



CONSEIL CONSULTATIF POUR
LES EAUX OCCIDENTALES
SEPTENTRIONALES

**NORTH WESTERN
WATERS**
ADVISORY COUNCIL

CONSEJO CONSULTIVO PARA
LAS AGUAS
NOROCCIDENTALES

NWWAC Membership Drive

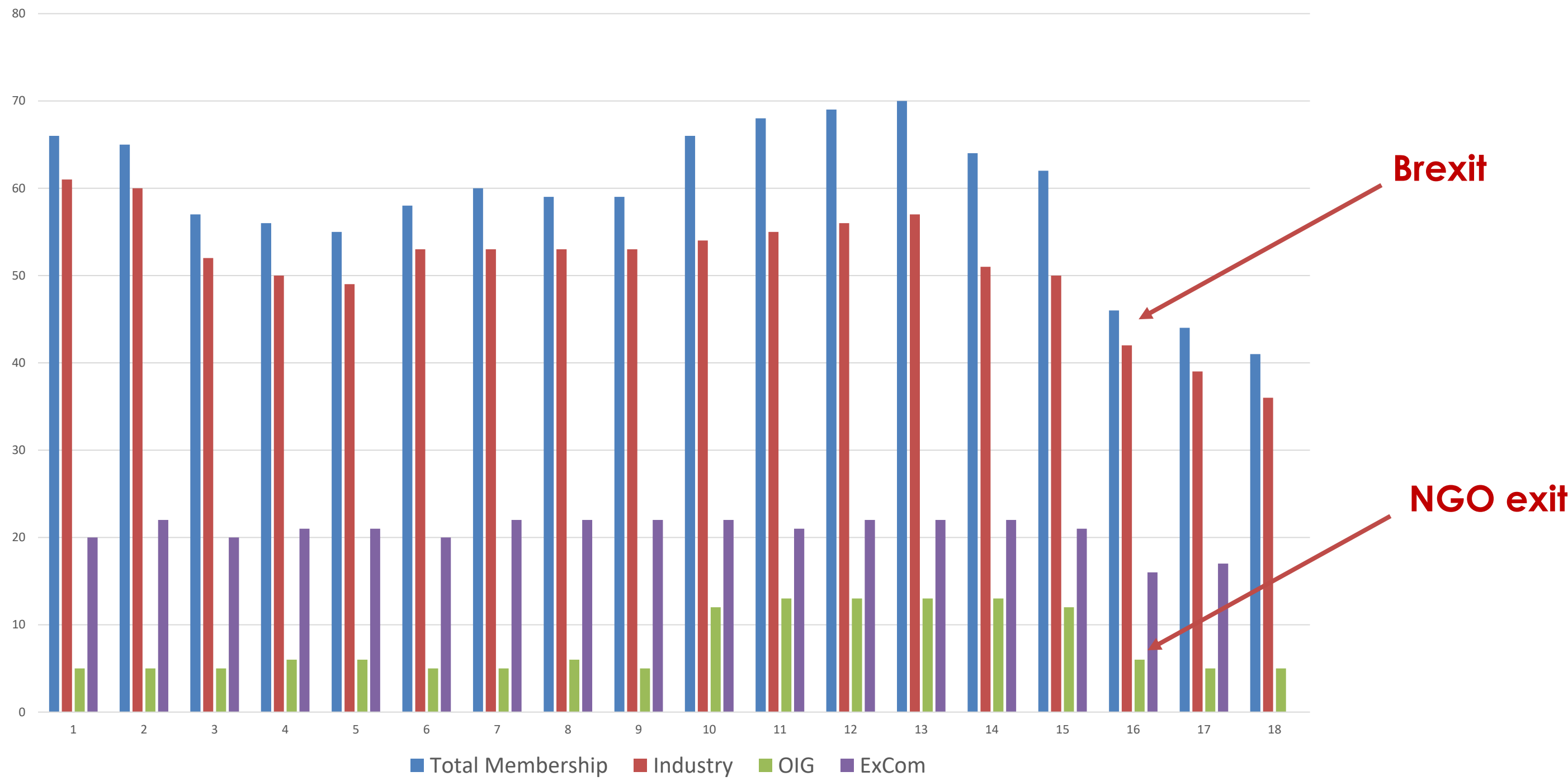
Inter-AC Meeting
17 November 2022



www.nwwac.org

WHY?

NWWAC membership Year 1 - 17





Who?

- NWWAC Secretariat
- NWWAC membership
- Mindfully Wired Communications



How?

- **Development of a Membership Drive Strategy**
 - Identification of key audiences and key messages
- **Press release**
 - Released in English, Spanish and French and sent to 71 media outlets, published on NWWAC website
- **Correspondence**
 - Direct invitation letter to 13 NGOs ([Birdwatch Ireland](#), [Client Earth](#), [Dutch Elasmobranch Society](#), Environmental Defense Fund, Environmental Justice Foundation, Irish Whale and Dolphin Group, Irish Wildlife Trust, [Oceana](#), Our Fish, Sciaena, [Seas at Risk](#), [The Pew Charitable Trusts](#), WWF)
- **Social media**
 - LinkedIn posts with key messages

What happened?

- No feedback from press releases
- Responses received from
 - Client Earth
 - Environmental Justice Foundation
 - Irish Wildlife Trust
 - Our Fish
 - Sciaena
 - The Pew Charitable Trusts
- Reasons provided for inability to join
 - Over-subscribed
 - No capacity
 - No resources
- No feedback from social media posts



What next?

- **NWWAC**
 - Follow-up by the Secretariat
 - New press release Year 18
 - Additional social media posts
- **Commission**
 - Continued emphasis on the work of the ACs in communication with other stakeholders
 - Potential publication of annual overview of the ACs' submissions and their direct impact on policy development
 - Potential strategic social media campaign to focus on and highlight the work of the ACs



THANK YOU