

# CO-OPERATION PROTOCOL FOR OCEAN2012

## CONTENTS

Preamble

Co-ordination of OCEAN2012

Vision, Mission and Objectives of OCEAN2012

Systems for OCEAN2012

Joining OCEAN2012

Advocacy, Outreach, Media, and Web Roles of OCEAN2012

- Planned OL
- Planned OF
- Reactive OL
- Reactive OF
- Quotes
- OCEAN2012 advocacy meetings, press conferences/media briefings

OCEAN2012 references (logo and boilerplate)

Web

Internal Communication

Negative Publicity/Interest

Media Lists

Media Placement

Translation

Materials

Copy Right

Feed back

And Finally...

## Preamble

This Co-operation Protocol outlines the basic systems and means by which OCEAN2012 works. It details how groups can join, how we carry out our advocacy work at EU and Member State (MS) level, and how we conduct our advocacy communications outreach. It is written in the spirit of enabling good co-operation, building mutual trust and providing necessary support. If you have any queries about any aspects of this protocol, please contact Rozan Consten at [rconsten@pewtrusts.org](mailto:rconsten@pewtrusts.org).

## Co-ordination of OCEAN2012

OCEAN2012 was founded by five organisations. One representative from each of the founding organisations composes the Steering Group. Other groups may be added to the Steering Group if and when all its members agree. The Steering Group is supported by a Co-ordination Team (Core Team) of experts provided by the Pew Environment Group.

The Steering Group comprises:

- Coalition for Fair Fisheries Arrangements (CFFA) (Beatrice Gorez)
- the Fisheries Secretariat (FISH) (Niki Sporrong)
- **nef** (new economics foundation) (Aniol Esteban)
- The Pew Environment Group (Uta Bellion)
- Seas At Risk (SAR) (Monica Verbeek)

# CO-OPERATION PROTOCOL FOR OCEAN2012

The Co-ordination Team is made up of:

- Co-ordinator (overall co-ordination of coalition activities and leader of Coordination team): Uta Bellion
- Assistant Co-ordinator (managing the daily affairs of the coalition): Rozan Consten
- Policy Co-ordinator (ensuring policy consistency with coalition objectives) : Helene Bours
- Research Co-ordinator (ensuring sound coalition output such as reports, workshops etc.): Markus Knigge
- Advocacy and Outreach Co-ordinator (ensuring effective advocacy and outreach at Member State level): Domitilla Senni in conjunction with contact points of existing networks of the Steering Group and any future members to ensure minimal overlap and best use of staff resources.
- Communications Co-ordinator (ensuring effective and cohesive communication of the coalition): Mike Walker
- Web Editor (ensuring a sound and up-to-date coalition website): Vanessa Goad

## **Vision, Mission and Objectives of OCEAN2012**

Our vision is of healthy oceans with abundant fish and wildlife contributing to human well being.

Our mission is to ensure that the 2012 reform of the EU Common Fisheries Policy stops overfishing, ends destructive fishing practices and delivers fair and equitable use of healthy fish stocks.

Our broad alliance of organisations brings together extensive expertise, skills and experience. We drive change by engaging with stakeholders and decision-makers at all levels with sound proposals and scientific evidence.

The reformed CFP will lead to sustainable fisheries in EU waters and beyond. By 2012 OCEAN2012 would like to see that:

- Environmental objectives are enshrined in the CFP as prerequisite to fulfilling social and economic objectives;
- The CFP defines instruments and competencies which deliver sustainable fishing capacity at EU and regional level;
- Access rules support environmentally and socially sustainable fishing;
- Transparent and participatory decision-making delivers long-term sustainability in fisheries.

## **Systems for OCEAN2012**

The coalition has several co-ordinating systems:

- Steering Group meetings and conference calls (as required, to decide strategy and policy issues);

## CO-OPERATION PROTOCOL FOR OCEAN2012

- Core team, meetings and calls (more frequently than Steering Group meetings, in order to ensure smooth running of the affairs of the coalition between steering group meetings, and to support the work of the coalition);
- Internal updates, which might also be sent to “friends of the coalition” (usually on a monthly basis, but will become more frequent as the campaign gathers pace);
- E-mail distribution lists (e.g. Steering, Core, members, friends: to cater for the different needs of different players);
- Website (serving as a repository for coalition-produced materials and media releases);
- Member State level co-ordination systems enabled by a country coordinator, in co-operation with the Core Team’s advocacy and outreach co-ordinator, or by one of the member groups’ networks.

### Joining OCEAN2012

If a group or organisation would like to join OCEAN2012, they should complete the application form and send it to Rozan Consten ([rconsten@pewtrusts.org](mailto:rconsten@pewtrusts.org)) or complete the form online. Groups are required to agree to the vision, mission and objectives statement as per above, and to this protocol of cooperation.

Each application will be vetted by the Steering Group. If an application is circulated to the Steering Group, members have one week to voice questions or objections. If neither has been received by Rozan, the organisation is admitted. This process is employed to help speed up application and keep the numbers of e-mails down.

If an organisation applies and is based in a MS where we already have one or more member groups, these groups will be asked for advice before the group is admitted. The Steering Group reserves the right to follow the advice or not.

Individuals cannot join OCEAN2012, and will be redirected to join one of the OCEAN2012 member groups in the relevant country.

### Advocacy, Outreach, Media and Web Roles of OCEAN2012

These roles cover advocacy, press/media and web work, outreach and other activities involving communicating the objectives of OCEAN2012. There are two distinct roles for OCEAN2012:

1. Active and up front, speaking on behalf of its members: “one message, one voice” referred to as OCEAN2012 led (OL).
2. Empowering, i.e. facilitating, supporting and co-ordinating the individual members: “one message, many voices” referred to as OCEAN2012 facilitated (OF).

This protocol differentiates between the two distinct roles.

# CO-OPERATION PROTOCOL FOR OCEAN2012

## Planned OL

Planned media and advocacy work will identify the occasions when an OCEAN2012 individual will speak on behalf of its members. In these instances, materials designed for advocacy and/or the media will typically be approved in advance by the Steering Group. Exceptions may only occur if there is too little planning time. In these instances the Steering Group will at least be informed of the planned release ahead of the actual release, so as to provide the opportunity for intervention.

Any individuals or organisations quoted in a press release will have the right to approve the document.

As a general rule, members will not issue an individual media release ahead of OCEAN2012. Exceptions to this rule may arise if it is strategically prudent or in response to other needs, but these should be discussed with the Communications Co-ordinator in advance.

Any OCEAN2012 materials will include the OCEAN2012 logo and boilerplate upfront. The names and logos of all member organisations will appear inside or on the back of documents.

Media releases will have the OCEAN2012 logo and boilerplate only, unless otherwise agreed between the Steering Group and relevant co-release groups.

## Planned OF

Planned media and advocacy work for implementation by individual members under their own name but in support of OCEAN2012's mission does not need any approval. However, if OCEAN2012 or one of its initiatives is referred to, a position, line and in some cases text extracts will be approved by the Steering Group or its designee.

## Reactive OL

When it is necessary for OCEAN2012 to issue material to decision-makers or the media which has not been pre-approved (for example in response to events during a meeting), representatives of member groups of OCEAN2012 will draft and finalise the material which will then go out in their names only. Other OCEAN2012 members can ask in advance for their name and logo to be included on the material but will not have the option of renegotiating text.

In these instances, the material will indicate that the named organisations are members of the OCEAN2012 and include the boilerplate.

The Steering Group may in advance of such events grant representatives permission to issue a release on behalf of OCEAN2012 as long as it is understood that the OCEAN2012 Co-ordinator has signed off on it.

## Reactive OF

In the event that breaking news or events necessitates a media or other (e.g. advocacy letter) response from member organisations individually, suggested text will be sent to them which they may issue or ignore as they feel appropriate.

# CO-OPERATION PROTOCOL FOR OCEAN2012

## Quotes

Quotes from individual members speaking on behalf of the coalition will be subject to approval by the relevant organisation and the Steering Group. In case a quick response with quotes is needed without the possibility to consult the Steering Group, the OCEAN2012 Co-ordinator will be empowered to review and approve the quote. The Steering Group will be informed of such a statement as soon as possible, latest upon release of the quote.

## OCEAN2012 advocacy meetings, press conferences/media briefings

OCEAN2012 advocacy meetings, press conferences and media briefings will adhere to previously agreed and approved lines.

Highlights of the proceedings will be sent to the member group list as soon as practicable after the event to ensure that all members know what has been said and, where viable, such events will be featured on the website as a means of keeping members and others informed.

## **OCEAN2012 references (logo and boilerplate)**

Any individual member organisations issuing advocacy, media or other public communication material related to the objectives of OCEAN2012 may indicate their membership of OCEAN2012 within the main body of the material but should not do so in a way that suggests that the views expressed are those of OCEAN2012.

Any material generated by an individual member organisation that includes a reference to OCEAN2012 should be copied to the Communications Co-ordinator who will pass this on to the Core Team and Steering Group if deemed necessary.

The following boiler plate will be used on all OCEAN2012 branded materials (this also refers to co-branded activities, e.g. a joint press release of OCEAN2012 and a member group):

*OCEAN2012 is an alliance of organisations dedicated to transforming European Fisheries Policy to stop overfishing, end destructive fishing practices and deliver fair and equitable use of healthy fish stocks.*

*OCEAN2012 was initiated, and is coordinated, by The Pew Environment Group, the conservation arm of The Pew Charitable Trusts, a non-governmental organization working to end overfishing in the world's oceans.*

*The founding members of OCEAN2012 are: Coalition for Fair Fisheries Arrangements (CFFA), the Fisheries Secretariat (FISH), nef (new economics foundation), The Pew Environment Group and Seas At Risk (SAR).*

## **Web**

OCEAN2012 members agree to:

1. Link to the OCEAN2012 website from:
  - As a minimum, links pages;

## **CO-OPERATION PROTOCOL FOR OCEAN2012**

- Home page wherever possible, in particular during campaign pushes;
  - Specific relevant content on their website, e.g. press releases, events, calendar, actions, etc.
2. Post OCEAN2012 content to their websites, wherever practical, including:
- Press releases;
  - Banners highlighting campaign pushes and/or events etc.;
  - Information about OCEAN2012 events and activities.
3. Provide content about their activities relevant to the main focus of OCEAN2012 to the Web Editor for the OCEAN2012 website, including:
- Press releases;
  - Information about upcoming events for calendar and events sections;
  - Reports on events and activities;
  - Photographs where copyright is available;
  - Other content as appropriate.

### **Internal Communication**

All member groups should use the internal member group e-mail list (once established) to keep each other abreast of their work on the issue and circulate relevant releases, publications, articles etc.

Any advocacy events, meetings, press conferences, interviews, articles or other items which might generate interest in OCEAN2012 or its work should be brought to the attention of the Co-ordinator in advance or as soon as possible afterwards.

### **Negative Publicity/Interest**

Notification of negative or inaccurate publicity, or questioning by a journalist or other key player which would suggest the possibility of negative connotation or coverage should immediately be sent to the Co-ordinator who will ensure OCEAN2012 is kept abreast of this and has adequate briefing materials to respond if necessary.

### **Media Lists**

Member groups should aim to provide the Communications Co-ordinator with the contact details for strategically important media outlets in each country where they are active. In addition, the names of individual journalists with whom each member has a good relationship or who are known to be interested in the issue should similarly be communicated in order that OCEAN2012 led releases can be sent to these people and to enable strategic choices to be made about the best means and organisation to release information.

These details will not be shared with other members but are managed by the Communications Co-ordinator to ensure effective communication and prevent cross posting.

# CO-OPERATION PROTOCOL FOR OCEAN2012

## Media Placement

Individual members planning to pitch OCEAN2012 relevant stories, opinion pieces or interviews with key individual media outlets should consult with the Communications Co-ordinator to minimise the risk of cross-pitching and to ensure that important media outlets are used strategically and to the best advantage of the campaign.

## Translation

OCEAN2012 will produce materials in languages deemed to be important for the campaign and this decision will be taken by the Core Team on a case by case basis. The Steering Group will be consulted in advance as appropriate.

Standard translated text (once established) describes the OCEAN2012 name and boilerplate to ensure consistency of messaging.

## Materials

Materials for use by OCEAN2012 will be developed with a consistent style, appropriate to the main target audience. These materials cannot be edited or altered without the prior approval of the Steering Group.

## Copyright

OCEAN2012 member groups as well as the coalition materials themselves will respect the copyright of any photographs or footage used on OCEAN2012 materials.

## Feedback

All members commit to return feedback on OCEAN2012 led and facilitated advocacy, outreach, or media work no later than 72 hours after the event. This is to ensure that the work can be evaluated and strategic decisions made about next steps. We appreciate that there may be exceptions to this.

In the case of fast paced policy developments or media work around, for example, a key meeting, members may be asked to expedite their feedback to a shorter deadline.

## And Finally

This Co-operation Protocol is written in the spirit of enabling good co-operation, building mutual trust and providing necessary support. It reflects what should be normal practice and so is meant as reference rather than for policing purposes. However, should an OCEAN2012 member repeatedly and without good reason flout these rules the Steering Group will take action that may result in the removal of the member from the OCEAN2012.