

# Catching THE Potential

## Communication plan

A guide for communication of Catching the Potential

ProSea

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With the contribution of the  
European Maritime and Fisheries  
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## Communication plan - summary



Topic	Who	What?	Tools
<p><b>General:</b> Tell about the CTP - project</p>	Interested individuals, focus on people related to the fishing industry	<ul style="list-style-type: none"> <li>Project objectives</li> <li>Project approach</li> <li>Progress</li> <li>Results</li> </ul>	<ul style="list-style-type: none"> <li>Project website</li> <li>Leaflet</li> <li>Newsletters</li> <li>Social and written media</li> </ul>
<p><b>Pilots:</b> Interactive communication to develop fit for purpose pilots</p>	<p><b>Per country:</b></p> <ul style="list-style-type: none"> <li>Partners</li> <li>Local experts/networks</li> <li>Stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>Need for SF training</li> <li>Role of local partners</li> <li>Customize course content</li> <li>Local situation/Culture</li> <li>Pilots and implementation</li> </ul>	<ul style="list-style-type: none"> <li>Country teams</li> <li>Meetings</li> <li>Pilot guidance documents</li> <li>Basecamp</li> <li>Workshops</li> <li>Seminars</li> </ul>
<p><b>Standard &amp; Implementation:</b> Disseminate lessons learned &amp; formal implementation process/procedure</p>	<ul style="list-style-type: none"> <li>(Inter)national fisheries sector</li> <li>Regulatory organisations</li> <li>EU institutions</li> <li>Other relevant stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>Need for training</li> <li>Proposed standard</li> <li>Proposed formalisation</li> </ul>	<ul style="list-style-type: none"> <li>Communication materials</li> <li>Conferences, seminars and workshops</li> <li>Implementation strategy</li> <li>Direct Communication</li> </ul>



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# INTRODUCTION

This is the communication plan for the project Catching the Potential (CTP): Setting the standard for sustainable fisheries training. In this communication plan, we cover the external communication of the CTP-project, present the communication approach and identify the tools the project partners will use in their communication about the project. This is a guide to communication about the CTP-project, it is a working document and will be updated during the Catching the Potential project to reflect the communication needs of the specific project phases.

In this communication plan, we identify three different areas of external communication, with each their own target group, communication content and communication tools. These three different areas of communication reflect are summarized below and will be discussed in the three parts of this plan:



## Part 1: General communication about CTP

This first part will tell the story of the project to everyone who is interested, but not directly involved in the project. Thus, anyone who lacks background knowledge and information. Tools to inform this target group are the leaflet, newsletter, social media updates and written media articles.

## Part 2: Pilots: interactive communication to develop fit for purpose pilots

The communication about the pilots is different than general communication. It is more specifically aimed at establishing communication within the local network of experts involved in the pilots and takes the shape of a dialogue. Tools to share information and discuss topics with this target group are direct contact and working together in country teams, meetings, pilot guidance documents, project management tool called basecamp, and workshops.

In addition to the communication about the pilots within the seven EU Member States, this part also covers the exchange of experiences and best practices within the educator's network through the seminars.

### Part 3: Communication about the European standard and its implementation

The third level of communication is different yet. The project ultimately aims to create a European standard for sustainable fisheries training, and to implement this standard in relevant (legal) instruments and/or guidelines.

To achieve this, we will communicate with a range of (inter)national target groups including national governments, fisheries organizations, Regional Sea Conventions, EU institutions and other international organizations. We will present the European standard at conferences, seminars and workshops and will identify and follow the (formal and procedural) communication channels of submitting proposals for implementation and adoption of the standard.

## PART 1 – GENERAL COMMUNICATION ABOUT CTP

### OBJECTIVES

The objectives of the general communication about CTP are:

- To inform interested individuals in the EU about the CTP-project, including its objectives, approach, progress and results.
- To raise interest for the CTP-project.
- To create support for sustainable fisheries training of fishers.

## WHO – TARGET GROUP

The target group for general communication about CTP are people that are (potentially) interested in the project but are not (yet) informed nor involved in the project. While some communication will be open to everyone interested, the main focus of communication will be to reach individuals that have a direct relationship with and interest in the fishing industry in EU Member States, with a specific focus on the pilot countries France, Germany, Greece, Ireland, Latvia, Portugal (Azores) and Spain. The communication will be directed to fishers and individuals working for stakeholders including fishery research institutes, local, regional and national governments, fishery organizations and fishery related NGO's. As they may get to know the project better and/or even get involved into it later and then/thus become part of the target group of part 2 and 3.

As this is intended to be a very large and wide target group, the communication will be basic. Since English proficiency is not expected in (part of) the target group, the communication will be conducted in the local language, when possible.

## MESSAGES

The general communication about CTP will focus on the following messages:

- The CTP-project is an EU funded project that aims to include **sustainable fisheries training** in the education of fishers in EU Member States.
- The CTP-project establishes an **international network of fishing academies and training institutes** to exchange/build experience on sustainability education.
- The CTP-project **facilitates** exchange of new training methods and **develops** country/region specific training programs and content in seven EU Member States.
- The CTP-project develops an **international standard** for adequate and uniform competence requirements for fishers.

## TOOLS

The general communication about CTP will use the following tools:

## WEBSITE

The website [www.catchingthepotential.eu](http://www.catchingthepotential.eu) contains general information about the CTP-project and will be kept up-to-date with the latest developments and project progress. In addition, all publicly available project deliverables and communication materials, like the project leaflet, will be published on the project website.

The project website is accessible for everyone and is an important tool to inform and raise interest in the project. The website in English will be maintained by project coordinator ProSea.

All project partners will include a short description of the CTP-project on their own website (if they have one) and link to the project website for more information.

## LEAFLET

The Catching the Potential leaflet describes the main goals and messages of the project. The leaflet is already available in English, French and Spanish (attachment 1, 1a, 1b). It will be translated by the project partners in the remaining languages used in the seven participating EU Member States.

The leaflet has an attractive design and can be used both as a paper version or as a pdf. It will be used to inform the target group about the CTP-project, for example by making it available on the project website, actively sending the leaflet by email or other digital communication, and, making the leaflet available at conferences, workshop or other in-person meetings.

## LAPOSTA – NEWSLETTER

Every three months, project news, developments and progress will be published by ProSea in a CTP newsletter. The newsletter will be translated in the languages used in the participating EU Member States by the project partners and made available on the website. It will also be actively shared with individuals and organizations that have indicated they want to stay informed about the project by signing up for the newsletter.

## SOCIAL AND WRITTEN MEDIA

At least monthly, and whenever interesting project CTP news is available, this news will be shared on the project website and on social media. Project coordinator ProSea will work with the project partners to develop a social media strategy that takes the current use of



social media by the partners into account, coordinates the use of social media by the partners and optimizes the exposure of the CTP project. This social media strategy will be shared with the partners on the 23<sup>rd</sup> of April and will be added to this document as annex 2. Partners will be guided and instructed on how to increase exposure for the CTP project.

We aim to reach about 320.000 people through social media. If parties such as CEFCM (260 followers), ProSea (1000 followers), FAO (350.000 followers) and Europeche (3000 followers) share our posts they reach about 355.000 people. We summarize the exposure of social media at the end of the CTP project.

In addition to sharing news on social media, the CTP project will attempt to publish at least one article in local written media and/or national fishing literature of the participating EU Member States about the project, preferably in connection with sharing the experiences and results of the country specific courses.

## PART 2 - PILOTS: INTERACTIVE COMMUNICATION TO DEVELOP FIT FOR PURPOSE PILOTS

### OBJECTIVES

The objectives of the communication about the pilots are:

- Facilitate a dialogue with a network of project partners and local experts about the pilot training (separate for every EU Member State).
- Effectively share and discuss training materials, local information and relevant topics relevant for the development of the country specific training (separate for every EU Member State).
- Facilitate a dialogue about the implementation of the sustainable fisheries training (separate for every EU Member State).
- Share experiences and results from the pilots in the CTP-project and other best practices with a network of educators.

### WHO – TARGET GROUP






The target group for the pilot training includes foremost the project partners from the seven pilot EU Member States. They are the key organizations that will work with project

coordinator ProSea to develop the country specific trainings. In addition, the communication about the pilots in every EU Member State will be directed towards a network of relevant organizations in the specific EU Member States including research institutes, NGO's, (local) media and the government dealing with the fishery sector.

In addition to the EU Member State specific networks in the pilot countries, an overarching educator's network will be set up. The target group for this network includes the organizations involved in the development of the training in the seven EU Member States plus any organization or individual outside of these participating countries with experience in sustainable fisheries training.

See the table below for an overview of the seven partners involved in the pilots.

Country	Organization	Objective/Role
Ireland	<p><b>BIM</b> (Bord Iascaigh Mhara)</p> 	<p><b>Objective:</b> Helps to develop the Irish Seafood Industry by providing technical expertise, business support, funding, training and promoting responsible environmental practice.</p>
France	<p><b>CEFCM</b> Centre Européen de Formation Continue Maritime</p> 	<p><b>Objective:</b></p> <p><b>Role CTP:</b> Leading partner in France</p>

<p><b>Portugal</b></p>	<p><b>DRAM/EMA</b> Direção Regional dos Assuntos do Mar</p> 	<p>Our essential mission is to enhance the Azorean seas by increasing usefulness, maintaining splendour and ensuring environmental quality. <a href="http://www.azores.gov.pt/GRA/srmct-mar">http://www.azores.gov.pt/GRA/srmct-mar</a></p>
<p><b>Germany</b></p>	<p><b>BBZ am Nord-Ostsee- Kanal</b></p>  <p>BBZ am Nord-Ostsee-Kanal Europaschule</p>	<p>We are a vocational school in Northern Germany, offering educational opportunities for young people to broaden their knowledge and skills</p>
<p><b>Latvia</b></p>	<p><b>Novikontas Maritime College</b></p> 	<p>Novikontas Maritime College is a private educational and training institution with a main goal to provide efficient and useful competence gaining and attitude development for those who work at sea or plan to start a career at sea.</p>
<p><b>Greece</b></p>	<p><b>Enaleia</b></p> 	<p>Enaleia is a social enterprise aiming to make the marine ecosystem sustainable, first professional fishing school in Greece since 2016. <a href="https://enaleia.com/en/homepage/">https://enaleia.com/en/homepage/</a></p>
<p><b>Spain</b></p>	<p><b>CETMAR</b> Centro tecnológica del mar</p> 	<p>CETMAR is working on improvement of the marine environment, its resources and sectors that live from it, promoting environmental, social and economic sustainability. <a href="https://cetmar.org">https://cetmar.org</a></p>

## MESSAGES

The communication about the pilots will focus on the following messages:

### **The job of a fisher has changed**

Being a fisher today is different compared to 10 or 20 years ago. To continue to successfully operate in a changing world requires different competences, including sustainable fisheries training.

### **Sustainable fisheries as a balance between the three P's**

Sustainable fisheries training entails all aspects of sustainability: planet (environmental challenges), profit (economic viability), and people (acceptance of your business by society - a license to operate). Economic success is an integral part of sustainability.

### **The need to customize training content**

The fishing industry is regional/local and often unique. Developing a training for the fishing industry means that training content needs to be customised and adjusted to not just national, but regional/local circumstances.

### **The importance of local organizations**

Local organizations are essential for customising the training content to the regional/local situation and/or the delivery of the pilot training. Local fishing communities need to hear and learn the new and sometimes challenging information in their own language with people who share, or at least partially share, their own culture.

### **Importance to strike the right tone**

Fishing communities are often small and being a fisher has a large cultural component. It is essential to strike the right tone and take the cultural aspects of the fishing community in account. Implementing training about sustainable fisheries requires a thorough process that is based on respect for their profession, building trust and stay away from blaming, as much as, transferring training content.

### **Transfer to local partners**

The CTP-project has a built-in sustainable character of the country specific trainings. The total process, including preparation, evaluation and continuation, is meant to enable local partners to continue the training themselves, where the ProSea Foundation's role may be reduced to a supporting role. The training is thus not meant as a 'one-time thing' but creates local ownership.

### Sharing experiences supports the development

The project facilitates the sharing of experiences and results from the pilots, and other best practices, with a network of sustainable fisheries educators.

## TAKE THE LOCAL SITUATION INTO ACCOUNT

The CTP project will develop and organize country specific courses in seven EU Member States. We recognize that every EU Member State and every project partner involved is unique. We expect to encounter differences in the use of fishing techniques, culture, language and use of (social)media to name a few.

These differences will to be considered and per EU Member State a more specific strategy will be developed. This strategy will include a communication approach. Possible elements of these specific strategies are translation of materials, use of English and/or other languages, the use of translators and the role of ProSea and of local partners and experts.

## TOOLS

The communication about the EU Member State specific pilots will use the following tools:

### MEETINGS

CTP coordinator ProSea has formed teams of two ProSea experts per participating EU Member State that will work with the partners in the respective EU Member States to find local experts, prepare and execute the pilots. After identifying relevant experts and informing them about the project, a face-to-face meeting will be held in every EU Member State to meet each other and discuss the development and execution of the pilot. Other meetings will be held on skype or by phone, or during other events where we meet our partners, such as the CTP assembly and the educator's network seminars.

### PILOT GUIDANCE DOCUMENTS

CTP coordinator ProSea will develop a set of pilot guidance documents in English and share it with all partners. The set of documents forms the basis for the development of the country specific materials in every EU Member State.

## BASECAMP

The CTP-project uses Basecamp for communication about the project between CTP- project partners.

Basecamp is a project management tool that helps with team collaboration, file sharing, and project organization. Basecamp enables the EU Member State teams to work together on the projects, to upload files to discuss, assign and track tasks that need to get done, and have ongoing conversations. It gives EU Member State teams a place to chat, make announcements, and view upcoming assignments and events on a calendar.

The use of Basecamp will be further explained and discussed during the Assembly on April 24<sup>th</sup>.

## WORKSHOPS

If the development of the EU Member State specific courses gives rise to similar challenges, a webinar, e-meeting or workshop will be organised for those countries with the goal to share challenges and/or discuss solutions.

To facilitate the adoption of the sustainable fisheries course in the seven pilot EU Member States, a Train-the-Trainer workshop will be developed for all course leaders in the seven EU Member States.

## EDUCATOR'S NETWORK SEMINARS

An international network of fishing academies, training institutes and sector representatives will be setup with the objective to facilitate the exchange of knowledge, ideas and opinions about sustainability training of fishers.

This network brings together experiences of implementation in different EU Member States and serves as a sounding board for the project, and as a support for teachers/trainers who are working on the inclusion of sustainable fishing in their own curriculum/training.

Within the timeframe of the project, two seminars will be organised. These seminars are excellent opportunities to share the EU Member State specific experiences and results with the other EU Member State in the CTP-project, and to be inspired by examples of best practices in sustainable fisheries training by organizations outside the CTP-project, as identified in the baseline study in Work Package 2 of the project.

## PART 3 – COMMUNICATION ABOUT THE TRAINING STANDARD AND ITS IMPLEMENTATION

### OBJECTIVES

The objectives of the communication about the sustainable fisheries training standard are:

- Share the standard for sustainable fisheries, as developed in the CTP-project, with a wide range of stakeholders in the fishing industry and with regulatory institutions.
- Facilitate a dialogue with these stakeholders about the implementation of a standard for sustainable fisheries training.

### TARGET GROUPS

Target groups for the communication about the standard are all stakeholders in the fishing industry, including but not limited to:

- National fisheries organizations in EU Member States.
- International fisheries organizations, including Europêche and the Pelagic Freezer-trawler Association (PFA).
- National regulatory organizations in EU Member States.
- International regulatory organizations, including the International Maritime Organization (IMO), the Food and Agriculture Organisation (FAO) and the International Labour Organisation (ILO).
- European Union, including the European Commission (DG Mare, DG Move) and the European Parliament (Pêche Committee).
- European Maritime Safety Agency (EMSA).
- Regional Sea conventions, including OSPAR and HELCOM.
- National and international NGO's related to fisheries.

## MESSAGES

The communication about the sustainable fisheries training standard will focus on the following messages:

### **The job of a fisher has changed**

Being a fisher today is different compared to 10 or 20 years ago. To continue to successfully operate in a changing world requires different competences, including sustainable fisheries training.

### **No international standard regarding sustainability training for fishers**

Training of fishing vessel personnel is covered in the STCW-F Convention from IMO and the FAO/ILO/IMO Document for Guidance on Training and Certification of Fishing Vessel Personnel. They include some training requirements related to elements of sustainable fishing (mainly prevention of pollution), but they do not set an international standard regarding sustainability training for fishers.

### **CTP develops a standard for sustainable fisheries training**

The CTP-project conducts sustainable fisheries training in seven EU Member States. Combined with the experiences of existing best practices, the project developed a standard for sustainable fishing training that can serve as a blueprint for all fishing education.

### **Implementation of the standard will enhance training of fishers**

The European standard for sustainable fisheries training has the potential to enhance training of fishers in the European Union, if it is implemented in a way that it becomes a normal element of the training of fishers in the EU.

## TOOLS

The communication about the standard specific pilots will use the following tools:

### COMMUNICATION MATERIALS

The CTP-project will develop materials to communicate the European standard to relevant stakeholders. These materials should be fit for purpose and will be adjusted to reflect the stage of the CTP-project, the content and design of the (European) standard and the initiatives taken for its implementation. They may include power point presentations, leaflets and audio-visual materials.



During the first stages of the project, the communication materials will focus on the project approach of;

1. identifying current instruments and best practices,
2. set up and share experiences in a network of educators,
3. conducting pilot courses in seven EU Member States and
4. develop a strategy for the implementation of an international standard for sustainable fisheries training in the EU.

As soon as the standard is developed, the communication will focus on the content of the standard and the work to implement it.

## CONFERENCES, SEMINARS AND WORKSHOPS

The CTP-project will be present at relevant conferences, seminars and workshops during the project to meet the target group, to present the objectives, progress and results of the CTP-project and to gain support for the implementation of the standard.

Part of the implementation strategy of the project is the organisation of a stakeholder meeting in Brussels aimed at sharing ideas and gaining support for the implementation of the standard.

## FORMAL COMMUNICATION CHANNELS

After establishing an international standard for sustainable fisheries training, the project will setup a strategy to work with partners and stakeholders to incorporate the sustainable education standard into international policy and to contribute to the establishment of adequate and uniform competence requirements for fishing vessel personnel (EU, and ultimately FAO and IMO-STCW-F). Europêche, PFA, and ProSea will identify and follow the (formal and procedural) communication channels of submitting proposals for implementation and adoption of the standard. It is important to keep partners such as IMO, ILO, FAO, EP and the EC, who are connected to this implementation process, updated during the Catching the Potential project.

## DIRECT COMMUNICATION

In addition to the presence at conferences, seminars and workshops and the use of formal communication channels for the submission of proposals, the CTP-project will identify

relevant partners and directly work together with these partners to enhance the implementation of the standard on sustainable fisheries training.

## EVALUATION AND ADJUSTMENTS

This communication plan reflects the state of the project. This is the first version of the plan dated February 25, 2020. It was written in the first months of the project and reflects the way the project is planning its external communication. During the project, the communication plan may need change. We will therefore update the communication plan regularly, at least annually.

## ANNEXES

Annex 1 Leaflet (1 English, 1a French and 1b Spanish)

Annex 2 Social media strategy (will be added later)

Annex 3 Exposure statistics