

ICC(17)5

Report of the Third Meeting of the IYS Coordinating Committee

Conducted by Conference Call

9 March 2017

1. Opening of the Meeting

- 1.1 The Co-Chair, Mark Saunders (NPAFC), opened the third 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 NPAFC, NASCO provide the Rapporteur. Dr Peter Hutchinson (NASCO) was appointed as Rapporteur to work with the NPAFC Co-Chair in developing the report of the meeting.
- 1.2 The following members of the Coordinating Committee participated in the meeting
Peter Hutchinson (NASCO)
Carmel Lowe (NPAFC)
Doug Mecum (NPAFC)
Dan Morris (NASCO, Co-Chair)
Vladimir Radchenko (NPAFC)
Mark Saunders (NPAFC, Co-Chair)
- 1.3 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)3, after agreeing that item 4.7 'Face to face meeting' should be considered under item 4.4 'Symposium Steering Committee report' (Annex 1), given the urgent need to plan for the symposium. Item 4.6 'NASCO Special Session' had been included for information only and a report on planning for this session had been made available to NPAFC in the report of the first meeting of the North Atlantic Steering Committee. The Programme for the session has now been finalised and an update will be made available to NPAFC by email when it is issued to NASCO Parties.

3. Adoption of the Report of the Second Meeting of the IYS Coordinating Committee

- 3.1 The Committee adopted the report of the second meeting of the IYS Coordinating Committee held by conference call on 26 October 2016, IYS(16)6.

4. Development of plans of action leading to future decisions by the IYS Coordinating Committee regarding

- 4.1 *IYS Logo*

A document providing a draft creative brief had previously been made available to the Coordinating Committee with the aim of informing an identity design for IYS, which

would be applied in a logo, website, and IYS printed materials. At its last meeting, the Coordinating Committee had agreed that it was important to proceed with this work in support of initiatives to generate broader interest and support for the IYS. The first section of the document identified the IYS theme, keywords, vision, scope, target audiences, objective, and tone. The second part of the document focused on the qualities one would look for in an IYS website. The Coordinating Committee had been advised that Dr. Doug Bliss, Fisheries and Oceans Canada, had recently undertaken the process of developing design alternatives and selecting a logo for the new Atlantic Salmon Research Joint Venture. He had offered to engage the same graphic design firm, Mistral, to develop some ideas for an IYS logo for consideration by the Coordinating Committee and to cover the costs involved. NPAFC had indicated that it wished to seek designs from a second company, Alexandra Young Design. The designs from both companies had been sent to the Coordinating Committee by email by the NPAFC Secretariat on 16 February 2017 and are included in Annex 2. NASCO thanked NPAFC for its work in coordinating the process of soliciting these logo designs.

In a subsequent email dated 7 March, the Coordinating Committee was informed that the NPAFC Secretariat had conducted a survey of 42 members of its North Pacific Steering Committee to seek their ranking of the eight IYS logo options. Two preferred logos had been identified - logo option #1 (by Mistral) and logo option #8 (by Alexandra Young Design). The average scores assigned to these two preferred logos were very close 2.50 and 2.55, respectively (a lower score represents a higher ranking). Option #8 had 18 first place rankings while option #1 had 13 first place rankings. NPAFC had, however, indicated that logo option #8 would require additional work to improve the design, including to the appearance of the hands and the fish (to change the cartoon style appearance). NPAFC suggested that the colour scheme in logo option #1 might also be reviewed.

NASCO indicated that it had consulted the members of its North Atlantic Steering Committee and logo option #1 had been the first choice of all members of that Committee. Logo option #3 was NASCO's second choice with an average score of 2.28 using the same scoring system as used by NPAFC and logo option #8 was the third choice (average score of 2.71). NASCO had also consulted its graphic design consultant who agreed with this selection.

Based on the preferred choice of both NASCO and NPAFC, it was recognised that logo option #1 was the only logo in the preferred list of both organisations and would be the chosen logo based on both the average score and the number of first choice rankings. It was also noted that logo option #8, the other option on the preferred list of both NASCO and NPAFC, would require further work in terms of its design and that this would mean having to consult further within each organisation. In view of the urgency to develop an IYS identity, NASCO proposed adopting logo option #1 in its current form but NPAFC indicated that it would prefer to see a re-design of logo option #8. This matter was not resolved and it was agreed that a way forward would be explored by the Co-Chairs by correspondence.

4.2 Website and branding update

NPAFC had sought quotes from three companies for the work involved in developing an IYS website. The proposal for this work had included three separate elements: logo, branding and website design. The companies were aware that the three elements would be awarded separately and they were prepared to develop a website using a logo developed by another company. A summary of the costs (in Canadian dollars) provided by the three companies was circulated by NPAFC and is as follows:

Company	Cost (CAN\$)	Comments
Alexandra Young Design	\$8,900	Includes search engine optimization
Cucumber Marketing	\$12,115	Includes website design, post-launch website maintenance, and search engine optimization
My Loud Speaker	\$15,200	

All three proposals allow for use of a WordPress system that is flexible and easily modified and expanded. The timescale for this work is approximately 12 - 16 weeks. NASCO expressed appreciation to NPAFC for its work in obtaining these quotes and it was agreed, since considerations other than just cost are important, that copies of the specification of the work submitted to the three companies and their quotations should be made available to the Coordinating Committee to inform its decision-making. Testimonies from users of the companies' services could also be sought.

4.3 IYS Endorsement document

Following the Coordinating Committee's last meeting, NASCO had developed a document providing draft criteria governing the use of the IYS logo. This document indicated that the Coordinating Committee would welcome the use of the IYS logo by research, outreach and other activities related to wild salmon conservation (e.g. workshops, symposia, exhibits, information packs, scientific projects) at a salmosphere, regional or party/jurisdiction level that are consistent with the aims and the main outreach and research themes of the IYS. It was proposed that there would be neither an approval process nor a fee associated with use of the IYS logo but it would be a condition of use that the IYS Coordinating Committee be advised of its use. The Discussion Document proposed that activities which are consistent with the aims of the IYS are deemed to have permission to use the International Year of the Salmon logo subject to certain terms of use including a right of the Coordinating Committee to withdraw permission to use the logo where it considers that the activity is not consistent with the aims of the IYS.

NPAFC indicated that it would prefer a streamlined approval process, to ensure that activities are legal and ethical, and a fee for use be levied (at least in the case of for-profit organisations). However, it had not developed details of how the fee might be levied. It did, however, hope that the IYS would make a difference and not just maintain the *status quo*. NASCO indicated that it did not favour charging a fee as this could discourage some activities from associating themselves with the IYS and even a streamlined approval process could place a considerable burden on the organisations, noting that all those seeking to use the logo would be required to notify the lead organisations and there was a

right to withdraw permission for use. NASCO asked if there could be a legal issue associated with withdrawal of approval if formally granted. Reference was made to the approach adopted by the World Fish Migration Day (WFMD), the terms of use for which were made available to the Coordinating Committee through the following link: <http://www.worldfishmigrationday.com/join-wfmd>. NASCO is seeking cooperation from the WFMD Secretariat with regard to possible use of its web-based system for mapping global projects. It was agreed that NPAFC would further consider the issue of endorsement and report back to the Coordinating Committee.

4.4 *Symposium Steering Committee update*

One of the major events of the IYS will be an international symposium to be held in the Autumn of 2018 in advance of the focal year in 2019. To plan for, organize and run an international IYS symposium in 2018, a Symposium Steering Committee has been appointed with three representatives each from NASCO (Mr Tony Blanchard, Dr Ciaran Byrne (Co-Chair) and Dr Peter Hutchinson) and NPAFC (Mr Jeongseok Park, Mr Mark Saunders (Co-Chair) and Dr Shigehiko Urawa). Planning and executing a major scientific symposium is a considerable undertaking and some activities, such as securing a venue for the symposium and a journal for publication of the proceedings, require a very long lead time. The aim is to organise a prestigious symposium, that is well attended, with top quality presentations and that is well reported both in a scientific journal and in a publication targeting a broader audience.

Following the last meeting of the Coordinating Committee in October 2016, NASCO had developed a Discussion Document outlining the tasks to be undertaken in organising the symposium. It recognised that planning and executing a major scientific symposium is a considerable undertaking and that some activities, such as securing a venue for the symposium and a journal for publication of the proceedings, have long lead times. This Discussion Document had been made available to NPAFC on 18 January and following the meeting of the North Pacific Steering Committee, NPAFC had responded on 7 March to convene the Steering Committee and proposing an agenda for immediate work. NPAFC had explored ideas such as concurrent events and symposia and options for venues had been considered by both NASCO and NPAFC. The Coordinating Committee recognised that the IYS symposium would be an important event in launching the IYS and that there is a need to advertise the symposium about 18 months in advance if it is to be a successful, well-attended event. The Coordinating Committee urged the Symposium Steering Committee to develop its initial ideas without delay.

4.5 *IYS terms of reference document*

NPAFC indicated that it would seek to make some changes to the Terms of Reference (Governance) document. These relate only to the membership of the North Pacific Steering Committee (as detailed in Annex C) and once updated the document would then be acceptable to NPAFC. The Terms of Reference have already been agreed by NASCO.

4.6 *Budget*

The Coordinating Committee noted that the Fisheries and Oceans Partnership Fund applied to the period up to 31 March 2017. The agreement is between Fisheries and Oceans Canada

and NPAFC but funds have been made available to support IYS activities in the North Atlantic. NASCO indicated that it had advised its Parties and NGOs and members of its North Atlantic Steering Committee of the availability of these funds (CAN\$100,000) and had asked that details of any eligible costs be provided to the NASCO Secretariat by 10 March. Following clarification from the NPAFC Secretariat that the effective date of the agreement was 1 August, it was expected that NASCO may seek reimbursement of the costs associated with the meeting of its North Atlantic Steering Committee but to date no other eligible costs had been incurred given that NPAFC has coordinated the work in developing the logo and website work, which NASCO hoped could be covered by the funds available under the agreement.

4.7 *Research Coordination/Communication*

NPAFC reported that it has been working with the Fisheries and Oceans Canada IYS network and the NPSC to develop a results-based planning framework to determine the priorities and projects that will have the highest likelihood of making a measurable difference. A small group (V. Radchenko, P. Sprout, A. Steggemann, C. Stephens, G. Iwama, J. White and A. Bezany) is developing ultimate goal and results statements, similar to mission/vision statements, that can be used to provide simple and compelling communications materials. These are based on the existing language and concepts in the IYS outline proposal document. NPAFC has also been working on a performance accountability process for use with the six IYS Themes/Outcomes (including Outreach and Communications). A meeting is scheduled for 16 March and NPAFC will report back to the Coordinating Committee following that meeting. While it was not clear to NASCO how such an approach would fit into the IYS at a ‘salmosphere’ level, it would review any proposal made available to the Coordinating Committee. The views of NASCO’s North Atlantic Steering Committee on research priorities and coordination had been included in the report of its first meeting made available to NPAFC.

5. Report of the meeting

5.1 {The Coordinating Committee agreed a report of its meeting.}

6. Close of the Meeting

6.1 The Co-Chair thanked members of the Coordinating Committee for their contributions to the meeting.

IYS(17)4

Third Meeting IYS Coordinating Committee

Agenda

1. Opening of the Meeting
2. Adoption of the Agenda
3. Adoption of the report of the second meeting of the IYS Coordinating Committee
4. Development of plans of action leading to future decisions by the IYS Coordinating Committee regarding:
 - 4.1 Logo
 - 4.2 Website and branding update
 - 4.3 IYS Endorsement document
 - 4.4 Symposium Steering Committee update
 - 4.5 IYS terms of reference document
 - 4.6 Budget
 - 4.7 Research Coordination/Communication
5. Report of the Meeting
6. Close of the Meeting

Logo designs provided by Mistral and Alexandra Young Design



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ICC(17)3

Draft criteria governing the use of the International Year of the Salmon logo

1. The International Year of the Salmon is a joint initiative of the North Pacific Anadromous Fish Commission (NPAFC) and the North Atlantic Salmon Conservation Organization (NASCO) with the overall theme of ‘*Salmon and people in a changing world*’. The International Year of the Salmon seeks to advance understanding and awareness of the issues facing salmon around the ‘salmosphere’ (i.e. North Pacific and North Atlantic Oceans and the Baltic Sea) and their implications for communities associated with the resource, through implementation of a programme of new research, collaboration and outreach.
2. The aims of the International Year of the Salmon are to:
 - improve scientific understanding and public and political awareness of the factors driving salmon abundance, the environmental and anthropogenic challenges facing salmon and the measures being taken to mitigate these;
 - generate further support for strategies to conserve, restore and rationally manage salmon;
 - develop a legacy of collaboration among organisations and researchers across disciplines in countries throughout the salmosphere;
 - inspire and support a new generation of researchers and managers;
 - improve understanding and awareness of the ecological, social, cultural and economic values of salmon; and
 - engender a call to action to support research and conservation of salmon and their supporting environments throughout the salmosphere.
3. The International Year of the Salmon Coordinating Committee welcomes the use of the International Year of the Salmon logo by research, outreach and other activities related to wild salmon conservation (e.g. workshops, symposia, exhibits, information packs, scientific projects) at a salmosphere, regional or party/jurisdiction level that are consistent with these aims and the main outreach and research themes of the International Year of the Salmon as shown below.

Outreach, engagement and education themes:

- improving public and political awareness of the status of wild salmon stocks and their cultural, social and economic importance; and
- improving public and political awareness of the challenges facing wild salmon stocks from major environmental changes and a variety of anthropogenic factors.

Research themes:

- *Status of Salmon:* to understand the present status of wild salmon and their environments;

- *Salmon in a changing salmosphere*: to understand and quantify the effects of natural environmental variability and anthropogenic factors affecting wild salmon distribution and abundance and to make projections of their future changes;
- *New Frontiers*: to develop new technologies and analytical methods to advance salmon science and to explore the uncharted regions of the salmosphere;
- *Human Dimension*: to improve the resilience of people and wild salmon through the connection and collaboration of salmon-dependent communities, indigenous peoples, youth, harvesters and resource managers across the salmosphere;
- *Information Systems*: to develop an integrated archive of accessible electronic data collected during the International Year of the Salmon and tools to support future research.

4. There is neither an approval process nor a fee associated with use of the International Year of the Salmon logo but it is a condition of its use that those using it advise the International Year of the Salmon Coordinating Committee of its use. Activities which are consistent with the aims of the International Year of the Salmon as detailed in paragraph 2 above are deemed to have permission to use the International Year of the Salmon logo subject to the terms of use detailed in paragraph 5 below. For activities in the North Atlantic Ocean and Baltic Sea, notification of use of the logo should be made to the Secretary of NASCO using the contact details below. For activities in the North Pacific Ocean, notification of use of the logo should be made to the Secretary of NPAFC using the contact details below. For activities covering both the North Atlantic Ocean/Baltic Sea and Pacific Ocean notification of use of the logo should be submitted to both NPAFC and NASCO.

North Atlantic Ocean and Baltic Sea	North Pacific Ocean
Dr Peter Hutchinson	Dr Vladimir Radchenko
Secretary	Secretary
North Atlantic Salmon Conservation Organization (NASCO)	North Pacific Anadromous Fish Commission (NPAFC)
11 Rutland Square	Suite 502, 889 West Pender Street
Edinburgh EH1 2AS	Vancouver V6C 3B2
United Kingdom	Canada
Email: hq@nasco.int	Email: secretariat@npafc.org

Note :When an IYS website(s) is(are) established, there may be a means for notifying the Secretariats of the use of the IYS logo through the website, instead of through the means provided above.

5. The following terms of use apply to the IYS logo:

- *Minimum size:*
- *Minimum clear space:*
- *Colour (including background):*
- *The name:*
- *Angle, typeface, individual elements, distortion:*

- *Website use. The logo must include a click-through link to the International Year of the Salmon webpage (<http://www.xxxxxx.xxx>)*
6. The International Year of the Salmon Coordinating Committee reserves the right to withdraw permission to use the logo where it considers that the activity is not consistent with the aims of the International Year of the Salmon as detailed in paragraph 2 above. In such cases the use of the logo must cease immediately and the Coordinating Committee's decision is final.