

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

35TH MEETING

17 October 2022

La Jolla, California

REPORT OF THE MEETING

AGENDA

	Documents
1. Opening of the meeting	
2. Adoption of the agenda	
3. Approval of the report of the 35 th meeting	
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	

ANNEX

1. List of attendees.

The 35th Meeting of the Working Group to Promote and Publicize the AIDCP Dolphin-Safe Tuna Certification System was held in La Jolla, California, on 17 October 2022. The list of attendees can be found in Appendix 1.

1. Opening of the meeting

The meeting was opened by the Chair of the Working Group, Mr. Bernal Chavarría.

2. Adoption of the agenda

The provisional agenda was adopted without changes.

3. Approval of the minutes of the 34th meeting

The report of the 34th Meeting of the Working Group were approved without changes.

4. Actions to promote AIDCP dolphin-safe tuna

The Chair recalled the recommendation adopted during the 34th Meeting, according to which the Secretariat, after drafting proposals for updating the written material, inter alia for the mortalities table, should send them to the Parties in order to receive additional suggestions that would be considered in due

course by the Meeting of the Parties. Also, there had been a call to strengthen the mechanisms for promoting and publicizing the work of the AIDCP.

The Secretariat reported on the actions undertaken in this regard and other important ones that it considered necessary to share with the Working Group:

- a. The Secretariat reported that it had sent the corresponding material to the Parties in a timely manner and within a given deadline it had not received any observations or proposals for adjustments, for which reason it proceeded to update the information on the web page.
- b. It reported on the project that is currently being executed in the IATTC framework, regarding the implementation of dissemination mechanisms based on social networking platforms, in which the work of the AIDCP is highlighted as appropriate.
- c. It related the experience of a staff member who found in the Museum of Natural History in New York, an exhibition space designed to show the association of fish species in the Tropical Pacific Ocean and in which the relationship between dolphins and tunas is highlighted, without currently displaying information that could be relevant, of an educational and informative nature, on the work carried out by the AIDCP, its purposes and achievements.

The Group discussed different mechanisms for strengthening the dissemination and promotion of the AIDCP and the need to broaden the spaces for consultation so that the Secretariat continues to receive contributions towards the consolidation of a package of actions that can be implemented in a coordinated and consistent manner, even in a gradual manner. Within this framework, the Group considered it necessary to identify resources to guarantee the existence and permanence of platforms and dissemination mechanisms in addition to the web page, taking advantage of conventional mechanisms as well as new technologies.

Regarding social networks, the importance of having the appropriate logistics in place to deal with their dynamics, in association with a clear policy for their management, in order to ensure the informative nature of these communication vehicles, was emphasized. With regard to the resources to achieve this, it was considered necessary to consider both the efforts that the AIDCP could undertake with its own resources, as well as the incorporation of other national, public or private activities, such as museums or educational exhibition centers, aimed at both the specialized audience and the general public, specialized magazines and recognized radio or television programs such as FUNDATUN's magazine and the AZUL SOSTENIBLE (“Sustainable Blue”) program.

Regarding funding, one Party expressed that the existing surplus in the AIDCP could be useful for funding activities to disseminate the nature, scope and results of the work of the AIDCP, without involving the AIDCP Dolphin Safe certification system.

The Group also recognized that there were multiple initiatives developed at the global or multilateral level whose results are related to fisheries management, such as the process of formulating a legally binding international instrument within the framework of the United Nations Convention on the Law of the Sea (UNCLOS) on the conservation and sustainable use of marine biological diversity in areas beyond national jurisdiction (BBNJ). It also recognized that these processes can benefit if scientific, educational and informative information is made available to them with a balanced precision about the work being carried out in fisheries management, especially as a result of multilateral efforts such as the AIDCP and the IATTC, but recognizing that the AIDCP, without a precise mandate derived from the agreement of the Parties, due to its intergovernmental status, should not assume positions that conflict with the freedom that the Parties have in the respective negotiating fora.

5. Recommendations to the Meeting of the Parties

After extensive discussion and evaluation of outreach and promotion mechanisms, the following recommendations were adopted:

- a) That the Secretariat contact the American Museum of Natural History of New York City to offer information that may be useful in updating the contents of the tuna-dolphin relationship exhibited

at that museum from the perspective of the AIDCP work and results. In the event this generates costs, the Secretariat shall inform the Parties.

- b) That current AIDCP information and outreach materials and their labeling be kept in open consultation with the Parties to continue updating and integrating them to consolidate a set of actions that can be implemented coordinately, consistently, and even progressively.
- c) To update the promotional video regarding the table of historical dolphin mortality up to 2021 and that the positions of those interviewed be updated, taking into account that in many cases they have changed.
- d) To make the best use of the current communication systems provided by the Internet (i.e., social media) to disseminate the information generated in the AIDCP. This with the understanding that social media are two-way; support for the work or extreme criticism of the program can be received. Therefore, there must be a clear definition of the logistics required with the permanence needed and a policy to ensure the informational character of the medium.
- e) Encourage the work already conducted by the Secretariat and which was mentioned by the Director of the IATTC to disseminate the contents of the AIDCP and its achievements through social media.
- f) To consider the potential use of a portion of the AIDCP surplus to carry out dissemination work.
- g) That the Secretariat investigate the status of the negotiation process of a new binding legal instrument on biodiversity conservation in maritime areas beyond national jurisdiction (BBNJ) to analyze the possibility of instructing the Secretariat to participate in this process and record the progress of the work of the AIDCP and the IATTC on conservation matters.

6. Other business

There were no other matters to consider.

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 by mid-2023.

8. Adjournment

The meeting was adjourned at 11:40 on 17 October 2022.