

THE PEW CHARITABLE TRUSTS

Engaging effectively with stakeholders

About Pew

- The Pew Charitable Trusts is a global non-profit and non-partisan advocacy organization
- Fact-based decision making
- Work globally on a variety of issues

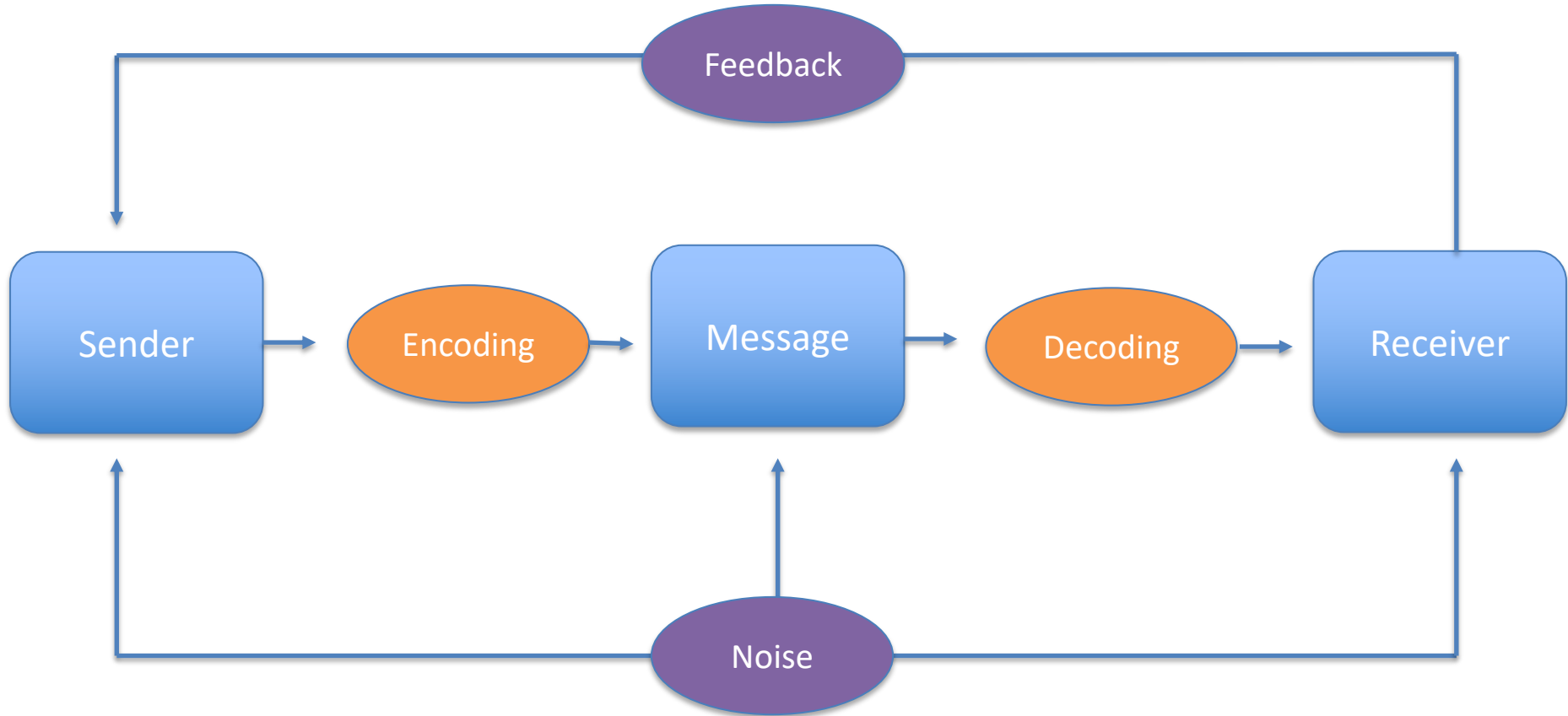


Goal

- Share knowledge on communications practices that could be used for stakeholder engagement for the Fishery Ecosystem Plan (FEP) development
- Get input from DAP's on best way to reach out to stakeholders for the FEP development



Communication process



Effective communication practices



Clear goal



Know your audience



Know how you are
perceived



Pick right
communication tool



Location

Effective communication practices



Use their
language



Don't preach



Listen
purposely



Examples &
jokes

Moving forward with the FEP

- Series of virtual (or possibly in person, pending COVID) workshops to get feedback on the conceptual model
 - **What is the best way to reach out to the NGO's and coastal ocean dependent businesses?**



Questions & Answers