

REFUNDAR / Walking the path towards a federal fishing bill

Challenge

Refundar is a Foundation integrated by some of the biggest fishing companies of Argentina, whose main goal is to promote a responsible fishery. Argentina's fishing industry, highly dynamic and export-oriented, was affected by several problems that complicated its development, such as overfishing, clandestine fishing or the illegal delivery of licenses. The biggest challenges were posed by the inaction of authorities and by the lack of a federal bill that provided a legal frame to the activity.

Strategy and Action

Public opinion was unaware of the problem since there was no media coverage of it. There was not, therefore, any pressure on authorities to take action in this matter. Consequently, Infomedia started by developing a media plan to put the issue on the agenda, involve other publics such as unions and NGO's, and nationalize the conflict. The key messages were defined, a spokesperson was trained and a series of press appearances of the Foundation as a referent of the industry were scheduled.

Results

In the first place, thanks to the extensive media coverage obtained, the first goal of nationalizing the conflict was successfully achieved. The issue stayed on the media agenda over a long period and, after several months, the federal fishing bill was finally recently obtained.

