



ICC(17)10

Report of the Fourth Meeting of the IYS Coordinating Committee

Conducted by Conference Call 12 September 2017

1. Opening of the Meeting

- 1.1 The Co-Chair, Dan Morris (NASCO), opened the fourth meeting of the IYS Coordinating Committee and welcomed all participants. In accordance with the Coordinating Committee's Terms of Reference, when the meeting is chaired by NASCO, NPAFC provides the Rapporteur. Madeline Young (NPAFC) was appointed as Rapporteur to work with the Co-Chairs in developing the report of the meeting.
- 1.2 The following members of the Coordinating Committee participated in the meeting:
Raoul Bierach (NASCO)
Peter Hutchinson (NASCO)
Carmel Lowe (NPAFC)
Dan Morris (NASCO, Co-Chair)
Mark Saunders (NPAFC, Co-Chair)
- 1.3 Doug Mecum (NPAFC) and Vladimir Radchenko (NPAFC) were unable to participate in the meeting. In addition to the Committee members listed in paragraph 1.2 above, Emma Hatfield, who will be taking over as Secretary of NASCO when Peter Hutchinson retires at the end of September, and Kim Damon-Randall, who will be taking over as Deputy Regional Administrator of the NOAA GARFO region when Dan Morris retires in November, participated in the conference call. Jennifer Chang and Madeline Young (NPAFC Secretariat) supported the work of the Committee.

2. Adoption of the Agenda

- 2.1 The Coordinating Committee adopted its agenda, ICC(17)9 (Annex 1), but agreed to move item 9 of the Draft Agenda, *'Date and venue of face to face meeting of the Coordinating Committee'*, to item 6.

3. Election of a new Co-Chair and Membership of the Coordinating Committee

- 3.1 The current NASCO Co-Chair, Dan Morris, will be retiring from his post with NOAA Fisheries in mid-November. Following consultations, NASCO had agreed to nominate

Kim Damon-Randall, as his successor on the Coordinating Committee and as the new Co-Chair from NASCO. The Committee endorsed this appointment. Furthermore, Emma Hatfield the new Secretary of NASCO when Peter Hutchinson retires at the end of September and will serve on the Coordinating Committee. No other changes to the membership of the Committee were considered but NASCO indicated that there were consultations among Heads of Delegations about a new representative on the Coordinating Committee from the European Union. This should be resolved by 22 September and the Committee will then be informed.

4. Report of the Meeting of NASCO and NPAFC Presidents and Next Steps

- 4.1 The report of the meeting of the Presidents of NASCO (Jóannes Hansen) and NPAFC (Carmel Lowe), ICC(17)8 (Annex 2) had been circulated immediately prior to the meeting of the Coordinating Committee. The purpose of the meeting was to establish a common understanding of the mandates, priorities and organizational structures of each organization and more specifically, to advance their partnership and interests in International Year of the Salmon (IYS). The IYS Director for Pacific Region, Mr. Mark Saunders and NPAFC Executive Director, Dr. Vladimir Radchenko also participated in the meeting. The meeting and associated visits to fisheries and scientific sites throughout the southern BC region were very positive with formal and informal exchange of information between the two Presidents. The report of the meeting summarises the key outcomes.
- 4.2 The report had been sent to NASCO Parties by the NASCO Secretariat on 9 September in advance of the Coordinating Committee's meeting. NPAFC indicated that its Secretariat would circulate the report to NPAFC Parties shortly after the Coordinating Committee meeting.
- 4.3 One of the key outcomes indicated that the Presidents had agreed to take a leadership role and to encourage and support the work of the IYS committees in mobilizing and facilitating such activities to get underway by the relevant Parties, organizations and stakeholders within their individual convention areas and to ensuring that the IYS partnership between NASCO and NPAFC does not fetter the focus or advancement of any such activity. Clarification was sought by NASCO on the intent behind this statement. Carmel Lowe indicated that the intention was that activities planned in the Pacific by NPAFC and its core partners and in the North Atlantic by NASCO and its core partners should not be limited in any way as a result of the IYS partnership recognising that activities in these respective basins are the responsibility of the lead organisation for that area.

5. Brief overview of business concluded intersessionally since the last Coordinating Committee meeting (logo, branding, criteria for logo use)

- 5.1 The Committee noted that an IYS logo had been agreed inter-sessionally together with a document providing criteria governing its use. Final minor changes are being made to a Graphic Standards Guide which will provide guidance to ensure coherency and consistency of the IYS brand across all activities and it is expected that this work will be completed shortly.

6. Date and venue of face to face meeting of the Coordinating Committee

- 6.1 Under the Terms of Reference for the Coordinating Committee, ICC(17)2, it is stated that the Coordinating Committee should work, wherever possible, by correspondence or meet remotely as deemed necessary by the Co-Chairs but should meet in person annually. One of the key outcomes from the meeting of the NPAFC and NASCO Presidents (see section 4 above) was that there should be a face to face meeting in order to try to address some of the challenges facing the Coordinating Committee in terms of the progress made to date. It was also recognised that there was need to prepare thoroughly in advance of future meetings if the Coordinating Committee was to be effective. Another key outcome was an acknowledgement that any proposals for additional joint activities could be considered by the Coordinating Committee if they were well documented and submitted for appropriate evaluation and decision. It was noted that the Terms of Reference for the Coordinating Committee indicate that it should undertake its activities in accordance with recommendations from the Regional Steering Committees and it will, therefore, need to plan and organise its work in order to allow for proper consultation with the Steering Committees before decisions are taken. However, wherever possible, recommendations from the Regional Steering Committees should be framed as a range of options so as to allow some discretion by the Coordinating Committee to take decisions in the best interest of the IYS at a salmosphere level. There would, therefore, be a need for appropriate preparation for the face to face meeting and adequate time to consult Regional Steering Committees on any proposed new activities if the meeting is to be productive as both Organisations wish. In this regard, at its 2017 Annual Meeting NASCO had clarified the areas that it wished to focus on through the Coordinating Committee.
- 6.2 The Committee considered possible dates for the face to face meeting and, given existing diary commitments, it was suggested that the week commencing 11 December would be the most appropriate and would be the target date (although if adequate preparations could be made in time mid-November might also be possible although NASCO's IYS Symposium Steering Committee may meet around that time). A two-day meeting is proposed and the most convenient location might be the eastern seaboard of the United States or the UK (London or possibly Edinburgh).

7. Development of an IYS website

- 7.1 Under the Outline Proposal, one of the activities identified at a salmosphere level is to develop, maintain and possibly host IYS web pages, possibly including templates for use by participants in the IYS. It was noted that there would likely be a need for professional support to accomplish these tasks in order to ensure a uniform identity across all participating parties and organizations. The North Atlantic Steering Committee had considered development of an IYS brand and website as a matter of urgency as the IYS initiative would have no identity until these tasks were completed and the Committee had discussed the website of the World Fish Migration Day (WFMD), which has an interactive display of relevant projects around the globe with an option to filter these events by country. The North Atlantic Steering Committee had, however, concluded that the pros and cons of a single or separate websites should be considered. The North Pacific Steering Committee had also identified website development as an immediate need for the IYS. In December 2016, the Coordinating Committee completed the development of a Creative Brief for the

IYS with the aim of informing an identity design for IYS that could be applied to a logo, website, and all IYS printed materials. This document identifies the IYS theme, keywords, vision, and scope, as well as target audiences, objective, and tone for the IYS identity design. The objective of the identity design stated in the creative brief is to ‘generate strong interest, widespread support, and cohesion for the IYS, and to compel target audiences to participate in the IYS. Target audiences will feel they have the capability to positively affect the future of wild salmon’.

7.2 NPAFC had previously received quotes from three design companies based on a request for proposals that had included three separate elements (IYS logo, branding and website). Based on recommendations from the NPAFC Web and Publication Manager, the Coordinating Committee had agreed to award the website contract to My Loud Speaker, a strategic marketing agency located in Vancouver, Canada. The contract, which was signed by NPAFC on May 19, 2017, includes a range of deliverables for an IYS website.

7.3 NPAFC had considered some of the pros and cons of having a single IYS website or separate sites for NPAFC and NASCO but the Coordinating Committee did not have time to consider these in any detail. It was suggested that separate sites would allow web pages to be designed, managed and operated independently thereby simplifying the administration and avoiding the need for an approval process. This would be easier administratively and it would eliminate the need for joint approval processes but it might indicate a less cohesion at a salmosphere level. However, it was recognised that the Outline Proposal anticipated that most IYS activities would be at the basin level and conducted by individual Parties/jurisdictions. Alternatively, if separate sites meant having capacity to have control over material/content associated within each basin or perhaps at the party jurisdiction scale then there could perhaps be two options as follows:

- a joint ‘landing page’ for the IYS that links to independently developed and managed websites;
- a joint ‘landing page’ with daughter pages for NPAFC and NASCO basins that are all part of one main website but NPAFC and NASCO can have control of their pages.

7.4 The Coordinating Committee agreed that these three options (separate websites and two options with a landing page) with well developed identification of pros and cons, including resource implications, should be considered further in a discussion document which could form the basis of consultations with the Steering Committees and a one or two-page model with a graphical representation of possible site maps would be helpful in this regard. NPAFC agreed to liaise with NASCO with a view to progressing this work as soon as possible, given that the contract with My Loud Speaker is currently on hold. However, there will be a need for adequate consultations before the work can commence.

8. Process for development of key messages relevant to the ‘salmosphere’

8.1 The Outline Proposal identifies the development of a brand (including a logo, slogan and messages) applying throughout the salmosphere as an activity for the Coordinating Committee. The Committee noted the progress made in this regard (see section 5 above). The development of key messages at a salmosphere level will be important for use on the IYS website(s). NASCO’s North Atlantic Steering Committee has already developed key

messages some of which may be appropriate at a salmosphere level (www.nasco.int/pdf/iys/IYS_16_8_Report.pdf). Additionally, a subset of North Pacific Steering Committee members and contractors had participated in the development of a results-based planning approach that included development of high-level messages. They were documented in an approach developed by NPAFC ('planning primer') and which had been circulated to the Committee but not yet been discussed.

- 8.2 The Coordinating Committee recognised that while there is considerable material to draw on in the Outline Proposal and documents referred to above that have been developed by NPAFC and NASCO, the information should be reviewed by the Coordinating Committee for possible use at a salmosphere level. NPAFC agreed to prepare a document that could be considered further at the face to face meeting or through initial discussion by correspondence.

9. Nature and timing of the IYS Opening Event

- 9.1 Following consideration of the Outline Proposal by both NPAFC and NASCO at their 2016 Annual Meetings, it had been agreed that an international scientific symposium should be held in 2018 to launch the IYS. An IYS Symposium Steering Committee had been established to plan for this event but progress had been limited to date and such an event would require an appropriate lead time for planning. At NASCO's 2017 Annual Meeting, discussions among NASCO and NPAFC representatives had recognised that there might be opportunities to raise awareness of the challenges facing salmon at Ministerial and high-level conferences. One of the key outcomes from the meeting of NPAFC and NASCO Presidents was that the face to face meeting (see section 6 above) might allow progress to be made on this IYS launch event. The Coordinating Committee recognised that there is some urgency about starting planning for this event if it is to occur in the Autumn of 2018 as intended and while this should be considered further at the face to face meeting this should not preclude initial discussions by correspondence. The role of the IYS Symposium Steering Committee would need to be considered in the light of this change of focus for the opening event.

10. Update on initiatives for exchanges of scientists working in the North Pacific, North Atlantic and Baltic (Suspects Model, ROAM)

- 10.1 The Coordinating Committee noted that at NASCO's Thirty-Fourth Annual Meeting in Varberg, Sweden, attended by representatives from NPAFC, two new initiatives related to mortality of Atlantic salmon at sea were discussed by NASCO's International Atlantic Salmon Research Board (IASRB). The Atlantic Salmon Trust, one of NASCO's accredited NGOs based in the UK, applied for and received the Board's endorsement for the development of a 'suspects model' for Atlantic salmon and the Board had subsequently agreed to support this work financially. An AST/NASCO workshop will be held in Edinburgh in November 2017. A presentation had also been made to the IASRB meeting on a new approach to tracking ('ROAM') based on a technique for sub-surface oceanographic monitoring. A study plan to track sub-adult salmon at Greenland using this technique was described. While this technique is not suitable for nearshore waters it offers enormous potential in tracking salmon through the North Atlantic area at reasonable cost. The approach is being developed through a collaborative effort between NOAA Fisheries,

Woods Hole Oceanographic Institute, (WHOI), and the Atlantic Salmon Federation. The approach is designed to overcome many of the significant challenges associated with tracking Atlantic salmon throughout their marine migration.

- 10.2 NPAFC had indicated that these two initiatives are of interest to scientists working in the North Pacific and initiatives are underway to involve them in both workshops. The Coordinating Committee welcomed these activities as examples of the type of exchange of scientists working in the two basins that was envisaged under the IYS.

11. Other possible areas of cooperation

Research planning

- 11.1 There are different approaches to research planning in the North Atlantic and North Pacific.
- 11.2 NASCO's International Atlantic Salmon Research Board has identified its research priority as partitioning marine mortality along migration routes and a new research programme, SALSEA-Track has been developed which has been supported by ICES. The North Atlantic Steering Committee had concluded that the Coordinating Committee's role should be to facilitate introductions of scientists whose interests and work may be relevant beyond their own basin. There have been some interesting developments in this regard (see section 10 above). Furthermore, ICES had indicated that it may be willing to convene a workshop to facilitate improved exchange of information among salmon scientists working in different parts of the salmosphere. The North Atlantic Steering Committee had proposed that the opportunities for, and perceived benefits of, research programmes at a larger geographical scale should first be considered by NASCO's International Atlantic Salmon Research Board's Scientific Advisory Group (or at the international symposium in 2018).
- 11.3 The North Pacific Steering Committee had endorsed the development of a structured results-based approach to planning for research associated with each research theme in the North Pacific and indicated that planning should take place in advance of the Opening Event to take advantage of the opportunity to raise funds that would be announced at the opening. The North Pacific Steering Committee also saw collaboration with Atlantic salmon researchers on common issues at the hemispheric scale to be an essential element of the IYS. An approach developed by NPAFC had been circulated to the Coordinating Committee which described a results-based planning process for the Committee to consider but it had not yet been discussed.
- 11.4 The Coordinating Committee agreed that this issue might be discussed at the face to face meeting, if appropriate and timely preparations are made in advance of that meeting.

Developing a strategic approach to symposia and workshops

- 11.5 The Coordinating Committee noted that although the IYS scientific symposium, which was originally being considered for autumn 2018, may be replaced by another type of launch event (see section 9 above) a number of symposia are being planned and some workshops are also being considered. For example, a symposium on chum salmon is being planned in Japan by NPAFC and NASCO will hold a symposium entitled '*Managing the Atlantic*

salmon in a rapidly changing environment - management challenges and possible responses’ in Norway in 2019, in conjunction with its Thirty-Sixth Annual Meeting. NPAFC suggested that there may be a need to consider an approach to develop a strategic and coordinated suite of symposia and workshops during the IYS. The Committee agreed that this issue might be discussed at the face to face meeting, if appropriate and timely preparations are made in advance of that meeting.

Outreach planning at the hemispheric scale

- 11.6 The Committee noted that the Outline Proposal identifies the definition of broad outreach principles as one of the activities that could be undertaken at a salmosphere level and the presentations at the NASCO IYS Special Session in June had indicated the importance of developing outreach campaigns appropriate to different groups and in different countries. The North Atlantic Steering Committee had developed some key messages, some of which may be applicable at a salmosphere level and there was relevant material in documents developed by NPAFC (see section 8 above). The Coordinating Committee agreed that the issue of possible outreach planning at the hemispheric scale might be discussed at the face to face meeting, if appropriate and timely preparations are made in advance of that meeting.

12. Any other business

- 12.1 There was no other business.

13. Close of the Meeting

- 13.1 The Co-Chair thanked members of the Coordinating Committee for their contributions to the meeting. Peter Hutchinson and Dan Morris were acknowledged for their major contributions to the work of the Coordinating Committee and in the development of the Outline Proposal. The retiring NASCO members of the Committee thanked the NPAFC for its collaborative spirit, wished the Committee well in taking forward the IYS and welcomed Emma Hatfield and Kim Damon-Randall as their successors.



ICC(17)9

Fourth Meeting of the IYS Coordinating Committee

12 September 2017

Agenda

1. Opening of the Meeting
2. Adoption of the Agenda
3. Election of a new Co-Chair and Membership of the Coordinating Committee
4. Report of the Meeting of NASCO and NPAFC Presidents and Next Steps
5. Brief overview of business concluded intersessionally since the last Coordinating Committee meeting (logo, branding, criteria for logo use)
6. Date and venue of face to face meeting of the Coordinating Committee
7. Development of an IYS website:
 - a. Consideration of the pros and cons of single or separate sites
 - b. Status of the contract with MyLoudspeaker
 - c. Process for development and approval of the website including possible content and timelines
8. Process for development of key messages relevant to the ‘salmosphere’
9. Nature and timing of the IYS opening event
10. Update on initiatives for exchanges of scientists working in the North Pacific, North Atlantic and Baltic (Suspects Model, ROAM)
11. Other possible areas of cooperation
 - a. Research planning
 - b. Developing a strategic approach to symposia and workshops.
 - c. Outreach planning at the hemispheric scale
12. Any other business
13. Close of the Meeting



ICC(17)8

Key outcomes of the NASCO and NPAFC Presidents' Meeting

The NPAFC President, Dr. Carmel Lowe and the NASCO President, Mr. Jóannes Hansen met in Nanaimo, British Columbia (BC), Canada on 15 August 2017. The purpose of the meeting was to establish a common understanding of the mandates, priorities and organizational structures of each organization and more specifically, to advance their partnership and interests in International Year of the Salmon (IYS). The IYS Director for Pacific Region, Mr. Mark Saunders and NPAFC Executive Director, Dr. Vladimir Radchenko also participated in the meeting.

The meeting and associated visits to fisheries and scientific sites throughout the southern BC region were very positive with formal and informal exchange of information between the two Presidents. Much of the informal exchanges highlighted the significant synergies that exist between the two organizations and the Presidents agreed to seek additional opportunities for a deeper exploration on how they might capitalize on these synergies to the mutual benefit of their organizations.

The key outcomes of the discussions related to International Year of the Salmon are summarized below:

- The Presidents re-affirmed the commitment of their organizations to the IYS program as described in the Outline Proposal.
- The Presidents acknowledged that there may be different issues affecting salmon around the salmosphere requiring different research priorities and a different focus of activities from basin to basin and region to region.
- The Presidents reaffirmed that it is anticipated that many activities will be undertaken within each basin, with activities in the North Atlantic and Baltic being coordinated by NASCO and those in the North Pacific by NPAFC. In addition, a number of joint activities were identified in the Outline Proposal.
- The Presidents agreed to take a leadership role and to encourage and support the work of the IYS committees in mobilizing and facilitating such activities to get underway by the relevant Parties, organizations and stakeholders within their individual convention areas and to ensuring that the IYS partnership between NASCO-NPAFC does not fetter the focus or advancement of any such activity.
- The Presidents agreed that the focus of the partnership between NASCO and NPAFC would be on the salmosphere level and on activities that would add value to the efforts that would be undertaken in either the Pacific, Atlantic or Baltic by the organizations, their Parties or stakeholders.
- The Presidents highlighted that their organizations are committed to collaboration and recognize that transparent and clear communication is essential for effective collaboration. To

this end, they agreed to encourage their Secretariats work to ensure timely communication and consultation on joint activities.

- They also recognized that there could be benefits from improved exchanges among scientists and managers working in the North Pacific, North Atlantic and Baltic and agreed to work with their respective organizations to look for mechanisms to support cross-basin participation and information exchange so that these initiatives could be considered by the Coordinating Committee.
- For the immediate term, the Presidents supported the continued establishment and work of the various IYS Committees and recognized the importance of the Coordinating Committee in facilitating collaboration on IYS matters between the North Pacific and North Atlantic and in particular, in directing the work of the IYS Symposium Steering Committee.
- The Presidents acknowledged that the Coordinating Committee has a number of challenges that have limited progress to date and proposed a 2-day face to face meeting be convened preferably before the end of the calendar year to resolve those challenges are direct a suite of activities that would ensure among other things, the near-term completion of:
 - An IYS website;
 - Criteria for IYS endorsement/use of the IYS logo;
 - IYS key messages
 - The design and implementation of an IYS launch event (symposium and/or Ministerial Meeting);
 - A mechanism to jointly consider hemispheric-scale research and outreach activities including a strategic approach to workshops and symposia.
 - A joint calendar of events for activities to be undertaken by the organizations, their Parties and stakeholders.
- The Presidents suggested the upcoming Coordinating Committee call on 12 September be used to develop an agenda for this face-to-face meeting and to task Secretariat staff or others to undertake the necessary preparations to support its delivery.
- The Presidents also acknowledged that their organizations would be willing to consider proposals for additional joint activities provided that these were well documented and submitted to the Coordinating Committee for appropriate evaluations and decisions.

The Presidents concluded that preparing thoroughly in advance for future meetings and improving communication are important for the success of the IYS.

The Presidents noted that in light of the extraordinary challenges faced by salmon today NASCO and NPAFC should use all appropriate opportunities to share their, expertise, knowledge and best practises to further enhance the conservation of salmon in their respective basins. They expressed excitement for a successful launch of the IYS and an enduring relationship between their two organizations.

The Presidents agreed to circulate the report of their meeting to their respective organizations, hopefully prior to the next meeting of the Coordinating Committee.

The meeting concluded with an invitation from the NASCO President for a reciprocal visit by Dr. Lowe to continue the exploration of other opportunities for inter-agency collaboration.

NPAFC AND NASCO PRESIDENTS' MEETING

LOCATION

Conference Room, Pacific Biological Station, 3190 Hammond Bay Rd, Nanaimo, BC V9T 6N7

DATE

August 15, 2017

TIME

9:00am to 2:00pm, if needed. Catered lunch provided by NPAFC.

OBJECTIVES

1. Develop a strong working relationship between NASCO and NPAFC at the executive level
2. Develop understanding of the mandates and emerging priorities of both Commissions
3. Affirm a shared vision and next steps for the IYS that respect the priorities of both Commissions

AGENDA

1. Welcome and introductions
2. Presentations from NASCO and NPAFC on Commission mandates and priorities
3. Presentation on the current status of the IYS and discussion of respective Commissions vision - Saunders
4. Discuss the performance of our governance procedures and determine requirements for a healthy working relationship
5. Discuss approach and next steps for addressing time sensitive decisions
 - a. Opening Event/Symposium
 - b. Approach to results-based planning for hemispheric-scale research
 - c. Joint website
 - d. Integrated planning for workshops and symposia over the life of the IYS
 - e. Fundraising opportunities
6. Develop joint message back to the Commissions
7. Other
8. Adjourn