

INTERNATIONAL DOLPHIN CONSERVATION PROGRAM

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

22nd MEETING

Guayaquil, Ecuador
22 June 2015

DOCUMENT DSP-22-04

ACTIONS TO PROMOTE AIDCP DOLPHIN-SAFE TUNA

During the 21th meeting of the working group in October 2014, final draft versions of three promotional products were presented: a promotional video to highlight the conservation achievements of the AIDCP and the benefits of the AIDCP dolphin-safe label, an education module to be shared through the web sites of the Parties and other appropriate organizations, and a promotional pamphlet. These materials are part of a plan for promoting AIDCP dolphin-safe tuna approved by the Parties in October 2009 ([DSP-14-04](#)).

At the 30th Meeting of the Parties in October 2014, the Parties identified a final set of changes to be made to each and agreed that the materials could be considered approved once those changes were incorporated.

The Secretariat subsequently incorporated the identified changes in all three materials. The final versions of the AIDCP video and pamphlet were circulated on 4 February 2015 (Ref# 043-420), followed by the final version of the education module on 1 April 2015. No comments on any of these materials were received. Accordingly such materials were considered approved and at least one Party to the AIDCP has begun their utilization.