

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

MINUTES OF THE 13TH MEETING

La Jolla California (USA)
4 June 2009

AGENDA

1. Opening of the meeting
2. Adoption of the agenda
3. Approval of the minutes of the 12th meeting
4. Actions to promote AIDCP dolphin safe tuna
5. Other business
6. Date and place of next meeting
7. Adjournment

APPENDICES

1. List of attendees
2. Report of the Chair

1. Opening of the meeting

The meeting was opened by the Chairman of the Working Group, Lic. Bernal Chavarría, of Costa Rica. The attendees are listed in Appendix 1.

2. Adoption of the agenda

The agenda was approved as presented.

3. Approval of the minutes of the 12th meeting

The minutes of the 12th meeting of the group were approved without changes.

4. Actions to promote AIDCP dolphin safe tuna

The Chair noted that several countries had responded to the questionnaire that was sent to them pursuant to the agreement at the 9th meeting of the Working Group in October 2007, in which ten elements are identified that might help in the preparation of a draft Plan for Publicizing and Promoting the International Dolphin Conservation Program with the aim of facilitating greater coverage and depth for the Program. These elements are described as follows:

1. **Preparation of educational and information campaigns for the general public**, on the actions of the AIDCP and its effect on the management and conservation of the resource, as well as aspects of the marketing of the product under the criteria of the AIDCP and its added value in national and international markets. It must be emphasized that the publicizing should occur in the main import markets.
2. **Continuation of permanent training programs for the on-board observers**, fishing captains and crews of tuna vessels in the application of effective techniques and methods for ensuring the

survival and rescue of dolphins associated with the fishery.

3. **Holding informative round tables at the level of the various state bodies** involved in the subject of the AIDCP.
4. **Holding cycles of conferences** led by specialists in the matter.
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** that will allow constant improvement.
7. **Coordination of joint strategies at the regional level** among different Parties.
8. **Alliances with related environmentalist groups concerned about the conservation of the Eastern Pacific Ocean** for recognition of the achievements of the AIDCP, as input for the publicizing.
9. **Publicizing and promotion efforts through diplomatic mechanisms.**
10. **Assessment of the implementation of an "Ecosystem Friendly" certification system**, which was already recommended at the 12th Meeting, aiming to form a joint IATTC-AIDCP Working Group.

The Working Group agreed to transfer to the Secretariat the analysis of the above 10 elements, with the aim of assessing the timeliness, consistency, foreseeable effects, available and necessary logistics, for these elements to be the basis for the construction of a new Plan for Publicizing and Promoting the International Dolphin Conservation Program. At the next meeting a plan for promotion and publicizing will be assessed.

Mexico stressed the importance of publicizing the achievements of the IDCP in the consumer markets, as well as the assessment of an "Ecosystem Friendly" certificate.

The Secretariat stressed that the creation of the Joint Working Group indicated in item 10 had already been approved at the Meeting of the Parties to the AIDCP, and it awaited being brought to, and approved by, the IATTC.

5. Other business

No other business was proposed.

6. Date and place of next meeting

The next meeting of the working group will be held in conjunction with the next AIDCP meetings.

7. Adjournment

The meeting was adjourned at 11:45 a.m. on 4 June.

Appendix 1.

ATTENDEES – ASISTENTES

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Appendix 2.

REPORT OF THE CHAIR

1. Opening of the meeting

It being eleven o'clock, the Meeting was declared initiated.

2. Adoption of the agenda

The agenda was approved without modifications.

3. Approval of the minutes of the tenth meeting

The minutes of the twelfth meeting of the group were approved, without modifications of any kind.

4. Actions to promote AIDCP dolphin safe tuna

The Chair noted that several countries had responded to the questionnaire that was sent to them pursuant to the agreement at the 9th meeting of the Working Group in October 2007, whose content allows ten elements to be identified that might help in the preparation of a draft Plan for Publicizing and Promoting the International Dolphin Conservation Program with the aim of facilitating greater coverage and depth for the Program. These elements are described as follows:

1. Preparation of educational and information campaigns for the general public, on the actions of the AIDCP and its effect on the management and conservation of the resource, as well as aspects of the marketing of the product under the criteria of the AIDCP and its added value in national and international markets. Mexico noted that the publicizing should occur in the import markets.
2. Continuation of permanent training programs for the on-board observers, fishing captains and crews of tuna vessels in the application of effective techniques and methods for ensuring the survival and rescue of dolphins associated with the fishery.
3. Holding informative round tables at the level of the various state bodies involved in the subject of the AIDCP.
4. Holding cycles of conferences led by specialists in the matter.
5. Involve 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 that will allow constant improvement.
7. Coordination of joint strategies at the regional level among different parties.
8. Alliances with related environmentalist groups concerned about the conservation of the Eastern Pacific Ocean for recognition of the achievements of the AIDCP, as input for the publicizing.
9. Publicizing and promotion efforts through diplomatic mechanisms.
10. Assessment of the possible implementation of an "Ecosystem Friendly" certification system, which was already recommended at the 12th Meeting, aiming to form a specific Working Group, jointly between the IATTC and AIDCP.

The Working Group agreed to transfer to the Secretariat the analysis of the ten elements identified, with the aim of assessing the timeliness, consistency, foreseeable effects, available and necessary logistics, for these elements to guide the construction of a new Plan for Publicizing and Promoting the International Dolphin Conservation Program that will satisfy the interests of this Working Group, so that at the next meeting an adjusted draft plan for Promotion and Publicizing may be assessed concretely. Mexico stressed the importance of publicizing the achievements of the IDCP in the Consumer markets, as well as the assessment of an "Ecosystem Friendly" certificate, in which regard the Secretariat stressed that the creation of the Joint Working Group indicated in item 10 was already approved at the Meeting of the

Parties to the AIDCP, and it awaited being brought to and approved by, the IATTC before the start of the work by that Working Group.

5. Other business

No other business was discussed.

6. Date and place of next meeting

The next meeting of the Working Group will be held at the time of the next meeting of the Parties to the AIDCP.

7. Adjournment

The meeting was adjourned at 11.45 a.m. on 4 June 2009.