

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

AGENDA

	Documents
1. Opening of the meeting	
2. Adoption of the agenda	
3. Approval of the minutes of the 13 th meeting	
4. Actions to promote AIDCP dolphin safe tuna	DSP-14-04
Other business	
5. Date and place of next meeting	
6. Adjournment	
7. Adjournment	

APPENDICES

1. List of attendees
2. Actions to promote AIDCP dolphin safe tuna

1. Opening of the meeting

The meeting was opened by Dr. Guillermo Compeán, Director of the IATTC, who asked for nominations for Chair of the meeting. It was decided, at the suggestion of El Salvador and with the approval of all the delegations, that Mexico would chair the group, in the person of Dr. Luis Fleischer.

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 13th meeting

The minutes of the 13th meeting of the group were approved without changes.

4. Actions to promote AIDCP dolphin safe tuna

The Secretariat presented Document [DSP-14-04](#) (Appendix 2) on certain actions for promoting AIDCP dolphin safe tuna. The document adds actions and responsibilities to the 10 points that had been identified by the previous Chair of the working group, dividing them into two subgroups, one covering the four items for specific actions (1-4) and the other five (5-9) that are principles for implementing the indicated activities.

Some delegations questioned the point of carrying out promotion actions for that label at this time when

another is being considered under the name of “eco-friendly”. It was noted that this item would be more widely discussed during the meeting of the Parties to the AIDCP.

Also, some delegations expressed concerns about the costs that carrying out the actions indicated in the plan would imply. The Secretariat said that it could present an approximate budget for the actions included in the item regarding the preparation of educational and general public information campaigns for review by the Meeting of the Parties. One delegation stated that the costs of the Commission staff’s participation in conferences for promoting the label should not be covered by the AIDCP budget, but by special contributions.

Other delegations highlighted the importance of increasing the use of the certification, noting that the number of certificates that are issued is minimal.

The European Union (EU) stated that the proposal to carry out round tables at the level of the internal administrations of some countries, among them Spain, was not a priority for this country, so it would not commit itself to carrying it out. It was clarified that this was a recommendation and that there was no obligation to carry out an event for any of the countries included in item 3 of the proposal. Also, it was noted that, if workshops of this type were held, they should not only include national governmental bodies, but also the greatest number of those involved from the tuna production and marketing chain, and should cover the largest possible audience and interested groups of society in order to achieve an effective promotion.

El Salvador stated that the recent EU regulations on the certification of imports to combat IUU fishing mean costs for the exporting countries, and that the EU should understand this situation and support the use of the Tuna Tracking Forms (TTFs), which are really catch documents, to meet the EU import requirements. The EU commented that the TTF could be a compatible document for this purpose if it met all EU requirements, but that this analysis had not been done.

Several delegations supported the idea of considering the use TTFs of, amended if necessary, in order to bring them into line with those of the EU regulations, so that the AIDCP certification could serve for exporting to the EU by complying with its new regulations. It was agreed that this matter could be reviewed again at the meeting of the Parties.

Finally, the working group approved the plan presented in Document [DSP-14-04](#), and submitted it to the International Review Panel for consideration and approval.

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 and IATTC meetings in September 2010 in Guatemala.

7. Adjournment

The meeting was adjourned at 11:15 a.m. on 29 October.

Appendix 1.

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Appendix 2.

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 website 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