

INTERNATIONAL DOLPHIN CONSERVATION PROGRAM

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

14TH MEETING

LA JOLLA, CALIFORNIA (USA)
29 OCTOBER 2009

DOCUMENT DSP-14-04

ACTIONS TO PROMOTE AIDCP DOLPHIN SAFE TUNA

At its 13th meeting in June 2009, the Working Group to Promote and Publicize the AIDCP Dolphin Safe Tuna Certification System agreed to transfer to the Secretariat the analysis of ten elements drafted by the Chairman of the working group with the responses to a questionnaire regarding the creation of a new plan for publicizing and promoting the AIDCP.

The Secretariat was asked to evaluate the timeliness, consistency, and available and necessary logistics, for the ten elements as the basis for a new plan. This evaluation would be assessed at the 14th meeting.

The ten elements are the following:

1. Preparation of educational and information campaigns for the general public.
2. Continuation of permanent training programs for the on-board observers.
3. Holding informative round tables at the level of the various state bodies.
4. Holding cycles of conferences.
5. Involvement of industries in activities for promoting and publicizing the AIDCP.
6. Diagnosis of actions taken internally and externally to construct a program with self-evaluation facilities.
7. Coordination of joint strategies at the regional level among different Parties.
8. Alliances with related environmentalist groups concerned about conservation of fisheries resources in the eastern Pacific Ocean
9. Publicizing and promotion efforts through diplomatic mechanisms.
10. Assessment of the implementation of an "Ecosystem Friendly" certification system.

Regarding elements 1 to 4, the Secretariat proposes evaluating the feasibility of carrying out the following activities during 2010-2011). For this, an additional budget will be necessary, to be covered as set out in the following table.

	Duration	Responsible	Funding
1. Preparation of educational and information campaigns for the general public			
Update and expand the information on the IATTC web-site regarding the results of the AIDCP.	2009-2010	Secretariat	Special contribution by Parties
Prepare pamphlets and posters for distribution at relevant fisheries meetings and exhibitions			
Prepare DVD showing the main results of the AIDCP			

Request FAO COFI, and regional organizations such as OLDEPESCA and INFOPESCA, to include information regarding the AIDCP on their websites			No cost
Include information regarding AIDCP on the websites of the fisheries administrations of the Parties	2009-2010	Parties	Parties
2. Continuation of permanent training programs for on-board observers			
Review observer training programs and implement improvements as appropriate	Permanent	Secretariat, national programs	No cost
3. Holding informative round tables at the level of the various state bodies			
Organize round tables in relevant market countries (proposed: USA, Mexico, El Salvador, Spain, Venezuela).	2009-2011	Parties	Parties
4. Holding cycles of conferences			
Conferences at relevant international fora e.g. COFI Sub-Committee on Fish Trade, 12 th Session, April 2010; International Boston Seafood Show, March 2010	2009-2011	Secretariat, Parties	Parties ¹

Elements 5 to 9 are mainly principles to implement activities 1-4, and would be developed by the relevant member governments. They do not involve additional costs. All would be permanent, and be organized by the Parties except 8, in which the Secretariat could also play a role.

5. Involvement of industries in activities for promoting and publicizing the AIDCP
Encourage the participation of the industry in the promotion events, as well as in the financing of activities.
6. Diagnosis of actions taken internally and externally to construct a program with self-evaluation facilities
Include an item in the agenda of the meetings of the working group to evaluate the results of the program and to include new activities.
7. Coordination of joint strategies at the regional level among different Parties
The appropriate Parties would coordinate among themselves to implement this item..
8. Alliances with related environmentalist groups concerned about conservation of fisheries resources in the eastern Pacific Ocean
Invite relevant NGOs to participate in the conferences and national events, and to carry out promotion events.
9. Publicizing and promotion efforts through diplomatic mechanisms
The Parties would pursue this by inviting embassies and diplomatic representations to participate in the international conferences, and request them to coordinate these events.

Regarding the tenth element, *Assessment of the implementation of an "Ecosystem Friendly" certification system*, a proposal is presented in Document MOP-22-06, prepared for the 22nd meeting of the Parties to the AIDCP in October 2009.

¹ Travel expenses of IATTC staff would be paid from the AIDCP budget