



## COMMUNICATION & OUTREACH PLAN FOR THE ARCTIC OCEAN REVIEW

### 1. BACKGROUND

As conditions continue to change, and new opportunities and challenges emerge, the Arctic has become an area of intense international focus and discussion, especially with respect to the existing governance framework that is in place in the Arctic marine environment. At the forefront of these emerging issues is the Arctic Council - an intergovernmental forum that successfully promotes cooperation, coordination and interaction among Arctic States on circumpolar sustainable development and environmental protection issues, with involvement from Arctic Indigenous communities and Observers.

The Working Group for the Protection of the Arctic Marine Environment (PAME) is one of six working groups of the Arctic Council, and is responsible for promoting the protection and sustainable use of the Arctic marine environment through a broad range of policy issues that relate to the state of the Arctic marine environment, including pollution prevention, marine biodiversity, and marine resource development.

In April 2009, Arctic Council Ministers approved a proposal by PAME to conduct an Arctic Ocean Review (AOR) as a follow-up to the 2004 Arctic Marine Strategic Plan, which states that the Council shall:

*“Periodically review the status and adequacy of international/regional agreements and standards that have application in the Arctic marine environment ...”* (Strategic Action 7.3.4)

This initiative is being co-led by Canada, Iceland, Norway, the Russian Federation and the United States. In essence, the AOR is a multi-phased project that will result in a review of global and regional measures that are in place for the conservation and sustainable use of the Arctic marine environment, and analyze options to address any gaps or weaknesses, as necessary. In Phase I (2009-2011), the AOR will focus on information gathering and outreach, which will be done in close coordination with other Working Groups of the Arctic Council and Permanent Participants. Phase I will result in a report to Arctic Council Ministers in 2011, outlining existing measures.

Although not the focus of this communication plan, Phase II (2011-2013) will focus on analyzing information gathered in Phase I and reporting to the Arctic Council. Phase II will place an emphasis on areas where the Arctic Council can effectively add value to the existing global and regional instruments and measures in place for the Arctic marine environment, and will serve as validation for future direction of the Arctic Council in relation to the Arctic marine environment.

It is important to note that the AOR will not initiate a new assessment, but will be based on existing work. The overall objective is to provide guidance to Arctic Council Ministers as a means to support effective governance for the Arctic marine environment through cooperative, coordinated and integrated approaches. The AOR is an important initiative that will provide a voice for the Arctic Council about how Member States are addressing opportunities and challenges facing the Arctic marine environment.

Because of the work of the Arctic Council, the pressures to the Arctic marine environment can be better understood and are higher on the international agenda than in recent years. It is therefore timely to undertake a review of the global and regional measures (voluntary and mandatory) that are relevant to the conservation and sustainable use of the Arctic marine environment, as well as activities of the Arctic Council, in order to clearly demonstrate Arctic Council Member States' stewardship efforts to the global community.

## **2. GOAL**

The goal of this communication and outreach plan is to provide clear and thorough information about the AOR project during the development of Phase I, and encourage input and participation by members of the Arctic Council, inhabitants of the Arctic Region, and the global community.

## **3. OBJECTIVES**

The overall objective of this plan is to provide effective communication and outreach, both within and outside of the Arctic, on efforts related to the AOR project. This includes:

- Informing target audiences of the AOR, with a specific focus on Phase I activities and outcomes;
- Ensuring that relevant stakeholders have access to information supporting the AOR; and,
- Encouraging participation in the AOR by members of the target audiences.

#### 4. TARGET AUDIENCES

The Arctic Council and PAME understand that there is a variety of stakeholders interested in the conservation and sustainable use of the Arctic marine environment. If the AOR is to be a thorough and credible Arctic Council product, effective communication with the following target audiences will be important:

- **Members of the Arctic Council and its six working groups;**
- **Inhabitants of the Arctic;**
- **Members of the international community interested in the management/governance of the Arctic marine environment;**
- **Relevant environmental non-governmental organizations; and,**
- **National and international media.**

#### 5. EFFECTIVE COMMUNICATION

Phase I of the AOR should be communicated in a way that is accessible to Arctic inhabitants and others interested in the conservation and sustainable use of the Arctic marine environment. Communication tools should be developed with attention to the various language, literacy and cultural profiles existing among the target audiences.

#### 6. ARCTIC OCEAN REVIEW KEY MESSAGES

Communication and outreach activities during Phase I of the AOR will highlight the vision, goals and strategic importance of the AOR, and Arctic Council Member States' stewardship efforts related to the conservation and sustainable use of the Arctic marine environment.

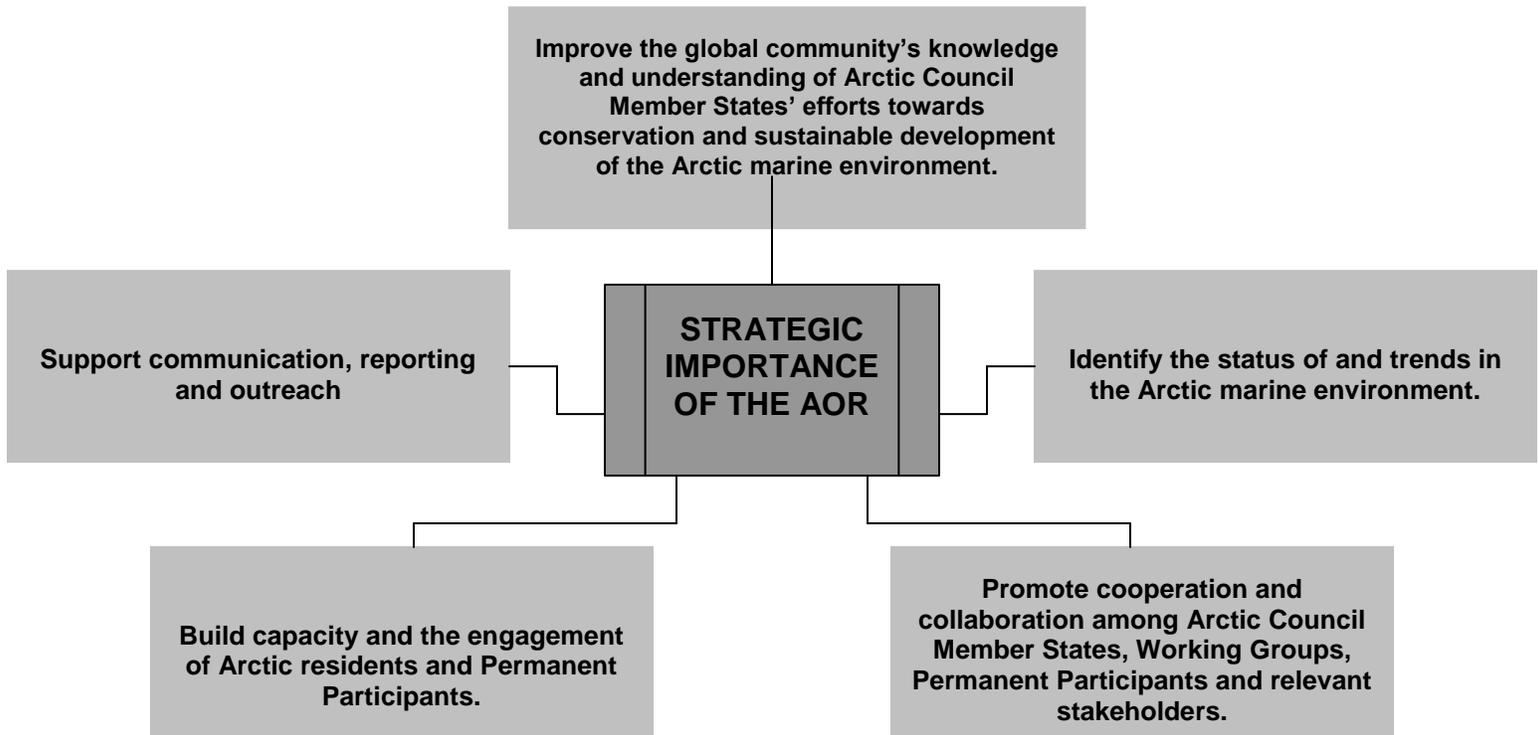
***Vision:***

Promote a healthy and productive Arctic Ocean and coasts that support environmental, economic and socio-cultural values for current and future generations.

***Goals:***

- Provide guidance to Arctic Council Ministers as a means to support strong management of the Arctic marine environment; and,
- clearly demonstrate Arctic Council Member States' actions and efforts in governing the Arctic marine environment, and addressing opportunities and challenges facing the Arctic Region.

***Strategic Measures:***



## **7. PRODUCTS AND ACTIVITIES**

Phase I of the AOR will consist of the following communication and outreach products and activities:

- Communication and Outreach Plan for the Arctic Ocean Review (Phase I: 2009-2011);
- AOR brochures and posters;
- Dedicated AOR area on the PAME website;
- Outreach activities (e.g. presentations) within and outside of the Arctic; and,
- AOR Workshop in Fall 2010.
- Phase I Status Report to Ministers in Spring 2011

This variety of products and activities will assist PAME with conducting effective communication and outreach with each of the target audiences. For example, Arctic Council Working Group Chairs have been informed about the AOR by way of a letter from the PAME Chair, and have been invited by the Project Manager to actively participate in and contribute to the AOR, starting with a meeting among the Working Group Chairs in March 2010. Members of the six Arctic Council Working Groups will

have access to the AOR communication and outreach products and activities listed above in an effort to strengthen their understanding of the AOR and encourage participation.

Inhabitants of the Arctic, as well as members of the international community and relevant environmental non-governmental organizations will have access to the communication and outreach plan, AOR brochures and posters, and information posted on the PAME website. They are also welcome to provide information to the Project Manager and input at selected outreach sessions within and outside of the Arctic.

## **8. OPPORTUNITIES**

Ensure Arctic Council Ministers, Senior Arctic Officials, Working Group Chairs, Permanent Participants, and relevant Observers are aware of the AOR, and by way of this communication and outreach plan, the AOR will be introduced to the broader public. Further communication of the AOR should be undertaken in the short-term in order to take advantage of the current high level of interest in the management and governance of the Arctic marine environment, and to clarify potential confusion with similar non-Arctic Council initiatives. However, long-term communication efforts should also be considered given the AOR is a multi-year, multi-phase initiative.

Communication activities will be undertaken by PAME and AOR lead countries in order to reach as many members of the target audiences as possible. In addition to planned PAME events, AOR lead countries and Project manager will also conduct outreach sessions within and outside of the Arctic using relevant regional and national fora.

## **9. EFFECTIVENESS**

The AOR is a high profile project for both PAME and the Arctic Council given the current high level of interest in the Arctic marine environment. The effectiveness of this communication and outreach plan will be measured by:

- Input received from target audiences during Phase I of the AOR (2009-2011);
- Attendance at the AOR technical workshop, scheduled for 13 September 2010 in Washington, D.C., and various regional and national outreach sessions; and,
- Effective collaboration with other Arctic Council Working Groups and Permanent Participants, as well as expert input from Observers and other relevant stakeholders as needed and appropriate.

Media coverage and other reports that result from the AOR will be monitored and analyzed by lead countries and the PAME Secretariat to assist in evaluating the effectiveness of the communication and outreach efforts proposed in this plan. The Communication and Outreach Plan for the Arctic Ocean Review (Phase I: 2009-2011) will be periodically reviewed and updated by PAME as necessary.