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## PROJECT PROPOSAL REQUEST

### 1 . PROPOSAL TITLE

*Scientific Committee Communications Initiative.*

### 2 . BRIEF OVERVIEW OF THE PROPOSAL AND ITS EXPECTED OUTCOME

*The overall objective of the SC Communication Initiative is to develop a range of new communication tools and material tailored to IWC Commissioners. The main products proposed are an engaging, image rich summary document, an audio-visual presentation totally 40-60mins, a 'face-to-face science hub' including free-standing display panels, and a series of factsheets.*

*The aims of the initiative include improving the SC's ability to communicate its work programme, primarily to the Commission in order to inform their decision-making , highlighting concerns regarding species or stock status , encouraging greater interaction between the Commission and the SC, and reinforcing support for the work of the SC and importance of adequate resourcing.*

*These resources would also enable the SC to communicate more effectively with the media and public.*

### 3 . RELEVANT IWC SCIENTIFIC COMMITTEE GROUPS OR SUB-GROUPS

*The Communications Initiative would involve and benefit all SC Groups and Sub-Groups by providing an opportunity to highlight and explain elements of their work programme to the Commission and also more widely to media and the public.*

### 4 . TYPE OF PROJECT (PLEASE TICK)

Research project	
Modelling	
Workshop/meeting	
Database creation/maintenance	
Compilation work/editing (e.g. on whalewatching regulations, SOCER, etc.)	
Other (please specify below)	Y
The Communications Initiative is an outreach and awareness-raising programme, primarily aimed at the Commission.	

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

**(A) BACKGROUND, RATIONALE, AND RELEVANCE TO THE PRIORITIES IDENTIFIED BY THE IWC SCIENTIFIC COMMITTEE:**

*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.*

The Communications Initiative was first proposed during the IWC68C plenary, in recognition of the need (also flagged by the Governance Review process) to improve links and communication between the SC and the Commission.

**(B) SPECIFIC OBJECTIVES OR TOR AND DELIVERABLES/OUTCOMES:**

- Objectives: improve the SC's ability to communicate its work programme, recommendations, and issues of concern accurately and understandably to the Commission.
- Deliver key technical information required to inform Commission's decision-making in a format that is appropriate to a non-science audience.
- Showcase specific bodies of work conducted by the SC.
- Highlight concerns regarding the status of specific species or stocks.
- Encourage greater interaction between Commissioners and the SC
- Reinforce support for the work of the SC, its value to the Commission, and the importance of adequate resourcing.
- Communicate the importance of scientific contributions and resourcing from IWC member governments and others to the SC.

**Deliverables:**

- engaging, image rich summary document,
- an audio-visual presentation totally 40-60mins
- a 'face-to-face science hub' including free-standing display panels
- a series of factsheets.

**(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).*

The feedback received on the proposal presented at IWC68 will be carefully considered before the any components of that proposal are agreed and a workplan is developed.

**(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.*

**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)

Expected outputs	Completion date (mm/yy)

## 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
Please note this list is subject to amendment following assessment of feedback		
Alex Zerbini		Proponent
Lindsay Porter		Proponent
Chris Parsons		Proponent
Meike Sheidat		Proponent
Thomas Nelson		Proponent
Mike Double		Proponent
Iain Staniland		Proponent
Kate Wilson		Proponent

**8 TOTAL BUDGET**

PROJECT BUDGET					Please indicate when funds will be needed		Co-funding funds only
	Description	Cost per unit £GBP	Number of units	Total Cost £GBP	2023 £GBP	2024 + £GBP	Co-funding £GBP
(1) Salaries (by person)							
(2) Travel/subsistence (by person or est. total for IPs)							
(3) Services (by item)							
(4) Reusable equipment							
(5) Consumables							
(6) Shipping & Customs (by Item)							
(7) Insurance (by item)							
(8) Other						7500	
<b>TOTAL</b>						7500	

Co-funding Memo:

Source	Purpose of Funding	Cost £GBP	Secured/Tentative?
<b>TOTAL</b>			

Total value of project:		Cost £GBP
Funds requested from IWC		7500
Co-funding		
<b>TOTAL</b>		7500

## 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](mailto:secretariat@iwc.int)).

## 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: