

Collaborating for Policy and Advocacy Reform

September 20,
2022

Global Hub Policy and Advocacy Efforts

Responsible seafood community members send and receive many policy and advocacy requests in order to realize our shared responsible seafood goals.

This document provides examples and guidance for requesters and requestees, in order to support better collaboration on this topic.



CONSERVATION ALLIANCE
FOR SEAFOOD SOLUTIONS

How to use this document

- If you are a group that **leads policy and advocacy efforts**, review slides 7-13 when creating an sign-on letter to ensure you are providing the information that will allow for timely support
- If you are a group that **receives policy and advocacy requests**, review slides 14-16 to understand what actions you can take to support these efforts

Examples of requests received by Global Hub members:

- Ratifying ILO conventions
- Assistance/review of government applications for export certifications
- Adding pressure to governments to address IUU
- NGO Tuna Forum Market Advocacy Letters; RFMO advocacy
- Review of FIP & MSC frameworks
- Strengthening SIMP implementation & support for domestic aquaculture bills (in USA)
- FIP progress encouragement letters; GDST support letters; Greenpeace advocacy requests
- Fishers requesting technical opinions when there is a policy/norm up for revision and fishers consider it harmful to their interests
- Allocations between commercial and recreational fishermen
- Support for creation of co-management governance





A Diversity of Policy and Advocacy Leaders

Many Global Hub groups state they lead on policy and advocacy efforts “often” or “some of the time”.

There is a diversity of groups making requests, indicating there is likely a diversity in styles and approaches as well.

Who considers requests varies by organization:



- External affairs team - we have positions on key topics, so requests need to align with our institutional positions
- Markets or outreach staff, but need to be vetted by policy team and, at times, leadership
- Entire leadership team reviews and approves
- Relevant team and leadership for many NGOs
- A corporate seafood contact forwards to leadership and governance teams at a seafood company



CONSERVATION ALLIANCE
FOR SEAFOOD SOLUTIONS

An ask from those **receiving** advocacy requests

The following slides include guidance from organizations (NGOs, companies, etc.) receiving requests on how to best frame your request to ensure timely support.



Make sure your request includes:

- Summary of key messages
- Well-constructed, clear asks and timeline
- Mandatory components of sign-on (logo, e-signature, headshot, etc.)
- Clearly identified:
 - Recipients
 - Desired supporters/signatories (e.g. stakeholder type, sourcing from a geographic region, etc.)
 - Group(s) leading the advocacy effort
 - Supporters the request has to date, and the stance of any coalitions or associations



CONSERVATION ALLIANCE
FOR SEAFOOD SOLUTIONS

Also consider including:

- The anticipated opposition, desired change, anticipated outcome, barriers and risks
- The impact for industry and other supporters
- The relation to recipients' priorities and strategy
- The stance of their competitors
- The science for the claims being made for both sides
- If this change would be a funded or unfunded mandate
- Who is behind the request, why have they prioritized this topic, and who is funding the advocacy
- A legal review or policy analysis



Consider addressing strategic topics:

- Alignment or differences from other advocacy efforts
- Background on why request is happening now, in the current landscape
- How the intended signatory can add value, co-create solutions and approaches
- If the ask is small-scale fisheries related, have they been involved in this from the start?
- Is the government technically capable of doing this now, or is more knowledge/science needed?
- Does the ask run counter to, or compromise, other work that the intended signatory are currently engaged in?



CONSERVATION ALLIANCE
FOR SEAFOOD SOLUTIONS



When planning your request, consider timing:

- Quick is hard for big business partners with hierarchy/legal teams that want to review a letter, a stance, etc. As early of a heads-up as possible is great
- At least a 1 month timeline (6 weeks ideal), is needed to move a request through the various levels of approval
- Logo use is preferable to signatures
- The bigger the 'ask' the more time needed for approval





Other feedback to consider:

It is helpful to have:

- Deeper engagement with rest of advocacy campaign
- Ongoing education on the topic
- Opportunity to contribute to the ask
- The next steps after signing on
- Comfort that peers are also having the opportunity to be "in the pack" and not alone
- Support from NGOs after companies speak up



CONSERVATION ALLIANCE
FOR SEAFOOD SOLUTIONS

Other Comments & Reflections

- Within the new Global Hub, not every policy ask will be appropriate or relevant for everyone, and that's OK! Worried about going too broad with new asks to please everyone - could be less effective
- Expand policy focus beyond US-only
- Want to see as much alignment as possible - fewer letters and more strategic asks
- Powerful when sign-on letters are supported by different stakeholder types (e.g. government, NGOs, businesses)
- More transparency about the asks that are being shared
- Documenting and sharing which advocacy approaches have the most impact
- Would really appreciate more dialogue on how to measure success in this space
- How useful are sign-on letters to company policy or to the sector as a whole?



CONSERVATION ALLIANCE
FOR SEAFOOD SOLUTIONS

An Ask from those **Organizing** Advocacy Requests

The following slides list enabling conditions that organizations (NGOs, coalitions, etc.) leading these policy and advocacy efforts require.



Requests from Policy/Advocacy Groups:

- Be transparent/public in your support
- Write or sign-off on an op-ed
- Continue dialogue or engage in other ways if a group can't sign on to an advocacy letter in that moment
- Notifying congressional members that “seafood matters to my business” as a way to bring themselves to the table and generate a level of comfort within a company for more complex issues later is helpful
- To consider how the reform contributes to their bottom line (even if not a straight line)



CONSERVATION ALLIANCE
FOR SEAFOOD SOLUTIONS

Requests from Policy/Advocacy Groups to NGOs with Market Partners:

- Many businesses defer to NGO partners to ask if they should sign a request, so an NGO partner has to be knowledgeable on the issue *or* trust the authoring group enough to support the effort
- NGOs with market partners need to be more robust in securing their partners' sign-on



Questions about the Alliance's Role

What is within or outside of the scope of the Alliance's advocacy efforts?

The Alliance is leading on [projects](#) that make progress toward our 2030 goals to improve the environmental and social responsibility of seafood production. Those leading on policy reform efforts that are related to responsible seafood production are welcome to share that work via Alliance channels.

How does the Alliance help track the many asks underway? What's the possibility of a policy advocacy group?

We encourage policy leads to share asks via Alliance channels and on our online platform. Within our new structure we can create a Network if Global Hub members are interested in one and willing to lead.



CONSERVATION ALLIANCE
FOR SEAFOOD SOLUTIONS