



Launching of LDAC Website 4.0

Features and functionalities

LDAC Executive Committee

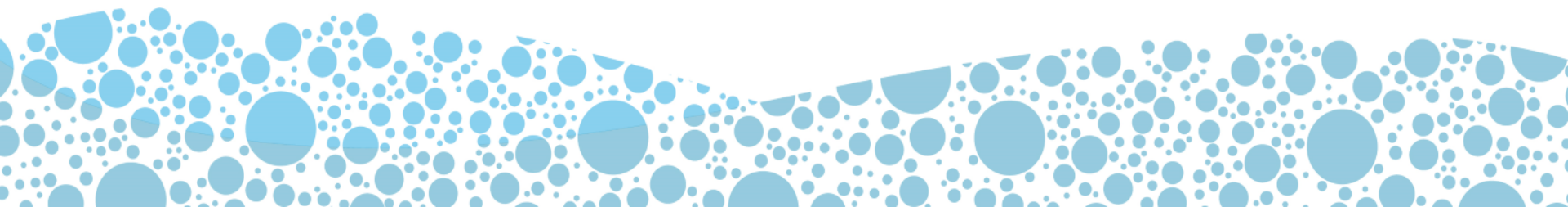
Hotel Miguel Angel

Madrid, 25 November 2015





The “LDAC Web” boat has been repaired, revamped and back into business!





General features of New Website

- Design visually attractive and “neat”
- Adaptive and flexible technology
- Easy to navigate - simplified menus
- “Building blocks” structure: new functionalities
- Integration in broader professional networks (Chil)
- Multilanguage platform
- Presence in social networks / media:
Twitter, Facebook, Google+, LinkedIn



IT Platform: Chil.me

- IT company promoted by UPM (University of Madrid) and funded under a R&D initiative sponsored by MAGRAMA
- A communication and knowledge platform built for the primary sector (agriculture, environment and fisheries)
- Open, free and collaborative resource – pooling together digital content for several virtual communities
- Reaches wider audience for social networks
- 3 years of infrastructure and web development work;
- Innovative and flexible portal that allows custom-made web design and functionalities
- Enhanced security (daily backup, cloud storage...)



Report on Work in 2015

NEW WEBSITE LIVE AND OPERATIONAL SINCE 20 NOVEMBER 2015

- 1st half (January-June): Regular meetings LDAC Secretariat - web developers: shaping visual design, defining content and categories, fine tuning functionalities, and starting migration of old content with no loss of data/information.
- 2nd half (July-November): Review of mockups, populating information (About us / Members / Legislation), general testing, snag fixing and learning how to manage the web from the admin site (training).
- **Pending issues for December 2015/January 2016:**
 - Meetings page: develop a calendar outlook for viewing meetings.
 - Publications page: refine tags and years for search engine (2014-2015 completed; archive 2009-2013 in progress)
 - Audiovisual material: Photo Gallery and YouTube Video Channel
- **Possible extra features (2016 budget depending)**: specific phone app, e-newsletter, private area for consultations, online registration forms to meetings, pay gateway...)



ABOUT MEMBERS MEETINGS ADMINISTRATION PUBLICATIONS NEWS CONTACT

'LDAC CONFERENCE on External Dimension of the CFP'

SAVE THE DATE!

Free registration
Limited places!

Welcome to LDAC

The Long Distance Fleet Advisory Council (LDAC) is an EU fisheries body representing stakeholders of both the fishing sector (including catching, processing and marketing sectors, and trade unions), and other groups of interest (environmental NGOs, consumers and civil society). It is currently composed by more than 50 members from 12 EU coastal Member States. It is recognised in the CFP Regulation (UE) No 1380/2013 as an organization aiming a European Interest.

Its mission is to provide advice to the European Institutions (Commission, Council and Parliament) and EU Member States on matters related to Fisheries Agreements with Third Countries, relations with Regional Fisheries Organizations (RFOs) in which the EU is a signing party, or with international organizations in whose waters the Community Fleet is

WE WANT YOU TO FIND ALL RELEVANT CONTENT AT A GLANCE!



Core sections: Meetings

Calendar view for meetings by years coming soon

The screenshot shows the LDAC website with a search filter on the left and a list of meetings on the right. The search filter includes fields for 'Title', 'All years', and 'All categories', with a 'Search' button. The meeting list includes the following entries:

| Date | Meeting Name | Time | Location |
|--------|---------------------|---------------|--|
| 25 NOV | Executive Committee | 09:30 - 17:30 | Hotel Miguel Angel, Calle Miguel Ángel, Madrid, España |
| 26 NOV | Executive Committee | 09:30 - 17:30 | Hotel NH Eurobuilding, calle padre damian 23 madrid |
| 22 OCT | Working Group 2 | 14:00 - 18:00 | Boulevard deCharlemagne 80, Bruselas |
| 22 OCT | Working Group 5 | 09:00 - 13:00 | Boulevard de charlemagne 80, Bruselas |
| 21 OCT | Working Group 1 | 14:30 - 18:30 | Boulevard de Charlemagne 80, Bruselas |
| 21 OCT | Working Group 4 | | |



Core sections: Publications

New tool: Browser by years and categories (alone or combined)

← → ↻ ↕ ldac.eu

Aplicaciones ★ Bookmarks 🌐 Wordle - Beautiful ... 📄 Chil, conocimiento e... 🇪🇺 EPSO - EU Careers 📖 Diccionario Especies... 🇪🇺 Commission at Wor... 🌐 English to French, It... 📄 IATE - The EU's mult... 🇳🇴 Welcome to the Nor... 📄 The Methodological...

 LDAC
Long Distance Advisory Council

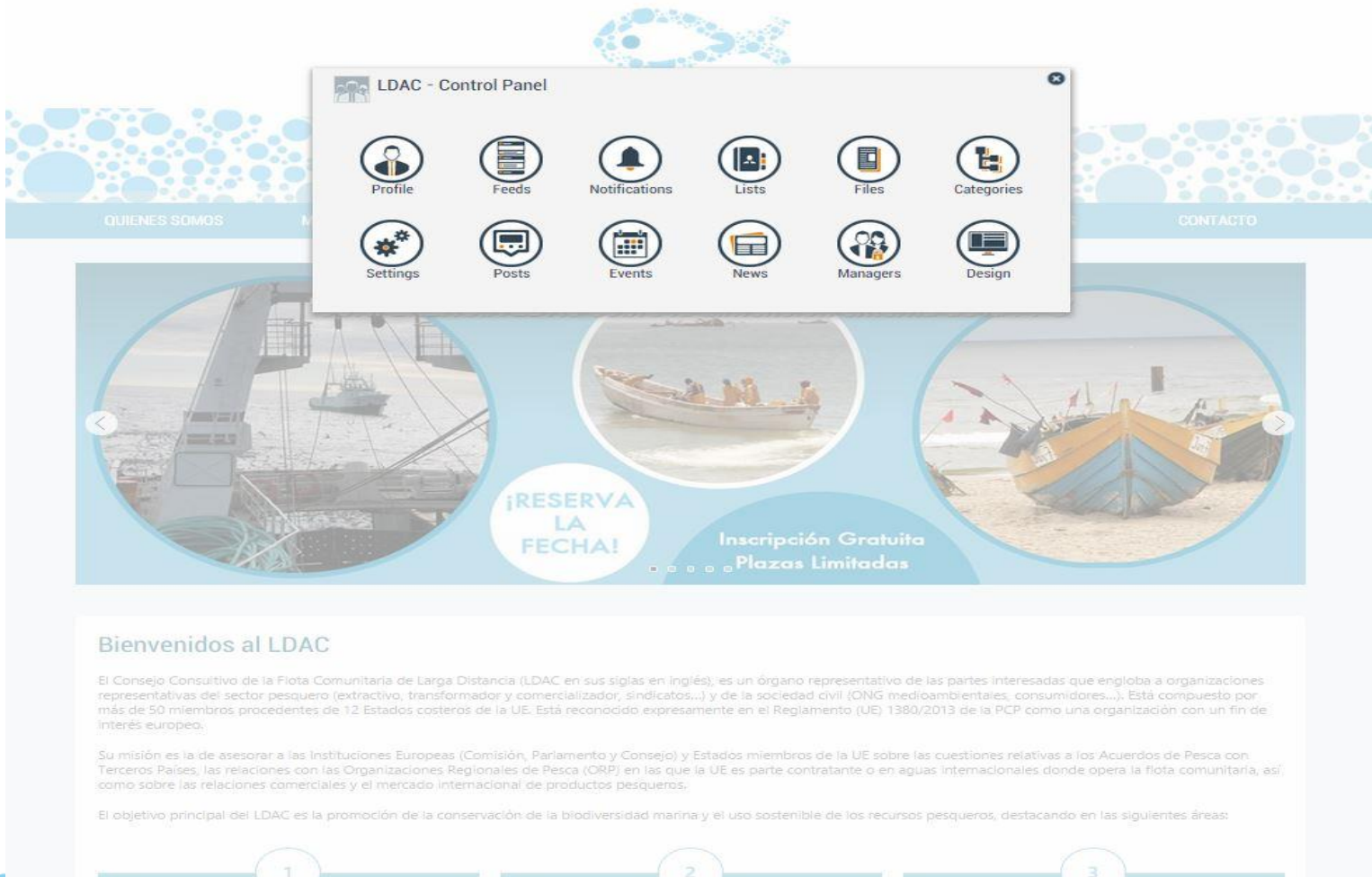
ES EN FR

QUIENES SOMOS MIEMBROS REUNIONES ADMINISTRACIÓN PUBLICACIONES NOTICIAS CONTACTO

Título Todos los años Todas las categorías Buscar

Publicaciones

-  **Dictamen LDAC sobre la gestión del patudo en el Atlántico R-04-15/WG1**
2015
Recomendaciones
-  **Dictamen LDAC sobre asesoramiento evaluación de poblaciones y oportunidades pesqueras para 2016 NAFO R-03-15/WG2**
2015
Recomendaciones
-  **REGLAMENTO (UE) 2015/812 DEL PE Y DEL CONSEJO de 20 de mayo de 2015 por el que se modifican los Reglamentos (CE) no...**
2015
-  **Respuesta Comision dictamen sobre Filipinas(R-01-14/WG5)**
2014
Respuestas
-  **Respuesta Comision dictamen reunión anual NAFO R-04-14/WG2**
2014
Respuestas
-  **Respuesta Comisión carta sobre la coherencia de políticas para el desarrollo y la pesca(Océano Atlántico)**
2015
Respuestas



The screenshot displays the LDAC Admin site interface. A central control panel is overlaid on the page, featuring a grid of icons for various administrative functions: Profile, Feeds, Notifications, Lists, Files, Categories, Settings, Posts, Events, News, Managers, and Design. The background shows a website layout with a navigation bar containing 'QUIENES SOMOS' and 'CONTACTO'. Below the navigation is a large banner with three circular images of fishing boats and a central text box that reads '¡RESERVA LA FECHA!' and 'Inscripción Gratuita Plazas Limitadas'. The main content area below the banner is titled 'Bienvenidos al LDAC' and contains introductory text about the organization's mission and objectives.

LDAC - Control Panel

- Profile
- Feeds
- Notifications
- Lists
- Files
- Categories
- Settings
- Posts
- Events
- News
- Managers
- Design

QUIENES SOMOS

CONTACTO

¡RESERVA LA FECHA!

Inscripción Gratuita
Plazas Limitadas

Bienvenidos al LDAC

El Consejo Consultivo de la Flota Comunitaria de Larga Distancia (LDAC en sus siglas en Inglés), es un órgano representativo de las partes interesadas que engloba a organizaciones representativas del sector pesquero (extractivo, transformador y comercializador, sindicatos...) y de la sociedad civil (ONG medioambientales, consumidores...). Está compuesto por más de 50 miembros procedentes de 12 Estados costeros de la UE. Está reconocido expresamente en el Reglamento (UE) 1380/2013 de la PCP como una organización con un fin de interés europeo.

Su misión es la de asesorar a las Instituciones Europeas (Comisión, Parlamento y Consejo) y Estados miembros de la UE sobre las cuestiones relativas a los Acuerdos de Pesca con Terceros Países, las relaciones con las Organizaciones Regionales de Pesca (ORP) en las que la UE es parte contratante o en aguas internacionales donde opera la flota comunitaria, así como sobre las relaciones comerciales y el mercado internacional de productos pesqueros.

El objetivo principal del LDAC es la promoción de la conservación de la biodiversidad marina y el uso sostenible de los recursos pesqueros, destacando en las siguientes áreas:

- 1
- 2
- 3

Communications Policy: Work overview in 2015 Proposal for a Plan of Action

**LDAC Executive Committee
Madrid, 25 November 2015**





Communications Policy: Mission and Values

The LDAC Secretariat seeks to raise the institutional profile and corporate reputation of the organisation by increasing the visibility of the LDAC work.

The target audience is not constrained to the fishing sector but also to a broader public (governmental authorities, academics, scientific researchers, representatives of civil society...)

KEY MESSAGES

The role of the LDAC in articulating stakeholders collaboration and engagement is beneficial for:

Promoting dialogue and transparency in EU decision making

Enhancing Good Governance and responsible fisheries management

Concealing biological and environmental objectives

with socio-economic sustainability of fishing activities



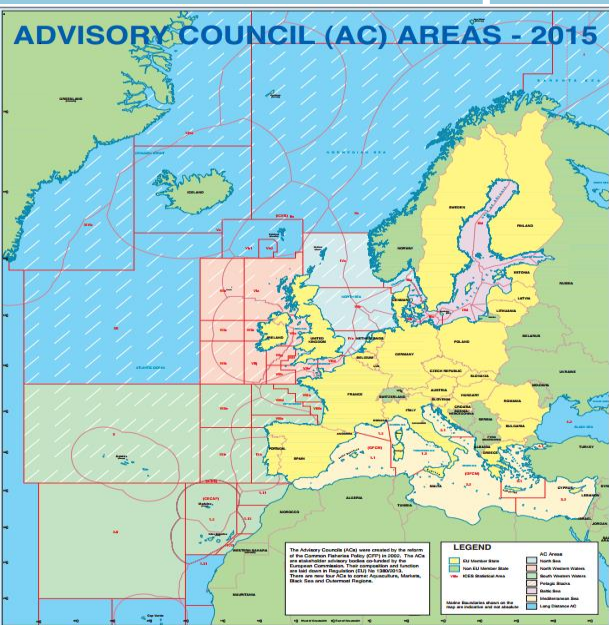
Strategic Plan of Action (SPoA)

- To achieve this goal, a number of specific actions have been developed by the Secretariat as a “Plan of Action”, namely:
 1. Increasing presence in media (through issue of periodic PR, finding key media correspondents, participating in events.
 2. Improving background info and quality of content displayed on the website for public in general
 3. Being proactive in social networks (i.e. Twitter, Linkedin, Youtube)
 4. Joining to the EU Public Register of Transparency (Oct 2015):
<http://ec.europa.eu/transparencyregister/public/consultation/displaylobbyist.do?id=905805219213-67>
 5. Updating publications and books (e.g. Tuna FADs management)
 6. Producing corporate material (e.g. Inter AC Map, institutional brochure, infographics...) and merchandising (USB, office stationery, cases...)



LDAC

First steps: Implementing Communications Plan



DIALOGO ENTRE EL LDRAC Y LA COMHAFAT/ATLAFCO

MEJORANDO LA BUENA GOBERNANZA Y LA TRANSPARENCIA EN LA LUCHA CONTRA LA PESCA IUU EN ÁFRICA OCCIDENTAL

Europa.eu Transparency Register

EUROPA > Transparency Register > Search the register

Home About Consult the register Register or update Alerts & complaints EP accreditation Contact us

Return to results list

Profile of registrant

Long Distance Advisory Council / Consejo Consultivo de Flota Comunitaria de Larga Distancia en Aguas Lejanas / Conseil Consultatif de Pêche Lointaine

Identification number in the register: 905805219213-67
Registration date: 15/10/2015 21:32:48

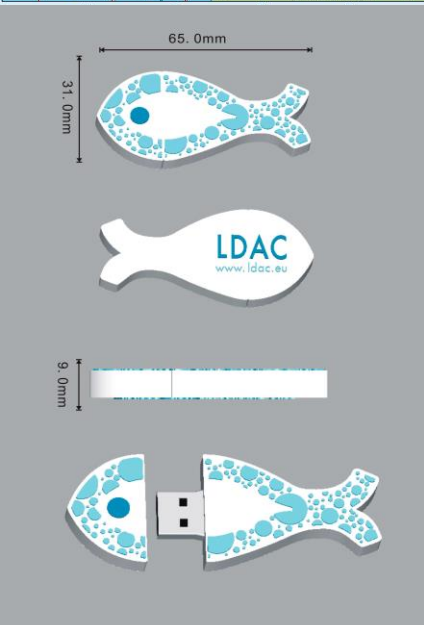
The information on this entity was last modified on: 15/10/2015 21:35:18
The date of the last annual update was: 15/10/2015 21:32:48
Next update due latest on: 15/10/2016

Registrant : Organisation or self-employed individual

(Organisation) name: Long Distance Advisory Council / Consejo Consultivo de Flota Comunitaria de Larga Distancia en Aguas Lejanas / Conseil Consultatif de Pêche Lointaine

Acronym: LDAC - CCPL

Legal status: Association established according to Spanish Law



RECOMMENDATIONS - LDAC CONFERENCE ON EXTERNAL DIMENSION OF THE CFP

| | | |
|---|---|---|
| <p>RECOMENDACIONES CONFERENCIA LDAC ED CFP ES</p> <p>RECOMENDACIONES CONFERENCIA LDAC ED CFP ES</p> | <p>RECOMMENDATIONS CONFERENCE LDAC ED CFP EN</p> <p>RECOMMENDATIONS CONFERENCE LDAC ED CFP EN</p> | <p>RECOMMENDATIONS CONFERENCE LDAC ED CFP FR</p> <p>RECOMMENDATIONS CONFERENCE LDAC ED CFP FR</p> |
|---|---|---|

PRESENTATIONS - LDAC CONFERENCE ON EXTERNAL DIMENSION OF THE CFP

| | | |
|--|--|--|
| <p>Mr. Ment van der Zwan EU Sectoral Social Dialogue Committee on Sea...</p> | <p>Mr. Savouret EFCA - Capacity Building and regional programmes of Monitorin...</p> | <p>Mr. Hermida MAGRAMA - PILARES PARA EL CONTROL DE LAS PESQUERIAS Y...</p> |
| <p>Ms Perret DG MARE EU - The European Union - contribution to the internationa...</p> | <p>Mr. Santiago AZTI - Science-Industry partnerships and collaboration to...</p> | <p>Mr. Renabouh COMHAFAT - CONFERENCE INTERNATIONALE SUR L...</p> |
| <p>Presentation MACAPEL - PARTENARIADO CANARIO-MAURITAN...</p> | <p>Mr. Nouala IUO-IBAR - ENHANCING REGIONAL COORDINATION THE...</p> | <p>Mr. Balguerias IEO - Pruebas científicas que respaldan las evaluaciones de las...</p> |
| <p>Mr. Gueye CAOPA - Sociétés mixtes dans la pêche africaine Quels défis pou...</p> | <p>Mr. Michaud SEYCHELLES - IMPLEMENTING THE EXTEND...</p> | <p>Mr. Moron OPAGAC/AGAC - TUNA TRANSPARENCY INITIATIVE TTI</p> |

LDAC Long Distance Advisory Council

www.ldac.eu

Tweets y respuestas Fotos y videos

LDAC se reinició

EU Maritime & Fish (EU) MAR 18

Infographic: the EU and HCCAT (12) HCCAT2015 isbarkis #BFT #Bafshungu #uma #asorfish #europe #newsroom #mar...

LDAC manage stocks of tuna and tuna-like species in 1985



LDAC International Conference

Las Palmas, 16-17 Sept 2015

Success in terms of PR and Communications

Wide impact and media coverage

- Radio (RNE5, Canarias...) & TV (Antena 3, Agrosfera, TVE Canarias...)
- Press:
 - 3 key media correspondents present (FNI, IP, REJOPRAO)
 - Other media echoing the event (Fishnews.eu, Europea Azul, EFEAgro)
- Social media (Twitter & LinkedIn):
 - Over 100 tweets at @ldac.eu in the 2 days – Hashtags #CFP Reality
 - Compilation / highlight of tweets available here:
<https://storify.com/MindfullyWired/ldac-external-dimension-of-the-cfp>
 - Web Streaming and Footage archive



THANK YOU – ANY QUESTIONS?

www.ldac.eu