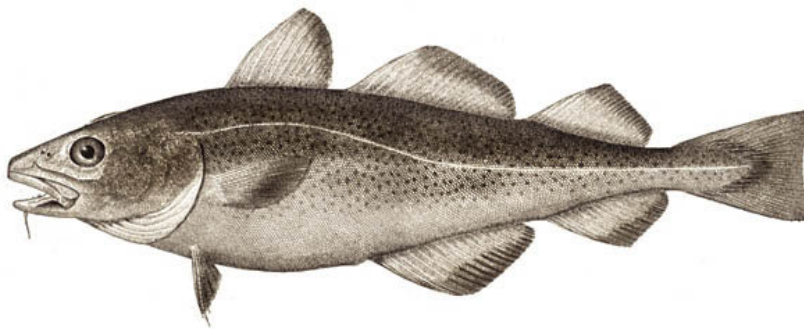




## Are there plenty of fish in the sea?

### A three-year European campaign in support of halting the loss of marine biodiversity



(The logo/mascot for the campaign could be a the North Atlantic Cod.)

This concept paper has been prepared by the IUCN Regional Office for Europe in partnership with the IUCN Global Marine Programme. The lead consultant for this work has been Frank Vorhies. Detailed background information is available at <http://earthmind.net/fish> -- username: "fish"; password "inthesea".

**Lead partner:** IUCN-The World Conservation Union

**Other Partners:** European aquaria, zoos and marine-related organisations

**Goal:** The goal of this pan-European campaign is to raise awareness of citizens on the impact of European fisheries on marine biodiversity in Europe and beyond.

## 1) Review of awareness raising activities in Europe

In recent years there have been few large-scale awareness raising activities in Europe.

One notable exception is the WWF 2002 Stop Overfishing Campaign with the objective to “raise awareness of, and generate action to halt, the depletion of the oceans through unsustainable fishing: the fisheries crisis.”

Another interesting exception is the 2005 overfishing campaign by the Sea Life Centres which has 20 branches across 8 western European countries.

Also of note is the turtle conservation campaign of the European Association of Zoos and Aquaria.

Regarding materials, perhaps the most interesting tool is “Fish - A Consumer's Guide” – a wallet-size guide produced by WWF Switzerland. (A similar set of guides has been produced by the Monterey Bay Aquarium in California.)

## 2) Research on the knowledge of European citizens on fisheries issues

Though there are a number of excellent studies on the issue of overfishing, it does not appear that these studies have been widely read by European citizens or reported on by the European media.

Organisations, such as the Madrid-headquartered Oceana, are striving to raise awareness of such issues as destructive trawling. The European Environment Agency has a section of its website dedicated to the overfishing problem.

“*The End of the Line*” by Charles Clover is cited as one of the best written books on the topic. It could provide a basis for the production of more widely distributed materials to European citizens.

## 3) Establishing a core partnership

The campaign should consider the following categories of partners for its core partnership:

### a) Aquaria

A small group of high-quality and popular aquaria should be approached. The short list should include the

- L'Acquario di Genova
- Le Musée océanographique de Monaco
- L'Aquarium de Barcelona

**b) Aquaria associations**

The two major ones to approach are

- European Union of Aquarium Curators
- European Association of Zoos and Aquaria

**c) Marine certification organisations**

The two major ones to approach are the

- Marine Aquarium Council
- Marine Stewardship Council

**d) Marine scientific networks**

The one to approach is the

- IUCN Global Marine Programme (and related IUCN Commissions)

Several organisations, both from within Europe and outside Europe, could play a key advisory role to the core partnership. Of note, from the US are the Smithsonian Institution (which organised a travelling exhibition on the oceans in peril in 1995) and Seafood Choices Alliance (which mobilises nationwide support for sustainable fisheries).

Regarding an engagement strategy for the potential set of core partners, individual face-to-face meetings with the executive directors should be arranged, starting with the short list of aquaria. A polished version of this document should be sent to them in advance of the meeting.

**4) A set of key campaign messages**

A proposed strap line for the overall campaign is:

***Are there plenty of fish in the sea?***

The first key campaign message is:

***“No, there are not enough fish in the sea.”***

The second key campaign message is:

***“Indeed, there are marine conservation initiatives.”***

The third key campaign message is:

***“Yes, the EU should reform its regulation of the seas.”***

The fourth key campaign message is:

***“I can do my part to conserve marine biodiversity.”***

The campaign messages will play out in the activities of the campaign as described below.

## **5) A rough action plan for the campaign**

The campaign will have three phases:

- Phase 1 (2006): Organise the campaign
- Phase 2 (2007): Implement the campaign
- Phase 3 (2008) Roll out the campaign

### **Phase 1 (2006): Organise the campaign**

The primary activities of Phase 1 (2006) will be to

- establish the core partnership and associate partners,
- plan the full set of activities for Phases 2 and 3, and
- develop and produce the campaign materials.

Key deliverables during Phase 1 will include:

- a set of core partners
- a set of associate partners
- a portfolio of campaign activities for Phases 2 and 3,
- specific plans for the core aquaria and zoo partners for Phase 2, and
- a set of campaign materials for use by the core partners.

During phase 2, the core aquaria and zoo partners will actually implement the campaign at their facilities. During Phase 3, a broader group of associate aquaria and zoo partners will implement the

campaign at their sites. Associate partners may be recruited during Phase 1 and 2.

During phase 1, a set of campaign “materials” will be developed including to implement the proposed Phases 2 & 3 below. These will include:

- special live exhibitions of commercial marine life within European waters and outside European waters,
- basic articles with photos for 4 quarterly newsletters,
- an associated series of 4 lectures,
- an associated series of museum-quality displays,
- an associated education resource kit for teachers,
- special sustainable fish menus at the facility eating places,
- a pocket-sized sustainable fish guide with the menus,
- campaign merchandise,
- petitions calling on EU fisheries ministers to ...,
- materials for press.

### **Phase 2 (2007): Implement the campaign**

During Phase 2 the campaign will be implemented by the set of core aquaria and zoo partners. At least one core partner should come from each of the large European countries – France, Germany, Italy, Spain, Poland and the United Kingdom.

The campaign will have 4 quarterly themes with associated materials. The two special live exhibitions, however, could operate throughout the year. The 4 themes are:

- Overfishing within European waters
- Overfishing outside European waters
- Marine conservation initiatives
- What can the EU do and what can you do to conserve marine biodiversity?

During each quarterly theme, there will be associated newsletters, lectures, etc.

### **Phase 3 (2008) Roll out the campaign**

During Phase 3 the campaign will be implemented by the set of associate aquaria and zoo partners in the smaller EU states and

possibly also in Switzerland and Norway as well as the accession states such as Croatia and Turkey.

Materials developed and used in the previous phases will be made available to the associate partners for this phase.

## **6) A budget and time plan**

The budget will need to include funding for

- A full-time campaign director for 3 years
- Campaign public relations/media officer for 3 years
- Campaign financial management for 3 years
- Campaign monitoring and evaluation throughout the three years
- Meetings of partners in Phase 1
- Design and production of materials in Phase 1 for use in Phases 2 and 3
- Additional production of materials in Phase 2 as need for use in Phase 3
- Funding to partners to support implementation in Phases 2 and 3