

30 January 2014



FLEISHMANHILLARD
The power of true

Different Approaches to Political Communications









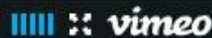
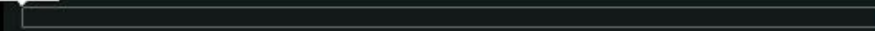


Summary The Common Fishery Policy (CFP)

from [BalticSea2020](#)



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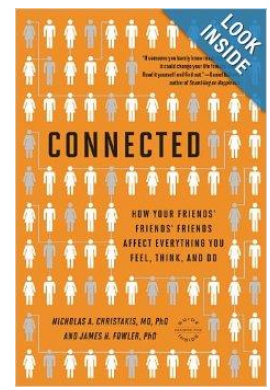
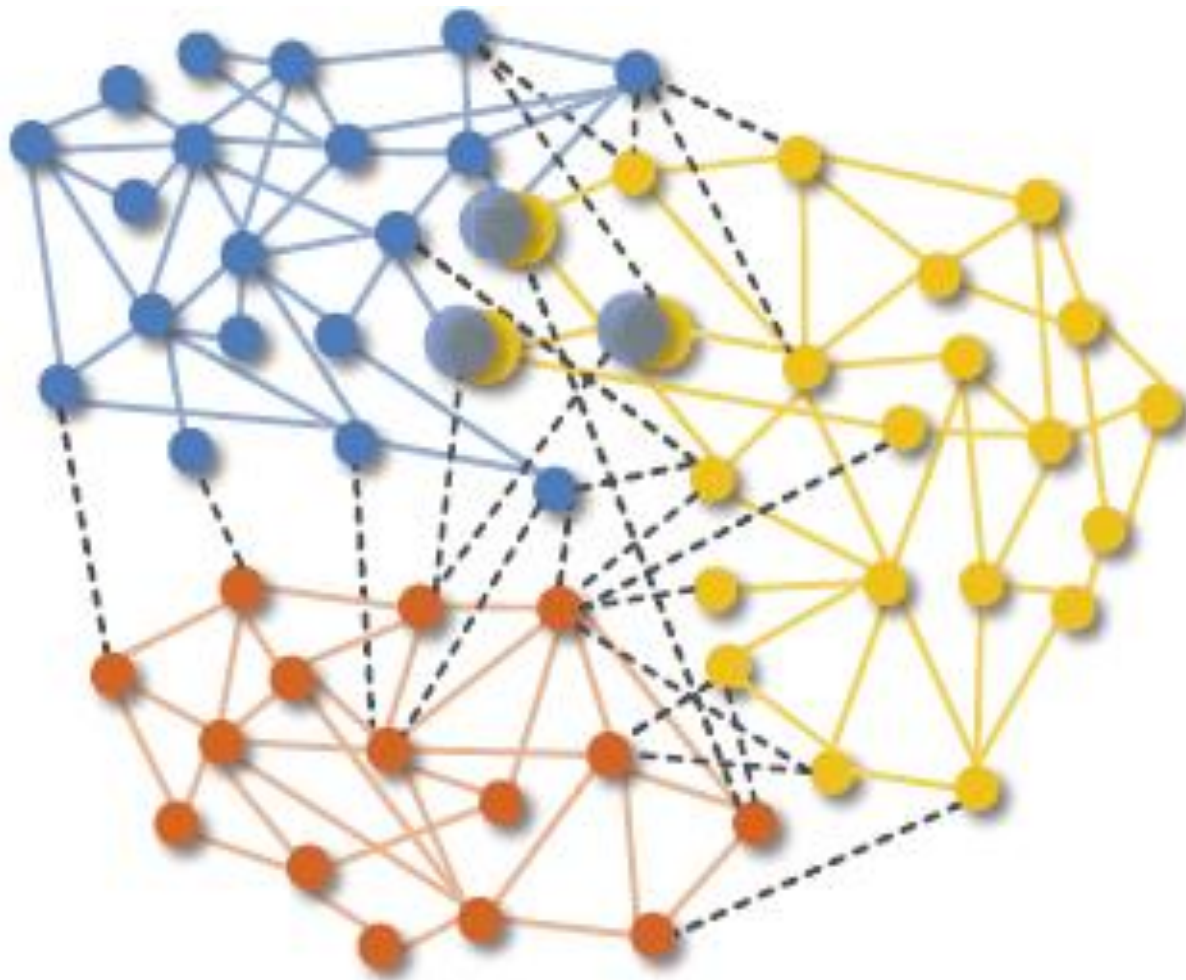


5 Golden Rules to Win a Vote





1 – Find the right people



Source: Connected





FRIENDS
MAINTAIN THEM



OPPONENTS
DON'T HOPE TO
CONVERT THEM



NEUTRALS
THEY ARE THE ONES TO WORK
ON AND TURN INTO FRIENDS



In reality...

766 MEPs = 10 who really care + another key 50 to build your coalition

A lead Commissioner/DG = 10 people




























2 other involved DGs... max = 20 people

10 leading Member States = 20 people

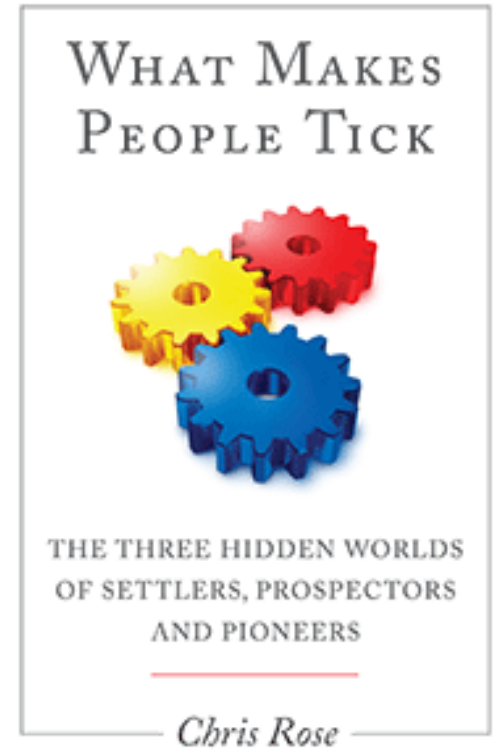
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Maximum 200 people to meet and work with

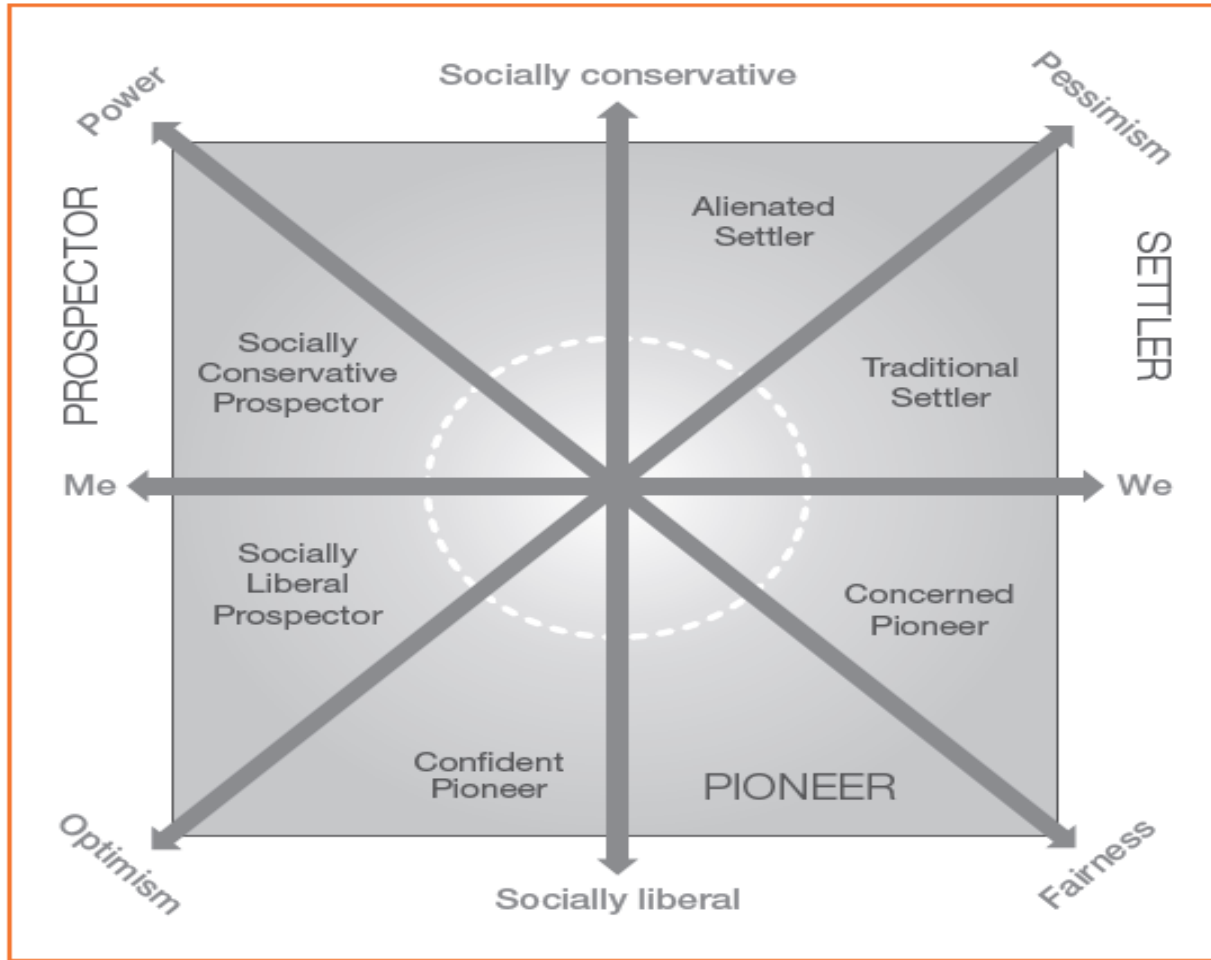


Member State	For	Against	Abstentions
 Austria	<u>18</u>	<u>0</u>	<u>0</u>
 Belgium	<u>14</u>	<u>3</u>	<u>1</u>
 Bulgaria	<u>14</u>	<u>2</u>	<u>1</u>
 Cyprus	<u>2</u>	<u>0</u>	<u>0</u>
 Czech Republic	<u>19</u>	<u>1</u>	<u>1</u>
 Denmark	<u>12</u>	<u>0</u>	<u>1</u>
 Estonia	<u>6</u>	<u>0</u>	<u>0</u>
 Finland	<u>10</u>	<u>0</u>	<u>1</u>
 France	<u>28</u>	<u>39</u>	<u>2</u>
 Germany	<u>79</u>	<u>12</u>	<u>0</u>
 Greece	<u>17</u>	<u>1</u>	<u>1</u>
 Hungary	<u>10</u>	<u>1</u>	<u>0</u>
 Ireland	<u>11</u>	<u>0</u>	<u>0</u>
 Italy	<u>30</u>	<u>16</u>	<u>1</u>
 Latvia	<u>4</u>	<u>3</u>	<u>2</u>
 Lithuania	<u>9</u>	<u>2</u>	<u>1</u>
 Luxembourg	<u>4</u>	<u>1</u>	<u>0</u>
 Malta	<u>2</u>	<u>0</u>	<u>0</u>
 Netherlands	<u>17</u>	<u>7</u>	<u>0</u>
 Poland	<u>47</u>	<u>0</u>	<u>1</u>
 Portugal	<u>8</u>	<u>14</u>	<u>0</u>
 Romania	<u>23</u>	<u>7</u>	<u>0</u>
 Slovakia	<u>9</u>	<u>3</u>	<u>1</u>
 Slovenia	<u>6</u>	<u>1</u>	<u>0</u>
 Spain	<u>28</u>	<u>23</u>	<u>1</u>
 Sweden	<u>20</u>	<u>0</u>	<u>0</u>
 United Kingdom	<u>54</u>	<u>1</u>	<u>12</u>





2 – Value Communication



Source: www.cultdyn.co.uk







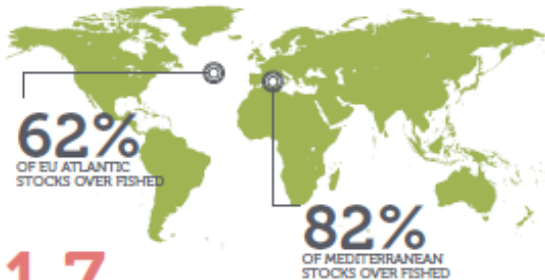
dreamstime.com



For 30 years, the Common Fisheries Policy has failed to end overfishing and discards...



2 OUT OF 3 EU FISH STOCKS ARE OVER FISHED



1.7 MILLION TONNES

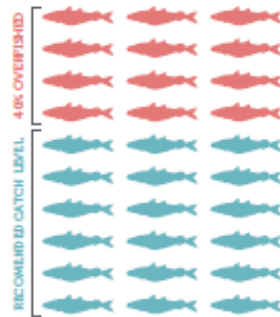


FISH DISCARDED EACH YEAR



equivalent of a quarter of perfectly edible fish caught in the EU (23%) are thrown back dead into the sea

Despite this Member States have allowed catching fish at levels on average 40% above those recommended by scientists, for the past 10 years...



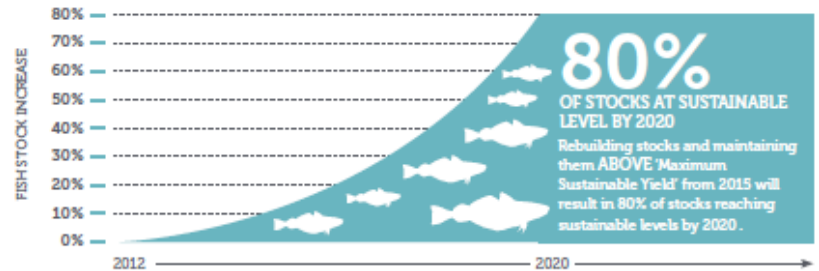
Member State Catch Levels



THE EU IMPORTS MORE THAN HALF OF THE FISH IT CONSUMES



...But we can put an end to the mismanagement of EU fisheries and help the sector prosper...



If we reach 80% of sustainable stocks by 2020...

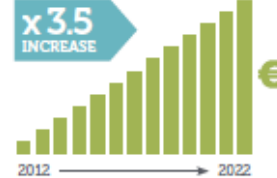
STOCK SIZES COULD INCREASE BY UP TO...



FISHING OPPORTUNITIES COULD INCREASE BY UP TO...



EU fishing net profit margin



Ending overfishing could result in an additional 100,000 jobs in the fishing and processing sectors

=1,000 NEW JOBS



In turn, crew wages would increase by...

2017 76% WAGE INCREASE

2022 131% WAGE INCREASE





EurActiv.de
Das Portal für europäische Fachkreise, Politikende und Kommunikation

Welcher Komm sind Sie?

Neuer

- NEU: Entwicklungspunkte
- Binnenmarkt und Wettbewerbs
- Diplom Agenda
- Energie und Klimaschutz
- Erweiterung und Reformen
- Europa 2020 und Reformen
- Finanzen und Wachstum
- Forschung und Innovation
- Globales Europa
- Infrastruktur und Verkehr
- Landwirtschaft und Ernährung
- Ökonomie
- Regionenpolitik
- Rechtsprechung und Umwelt
- Soziale Europa
- Stadt der Zukunft
- Umwelt und EU
- Unternehmen und Arbeit
- Wirtschaftspolitik
- Wahlen und Macht

Landwirtschaft und Ernährung



Die Reform der EU-Fischereipolitik ist grundlegend, in den letzten 30 Jahren wurde wieder die Überfischung erwidert, nach der Rückunft beider, schreibt EuroActiv-Günder Björn Carlson in Stammbund für EuroActiv.de. Foto: Daxton/istockphoto.de

Aktuell - Donnerstag 31. Januar 2013 - Landwirtschaft und Ernährung

Stadtparlament von Rijnsa Carlsens (Rette Sea2020)

EU-Fischereipolitik: Diese Reform kann Fische und Fischer retten

Rijnsa Carlsens, Gründer von Rette-Sea2020, richtet sich mit dem nachfolgenden Appell an die Europabürgerschaften. Sie entwickeln am 6. Februar über die Reform der Gemeinsamen Fischereipolitik. Diese Chance gebe es nur einmal alle zehn Jahre und müsse genutzt werden.

Der Autor

Das könnte Sie auch interessieren

Abschied von geplanter Ökologisierung der EU-Agrarpolitik
Umweltverbände und Grüne-Parlier sind enttäuscht. Die Abgeordneten im Agrarrat lehnen ein europäisches Parlamentes neues - neue

SALE bei 4-Dörfer bis zu 50%
SALE bei 4-Dörfer Rabatstempeln bis zu 50%
ANZEIGE

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Letzte gepostet bei EuroActiv.de

Nature in need of a helping hand to ensure recovery of threatened species



UTENRIKS Vi lever

Utkastrykte skaper forvi
FROKOPPLUTT/horge/istockuser ryktet om omfattende friskebuds

Cod will vanish in 10 years
The alleged finding by UK scientists last month that there could be fewer than 100 fish mature cod – that is, cod of 10 years old and more – left in the North Sea, received wide publicity. It created a much more graphic image than if we had been told we had lost and survived at all: we could not imagine an individual cod swimming around but we could imagine that one old cod swimming last in the northern

Rettelse

DER TAGESPIEGEL

CATALUNA
The alga comes along in a group of...
president-elect José Antonio Di...
...the... in fact in...
...the... in fact in...



facebook



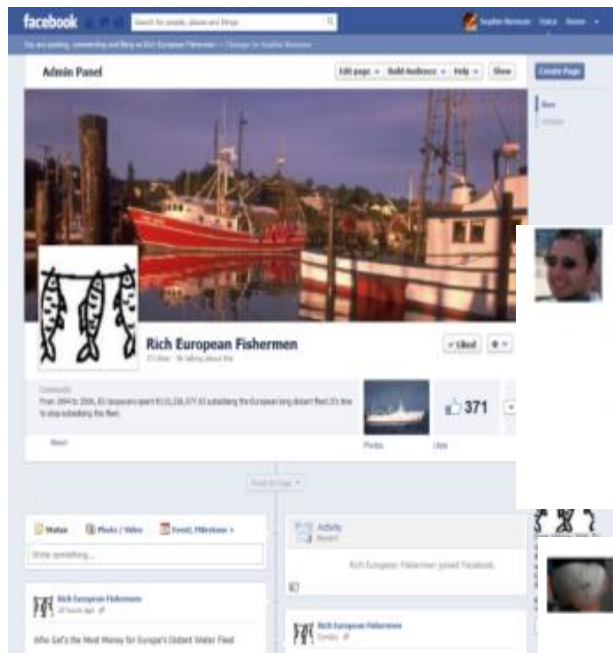
twitter



WIKIPEDIA

You Tube





Francesco Tropea

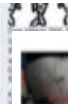
It's not true...The UE helps fishermen to be more environmentally friendly and competitive.

Like · Comment · 2 December 2012 at 11:25 near Brussels



Jacob Hagberg We are highlighting the case of the EU taxpayer paying for the construction and upgrading of much of Europe's distant water fleet who fish in third country waters.

It is true we are subsidizing them which may make them competitive against other countr... See More
3 December 2012 at 10:50 · Like · 2



Franz Frazze Sibirien Eger

Madness no doubt, is this decided by normal people ??
You don't even have to be intelligent to understand that this is madness.....

Like · Comment · 13 December 2012 at 16:44



Jean-François Tardif

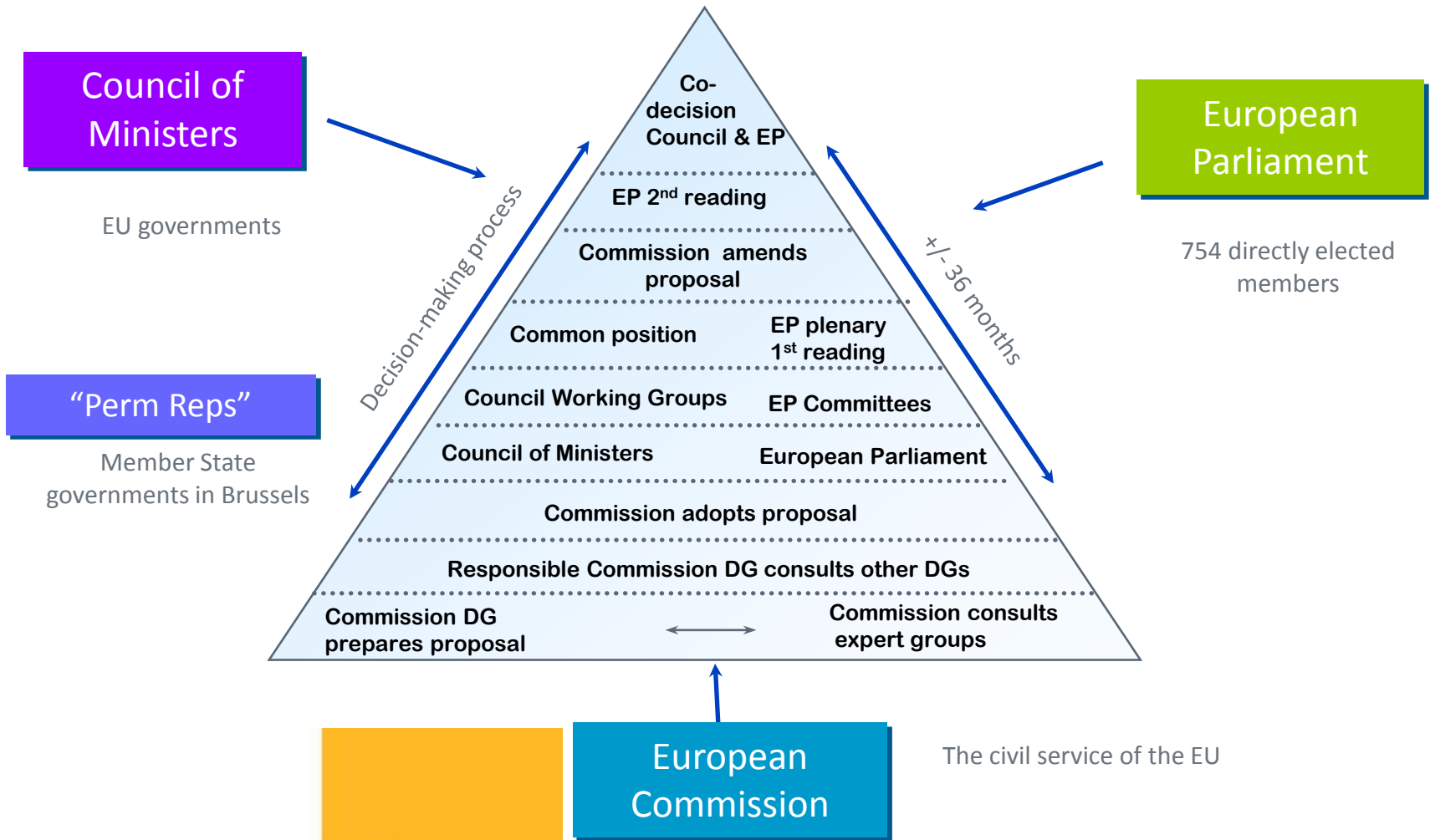
"le poisson se mord la queue" ... get back to local fishermen, best quality, help local industry, and less for these F... Industrial boats... What do EU wants ? One big company per country only, even less...

Like · Comment · 17 November 2012 at 23:40 near Brussels





3 – Be flexible and ready to adapt



	7-11 Jan	14-18 Jan	21-25 Jan	28 Jan - 01 Feb	04-08 Feb	11-15 Feb	18-22 Feb	25-28 Feb	4-8 March	11-15 March
		Plenary session	Committee week	Group week	Plenary vote (05)	Green week	Committee week	Committee + group	Group week	Plenary session
Meeting programme in Brussels/Strasbourg				Jacob in Brussels to review group positions ahead of plenary	JH in Strasbourg from Monday to meet coordinators before group meetings who decide on voting positions same night				Jacob to meet more MEPs before votes	Jacob in Strasbourg if plenary moved (tbc)
Voting list		Assess results of PECH vote and review voting list on the basis of the adopted	Distribute voting list by email + in pigeon holes + in offices	Distribute voting list by email + in pigeon holes + in offices						
Voting intentions		FH to send calendar of key dates and meetings of political groups	FH to look into voting intentions and balance of power in plenary	Update list of voting intentions	Update list of voting intentions					
Ad hoc support	On-going	Check on HFF and potential need for support/Intel in run up to plenary vote	On-going	On-going	On-going	On-going	On-going	On-going	On-going	On-going
Weekly highlights	Highlights due (SN only)	Highlights due	Highlights due	Highlights due	Highlights due	Highlights due	Highlights due	Highlights due	Highlights due	Highlights due
Monthly report	Monthly report due				Monthly report due				Monthly report due	
Media outreach	FH to translate op-ed into German	Send op-ed translated to Jacob for check			Outreach EU publications		Outreach local outlets			







4 - Have a Good Spokesperson







5 – Invest the Right Resources







5 Golden Rules for Successful Political Communications

Find the Right
People

Value
Communication

Be Reactive and
Adaptable

Have a Good
Spokesperson

Invest the
Necessary
Resources

