

**MAPPING THE ISSUE:
OVERFISHING**

**EXISTING CAMPAIGNERS
ON THE ISSUE**

What are the existing campaigns and initiatives?
WWF
Marine Stewardship Council
Marine Conservation Society
MarViva
Oceana
Greenpeace

**FOOD BRANDS INTERESTED
IN SUSTAINABILITY**

What campaigns are they planning?
Waitrose
Marks and Spencer
Pret a Manger
McDonalds (surprisingly)

POSSIBLE ADVOCATES

Who can we reach?
Celebrity chefs
e.g. Hugh Fernley-Whittingstall
Round-the-world sailors
TV wildlife presenters
Wildlife loving celebs
Sustainability spokespeople
e.g. Prince Charles

POLITICIANS

Existing allies?
Planned legislation?
Sympathetic politicians
in UK and Europe

FUNDERS

Foundations for sustainability/oceans, Individual donors, Film outreach funders, Brands, Public funds

**SCIENTISTS AND
ACADEMICS**

New reach or studies?
Many leaders in the film already — who are the best spokespeople?

WRITERS AND JOURNALISTS

Who has written on the topic?
Charles Clover part of the film but other journos needed