

 <p>Agreement on the Conservation of Albatrosses and Petrels</p>	<p style="text-align: center;">Eighth Meeting of the Parties <i>Dunedin, New Zealand, 19 - 23 May 2025</i></p> <p style="text-align: center;">Implementation of ACAP Communications Strategy</p> <p style="text-align: center;">Secretariat</p>
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SUMMARY

AC14 recommended that ACAP's Communications Strategy (**AC14 Doc 21**) be presented to the Meeting of the Parties. The Strategy has been developed following a decision by AC11 to explore ways of improving ACAP's communications, including about the conservation crisis facing albatrosses and petrels and the solutions available. From April 2022 to December 2024 a consultant provided part time assistance to the Secretariat as a Communications Adviser. The Secretariat now proposes the establishment of a permanent part time position to implement the Communications Strategy.

RECOMMENDATIONS

That the Meeting of the Parties:

1. Note the Communications Strategy as presented in **ATTACHMENT 1**.
2. Consider providing funding in the 2026 - 2028 budget for a permanent part time Communications Adviser for ACAP.
3. Consider encouraging ACAP Parties and cooperating non-Parties to draw on the ACAP Communications Strategy in developing or enhancing their own efforts to communicate the crisis facing albatrosses and petrels and the solutions available.

1.INTRODUCTION

AC14 recommended ([AC14 Report](#), para 5.1.12) that ACAP's Communications Strategy be presented to the Meeting of the Parties. A copy of the Strategy (drawn from **AC14 Doc 21**) is attached (**ATTACHMENT 1**) for the consideration of the Parties. The development of a Communications Strategy for ACAP began after AC11 recommended that ACAP explore ways to improve its communication about the conservation crisis facing albatrosses and

petrels and the solutions available ([AC11 Report](#), para 11.1.11). From April 2022 to December 2024 the Secretariat contracted a consultant, Bree Forrer, as Communications Adviser (see **MoP8 Doc 08**). The Communications Adviser provided information to AC13 about the development of an ACAP Communications Strategy. AC13 established an intersessional group to discuss a Strategy for presentation to AC14.

2. IMPLEMENTING THE STRATEGY IN 2026 - 2028

In presenting the Strategy to AC14, the Communications Adviser noted that the Strategy identified ACAP's target audiences and the most effective communications channels and key messages to convey. It also provided a clear direction for ACAP's future communications approaches. She commented that adequate resourcing and investment in communications were needed if the implementation of the ACAP Communications Strategy were to be effective (**AC14 Report**, para 5.1.11).

During discussion, AC14 noted that communications were a matter of interest to the whole of the Agreement, as well as to non-Party supporters of ACAP (**AC14 report**, paras 5.1.12 to 5.1.17).

ACAP is currently without a Communications Adviser. John Cooper, Emeritus Information Officer, is continuing to provide valuable help with some initiatives. For continuation of implementation of the Communications Strategy, the Meeting of the Parties might wish to consider the establishment of a permanent, part time Communications Adviser position in the Secretariat. Details of the costs associated with this proposal can be found in **MoP8 Doc 19**.

The Meeting of the Parties might also wish to consider encouraging ACAP Parties (and cooperating non-Parties) to draw on the suggestions in the ACAP Communications Strategy to develop or enhance their own efforts to communicate the conservation crisis faced by albatrosses and petrels and the solutions available.

ATTACHMENT 1. ACAP COMMUNICATIONS STRATEGY

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.

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.

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:

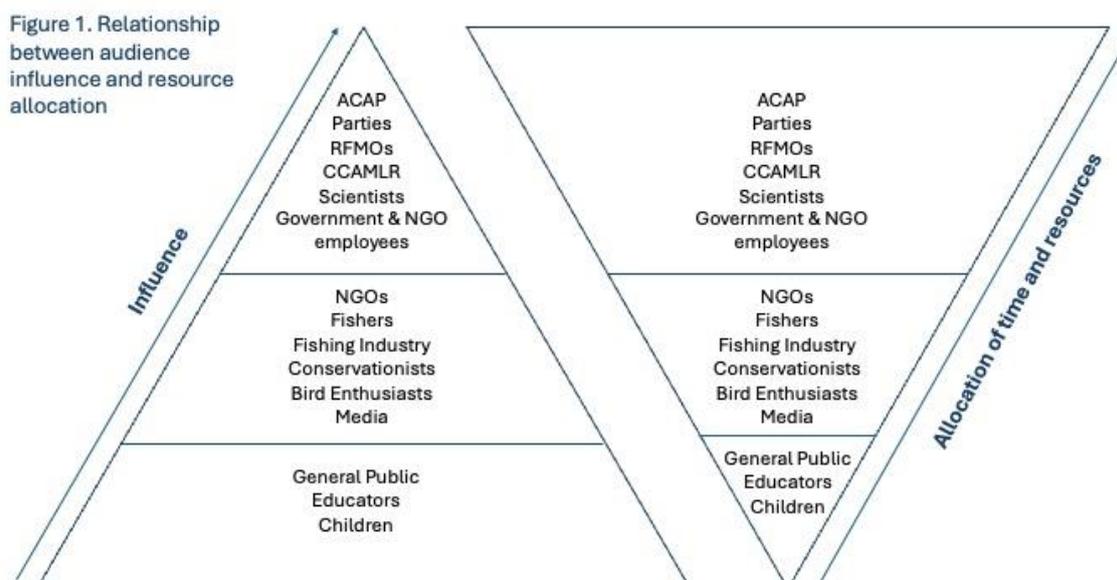
Primary	Secondary	Tertiary
ACAP Parties	Fishers	General Public
RFMOs	NGOs	Educators
Fisheries Managers	Conservationists	Children
Scientists	Bird enthusiasts	
NGO & Government employees	Media	

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.

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.

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.



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.

<ul style="list-style-type: none">• 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.
<p>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.</p> <ul style="list-style-type: none">• 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.
<p>Fulfilling ACAP commitments demonstrates a dedication to biodiversity and marine conservation on a global scale.</p> <ul style="list-style-type: none">• 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.
<p>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.</p> <ul style="list-style-type: none">• ACAP's work is international and is not limited to ACAP Parties. Observers from other countries and organisations regularly participate in ACAP meetings.

6. CHANNELS

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

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.

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 **MoP8 Doc 24**). 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.

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.

7. PLANNING AND MANAGEMENT OF THE STRATEGY

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.

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.

Evaluation method	Website	Facebook	Instagram	X (Twitter)	Email	Interviews/ articles	EDM (newsletter)	Surveys
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.

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

Audience segment	Information needs	Challenges	Drivers	Desired action
PRIMARY AUDIENCES				
ACAP Parties	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.
Channels	Email ACAP Website ACAP Secretariat reports ACAP Newsletter			
RFMOs and CCAMLR	Technical advice for best practice measures to reduce seabird bycatch.	Unwilling to implement measures due to: <ul style="list-style-type: none">- Costs.- Complicated process of fitting vessels with gear to mitigate bycatch.- Difficulty enforcing measures.- Economic concerns: belief mitigation measures = reduced catch.	Knowledge of: <ul style="list-style-type: none">- 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
Channels	ACAP Website FAO Regional Secretariats Network (RSN) Magazine RFMO/CCAMLR meetings RFMO Engagement Strategy Newsletter			
Fisheries Managers	Best Practice Advice (BPA) on measures to reduce seabird bycatch. Mitigation factsheets and Guidelines. Seabird ID guide.	BPA not provided in required language. 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"> - 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.
Channels	ACAP Website FAO Regional Secretariats Network (RSN) Magazine RFMO/CCAMLR meetings ACAP Newsletter			
Scientists working in seabird research	Conservation guidelines: <ul style="list-style-type: none"> - Biosecurity and quarantine for breeding sites. - Census methodologies. - Eradication of introduced mammals from islands. 	Information not provided in required language. Scientist not from ACAP Party and cannot apply for ACAP small grants and secondments.	Scientific research is critical to the advancement of ACAP's conservation objectives. Scientific research forms the basis of conservation guidelines. Scientists from ACAP Parties can apply for funding through	Engage in research on ACAP species that contributes to a more robust understanding of ACAP species. Increased number of publications on ACAP species. Increased capacity building and cross-Party collaboration.

Audience segment	Information needs	Challenges	Drivers	Desired action
	<ul style="list-style-type: none"> - Best practice advice for mitigating seabird bycatch in fisheries. - Disease threats and biosecurity protocols. - Plastic ingestion. <p>ACAP small grants and secondments.</p> <p>Information on population status and trends of ACAP-listed species.</p>		<p>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>Involvement of scientific community in World Albatross Day.</p>
Channels	<p>ACAP website Social media Conferences RFMO/CCAMLR meetings ACAP Newsletter</p>			
Government and NGO employees	<p>Upcoming ACAP meetings. 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>
Channels	<p>ACAP website Social media ACAP meetings RFMO/CCAMLR meetings Conferences</p>			

Audience segment	Information needs	Challenges	Drivers	Desired action
SECONDARY AUDIENCES				
NGOs	Conservation guidelines: <ul style="list-style-type: none"> - Biosecurity and quarantine for breeding sites. - Census methodologies. - Eradication of introduced mammals from islands. - Best practice advice for mitigating seabird bycatch in fisheries. - Disease threats and biosecurity protocols. - Plastic ingestion. 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 though 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.
Channels	ACAP website ACAP meetings ACAP Newsletter Social media			

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

Audience segment	Information needs	Challenges	Drivers	Desired action
Bird enthusiasts	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.
Channels	Social media ACAP website Traditional media			
Conservationists	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.
Channels	Social media ACAP website Traditional media			

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

Audience segment	Information needs	Challenges	Drivers	Desired action
Children	<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>
Channels	<p>Social media Traditional media ACAP website</p>			