

**INTERNATIONAL DOLPHIN CONSERVATION PROGRAM
WORKING GROUP TO PROMOTE AND PUBLICIZE THE AIDCP
DOLPHIN SAFE TUNA CERTIFICATION SYSTEM**

38TH MEETING

**Panama City, Panama
26 August 2024**

REPORT OF THE MEETING

AGENDA

	Documents
1. Opening of the meeting	
2. Adoption of the agenda	
3. Following up of the last meeting recommendations	DSP-38-01
4. Actions to promote AIDCP dolphin safe tuna	
5. Recommendations to the Meeting of the Parties	
6. Other business	
7. Date and place of next meeting	
8. Adjournment	

The 38th meeting of the Working Group to Promote and Publicize the AIDCP Dolphin Safe Tuna Certification System was held in Panama City, Panama, on 28 August 2024. The list of attendees can be found in Appendix 1.

1. Opening of the meeting

After verifying that a quorum was present, Mr. Bernal Chavarría opened the meeting.

2. Adoption of the agenda

The provisional agenda was adopted without changes.

3. Following up of the last meeting recommendations

The Commission staff presented document [DSP-38-01](#), “Implementation of the recommendations adopted during the previous meeting (37th) of the Working Group and approved by the 46th Meeting of the Parties to the AIDCP”, which contains an overview of each of the actions taken by the Secretariat since the last meeting of the Group, as follows:

- a) Continuation of coordination efforts with the Museum of Natural History of New York City for a possible update of the contents exhibited at that museum regarding the tuna-dolphin relationship.
- b) Follow-up on actions taken by the Parties to identify other museums and exhibition mechanisms useful for the purpose of publicizing the objectives and results of the AIDCP.
- c) Maintain an open space for consultation with the Parties to identify areas for updating the audiovisual information contained in the AIDCP dissemination media.

- d) Integration into the audiovisual material available of the objectives and scientific advances related to the mother-calf separation study.
- e) Preparation of a base document on the strategy for the use of social media within the framework of the AIDCP.
- f) Participation in the BBNJ implementation process.

As part of the presentation, the Secretariat also presented document [DSP-38-02](#) to address the concerns of the Parties:

- (a) Whether or not to individualize the AIDCP and IATTC social media channels without losing the link between the two management framework.
- (b) The usefulness and necessity of creating a specialized area in the Secretariat for social media management.
- (c) The establishment of a group composed of the Parties that will be able to know and recommend the content to be published prior to its approval by the Parties.
- (d) Any other element needed to develop a robust and timely social media strategy.

The document provided extremely important elements of analysis regarding the work that has been developed in social media, particularly on Facebook, Instagram and LinkedIn, under the IATTC account, which in 2023 and 2024 registered numbers of followers, interactions and views that, although important, are still conservative and could be increased with a defined strategy. To this end, the document presented implementation scenarios that, except for the *status quo*, depend on an additional investment of US\$ 20,000 per year to address a salary improvement that ensures the dedication of a staff member to this process, with a reduction in the time that the Policy Advisor dedicates to social media and cost efficiency benefits or, alternatively, the creation of a dedicated structure at a cost of more than US\$ 100,000.

The Secretariat did not recommend a dedicated investment, and instead suggested continuing to use the IATTC account to promote the AIDCP. The Secretariat noted that this group could follow up on the use of social media without the need to create a new group for the time being. The US delegation clarified the discretionary nature of the proposed US\$ 20,000 salary increase for the social media staff member and further specified that the decision rests solely with the Director, who is in the position to make salary adjustments.

4. Actions to promote AIDCP dolphin safe tuna

The Working Group thanked the Secretariat for its efforts. After the presentation of the actions carried out by the Secretariat, as well as various posters designed as a tool for dissemination, the Working Group agreed that it had been possible to streamline the management in order to provide useful and efficient alternatives for the promotion and publicizing of the AIDCP. With this, a roadmap was identified to follow up on the actions carried out and to position the successful AIDCP activities, both historical and ongoing, before the public of interest. This roadmap includes:

- a) Continuation by the Secretariat of the actions currently being developed on the IATTC website and social media, using the human and technological resources currently available.
- b) Recommend to the Meeting of the Parties the importance of investing US\$ 5,000 to update the tuna-dolphin relationship diorama exhibited at the American Museum of Natural History (AMNH) in New York.
- c) Follow up and support the efforts made by some Parties, such as Venezuela, Mexico and Panama, in museums and aquariums to publicize the work and achievements of the AIDCP.

- d) To open a formal 30-day period after the Meeting of the Parties accepts this recommendation to allow the Parties to review the available audiovisual material and outreach posters prepared by the Secretariat, with a view to recommending: the clear definition of the target audience of the outreach tools, the adaptation of these tools to the purpose of reaching the target audience efficiently, the contribution of graphic or semantic design elements of the message and, in general, any contribution that will enhance these tools.
 - a. The contributions will allow the Secretariat to incorporate them into the outreach tools and to present an updated design incorporating these contributions for approval by the Parties at the next meeting in October this year. It was noted that Colombia and the United States had already submitted comments; it would be appreciated if they could resubmit them with the updates resulting from the discussions at this meeting.
- e) Endorse document DSP-38-02 and the recommendations of the staff:
 - i. That the *status quo* be maintained with regard to the use of resources, without prejudice to the Director's ability to determine the working conditions of his staff in order to ensure the most efficient fulfilment of the mandate of the Parties, within the limits of budgetary availability.
 - ii. That the social media outreach process be maintained, using the IATTC accounts.
 - iii. Deepen the analysis of the message contained in the outreach tools, according to the target audience, and promote the increase of followers and traffic of the messages, taking into account the non-commercial and non-political nature of the AIDCP.
 - iv. That this Promotion Group be responsible for the further development of analysis to improve the process of using social media.
- f) The establishment of a special fund for promoting and publicizing the AIDCP, into which the Parties, industry, international organizations or funds, civil society and, in general, any interested party in the AIDCP may contribute funds to the Secretariat to enable it, within the framework authorized by the Meeting of the Parties, to carry out promotion and publicizing actions more effectively for which additional financial resources are required.

5. Recommendations to the Meeting of the Parties

The Working Group recommends the following to the Parties to the AIDCP:

1. Approve all AIDCP dolphin-safe tuna promotion activities as described in Section 4.
2. For the establishment of the special fund for promoting and publicizing the AIDCP described in item 4f), the Promotion Working Group shall present at the next meeting of the AIDCP the terms of reference for the activation, management and use of this special fund.

6. Other business

No other business was discussed.

7. Date and place of next meeting

The next meeting of the Working Group will be held on the dates that are agreed for the meetings of the AIDCP in October 2024.

8. Adjournment

The meeting was adjourned at 11:25 a.m. on 26 August 2024.