



North Atlantic Pelagic Advocacy Group (NAPA)

Communications Consultant Request for Proposals (RFP)

1. Introduction

The North Atlantic Pelagic Advocacy Group (NAPA) was created as a sector wide, multi-stakeholder initiative of partners to build a shared, global and non-competitive solution to sustainability issues in the North East Atlantic Pelagic fisheries complex. Members are shown annex 1.

The Group sets out to achieve an agreement on total allowable catches for North East Atlantic Pelagic fisheries in line with scientific advice, and for a long-term science-based management agreement.

NAPA is seeking a communications consultant (person or team) to work with the Project Lead to support a variety of public relations, communications and stakeholder outreach activities. The purpose of the support is to educate and engage stakeholders and decision-makers on NAPA activities, positions and calls-to-action.

The Contractor(s) will develop and execute public relations and communications strategies and related efforts and campaigns that increase awareness of NAPA activities, positions and calls-to-action. All activities will be guided by and reinforce the NAPA improvement strategy.

The Contractor(s) will help NAPA identify, build and maintain relationships with media, and suggest and propose stories of interest to inform stakeholders and decision-makers of NAPA's purpose and aims.

The Contractor(s) will serve as a resource advising on strategic communication highlights and producing written materials. Additionally, the Contractor(s) will identify opportunities to expand awareness of NAPA's activities for all eligible partners through communication and public relations efforts.

Through this RFP, NAPA also seeks social media services, including but not limited to, audience and content audits; campaigns; unpaid promotional content; content calendaring; reporting; strategy and best practices.

The Contractor(s) will be a key resource for public relations and communications strategies as NAPA strives to meet ambitious goals, and ensure north east Atlantic pelagic fisheries¹ improve and meet certification requirements as a matter of urgency.

NAPA will review responses for the ability of the Contractor(s) to quickly understand the

¹ Northeast Atlantic mackerel (*Scomber scombrus*), Norwegian Spring Spawning (Atlanto-scandian) herring (*Clupea harengus*), and Northeast Atlantic blue whiting (*Micromesistius poutassou*).

pelagic sector, and pelagic fisheries management in particular, and NAPA's role in that industry, as well as the plan of the Contractor(s) for maintaining an ongoing understanding of organisational and program needs and priorities.

NAPA will look for a Contractor(s) who can cost-efficiently demonstrate strategies and tactics to achieve a level of working knowledge of pelagic fisheries and their management, and find ways to translate technical or scientific content for a general audience.

It is NAPA's intention to solicit proposals from respondents with communications and public relations capabilities. NAPA is open to responses from multi-person firms or sole proprietorships. When examining proposals, preference will be given to firms that demonstrate experience working with organisations seeking to influence a diverse range of decision-makers.

Depending on demonstrated skills and strengths of the selected Contractor(s), the total budget for the Scopes of Service will not exceed £15,000 over 12 months from 2021-22 (one year), with potential to extend into subsequent years.

2. Required services and experience

- Public relations strategy that advances organisational (corporate) goals;
- Broad experience with strategic communications;
- Demonstrated experience in cultivating and maintaining relationships with reporters and bloggers;
- Proactive media pitching, press release development, talking point development, and media engagement;
- Reactive media response, strategy and engagement;
- Integrated public relations campaigns;
- Writing, including persuasive writing, messaging, and social media²;
- Stakeholder event and promotion;
- Social media campaigns;
- Social media account content and audience auditing, strategy, audience development and reporting;
- Media tracking and reporting;
- Attendance at NAPA (virtual) meetings;
- Development and maintenance of working knowledge of program and organizational objectives and challenges.

An understanding of tuna fisheries and regional fishery management organisations is desirable.

3. Background

About NAPA

The NAPA Group (the 'Group') was created as a sector wide, multi-stakeholder initiative of partners to build a shared, global and non-competitive solution to sustainability issues in the North East Atlantic Pelagic fisheries complex. Members are shown annex 1.

² Website: <https://www.seafish.org/responsible-sourcing/fisheries-management/north-atlantic-pelagic-advocacy-group/>; Twitter: <https://twitter.com/NAPAFisheries>; LinkedIn: <https://www.linkedin.com/company/tomolamola-consulting/>

The Group sets out to achieve an agreement on total allowable catches for North East Atlantic Pelagic fisheries in line with scientific advice, and for a long-term science-based management agreement.

The Group is concerned with Northeast Atlantic mackerel (*Scomber scombrus*), Norwegian Spring Spawning (Atlanto-scandian) herring (*Clupea harengus*), and Northeast Atlantic blue whiting (*Micromesistius poutassou*). Recent studies have shown that climate change may be altering the spatial distribution of these stocks, which has led to fisheries management disputes in the NE Atlantic.

Both Iceland and the Faroe Islands have increased their quotas of mackerel due to the increasing availability in their waters. Iceland increased their national quota from 2,000t in the mid-2000s to 130,000t in 2010. The Faroese increased their quota from 25,000t to 150,000t in the same period.

The same has been seen with herring, with Iceland and the Faroese calling for a larger share with the EU and Norway unwilling to forfeit a share of the fish they have come to depend on catching. As a result, there has been no multilateral quota agreement for herring since 2012.

This has led to an impact on MSC certification: there are four countries i.e. Iceland, Norway, Faroe and EU³ which are engaged in the MSC program for their fishery on those fish stocks. All mackerel certificates were suspended in March 2019. The suspension originally took place after independent advice from the Internal; Council; for the Exploration of the Seas (ICES) showed stocks had decreased below trigger levels. Despite subsequent revised ICES advice showing the stock was above the trigger level, the certification remained suspended because of the absence of long-term management strategy for mackerel.

Both herring and blue whiting certificates were suspended in late 2020, with the fisheries required to make similar improvements. A consequence of the MSC loss for blue whiting was the subsequent loss of the MarinTrust (formerly IFFO) Responsible Sourcing (RS) certificate, which is conditional on MSC certification. The knock-on effect on the biggest customer of the fishery, salmon aquaculture, will be a significant step back in responsible business practice if they continue to source blue whiting materials.

To close these conditions the total combined fishing mortality on each stock needs to be brought down to a level which is consistent with scientific advice and the management plan needs to be responsive to the fluctuation in the fish stocks.

Pelagic Fisheries Management

These fisheries are managed through the [North East Atlantic Fisheries Commission](#) (NEAFC), but it is the coastal states⁴ who agree management measures and allocations for the whole distribution area of the fish stocks. Practically, this means they propose measures to be adopted by NEAFC for areas beyond the Regulatory Area – namely, their own EEZs.

Every agreement on shared fishing in the NEAFC area includes a scheme for allocation of the fishing opportunities among the parties involved. The allocations are based on the United Nations Convention for the Law of the Sea (UNCLOS) principles and agreed through negotiations between the involved parties.

However, the allocation of national quotas is based on allocation keys negotiated in connection with the establishment of the EU Common Fisheries Policy or negotiated in the framework of NEAFC, the

³ The UK is now a separate country following Brexit.

⁴ EU, UK, Norway, Faroes, Greenland, Iceland, Russia

Joint Norwegian-Russian Fisheries Commission (JNRFC) or in bilateral agreements between EU (at the time EC) and Norway and the Faroe Islands. Many of these allocations were established when the 200 nm Exclusive Economic Zones (EEZs) were established in the late 1970s.

The Challenge

The changing distributions of these three species has led to demands for a share of the catch by those countries that have little history of it. However, the parties have not been able to reach a satisfactory agreement on quotas. The 'new' countries have called for cuts to EU and Norwegian quotas to allow them to take more of the stock but the EU and Norway have been unwilling to reduce their quotas to the extent demanded.

The issue is political, rather than biomass-based.

The Opportunity

The coastal states are, to varying degrees, flexible and open to influence through lobbying. This is evident by the engagement of the catching sector, both on flag state delegations and as observers. In comparison, the influence of retailers and other supply chain members has historically been less significant and often apparently completely absent.

NAPA believes there is real scope for retailers, brands, processors, and traders to play a greater role in communicating with the coastal states' decision-makers in order to ensure that our goal is achieved.

NAPA Strategy

NAPA is seeking to use a Fisheries Improvement Project (FIP) framework to allow companies to continue to source uncertified mackerel and herring while legitimately meeting their seafood sourcing commitments.

Additionally, we are using the Marine Trust Improver Project (IP) framework to allow companies to continue to source uncertified blue whiting for human consumption and as a marine ingredient in aquaculture operations while legitimately meeting their seafood sourcing commitments.

This can be achieved through the [Sustainable Seafood Coalition](#) (SSC) codes which allow for improving seafood products to be labelled as "responsible".

The uniqueness of the NAPA FIP and IP is that the improvement needs are political rather than environmental or biomass-based. Accordingly, our actions over the next three years to deliver the necessary improvements are entirely advocacy-based.

Current NAPA Engagement Strategy

Our engagement strategy is based around using the commercial leverage of NAPA members to influence the coastal states to reduce fishing mortality on these stocks to levels which are consistent with scientific advice, plus adopt long-term management plans that are responsive to the fluctuation in the fish stocks.

In 2020, we produced an engagement resource pack for NAPA members that contained template text, lines to take and contact details of stakeholders. The aim was for members to contact decision-makers, stakeholders and catching sector representatives and actively advocating for total combined fishing mortalities to be brought down to a level which is consistent with scientific advice and for management plans responsive to the fluctuation in the fish stocks to be adopted.

Our endgame is that if no improvements, in line with scientific advice, are made then NAPA members may be forced to individually re-evaluate their purchasing decisions.

About NAPA target audiences

Decision-makers (includes coastal state/NEAFC delegates, fishery Ministers)

- Good understanding of pelagic fisheries (management and politics)
- Influenced successfully by catching-sector over many years
- Geo-political issues can be important (UK-EU, for example)
- Often disconnect between coastal state positions and national/international policies
- Open to influencing

Catching sector

- Many driven by short-term outcomes
- Some tension between coastal state fleets
- Clear sustainability requirements to reclaim fishery certifications

NGOs

- Generally supportive of NAPA aims
- Often open to collaborations/partnerships
- Some NGOs partner with NAPA Partners

INSTRUCTIONS TO BIDDERS RFP No: 2021-001 Public Relations and Communications Consultant or Consultants

1. Submission of Proposals

1.1. All proposals submitted together with all correspondence and related documents shall be in English.

1.2. All prices in the proposals must be presented in Pounds sterling (GBP).

1.3. Any proposal received after the 5th March 2021 will be rejected.

1.4. In tendering a proposal, interested parties should demonstrate a clear understanding of the Terms of Reference (TOR) as set out, with appropriate explanatory comments, proposed strategy, work plan and timeline for completion of the entire scope of work. The NAPA Standard Conditions for Contract are not negotiable.

1.5. The proposal should also include:

- i. The CV of the consultant(s) proposed to complete the work, including background and relevant experience of the consultant(s) as well as a summary of any similar fisheries communications' advice work;
- ii. A separate enclosed financial proposal providing a detailed cost summary for the implementation of the work.

1.6 The proposal should not exceed 10 pages in length (excluding financial proposal).

2. Period of validity of proposals

Proposals shall remain valid for thirty (30) days after the date of Proposal submission prescribed by NAPA, pursuant to the deadline clause. A Proposal valid for a shorter period may be rejected by NAPA on the grounds that it is non-responsive.

3. Outputs required

We seek a communications professional/team who will take information that needs to be communicated from NAPA staff and create authentic communications. The communications consultant will find the best possible ways to inform our audiences of our events, programs, and mission. Consultant must specifically respond to the realities of how decision-makers are influenced. Duties will include:

- Development and management of Communications Calendar for 1 full year.
- Communicate the purpose of NAPA that will be used across all platforms.
- Increase our name recognition in the pelagic fisheries and relevant aquaculture/feed community.
- Write communications on various platforms on a regular basis, communicating special events, programs, and calls to action from NAPA.
- Find avenues of communications through traditional media, such as radio, television, and newspapers.
- Assist in the development of content, such as annual reports and advocacy materials.
- Work with the Project Lead to develop content requirements and structured templates.
- Assist the Project Lead in clarifying the target audience(s), purpose and reach of each communication vehicle (website and social media channels)

4. Evaluation Criteria

Proposals will be evaluated on the basis of their responsiveness to the competency requirements as detailed in the evaluation criteria matrix.

Competency Requirements	Score Weight (%)
1. Demonstrated experience in support advocacy campaigns and effective engagement with decision-makers	50
2. A record of producing high quality communications outputs	30
3. Understanding of pelagic fisheries and regional fishery management organisations	10
4. A good network of contacts in the pelagics community	10

The contract will be awarded to the bidder(s) offering the best value for money taking into account the competency requirements scores.

5. Financial Proposals

The financial proposal should provide an annual budget for the project including professional fees, travel and accommodation and any others costs associated with the completion of this work. The estimated time required for the consultancy is 1 year. There is an intention to expand the work into 2022 and 2023.

6. Request for further information

Queries or questions are to be emailed to the Project Lead, NAPA, email: tom@tomolamolaconsulting.com

7. Award of Contract

NAPA reserves the right to accept or reject any Proposal, and to annul the solicitation process and reject all Proposals at any time prior to award of contract, without thereby incurring any liability to the affected Bidder(s) or any obligation to inform the affected bidder(s) of the grounds for such action.

8. Reporting

The Consultant will report to the NAPA project Lead; some communications outputs will also need approval from the NAPA Steering Board.

9. Closing date for proposals

Proposals should be emailed to tom@tomolamolaconsulting.com with the subject line heading 'Public Relations and Communications Consultant or Consultants'. All proposals must be received before 5.00pm (Local time) 5th March 2021.

10. Notification

The names of winning bidders shall be advertised on the NAPA website/social media platforms: <https://www.seafish.org/responsible-sourcing/fisheries-management/north-atlantic-pelagic-advocacy-group/> and <https://twitter.com/NAPAFisheries>.

Annex 1: NAPA Members

Organisation	Status
Co-operative Group Ltd	Voting
Albert Heijn	Voting
Aldi South Group	Voting
Aldi Stores Ltd	Voting
Aquascot Ltd	Voting
ASDA Stores Ltd	Voting
Biomar	Non-voting
British Retail Consortium	Observer
Cargill	Voting
Dawnfresh	Non-voting
EUFishmeal	Observer
EuroCommerce	Observer
Falfish	Non-voting
Flatfish Ltd	Non-voting
Hilton Seafood UK	Non-voting
Hofseth Aqua	Non-voting
Holtermann	Non-voting
International Fish Canners	Non-voting
Koninklijke Ahold Delhaize NV	Voting
Labeyrie Fine Foods	Voting
LDH (La Doria) Ltd	Voting
Marks and Spencer Plc	Voting
Morrisons Plc	Voting
Mowi	Non-voting
New England Seafood	Non-voting
Nor-Sea Foods Ltd	Non-voting
Northeast Nutrition Ltd	Voting
Princes Ltd	Voting
Provision Trade Federation	Observer
Sainsbury's Plc	Voting
Seafish	Independent Chair
Skretting	Non-voting
Sustainable Seafood Coalition	Observer
Sweden Seafood Federation	Voting
Tesco Plc	Voting
Thai Union	Non-voting
TripleNine	Non-voting
Waitrose Ltd	Voting
World Wild Fund for Nature	Observer
Young's Seafood	Voting