

 <p>Agreement on the Conservation of Albatrosses and Petrels</p>	<p>Fifteenth Meeting of the Advisory Committee <i>Swakopmund, Namibia, 1 - 5 June 2026</i></p> <p>Potential strategic communications options to support the uptake and implementation of seabird bycatch mitigation measures</p> <p><i>Secretariat</i></p>
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SUMMARY

ACAP has developed and maintained Best Practice Advice (BPA) to support the implementation of effective seabird bycatch mitigation measures. While these materials provide a strong scientific foundation, there is an opportunity to enhance their accessibility and uptake among key audiences, thereby strengthening the alignment between scientific guidance and its application in policy and practice. Parties have also identified that strengthening engagement with Regional Fisheries Management and Conservation Organisations (RFMCOs) is a core strategic priority, as set out in the RFMCO Engagement Strategy.

The Secretariat has sought advice through Mindfully Wired Consulting on strategic communications options designed to support the uptake and implementation of seabird bycatch mitigation measures (**ATTACHMENT 1**). The consultants outlined three options in a tiered framework of communications support – Bronze, Silver, and Gold – aligned to a clear theory of change and tailored to the needs of priority audiences. The consultants advise that the tiers provide progressively more comprehensive levels of support, moving from foundational clarity and accessibility, through targeted content translation and dissemination, to direct engagement and implementation-focused activity.

RECOMMENDATIONS

That the Advisory Committee:

1. *Consider* the strategic communication options proposed by Mindfully Wired Consulting to support the uptake and implementation of seabird bycatch mitigation measures.
2. *Identify* a preferred approach, or combination of approaches that would maximise impact within current resource constraints.

3. *Decide* whether AC15 should assign resources under the Advisory Committee Work Programme 2026-2028 to implement the preferred approach, or to explore further communications options.

ATTACHMENT 1.

POTENTIAL STRATEGIC COMMUNICATIONS OPTIONS TO DRIVE UPTAKE OF SEABIRD BYCATCH MITIGATION

Report prepared by Mindfully Wired Consulting

1. STRATEGIC CONTEXT

The Agreement on the Conservation of Albatrosses and Petrels (ACAP) aims to achieve and maintain a favourable conservation status for listed species of albatrosses and petrels. These species face a range of threats, including incidental mortality in fisheries, invasive species, habitat degradation, pollution, and climate change. Addressing fisheries bycatch remains a critical priority for achieving ACAP's conservation objectives. This paper supports the delivery of ACAP's core strategic objectives, including those outlined in the ACAP Communications Strategy ([MoP8 Doc 26](#)) and the RFMCO Engagement Strategy ([MoP8 Doc 24](#)).

1.1. ACAP Communications Strategy ([MoP8 Doc 26](#))

The Advisory Committee recognised a conservation crisis faced by albatrosses and petrels in 2019 and identified strategic communications as critical to achieving the Agreement's conservation objectives ([MoP8 Doc 26](#)). Communications are considered a core component of ACAP's delivery architecture, enabling the translation of scientific evidence into policy adoption, implementation, and measurable conservation impact.

The ACAP Communications Strategy identifies the need to strengthen how ACAP communicates its scientific advice, ensuring it is accessible, targeted, and capable of influencing policy and operational practice. This includes:

1. Raising awareness of seabird conservation challenges.
2. Strengthening engagement and coordination with key stakeholders.
3. Supporting the uptake of best practice and evidence-based action.

ACAP has developed and maintained Best Practice Advice (BPA) to support the implementation of effective seabird bycatch mitigation measures. While these materials provide a strong scientific foundation, there is an opportunity to enhance their accessibility and uptake among key audiences.

The following key message themes were developed in the ACAP Communications Strategy ([MoP8 Doc 26](#)) and underpin all communications. These themes should be tailored to specific audiences and can be summarised in the following manner:

- ACAP-listed species are vital to marine ecosystems.
- The conservation crisis is urgent and requires coordinated action.
- Effective mitigation measures exist and are proven.
- Implementation supports conservation and sustainable fisheries.
- ACAP commitments demonstrate global leadership.
- ACAP supports international scientific collaboration.

1.2. RFMCO Engagement Strategy ([MoP8 Doc 24](#))

Engagement with Regional Fisheries Management and Conservation Organisations (RFMCOs) is central to ACAP's approach to reducing seabird bycatch and improving the conservation status of listed species. Engagement with RFMCOs is not only advocacy, but also a primary pathway for translating scientific advice into binding policy and operational practice across global fisheries.

The RFMCO Engagement Strategy sets out a structured approach to strengthening the implementation, monitoring, and review of mitigation measures. It aims to:

- Strengthen the implementation of mitigation measures.
- Improve monitoring, reporting, and compliance.
- Ensure the ongoing review and updating of measures.

The Strategy emphasises coordinated engagement, evidence-based decision-making, and the uptake of best practice across RFMCO processes. Effective delivery is supported through priority actions, organisation-specific approaches, and a structured review cycle.

Key takeaways from the RFMCO Engagement Strategy include:

- Positioning ACAP as the authoritative source of best practice, ensuring its advice is reflected in conservation measures, standards, and guidance.
- Influencing both policy and implementation, including the uptake of mitigation measures, monitoring systems, and compliance frameworks.
- Enhancing the visibility, clarity, and accessibility of ACAP's advice, particularly for decision-makers and technical bodies.
- Strengthening coordination among ACAP Parties to enable more unified and strategic messaging in RFMCO forums.
- Supporting the adoption of emerging tools and approaches (e.g. electronic monitoring, AI, risk-based management).
- Demonstrating impact through increased uptake of measures, improved data, and reduced bycatch risk.
- Delivering tailored, audience-specific messaging across RFMCOs and committees.
- Maintaining clear and consistent narratives on the urgency of seabird bycatch and the availability of practical solutions.

The following communications approaches are designed to support and enhance delivery of the RFMCO Engagement Strategy by:

- Supporting implementation of the Strategy.
- Improving engagement with priority audiences.
- Enabling the translation of scientific advice into practical action.

The approaches reflect ACAP's role as a scientific authority supporting evidence-based decision-making within international fisheries governance and highlight the importance of effective communication in delivering ACAP's strategic objectives.

2. PROBLEM STATEMENT

Despite the availability of effective mitigation measures, implementation remains inconsistent across fisheries and regions. Key challenges include:

- Limited accessibility and usability of technical materials.
- Limited audience-specific communication formats.
- Insufficient emphasis on clear, actionable guidance.
- Need to strengthen engagement with decision-makers.
- Improving support for implementation of the RFMCO Engagement Strategy.

As a result, a gap persists between scientific knowledge and its consistent translation into policy and operational practice.

3. OBJECTIVE

Communication approaches are identified that will:

1. Improve awareness and understanding of mitigation measures.
2. Enhance the accessibility and usability of Best Practice Advice (BPA) materials.
3. Support the adoption of best practice and operational implementation.
4. Strengthen ACAP's effectiveness in supporting evidence-based decision-making.
5. Support delivery of the RFMCO Engagement Strategy and APAC's Communication Strategy.

4. TARGET AUDIENCES

As laid out in the ACAP Communications Strategy ([MoP8 Doc 26](#)) key audiences are as follows:

Primary audiences include:

- a. Regional Fisheries Management and Conservation Organisations (RFMCOs), as the priority focus.
- b. National fisheries managers.
- c. Government policymakers.

Secondary audiences include:

- a. Fishing industry stakeholders.
- b. Intergovernmental and non-governmental organisations.
- c. The scientific community.

5. THEORY OF CHANGE

The envisaged approach is grounded in a theory of change that recognises that awareness alone is insufficient to drive change. Communications function as an enabling mechanism, supporting the implementation of ACAP strategies, particularly engagement with RFMCOs. The pathway to impact would be as follows:

1. Improved communication and accessibility of mitigation guidance.
2. Increased understanding and relevance for target audiences.
3. Strengthened confidence in the feasibility and effectiveness of measures.
4. Increased adoption and implementation of best practice.
5. Reduction in seabird bycatch.

6. AUDIENCE CENTRED COMMUNICATIONS FRAMEWORK

Target audiences operate in distinct decision-making environments requiring tailored communication approaches. Effective communications should be framed as decision-support tools, rather than information provision, and should be tailored to the needs, preferences, and decision-making contexts of each audience to ensure relevance and effectiveness (Table 1).

Table 1: Audience Overview and Communications Approaches

Audience	Overview	Cares & Constraints	Communications Approach	Role in Strategy
RFMCOs	Multilateral fisheries governance bodies	Consensus-based decision-making, competing interests, implementation and compliance challenges	Neutral tone, comparable data, scenario-based analysis, and early engagement	Primary audience and central to strategic engagement and coordination
Fisheries Managers	Operational decision-makers managing fisheries	Time constraints, political pressures, need for practical solutions	Actionable outputs, visual summaries, and clear guidance (e.g. "if X, then Y")	Primary audience for implementation and behaviour change
Policymakers	National and international decision-makers	Economic and political considerations; often non-technical background	Short policy briefs, prioritised recommendations, solution-focused messaging	Primary audience for influencing policy and uptake

7. COMMUNICATIONS CHANNELS AND DELIVERY

ACAP has a strong communications foundation, with opportunities to enhance effectiveness. Table 2 outlines current communications channels and proposed enhancements. These form the building blocks of the communications options presented in Section 9 and may be scaled and combined depending on the level of investment and ambition selected.

Table 2: Current and Proposed Communications Channels

Channel	Current	Proposed Enhancements	Strategic Role
Social Media	Active and developing consistency	Strategy, templates, LinkedIn focus, video content, tailored platform use	Supports awareness and engagement, and contributes to broader visibility and uptake of ACAP messaging.
Visual Materials	Early stage infographics	Expanded visual tools, infographics, toolkits, and visual summaries of complex data	Enhances accessibility and usability of technical guidance and supports improved understanding.
Website / Digital Hub	Strong, with scope for conciseness	Improved User Experience, Search/Answer Engine Optimisation, and creation of a central BPA hub	Core infrastructure for communications, enabling structured access to guidance and supporting decision-making.
Newsletters	Web-based updates	Email newsletter, mailing list development, regular stakeholder updates	Supports ongoing engagement and information flow with key audiences.
Written Outputs	Standard templates	Designed outputs, differentiated formats, executive summaries, policy briefs	Essential for policy influence and decision support, enabling clearer uptake of guidance.
Events & Engagement	Existing engagement	Expanded workshops, training, pre-engagement with stakeholders, RFMO engagement sessions, and capacity-building activities	Critical for supporting behaviour change, implementation, and direct engagement with decision-makers and stakeholders.
Media & Campaigns	Early stage	Proactive media strategy, storytelling, targeted campaigns aligned with key events (e.g. World Albatross Day), and coordinated outreach	Supports visibility, influence, and narrative framing, helping to raise awareness and encourage action.
Policy Briefings & Engagement	Early stage	Targeted pre-meeting briefings, RFMO engagement support, synthesis of key issues, and post-meeting follow-up	Supports direct influence on decision-making processes, particularly within RFMO contexts.

Toolkits & Stakeholder Resources	Not formalised	Development of ready-to-use toolkits (messaging, visuals, presentations, data summaries) for Parties and partners	Enables consistent messaging and amplifies reach through partners and stakeholders.
Data Visualisation & Outputs	Limited	Interactive or simplified data visualisations, dashboards, and visual reporting tools	Enhances understanding of trends, impacts, and outcomes, supporting evidence-based decision-making.
Partnerships & Multipliers	Informal	Structured engagement with ACAP Parties, NGOs, and partner organisations to amplify messaging	Extends reach and influence through trusted intermediaries and coordinated messaging.
Training & Capacity Building	Limited	Development of training materials, webinars, and guidance to support implementation	Strengthens capacity to apply best practice and supports uptake of mitigation measures.

8. COST IMPACT CONSIDERATIONS

The selection of an appropriate approach should consider the relationship between level of investment and expected impact. The following options: Bronze, Silver, and Gold tiers are described below.

In general, lower-investment approaches would be effective in improving clarity and accessibility, supporting awareness and understanding. However, they would be less likely to drive sustained behaviour change or influence policy outcomes. Mid-level approaches would provide greater opportunities for engagement through more targeted and structured communications, increasing reach and relevance for priority audiences. Higher-investment approaches would enable more direct stakeholder engagement and proactive communications activity, providing stronger support for behavioural and institutional change within complex governance systems such as RFMCOs.

Given ACAP's objective to support not only awareness but also the adoption and implementation of best practice, approaches that include structured engagement and implementation-focused activities could be expected to deliver greater impact.

Higher-investment options would require greater upfront resourcing but could offer increased long-term value through improved uptake, stronger stakeholder relationships, and closer alignment with strategic objectives.

9. COMMUNICATIONS OPTIONS

Three tiers of communications support are identified, defined by increasing levels of ambition, resourcing, and impact. Each tier represents a distinct level of service with clearly defined deliverables. The tiers are cumulative:

1. **Bronze** – Core communications outputs focused on clarity, consistency, and accessibility.
2. **Silver** – Bronze plus targeted content translation and structured dissemination, enabling more strategic and audience-specific engagement.
3. **Gold** – Silver plus direct stakeholder engagement, digital platform delivery, and proactive communications support to drive implementation and uptake.

While the tiers would provide a structured framework, they are intended to be applied flexibly. Elements could be adapted, added, or combined to reflect specific priorities and preferences, for example, incorporating selected components from a higher tier where this would add value.

The identified options would operationalise the theory of change outlined in Section 5 and are designed to support delivery of the RFMCO Engagement Strategy and the ACAP Communications Strategy by improving the accessibility, relevance, and uptake of ACAP guidance.

10. OPTION 1: BRONZE - FOUNDATIONAL (CLARITY & ACCESSIBILITY)

10.1. What this tier involves

The Bronze tier would provide a core communications package focused on improving the clarity, usability, and consistency of existing materials. This is primarily a content production offer, with limited active engagement. Case studies of similar work by Mindfully Wired are given in Appendix B.

10.2 Key Deliverables

1. Brand Alignment

- a. Establishment of a consistent and cohesive visual identity across all outputs
- b. Development of a supporting mood board to guide creative direction
- c. Production of brand guidelines, including tone of voice, structure, and visual standards to ensure alignment across materials

Content Outputs

2. Executive Summaries (x3):

- a. Clear, concise, and decision-focused summaries of key BPA documents
- b. Designed for accessibility by non-technical audiences

3. Graphics Suite (x3):

- a. High-quality visuals to communicate key concepts, processes, and mitigation measures
- b. Formats may include summaries, checklists, and decision trees

4. Case Study Visual (x1):

- a. Development of a concise visual case study demonstrating a mitigation measure in practice (client-provided content)
- b. Creation of a reusable case study template for future application

Communication Tools

5. Narrative Development:

- a. Definition of core messaging to ensure consistency across all outputs and channels
- b. Development of content pillars, including key messages, example content ideas, and audience-tailored summaries using plain language

6. Communications Toolkit:

- a. Creation of a centralised toolkit to support effective communications delivery, including:
 - i. Overarching communications strategy and approach
 - ii. Defined messaging framework and content pillars
 - iii. Channel strategy and media engagement opportunities
 - iv. Example content calendar and supporting templates

7. Template Development:

- a. Modular slide deck packs (x2) for briefings and RFMCO engagement
- b. Social media templates (x4), including coordination guidance and basic performance tracking
- c. Newsletter template to support ongoing stakeholder communications

8. Content Library

- a. Establishment of a centralised repository of approved visual assets, including graphics, figures, and icons, to ensure consistency and ease of access

9. Audience Insights

- a. Stakeholder mapping to identify and categorise key contacts and decision-makers
- b. Partnership mapping to identify relevant organisations and networks, supporting coordination and amplification of key messages

10. Project Management and Oversight

- a. Ongoing internal review of all deliverables to ensure quality and alignment
- b. Regular project meetings to support delivery and coordination
- c. Senior oversight to provide strategic direction and assurance

10.3 Bronze – Outcomes and strategic role

The Bronze tier would establish a minimum effective standard for communications, improving the clarity, consistency, and accessibility of materials. It would address immediate barriers to comprehension and provide a foundation for further engagement and behaviour change.

Expected outcomes would include faster understanding of complex technical material, more consistent presentation across ACAP outputs, improved accessibility for both technical and non-technical audiences, and the development of reusable, scalable communications assets. It would also support the generation of baseline data on audience reach and engagement.

Indicators of success would include improved clarity, consistency, and usability of materials; increased use of summaries, visuals, and quick-reference tools; improved baseline reach (e.g. website visits and downloads); and positive feedback on accessibility and usability.

11. OPTION 2: SILVER - ENHANCED (STRUCTURED ENGAGEMENT & ACCESS)

11.1 What this tier involves

The Silver tier would provide a structured communications system that would build on the Bronze tier by combining improved content with targeted dissemination, digital infrastructure, and audience-specific outputs. This tier would shift communications from content production to active engagement support.

11.2 Key Deliverables

Includes all Bronze deliverables, plus the following:

1. BPA Translation Services

a. Policy Handbook (Designed):

- i. Development of a structured, professionally designed publication translating BPA into prioritised, decision-ready guidance
- ii. Tailored to support clarity, usability, and practical application by target audiences

b. Extended Case Studies (x3):

- i. In-depth case studies showcasing real-world application, including context, implementation approach, and outcomes
- ii. Full design and copywriting to ensure clarity, consistency, and visual impact

c. Targeted Multimedia Content:

- i. Production of high-quality, longer-form video and explainer content
- ii. Designed to support key engagement moments and drive understanding and uptake of priority measures

2. Dissemination and Engagement

a. Social Media Strategy:

- i. Development of a tailored social media strategy informed by platform analysis
- ii. Assessment of how priority audiences engage across channels and the role each platform plays in reaching them effectively

b. Content Calendar (12-month plan):

- i. Creation of a structured, forward-looking communications plan
- ii. Provides a clear schedule of content themes, timing, and outputs to support consistent and coordinated engagement

11.3 Silver – Outcomes and strategic role

The Silver tier would build on foundational clarity and consistency to deliver a more targeted, structured, and actively managed communications approach. It focuses on translating technical content into accessible, decision-ready formats and supporting planned, proactive dissemination to priority audiences.

This would include the development of a professionally designed policy handbook, extended case studies, and high-quality multimedia content, ensuring that key guidance is clearly articulated, contextually grounded, and easy to engage with. These outputs would be complemented by a defined social media strategy and a 12-month content calendar, enabling more coordinated, timely, and audience-aware communications across priority channels.

Together, these elements would support improved understanding and accessibility of ACAP materials for key audiences, including policymakers and RFMOs. These elements would enable more effective and consistent communication of key messages, while supporting greater visibility and more strategic use of content across engagement activities.

Success at this tier would be reflected in increased reach and engagement across communications channels, stronger alignment between content and audience needs, and growing use of materials in briefings, discussions, and stakeholder engagement processes. It would also support the development of a more clearly defined and engaged audience, and the creation of a solid foundation for deeper implementation and uptake in subsequent phases.

12. OPTION 3: GOLD - TRANSFORMATIONAL (BEHAVIOUR CHANGE AND IMPLEMENTATION)

12.1 What this tier involves

The Gold tier would provide a full implementation-focused communications and engagement program, combining content, infrastructure, and direct engagement to support behaviour change and policy uptake.

This tier would represent a shift from communication as dissemination to communication as intervention. It is important to note that this would require access to stakeholders for engagement activities and a longer lead-in time.

12.2 Key Deliverables

Includes all Bronze and Silver deliverables, plus the following:

1. Digital Hub Development and Delivery:

- a. End-to-end development of a central communications hub, including:
 - i. Site mapping and user journey design
 - ii. Visual design aligned with established brand guidelines
 - iii. Professional copywriting to translate BPA content into clear, accessible digital formats
- b. Technical delivery, including platform build, content upload, and hosting
- c. Ongoing management of website backend (BEN) costs and infrastructure to ensure functionality and accessibility

2. Stakeholder Engagement

- a. Co-design Workshops and Engagement Sessions (1–2) or interviews:
 - i. Facilitated sessions with fisheries managers, policymakers, and RFMO stakeholders.
- b. Designed to:
 - ii. Capture current perspectives, levels of understanding, and attitudes toward BPAs
 - iii. Collaboratively refine and strengthen BPA framing and communications
- c. Supports clearer articulation of BPAs and builds shared understanding to enable more effective implementation
- d. Includes speaker coordination, agenda development, and full technical facilitation

3. Press Office and Strategic Communications

- a. **Event Monitoring and Narrative Development:**
 - i. Ongoing monitoring of key events and policy moments
 - ii. Development of tailored narratives and talking points to align communications with emerging opportunities
- b. **Media Engagement and Outreach:**
 - i. Proactive development and dissemination of press releases, blogs, and agenda-setting content tied to key milestones
 - ii. Targeted media pitching to priority journalists and publications
 - iii. Use of media monitoring to identify opportunities for reactive engagement
 - iv. Development and maintenance of targeted media lists
- c. **Press Office Function:**
 - i. Preparation of briefing materials for media engagement
 - ii. Strategic support and delivery of media briefings with spokespersons during key moments and events

12.3 Gold – Strategic role, outcomes, and impact

The Gold tier would represent a shift from structured communication and planned dissemination to active implementation, engagement, and influence. It would combine a fully developed digital platform with direct stakeholder engagement and a proactive press office function to drive uptake and embed BPA communications within real-world decision-making contexts.

Through the delivery of a central communications hub, stakeholders would be provided with streamlined, user-friendly access to guidance and supporting materials. This would be reinforced by co-design engagement sessions, ensuring that communications are informed by stakeholder perspectives and refined to support practical implementation.

A proactive and responsive press office function would further amplify reach and influence, positioning ACAP materials within key policy and media moments. This integrated approach would support stronger visibility, greater credibility, and more effective alignment with stakeholder priorities.

Success at this tier would be demonstrated through sustained stakeholder engagement, increased visibility in media and policy discourse, and clear evidence of uptake in decision-making and implementation processes. It would also reflect a more mature communications ecosystem, where content, channels, and engagement are fully aligned to support measurable impact.

12.4 Strategic Recommendation

Mindfully Wired considers that the Gold tier may be the most effective option for achieving ACAP's objectives within realistic time and resource parameters. It would move beyond structured communications into active implementation support, combining a centralised digital platform, direct stakeholder engagement, and a proactive press office function. This integrated approach is designed to address behavioural, institutional, and political barriers, while enabling measurable uptake of mitigation measures in practice. It would be fully aligned with the RFMCO Engagement Strategy and would provide a coherent and delivery-focused framework for achieving tangible outcomes.

The Gold tier would represent a higher level of investment (£65k [c. AUD 130k]), commensurate with its scope and expected impact. It would offer the strongest potential to embed BPA communications within decision-making processes and to support sustained engagement across priority audiences.

Mindfully Wired considers that the Silver (£30k [c. AUD 60k]) and Bronze (£17k [c. AUD 34k]) tiers would provide robust and cost-effective alternatives. While more targeted in scope, both options would deliver structured and meaningful improvements in how ACAP materials are communicated and engaged with. Silver focuses on translation, audience targeting, and planned dissemination, while Bronze establishes a strong foundation of consistency, clarity, and core communications tools. Each tier would offer a viable and flexible pathway, depending on available resources and the desired pace and scale of implementation.

It should be noted that the proposed digital hub within the Gold tier has been costed as a new build. However, there may be opportunities to integrate this functionality within ACAP's existing

website, subject to platform capabilities and backend constraints. Further technical review would be required to confirm feasibility, which could present a more cost-efficient option.

The tiered structure is intentionally modular. Elements from higher tiers could be incorporated into lower-tier packages where there is a need to prioritise specific activities, allowing for a tailored approach within defined budget envelopes.

Finally, stakeholder engagement—particularly through interviews and co-design workshops, is a critical component for success. Inclusion of these elements, as set out in the Gold tier, is strongly recommended by Mindfully Wired to ensure that outputs are grounded in stakeholder needs, support shared understanding, and maximise the likelihood of uptake and implementation.

13. APPROACH TO MEASUREMENT

To ensure accountability and demonstrate return on investment, each tier would include a tailored measurement approach (Table 3).

Table 3: Tiered Measurement Approach

Tier	Primary Focus	What Success Looks Like	Key Metrics	Data Collection	Reporting
Bronze	Outputs & Reach	Information is accessible and understood	Content produced; reach (views, downloads, impressions); baseline awareness	Web analytics; baseline surveys	Quarterly (output-focused)
Silver	Engagement & Use	Stakeholders engage with and use materials	Engagement (time on page, interactions); feedback; change in awareness	Analytics dashboards; feedback tools	Biannual (trend-focused)
Gold	Outcomes & Impact	Behaviour change and policy uptake	Adoption (policy integration); behaviour change; implementation outcomes (e.g. bycatch reduction); advocacy outcomes	Field data; policy analysis; surveys; interviews	Annual and ongoing (impact-focused)

14. COMMUNICATIONS SERVICES AND INVESTMENT TIERS

Service / Activity	Bronze (£17k)	Silver (£30k)	Gold (£65k)
FOUNDATIONAL ACCESSIBILITY			
Core content outputs (summaries, infographics, graphics, case study visuals)	✓	✓	✓
Standardised templates, branding, and style guidance	✓	✓	✓
Basic communication tools (slide decks, messaging, newsletters, social templates)	✓	✓	✓
Content library / asset bank	✓	✓	✓
Accessibility and usability standards	✓	✓	✓
STRUCTURED ENGAGEMENT			
Audience-specific outputs (policy handbook, extended case studies)		✓	✓
Content planning and dissemination (content calendar, targeting)		✓	✓
Social media strategy and channel planning		✓	✓
Targeted multimedia content (video/explainers)		✓	✓
Stakeholder mapping and segmentation	✓	✓	✓
Partnership mapping and network identification	✓	✓	✓
Media and engagement support (strategy + materials)		✓	✓
Feedback and insight mechanisms			✓
IMPLEMENTATION & DIRECT ENGAGEMENT			
Digital platform / communications hub (design, build, hosting)			✓
Co-design workshops and stakeholder engagement sessions			✓
Press office function (media engagement, pitching, briefings)			✓
Event monitoring and reactive communications			✓

Service / Activity	Bronze (£17k)	Silver (£30k)	Gold (£65k)
Engagement and liaison support			✓
MEASUREMENT & EVALUATION			
Basic analytics and baseline monitoring	✓	✓	✓
Enhanced analytics and stakeholder insight		✓	✓
Impact evaluation and reporting framework			✓

Notes

- The tiers are progressive and cumulative, with each level building on the previous.
- The structure is modular, allowing selected elements from higher tiers to be incorporated into lower tiers if required.
- Stakeholder engagement activities (Gold) are identified as high-value components and can be prioritised independently if needed.
- The digital platform (Gold) may be delivered either as a new build or as an enhancement to the existing website, subject to technical feasibility.
- Costs are based on indicative quotes at the time of writing (March 2026).

ANNEX A. ABOUT MINDFULLY WIRED

[Mindfully Wired](#) is a multidisciplinary communications consultancy specialising in environmental and sustainability challenges, with a particular focus on marine and fisheries systems. The team brings together expertise in strategic communications, campaigning, content development, and scientific engagement, working across policy, research and implementation contexts.

The organisation has extensive experience operating at the intersection of science, policy and practice. Its work spans long-term monitoring and research initiatives, global campaigns, and capacity-building programmes across the UK, Europe, and international contexts. Mindfully Wired has worked with a range of partners, including multilateral organisations, philanthropic funders and multi-stakeholder alliances, supporting efforts to translate complex evidence into practical action. Clients include Cibbrina, Clean Catch, Defra, NASCO, NAPA and the Global Tuna Alliance.

Mindfully Wired's approach focuses on strengthening the clarity, accessibility and impact of technical information. This includes supporting organisations to articulate their strategies, communicate evidence effectively, and engage priority audiences to enable informed decision-making and uptake of best practice. The team places particular emphasis on ensuring that communications contribute to measurable outcomes, including behaviour change, policy influence and improved implementation.

The organisation combines subject-matter knowledge with strategic and creative communications expertise to support the development of clear, actionable narratives. Its work is grounded in a pragmatic, impact-oriented approach, with a focus on real-world application and systems-level change.

ANNEX B. DETAILED COMMUNICATIONS CHANNEL ENHANCEMENTS

B1. Introduction

This annex provides further detail on proposed enhancements to ACAP's communications channels.

These enhancements underpin the communications options presented in the main document and can be scaled and combined depending on the selected level of investment.

The purpose of these enhancements is to further strengthen the accessibility, clarity, and effectiveness of ACAP's communications, and to support delivery of the RFMCO Engagement Strategy.

B2. Social Media

B2.1 Current Position

ACAP maintains active social media channels across Instagram, Facebook, and X.

Engagement is strong on certain platforms, particularly Instagram and Facebook.

Posting is currently variable across channels, and there is scope to further align content strategy, tone, and frequency.

Opportunities exist to expand the use of multilingual content to support broader reach and inclusivity.

B2.2 Proposed Enhancements

- Development of a structured social media strategy, including clear objectives, audiences, and content planning
- Platform-specific approaches:
 - **Instagram:** visual, accessible, and audience-friendly content
 - **X:** concise updates and engagement with technical and policy audiences
 - **LinkedIn:** professional, policy-focused engagement
- Development of a suite of content templates to support consistency in branding and messaging
- Production of short-form video content to enhance engagement and accessibility
- Expanded use of multilingual content to support wider audience reach

B3. Visual Materials (Graphics and Infographics)

B3.1 Current Position

ACAP has developed fact sheets and some infographics.

A significant proportion of guidance remains text-based, which may limit accessibility for audiences seeking quick or visual interpretation.

B3.2 Proposed Enhancements

- Development of a suite of designed infographics to support key messages and outputs
- Creation of visual representations of complex information, such as breeding sites and mitigation measures
- Development of standardised graphics for use across reports, guidance documents, and presentations
- Integration of visual content into written and digital outputs to enhance clarity and engagement

B4. Website and Digital Hub

B4.1 Current Position

ACAP maintains a functional website with regular updates and a clear structure.

Some pages contain detailed text, which may affect ease of navigation and accessibility.

There is potential to further strengthen discoverability through enhanced search optimisation.

B4.2 Proposed Enhancements

- Development of a central web-based BPA hub to consolidate guidance, research, and outputs
- Improvements to SEO to increase visibility and discoverability
- Introduction of more visual and interactive content to enhance user experience

Refinement of content structure to improve navigation and accessibility.

B5. Newsletters

B5.1 Current Position

The ACAP Monthly Missive is currently published as a web-based update and is not distributed via email.

As a result, it functions primarily as a static update.

B5.2 Proposed Enhancements

- Development of an email-based newsletter to support regular stakeholder engagement

- Creation of a contact database to support targeted communications
- Delivery of tailored updates for different audience groups

B6. Written Outputs and Templates

B6.1 Current Position

ACAP uses established templates across many written outputs.

Documents are primarily text-based, with limited use of visual structure.

B6.2 Proposed Enhancements

- Development of a suite of designed templates for:
 - Reports
 - Policy briefs
 - Guidance documents
- Creation of executive summaries for all major outputs to support accessibility
- Application of consistent branding, including typography, layout, and colour schemes
- Improved use of visual hierarchy to enhance readability and clarity

B7. Events, Training, and Engagement

A7.1 Current Position

ACAP undertakes engagement with stakeholders through meetings and discussions.

Structured engagement activities such as training and workshops are currently limited.

B7.2 Proposed Enhancements

- a. Delivery of communications and implementation-focused training for stakeholders
- b. Development and delivery of workshops to support application of guidance
- c. Structured engagement with Regional Fisheries Management Organisations (RFMOs)
- d. Pre-engagement activities to support alignment ahead of key meetings
- e. Integration of ACAP materials into meetings, presentations, and events

B8. Media and Campaigns

A8.1 Current Position

ACAP currently undertakes limited structured media engagement.

There is scope to further enhance visibility through more proactive and strategic communications.

B8.2 Proposed Enhancements

- Development of a proactive media engagement strategy
- Creation of creative campaign approaches to support key messages and initiatives
- Development of campaign assets and storytelling approaches to support engagement
- Alignment of campaigns with key events, including World Albatross Day and other relevant moments

B9. Summary

The enhancements outlined in this annex represent a strengthening of ACAP's communications approach.

When implemented, they will further improve the accessibility, clarity, and impact of ACAP's outputs.

They also provide a strong foundation for delivering the communications options outlined in the main body of this paper, and for supporting more structured engagement and implementation outcomes.

ANNEX C. CASE STUDIES OF SIMILAR WORKS

C1. Branding and visual identity

C1.1 Case study: ECO-CATCH Branding Strategy & socials



C2. Social Media Strategies

C2.1 Case study: ECO-CATCH Branding Strategy & socials

THE ROLE OF PLATFORMS

MW has a presence on two key platforms, LinkedIn and Instagram and this re-launch strategy defines the role of each as the following

LinkedIn:
Role for content: Smart and strategic
The platform to showcase our professional smarts and expertise, agency POV and creative expertise to drive new business opportunities, cement our standing and make valuable connections
80% of our content should be LinkedIn focused

Instagram:
Role for content: Personality driven
The platform to showcase our more playful side, share our work and our people and reinforce our culture to attract talent and enhance our industry reputation both to existing MW connections and those looking to be part of our crew
20% of content

OUR FILTER AND CONTENT PILLARS

OUR FILTER

WHAT WE DO	+ EXPERT AND CREATIVE AND COLLABORATIVE	= IMPACT
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Everything we put out on social needs to be looked at through the lens of what we do and how we do it, and ultimately, the impact we have or hope to have. We are experts in our field and we want to show how this works in practice by bringing to life our brand of identity expertise and creative storytelling. We will do this using the below pillars. The above filter should be applied when creating each and every piece of content.

CONTENT PILLARS

<p>Our Work Case studies, wrap-up reports, post event recaps, team stories we've landed the clients, successful campaigns that are in progress</p> <p>Sector insights & thought leadership e.g. commentary on a news story, reaction to a piece of legislation or trend affecting our clients</p>	<p>Our Announcements Corporate announcements, events and all upcoming developments etc</p> <p>Awards, Events & Field Day National Living Award, Ocean Day</p>	<p>Our People Team member introductions, case studies, company culture, milestones and all the fun stuff!</p> <p>Collaborations Posts featuring and highlighting other great work e.g. top 10 experts</p>
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AWARENESS DAYS TEMPLATE POST ON LinkedIn

C2.2 Case study: Fishing Porthole

Twitter tips

Andy only has 68 followers but gets a good amount of engagement on his Twitter profile. DO use short punchy sentences, and simple effective language.

Content Streams:

Content streams help to categorise all the different messaging throughout your communications. They ensure that content is always on-brand, and can assist with mapping out topics to ensure content is always relevant and varied.

Two thirds	One third
<p>Inform, educate, entertain - posts that position The Fishing Porthole as the go-to for resources, networking and help!</p> <ul style="list-style-type: none"> Fishing industry updates; news, articles and key information about quota, safety, policy and funding Events - key learnings and takeaways from events Posts from trustees / content from funders Quotes from fishermen who have attended events / used resources Jargon busters - definitions for words used regularly in science, mgmt and policy Links to resources that directly link to events happening in the news Real people, real fishing life Short handy videos 	<p>Promotional posts about FTFP & the Porthole</p> <ul style="list-style-type: none"> Promoting upcoming events Posts that promote resources on the Porthole FTFP updates Case studies or shoutouts Foghorns / sharing answers to questions / call outs for questions

Example Content: QUOTES FROM PEOPLE WHO HAVE ATTENDED WORKSHOPS

Learning is a two-way street. We help scientists and policy makers connect with fishermen to ensure everyone is on the same page.

<Call to action>

OBJECTIVE
Inform, educate, entertain - posts that position Fishing into the Future and the Porthole as a useful resource

C.2.3 Case study: Home and Dry

LET'S LOOK AT THE ROLE PLATFORMS PLAY

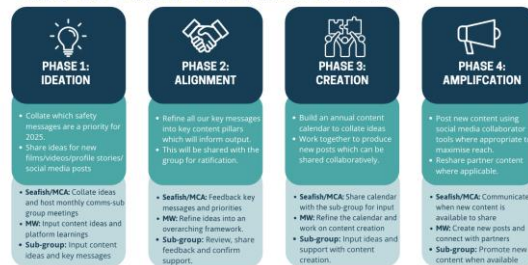


OUR CONTENT FOUNDATIONS

All content pillars have been shared and discussed with the Home and Dry Fishing Safety Forum Communications Subgroup. Below are three key pillars which will inform and guide how specific safety actions are categorised within communications calendars and activity plans.



PROCESS - HOW WE ALL WORK TOGETHER



C3. POLICY BRIEFS

C.3.1 Case study: SeaWISE Policy Briefs

Produced at the close of the project, housed on the website and disseminated on socials and in newsletters.



C4. SHORT FORM VIDEOS

C4.1 Case study: CIBBRiNA intro video



C5. GRAPHICS/GUIDES/INFOGRAPHICS

C5.1 Case study: Clean Catch Wildlife ID Guide (also adapted for CIBBRiNA)



C6. ANALYTICS AND REPORTING

C6.1 Case study: Home and Dry

HEADLINE RESULTS



WEBSITE

The campaign lifted website visits up 2.8k users and 3.5k views for the month of February. This has surpassed our target KPIs of 2k users and 2.5k views.

Key page hits include:

- **MOB Page:** 2.6k views (2s engagement)
- **Home:** 389 views (8s engagement)
- **Risk Assessments:** 107 views (26s engagement)
- **Neil's op-ed:** 58 views (34s engagement)
- **Single-handed fishing page:** 43 views (31s engagement)

2k users came from Paid Social, 430 through direct search, 374 from organic social, 213 from organic search and 54 from referral.

Key takeaways:

- Paid supports a huge uptick in intention but doesn't always translate to desired engagement on all pages.
- Key pages (risk assessments, neil's op-ed and single handed fishing page) all received upwards of 20 if not 30s engagement. This implies fishermen are looking for expert advice/ reassurance



C6.2 Case study: North Atlantic Pelagic Advocacy Group

LINKEDIN STATS

The week following 29 April:

- 955 impressions (up 16.3% from previous week)
- 46 reactions (+58.6%)
- 2 comments (+100%)
- 12 reposts
- 42 page views (+162.5%)
- 22 unique visitors (+214.3%)

The weeks following 24 April (first teaser):

- 1637 impressions (up 228.4% from previous month)
- 70 reactions (+536.4%)
- 3 comments
- 12 reposts
- 58 page views (+1020%)
- 28 unique visitors (+833.3%)

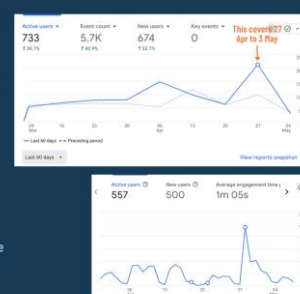


WEBSITE STATS

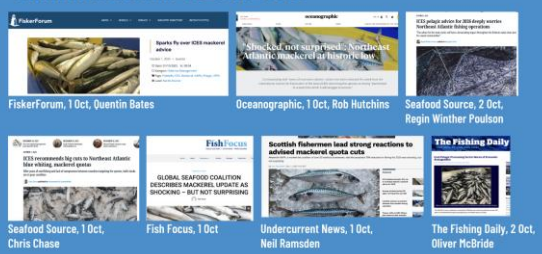
Currently 4th most viewed page on NAPA's website - behind the home page, news, and who's on board.

Huge peak in website traffic on the day of Mackerel Maths launch, (overall volume of visits to a website)

Similar huge peak in active users on the NAPA website the day of Mackerel Maths launch. (number of people actively engaging with the page, e.g., scrolling, clicking, watching videos, staying on the page)



NAPA IN THE MEDIA - ICES FALL OUT



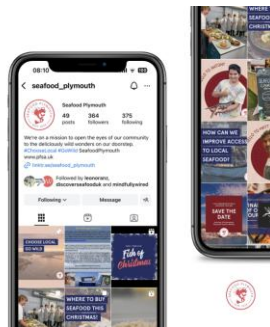
C6.3 Case study: Seafood Plymouth

SOCIAL MEDIA

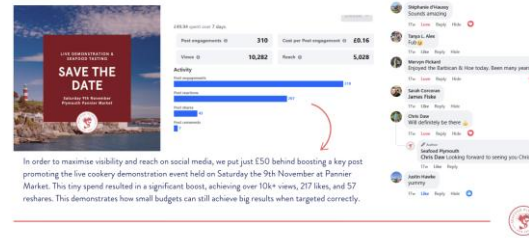
At project set-up, the Seafood Plymouth Facebook and Instagram channels were established. These channels started with 0 followers and, since then, have organically acquired new followers through regular content creation (static and video) and community engagement. From 1 March 2024 to 1 March 2025, both channels have reached the following metrics respectively:

Facebook	Instagram
• 265 followers	• 364 followers
• 82.4k views	• 13.9k views
• 40.9k reached	• 4.2k reach
• 2.2k interactions	• 607 interactions
• 1.9k visits	• 679 visits
• 78 Page likes	• 49 Posts

Looking at follower demographics, the top 5 locations are Plymouth, London, Penzance, Looe and Torpoint for Instagram, and Plymouth, Paignton, Torquay, Torpoint and Brixham for Facebook.



SOCIAL MEDIA - BOOSTING



PLYMOUTH LIVE COLLABORATION



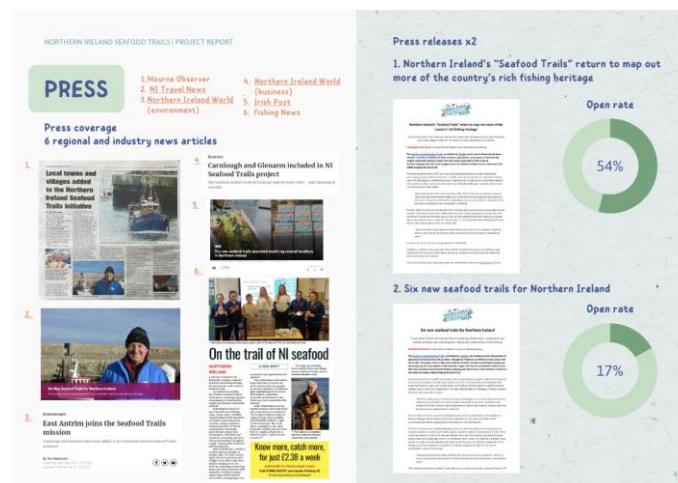
To boost reach and engagement with the tour, we partnered with Plymouth Live on a paid promotion. The advert sat on the official Partners Facebook and Instagram pages - for example 'Plymouth Live Partners with you' - and was then pushed out to people within the Plymouth locality within 50km aged 20+ with an interest in 'tasting out, local produce, restaurants and pubs'.

Key statistics include:

• 34,694 impressions	• 54 post reactions
• 24,310 reach	• 5 post saves
• 2,012 total clicks	• 6 comments
• 1,257 link clicks	• 5 post shares
• 8.66% CTR	• 70 total actions

At the time, the industry standard click-through rates were around 1%, but in the short space of time and at entry level on budget, our campaign performed at 8.6% with over 8,000 clicks. A fantastic result for everyone involved.

C6.4 Case study: Northern Ireland Seafood Trails



C7. WEBSITES

C7.1 Case study: Clean Catch UK <https://www.cleancatchuk.com/>



C7.2 Case study: NFI Sushi Council <https://nfisushicouncil.com/>



C8. DATA VISUALISATION - ONLINE TOOLS

C8.1 Case study: SEAWISE tool

THE EBFM TOOL - SHARING COMPLEX SCIENCE VIA AN INTERACTIVE TOOL

PELAGIC FISHERIES

Pelagic fisheries occur throughout the North Sea. Across the region, pelagic landings are generally greater than demersal landings, with herring and mackerel caught using pelagic trawls and seines accounting for the largest portion of pelagic landings from the North Sea.

On account of the specificity of pelagic fisheries, in terms of their highly mobile nature and high variability, alongside the limited demersal contact entailed in these fisheries, bycatch is assumed to be relatively low, as their benthic (i.e. seabed) impacts.

PELAGIC FISHERIES: AT A GLANCE

INSIGHTS FROM THE PELAGIC FISHERIES

- FISH STOCKS
- BIODIVERSITY
- HABITATS
- REVENUE
- WELLBEING

CASE STUDY IN FOCUS

NORTH SEA

As part of our analysis, SEAWISE has assessed the overall sustainability of fisheries management for the North Sea, based on the current status of the fish stocks, the current management measures, and the current status of the environment.

Through this tool, we can assess the sustainability of fisheries management for the North Sea, based on the current status of the fish stocks, the current management measures, and the current status of the environment.

PELAGIC FISHERIES: AT A GLANCE

INSIGHTS FROM THE PELAGIC FISHERIES

	2025	2035	2045
FISH STOCKS	●●●●●	●●●●●	●●●●●
BIODIVERSITY	●●●●●	●●●●●	●●●●●
HABITATS	●●●●●	●●●●●	●●●●●
REVENUE	●●●●●	●●●●●	●●●●●
WELLBEING	●●●●●	●●●●●	●●●●●

STAKEHOLDER WORKSHOPS TO SHARE RESULTS AND CO-DESIGN TOOLS

REGIONAL REVIEW WORKSHOP

North Western Waters Advisory Council (NWWAC)

March 11 2025 | CNPMM 134 Av. de Malakoff Paris, France | hybrid

The workshop will provide an opportunity to present and discuss SEAWISE's work, and feedback on the project's final evaluations, alongside the EBFM ToolBox and Tool that have been developed as part of the project.

AGENDA

Tuesday 11 March

- 14:00 - 14:10 Opening welcome Anja Rindorf, OTU
- 14:10 - 14:30 SEAWISE Case Study Session led by Jochem Depaele, ILVO
- 14:30 - 15:00 Discussion
- 15:00 - 15:15 Coffee break
- 15:15 - 15:30 EBFM Tool Demo Session led by Lia et Aude, Mindfully Wild
- 15:30 - 15:50 Trial of Tool
- 15:50 - 16:10 Feedback
- 16:10 - 16:25 EBFM ToolBox Demo Session led by Neil Magennis, ICES
- 16:25 - 16:45 Trial of ToolBox
- 16:45 - 17:05 Feedback
- 17:05 - 17:30 Gaps, future work and closing comments

Central European start time: 14:00 - 17:30 | Dublin start time: 13:00 - 16:30

March 11 2025 | CNPMM 134 Av. de Malakoff Paris, France (IN, EL, FR)

seawiseproject.org ebfmproject.org seawiseproject.org

C9. LONGER FORM VIDEOS

C9.1 Case study: SEAwise Films

