The 2015 Arctic Marine Strategic Plan calls for the development of a communication plan to support the understanding and involvement in the implementation of the AMSP 2015-2025 and its 40 strategic actions.

The AMSP covers all Arctic marine areas and relates to all key activities affecting Arctic marine ecosystems, including coastal zones, river basins, and other marine areas that are connected to the Arctic marine environment. The AMSP addresses stressors, key activities affecting Arctic marine ecosystems, and other issues that are connected to human interactions.

The AMSP was approved in April 2015 at the 9th ministerial meeting in Iqaluit, Canada.
Goal of the Communication Plan

OBJECTIVES

- Explain the origins and implementation activities associated with the AMSP.
- Provide a "big-picture" view that places the AMSP into the context of observed changes and emerging issues of the Arctic marine environment.
- Encourage participation of members of the target audiences.
- Provide plain language information about the AMSP.
- Ensure that Arctic residents have access to all relevant information and participation from all parties.
- Effectively manage communication associated with the AMSP.

The AMSP 2015-2025 and its 40 strategic actions were approved in April 2015 at the Arctic Council Ministerial meeting in Iqaluit, Canada. The AMSP was subsequently uploaded to the PAME website and the Arctic Council website. News reports were written about the release and it was advertised on the PAME Facebook page.

Further communication of the AMSP should be undertaken in the short term to take advantage of the current high level of regional and international interest in the Arctic Ocean. This should be done by national governments as well as independent organizations. Working groups and other bodies of the Arctic Council should be involved in the AMSP Facebook page.

To provide clear, thorough information about the AMSP and its 40 strategic actions to residents and parts of the world in general, and encourage input and participation from all Arctic residents and communities and other parts of the Arctic, the Arctic Ocean, and other regions of the world.

Timing of Communication Plan

The Arctic Council and other Arctic stakeholders' working groups and other bodies of the Arctic Council should be involved in the AMSP Facebook page.
There are several distinct stakeholders in the Arctic who are interested in information related to the Arctic Ocean. The people living in the Arctic and all people at a global scale are included in addition to e.g. national governments, international organizations, local governments and Arctic residents. The different stakeholders have varying knowledge about the current status of the Arctic Council efforts to protect the marine environment and those engaged in the Arctic region, while increased activity and mobility are the result of activities outside the Arctic region, which increases uncertainty about the health and well-being of the marine environment.

From a public perspective, great attention has been paid to the following:

**Social, environmental, and economic changes occurring in many Arctic societies**: The culture and ways of life of people in the Arctic, including notably indigenous peoples, are expected to change in the coming decades. These changes can be expected to affect human health and the health of the marine environment.

**Climate change**: Arctic ecosystems are changing rapidly as a result of climate change and human activities with effects both within and outside the Arctic region. These changes can be expected to affect human health and the health of the marine environment.

**Increased economic activity**: Arctic ecosystems are changing rapidly as a result of economic activities, both within and outside the Arctic region. These changes can be expected to affect human health and the health of the marine environment.

**Ocean acidification and long-range transport of pollution**: Arctic ecosystems are changing rapidly as a result of economic activities, both within and outside the Arctic region. These changes can be expected to affect human health and the health of the marine environment.

**Increasing economic activity**: Arctic ecosystems are changing rapidly as a result of economic activities, both within and outside the Arctic region. These changes can be expected to affect human health and the health of the marine environment.
One of the priorities of the implementation of AMSP is to inform Arctic residents about key issues and actions being taken to address them. PAME and other Arctic Council studies have shown that Arctic residents are deeply concerned about the sustainability of the Arctic Ocean and every effort should therefore be put on communicating AMSP issues accordingly. The AMSP will therefore be communicated in a way that is accessible to Arctic residents and other stakeholders interested in the Arctic marine environment. Communications tools should be developed with the attention to the various languages, literacy and cultural profiles of target audiences through the use of various multimedia formats.
AMSP Strategic Actions include:

- Improve knowledge and understanding of the Arctic Marine Environment
- Strengthen scientific cooperation and joint monitoring among Arctic states
- Implement and comply with Applicable international/Regional Commitments
- Apply an Ecosystem Approach to Management
- Promote safe and sustainable use of the marine environment, taking into account cumulative environmental impacts
- Enhance the economic, social and cultural well-being of Arctic inhabitants, including Arctic indigenous peoples and strengthen their capacity to adapt to changes in the Arctic marine environment
- Support Communication, Reporting and Outreach

The Arctic Council’s vision for the Arctic Marine Environment is:

Healthy, productive, and resilient Arctic marine ecosystems that support human well-being and sustainable development for current and future generations.

 realize the Arctic Marine Environment

Communications of the Arctic Marine Environment, GOALS, and Strategic Measures

Key Messages

AMSP Strategic Actions include:

- Support Communication, Reporting and Outreach
- Enhance the economic, social and cultural well-being of Arctic inhabitants
- Promote safe and sustainable use of the marine environment, taking into account cumulative environmental impacts
- Apply an Ecosystem Approach to Management
- Strengthen scientific cooperation and joint monitoring among Arctic States
- Improve knowledge and understanding of the Arctic Marine Environment

Communication of the AMSP will highlight the vision, goals and strategic measures set out in the AMSP as follows.
Media coverage and other reports that result from the AMSP will be monitored by the PAME Secretariat to assist in evaluating the effectiveness of communication efforts. Media analysis reports will be provided accordingly to the Senior Arctic Officials of the Arctic Council in collaboration with other working groups and the communication and outreach group of the Arctic Council Secretariat. This communication plan may be periodically reviewed and updated by PAME in collaboration with the Arctic Council Secretariat and other Arctic Council working groups and outreach groups.

The following products and activities will assist in the communication of the AMSP:

**AMSP Brochure:** A key communication product, available on the PAME website and easily distributed via e-mail.

**Factsheets:** On relevant products concerning AMSP, including Large Marine Ecosystems and Arctic shipping.

**Outreach activities:** Will be conducted by national governments and other Arctic Council initiatives related to the Arctic marine environment.

**Social media:** PAME is strengthening its social media presence and is an important venue for communication. Social media activities will be conducted by national governments and other Arctic Council initiatives related to the Arctic marine environment.

**Webpages:** Communication will take place through the PAME website and PAME Facebook Page and Twitter.

**Outreach activities:** Will be conducted by national governments and other Arctic Council initiatives related to the Arctic marine environment.

**AMSP brochure:** A key communication product, available on the PAME website and easily distributed via e-mail.