DELIVERABLE 1.4

Report on communications strategy and activities

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Executive summary

This report summarises the key activities under WP1: Knowledge Exchange and Integration, Task 1.4, Communications and Outreach, from the period October 2022 – March 2023. The critical activities undertaken during this period include the creation of a project website, drafting of project communications and social media strategies, and support to establish a synthesised base of communications across the project. Outputs from these activities are attached to this report in the Annexes.

Contents

1. SEAwise background

The SEAwise project works to deliver a fully operational tool that will allow fishers, managers, and policy makers to easily apply Ecosystem Based Fisheries Management (EBFM) in their own fisheries. With the input from advice users, SEAwise identifies and addresses core challenges facing EBFM, creating tools and advice for collaborative management aimed at achieving long-terms goals under environmental change and increasing competition for space. SEAwise operates through four key stages, drawing upon existing management structures and centered on stakeholder input, to create a comprehensive overview of all fisheries interactions in the European Atlantic and Mediterranean. Working with stakeholders, SEAwise acts to:

- Build a network of experts - from fishers to advisory bodies, decision makers and scientists - to identify widely-accepted key priorities and co-design innovative approaches to EBFM.
- Assemble a new knowledge base, drawing upon existing knowledge and new insights from stakeholders and science, to create a comprehensive overview of the social, economic, and ecological interactions of fisheries in the European Atlantic and Mediterranean.
- Develop predictive models, underpinned by the new knowledge base, that allow users to evaluate the potential trade-offs of management decisions, and forecast their long term impacts on the ecosystem.
- Provide practical, ready-for-uptake advice that is resilient to the changing landscapes of environmental change and competition for marine space.

The project links the first ecosystem-scale impact assessment of maritime activities with the welfare of the fished stocks these ecosystems support, enabling a full-circle view of ecosystem effects on fishing productivity in the European Atlantic and Mediterranean. Drawing these links will pave the way for a whole-ecosystem management approach that places fisheries at the heart of ecosystem welfare. In four cross-cutting case studies, each centered on the link between social and economic objectives, target stocks and management at regional scale SEAwise provides:

- Estimates of impacts of management measures and climate change on fisheries, fish and shellfish stocks living close to the bottom, wildlife bycatch, fisheries-related litter and conflicts in the use of marine space in the Mediterranean Sea,
- Integrated EBFM advice on fisheries in the North Sea, and their influence on sensitive species and habitats in the context of ocean warming and offshore renewable energy,
- Estimates of effects of environmental change on recruitment, fish growth, maturity and production in the Western Waters,
- Key priorities for integrating changes in productivity, spatial distribution, and fishers' decision-making in the Baltic Sea to create effective EBFM prediction models.

Each of the four case studies will be directly informed by expert local knowledge and open discussion, allowing the work to remain adaptive to change and responsive to the needs of advice users.

1.1 The role of this deliverable

This deliverable contains details of the SEAwise Project's communications strategies – documents that outline the way in which the project will communicate both internally and externally throughout its lifespan. The report also

summarises actions undertaken during the first six months of the project to support SEAwise's Co-design and Knowledge Exchange Work Theme. Activities connected to scoping workshops are described under D1.9. Report on the outcomes of scoping, co-design, review and synthesis workshop.

1.2 Contributors

Elle Sibthorpe, Mindfully Wired Communications; Sophie Daniels, Mindfully Wired Communications; Anna Rindorf, DTU

2. Communications Strategies: Summary

The communications approach for SEAwise is laid out in two comprehensive strategies: an overarching Communications Strategy and a specific Social Media Strategy. Together, these documents provide guidance for how the consortium may engage effectively with stakeholders and publicly communicate its progress and outputs in meaningful and impactful ways.

Effective communication is key to the success of the SEAwise programme, both as a unified entity and across each of its constituent workstreams and case studies. The provision of a strategy establishes a consistent and recognisable project voice, streamlines key messages, and supports wide-spread understanding of the value of SEAwise's work. Intended for use by members of the consortium, the **Communications Strategy** identifies key target audiences of the project, outlines core communications aims, provides examples of key messages, and details proposed methods of communication throughout the project. In addition, the strategy details how SEAwise communications must acknowledge and celebrate funding received from Horizon 2020.

Social media is a key tool for achieving the aims and objectives set out in the Communications Strategy. As a fastpaced, dynamic space for information sharing, Twitter will be SEAwise's primary social media presence - affording the project access to a well-established network of academic, policy, and fishing industry stakeholders who regularly use the platform. The **Social Media Strategy** provides specific details of the type of content that the channel will share and suggests accounts that the channel will seek to interact with. In addition to sharing news, updates, and results of SEAwise research, the Twitter channel will also be used to share external updates, establishing SEAwise as a source of knowledge on ecosystem-based approaches to fisheries management. The strategy offers some lighttouch guidance for SEAwise members to consider when posting about the project from their own platforms.

The strategies were drafted by Mindfully Wired Communications in collaboration with DTU Aqua, and draw upon scoping research into SEAwise's stakeholder network and key audiences.

3. Communications Activities: October 2021 – March 2022

In the initial phase of the project, communications activities have centred around establishing a firm foundation for the project's communications approach.

The internal communication in the project is facilitated by a dedicated project sharepoint dedicated github to share code, both with access restricted to project participants.
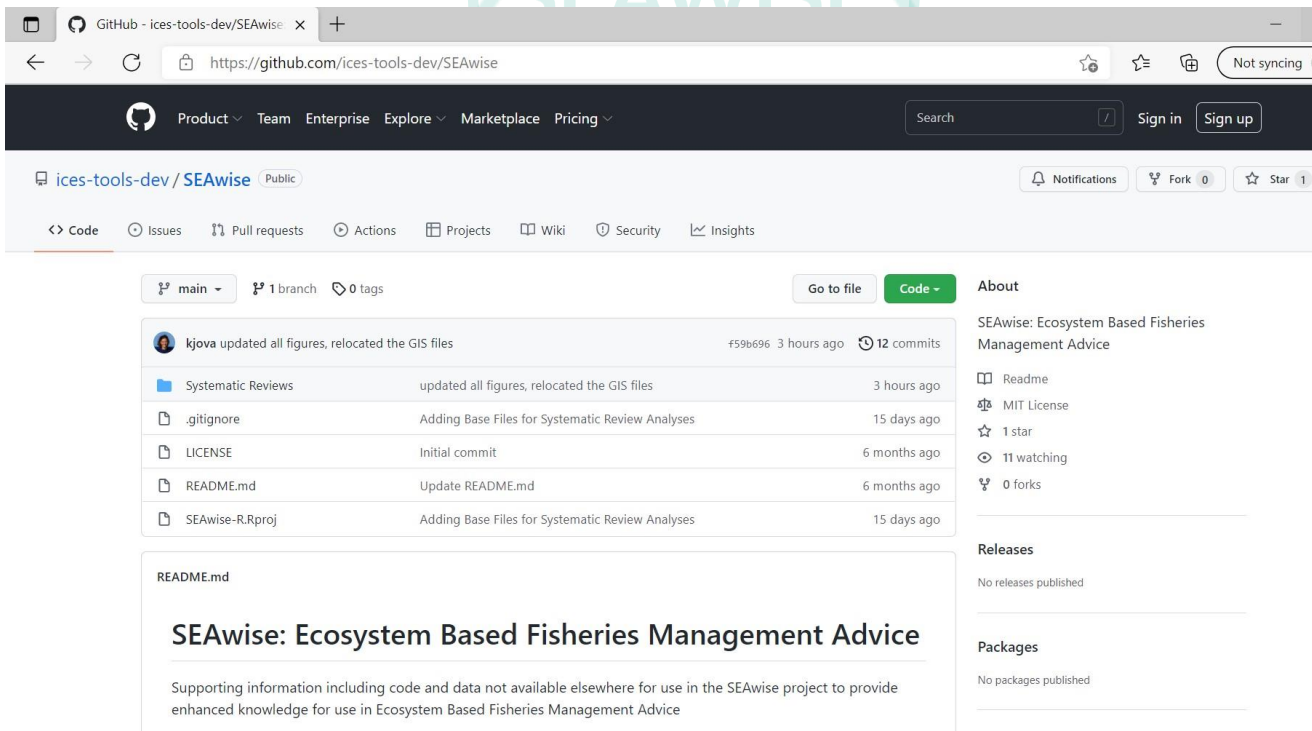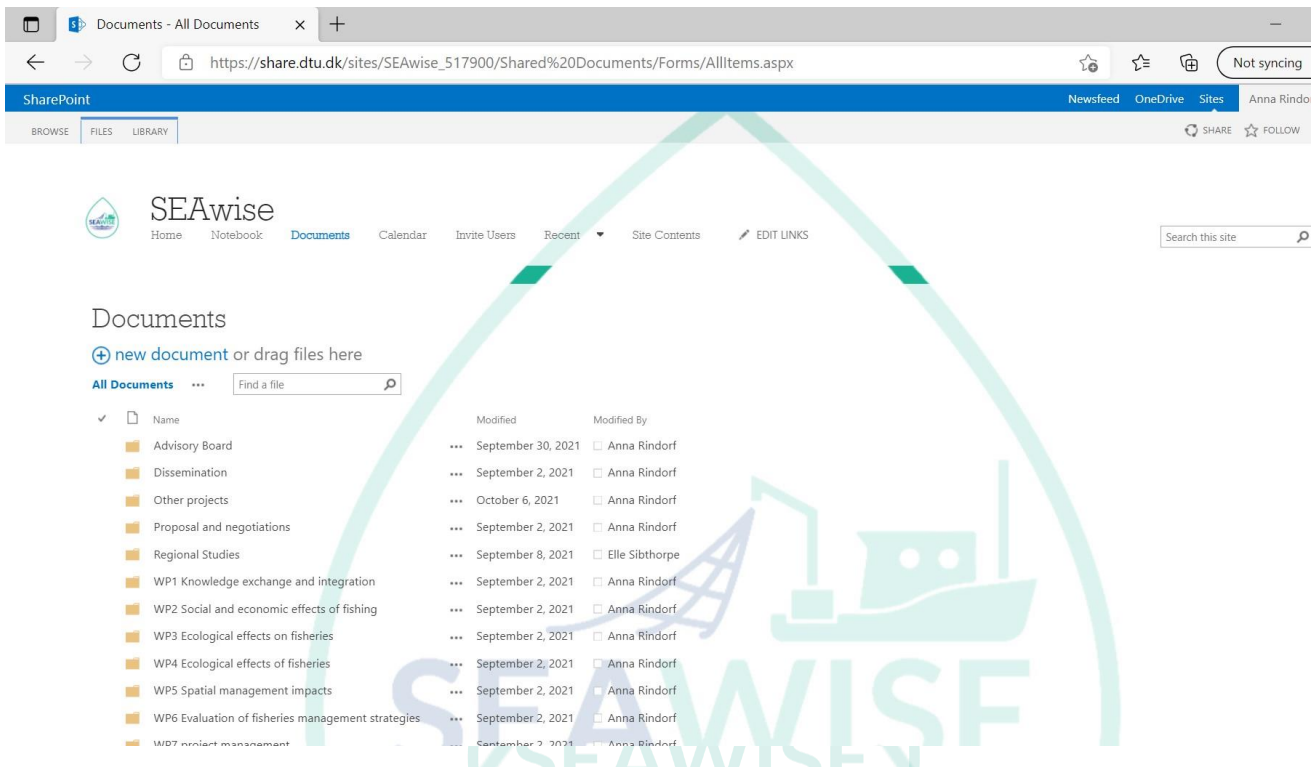
External communication of the project has taken place through a series of communication products and presentations of the project and ecosystem based fisheries management between October 2021 and March 2022:

- Drafting and design of a **project introductory brochure**, shared with stakeholders to encourage their participation in regional scoping workshops (October 2022, available in full length and abridged).
- Creation of a **templated presentation (MS PPT)** and **document (MS Word)** for use by partners when communication or presenting about SEAwise (October – November 2022, available at Presentation template and Document template).

- Development of a **bespoke WordPress** SEAwise website, designed to act as a central resource and information 'hub' for the SEAwise project. The website hosts interactive features designed to enhance user experience, and provides key information about the project's aims, work themes, case studies, and research approach.
- Establishment of a **dedicated social media channel** (Twitter, @SEAwiseProject). The channel was officially launched on 30/03/22, and has accrued 86 followers to date.
- Creation of comprehensive **Visual Identity Guidelines**, providing guidance to partners on the use of SEAwise assets (colour palette, icons, imagery, fonts) in external communications. The guidelines also highlight the appropriate use of the Horizon 2020 logo and funding acknowledgement (February 2023, available here.).
- Scientific papers completed with SEAwise funding in the first 6 months of SEAwise includes an open access paper on Strength and consistency of density dependence in marine fish productivity.

The below table summarises communications activities undertaken by other members of the Consortium:

Date	Location	Meeting type	Scope	Audience	Relevant WP	Relevant RCS	Contact name
02 Sept 21	Copenhagen	Presentation	International (European)	Advisory Council (BSAC)	1	Baltic Sea	Anna Rindorf
02 Sept 21	Online	Presentation	International (European)	Advisory Council (NSAC)	1	North Sea	Anna Rindorf
02 Sept 21	Online	Presentation	International (European)	Advisory Council	1	Western Waters	Anna Rindorf
14 Sept 21	Online	Presentation	International (European)	Advisory Council (MEDAC)	1	Mediterranean Sea	Anna Rindorf
19 Sept 21	Online	Presentation	International (European)	Advisory Council (ExComm)	1	North Sea	Anna Rindorf
19 Sept 21	Online	Presentation	International (European)	Advisory Council	1	Mediterranean Sea	Anna Rindorf
19 Sept 21	Online	Presentation	International (European)	Advisory Council (PELAC ExComm)	1	Western waters, North Sea	Anna Rindorf
14 Oct 21	Online	Presentation	International (European)	Advisory Council, eNGOs, Industry, Observers	1	Western Waters	Jochen Despetele

12 Nov 21	Stockholm	ICES Workshop on EBFM	International	Academics	1	Baltic Sea	Elliot Brown
22 Nov 21	Online	Scoping workshop	International (European)	Advisory Council, eNGOs, Industry, Observers (MEDAC)	1	Mediterranean	Maria-Teresa Spedicato
1 Dec 21	Online	Presentation	International (European)	Advisory Council (NSAC)	1	North Sea	Anna Rindorf
13 Dec 21	Online	Presentation	International (European)	European Parliament organised Intergroup on 'Climate Change, Biodiversity and Sustainable Development'	1	All	Anna Rindorf
26 Jan 22	Online	Discussion	International (European)	Advisory Council, eNGOs, Industry, Observers (PELAC)	1	Western waters, North Sea	Anna Rindorf

27 Jan 22	Online	Discussion	International (European)	Advisory Council, eNGOs, Industry, Observers (NWWAC)	1	Western Waters	Jochen Despetele
03 Feb 22	Online	Discussion	International (European)	Advisory Council, eNGOs, Industry, Observers (SWWAC)	1	Western Waters	Jochen Despetele
22 Feb 22	Online	Scoping workshop	International (European)	Advisory Council, eNGOs, Industry, Observers (MEDAC)	1	Mediterranean	Maria-Teresa Spedicato
23 Feb 22	Online	Presentation	International (European)	Advisory Council, eNGOs, Industry, Observers (NSAC)	1	North Sea	Anna Rindorf
7 Mar 22	Online	Discussion	International (European)	Advisory Council, eNGOs, Industry, Observers (NSAC)	1	North Sea	Anna Rindorf

| 14 Mar 22 | Online | Reporting back on Scoping Workshop | International (European) | Advisory Council, eNGOs, Industry, Observers (NWWAC) | 1 | Western Waters | Jochen Despetele |

4. Annex A | Communications Strategy

Introduction

Effective communication is integral to the success of the SEAwise programme, both as a unified entity and across each of its constituent workstreams and case studies.

This communications strategy is intended to function as a clear and comprehensive overview of the ways in which the SEAwise project will engage with its stakeholders. Principally intended for use by the members of the consortium, it identifies key target audiences for SEAwise communications, and outlines the communications aims, key messages, and methods for each.

Following the recommendations of this strategy will allow SEAwise to establish a consistent and recognisable project voice, underpinning the value of the project's research and streamlining the core messages and outputs of the work packages and case studies. Supporting effective communication will ensure that SEAwise updates and outputs are relevant to, and communicated effectively across, key project audiences.

The dynamic nature of SEAwise means that this strategy will naturally evolve over time, adapting itself to new needs of the project as they emerge. It should therefore be viewed as a living document, and will be updated annually to reflect any changes within the project or across the wider policy or stakeholder landscape.

Project Background

SEAwise Ambition

The SEAwise project is centred around its overarching goal to facilitate the implementation of Ecosystem-Based Fisheries Management (EBFM) across Europe. Through a targeted programme of interdisciplinary research, underpinned by collaborative partnerships with fisheries stakeholders, the programme seeks to:

- **Substantially advance the best-available knowledge** through targeted efforts to address existing gaps in knowledge surrounding fisheries management,
- **Identity key priorities** for fisheries management through collaboratively designed workshops and sustained stakeholder engagement,
- **Provide innovative approaches for the prediction** and evaluation of social indicators linked to fishing,
- Combine existing data sources to **improve prediction models** of stock distribution,
- Provide the **first ecosystem-scale assessment** of the effects of marine spatial planning, both of and on fishing.

In achieving these core objectives, SEAwise will work to enhance the value of fisheries for the benefit of all stakeholders, delivering a **fully operational tool** that will allow fishers, managers, and policy makers to easily apply EBFM structures in their own fisheries.

Ecosystem Based Fisheries Management (EBFM) is an approach to fisheries management that recognises the need to enhance their derived social and economic benefits (such as food provision, employment, and cultural heritage) whilst actively minimising the impacts that fisheries have on the environment.

While the benefits of EBFM are widely recognised, a number of core challenges currently pose barriers to its effective uptake in fisheries across Europe.

SEAwise Objectives

The overarching objective of the SEAwise project is **to provide a fully operational, synthesised tool that will allow for the effective implementation of EBFM in Europe.**

Working as a collaborative network, SEAwise has defined four core project objectives, specifically designed to address the key challenges facing EBFM today. These objectives are:

1. **Build a network of stakeholders**, advisory bodies, decision makers and scientists to co-design key priorities and approaches to EBFM.
2. **Assemble a new knowledge base**, based on stakeholder insight and scientific research, on European fisheries interactions with economic, social and ecological priorities.
3. **Collate, develop, and integrate predictive models** of fisheries interactions with economic, social and ecological priorities to evaluate management strategies under changes in the environment and in the use of marine space.
4. **Provide ready-for-uptake advice** for EBFM for the Mediterranean, western waters, the North Sea and Baltic Sea.

SEAwise partners will work in close collaboration with a network of fisheries stakeholders and the foreseen users of the end advice to identify widely accepted key priorities for EBFM, and integrate knowledge from all active parties.

Interactive Tool

The interim outputs of SEAwise's case studies and work packages will be synthesised and captured in a fully operational, interactive tool designed to provide ready-for-uptake management advice. The tool will be shaped by stakeholder input and informed by the research produced, as well as the end-user needs and priorities outlined over the course of the project.

The SEAwise tool will be:

- **User-focused**, developed in collaboration with stakeholders to ensure it is fit for purpose,
- **Intuitive** to use, with a web interface tailored to suit the core needs of the SEAwise audiences identified in this strategy,
- **Resilient** to the changing landscape of environmental change and competition for marine space.

Project Timeline

SEAwise's work will be divided across eight core stages, beginning in October 2021 with a project kick-off meeting and a series of regional scoping workshops. Following initial management strategy evaluations, workshops to codesign the formats for relevant results and advice will be conducted in spring 2023. Integrated evaluations of

management strategies will be reviewed at regional workshops held in autumn 2024, and a final workshop will be held in spring 2025 to discuss the project's final results. Communications activities will take place across the lifespan of the project, with particular emphasis placed on the dissemination of key project milestones.
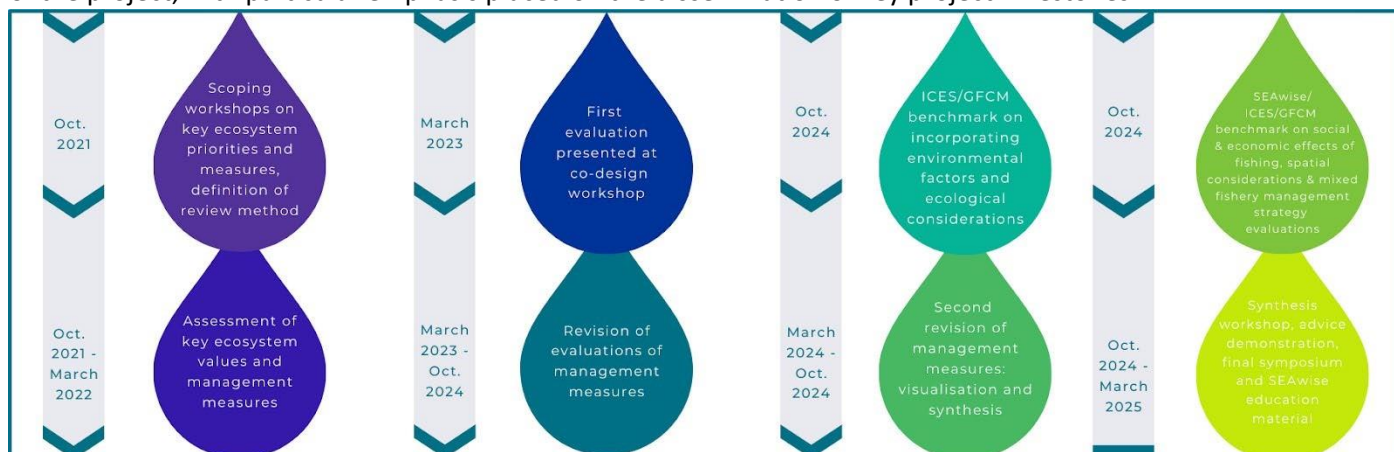
Communications Goals

SEAwise has five communication goals that apply to both internal (e.g. network participants, researchers, advisory members) and external (e.g. fishing industry, users of marine spaces, members of the public) audiences. These goals are:

1. **Harmonisation.** Creating a unified voice that understands and consistently shares the same messages.
2. **Awareness.** Connecting with audiences to raise awareness of the project.
3. **Interest.** Fostering genuine interest in the process and progress of SEAwise research.
4. **Engagement.** Generating meaningful, sustained engagement with stakeholders.
5. **Celebration**. Promoting the outcome and impact of SEAwise outputs, and monitoring their success.

This section provides an synthesised overview of how SEAwise communications methods will support these goals. Working sequentially, the momentum of Goals 1-4 will be used to gather interest and engagement across the project, and support the successful promotion and uptake of the project's final results (Goal 5). More detail on each of the communications methods noted below may be found in Section 5 of this strategy.

Harmonisation

Creating a unified voice will enhance audience understanding of SEAwise aims and objectives, and generate confidence in the cohesion and professionalism of the project. This strategy will act as a first-step in this process, and should be drawn upon throughout the duration of the project to inform the messaging, tone of voice, and methods used to communicate with target audiences. To create a harmonised project voice, we must:

- Collaboratively agree upon, and regularly employ, the guidelines provided in this strategy, including direction around use of visual assets and branding
- Communicate using consistent messaging and clear, accessible language
- Respond proactively and professionally to communications from stakeholders and audience groups directed at the project
- Draw upon the project website and social media as sources of further information when communicating about SEAwise.

Awareness

Building from a harmonised base, it will be possible to raise wider awareness of the project by engaging with primary and secondary audience groups in a targeted manner. Establishing a public profile for the project will be vital to accessing audience groups and encouraging dialogue and collaboration across all stakeholders. To do this, we must:

- Proactively raise awareness of the project with core stakeholder groups (Advisory Councils, Producer Organisations, regulatory bodies) through presentations, meetings, and outreach
- Actively recruit end-advice users and key stakeholders to the SEAwise Network via project brochures, introduction documents, scoping workshops, and the project website
- Ensure that messaging clearly states the collaborative nature of the project, and incorporates a clear Call to Action for interested parties to become involved
- Engage regularly with press and media in the initial stages of the project to generate awareness across relevant sectors
- Use project social media to generate awareness amongst groups who are not currently engaged with fisheries issues.

Interest

Awareness generated must be fostered to develop ongoing interest in the progress and process of SEAwise research amongst target audiences. As a long term project, it is crucial that potential users of the project's final results are kept informed of interim outputs and developments, and that they do not lose interest in the project while longer term outputs (academic papers, research results, the SEAwise management advice tool) are still in development.

To capitalise on momentum generated from the initial project launch and awareness raising, and foster ongoing interest in the project, we must:

- Establish and maintain an engaging social media presence to engage with audiences in an informal, community-based setting
- Use the project newsletter to maintain regular contact with stakeholders and provide meaningful updates on work and research underway
- Produce blog posts profiling the work-in-progress of case studies and work themes
- Develop infographics detailing the scope of the SEAwise project and its constituent Case Studies, and providing a visual representation of core interest areas within the project
- Develop opinion pieces and long-form press materials, in collaboration with SEAwise researchers, to generate wider public interest in core themes of the project
- Produce videos highlighting work underway, and connecting audiences with the people at the heart of SEAwise.

Engagement

Meaningful engagement is central to the success of the project, and will ensure that audiences understand the role of, and are ready to use, SEAwise final results and outputs. Engagement will provide important opportunities for stakeholders to connect and collaborate with project partners, ensuring that results and tools produced are fit for purpose. Creating approachable arenas for communicating with stakeholders will establish SEAwise as a trusted forum through which international groups may collaborate with each other.

To generate sustained engagement with stakeholders, we must:

- Use workshops, events, and conferences to present progress and interim results, and gather collaborative feedback from key audiences
- Draft public summaries to synthesise scientific results into digestible, engaging outputs for non-scientific audiences
- Communicate progress and interim results to sector and national press via press releases
- Use social media to develop discussions around SEAwise outputs and related materials
- Produce policy briefs, supported by graphics and infographics, to provide decision makers with new knowledge
- Maintain and update the project website to capture new developments and share core information
- Publish open access research and academic reports, building transparency in SEAwise processes and encouraging ongoing dialogue and interest in key findings.

Celebration

The steps taken to foster harmonisation, awareness, interest, and engagement will work cumulatively to generate anticipation of the final outputs of SEAwise. To further support the final stage of the project, and maximise the impact of project outputs, we must:

- Ensure that all final results and research outputs are synthesised and uploaded to the project website
- Celebrate final results and outputs via the project social media and newsletter
- Clearly outline the 'legacy' for the project through press releases and media updates summarising the outputs and potential impact
- Develop a user-friendly, intuitive, and interactive interface for the SEAwise management advice tool
- Develop workshops and training webinars to build capacity amongst stakeholders in using the SEAwise management advice tool
- Arrange a final conference celebrating the key successes of the SEAwise project, promoting the results and key outputs, and outlining key learnings for future development. **Imagine success**

By communicating in alignment to the goals outlined in this strategy, SEAwise will:

- Develop broad interest in the project amongst key audience groups, encouraging the contribution of existing and new knowledge to address current gaps
- Create a dynamic network of stakeholders who proactively contribute to the project throughout its lifecycle, and eagerly anticipate core project outputs
- Encourage identification of, and collaborative discussion around, key priorities for fisheries management
- Foster conversations and dialogue that inform understanding of social indicators linked to fishing, and supporting the development of innovative approaches to predict and evaluate them
- Build a strong basis of stakeholder input and end-user knowledge to underpin the development of the management advice tool, ensuring that the project legacy is truly useful
- Establish SEAwise as an exciting and innovative programme contributing to the sustainable management of European fisheries.

Communications Strategy

Language

SEAwise is an international consortium that seeks to engage key stakeholders at all stages of the project lifecycle. The primary working language of the project is English and, as such, primary communications materials such as the project website, core messaging documents, social media posts, and strategies will be produced in English.

Where there is a need to tailor communications outputs to suit specific audiences for whom English may not be accessible, support will be sought from project partners to provide translated versions of core materials.

Horizon 2020

SEAwise is funded by the European Union's Horizon 2020 research and innovation programme, and is registered under grant agreement number 101000318. As a beneficiary of Horizon 2020, the project is required to acknowledge funding in all major communications and outputs, including all publications.

The following must be included in all communication activities:

SEAwise has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101000318.

The following must be included on all major results:

This [insert type of result] is part of the SEAwise project that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000318".

Further details on acknowledging H2020 funding may be accessed via the EU Commission website, and within the SEAwise Branding Guidelines.

Integrated, four year approach

A crucial element of the SEAwise project is the integration and involvement of key stakeholders and end-advice users from the outset. Project communications will be used to underpin and support this goal by sharing the progress and interim developments of the project, via a range of methods, over the course of its lifespan.

Communications for the project will work to meet the goals of Awareness, Interest, and Engagement by strategically sharing interim outputs and updates, and generating sustained interaction with stakeholders and audiences at all levels throughout the four years of the project. This, in turn, will serve to generate meaningful interest in, and anticipation of, the SEAwise tool for management advice.

Audiences and Messaging

SEAwise seeks to reach five primary audiences across its case study areas (the Mediterranean Sea, the Western Waters, the Baltic Sea, and the North Sea), as well as two broader, secondary audiences across Europe.

All SEAwise messaging should be clear, concise, and free from technical jargon. This is to ensure broad engagement with project outputs across all audience groups, and ensure that all stakeholders involved in the project can engage with materials.

This section of the strategy provides an outline of each of the project's audiences, giving examples of organisations and groups that project communications should speak to, and providing guidance on ways to adapt core messaging to ensure that it is accessible and meaningful to each group. Key messages have been developed for each audience, along with a number of messages that apply to all stakeholders. These messages should be viewed as examples for project partners to draw upon, and are indicative of the type of language, tone, and content that should be used when communicating with each audience group.

Overarching Messages

Overarching messages about SEAwise should speak to the project's core aims and objectives, and highlight the goal of facilitating, but not directly implementing, Ecosystem Based Fisheries Management in Europe. These messages should represent the scale and diversity of the SEAwise consortium, noting its international and collaborative nature, and emphasising the importance of end-advice users and stakeholder participation to achieving its overarching aims.

Examples:

1. *"SEAwise is an international project, contributed to by partners from 24 universities and research organisations across Europe, paving the way for the effective implementation of Ecosystem Based Fisheries Management."*

2. *"Drawing on the expert input of the fishing industry, policy makers, fisheries managers, and international advisory organisations, SEAwise is working to assemble a new knowledge base, creating a comprehensive view of the current state of play of European fisheries."*

Primary Audiences Scientists

Role	Definition/Examples	Interest in SEAwise
Academics	Professors, course supervisors, funded full-time university positions.	SEAwise results could provide scope for new or expanded areas of research, and pave the way for deeper understandings of EBFM. The innovative structure of the project case studies and their interaction with work packages may establish new approaches for research collaborations and set precedents for supranational knowledge sharing. There is also the opportunity for outputs and results to be incorporated into lectures and courses.
Undergraduate & Postgraduate students	Students on marine biology, ecology, spatial planning, environmental and social sciences courses, including PhD students and Early Career Researchers.	The scale of SEAwise means that there is scope for students to become involved with different areas of work via participating organisations. Such involvement would have a dual benefit - enhancing the research capacity of the project and developing academics' careers. There is also scope for future projects, dissertations or PhDs to be founded on the project's findings or any knowledge gaps.
Research institutes	Active university-affiliated organisations and independent research institutes,such as: • COISPA Tecnologia & Ricerca SCARL (COISPA) • Hellenic Centre for Marine Research (HCMR) • L'Institut Français de Recherche pour l'Exploitation de la Mer (IFREMER) • Marine Institute (MI)	The project presents opportunities for researchers to participate in the project (through collaboration with existing partners) and make use of new findings to further understanding of EBFM.

Messaging to scientific and academic audiences should centre on the potential impact of SEAwise's work, acknowledging the project's focus on building upon existing knowledge and integrating cross-disciplinary approaches to create a new knowledge base. Such messages should highlight the strong scientific foundation and innovative, interdisciplinary approaches used to develop project outputs.

Examples:

1. *"By integrating existing knowledge and working collaboratively to develop new insights, we can create a comprehensive overview of the key social and ecological interactions of fisheries in the European Atlantic and Mediterranean, establishing a strong knowledge base from which future research may be developed."*

2. *"Key SEAwise outputs will be shared via open access publications. We want to foster ongoing conversations and establish transparency in understanding the needs and current status of fisheries and marine habitats in*

Europe."

Fisheries and Marine Regulators

Role	Definition/Examples	Interest in SEAwise
Regulatory bodies	Governmental bodies that enforce legislation, such as: • Marine Management Organisation (MMO) • Danish AgriFish Agency (DAFA) • Ministerio de Agricultura, Pesca y Alimentación (MAPMA)	These groups will look to SEAwise advice for guidance on allocating quotas, establishing gear requirements, and other regulations. These groups will take particular interest in the outcomes of the regional case studies.
Licensing bodies	Governmental bodies (that often sit within wider regulatory organisations) that monitor and grant licences for marine activity, such as: • Marine Scotland • Marine Management Organisation (MMO)	Such bodies seek to regulate marine licences to ensure that development is sustainable and equitable. The project's focus on marine spatial planning and mapping current and predicted uses of marine space will be of interest.

Messaging to fisheries managers and regulators should highlight the role of SEAwise in understanding conflicts between different marine users, and establishing tools for understanding the relevance and applicability of different management measures in the face of increased competition for marine space.

Example:

1. *"SEAwise will develop predictive models that allow marine regulators to understand and mitigate against potential conflicts in offshore development."*

2. *"Our cross-cutting case studies will work to build a comprehensive knowledge base of the current quota allocations, gear requirements, and stock welfare of fisheries across European waters."*

Policy Makers

Role	Definition/Examples	Interest in SEAwise
European Commission	Audiences within the EU Commission include: • Director-General for Maritime Affairs and Fisheries (DG MARE) • The Scientific, Technical and Economic Committee for Fisheries (STECF)	These groups will look to SEAwise as a potential source of evidence for EU-wide legislation and policy development. The project's supranational approach and assessment of stocks will be used to support core aims of the Common Fisheries Policy, and will provide a holistic overview of the welfare of European fisheries. As a result, the project has the potential to inform the development of new policy frameworks to support ecosystem resilience and biodiversity.
National Governments	Government departments responsible for the management of fisheries and aquaculture, including: • Department for food and rural affairs (Defra) • Ministero delle Politiche Agricole, Alimentari e Forestali (MiPAAF) • Ministerie van Landbouw, Natuur en Voedselkwaliteit (LNV)	The outputs of SEAwise case studies will be of particular interest to national governments, who will look to research results to inform national fisheries policy.

Messaging to policy makers should draw connections between SEAwise outputs and state commitments to policy objectives, emphasising the project's provision of robust scientific evidence to inform policy decisions and influence consumer behaviour. They should highlight the relevance of interim outputs to wider policy aims, and generate sustained engagement by outlining how interim outputs, work themes, and case studies, will be drawn together to support EBFM through the SEAwise management advice tool.

Examples:

1. *"The regulatory frameworks at play in Mediterranean fisheries are in need of stronger development and targeted engagement to assess their suitability. SEAwise's cross-cutting case studies will draw upon key learnings from other European regions, integrated with region-specific stock assessments and habitat modelling, to establish a robust evidence base for fisheries regulations in the Mediterranean."*

2. *"SEAwise combines comprehensive risk assessments with peer reviewed literature and stakeholder collaboration to produce fisheries management advice that is truly useful to European decision makers."*

3. *"Facilitating the implementation of Ecosystem Based Fisheries Management in European fisheries is key to achieving policy objectives outlined in the UN's Sustainable Development Goals. SEAwise takes a collaborative, cross-cutting approach to build knowledge and establish advice in support of EBFM."*

Fishing Industry

Role	Definition/Examples	Interest in SEAwise
Industry authorities	Bodies that receive state funding but act independently, and advise/regulate industry activities. These could include: • Seafish (UK) • Eurofish (across Europe, based in Denmark)	These bodies are expected to give authoritative advice and often collate data for public access from a number of sources. As a result, they may be interested in disseminating SEAwise project results. They may also play a role in engaging with the industry and encouraging engagement with external audiences (e.g. the public).
Fisheries sector federations	Collectives of fisheries organisations, particularly local fishing cooperatives and umbrella organisations that represent small- and large-scale fishing interests across the SEAwise case study regions. Such collectives could include the following: • Cofradias (Spain) • LIFE (Europe-wide)	Federations represent large numbers of stakeholders within fisheries, and are expected to provide a unified voice for the (local) industry. They could become involved with the project at any stage for lobbying purposes, for instance using results as evidence to strengthen the position and voice of stakeholders within Member States.
Fisheries sector organisations	Collectives for fishers and other members of the fisheries industry. For example: • Producer Organisations (POs) • Fisheries Local Action Groups (FLAGs)	These collectives have a similar role to federations but generally on a regional rather than national/international scale. They are likely to be interested in regional results that, for instance, inform fishers on best practice in terms of selectivity, efficiency and environmental stewardship. Results or data collection may also be incorporated into collaborative efforts to strengthen the image of the fishing industry, regionally or nationally.

Messaging to the fishing industry should emphasise the practical benefits of EBFM to fishers and their livelihoods. Messages should work to actively encourage the participation and input of the fishing industry, and encourage readers to join events, provide feedback, and interact with the project. It is important to emphasise the role that the fishing industry has played when communicating about SEAwise results and outputs.

Fishing industry audiences will be particularly interested in how SEAwise will support their businesses, preserve the culture and heritage of fishing communities, and help to provide stability and clarity within the changing landscape of climate change and spatial competition.

It is crucial that messages to this group avoid villiifying or placing blame for unsustainable practices on the fishing industry, particularly when communicating about sensitive issues such as bycatch and ghost fishing gear.

Examples:

1. *"Fishermen are true experts of their environment. Working collaboratively with the fishing industry is central to our aim of developing management advice that enhances the services derived from fisheries in Europe, and protects the ecosystems that provide them."*

2. *"The effective implementation of EBFM across Europe will help to secure prosperous, sustainable futures for fishermen across the region."*

Advisory Bodies

Role	Definition/Examples	Interest in SEAwise
Advisory Councils (ACs)	A number of European ACs play a key role in the SEAwise Network, including: • The North Sea AC • The Mediterranean AC • The North Western Waters AC • The South Western Waters AC • The Baltic Sea AC • The Pelagic AC	Advisory councils provide a key forum for SEAwise to access core stakeholders and ensure that research outputs are considered by ACs providing policy recommendations at EU and National Level. ACs will look to SEAwise to inform policy recommendations, with a particular interest in the project's aim to fill gaps in existing knowledge. Maintaining regular communication with ACs will ensure sustained interest and engagement with the fishing industry and other interest groups, while also allowing SEAwise to remain abreast of wider policy developments.
Transnational advisory bodies	Bodies with cross-state influence in a scientific advisory capacity. Examples include: • International Council for the Exploration of the Sea (ICES) • North East Atlantic Fisheries Commission (NEAFC) • General Fisheries Commission for the Mediterranean (GFCM) • Scientific, Technical and Economic Committee for Fisheries (STECF) • Marine Stewardship Council (MSC) • Regional conventions	Proactively communicating with advisory bodies exploring international approaches to fisheries management will help elevate outputs from the project, and build valuable dialogue as knowledge is consolidated and advice is generated. Data gathered by these organisations is likely to feed into the research conducted as part of SEAwise, and the project results may, in turn, be used within quota setting and other regulatory procedures. Effective communication with these groups will help guarantee the real-world impact of SEAwise.

Messaging to advisory bodies should highlight the relevance of SEAwise research to broader policy landscapes, particularly the Common Fisheries Policy and fisheries-related ecology aspects of the Marine Strategy Framework Directive.

Messages should place SEAwise in policy-relevant contexts, emphasising the project's commitment to collaborative working and the development of cross-cutting, interdisciplinary knowledge in support of EBFM. Additionally, messages should emphasise the value of the SEAwise Network, demonstrating the co-developed knowledge base underpinning all research outputs, and the role of end-users in shaping the format and function of the final SEAwise management advice tool. Finally, it is crucial that messages to advisory bodies acknowledge the role of ACs in providing data and contributing to the project via scoping workshops and other relevant fora.

Examples:

1. *"Stakeholder collaboration is a key component of the SEAwise project. Your insight helps ensure that the knowledge gaps we address, and predictive management advice tools we develop, are truly useful and applicable across our Case Study regions, and on the wider European policy stage."*

2. *"The welfare of marine ecosystems, and those who depend on them, are at the heart of Ecosystem Based Fisheries Management. SEAwise seeks to pave the way for a future that allows all parties to thrive within a healthy, sustainably-managed marine environment across European fisheries."*

Environmental/Conservation Organisations

Role	Definition/Examples	Interest in SEAwise
ENGOs	Regional and international NGOs focussing on environmental issues, such as: • Marine Conservation Society • Oceana Europe • Client Earth	As a high-profile programme working towards EBFM, ENGOs will look to SEAwise to understand the current state-of-play of marine environments across its case study regions. Research outputs centred around uses of marine space, projected impacts on and of fishing on marine environments, and the resilience of marine ecosystems in the context of climate change will be of particular interest.
Local action groups	Local conservation groups and organisations	These groups will take a particular interest in the outputs of SEAwise case studies, particularly understanding local regulations at play and primary threats to marine ecosystems within a particular locality.

Messaging to ENGOs should clearly state the ecological and environmental benefits of EBFM, and SEAwise's role in facilitating it. They should emphasise the role of well-managed, responsible fisheries within a management approach that prioritises the welfare of marine ecosystems, and highlight the emphasis placed on ensuring that all management advice produced is resilient to the impacts of climate change.

Examples:

1. *"Responsible fisheries take account of the whole marine ecosystem. SEAwise specifically focuses on a wholeecosystem approach, ensuring that fisheries are managed in a way that prioritises the welfare and longevity of marine habitats."*

2. *"Plans made today must be resilient to the changes of tomorrow. SEAwise is working with the fishing industry, conservationists, academics, and policy makers to develop knowledge that supports healthy, wellmanaged fisheries, now and into the future."*

Secondary Audiences Seafood Consumers

Role	Definition/Examples	Interest in SEAwise
General public, consumers of seafood	Households and individual consumers purchasing fish and seafood.	Individual consumers may take an interest in the health and ecological impacts of the fish and seafood products they consume.
HORECA	Restaurants and retailers marketing fish, seafood, and aquaculture products derived from SEAwise case study areas.	Sustainable seafood has an increasingly prevalent profile within the seafood supply chain. Suppliers in the hospitality and retail industries will take an interest in the stock and impact assessments undertaken by SEAwise, and may base sourcing decisions on the outcomes of the project's research.

Messaging to seafood consumers should emphasise the health benefits, social provision, and environmental value of sourcing seafood products from fisheries managed under EBFM structures.

Examples:

1. *"Healthy seas produce healthy seafood. Understanding and supporting the health of our seas represent important steps towards protecting our fish stocks, and making sure that what ends up on your plate is as healthy as it should be."*

2. *"Seafood consumers have an important role to play in ensuring that the seafood they eat is responsibly sourced. The SEAwise tool gives consumers easy access to information about their favourite seafood."*

Other marine users

Role	Definition/Examples	Interest in SEAwise
Tourism & Leisure	Tourism and leisure operators such as boat tours, water sports rental, and scuba diving schools; individual recreational users; recreational fishers.	SEAwise research will inform tourism and leisure groups about best-practice in operating in an ecologically-sound manner. They may be indirectly impacted by any regulatory changes made as a result of SEAwise's work, and may look to the SEAwise management advice tool for guidance in a changing regulatory landscape.

Consultancies and innovation organisations	Consulting services that take on projects from fishing and/or ocean stakeholders, such as marine renewable energy consultancies.	These organisations will look to SEAwise outputs, interim updates, and the management advice tool, as a 'source of truth' for relevant, up-to-date information around operating within the core tenets of EBFM.

Messages to these groups should raise awareness of EBFM as a concept, and seek to break down commonly-held misconceptions surrounding the coexistence of marine users and fisheries. For example, these messages could emphasise the scope for symbiotic relationships between marine users, such as designated no-take fishing zones that may function as ideal locations for tourism operations to operate. Messages should encourage such organisations to operate in an ecologically sensitive way, and should highlight the potential use of the SEAwise tool as a source of information for planning.

Examples:

1. *"SEAwise's research will be synthesised into an online tool, freely available, to help companies understand the state-of-play of marine spaces, and see how their operations will fit within the changing marine landscape, now and in the future."*

2. *"Protecting our seas doesn't mean shutting them down. It means making sure they are run in a way that is sustainable and prioritises the welfare of marine life and the habitats that support them. A well-run fishery creates space and opportunity for all marine users to thrive."*

Methods

SEAwise communications goals will be met using a combination of methods, each designed to enhance the project's profile, and maximise its impact. Online platforms (website, social media, digital newsletters), longer-form communications materials (policy briefs, press releases, public summaries), and visual aids (videos, infographics) will be used, alongside events and conferences, to reach target audiences and communicate project updates and results.

Details of the proposed communications methods for SEAwise are outlined below.

Method	Rationale	Detail
Web Presence	A dedicated SEAwise website will act as a hub of information about the project, collating all key project information and results in a visually impactful site that prioritises user experience and represents the professionalism and expertise of the SEAwise network.	The tone of the site will be formal and clear, avoiding the use of specialist language where possible. Imagery and strong visual design will be used to establish an engaging visual presence, and a user-friendly interface with clearly delineated site navigation will ensure that information is clearly accessible. The site will evolve as the project progresses, moving

		from a hub of key information to a living repository of SEAwise-generated outputs and resources. In its final iteration, the site will be adapted to host the interactive SEAwise tool.
Social Media	Twitter will be SEAwise's principal social media presence. The platform is widely used by the project's primary audiences, and is particularly effective in reaching academic research and policy audiences. Maintaining an active Twitter presence will generate continued engagement with the project, and provide access to target audiences when disseminating project outputs.	The tone of the Twitter account will reflect that of the website, using concise text with engaging imagery and graphics to share regular updates about SEAwise's work. Twitter may be used to actively recruit new members to the SEAwise network, and directly engage with potential end-users of SEAwise advice. During periods in which the project is not producing direct outputs, the Twitter account will share project-relevant news, maintaining an ongoing presence and fostering engagement throughout the project, signposting the website as a source of information and expertise.
Blog	A regularly-updated blog, hosted on the project website, will provide an avenue for less formal outputs and updates, fostering an approachable and personable dynamic to the project's communications.	The blog will be hosted on the **project website**, and will profile the voices of SEAwise partners, featuring interviews and 'guest' posts that highlight ongoing work. The blog will provide an avenue for interim updates, and will seek to place the project's work and case studies into a relatable context. The blog will widen the reach of SEAwise by remaining accessible to broad audiences, and will underpin the value of research results by demonstrating their relevance in real-world contexts.
Press & Media	Communicating the progress and outputs of SEAwise directly with press and media will diversify the	Press and media outputs will be determined by the content and target audience of each output. Press releases will be used to

	reach of the project, targeting sector-specific, national, and international publications to promote significant project milestones.	share short, newsworthy updates, while opinion pieces and longer editorials may be used to explore a work theme or case study in more depth. For such pieces, the insight and expertise of project partners will be drawn upon. For regional press and media outputs, support may be sought from project partners to provide nuance for local sensitivities.
Policy Briefs	Policy briefs will summarise key findings from SEAwise research, highlighting information most relevant to decision makers, and facilitating easy communication of key SEAwise outputs in policy circles.	Policy briefs will be very concise documents highlighting information relevant to audiences in policy and management. The tone will be clear, formal and accessible, mixing wellreferenced statements with pertinent imagery and infographics to ensure content is both accurate and easy to digest. Policy briefs will be produced when significant evidence to inform policy has been amassed. The summaries will be supported by clear and accessible **infographics**, and will be used to inform **social media** and **blog** content.
Newsletter	A project newsletter will allow for direct, informative updates to be sent to the SEAwise stakeholder network and attendees of past events.	Newsletter updates will be kept short, accessible, and informative. They will provide clear links to the project website and other relevant resources, signposting readers to project materials. Newsletters will be shared quarterly, and will provide a summary of key actions and outputs, as well as relevant **blog posts** and other project materials created.
Infographic Development	Visual representations of research will enhance understanding of SEAwise outputs across all audiences groups, and provide concise, visual support to accompany policy briefs, public summaries, and press releases.	A project-wide infographic will be produced and featured on the website, establishing a clear understanding across audiences of the scope and focus of SEAwise and its constituent Case Studies.

		Clear, graphically designed infographics will be developed in support of key outputs, and will be shared via **social media** and in accompaniment of **policy briefs** and **public summaries**.
Video Production	Short films focussing on each of the four SEAwise case studies will be effective in connecting audiences to the people behind SEAwise research, and will profile the wide array of researchers, nationalities, and disciplines that feed into each study.	The scope of each film will be determined in collaboration with Case Study Leads. They will be short, subtitled films featuring a combination of interview and on-location footage, showcasing SEAwise research as it happens and speaking to the real-time impact that the project is likely to have, in the words of stakeholders who will be impacted. The videos will be used on **social media** and the **project website**, and will provide an engaging, accessible format to aid understanding.
Events	Events such as webinars, conferences, and workshops will provide an interactive forum for stakeholders to bring knowledge, engage with researchers, and understand the impact of SEAwise work.	A combination of online and in-person events will be held, in collaboration with SEAwise project partners, to provide key engagement support at strategic moments within the project. The format of events will vary depending on their core aim, but could include workshops, webinars, and conferences.
Academic Reports and Publications	Open access publications of project findings will encourage external interest in SEAwise findings, enhance transparency, and promote the use of results by policy makers.	Academic publications will be created and disseminated by project partners via their own channels (institution newsletters, social media accounts, open access sites etc.). Key outputs will inform the creation of other core communications materials (**policy briefs**, **newsletters**, **public summaries**, **infographics**).

Visual Assets and Imagery

Where appropriate, communications materials will be supported by engaging and impactful visual assets, including project-specific imagery, graphically designed materials, and video content. All visual materials should showcase project and subject-relevant content, and should represent the core aims of the project.

Imagery should support viewers' understanding of written content, and should - as far as possible - be representative of the healthy marine systems and responsible fishing and development practices that SEAwise seeks to facilitate.

Supplementary materials have been created to support these aims, and are available via the project Sharepoint. They are detailed below:

- **Branding Guidelines** to support consistency across project communications, ensuring a professional and clearly recognisable project identity. They include guidelines on the use of fonts, colours, logos, and imagery.
- **Photo library** of recommended imagery for use across SEAwise partner communications.
- **Templated presentation slides** available for use by all SEAwise partners to create a coherent project presence when presenting at meetings, conferences, and stakeholder forums.
- **Document templates** should be used when creating public-facing deliverables such as research papers and interim reports.

Evaluation and Measurement

The effectiveness and impact of the methods outlined in this strategy will be evaluated on a quarterly basis, and an overview of project communications will be shared with the Steering Committee. Findings from evaluative activities will be used to inform communications activities going forwards, ensuring that all communications remain effective and fit for purpose. The following approaches will be used to evaluate the communications tools:

Method	Means of evaluation
Website / Blog	The number of visits and unique visitors over time will be quantified. The number of page views and time spent on the site/page will also be an indicator of efficacy. Specific monitoring will be made of blog sections, including monitoring of the traffic to individual blog posts.
Social media	In the first instance, follower growth will serve as a means of evaluating social media activity. The number of likes, retweets and comments on posts will serve as the primary means of evaluating the effectiveness of social media content.
News media	The number of articles resulting from each press release and the number of outlets covering the material.
Policy briefs	Policy briefs will be made available on the project website and sent directly to key policy figures identified by the Steering Committee and Advisory Board. Where appropriate, they may also be disseminated via social media and the project newsletter. Engagement with these materials will be monitored by the number of downloads from the website and link clicks on social media/newsletter.
Events	Attendee numbers will be the primary method of monitoring the efficacy of events, workshops, and conferences. This data will be analysed to understand the affiliation of attendees, as well as relevant demographic details to ensure that a diverse audience is engaged. In-event monitoring will capture the type and frequency of any live interactions

	(questions submitted, queries raised, polls responded to etc.) Post-event, qualitative feedback will be captured via simple attendee surveys.
Newsletter	The opening rate will be used as the primary measure of efficacy.

All project partners will be asked to maintain a register of their communications activities to ensure a comprehensive log of all pan-project communications, and reporting on these activities will be required (as a minimum) in line with Steering Group meetings. A Dissemination Record template is available of the project Sharepoint for use in reporting on all communications activities.

Contact and Sign-off

To ensure that communications align with the recommendations of this strategy, review and sign-off procedures should be followed, as outlined below:

The key contacts for SEAwise are:
- Anna Rindorf, DTU Aqua [ar@aqua.dtu.dk]
- Elliot Brown, DTU Aqua [elbr@aqua.dtu.dk]

The key contacts for SEAwise communications are:
- Elle Sibthorpe, Mindfully Wired Communications [elle@mindfullywired.org]
- Sophie Daniels, Mindfully Wired Communications [sophie@mindfullywired.org]

Communications materials should be reviewed and signed-off by Elle Sibthorpe ahead of public dissemination. In certain cases, high-profile or large-scale communications materials will be shared with SEAwise key contacts and/or the Steering Committee for final approval before dissemination.

Under the terms of the Grant Agreement, any partner intending to disseminate its results must give advance notice to the other partners of at least 45 days, together with sufficient information on the results it will disseminate. Any other partner may object to proposed dissemination of results within 30 days of receiving the advance notice, if their legitimate interests in relation to the results or background would be significantly harmed. In such cases, dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests, as determined by the Steering Committee.

5. Annex B | Social Media Strategy

Introduction

The SEAwise project aims to facilitate the implementation of Ecosystem-Based Fisheries Management (EBFM) across Europe. Through a targeted programme of interdisciplinary research, underpinned by collaborative partnerships with fisheries and marine stakeholders, SEAwise will:

- **Substantially advance the best-available knowledge** through targeted efforts to address existing gaps in knowledge surrounding fisheries management,
- **Identity key priorities** for fisheries management through collaboratively-designed workshops and sustained stakeholder engagement,
- **Provide innovative approaches for the prediction** and evaluation of social indicators linked to fishing,
- Combine existing data sources to **improve prediction models** of stock distribution,
- Provide the **first ecosystem-scale assessment** of the effects of marine spatial planning, both of and on fishing.

The project's ultimate output will be the delivery of a fully operational tool that will allow fishers, managers, and policy makers to easily apply EBFM structures in their own fisheries.

Effective communication is vital to the success of SEAwise. Social media provides a key method through which the project's communications aims can be achieved, facilitating the dissemination of outputs to key audiences and presenting opportunities for broad engagement and collaboration to contribute to the project's work.

Twitter will be SEAwise's principal social media presence, given its wide use by the project's primary audiences. The tone of the account will be professional and informative, utilising concise text that is accessible and which avoids the use of overly-technical, subject-specific language. Posts will be accompanied by engaging imagery and graphics that support or enhance the understanding of key messages. In this way, content will be accessible, relevant, and engaging, while remaining professional and positioning SEAwise as experts in the field of fisheries management.

During periods in which the project is not producing direct outputs, the Twitter account will be used to share project-relevant news, research, and events. This will maintain SEAwise's online presence, fostering ongoing engagement and signposting the website as a source of information.

Aims

As SEAWISE's principal social media presence, Twitter will be used to support the following communications goals:

1. **Harmonisation.** SEAwise social media content will reinforce the creation of **a unified voice that understands and consistently shares the same messages**, sharing regular updates and building a strong and identifiable messaging presence that solidifies the project's tone.
2. **Awareness.** Twitter will be used to share news of SEAwise events, research and outputs, connecting directly with audiences and building awareness of, and familiarity with, the project. The sharing of external project-relevant news and research will position SEAwise as a 'go-to' information source in the field of EBFM. SEAwise's social media presence will also help to generate awareness of ecosystem-based approaches among groups who are not currently engaged with fisheries issues.
3. **Interest - fostering genuine interest in the process and progress of SEAwise research.** This will be achieved by nurturing a community-based setting in which audiences can learn more about SEAwise and interact directly with the project. Followers will be kept up to date with results and outputs, and will be informed

about details of research progress. This will help to build interest in the interdisciplinary, transnational approach which underpins SEAwise's scientific endeavours.

Additionally, the sharing of relevant external news and research will provide wider context to SEAwise's work.

4. **Engagement - generating meaningful, sustained engagement with stakeholders.** Long-term engagement will facilitate collaboration and present opportunities for stakeholders to provide input, ensuring that results and tools are fit for purpose. Social media is a valuable tool for facilitating two-way engagement, and will be used to share clear "calls to action" that directly encourage stakeholders to offer their insights via comments, events, workshops, and other fora.

5. **Celebration - promoting the outcome and impact of SEAwise outputs, and monitoring their success.** Results, outputs and progress will be shared via social media and, when appropriate, audiences will be directed to the website to learn more about the project's results and outputs. This will maximise the impact and reach of SEAwise results, and generate sustained interest and anticipation for the final advice tool. As the tool becomes ready for public use, social media will be used to raise awareness and drive interaction and uptake.

Target audiences

SEAwise seeks to reach six primary audiences across its case study areas (the Mediterranean Sea, the Western Waters, the Baltic Sea, and the North Sea), as well as two broader, secondary audiences across Europe. English will be the primary language used across SEAwise's social media outputs, although - given the international distribution of SEAwise's audiences - country-specific updates may be translated for targeted dissemination, with support of the relevant country partners. All social media outputs should be clear in tone and use non-technical language. The project's communications leads will liaise with project partners to generate content in non-English languages, where there is a need to offer translated copy.

Primary audiences
Scientists

- This audience includes professional academics, undergraduate and postgraduate students, and the research institutes at which they may be based.
- Communicating with scientists presents an opportunity to increase the impact of SEAwise, by sharing its outputs and approaches with fellow practitioners who may utilise the knowledge gained throughout the project. This audience may also be in a position to collaborate with SEAwise, enhancing the project's research capacity and offering career development opportunities.
- Social media outputs directed at this audience should highlight the strong scientific foundation and innovative, interdisciplinary approaches used to develop project outputs, focusing on the project's potential impact and opportunities for collaboration.

Fisheries and marine regulators

- This audience includes governmental bodies that enforce legislation, and those that monitor and grant licences for marine activity.
- These groups will be particularly interested in the regional advice generated via the SEAwise case studies, as well as the project's research on marine spatial planning and conflict between stakeholders. By effectively communicating with this audience about SEAwise's outputs, the project will be positioned to shape the future of Ecosystem Based Fisheries Management.

- Content directed at this audience should highlight the role of SEAwise in understanding conflicts between different marine users, and establishing tools to discern the relevance and applicability of different management measures in the face of increased competition for marine space.

Policy makers
- This audience includes the European Commission and national governments.
- These groups will look to SEAwise outputs for evidence to inform fisheries policy development at both the EU- and nation-wide level. SEAwise's holistic, supranational approach has the potential to revolutionise the extent and scale at which an ecosystem-based approach to fisheries management is implemented across European waters.
- Content directed at this audience should draw connections between SEAwise outputs and their implications for marine policy, emphasising the robustness of the project's scientific research and the input of stakeholders. Sustained engagement should be achieved by outlining how interim outputs, work themes, and case studies will be drawn together to support EBFM through the SEAwise management advice tool.

Fishing industry
- This audience includes industry authorities, fisheries sector federations, and fisheries sector organisations.
- Groups within this audience may use SEAwise results as evidence to strengthen the image and position of fisheries stakeholders within their relevant nations. They may also help to disseminate results and encourage engagement from the industry and the public.
- Content directed at this audience should emphasise the potential benefits of EBFM for fishers' livelihoods while demonstrating the ways in which SEAwise is supporting the rights, economic welfare, culture and heritage of fishing communities. Messaging must avoid vilifying the industry, particularly when communicating about sensitive issues such as bycatch and ghost fishing gear.

Advisory bodies
- This audience includes Advisory Councils (ACs) and transnational advisory bodies.
- These groups provide a key avenue through which SEAwise outputs will influence fisheries policy. Project outputs that fill existing gaps in the literature are likely to be of particular use in this regard. Members of this audience are also likely to be valuable contributors of data and insight into the SEAwise project.
- Content directed at these groups should highlight the relevance of SEAwise research to broader policy landscapes, emphasising the project's commitment to collaborative working and the development of interdisciplinary knowledge in support of EBFM. Messaging should emphasise the value of the SEAwise Network and the role of end-users in shaping the ultimate SEAwise advice tool, as well as the critical role of ACs in providing data and contributing via scoping workshops and other fora.

Environmental / conservation organisations
- This audience includes ENGOs, and local conservation action groups.
- SEAwise's social media content will help these groups to understand the current state-of-play in marine environments across its case study regions, at broad and local levels. Project outputs centred around the use of marine space, and the impacts of fishing and climate change on marine ecosystems, will be of particular interest.
- Social media content aimed at these groups should clearly state the environmental benefits of EBFM, and how SEAwise is working to understand potential trade-offs and facilitate ecosystem-sensitive ways of working. Content should emphasise the role of well-managed, responsible fisheries within a management

approach that prioritises the welfare of marine ecosystems. They should also highlight the emphasis placed on ensuring that all management advice produced is resilient to the impacts of climate change.

Secondary audiences

Seafood consumers
- This audience includes HORECA and seafood consumers amongst the general public.
- Members of the public may take an interest in the health benefits, socioeconomic benefits, and ecological impacts of the seafood products they consume. This could, in turn, influence the suppliers and marketers of seafood products who may base sourcing decisions on the outcomes of the project's research.
- Social media content should emphasise the health benefits, social provision, and environmental value of sourcing seafood products from fisheries managed under EBFM structures.

Other marine users
- This audience includes marine tourism and leisure stakeholders, and consultancies and innovation organisations whose work relies on the use of marine space (e.g. within the marine renewable energy sector).
- These groups will be keen to understand how they could be indirectly impacted by the regulatory changes which may occur as a result of SEAwise's work. They may also seek to learn how they can align their operations with the core principles of EBFM.
- Content intended for this audience should help to improve understanding of EBFM as a concept and help to dispel misconceptions regarding the co-existence of fisheries and other marine users. Tweets could highlight the opportunities presented by EBFM to support harmonious, mutually beneficial marine spatial planning, in the interest of multiple marine stakeholders.

Content sources

Content will be posted approximately 3-5 times each week, with more regular updates during events (live tweeting) and at significant project milestones, such as the website launch.

Project-specific content

- SEAwise updates and materials (briefings, blog posts, tools, videos, reports etc.)
- Project events, especially upcoming meetings and workshops.
- Posts supportive of/highlighting best practice in Ecosystem Based Fisheries Management, particularly those within SEAwise case study areas.

Related news

- Scientific research that is relevant to the project, e.g. studies related to EBFM, more general fisheries management, fisheries Social Ecological Systems, marine ecology, marine environmental modelling, or marine spatial planning and management.
- News stories concerning fisheries management and ecosystem-based management, in Europe and further afield.
- Sector-specific news, from sites such as Fishing News, Fish Focus, and World Fishing, and sector news from specialised local outlets in countries within the project's case study areas.

- Relevant non-sector news stories related to project themes, including fisheries bycatch, marine climate change impacts, offshore renewable energy, benthic (seafloor) impacts, fishing-related litter, coastal community welfare, fisheries heritage and culture, and Traditional Ecological Knowledge.

Other sources

- Relevant fisheries management and policy updates, resources, and tools from across the SEAwise case study areas.
- ENGO materials and resources, such as digestible summaries from blogs and websites, and relevant campaign materials (such as infographics associated with EBFM).

These news sources will be monitored weekly, and any relevant news stories will be drafted as tweets and posted into a scheduling tool for regular release across each week. Project partners may submit Monthly Updates pertaining to the project, using the template provided by the project communications leads. Potential ideas for shareable content include photographs, videos, infographics, and written summaries of research, events, and workshops. The sharing of this 'organic' content will contribute heavily to the success of the SEAwise Twitter account, increasing engagement and allowing SEAwise to establish a strong online presence as an active contributor to the field in its own right.

Example content

Relevant hashtags

#SEAwise #EBFM #EcosystemBasedFisheriesManagement #fishing #fishers #fisheries #ecosystem #MarinePolicy #research #CoDesign #Collaboration #OceanOptimism #MarSocSci #bycatch #ClimateChange #interdisciplinary #collaborative #marine #environment #Europe #Mediterranean #BalticSea #NorthSea #WesternWaters

Example tweets

The examples below detail content that could be shared on Twitter in order to drive traffic to the website and elevate engagement in SEAwise content:

1. Combining #interdisciplinary #research with stakeholder insight, SEAwise is an @EU_Commission-funded project working to pave the way for the effective implementation of #EcosystemBasedFisheriesManagement in Europe! Find out more about our work, here ☞☞ www.seawiseproject.org
2. We know that the best tools are designed by those who use them. #SEAwise are seeking #fisheries stakeholders to join our network, & help us ensure that the tools we develop to support #EBFM in Europe are accurate, relevant, & ready to use. Get involved ☞☞ www.seawiseproject.org
3. #EcosystemBasedFisheriesManagement may offer solutions to some of the #marine environment's most pressing challenges, incl. #climate change & competition for #marine space. Find out how SEAwise is working to support the delivery of #EBFM across #Europe ☞☞ www.seawiseproject.org

A placeholder account has been established (below) and will be active at the time of the website launch.

Accounts to follow

The accounts listed below are examples of the sorts of accounts that SEAwise should follow, covering the diverse target audiences for the project's materials. Accounts are hyperlinked.

Scientists			
@ifremer_fr	@azti_brta	@MarineInst	@hcmr_gr
@Thuenen_aktuell	@DTL_nl	@UStAResearch	@kieluni
@aalborg_uni	@athenaRICinfo	@UBO_UnivBrest	@AgroParisTech
@unitartu	@UniStrathclyde	@polimi	@WUR
Fisheries and Marine Regulators			
@The_MMO	@mapagob	@marinescotland	@EU_MARE
Policy Makers			
@DefraGovUK	@Mipaaf _	@minln v	@BMU V
@mitecogob			
Fishing Industry			
@CEPESCA	@seafishu k	@EU_FARNE T	@UKFisheriesLtd
@NFFO_UK			
Advisory Bodies			
@ICES_ASC	@CefasGovUK	@northseaac	@FishSecretariat
@NEAFCsec	@UN_FAO_GFCM	@MSCecolabe l	@osparcom m
@HELCOMInfo			
Environmental / Conservation Organisations			
@mcsuk	@OceanaEurope	@ClientEarth	@goceantrust
Seafood Consumers			
@GSA_Seafood	@SeafoodSourc e	@SeafoodFromScot	@UK_NS C
@focus_fish			
Other Marine Users			
@OceanEnergyIE	@tethys_enviro	@H2020_coastal	@ukmarinespace

Communications risks

Should any online activity be inappropriate or damaging to the perception of the project, action will be taken to address issues on a case-by-case basis. This may take the form of responding to stakeholders directly using the platform, inviting them to contact relevant members of the project to resolve a particular issue, or – in rare, extreme cases – taking no direct action, but escalating the issue to other members of the SEAwise team. In such cases, DTU Aqua will be informed and action will be taken to prevent similar issues in future.

Sign-off procedure

Once the strategy has been approved, Mindfully Wired Communications (MWC) will produce the first two weeks of content and send it to DTU Aqua for sign-off. Thereafter, MWC will produce the content for social media, following a two-tiered internal review process to ensure all visual material and text shared on the SEAwise Twitter account is of the highest standard.

Interacting with SEAwise social media

This strategy outlines how the SEAwise social media accounts will work to support the project's overall communications aims. When communicating about SEAwise from other accounts (for example, personal or institutional accounts of project partners), partners should defer to the guidelines associated with those accounts, but are strongly encouraged to use the suggestions on tone of voice and content outlined in the SEAwise Communications Strategy.

When communicating about SEAwise from their own accounts, project partners should tag the SEAWise Twitter handle (@SEAwiseproject) or signpost readers to the project website www.seawiseproject.org. Where possible, partners should also acknowledge the project's Horizon 2020 funding. To maintain the impact of the primary project account, partners should refrain from posting large project updates (new research outputs, publications, major case study developments etc.) until they have been shared by the SEAwise project account.

Partners will be invited to share news and updates about their work within SEAwise with the communications team via monthly updates, or can send items for dissemination directly to Elle Sibthorpe - elle@mindfullywired.org.

6. Document Information

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Work Participants	Elle Sibthorpe, Sophie Daniels			

Lead Beneficiary	Mindfully Wired Communications (Partner No. 7)
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