

[Insert date]

Memorandum of Understanding (MOU)

Between

Compassion in World Farming, Charity registered in the UK under the registration number 1095050, located River Court, Mill Lane, Godalming, Surrey, GU7 1EZ, UK, duly represented by Sophie Peutrill acting as Global Fish Campaign Manager

And

[Insert name/

Compassion in World Farming (“Compassion”) is working to release an investigation of Scottish Salmon Farming under the ‘Rethink Fish’ campaign banner which calls for a moratorium on the growth of the Scottish salmon farming industry based on welfare and environmental criteria. In addition to securing a moratorium, the campaign will raise awareness globally of the plight of farmed fish.

This agreement confirms an intention to support this work.

This is an agreement between Compassion and the Partner organisation (hereafter referred to as the “Parties”).

I. Purpose and scope

The purpose of this MOU is to provide the framework arrangement between Compassion and [name of organisation] on campaigning actions.

The benefit of the MOU is so that both organisations have a clear understanding.

II. Description of the campaign

Title: Rethink Fish Scottish Salmon Campaign

Subject-matter

Hundreds of millions of Scottish Salmon are kept in cages for up to 2 years, suffering from disease, sea lice infestations and inescapable boredom. We call on the Scottish Government to issue a moratorium on the growth of this industry. **AIMS**

Primary aim:

Halt the expansion of the Scottish salmon farming industry.

Secondary aims:

- Improve salmon welfare regulations in Scotland, and the enforcement of these regulations.
- Rally support among global citizens and decision makers – particularly those in salmon-importing countries – for the campaign.
- Raise international awareness of the welfare and environmental issues with the industry.

OBJECTIVES

Primary objective:

Secure a moratorium on the expansion of the Scottish salmon farming industry

Secondary objectives:

- Generate high profile, global media coverage of the investigation and report.
- Mobilise supporters to take a variety of tailored supporter actions, including some UK-focused actions and other more globally-relevant options.

III. Responsibilities and mutual commitments

By signing this MOU, you:

- **Agree to support the campaign for a moratorium in March 2021** – the level of involvement being agree with your CIWF contact (please refer to the brief for examples of involvement), primarily launching the investigation across your social media channels and email list, and by asking your supporters/ mailing list(s)/ social media followers to participate in a global Twitter storm.

You also:

- **Agree to only release the provided materials on or after 23rd March 2021 at 08.00am (GMT)** [please adjust for time zone], and only use until 1 September 2021.
- **Agree to keep the focus, target and messaging on the Scottish government**, not on the salmon producers, farmers or the RSPCA. For example, please only tag the Scottish government in social media posts and target the Scottish government in any email action when calling for them to halt the expansion of the industry. Please do not attack/criticise retailers in your country, or campaign against the producers where footage was gathered in the investigation (Mowi, etc) by targeting them on social/supporter emails/etc. This is to ensure that Compassion can build on the impact of our global campaign by establishing relationships with these producers and working with them to improve welfare standards. If, in your supporter communications, you wish to supplement the primary ask (for a moratorium on industry expansion) with a secondary ask (e.g., encouraging people to eat a more plant-based diet), you can do so – as long as the primary focus remains the moratorium ask.
- **Agree not to edit the content of the videos**, unless doing a direct translation or after discussion and agreement with Compassion. **Videos are allowed to be edited to include new branding and for translations.**
- **Agree to use provided content for the aims and objectives listed above only** (i.e., not direct fundraising), unless other uses are agreed with Compassion in advance.

Compassion will provide you with a toolkit that will include key facts and figures, videos, images, draft media release, communications.

IV. Effective date and signature

This MOU shall be in effect upon its date of signature by the Parties and for the duration of the campaign, which runs for 6 months following 23 March 2021, except in the case of prior termination by one of the Parties in application of the Termination clause.

The Parties indicate agreement with this MOU by their signatures.

V. Confidentiality

Compassion and [name of organisation] agree to maintain confidential all information disclosed by the other Party that is referred to as confidential unless said information has entered the public domain. Any information relating to the campaign prior to the launch of the campaign by Compassion shall remain strictly confidential, unless otherwise agreed in written between the Parties.

VI. Termination

Each Party shall have the right to terminate the MOU by giving written notice in writing to the other Party at any time. If the MOU is terminated by either Party, steps shall be taken to ensure that the termination does not affect any prior obligation, project or activity already in progress, with respect to the objective of the campaign.

Duly signed in two originals,

For [name of your organisation]

For Compassion in World Farming
Signature:

Duly authorised for and on behalf of:

Organisation

Address

Duly authorised for and on behalf of:

Compassion in World Farming

Address: River Court, Mill Lane, Godalming, GU7 1EZ, UK

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Telephone number: +44 1483 521 950