Conservation Guidelines</p>	<p>Lack of awareness that States not Parties to ACAP and specific categories of organisations can attend ACAP meetings as Observers.</p>		<p>Website Social Media ACAP Meetings RFMO meetings Conferences</p>

Secondary Audience				
Audience Segment	Information needs	Barriers	Drivers	Channel
NGOs	<p>Conservation Guidelines - including on biosecurity and quarantine for breeding sites; on census methodologies; on the eradication of introduced mammals from islands; on best-practice advice for mitigating seabird bycatch in fisheries operations; on plastic ingestion.</p> <p>Information on population status and trends of ACAP species.</p> <p>Upcoming ACAP meetings.</p> <p>World Albatross Day</p>	<p>NGOs may not be aware they can apply to attend ACAP meetings as Observers .</p>	<p>NGOs are able to refer to ACAP as a trusted organisation.</p> <p>NGOs may be able to push messaging about conservation crisis in a more direct manner than ACAP to the general public and governments.</p>	<p>Website</p> <p>Social Media</p> <p>Observers at ACAP meetings</p>
Media	<p>Updates to Best-Practice Advice.</p> <p>Key meeting outcomes - Updates on key data eg. Population status and trends of listed species.</p>	<p>Cutting through busy media landscape is difficult with many competing news stories.</p> <p>Difficult to make media contacts, and furthermore, across all 13 Parties.</p>	<p>Traditional media has a large reach, especially the general public.</p> <p>Can build up media contacts over time.</p>	<p>Media Releases</p> <p>Social Media</p> <p>Website</p>
Bird enthusiasts	<p>Information on albatrosses and petrels.</p> <p>What ACAP is and does.</p>	<p>Not aware of ACAP nor that ACAP produces species assessments.</p>	<p>Bird enthusiasts are passionate and can raise public awareness of conservation crisis facing ACAP-listed species.</p>	<p>Website</p> <p>Social Media</p> <p>Traditional Media</p>

Conservationists	Information on albatrosses and petrels. What ACAP is and does.	Unaware of ACAP and what ACAP does	Conservationists are passionate and can raise public awareness of conservation crisis facing ACAP-listed species.	Website Social Media Traditional Media
Tertiary Audience				
Audience Segment	Information needs	Barriers	Incentives	Channel
Fishers	What ACAP is and does. Measures that can be put in place to prevent seabird bycatch.	Language Socio-economic factors	A healthy ecosystem supports healthy fish stocks, which in turn supports fishers making a living.	Social Media Website Information sharing and efforts by Governments or RFMOs
General Public	What ACAP is and what ACAP does. Conservation Crisis facing ACAP-listed species.	ACAP's focus is not predominantly on raising public awareness so the general public may not be aware of ACAP. Seabirds are a less well known and cared about bird for many members of the public.	The general public can have influence on decision-makers (ie governments) if they are aware of an issue and are calling for change in large enough numbers.	Website Social Media Traditional Media
Educators	Interesting and educational information on albatrosses and petrels and their role in the marine ecosystem. What ACAP is and what ACAP does. The threats facing albatrosses and petrels and what can be done to conserve them.	Curriculums vary between countries and in some cases, there is no space for additional themes. Educators may not have time to work in extra activities into their teaching schedules.	Creating awareness and educating future generations about albatrosses and petrels. Creating awareness about ACAP and the work involved in conserving ACAP-listed species.	Website Social Media Traditional Media

Audience Segment	Information needs	Barriers	Incentives	Channel
Children	<p>Interesting and educational information on albatrosses and petrels, including species summaries and infographics.</p> <p>What ACAP is and what ACAP does.</p> <p>The threats facing albatrosses and petrels and what can be done to conserve them.</p>	<p>ACAP website generally not aimed at children.</p> <p>Explanation of ACAP possibly too technical to be understood by children, or at least younger children.</p>	<p>Children learn about albatrosses and petrels and become aware of the threats they face.</p> <p>Children spread awareness through conversations with friends and family.</p> <p>Children may recognise opportunities exist to pursue a career in science and conservation. The future is in their hands.</p>	<p>Website Social Media (13yrs+) Traditional Media</p>

Key Messages

ACAP is a trusted provider of practical and effective best-practice measures that work to reduce seabird bycatch from fishing.	The conservation crisis facing albatrosses and petrels is very serious, but action by fishers, governments and individuals can have significant benefits for their populations.
ACAP has 13 Parties and works internationally to address threats to albatrosses and petrels, especially from fishing.	ACAP's work benefits many other seabirds not just albatrosses and petrels.
ACAP supports science and research collaboration to improve our knowledge of seabird populations and bycatch internationally. Our grants and secondments programmes are open to countries that are ACAP Parties.	ACAP's work is international and is not limited to ACAP Parties. Observers from other countries and organisations are welcome at our meetings.
ACAP is actively working to conserve albatrosses and petrels by coordinating international activities to mitigate threats to their populations.	ACAP seeks to engage with RFMOs to encourage the adoption of best-practice measures that work to reduce seabird bycatch.

Communications Approach

Key messages are not prescriptive and to be used as stand-alone sentences but are there to guide the angle of the message.

For example: ACAP reports on the signing or renewal of a cooperation arrangement with an RFMO. The story is published on the website through ACAP Latest News and via ACAP's social media channels. Within the story are woven a number of key messages:

- ACAP seeks to **engage** with RFMOs to encourage the adoption of best-practice measures that work to reduce seabird bycatch.
- ACAP has 13 Parties and works **internationally** to address threats to albatrosses and petrels, especially from fishing.
- ACAP is a **trusted** provider of practical and effective best-practice measures that work to reduce seabird bycatch from fishing.

Risks and management

Risk	Management
ACAP content is shared by an organisation / individual whom ACAP might prefer not to be associated with	Monitor content and messaging attached to re-share
Negative comments on ACAP social media content	Respond in a timely manner or if offensive – delete comment
Messages become too generic and repetitive	Review strategy and messages

Tools

ACAP has a number of communications tools which can be used to target specific audiences.

- Website
- ACAP Latest News via website
- Social media: Facebook, Instagram, Twitter
- Media releases

- Submissions to external publications (eg. RSN magazine)
- Presentations about ACAP at external meetings
- ACAP information leaflets
- Submission of papers to RFMO meetings
- BPA and Guidelines
- Factsheets
- Seabird ID Guide
- Proposed 20 year anniversary publication.

Evaluation and reporting

ACAP communications should be evaluated and reported on to Advisory Committee meeting. This reporting could include an outline of activities undertaken as well as an analysis of website activities such as the following:

Evaluation method	Website	Facebook	Instagram	Twitter
Unique page visits	Y	-	-	-
Direct Messages (DMs)	-	Y	Y	Y
Awareness (impressions / reach)	-	Y	Y	Y
Engagement (likes / comments / shares / clicks)	-	Y	Y	Y
Followers	-	Y	Y	Y

Budget and Resourcing

ACAP has contracted a part-time Communications Advisor to manage ACAP communications, and in addition has included specific communications activities in the 2023 - 2025 ACWP.