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# AMSP COMMUNICATION PLAN

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## Background

The 2015 Arctic Marine Strategic Plan calls for the development of a communication plan to support the understanding and involvement in the implementation of the Strategic plan.

The AMSP covers all Arctic marine areas and relates to all key activities affecting Arctic marine ecosystems; including coastal zones, river basins and other areas that are connected to the marine environment. The AMSP addresses stressors on the Arctic marine environment regardless of whether or not they originate from within or outside the region, recognizing that Arctic marine areas are connected to the rest of the world through chemical, physical, biological and human interactions.

The AMSP 2015-2025 and its 40 strategic actions were approved in April 2015 at the 9th ministerial meeting in Iqaluit, Canada.

## Goal of the Communication Plan

To provide clear, thorough information about AMSP and implementation of its 40 strategic actions to residents of the Arctic, other regions of Arctic countries and other parts of the world in general, and encourage input and participation from all parties.

## Objectives

- ✓ Explain the origins and implementation activities associated with the AMSP.
- ✓ Provide a “big-picture” view that places the AMSP into the context of observed changes and emerging issues of the Arctic marine environment.
- ✓ Encourage participation by members of the target audiences.
- ✓ Provide plain language information about the AMSP.
- ✓ Effectively manage communication associated with the AMSP.
- ✓ Ensure that Arctic residents have access to all relevant information and analysis supporting the AMSP.

## Audience environment

There are several distinct stakeholders in the Arctic who are interested in information related to the Arctic Ocean. The people living in the Arctic and all people at a global scale are included in addition to e.g. national governments, international organizations, local governments and Arctic residents. The different stakeholders have varying knowledge about the current status of the Arctic Council efforts to protect the marine environment. Among different levels of government there is a high level of interest in advancing the implementation of the AMSP through ongoing and new projects, by

PAME and other working groups of the Arctic Council.

Climate change and increased economic activity are the two key drivers of social, environmental and economic change in the Arctic today. Arctic ecosystems are changing rapidly as a result of climate change and human activities with effects both inside and outside the Arctic region,

From a public perspective, great attention has been paid to the following:

- Social, environmental, and economic changes occurring in many Arctic societies are affecting the culture and ways of life of people in the Arctic, including notably, indigenous peoples'. These changes can be expected to affect human health as well as the health of the marine environment.
- Climate change, ocean acidification and long range transport of pollution are all mostly a result of activities outside the Arctic region, while increased activity within the Arctic is contributing to increased pressures and risks.
- Increasing economic activity represent important opportunities for the Arctic communities, but also entails environmental and social challenges that must be handled in the best possible way.

## **Timing of Communication**

The AMSP 2015-2015 and its 40 strategic actions were approved in April 2015 at the Arctic Council Ministerial meeting in Iqaluit, Canada. The AMSP was consequently uploaded to the PAME website and the Arctic Council website. News reports were written about the release and it was advertised on the PAME Facebook page.

Further communication of the AMSP should be undertaken in the short term to take advantage of the current high level of regional and international interest in the Arctic Ocean. This should be done by national governments as well as indigenous organizations, working groups and other bodies of the Arctic Council.

## **Plain Language**

One of the priorities of the implementation of AMSP is to inform Arctic residents about key issues and actions being taken to address them. PAME and other Arctic Council studies have shown that Arctic residents are deeply concerned about the sustainability of the Arctic Ocean and every effort should therefore be put on communicating AMSP issues accordingly. The AMSP will therefore be communicated in a way that is accessible to Arctic residents and other interested in the Arctic marine environment.

Communications tools should be developed with the attention to the various languages, literacy and cultural profiles of target audiences through the use of various multimedia formats.

## Key Messages

Communication of the AMSP will highlight the vision, goals and strategic measures set out in the AMSP as follows.

### 1) Vision

Healthy, productive, and resilient Arctic marine ecosystems that support human well-being and sustainable development for current and future generations.

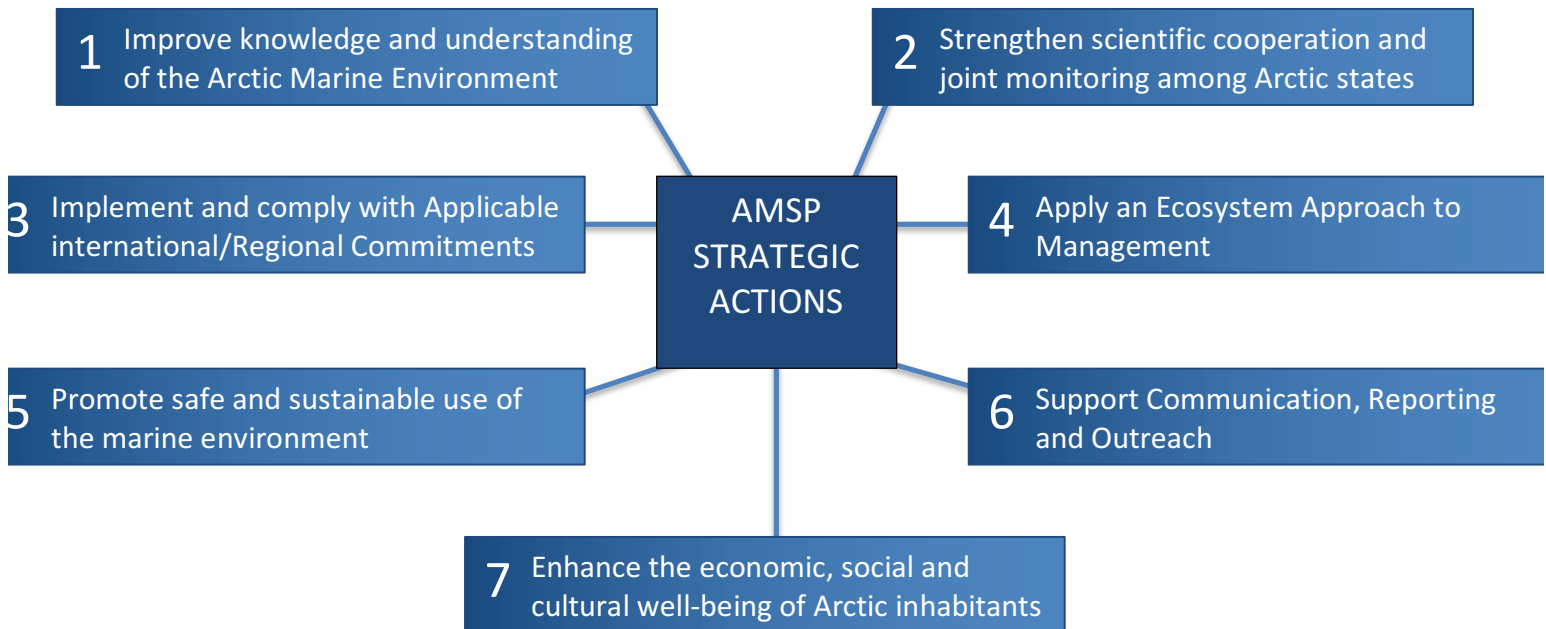
### 2) Goals

The goals of the 2015-2025 Arctic Marine Strategic Plan are:

- **Goal 1:** Improve knowledge of the Arctic marine environment, and continue to monitor and assess current and future impacts on Arctic marine ecosystems.
- **Goal 2:** Conserve and protect ecosystem function and marine biodiversity to enhance resilience and the provision of ecosystem services.
- **Goal 3:** Promote safe and sustainable use of the marine environment, taking into account cumulative environmental impacts.
- **Goal 4:** Enhance the economic, social and cultural well-being of Arctic inhabitants, including Arctic indigenous peoples and strengthen their capacity to adapt to changes in the Arctic marine environment.

### 3) Strategic Measures

AMSP Strategic Actions include:



## Products and Activities

The following products and activities will assist in the communication of the AMSP.

**AMSP Brochure:** A key communication product. Available on the PAME website and easily distributed via e-mail.

**Factsheets:** On relevant products concerning AMSP, including Large Marine Ecosystems and Arctic shipping.

**Website:** Communication will take place through the PAME websites, including updates on the implementation process and status and other Arctic related community outreach activities.

**Outreach activities:** Will be conducted by national governments as well as lead countries on Arctic Council initiatives relate to the Arctic marine environment.

**Social media:** PAME is strengthening its social media presence and it is an important venue for communications. Social media activities will be regularly conducted for the AMSP such as through postings on the PAME Facebook Page and Twitter.

## Evaluations and Media Analysis

Media coverage and other reports that result from the AMSP will be monitored by the PAME Secretariat to assist in evaluating the effectiveness of communication efforts. Media analysis reports will be provided accordingly to the Senior Arctic Officials of the Arctic Council in collaboration with other working groups and the communication and outreach group of the Arctic Council Secretariat.

This communication plan may be periodically reviewed and updated by PAME in collaboration with other Arctic Council working groups.