



REPORT OF EXTERNAL MEETING ATTENDED BY SPRFMO STAFF

Staff name	Susana Delgado
Position	Coordination and Communications Officer
Meeting attended	Communications experiences exchange with ICES Communications experiences exchange with Eurofish
Date	7-9 August 2018
Location	Premises of ICES and Eurofish, Copenhagen, Denmark

1. Background

The SPRFMO Secretariat has started working on a Communications Strategy, which has the purpose of standardising, formalising, and strengthening SPRFMO's image in the international arena and within the general public. ICES and Eurofish have implemented strong long-standing communication strategies; SPRFMO wants to learn from other organisations' experience and acquired knowledge, particularly what the do's and don't's they would suggest.

2. Administrative arrangements

The meetings were arranged by the Executive Secretary of SPRFMO, Dr Sebastian Rodriguez, during his participation of the 2018 COFI meeting. The Coordination and Communications officer, Ms Susana Delgado, travelled to Denmark to meet with the Communications officers of ICES and Eurofish. The meetings took place in the offices where both the Secretariats of ICES and Eurofish are located: H. C. Andersens Boulevard 44-46, DK 1553 Copenhagen V, Denmark.

3. Summary

The information exchange with both ICES and Eurofish followed a line with the main areas of interests for SPRFMO, including:

- a) Communication Strategy: practical approach, Organisation-specific needs and requirements based on its mandate, objectives, and vision.
- b) Communications-related policies in place in ICES are: Communications Policy (identification of audiences and key messages), Visual Identity Guidelines, Website Policy (content strategy, language), Visual Identity Guidelines. In general, the suggestion is that SPRFMO works on developing these as a basis for the implementation of a Communications strategy.
- c) Implementation: outsourcing required or in-house work where appropriate. The role of Members in supporting the implementation of a communications strategy from scratch.
- d) ICES have a significant focus on communication and into making science accessible and understandable to everyone. It has a 3-person Communications team with very defined roles: one manager who coordinates and oversees the correct implementation of the policies, and manages the social media presence and placement of the information; a writer/journalist whose focus is to make scientific information readable and understandable to the general public, who also creates pieces of news and all general communication going out; a designer who attempts to making the massive amounts of available data into reader-friendly infographics in a visually-attractive fashion that follows the policies in place.

- e) SPRFMO has lots to learn from this in a way to make the outcomes of the SPRFMO SC available and easier to understand for the general public. SPRFMO holds significant amounts of data that can be made public (subject to acceptance from Commission) and made available for the use by scientists and policy makers with an interest in those data.
- f) Visual identity: Identified need to set up an internal Visual Identity policy. Design matters such as branding logos, colours, fonts, templates, and guidelines made simple and user friendly.
- g) Internal vs external communication: identified need to differentiate the type of communication circulated within SPRFMO stakeholders and within the public. The latter needs to be much more general and more descriptive as the public does not have background knowledge about SPRFMO.
- h) Website policy: Website contents needs to be kept as simple as possible. Autonomous editorial control is key. Keep it conceptual rather than familiar.
- i) Social media presence: Facebook and Twitter are outlets that serve to make the every-day work of the Organisation more visible and bringing it closer to the users and public. Working groups, Committees, Officials and the Secretariat can be portrayed -as opposed to the website. LinkedIn, on the other hand is used for a more academic outreach -different audiences.
- j) Meetings operations: SPRFMO shared Meeting Requirements Kit and overall arrangements of having meetings hosted by Members. Document management and referencing system discussed. Pros and cons of software, open source resources, and technology that is useful for Secretariat's operations. ICES and Eurofish shared their experience in organising the meetings themselves.
- k) Challenges in Communications: dynamism, need to stay abreast of developments of the sector and technologies and outlets that can be useful, language barriers, standardisation of content, sourcing information and content even in the slower periods, editorial independence.

4. Conclusions

In sum, the meetings with ICES and Eurofish were incredibly helpful to understand the way forward in the development and implementation of a SPRFMO strategy and why SPRFMO is in the right place and time to start the implementation of such an initiative, in order to secure maintaining and enhancing its relevance in the international fisheries management arena.