 <p>Agreement on the Conservation of Albatrosses and Petrels</p>	<p><b>Fourteenth Meeting of the Advisory Committee</b> <i>Lima, Peru, 12 – 16 August 2024</i></p> <p><b>ACAP Communications Strategy update</b></p> <p><b>Secretariat</b></p>
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## SUMMARY

The declaration of a conservation crisis for ACAP's listed albatrosses and petrels at the 11<sup>th</sup> meeting of the Agreement's Advisory Committee (AC11) in 2019 was the catalyst for the development of ACAP's Communications Strategy, with communications identified as critical to highlighting this crisis and supporting and achieving ACAP's conservation objectives.

The ACAP communications review and strategy prepared in-kind by New Zealand's Department of Conservation laid the initial groundwork, particularly with its identification of ACAP's key audiences, communications channels and key messages, and remains the framework for the current strategy.

The ACAP Communications Strategy provides a clear direction for ACAP's communications approaches moving forward. With the assistance and knowledge of the Communications Strategy Intersessional Group, a deep dive into ACAP's communications has revealed its most influential audiences and the most effective communications approaches and channels to engage and inspire action. A structure for communications has been developed with the proposed establishment of Annual Communications Plans and an editorial calendar. This will assist the Agreement in planning its communications approaches, mapping key messages to target audiences and through the most effective communications channels.

Adequate resourcing and investment in communications are needed if the implementation of the ACAP Communications Strategy is to be effective. A commitment to communications will enable ACAP to effectively engage its audiences and catalyse the necessary actions to safeguard its listed albatrosses and petrels.

## RECOMMENDATIONS

The Advisory Committee is asked to

1. Endorse the communications activities as set out below and in ANNEX 1.
2. Note the activities carried out since AC13.

3. Encourage Parties to incorporate, as relevant, elements of the strategy into their own national and regional communications plans.
4. Consider urging the Meeting of the Parties to agree to a proposal to establish a permanent part time position of ACAP Communications Advisor.

## 1. BACKGROUND

After discussions spanning several years in the SBWG about challenges and drivers for adopting best practice mitigation, ACAP's Advisory Committee (AC11) identified a need for a communications strategy and associated products during its May 2019 meeting (**AC11 Report**, para 11.1.11).

In 2020, the New Zealand Department of Conservation supported the ACAP Secretariat in-kind by preparing a paper reviewing current communication methods and proposing a future strategy. This review, the ACAP Communications review and strategy, identified target audiences and key messages and remains the foundation of the current ACAP Communications Strategy.

Advisory Committee members further considered the ACAP communications review and strategy during the 2020 intersessional consultation process (**2020 Inf 01**), and at AC12 in 2021 (**AC12 Inf 03** and **AC12 Report** paras 9.5, 12.1.13 (iv), and 12.1.13 (v)).

MoP7 adopted the Advisory Committee Work Programme (ACWP) 2023-2025, which included Communications tasks and also allocated a one-off allocation of \$200,000 over three years to contract as a consultant a part-time Communications Advisor. Consequently, the employment of a Communications Advisor has not become a permanent item in the ACAP Budget.

In 2023, the ACAP Communications Strategy Update (**AC13 Inf 03**) was presented to AC13 for further consideration. Stemming from recommendations from AC13, the ACAP Communication Strategy Intersessional Group (CSIG) was formed to consider how to improve communication of the conservation crisis for albatrosses and petrels, and to further refine and implement the Communications Strategy (**AC13 Report**, Annex 7).

## 2. KEY ACTIVITIES SINCE AC13

ACAP's Communications Advisor, Bree Forrer, continued to manage the Agreement's Communications-related activities during the period under review. She has carried out and contributed to several key activities identified in the ACAP communications review and strategy and the ACWP 2023 - 2025, including: the preparation of media releases; regular ACAP Latest News stories; taken the lead for 2024's World Albatross Day; and the management of ACAP's social media channels. Bree assisted in the preparation and publication of ACAP's commemorative brochure "Agreement on the Conservation of Albatrosses and Petrels: Achievements in the First 20 Years 2004-2024" and prepared the Executive Secretary's presentation for her plenary talk, "20 years of the Agreement on the Conservation of Albatrosses and Petrels" at the 7<sup>th</sup> International Albatross and Petrel Conference (IAPC7). The ACAP Communications Strategy Intersessional Group (CSIG), chaired by Bree, met twice, generating some of the recommendations in the updated Communications Strategy.

ACAP's Emeritus Information Officer, John Cooper continued to contribute to ACAP Latest News and ACAP's Facebook page. He also continues to manage the production of the ACAP Species Infographics.

### **3. ONGOING AND PLANNED ACTIVITIES**

Ongoing communications activities include the preparation of ACAP Latest News for the website, content creation for and management of ACAP's social media channels (Facebook, Instagram) and the maintenance and further refinement of the ACAP website.

Planned activities include the consideration of the theme for World Albatross Day 2025 and planning stemming from that decision. Other activities will follow AC14's endorsement of the updated Communications Strategy.

## **4. ACAP COMMUNICATIONS STRATEGY**

### **4.1 Introduction**

The Agreement on the Conservation of Albatrosses and Petrels (ACAP) is a multilateral Agreement committed to achieving and maintaining a favourable conservation status for its 31 listed species. These species face numerous threats including mortality from incidental capture in fisheries, predation from invasive species, habitat destruction, diseases and pollutants, and climate change. Through the coordination of international activities, ACAP seeks to mitigate these known threats.

In 2019 ACAP's Advisory Committee declared a conservation crisis for its listed species and recognised strategic communication as critical to supporting and achieving the Agreement's conservation objectives. The ACAP Communications Strategy serves as a roadmap for the ACAP Secretariat in its planning of communication approaches and activities to highlight the conservation crisis facing ACAP species, raise awareness of ACAP's work and profile, increase engagement among its target audiences and stakeholders, and to support advocacy for the conservation of its listed species.

### **4.2. Communications objectives**

The overarching objective of the ACAP Communications Strategy is to urge stakeholders and audiences to support ACAP's core activities to mitigate known threats to its listed species and maximise impact from the current work programmes and efforts of existing Parties and partners. By raising awareness, promoting and coordinating collaboration, and advocating for the implementation of conservation measures, the strategy supports the Agreement's mandate. Additionally, the execution of this strategy, with its increased focus on effective, results-based communication aims to advance ACAP's mission by inspiring new accessions to the Agreement.

### **4.3. Audiences**

Audience mapping was essential in identifying those who are key to the success of ACAP. It helped identify which stakeholders and audiences ACAP should prioritise, influence and engage with the most, and whose work has a direct impact on the achievement of ACAP's

strategic objectives. Furthermore, it allows ACAP's communication approaches and messaging to be tailored to specific stakeholders and audiences.

Three groups were identified in previous research undertaken for the ACAP communications review and strategy ([AC12 Inf 03](#)). Audiences with the greatest and most direct impact on the success of the Agreement in achieving its strategic objectives are categorised as ACAP's Primary audience, followed by Secondary and Tertiary. The segmentation of audiences was reviewed by the CSIG with a decision to move "Fishers" from the Tertiary category, to Secondary, given their influence in relation to ACAP's conservation objectives. The segmentation of ACAP's audiences is as follows:

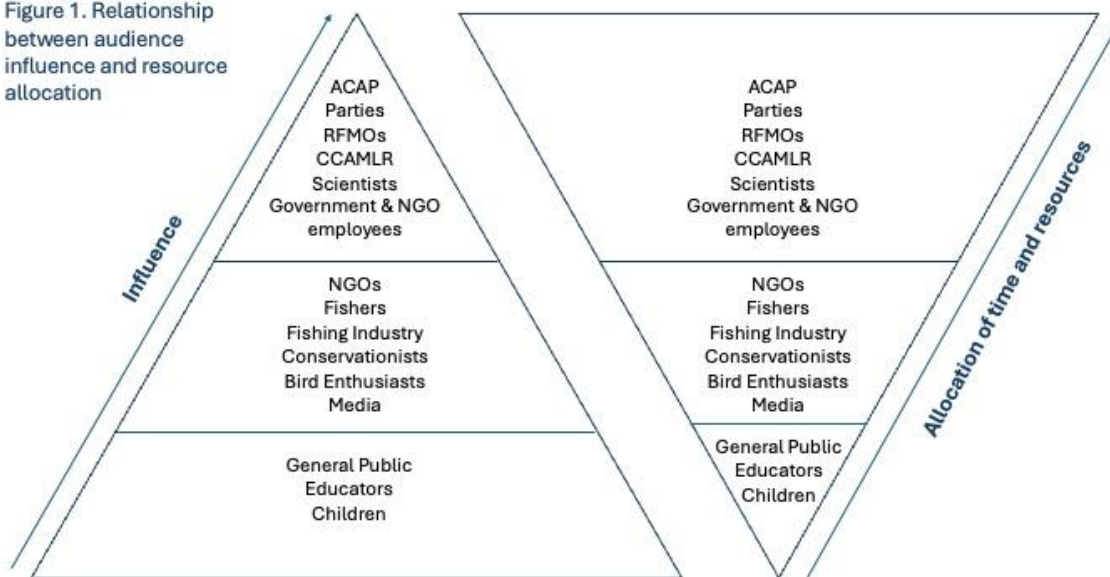
Primary	Secondary	Tertiary
ACAP Parties	Fishers	General Public
RFMOs	NGOs	Educators
Fisheries Managers	Conservationists	Children
Scientists	Bird enthusiasts	
NGO & Government employees	Media	

Indicated in the table above, a large percentage of ACAP's primary audience can be categorised as 'internal', with secondary and tertiary audiences comprising 'external' audiences. These categories will have an impact on the focus of ACAP's communications.

#### 4.4 Communications approaches

The identification of ACAP's audiences and their influence on the success of ACAP in achieving its objectives allows for the consideration of the most effective and impactful communication approaches. In addition, the time and resources allocated to communications approaches to ACAP's audiences should correspond to the influence of those audiences, as illustrated in **Figure 1** below.

Figure 1. Relationship between audience influence and resource allocation



#### 4.5 Key messages

Key messages guide consistent, coherent communication across all communications channels. They have been developed to align with the key aspects of ACAP’s work. By tailoring key messages to different audiences, ACAP’s communication strategy can effectively promote awareness, foster collaboration, and encourage actions to protect these species. Highlighting successful conservation initiatives and research can inspire further action and support for protecting ACAP species.

#### KEY MESSAGES

**In framing key messages**, it is important to communicate “the why” to audiences.

**ACAP-listed species are vital to the health of our oceans and ecosystems. Protecting these species ensures a healthy marine environment which has significant economic and ecological benefits for everyone.**

- ACAP has 13 Parties and works internationally to address threats to populations of albatrosses and petrels, especially from fisheries.
- ACAP enhances public awareness of the challenges facing albatrosses and petrels through its website and social media platforms, and through other outreach efforts such as World Albatross Day, celebrated annually on 19 June.
- ACAP reviews the population status and trends of all ACAP-listed species by maintaining a global database and producing a series of Species Assessments. These assessments provide information on each species’ distribution, threats facing individual populations, and the conservation measures in place to protect them, and identify any gaps in knowledge about the species.

**The conservation crisis facing albatrosses and petrels is urgent, and concerted action by governments, fisheries and individuals is necessary to ensure their future.**

- International cooperation on albatross and petrel conservation is imperative to enhance the prospects for successful conservation across their ranges.
- ACAP provides a focus for international cooperation and the exchange of information and expertise.
- ACAP supports and encourages national, binational, and regional cooperation plans to protect seabirds.

**ACAP's Conservation Guidelines help protect ACAP-listed species that face significant threats including fisheries, land-based predators, habitat destruction, and disease and pollutants.**

- ACAP has developed Conservation Guidelines on biosecurity and quarantine for breeding sites; and the eradication of introduced mammals from islands; plus guidelines on fisheries observer data collection; and on electronic monitoring of fishing operations.
- ACAP's focus is on its listed species but ACAP's work benefits many other seabirds.
- ACAP is a trusted provider of practical, effective and best-practice measures that work to reduce seabird bycatch from fisheries.

**Implementing bycatch mitigation measures can significantly reduce the incidental capture of ACAP species, helping to maintain healthy populations of ACAP-listed species and sustainable fisheries operations.**

- A significant part of ACAP's work involves the continual development and review of best practice advice to reduce seabird bycatch in fisheries operations.
- ACAP engages with Regional Fishery Management Organisations (RFMOs), the Commission for the Conservation of Antarctic Marine Living Resources (CCAMLR), and other relevant organisations to promote best practice mitigation measures for seabird conservation in international waters.

**Fulfilling ACAP commitments demonstrates a dedication to biodiversity and marine conservation on a global scale.**

- The Action Plan annexed to the Agreement offers a framework for the implementation of effective conservation measures for these threatened seabirds, both on land and at sea.

**ACAP supports science and research collaboration to improve our knowledge of seabird populations and bycatch internationally. ACAP grants and secondment 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 regularly participate in ACAP meetings.

## **4.6. Channels**

ACAP uses several channels for its communications, which can be broadly categorised into three areas of opportunity: Digital, Events and Media.

### **4.6.1. Digital Opportunities**

#### **ACAP Website**

The ACAP website is a key communications channel. It is a central repository of information for all ACAP's stakeholders and audiences, hosting resources including meeting reports and documents, conservation guidelines, outreach and education material, ACAP Latest News, upcoming events, and more. In early 2023 the website underwent an update, with a focus on enhancing user experience, improving its information architecture and strengthening the ACAP brand through the website's aesthetics.

ACAP Latest News (ALN) features a wide range of news, scientific papers, and events relating to the Agreement and its listed species. To ensure key messages are communicated regularly, an annual editorial calendar will be created. The editorial calendar will map specific feature articles related to the Agreement's core activities, incorporating key messages aiming to inspire further action and support for protecting albatrosses and petrels. For example: an article highlighting successful ACAP Secondment applicants could incorporate ACAP's key message that it supports conservation initiatives and research.

#### **Direct Email**

Direct email is predominantly used to disseminate key information such as meeting reports, ACAP products and materials, media releases and statements for ACAP events including MoP, AC and Working Group meetings, and World Albatross Day. Many of these communications are also published on the ACAP website.

#### **Social Media**

ACAP has accounts with three social media platforms: Facebook, Instagram and X (formerly Twitter) with the aim of reaching stakeholders and audiences including scientists, NGOs, conservationists, bird enthusiasts and the general public. ACAP's social media platforms, particularly Facebook and Instagram, should focus on communicating ACAP's conservation objectives through the use of striking visuals and impactful storytelling that captures and engages audiences.

Special events and campaigns, such as the United Nations "World Days" and related campaigns offer an opportunity for ACAP to build its message into, and capitalise on, the reach these events and campaigns offer. These opportunities will be a focus going forward.

ACAP could consider strategic partnerships and collaborations with key stakeholders and relevant organisations for their potential to expand ACAP's audience and influence on social media platforms. They should be carefully selected based on the relevance of their work to ACAP's core activities and conservation objectives.

The ACAP editorial calendar will also include social media, which will assist in mapping special events and campaigns, strategic partnership opportunities, and the social media approaches to news and features published in ACAP Latest News.

### **Electronic Direct Mail (EDM): ACAP Newsletter**

An ACAP Newsletter, featuring more focused insights and updates to Parties, RFMOs, Fisheries Managers and other key stakeholders was suggested by ACAP's Communications Intersessional Group and is in the process of being developed. A newsletter through EDM is also beneficial from an evaluation perspective, as engagement rates can be quantified from analytics provided through the EDM service. The publication schedule is yet to be confirmed but a biannual or quarterly schedule is being considered, and content for the newsletter will be included in the editorial calendar.

### **4.6.2 Events**

Events offer unique communications opportunities that ACAP can leverage to communicate with key audiences.

### **Meetings of Regional Fisheries Management Organisations (RFMOs) and the Commission for the Conservation of Antarctic Marine Living Resources (CCAMLR)**

ACAP has developed a separate Engagement Strategy for RFMOs and CCAMLR (see **AC14 Doc 20**). Relevant communications channels of ACAP Parties and the Secretariat can be used to convey key messages and support the priorities of the Engagement Strategy.

### **World Albatross Day**

To increase awareness of the conservation crisis facing albatrosses and petrels ACAP inaugurated in 2020 a World Albatross Day (WAD), to be held annually on 19 June, the date the Agreement was signed in 2001. World Albatross Day is ACAP's signature public-facing event. It provides an opportunity for ACAP, its Parties, and supporters, to raise awareness of the Agreement and its work across all audiences. This includes the engagement of an artist or graphic designer to produce striking visuals to be used across the WAD campaign.

### **4.6.3 Media**

Traditional media with its extensive reach and high levels of credibility represents a mechanism to scale important messages and can access audiences less active on digital platforms. It is complementary to digital media opportunities. Key publications and specialist media avenues connected to traditional media offer alternative avenues to raise awareness of the issues faced by ACAP species and ACAP's solutions e.g. podcasts, industry publications.

It is recommended that ACAP Parties develop media relations, including identifying key publications and media outlets in their own regions, to target with relevant ACAP news.

## **5. MAPPING AUDIENCES, CHALLENGES AND DRIVERS, COMMUNICATION CHANNELS AND DESIRED ACTIONS**

**ANNEX 1** maps each of ACAP's audiences to their challenges and drivers, communications channels and the desired action from each audience segment, and will be referenced when considering the most effective communications approach for each of ACAP's audiences.



## 6. PLANNING AND MANAGEMENT OF THE STRATEGY

ACAP's communications is predominantly managed by its Communications Advisor with input from the ACAP Secretariat. ACAP's Emeritus Information Officer, John Cooper, is also a regular contributor to ACAP's communications through articles posted to ACAP Latest News and Facebook.

In accordance with the Communications Strategy, Annual Communication Plans will be developed by ACAP's Communications Advisor and the Secretariat to ensure consistent messaging and maximum impact for communications.

Annual Communications Plans will:

- Focus on communications targeting primary audiences but consider key opportunities for targeting secondary and tertiary audiences.
- Identify partnership opportunities.
- Include an editorial calendar with key events, specific topics and issues to feature but remain flexible to accommodate unplanned communications opportunities.
- Include evaluation methods and targets.

The Advisory Committee could also consider the continuation of the Communications Strategy Intersessional Group (CSIG), as required. The CSIG could assist with the editorial calendar, for example, suggesting ideas for features and topics.

ACAP Parties are also encouraged to develop communications plans, drawing *inter alia* on the priorities listed in this document.

## 7. RESOURCES

Effective communications require investment. ACAP's current Communications Advisor has contributed greatly to ACAP's communications since being contracted to the Agreement in 2022. However, a Communications Advisor position has not become a permanent item in the ACAP Budget, and resources have only been assigned (through a one-off allocation from savings) for this position until June 2025. The Secretariat intends to propose to MoP8 that the role of Communications Advisor become a permanent part-time position in the 2026 - 2028 triennium (see **AC14 Doc 09**: Draft Agreement Budget 2026-2028).

It is recommended that the AC consider urging the Meeting of the Parties to agree to a proposal to establish a permanent part time position of ACAP Communications Advisor.

## 8. EVALUATION AND REPORTING

Communications Strategies should be reviewed and evaluated to measure their efficacy and impact and to ensure their continued relevance and alignment with organisational objectives. The effectiveness of the ACAP Communication Strategy will be evaluated and reported to Advisory Committee meetings. Baseline indicators have yet to be established but should be put in place after the first year of reporting and projections will be made on outcomes. Reporting will include a summary of communications activities carried out since the last AC meeting, a table as set out below, and a list of priority actions for the coming period.

<b>Evaluation method</b>	<b>Website</b>	<b>Facebook</b>	<b>Instagram</b>	<b>X (Twitter)</b>	<b>Email</b>	<b>Interviews/ articles</b>	<b>EDM (newsletter)</b>	<b>Surveys</b>
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	-	-	-	-
Newsletter sign-ups	Y	-	-	-	-	-	Y	-
EDM – click through rate/list growth rate/sharing	-	-	-	-	-	-	Y	Y
Completion/return rate	-	-	-	-	Y	-	-	Y
Traditional media reach (interviews / articles)	-	-	-	-	-	Y	-	-

This Communications Strategy will be implemented until AC15, where it, and Annual Communications Plans can be reviewed and evaluated.

## **9. CONCLUSION**

The engagement of a consultant as a Communications Adviser has meant that the Secretariat has been able to put more effort into communications activities. The intersessional group, too, has contributed towards further refinement of communications priorities. This is important, since communications has been identified as crucial to the success of the Agreement. This communications strategy, which should be drawn on by ACAP Parties as well as the Secretariat, focuses on delivering clear, consistent, and compelling messages that emphasise the importance of albatross and petrel conservation, and the need for a coordinated approach.

Through a targeted approach in its communications, with a focus on its most influential audiences, ACAP can drive meaningful action and policy changes that contribute to the long-term conservation of the albatrosses, petrels and shearwaters listed under the Agreement. This communications strategy is the roadmap to achieving these goals.

## ANNEX 1: MAPPING AUDIENCES, CHALLENGES AND DRIVERS, COMMUNICATION CHANNELS AND DESIRED ACTIONS

Audience segment	Information needs	Challenges	Drivers	Desired action
<b>PRIMARY AUDIENCES</b>				
<b>ACAP Parties</b>	Updates on ACAP Secretariat 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.	Actively support ACAP's core activities. Adopt ACAP conservation recommendations. Engage in and promote ACAP events, such as World Albatross Day.
<b>Channels</b> Email ACAP Website ACAP Secretariat reports ACAP Newsletter				
<b>RFMOs and CCAMLR</b>	Technical advice for best practice measures to reduce seabird bycatch.	Unwilling to implement measures due to: - Costs. - Complicated process of fitting vessels with gear to mitigate bycatch. - Difficulty enforcing measures.	Knowledge of: - Impact of seabird bycatch on seabird populations. - Importance of environment and value of biodiversity. Growing public awareness and interest in sustainable fishing practices.	Implement ACAP's Best Practice Advice for seabird bycatch mitigation. Adopt robust reporting mechanisms and observer programmes.

Audience segment	Information needs	Challenges	Drivers	Desired action
		<ul style="list-style-type: none"> <li>- Economic concerns: belief mitigation measures = reduced catch.</li> </ul>		
<b>Channels</b>	ACAP Website FAO Regional Secretariats Network (RSN) Magazine RFMO/CCAMLR meetings RFMO Engagement Strategy Newsletter			
<b>Fisheries Managers</b>	Best Practice Advice (BPA) on measures to reduce seabird bycatch.  Mitigation factsheets and Guidelines.  Seabird ID guide.	BPA not provided in required language.  Advisory Committee members and ACAP National Contact Points may not always share ACAP meeting outcomes (including BPA) with other relevant government ministries.	Increased knowledge of points below can drive implementation of mitigation measures: <ul style="list-style-type: none"> <li>- Impact of seabird bycatch on seabird populations.</li> <li>- Importance of environment and value of biodiversity.</li> </ul> Growing public awareness and interest in sustainable fishing practices.	Implement ACAP's Best Practice Advice for seabird bycatch mitigation.  Adopt robust reporting mechanisms and observer programmes.
<b>Channels</b>	ACAP Website FAO Regional Secretariats Network (RSN) Magazine RFMO/CCAMLR meetings ACAP Newsletter			
<b>Scientists working in seabird research</b>	Conservation guidelines: <ul style="list-style-type: none"> <li>- Biosecurity and quarantine for breeding sites.</li> </ul>	Information not provided in required language.	Scientific research is critical to the advancement of ACAP's conservation objectives.	Engage in research on ACAP species that contributes to a more robust understanding of ACAP species.

Audience segment	Information needs	Challenges	Drivers	Desired action
	<ul style="list-style-type: none"> <li>- Census methodologies.</li> <li>- Eradication of introduced mammals from islands.</li> <li>- Best practice advice for mitigating seabird bycatch in fisheries.</li> <li>- Disease threats and biosecurity protocols.</li> <li>- Plastic ingestion.</li> </ul> <p>ACAP small grants and secondments.</p> <p>Information on population status and trends of ACAP-listed species.</p>	<p>Scientist not from ACAP Party and cannot apply for ACAP small grants and secondments.</p>	<p>Scientific research forms the basis of conservation guidelines.</p> <p>Scientists from ACAP Parties can apply for funding through ACAP's small grants and secondment programme.</p> <p>If not from an ACAP Party, scientists can collaborate with fellow scientists/institutions that are from an ACAP Party.</p>	<p>Increased number of publications on ACAP species.</p> <p>Increased capacity building and cross-Party collaboration.</p> <p>Involvement of scientific community in World Albatross Day.</p>
<b>Channels</b>	<p>ACAP website Social media Conferences RFMO/CCAMLR meetings ACAP Newsletter</p>			
<b>Government and NGO employees</b>	<p>Upcoming ACAP meetings.</p> <p>ACAP small grants and secondments.</p>	<p>Unaware that States that are not Party to ACAP, and specific categories of organisations can attend ACAP meetings as Observers.</p>		<p>Knowledge of ACAP and ACAP outputs.</p> <p>Engage in and promote ACAP events, for example World Albatross Day.</p> <p>Advocate for ACAP within government/NGO.</p>

Audience segment	Information needs	Challenges	Drivers	Desired action
<b>Channels</b>	ACAP website Social media ACAP meetings RFMO/CCAMLR meetings Conferences			
<b>SECONDARY AUDIENCES</b>				
<b>NGOs</b>	Conservation guidelines: <ul style="list-style-type: none"> <li>- Biosecurity and quarantine for breeding sites.</li> <li>- Census methodologies.</li> <li>- Eradication of introduced mammals from islands.</li> <li>- Best practice advice for mitigating seabird bycatch in fisheries.</li> <li>- Disease threats and biosecurity protocols.</li> <li>- Plastic ingestion.</li> </ul> ACAP small grants and secondments. Information on population status and trends of ACAP-listed species. Upcoming ACAP meetings. World Albatross Day.	May not be aware NGOs can apply to attend ACAP as Observers.	NGOs are able to refer to ACAP as a trusted organisation. NGOs may be able to push messaging about conservation in a more direct manner to the general public and governments than ACAP.	Create awareness of conservation crisis facing albatrosses and petrels and available solutions through own communication channels. Advocate for implementation of ACAP's conservation guidelines. Share knowledge of conservation guidelines and bycatch mitigation measures and benefits to those 'on the ground' e.g. Fishers. Amplify awareness of ACAP campaigns and opportunities: World Albatross Day and small grants and secondments.

Audience segment	Information needs	Challenges	Drivers	Desired action
<b>Channels</b>	ACAP website ACAP meetings ACAP Newsletter Social media			
<b>Media</b>	Who ACAP is and what ACAP does.  Conservation crisis facing albatrosses and petrels and ACAP's role in coordinating solutions.  World Albatross Day.  Findings of scientific publications presented in digestible format.	Difficult to cut through crowded media landscape with competing news stories.  Challenge to make good media contacts – and across 13 Parties.	Traditional media has a big reach, especially to general public.  Can build up media contacts over time.  Specialist media: niche publications and podcasts for example.	Coverage of conservation crisis facing ACAP species and solutions.  Coverage of World Albatross Day.  Coverage of finding of scientific publications on ACAP species.
<b>Channels</b>	Media releases ACAP website Email			
<b>Fishers</b>	What ACAP is and does.  Best Practice Advice (BPA) on measures to reduce seabird bycatch.  Mitigation factsheets and Guidelines.  Seabird ID guide.	BPA not provided in required language.  Socio-economic factors.  Wary of, or suspicious of interference in their livelihood.	A healthy ecosystem supports healthy fish stocks, which supports economic position of fishers.	Adopt seabird bycatch mitigation measures.  Become an advocate for conservation of albatrosses.  Collect accurate data on seabird bycatch and submit to portal.
<b>Channels</b>	Social media Events with NGOs/RFMOs/Governments (bycatch mitigation workshops for example) ACAP website			

Audience segment	Information needs	Challenges	Drivers	Desired action
<b>Bird enthusiasts</b>	What ACAP is and does. Information on albatrosses and petrels including conservation crisis they are facing. World Albatross Day.	Not aware of ACAP and what ACAP does.	Bird enthusiasts are passionate and can be great advocates for ACAP. Raise awareness of conservation crisis and advocate for measures to address crisis.	Raise ACAP's profile and awareness of its listed species. Engage in key events such as World Albatross Day and amplify key messages. Advocate for ACAP conservation measures.
<b>Channels</b>	Social media ACAP website Traditional media			
<b>Conservationists</b>	What ACAP is and does. Information on albatrosses and petrels including conservation crisis they are facing. World Albatross Day.	Not aware of ACAP and what ACAP does.	Conservationists are passionate and can advocate for ACAP conservation measures. Raise awareness of conservation crisis and advocate for measures to address crisis.	Raise ACAP's profile and awareness of its listed species. Engage in key events such as World Albatross Day and amplify key messages. Advocate for ACAP conservation measures.
<b>Channels</b>	Social media ACAP website Traditional media			



Audience segment	Information needs	Challenges	Drivers	Desired action
<b>TERTIARY AUDIENCES</b>				
<b>General public</b>	<p>What ACAP is and does.</p> <p>Conservation crisis facing albatrosses and petrels.</p> <p>World Albatross Day.</p>	<p>ACAP has a low media profile so general public may be unaware of ACAP.</p> <p>Seabirds are less well known and/or loved in comparison to other animals in the public eye.</p>	<p>Collectively, when united in enough numbers the general public can influence decision-makers on conservation action.</p>	<p>Increased knowledge of ACAP-listed species and threats they face.</p> <p>Engage in key events such as World Albatross Day and amplify key messages.</p> <p>Advocate for ACAP conservation measures.</p>
<b>Channels</b>	<p>Social media</p> <p>Traditional media</p> <p>ACAP website</p>			
<b>Educators</b>	<p>Interesting and educational information on albatrosses and petrels and their role in the marine ecosystem.</p> <p>What ACAP is and does.</p> <p>Conservation crisis facing albatrosses and petrels and solutions.</p>	<p>Curriculums vary between countries and in some cases, there is no space for additional themes.</p> <p>Educators may not have time to work in extra activities into their teaching schedules.</p>	<p>Educating future generations about albatrosses and petrels.</p> <p>Creating awareness about ACAP and conservation measures to protect species.</p>	<p>Create awareness of ACAP species and their importance to marine ecosystems.</p> <p>Engage in key events such as World Albatross Day and amplify key messages.</p> <p>Create awareness of role of science in understanding ACAP species, the threats they face and development of solutions.</p>
<b>Channels</b>	<p>Social media</p> <p>Traditional media</p> <p>ACAP website</p>			

Audience segment	Information needs	Challenges	Drivers	Desired action
<b>Children</b>	<p>Interesting and educational information on albatrosses and petrels and their role in the marine ecosystem.</p> <p>What ACAP is and does.</p> <p>Conservation crisis facing albatrosses and petrels and solutions.</p>	<p>ACAP website and content generally not aimed at children.</p> <p>Explanation of ACAP possibly too technical for children.</p>	<p>Increased awareness of albatrosses and petrels and the threats they face.</p> <p>Children may be inspired to pursue a career in science and conservation.</p>	<p>Increased awareness of ACAP species and their importance to marine ecosystems.</p> <p>Influence among friends and family on conservation issues.</p> <p>Engage in key events such as World Albatross Day and amplify key messages.</p>
<b>Channels</b>	<p>Social media            Traditional media            ACAP website</p>			