

More Fish Scotland campaign - gaining local business support

Many thanks for offering to help our campaign by showing the support of your local chippie, fish restaurant or fish monger – or any local business that depends on a long-term future for healthy fish stocks in our seas.

We want to get as many local fish-related businesses on board as we can, to demonstrate the broad support we have in Scotland for reforming European fishing law.

For more information visit www.wwfscotland.org.uk/morefish

Here's what you need to do:



1. Ask your local business if they would like to take part (see the end of this briefing for what you could say). If they agree, arrange a time and date for the photo to be taken.
2. Request the More Fish prop – email Julie Stoneman, WWF Scotland Public Campaign Manager on jstoneman@wwfscotland.org.uk or call 01350 728200.
3. Take the prop to your local business on a nice sunny day if possible and take a photo of a representative of the business with the prop in a place that represents the establishment.

The photo needs to be:

- Portrait
- Clear pic of owner looking happy or engaged
- The person/people in the photo should take up most of the space in the photo (little space above or below him/her)
- The prop is horizontal and preferably entirely in the pic
- Where possible the background should indicate which business it is
- There should be nothing distracting in the background (e.g. rubbish, other people, etc)

Other things to think of:

When you're taking the photo, ask yourself "what story does this picture tell?" and if the answer is very clearly "This business supports WWF's More Fish campaign" then you're on.



It's much easier to take pics outside - light is always much better. Inside shots may work - but best take some outside ones too if it's not bucketing/not possible.

It's much better to approach your local establishment rather than their head office – you're much more likely to get them on board.

While you're there please ask:

- The name of the business (as they'd like it to appear on the poster)
- How many posters they would like (A3 or A4) and/or if they would like a pdf of the poster to be emailed to them
- The postal and/or email address to send the poster to, and who to send it
- If they are happy with us using the photo/name of their business on WWF Scotland's website or Facebook page
- If they can promote our campaign in any other ways (apart from the poster) – e.g. in their newsletter, on Facebook or their website.

Then what to do?

Email your photos to jstoneman@wwfscotland.org.uk with the details above. We'll put the pictures in posters and send them to the business.

Send back the prop to:

FREEPOST RRXR-SXGG-HXTB
WWF Scotland
Little Dunkeld
Dunkeld
Perthshire
PH8 0AD

Have a look on Facebook for your photos! www.facebook.com/wwfscotland

Examples of how the poster looks (size can be A4 or A3)



The poster for Anstruther Fish Bar features the WWF logo and the text "Anstruther Fish Bar supports MORE FISH for healthy seas". Below this is a photograph of three people standing in front of the shop entrance. A sign above the door reads "WINNER UK FISH & CHIP SHOP OF THE YEAR 2008 - 2009 www.anstrutherfishbar.co.uk". One of the people is holding a blue fish-shaped sign that says "I support MORE FISH for healthy seas".

We're proud to support WWF's "More Fish" campaign to bring an end to overfishing, for a long term future for our fishing industry and healthy seas in which wildlife can thrive.

Please add your name to WWF's petition calling for reform.
www.wwfscotland.org.uk/morefish



The poster for Ee-Usk features the WWF logo and the text "Ee-Usk supports MORE FISH for healthy seas". Below this is a photograph of three people standing in front of the shop entrance. They are holding a large blue fish-shaped sign that says "I support MORE FISH for healthy seas".

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Information to tell local businesses

I'm contacting you to ask if you would like to demonstrate your business' support for WWF's More Fish campaign – a European-wide campaign to reform the Common Fisheries Policy (CFP). All we're asking for is a photo!

The CFP is legislation which controls fishing in European waters – but has led to overfishing and widescale discards.

If we can fix the CFP everyone will benefit – from fishermen to the people who like to eat fish, from the big retailers to local businesses like yours. WWF wants to show the breadth of support for reform to the decision-makers, so we're involving members of the public, politicians, and local businesses. You can find more information at www.wwfscotland.org.uk/morefish.

How do you get involved?

It's very simple. We'd like to you to demonstrate your support through a photograph of you with our More Fish prop at your business premises. I'll come to your premises at an agreed time with the prop to take a photo.

We can put the photo in a special poster which you can display on your premises, and WWF Scotland will promote your involvement to their supporters through their website and Facebook page.

Why would you want to get involved?

Fisheries make up a substantial part of the Scottish coastal economy, so it is in Scotland's interests to ensure that the reform of the CFP improves the health of our marine environment and gives a long term future to the Scottish fishing industry.

If the CFP isn't fixed, there will be no long term future for the fishing industry. With 70% of assessed fish stocks in European waters over-fished, we need urgent reform. By demonstrating your support for our campaign in this simple way, you'll help us paint the picture of widespread support in Scotland for strong reform of the CFP.

What if I'm not actively buying fish from sustainable sources?

While of course we would encourage you to buy from sustainable sources where possible, this campaign is not aimed at the consumer – it's aimed at the politicians who govern how fishermen can fish. If the CFP could be reformed to stop overfishing and reduce discards, all the fish you buy should theoretically come from sustainable sources. By supporting this campaign, you're demonstrating your desire for change so that your business has a long-term future.

Why is WWF so interested in the fishing industry?

WWF and the fishing industry want the same thing – perhaps for different ultimate reasons. The fishing industry want a long term future. WWF wants healthy seas teeming with wildlife – including More Fish!

Need more information?

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