



135 Station Road, Impington, Cambridge, UK, CB24 9NP;
Tel: +44 1223 233397 - Fax: +44 1223 232876
E-mail: secretariat@iwc.int

PROJECT PROPOSAL REQUEST

1. PROPOSAL TITLE

Please provide the title of the project or the name of the workshop/meeting.

Communicating the science of sustainable, responsible whale watching

2. BRIEF OVERVIEW OF THE PROPOSAL AND ITS EXPECTED OUTCOME

Give a very brief overview (max 150 words) on your proposal and its expected outcomes. Use bullet point to list outcomes. Be succinct and clear as this may be used to summarise your project for the report.

The IWC SC and CC produce evidence-based advice on the best practices for sustainable, responsible whale watching. One major product of the SC/CC has been the Whale Watching Handbook, a first-class resource for whale watchers, operators and managers, based on the best available science and practices. The SC/CC is also working on General Principles for sustainable, responsible whale watching. The SC (via its WW Subcommittee) also produces recommendations every year, for the IWC, its Parties, and beyond.

However, many of the key audiences (researchers [academics], whale watchers [tourists], whale watching operators [industry] and local natural resource managers [government]) for the Whale Watching Handbook and the work of WW are still unaware of their existence.

This project aims to promote and market the whale watching work of the SC and CC to these key audiences through a multi-pronged communications plan involving social media, video, podcasting, and other forms of outreach. This plan will be developed and implemented in collaboration with the Secretariat, which also has plans to promote the Handbook.

3. RELEVANT IWC SCIENTIFIC COMMITTEE GROUPS OR SUB-GROUPS

List all the IWC Scientific Committee groups or sub-groups that the outcomes of this work would be relevant to and provide a brief (1-2 lines) explanation of how it would contribute more widely to their ongoing programmes of work. Where possible, do not simply list only the sub-committee within which or for which the project proposal was generated.

WW, although whale watching impacts and best practices also are relevant to HIM, E (noise), CMP and SM (for targeted populations).

This communications work would also be relevant to the work of the Conservation Committee and the Commission as a whole.

4. TYPE OF PROJECT (PLEASE TICK)

Research project	
Modelling	

Workshop/meeting	
Database creation/maintenance	
Compilation work/editing (e.g. on whale watching regulations, SOCER, etc.)	
Other (please specify below)	X

A whale watching communications plan for outreach beyond the SC and its WW Sub-Committee and the CC and its Standing Working Group on WW

5. BRIEF DESCRIPTION OF THE PROPOSAL AND ITS CONNECTION WITH SCIENTIFIC COMMITTEE RECOMMENDATIONS (DO NOT EXCEED 1500 WORDS)

<p>(A) BACKGROUND, RATIONALE, AND RELEVANCE TO THE PRIORITIES IDENTIFIED BY THE IWC SCIENTIFIC COMMITTEE:</p> <p><i>Provide a clear explanation of the background and rationale for the proposal and its relevance to Scientific Committee identified priorities. Clearly identify the most relevant and recent Scientific Committee recommendations.</i></p> <p>We seek to produce a full communications plan for SC WW and CC SWG WW products, resources and advice/recommendations, which will be presented as a paper at SC69. However, in the interim, some easily identified outreach efforts can be implemented intersessionally.</p> <ol style="list-style-type: none"> 1. Set up social media accounts for the SC WW/CC SWG WW 2. Produce whale watching content on social media sites, including TikTok, Instagram, Twitter, Facebook, Weibo, LinkedIn and YouTube 3. Edit Wikipedia pages to add links to Handbook and other products 4. Sponsor podcast episodes advertising the Handbook, WW activities and case studies <p>We believe WW is one of the SC sub-committees whose products, resources and advice/recommendations have wide application beyond the IWC. Its products and advice have value in any country where whale watching is an expanding industry; however, in practice its recognition beyond the IWC is limited. We seek to change that through an active, year-round communications effort.</p> <p>Relevant recent recommendations include CC2014; CC2013; and SC2050.</p>
<p>(B) SPECIFIC OBJECTIVES OR TOR AND DELIVERABLES/OUTCOMES:</p> <p><i>Provide the specific objectives and the expected deliverables. In the case of workshops and meetings, include the Terms of Reference (ToR) and expected outcomes.</i></p> <p>A WW communications plan will promote SC and CC products related to whale watching (e.g., Handbook, General Principles, SC report annexes) and WW recommendations and advice on whale watching to a wider audience, including researchers (academics), whale watchers (tourists), whale watching operators (industry) and local natural resource managers (government), particularly in</p>

developing and non-English speaking countries. Intersessionally, we will promote the SC/CC whale watching products, resources and recommendations via various social media platforms.

(C) METHODOLOGICAL APPROACH/WORK PLAN/ADMINISTRATIVE DETAILS

Specify the methods to be applied (novel methods require more explanation than standard ones) and the broad workplan – the detailed timetable appears under Item 5 below.

In the case of workshops and meetings, include the broad work plan including any pre-requisites for the workshop/meeting to take place (apart from funding, e.g. completed analyses, papers etc.) and administrative details (e.g. location, dates, number of participants).

A job description for a contractor needs to be prepared and a contractor hired (part time). This contractor will:

- (a) Develop an IWC whale watching communications plan. This plan will identify activities to communicate with target audiences at various different levels, through different media. In particular, communicating the whale watching work of the SC and CC to whale watching operators and tourists in South and Central America, Africa and Asia will be important priority areas. This plan will be brought to the SC and CC for comment and will present a budget for additional communications work.
- (b) While the communications plan is being developed, the contractor will also start communicating the whale watching work of the IWC via some “low hanging fruit” communications platforms. The contractor will, *inter alia*:
 - (i) Set up social media accounts for the SC/CC whale watching bodies (WW and SWG WW);
 - (ii) Prepare social media output promoting SC/CC products (e.g., Handbook, General Principles when finalised, SC annexes, recommendations);
 - (iii) Promote the above products to relevant podcasts—podcasts are currently one of the leading formats through which the public gain information; and
 - (iv) Edit relevant Wikipedia pages to include links to the Handbook and the General Principles when finalised—Wikipedia is a major medium through which the wider public obtain information.

The contractor should be a science communications specialist, with several years of professional experience in the field of communications (including social media, video and podcasting) and should ideally have experience with: (a) marine mammal science and (b) whale watching and/or sustainable tourism. An ability to speak in a second language would be desirable.

(D) SUGGESTIONS FOR OUTREACH

Please, note that successful proponents will be requested to produce ad hoc material that will be used by the IWC Secretariat for dissemination and outreach.

See above.

6. TIMETABLE FOR ACTIVITIES AND OUTPUTS

Specify the timetable for project activities and expected outputs separately. For projects with multiple distinct elements please indicate interim goals and timeframes. Add as many rows as you need to the tables below. If publications are an expected output please note whether you will submit the manuscript to the IWC's Journal of Cetacean Research and Management.

Activity to be undertaken	Key person(s)	Start(mm/yy)	Finish (mm/yy)
Set up social media accounts for the SC WW and CC SWG WW	Contractor	1/23	1/23
Produce whale watching content on social media sites including TikTok, Instagram, Twitter, Facebook, Weibo, LinkedIn and YouTube	Contractor	1/23	12/24
Edit Wikipedia pages to add links to Handbook and other products	Contractor	1/23	12/24
Sponsor podcast episodes advertising the Handbook, WW activities and case studies	Contractor	1/23	12/24
Produce a whale watching communications plan, in conjunction with SC steering group	Contractor	1/23	5/23
Present the communications plan to the SC	Contractor	5/23	5/23
Develop communications products outlined in the communications plan	Contractor	5/23	12/24

Expected outputs	Completion date (mm/yy)
WW Sub-Committee and CC Standing Working Group on WW accounts on TikTok, Instagram, Twitter, Facebook, Weibo, LinkedIn and YouTube	12/24
~400 posts highlighting Handbook pages and WW reports across multiple platforms	12/24
Min 15 sponsored podcast episodes on key marine podcasts	12/24
As many Wikipedia pages as can be identified edited to add links to Handbook, General Principles, sustainable whale watching case studies and other SC/CC products	12/24
Communications plan and budget	5/23

7. RESEARCHERS' (OR STEERING GROUP) NAME(S) AND AFFILIATION

Please, also specify if the project team has any direct connection (e.g. same research group or institute, collaborator on common project) with people involved or likely to be involved in taking the funding decision (e.g. IWC SC heads of delegations, SC convenors, etc.). Add as many rows as you need to the table below.

Name	Affiliation	Connection with decision
Parsons	Convenor, Invited Participant, Exeter University, UK	none
Rose	Invited Participant, WW rapporteur, Animal Welfare Institute, USA	none
Smith	Invited Participant, George Mason University, USA	none

8. TOTAL BUDGET

Breakdown into: (1) salaries/wages (include name/position of each individual and breakdown of time and duties); (2) travel/subsistence expenses (breakdown by person and justification) unless for IPs for workshops where a total estimate based on an average for the total number of IPs is acceptable; (3) services (e.g. aircraft/vessel time, consultancy fees, ARGOS fees, etc.); (4) reusable capital equipment (e.g. reusable equipment such as a hydrophone, cameras, etc. Note that this equipment will have to be registered at the IWC Secretariat and will remain property of the IWC at the end of the project), (5) expendable capital equipment (e.g. consumables, tags, stationery), (6) shipping costs, (7) insurance costs, (8) in kind co-funding (specify whether other funding is available for personnel/name, equipment, venues, etc.). Note that "Overheads" are not admissible. Add as many rows as you need to the table below.

Type	Detailed description	Cost in GB pounds
(1) Salaries (by person)	Social media campaign (1 day per week@150/day) Write communication plan	15,600 (two years) 1,500 (2023)

(2) Travel/subsistence (by person or est. total for IPs)		
(3) Services (by item)	Min 15 sponsored podcast episodes (@230/episode)	3,450 (two years)
(4) Reusable equipment		
(5) Consumables		
(6) Shipping (by Item)		
(7) Insurance (by item)		
(8) Co-funding		
(9) Other	Misc communications plan materials (e.g., flyers, brochures)	2,000 (two years)
Total		£22,550 (2023)
		£21,050 (2024)

9. DATA ARCHIVING/SHARING

Please state your plans for data archiving and sharing. Note that data collected primarily under IWC grants are considered publicly available after an agreed period of time for publication of papers, usually about two years. The work of the IWC depends on the voluntary contribution of data to the various databases and catalogues IWC supports. Please consult the Secretariat (secretariat@iwc.int).

None, although all social media posts and podcasts would remain available

10. PERMITS (PLEASE TICK)

Do you have the necessary permits to carry out the field work and have animal welfare considerations been appropriately considered?	
Do you have the appropriate permits (e.g. CITES) for the import/export of any samples?	

If 'Yes' please provide further details and enclose copies where appropriate: