



STOP FUNDING OVERFISHING

Global digital campaign to end harmful subsidies

November 2–December 4, 2020

www.stopfundingoverfishing.com



One third of the world's fish stocks are overexploited. Our ocean is already suffering.

Billions of dollars in government subsidies just encourage more fishing—but we have an opportunity now to **end harmful subsidies**, helping people and the planet while meeting the deadline for an SDG target.

Countries have until 2020 to reach a WTO agreement that would stop harmful fisheries subsidies. We are now going into the final 25 days of negotiations—if countries can't put their differences aside, the deal may fall through. We need your help to ensure success.



What is happening now at the WTO?

In 2015, world leaders committed under Sustainable Development Goal 14 Target 6 to reach an agreement at the WTO to end harmful fisheries subsidies by 2020. Despite March to June delays due to COVID-19, negotiations resumed in the fall of 2020 after Ambassador Santiago Wills released a draft text in the summer. **Members are now closer to a deal than they have been in more than a decade.** And this time, the fisheries subsidies negotiations are a stand-alone topic rather than part of a complex package, which enhances the possibility of a successful agreement.

The WTO can take a decision in December that will meet an important SDG target, achieve something positive and lasting for people and the planet and set a new tone and approach for how we move beyond 2020. This is an opportunity that should not be wasted.

STOP FUNDING OVERFISHING

Our Goal

The **#StopFundingOverfishing** campaign aims to support and advocate for a successful agreement by WTO members to tackle harmful fisheries subsidies, through public calls to action that will raise awareness and mobilize political will.





Campaign Idea

In its 25th year, the WTO has the opportunity to herald a new and better era for people and planet, and in doing so, reach an SDG 14 target before deadline.

There are 25 days of negotiations left in which negotiators can turn around the fisheries subsidies problem. Our digital campaign will feature **25 reasons** to make this deal happen alongside supporters who will give a face to this issue and show why it is critical for all.

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Campaign Idea

The #StopFundingOverfishing campaign will be built around:

- 25 reasons to reach a deal on fisheries funding that benefits people and the planet
- The faces of those who support the agreement from many different perspectives (e.g. fisherpeople; consumers; businesspeople; governments; ocean advocates and citizens)

25 reasons to reach a deal

In its 25th year, the WTO has the opportunity to herald a new and better era for people and planet, and in doing so, reach an SDG 14 target before deadline.

WTO negotiators have 25 working days between the start of the third meeting cluster on Monday, November 2 and end of the fourth and last cluster of 2020 on Friday December 4 to reach an agreement to end harmful fisheries subsidies by the end of the year.

As the 25-day countdown kicks off, each day we give the WTO one more reason to reel in a deal.

Reason 6

Stop worrying decline in stocks



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Matthew Salmon
Lorem Ipsum Organization



SHARE THIS MESSAGE

STOP FUNDING OVERFISHING

DISCOVER MORE REASONS



STOP FUNDING OVERFISHING

Tagline & Hashtag

WTO, end subsidies that drive overfishing.
The cost of inaction is too high.

#StopFundingOverfishing

On Twitter:

@wto

@WillsSantiago

On Facebook:

@worldtradeorganization



STOP FUNDING OVERFISHING

165 organizations around the world have signed a [statement](#) urging world leaders to reach a WTO deal to help save our ocean.





Campaign dates: November 2 to December 4, 2020

Why is timing so important?

There are 25 working days between the start of the third meeting cluster on Monday, November 2 and end of the fourth and last cluster of 2020 on Friday December 4.

These 25 days will be a critical time in which negotiators will have the opportunity to achieve consensus and make a deal possible, reaching an agreement and delivering on SDG 14 Target 6 by the 2020 deadline.



How can you support the campaign?

3 Easy Steps



1. Share campaign content on your social media

Publish daily campaign content on your social media channels over the 25 campaign days and amplify others' posts on social media using the hashtag #StopFundingOverfishing. You can receive campaign content via email updates or visit our social media sharing space online to find the best, latest content for your organization.



2. Publish campaign updates daily

Every working day between November 2 and December 4, our team will be sending short campaign updates with content and quotes built around our 25 reasons to reach an agreement. Create a living blog post on your website that can be updated daily with the latest content. Or post a video or photo (instructions are at the end...).



3. Send a letter to a fisheries/environment/trade ministry in your country

Write to a relevant ministry in your country. Our team will share a letter template that you can easily tailor for local advocacy.



If you want to create a photo or video, follow these steps... and then post with **#StopFundingOverfishing !**

STOP FUNDING OVERFISHING

Step 1: Photo

Provide 2 photos of yourself (1 square and 1 horizontal) holding up a sign that says #StopFundingOverfishing.



STOP FUNDING OVERFISHING

Step 2: Video

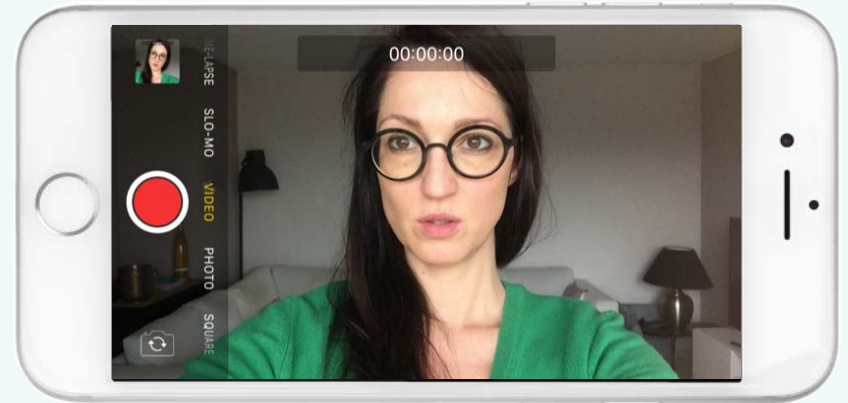
Record a video talking about how improving fisheries subsidies rules would benefit you and the planet.

SCRIPT

My name is [xxx]. I'm [insert title here].

I'm asking WTO members to help people and the planet by ending subsidies that drive overfishing, because [insert reason here].

Stop funding overfishing.



Format: horizontal, 16:9

Max length: 1 min.

The logo features a solid teal vertical rectangle on the left side. To its right, the words "STOP", "FUNDING", and "OVERFISHING" are stacked vertically in a bold, dark blue, sans-serif font.

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