



CONSEIL CONSULTATIF POUR
LES EAUX OCCIDENTALES
SEPTENTRIONALES

NORTH WESTERN
WATERS
ADVISORY COUNCIL

CONSEJO CONSULTIVO PARA
LAS AGUAS
NOROCCIDENTALES

NWWAC COMMUNICATION STRATEGY

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1. INTRODUCTION

The NWWAC is an open forum for dialogue among EU fisheries stakeholders: its membership includes representatives of the fishing sector (both industrial and small-scale fleets, processing sectors and trade unions) and of other groups of interest, such as environmental NGOs, consumers associations, recreational anglers and civil society. As an advisory body to the European Commission and the Member States, the NWWAC is a central point in the communication between stakeholders and fisheries managers.

The NWWAC needs to pro-actively engage with its target audiences to provide relevant and expedient information in an efficient manner. This document aims to identify a strategy to reach the communication objectives, so that any communication activity is aligned with the objectives of the NWWAC (see §1 and as described in the yearly work plan). As a living document, the communication strategy will clarify the organisation's priorities, target audiences, and resources. The strategy will be revised annually, following approval, by the Executive Committee.

Some basic questions will be considered in the following document to develop a stakeholder communication strategy:

- **Who** – who does the AC needs to communicate with?
- **Why** – what are the key communication objectives of the AC?
- **What** – what plan does the AC have to achieve these objectives?
- **Where** – which communication platforms and channels are available to the AC?
- **How** – how to measure the success of the AC communication strategy?

By considering the work and role of the NWWAC, eight main target audiences have been identified: NWWAC members, the European Commission, the NWW Member States Group, scientific bodies, other Advisory Councils, the European Parliament, the European Fisheries Control Agency and the general public. For each of them, this document outlines the main communication objectives, the targets allowing for monitoring the progress in achieving the objectives, the actions proposed to fulfil them and the channels available to implement the strategy.

2. NWWAC MEMBERS

2.1. Audience description

The NWWAC has over 60 members from six EU countries, Belgium, France, Ireland, Spain, the Netherlands and the United Kingdom. Members represent all legitimate stakeholders in the field of fisheries, including both the fishing industry and other interest groups (OIGs). Other interest groups include, for example, environmental NGOs, consumers organisations and anglers.

All stakeholders form the General Assembly (GA) which appoints an Executive Committee (ExCom), whose role is to steer and manage the tasks of the AC. Both the GA and the ExCom are characterised by a 60% (fishing industry)- 40% (OIG) allocation of the seats. Additionally, members are organised in five standing working groups and in various focus groups or advice drafting groups to discuss regional matters and develop advice on specific issues.

Three main meetings are held regularly during the AC financial year: the first happens in March in Madrid, the second is held in July in Ghent, and the third in September in Dublin. The General Assembly only meets once per year in September, while the ExCom and the working groups meet in all these three occasions. Focus groups and advice drafting groups have a less regular schedule and meet also outside this annual arrangement, depending on the needs of their work. Virtual meetings via web conferences are also organised for the purposes of these groups.

During these meetings, members are asked to elaborate and produce advice and recommendations to the European Commission and the Member States concerning the management of fisheries resources in the European North Western Waters. During the three annual meetings, members also discuss issues related to the functioning of the AC, including rules of procedure and organisational and financial matters. Inputs from members however are not expected exclusively in these three meetings time frame, as Commission's requests for advice are coming all year round and decisions might have to be taken earlier. In this case, the development of decisions and advice is done via email.

The NWWAC operates in three official languages: English, French and Spanish.

The NWWAC Secretariat coordinates members' work and gives operational and administrative support to their activities.

2.2. Audience objective

The main communication objective for this target audience is to get members to effectively participate in the work of the NWWAC. Members' engagement is fundamental to fulfil one of the main goals of the AC, which is to provide consensus advice to the EC and MS. The key messages to convey are:

- The NWWAC is a relevant, trustworthy, non-political organisation that provides meaningful advice to the EC and MS on fisheries management, playing an effective role within the EU Common Fisheries Policy.
- The NWWAC is an open and valuable forum for participation and dialogue between EU fisheries stakeholders.

2.3. Channels available

- Email

Although the purpose of emails on many occasions is to keep members informed of NWWAC activities, consultation and approval procedures also happen via this channel. Members contacts are organised in different distribution lists according to the role they have (GA or ExCom member) and the group they are part of (working groups, focus groups, etc.). In this way, the message can reach a specific target audience who holds a stake in the information communicated or has to be involved in a consultation.

- Meetings

As already mentioned, the NWWAC holds three main annual meetings plus a number of ad-hoc meetings, depending on Focus Groups' needs. The various Working Groups/Focus Groups/ExCom meetings are facilitated by the related group's Chairs and Vice-Chairs, with the support of the Secretariat. Interpretation is provided at the annual meetings and can possibly be arranged for other face-to-face meetings, depending on funding and on space availability at the venue.

Finding a time and date that suits all participants to meet is difficult due to full agendas and the time lost while travelling from different locations. Alternative meeting options, like webinars, offer a great advantage. They cannot fully replace face-to-face meetings but can accommodate a higher frequency of meetings on specific topics. The main disadvantage of webinars at this moment is the lack of simultaneous interpretation options.

- Website

The NWWAC website www.nwwac.org is available in the three official languages of the AC. It gives an overview of the AC structure and membership and gives important information about meetings and the AC work. All details concerning meetings and events organised by the AC, such as date, time, venue, agenda, minutes and presentations are available on the website. Correspondence between the AC and the EC, the MSG and the EP, together with the opinions and advices produced by the AC, are also accessible to website visitors. All this information is regularly updated by the Secretariat, who also notifies members when a new document is uploaded.

The Secretariat is also in the process of creating a section for members only where some draft documents and summary reports from external meetings attended by NWWAC members are available.

Finally, administrative/operational material is also available to members via the website, including reimbursement procedure, communication strategy and the ACs rules of procedure.

- Monthly update

It is a PDF document (different formats might be considered) disseminated to all members at the end of every month since December 2019, available in the three languages of the AC. It includes: an update on the correspondence exchanged with the EC, the MSG, the EP and other institutions/scientific bodies; an overview of the meetings held and organised by the NWWAC, as well as those members attended; a list of upcoming meetings indicating the members who will attend (or stresses out that participants are requested); an update on the most important pending actions, such as the developments in the preparation of an advice; links to any relevant external report or study that might be of interest to the members.

2.4. Targets and actions

Target	How to measure it	How to achieve it
Increased engagement at annual meetings (more comments and constructive inputs from members).	Can be measured through the meeting minutes, which take detailed record of all discussions. The benchmark is the number of comments recorded during meetings in the previous year. Comments can be assessed as constructive/non-constructive: is the comment helpful in finding solutions to the problem? Does it give a proposal to bring things forward or is it just a complaint?	<ul style="list-style-type: none"> - Inform members on how to contribute to decision-making and plan consultation and involvement as early as possible with proper deadlines, in order to involve them at a meaningful time - Keep members informed of progress before, during and after delivery of the advice - Let members volunteer to intervene in the discussion - Keep members informed of other members' opinions and positions - Provide the appropriate scientific information to support decision making - Provide all information/documents in the three official languages - Provide simultaneous interpretation at the three annual meetings and at focus groups meetings when possible
Higher responses to emails asking for members input to preparation of AC's opinions and recommendations.	Can be measured by counting the responses received to each request sent by the Secretariat in a year. The benchmark is the number of responses received the year before. Excel file to track per each request the number or responses received and who responded (possible creation of a top 10 with the "most interactive members" to show at the General Assembly meeting to trigger members mobilisation).	<ul style="list-style-type: none"> - Inform members on how to contribute to decision-making and plan consultation and involvement as early as possible with proper deadlines, in order to involve them at a meaningful time - Keep members informed of progress before, during and after delivery of the advice - Keep members informed of other members' opinions and positions - Provide the appropriate scientific information to support decision making - Provide all information/documents in the three official languages - Address individuals directly for input in addition to group emails
At least one member representing the AC at every relevant external meeting	Tracking sheet of relevant meetings and AC attendance.	Keep members informed of the upcoming meetings (date, venue and agenda) as much in advance as possible.
Higher members variety participating at external meetings	Reimbursement tracking sheet for external meetings attended by the AC.	Allow for members turnover in representing the AC to meetings
Increasing views of NWWAC website and from different locations than Dun Laoghaire (where the Secretariat is based)	Number of visits to website and their origin can be measured with Google Analytics. Benchmark is results from the year before.	<ul style="list-style-type: none"> - Update the website regularly with useful documents, AC publications and meetings information - Notify members every time a new document is uploaded on the website - Use link to document on website in emails and monthly update

Members are satisfied with the meetings contents and outcomes	Evaluation sheet to distribute to participants at every annual meeting.	<ul style="list-style-type: none"> - When preparing the meeting agenda, ask WG and FG chairs about the topics they would like to include and - Following members' suggestions, scientific experts and representatives of EU institutions (especially COM officials) should be invited to meetings to support the discussion and the work of the AC - Follow up the meeting action points and keep members informed on their developments
Members are satisfied with the results of the consultation process	Evaluation sheet to distribute to participants at every annual meeting.	<ul style="list-style-type: none"> - Keep members informed of EC and MSG feedbacks - Keep members informed on the influence of their recommendations on EC and MSG proposals
Members are satisfied with the level of participation offered in meetings	Evaluation sheet to distribute to participants at every annual meeting.	<ul style="list-style-type: none"> - Distribute preparatory documents and operational/logistic information in the three languages in advance - Allocate appropriate time to topics allowing proper discussions - Let members volunteer to intervene in the discussion - Facilitate the discussion keeping a balance between length of members' speeches - Provide simultaneous interpretation at the three annual meetings and at focus groups meetings when possible
Members are satisfied with the way meetings are organised (from a logistical point of view)	Evaluation sheet to distribute to participants at every annual meeting.	<ul style="list-style-type: none"> - Distribute clear operational/logistic information in the three languages in advance - Take into account members' travel needs when establishing location, date and time of meetings - Distribute clear reimbursement information after the meeting
Members read the monthly update and think it is useful.	Evaluation sheet to be distributed to participants at Ghent meeting.	Depending on the device used more often by members (mobile or pc), the monthly update can be disseminated as a PDF in attachment to an email or as the email body itself.

3. European Commission (DG MARE)

3.1. Audience description

The European Commission is responsible for drawing up proposals for new European legislation, and it implements the decisions of the European Parliament and the Council of the EU.

As stated in the EU legislation, the AC shall submit recommendations and suggestions to the Commission. In particular, the NWWAC work is addressed to DG MARE, the Commission department responsible for EU policy on fisheries and maritime affairs. Advice can be produced both on request by DG MARE and as an AC voluntary decision and can influence the preparation of policy proposals by the Commission. Good cooperation with the EC is thus fundamental to ensure that the AC's consultation is effective, and the recommendation produced is taken into account. It is vital for the AC to fully understand the type of input the Commission requires and to be informed on time to allow a meaningful members' consultation process. Moreover, members can refer to the Commission, through the Secretariat, when clarification is needed on specific legal provisions and implications.

The EC is also the reference point for all those financial and legal matters involved in the operational running of the AC. In this regard, the NWWAC submits an annual grant application to the Commission to receive EU financial assistance. This application includes the annual work programme and an annual report on the work carried out in the closing financial year, which need the approval of the Commission.

Specific DG MARE officials are designated to liaise with the NWWAC, mainly through the Secretariat. However, AC members also have the opportunity to meet and discuss various topics directly with EC representatives attending NWWAC annual meetings.

3.2. Audience objective

The EC is a key stakeholder. The main communication objective for this target audience is to keep DG MARE satisfied with the work of the NWWAC. It is important that the Commission keeps on recognising the AC as a relevant, trusted and non-political organisation that can provide evidence-based advice representing the balanced opinion of EU fisheries stakeholders. If a consensus-based recommendation cannot be agreed, the AC should provide a detailed overview of the arguments of the different parties (including those of scientific nature).

3.3. Channels available

- Email

Email is the most used channel in the communication with DG MARE. It is via email that all the official communications are exchanged, such as advice requests and replies. These are sent as letters signed by DG MARE directors or by the NWWAC ExCom Chair.

DG MARE officials are also able to address AC's unofficial requests via email (possibly by phone call as well).

This is also the channel to be used to invite EC officials to attend NWWAC meetings and events.

- Meetings

DG MARE is always represented by at least one official at every NWWAC annual meeting. Here they can update members on ongoing dossiers and upcoming advice requests and discuss with them on issues related both to a specific Working Group/Focus Group and to the North Western Waters overall.

Depending on their availability, Commission officials can also participate in Focus Groups virtual meetings.

- **Website**

EC officials can use the NWWAC website to retrieve information on meetings and events organised by the AC, such as date, time, venue, agenda, minutes and presentations. The website also contains an archive of all the official correspondence exchanged with DG MARE, the MSG and other stakeholders, as well as all the advice material produced by the AC. All this information is regularly updated by the Secretariat.

3.4. Targets and actions

Target	How to measure it	How to achieve it
The Commission is satisfied with the advice input provided by the AC.	AC contribution is reflected into Commission's proposals. This can be checked by using two methods: <ul style="list-style-type: none"> - A comparison between the two documents, assessing how much of the AC advice was taken on board. - The use of a questionnaire/table for feedback to be filled in by the Commission. 	<ul style="list-style-type: none"> - Provide timely, science-based, concrete advice (can be consensus agreement or displaying minority positions). - Request clear indications on the type of advice expected
Fruitful collaboration with the Commission	Number of NWWAC meetings attended by EC officials. Number of EC feedbacks to AC emails.	<ul style="list-style-type: none"> - Keep EC informed on AC work plan and its progress - Identify key contact persons according to the topic to address

4. NWW Member States Group

4.1. Audience description

The North Western Waters Member States Group (NWW MSG) includes delegations from Belgium, France, Ireland, the Netherlands, Spain and the United Kingdom. The aim of the Group is to discuss and propose solutions on regional matters regarding fisheries in the NWW. In fact, the CFP foresees regionalisation for several instruments and measures: multiannual plans, discard plans, establishment of fish stock recovery areas and conservation measures necessary for compliance with obligations under EU environmental legislation. The above-mentioned EU countries, having a direct management interest in the NWW fisheries region, may agree to submit joint recommendations for achieving the objectives of such plans or measures. The MSG has to consult the NWWAC in the preparation of joint recommendations, before submitting them to the Commission. The Commission can then adopt legislation on the basis of those recommendations, effectively turning them into binding EU law.

Cooperation between the NWWAC and the MSG is vital to optimise the efficiency of the consultation process, the exchange of ideas and the production of advice.

The presidency of the MSG is assigned in turn to each of the MS and lasts for six months. It is responsibility of the delegation chairing the group to coordinate its work and therefore also liaise with

the NWWAC communicating the group’s work plan. Thus, the contact person for the AC changes every six months as well.

4.2. Audience objective

The MSG is a key stakeholder to the AC. The main communication objective for this target audience is to keep the MSG satisfied with the collaboration with the NWWAC. It is important that the MSG keeps on recognising the AC as a relevant stakeholder organisation to engage and to consult with in the preparation of recommendations to the EC.

4.3. Channels available

- Email

A big share of the communication between the NWWAC and the MSG is done via email. The information exchanged concerns mainly coordinating and planning activities, such as participation at meetings and timeline for advice preparation.

- Meetings

Meetings are an important means allowing the AC and the MSG to engage with each other. MS delegations are always invited to participate at the NWWAC annual meetings. At the same time, the AC is requested to attend the MS Technical Group and High Level Group meetings (only those parts dedicated to discussion with ACs). In these occasions, information is exchanged on the work carried out by both parts to ensure the AC is properly consulted before Joint Recommendations are presented to the EC. NWWAC ExCom Chair and Vice-Chairs are representing the AC in this setting.

- Website

MS administrators can use the NWWAC website to retrieve information on meetings and events organised by the AC, such as date, time, venue, agenda, minutes and presentations. The website also contains an archive of all the official correspondence exchanged with DG MARE, the MSG and other stakeholders, as well as all the advice material produced by the AC. All this information is regularly updated by the Secretariat.

4.4. Targets and actions

Target	How to measure it	How to achieve it
Fruitful collaboration with the MSG	Number of NWWAC meetings attended by the MSG and vice versa. Number of MSG feedbacks to AC emails. Timeliness of MSG in approaching the AC for input.	<ul style="list-style-type: none"> - Keep MSG informed on NWWAC work plan and its state of play - Request information on MSG work plan and updates on its state of play - Identify contact points when a new presidency settles in
The MSG is satisfied with the input provided by the AC	AC contribution is reflected into the MSG Joint Recommendation. This can be assessed in two ways: <ul style="list-style-type: none"> - A comparison between the two documents, assessing how much of the AC advice was taken on board. 	<ul style="list-style-type: none"> - Provide timely, science-based, concrete advice (can be consensus agreement or displaying minority positions) - Request clear indications on the type of advice expected

	- The use of a questionnaire/table for feedback to be filled in by the MSG.	
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5. Scientific bodies

5.1. Audience description

Scientific stakeholders are represented by different organisations like the Scientific, Technical and Economic Committee for Fisheries (STECF) and the International Council for the Exploration of the Sea (ICES), as well as individual scientists working at the National Fisheries Institutes (NFI) or universities.

To assist in the implementation of the CFP, the Commission has a duty to consult appropriate scientific bodies. In this context, the STECF is consulted by the Commission, where appropriate, on matters pertaining to the conservation and management of living marine resources, including biological, economic, environmental, social and technical considerations. ICES is an intergovernmental organisation whose main objective is to increase the scientific knowledge of the marine environment and its living resources and to use this knowledge to provide unbiased, non-political advice to competent authorities. ICES is also consulted by the Commission primarily to provide advice on fish stocks.

These stakeholders are often invited to AC meetings to present research projects findings, stock assessments and ecosystems overviews. Their expertise is fundamental to support the work of the AC and to ensure consultations produce advice based on sound scientific information, especially in relation to the AC advice on Fishing Opportunities and on Joint Recommendation to the Discard Plan.

These organisations are also running important events NWWAC members can attend, for example ICES benchmark meetings and workshops.

5.2. Audience objective

These organisations' expertise and competences provide fundamental support to the NWWAC work. The objective is to maintain good collaboration and communication flow with them, keeping both sides well informed on each other's work.

5.3. Channels available

- **Email**

This channel is mainly used to organise experts input expected to the NWWAC work and organise their participation at meetings. The NWWAC Secretariat also addresses via email the contact persons in these organisations to discuss members requests to attend their events. Moreover, the Secretariat receives notification of ICES meetings via email.

- **Meetings**

Experts are invited to attend ACs meeting to support members in their work on a specific topic. Their participation consists mainly in the presentation of recent research findings or evaluation reports for members to take into consideration in the preparation of an advice. In turn, NWWAC members have

the possibility to attend meetings by the abovementioned organisations to learn or further explore matters of relevance to their work in the AC. For each event a member is attending on behalf of the NWWAC, he/she must produce a summary report on that meeting, which is then to be made available to the other members in the three official AC languages.

It is important to mention two annual meetings with ICES, MIAC and MIACO, which are especially dedicated strengthen cooperation with Advisory Councils and observers. The NWWAC is represented by the Secretariat, the ExCom Chair and Vice-Chair and can provide feedback on ICES advisory process.

- **Website**

STECF and ICES websites are regularly checked by the Secretariat to retrieve information on the work carried out, reports published and upcoming events. At the same time, the NWWAC website contains various information that can be of interest to these organisations, for example the AC meetings calendar.

5.4. Targets and actions

Target	How to measure it	How to achieve it
Scientific bodies contribution to AC work is corresponding to the AC's needs	AC's advice takes into account input provided by scientific bodies	<ul style="list-style-type: none"> - Keep scientific bodies informed of relevant NWWAC activities - Involve them at a meaningful time - Provide clear explanation of the input requested

6. Other Advisory Councils

6.1. Audience description

A total of eleven ACs were established under the Common Fisheries Policy: along with the NWWAC, these include the North Sea AC, the North Western Waters AC, the South Western Waters AC, the Pelagic AC, the Long Distance AC, the Mediterranean AC, the Aquaculture AC and the Outermost Region AC. All ACs share the same aim to bring together EU fisheries stakeholders to advise the Commission on matters of fisheries management and the same membership structure, with an ExCom and a GA with 60% industry representatives and 40% other interest groups. Each of them is coordinated and supported by a Secretariat and they all refer to the same authority in the Commission for financial and legal support.

Members of an AC can also be involved with other ACs at the same time. Moreover, ACs can share the interest on specific issues, like the management of fish stocks in adjacent areas (for example, the NWW and the North Sea), or horizontal matters such as marine plastic. In these occasions, ACs can collaborate, organising meetings and workshops, and work together to produce a joint advice to the Commission.

6.2. Audience objective

Typically, it is important to keep the ACs informed on the NWWAC activities and the other way around. Other ACs can also become NWWAC key partners when engaging in the preparation of a joint advice or event. In these cases, they should also be kept satisfied and closely involved.

6.3. Channels available

- Email

A big share of inter ACs communication is done via email. This is used especially for coordination and planning purposes.

- Meetings

Once per year, the Commission organises an Inter-ACs meeting to discuss with ACs Secretariats and ExCom Chairs all those operational and financial issues of common interest. ACs Secretariat also meet virtually via web-conference approximately four times per year to coordinate joint work (advice, requests to the EC or events).

- Website

ACs websites provide all information on meetings and events organised by each AC, such as date, time, venue, agenda, minutes and presentations. The websites also contain all relevant documentation such as recommendations produced, letters exchanged with EU Institutions and MS, and operational/administrative material such as reimbursement forms and rules of procedure.

- Dropbox

A Dropbox account has been created and shared among the Secretariats of all ACs as the platform to share documentation of common interest, such as the various ACs Rules of Procedure and reports from co-organised meetings, to allow comparisons and discussion on the good practices to implement. A calendar file informing of all the ACs meetings planned is also available to avoid meetings overlapping. The Secretariat receives automatic notifications when a document is uploaded or modified.

6.4. Targets and actions

Target	How to measure it	How to achieve it
Fruitful collaboration with other ACs	Number of produced joint advice Number of organised joint events	<ul style="list-style-type: none">- Keep other ACs informed on NWWAC work and vice versa- Organise regular inter-Secretariats meetings to discuss about issues of common interest- Identify shared members as liaison between ACs- Establish clear collaboration objectives and boundaries
Coordination between NWWAC and other ACs work plan	ACs meetings dates do not overlap	<ul style="list-style-type: none">- Update meeting calendar document on Dropbox- Agree dates in advance with other ACs

7. European Fisheries Control Agency

7.1. Audience description

The European Fisheries Control Agency (EFCA) is a European Union agency that coordinates fisheries control and inspection activities by the Member States and assists MS to cooperate to comply with the rules of the common fisheries policy in order to ensure its effective and uniform application. EFCA guarantees a European-wide level playing field for the fishing industry so that European obligations are observed by everyone and everyone in the sector is treated equally.

Together with the other ten ACs, the NWWAC is member of EFCA Advisory Board. Being official EU fisheries stakeholders bodies, ACs are indeed considered EFCA key partners.

7.2. Audience objective

EFCA's expertise and competences provide fundamental support to the NWWAC work. The objective is to maintain good collaboration and communication flow with EFCA, keeping the Agency and NWWAC members well informed on each other's work.

7.3. Channels available

- **Email**

This channel is mainly used for organisational and planning purposes, such as discussion on participation to meetings and input requested.

- **Meetings**

EFCA can participate at all NWWAC meetings and is specifically invited when there are issues referring to EFCA competences on the agenda. Moreover, the EFCA Advisory Board meets twice a year allowing for updates on the work carried out both by EFCA and the ACs and on the planning ahead, considering relevant topics for collaboration.

- **Website**

Both EFCA and the NWWAC update their websites with information on meetings and reports/recommendations produced.

7.4. Targets and actions

Target	How to measure it	How to achieve it
EFCA's contribution to NWWAC work is corresponding to the AC's needs	AC's advice takes into account input provided by EFCA	<ul style="list-style-type: none">- Keep EFCA informed of relevant NWWAC activities- Involve the Agency at a meaningful time- Provide clear explanation of the input requested

8. European Parliament

8.1. Audience description

The EU Parliament acts as a co-legislator, sharing with the Council the power to adopt and amend legislative proposals and to decide on the EU budget. It also supervises the work of the Commission and other EU bodies and cooperates with national parliaments of EU countries to get their input. Members of the European Parliament (MEPs) working on fisheries gather in the PECH Committee.

The EP is not a key partner to the NWWAC and is not involved in the consultation process, as the AC role is to provide recommendations to the EC and MSG.

The main point of contact to the PECH MEPs is through the PECH Committee Secretariat.

8.2. Audience objective

The objective is to provide neutral information on agreed advice (once this has been communicated with the Commission) and on the NWWAC work state of play and to improve the communication flow between the two sides.

8.3. Channels available

- **Email**

Most of the communication between the Parliament and the NWWAC happens via email. This involves mainly AC's invitations to annual meetings or events, or notifications about an advice the AC would like the Parliament to be aware of. Emails from the AC are addressed to the PECH Secretariat, who then has the task to forward the information to MEPs.

- **Meetings**

The PECH Secretariat is informed regularly of any meeting or workshop organised by the NWWAC. Dates are then included in the "AC meetings" section in the PECH Committee newsletter, *The Trawler*. NWWAC members can also attend events organised by the PECH Committee, such as public hearings, when related to topics of interest.

- **Website**

MEPs and the PECH Secretariat can use the NWWAC website to retrieve information on meetings and events organised by the AC. The website also contains an archive of all the official advice material produced by the AC. This is regularly updated by the Secretariat. The PECH Committee webpage also discloses information on the Committee's meetings and work in progress.

- **PECH Committee newsletter "The Trawler"**

The newsletter is issued every month and presents the highlights of the PECH Committee work, including the status and planning of ongoing dossiers and a list of relevant upcoming meetings (including NWWAC meetings).

8.4. Targets and actions

Target	How to measure it	How to achieve it
MEPs are aware of the NWWAC activities	NWWAC activities, such as meetings and events, are reported in the calendar on the PECH newsletter.	<ul style="list-style-type: none"> - Send calendar of NWWAC meetings to PECH Secretariat and provide information about agenda - Notify PECH Secretariat/MEPs of advice documents available on NWWAC website
MEPs are interested in the NWWAC activities	Number of NWWAC meetings/events attended by MEPs. Number of EP feedback/requests for information on NWWAC work.	<ul style="list-style-type: none"> - Send calendar of NWWAC meetings to PECH Secretariat and provide information about agenda - Notify PECH Secretariat/MEPs of advice documents available on NWWAC website - Identify MEPs whose areas of work are particularly relevant to NWWAC activities

9. General public

9.1. Audience description

The general public is a group that has no direct influence over the NWWAC's success, funding or direction. It is a very broad audience and includes those people who are not part of the NWWAC but have an interest in fisheries and the marine environment, and hence can be reached more easily via the NWWAC existing network and stakeholders.

9.2. Audience objective

It should be clear that the main priority of the NWWAC is to provide the EC and MSG with recommendations on fisheries management and that engaging with the general public is not strictly necessary to this end. For this reason, no specific targets have developed in this strategy. Involvement with the general public should only be considered when opportunities for getting a wider exposure are appropriate to the topics addressed by the AC and require no disproportionate effort and resources deployment.

9.3. Channels available

- Meetings

Members of the general public who are interested in attending NWWAC annual meetings can do so as observers prior written notification to the Secretariat. Observers regularly receive invitations to such meetings via email by the Secretariat, with indications concerning the timing, the venue and the agenda. Observers have the right to speak at the discretion of the Chairperson of the Group meeting they are attending and are not entitled to vote.

- **Press releases**

Press releases can be prepared by the Secretariat to announce specific outstanding event organised by the NWWAC and disseminated among a selected list of media dealing with the fisheries sector from the six countries represented in the NWWAC membership. These press releases should be brief and inform the public of the event just before it happens or right after it occurred.

- **Exhibitions**

International exhibitions on the fisheries and maritime sector can be good opportunities to increase the NWWAC network and exposure to the public. Participation to these events depends on time and resources availability.

- **Website**

The NWWAC website gives an overview of the AC structure and membership and provides information about events and the AC work. This information is regularly updated by the Secretariat.

10. Planning and evaluation

The extent to which the targets established in this strategy have been fulfilled shall be evaluated yearly and results should be presented at the General Assembly meeting in September. The period subject to evaluation goes from September 1st to August 31st. The strategy should then be revised and amended according to the results obtained from the evaluation.