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

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

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

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