



ICC(18)04

Report of the Fifth Meeting of the IYS Coordinating Committee

Rydgas Kensington Hotel, 61 Gloucester Road, London, SW7 4RE

February 1 & 2, 2018

1. Welcome, introductions, and opening remarks

1.1 The Co-Chair, Mark Saunders (NPAFC) welcomed everyone and highlighted that he was happy to be having a face-to-face meeting and looked forward to a productive and collaborative two days. In accordance with the Coordinating Committee's Terms of Reference, when the meeting is chaired by NPAFC, NASCO provides the Rapporteur. Sarah Robinson (NASCO) was appointed as Rapporteur to work with the Co-Chairs in developing the report of the meeting.

1.2 Introductions were made by the Committee. The following members of the Coordinating Committee participated in the meeting:

Raoul Bierach	NASCO
Kim Damon-Randall	NASCO (Co-Chair)
Emma Hatfield	NASCO
Carmel Lowe	NPAFC
Arnaud Peyronnet	NASCO
Vladimir Radchenko	NPAFC
Mark Saunders	NPAFC (Co-Chair)

1.3 Doug Mecum (NPAFC) was unable to participate in the meeting. Sarah Robinson (NASCO Secretariat) supported the work of the Committee.

1.4 A brief overview of NASCO and NPAFC was given bringing to the meeting participants' attention the differences in the organizations' set-up, scope and management approaches. The common ground was also recognised and seen as a clear driver for the IYS.

2. Adoption of the agenda

- 2.1 The Committee was asked to adopt the agenda (ICC(18)01) and any additions to the agenda were requested. Consideration of a meeting schedule was the only item requested and was added to agenda item 15. With this amendment the agenda was adopted (ICC(18)02) and is shown as Annex 1.

3. Description of the work by the technical team that met in Gloucester, MA, USA in December 2017

- 3.1 Those in attendance at the meeting reiterated the value of the meeting and the opportunity to highlight the different approaches to the International Year of the Salmon (IYS) by NASCO and NPAFC. It was a very productive meeting and the discussion documents that resulted have been excellent guiding documents for the IYS North Atlantic Salmon Committee meeting that preceded this Coordinating Committee meeting.
- 3.2 The report of the meeting will be approved via email and responses, to be sent to the NASCO Secretary, were requested within the next two weeks.
- 3.3 *The Coordinating Committee agreed the following:*
- the Coordinating Committee are asked to confirm that they will approve (or otherwise) the report of the Technical Team by email in the next couple of weeks – **Emma Hatfield (NASCO) to request approval (report sent 25 Jan).**

4. Overview of the outcomes of the North Atlantic Steering Committee Meeting that met in London, UK, prior to this meeting

- 4.1 Kim Damon-Randall (NASCO; Chair of the IYS North Atlantic Steering Committee) described the meeting, stating that it had been productive with many of the outputs being brought forward to the Coordinating Committee. It was agreed that further detail of the outputs would be provided as the relevant agenda items were raised in the Coordinating Committee meeting.

5. Review of effectiveness of IYS governance procedures

- 5.1 The Chair proposed that this should be a standing item on the agenda. The Coordinating Committee's Terms of Reference were reviewed, and actions delivered in relation to points in the Terms of Reference were described and updates given. Items requiring further discussion were included on the agenda.
- 5.2 It was highlighted that the North Pacific Steering Committee meeting would be in the week following the Coordinating Committee meeting. A brief discussion followed concerning meeting schedules and the need for both the Steering Committee meetings to feed into the Coordinating Committee meeting schedule. It was accepted that this would be the aim going forward; a meeting schedule discussion had been added to the agenda.

- 5.3 ***The Coordinating Committee agreed the following:***
- reviewing the effectiveness of the IYS governance procedures would be a standing item on the agenda.
6. **Consideration of possible key messages for the IYS (see Discussion Document IYS(17)08)**
- 6.1 The Chair introduced the agenda item and asked for feedback on the IYS North Atlantic Steering Committee (the Steering Committee) considerations in relation to the key messages document IYS(17)08.
- 6.2 Kim Damon-Randall fed back on the Steering Committee's behalf. There was agreement amongst the Steering Committee that Public Relations experts should review and redraft the key messages to ensure they could be understood by the widest audience possible. It was thought that one overarching message would be helpful. Steve Sutton's talk at the NASCO IYS Special Session in 2016 was referenced and it was proposed that the key messages were categorised using the categories *aware*, *care*, *responsible* and *action*, a process that Steve Sutton had described as an approach that would lead people to involvement in the IYS and the conservation of salmon. It was felt that there should be a climate change key message, placing salmon in the context of a key environmental issue and highlighting a direct challenge being faced by the species. The Steering Committee questioned if it would be a good thing to use the term "salmosphere" outside of the scientific audience and suggested a Public Relations expert opinion is needed concerning this. The Steering Committee felt the messages were generally good and didn't select specific message options from the discussion paper based on the fact that they required expert input.
- 6.3 Raoul Bierach (NASCO) added that it was anticipated that the key messages would feed into the outreach workshop and it was therefore desired to have them finalised well in advance of the end of March when the workshop was planned to occur.
- 6.4 A brief discussion regarding the outreach workshop then followed highlighting the need to hold the event in March due to budgeting and scheduling requirements. The Chair informed the Coordinating Committee that at least two of the large NGOs in the Pacific are keen to contribute and be involved in the outreach workshop. There is also keenness to help shape the key messages using communications experts, recognising that different audiences needed different communication approaches.
- 6.5 The need for common key messages was recognised alongside the challenge of agreeing these jointly in a timely manner. The first step in this was to ensure the IYS North Atlantic Steering Committee comments were fed into the forthcoming IYS North Pacific Steering Committee discussions. It was agreed that Sarah Robinson could speak to this point as she would attend the meeting.

- 6.6 *The Coordinating Committee agreed the following:*
- need to agree the timeline as soon as possible – **contractor to deliver first draft by end February 2018;**
 - share the notes on discussions held in the North Atlantic Steering Committee with North Pacific Steering Committee – Sarah Robinson to communicate verbally;
 - NPAFC very keen to collaborate on professional development of the key messages;
 - NPAFC will propose to North Pacific Steering Committee to go forward under the approach discussed here;
 - definitely have a strap line; definitely have a climate change message; seek clarity on the use of “salmosphere”;
 - identify the relevant professional through Paul Knight (NASCO to send) to help craft the key messages (and NPAFC back-up) – NASCO / NPAFC to share any costs;
 - **Technical Team to produce a statement of work (by 9 February 2018);**
 - **disseminate key messages to all Parties and jurisdictions after agreement (mid-late March).**
7. **Consideration of possible options for launching the IYS (see Discussion Document IYS(17)07)**
- 7.1 The Chair described the discussion document and the option of a dispersed launch being preferred at this stage. The Chair proposed that the IYS side event at the FAO COFI meeting in July 2018 could be a first launch. Despite this not being thought to be ideal timing for the fishing community the value of doing so was recognised. Additionally, there was thought to be a benefit to planning something in Autumn 2018.
- 7.2 The feedback from the North Atlantic Steering Committee (the Steering Committee) meeting was then provided. The Steering Committee agreed that a dispersed approach was best and proposed that it was perhaps focusing on a two to three-week period. They saw raising the IYS at the FAO COFI meeting as an opportunity to announce and introduce the IYS to a target audience rather than a launch event. The decision will not be taken by FAO COFI as to whether the IYS can have a side event until later in the year, but we are the first to request a slot for a side event. The proposal to have a ministerial launch across the hemisphere was described.
- 7.3 Vladimir Radchenko (NPAFC) provided an insight into FAO COFI and the preceding Regional Secretariat Network meeting. With this further insight the Committee agreed it was an important event for the IYS to be announced at.
- 7.4 The initial outline discussed at the North Atlantic Steering Committee meeting for the proposed ministerial launch event was described. The North Atlantic Steering Committee suggested that it could take place in the Autumn of 2018 with appropriate ministers or equivalents in all NASCO and NPAFC countries launching the IYS ideally within a 48-hour period. The joined-up nature of the event would hope to inspire ministers to get involved, announcing the IYS at the same time as their international counterparts. Appreciating the various challenges, the Coordinating Committee considered the suggestion.

- 7.5 There was general agreement in the proposal. For the launch to be possible it was recognised that dates would need to be decided with some urgency and that October was more plausible than September this year. Carmel Lowe (NPAFC) stated that when approaching ministers, earlier is better, therefore settling on the dates is important. The earliest parties can make an approach the better. Emma Hatfield proposed that the Heads of Delegations should be asked to look for blackout periods, recesses and major events in their respective ministers' diaries to identify a plausible 48-hour period.
- 7.6 Once dates have been identified ministers could be approached to 'save the date' and a later follow up would provide more detail. Arnaud Peyronnet (NASCO) identified that a short briefing document would be required so that the message and why the minister in question was being asked to make an announcement was clearly understood. The Chair questioned whether it would be an opportunity to draw ministerial attention to something and whether there is contemplation of an ask being made at the same time? It was generally thought that the Parties would be the ones to tailor the ask and would determine whether this was appropriate. The challenge of providing an opportunity for the announcement being misappropriated was raised, and the response was that the messaging needed to clearly focus on wild salmon.
- 7.7 Who might draft a briefing document was briefly discussed with the Technical Team being one option raised. Also, whether the outreach workshop might produce or inform the material needed.
- 7.8 Events such as The North Atlantic Fisheries Ministers' Conference, where several ministers may be in attendance was discussed, but timing wasn't appropriate for the North Atlantic region, not all ministers responsible for wild salmon are fisheries ministers and there didn't appear to be an equivalent meeting in the North Pacific.
- 7.9 ***The Coordinating Committee agreed the following:***
- FAO COFI meeting is not an IYS launch event – just an opportunity to get the message across to a wider audience;
 - the preferred launch window for the IYS is the month of October 2018 with a preferred 48-hour ministerial announcement period acting as the kick-off for the various launch events;
 - it is very obvious there is some urgency to get the key messages done asap;
 - we need to have a briefing document on the IYS – for ministerial events at least;
 - need to figure out very soon when we want the ministerial event to take place (with associated media involvement) – do we have an initial heads-up without material? Earlier the better to get it on their schedules. October / November. **Emma / Vladimir - email their HoDs (on 9 February) to ask their respective ministerial teams if October is good and if there are any times that are NOT possible (any blackout periods / any conflicting conferences)**

- 8. Consideration of an IYS website based on previous feedback from the Steering Committees (see Discussion Document IYS(17)06)**
- 9. Consideration of a timely process for the approval of content and mock-ups for the IYS website (see Discussion Document IYS(17)06)**

Points 8 and 9 of the agenda were considered together. Leading up to the meeting, the North Atlantic Steering Committee had agreed the provided website structure by correspondence allowing a holding page to be developed.

- 9.1 The feedback from the North Atlantic Steering Committee meeting was summarised: The overall structure was considered good. It was proposed that an option to input outcome evidence was added to the events page and projects page to allow information on activities delivered as part of the IYS to be gathered. The World Fish Migration Day site was referenced and the possibility of downloading the IYS resources considered. The time frame was discussed and the need for fast responses recognised. It was felt necessary that a document detailing the IYS logo use was required from a governance perspective and that further consideration of governance relating to the website was needed.
- 9.2 Carmel Lowe raised the benefit of having an archive site for the IYS and considering this in the design of the website. There was general agreement that it would be beneficial to continue to have a web presence beyond the life of the IYS. Whether this would be a combination of NASCO and NPAFC websites hosting information post the IYS but a landing page existing that directing people to these sites was discussed. It was thought that this would be best considered as part of a legacy discussion at a future meeting.
- 9.3 The Chair responded to various points and informed the Coordinating Committee that simple pages could be launched quickly to facilitate a web presence as soon as possible. Also, that the additional function of capturing outputs on the events and projects pages is beyond the current scope of work. He agreed to circulate the current contract and envisaged that the website contract would run to 2022. He advised that staff input versus increased functionality needs to be given some thought and that he would seek to discuss changes to the current scope of work with MyLoudSpeaker. Emma Hatfield raised the possibility of this happening the following week when Sarah Robinson would be attending meetings in Vancouver.
- 9.5 Concerning additional functions on the site and the governance requirements Carmel Lowe proposed that an automated message be sent to people inputting projects and activities onto the site making them aware of accepting to follow certain rules/that they are working within the IYS code.
- 9.6 A side discussion regarding sponsorship followed on from the further consideration of ethics and principles. The very limited funding within either organization (NPAFC and NASCO) to undertake the IYS activities was recognised leading to the understanding that further funding is required. Carmel Lowe stated that in the spirit of the IYS a pool of

resources would allow coherent/holistic activities, otherwise a disjointed series of activities may result.

9.7 Raoul Bierach described the creation of the International Atlantic Salmon Research Board (IASRB) by NASCO to enable research funding to be sought, proposing that the guiding documents could be a useful reference. He also highlighted that it may be necessary to set up the procedures around receiving funds and he was not aware of NASCO having a mechanism to receive outreach funding, by anyone other than the Parties through the ordinary budgetary procedures and/or voluntary contributions.

9.8 Vladimir Radchenko described that the NPAFC had a set up that allowed money to be received from all sources, that shared the aims of the organization, and that these could be applied to a variety of activities. The NPAFC handbook details how this works and the mechanisms in place.

9.9 The need to reflect on what activities funds are required for was raised. It was proposed that, time permitting, the discussion on funding and raising funds should be considered further in the other business section of the agenda. However, it was accepted that the North Atlantic Steering Committee had not discussed funding making it difficult to speak on their behalf.

9.10 ***The Coordinating Committee agreed the following:***

- guiding deadline for the IYS website set-up is the COFI deadline;
- Mark Saunders agreed to go back to the developer to check that events links / project links are possible – as we discussed in Gloucester and as explained to the North Atlantic Steering Committee;
- website functionality needs to enable the IYS theme to be recorded for individual events and projects;
- Mark Saunders to check if possible to meet with MyLoudSpeaker team week of 5 February;
- decisions still need to be taken on who will do “upkeep and checking” in NPAFC and NASCO and how much work it will entail and how we manage the website going forward. Mark to check MyLoudSpeaker contract for hosting and maintenance issues;
- website will be supported through the full life of the IYS – to the end of 2022;
- end of project – create and maintain an archive of the IYS website AND commitment from NASCO and NPAFC to ensure it remains active (maybe migrate to own RFMO sites). What to preserve on the IYS website vs migrate?
- review website annually.

10. Consideration of some possible options for using social media as part of the outreach programme to communicate the IYS (see Discussion Document IYS(17)10)

10.1 The Chair explained that the NPAFC had fed their initial research on social media into the Technical Team meeting. The discussion document captured the meeting’s proposal that the Atlantic and Pacific have their own IYS Facebook pages. Possible posts were also recommended in the discussion document. The Chair also highlighted that NPAFC currently have a Facebook page that they post to approximately twice a day.

- 10.2 Kim Damon-Randall fed back on behalf of the North Atlantic Steering Committee (the Steering Committee) discussions. Given the Secretariat’s capacity and the requirement to communicate in multiple languages the Steering Committee did not feel that a NASCO or IYS NASCO Facebook page would be suitable in the Atlantic. Instead, each of the Parties and jurisdictions could have their own IYS Facebook page (or alternatively badge their established Facebook page) and graphics can be provided with guidance. Twitter was thought to be a better social media option for NASCO as it could be used to push out information and would not require a huge amount of follow-up interaction.
- 10.3 The Chair did not envisage that the proposed approach would be an issue but would seek the North Pacific Steering Committee’s approval at their meeting in the following week. He also gave an example of how social media followers can be captured from different audiences highlighting a multimedia art instillation (www.uninterrupted.ca).
- 10.4 ***The Coordinating Committee agreed the following:***
- NPAFC will likely have their own IYS Facebook page. There is flexibility with the IYS Facebook template for the individual Parties and jurisdictions to build their own pages in their appropriate languages;
 - **NPAFC to review template for possible extra content (by 9 February);**
 - the North Atlantic Steering Committee approach is an emphasis on the IYS website with a “push” notification - maybe Twitter – with feed provided by others;
 - **NPAFC to speak with salmon movie producer in Vancouver – Rae Hull - www.uninterrupted.ca to look at possibilities to show the film in 2019 more widely.**
11. **Consideration of possible approaches for planning related to outreach and research activities as part of the IYS (see Discussion Document IYS(17)09)**
- 11.1 The table in Discussion Document IYS(17)09 was raised and projected for the Coordinating Committee to see. Kim Damon-Randall sought clarification on behalf of the North Atlantic Steering Committee on the intention of the table. A discussion followed that confirmed the table to be a tracking mechanism to aid understanding of what outreach and research is being delivered against which IYS theme. Tracking delivery against theme was thought to be valuable in determining where further efforts were needed to enable a targeted approach to ensure all themes were delivered.
- 11.2 Carmel Lowe highlighted that both outreach and research were elements of achieving success and the Committee discussed how activities, in addition to being tracked, could be assessed in some way to establish the outcome of an event or activity and the impact it may have had. The Coordinating Committee remarked on the challenge of measuring impact. The Chair informed the Coordinating Committee that the NPAFC will have a special session at four of the next annual meetings, starting this year, focusing on the IYS and that there might be scope to look at measuring impact at one of these meetings.
- 11.3 It is the intention of the IYS website that organizations and individuals will input their research and outreach activities. Following the Coordinating Committee’s wish to

understand what IYS themes are being delivered, a mechanism to capture this was discussed. It was suggested that when activities are initially input to the website a drop-down menu with the themes would need to be completed. Therefore, all activities are categorised according to theme by the individual inputting and delivering the activity. Whether the IYS website could encourage a post event/activity follow up was discussed as it was felt that this could be a mechanism for capturing outputs.

- 11.4 A brief discussion was had on the focal year of 2019 and the expectations of activities continuing beyond it. There was a general understanding that research projects would possibly begin in 2019 but run for a number of years following this. The Committee agreed that in addition to research, any follow on from 2019 would need to be considered by the respective Councils, particularly given the resource implications and considering the expectations that the IYS might build.
- 11.5 The Chair referenced a recent meeting held with Rory Saunders (Chair of the International Atlantic Salmon Research Board – the IASRB) and Niall Ó Maoiléidigh (Chair of the Scientific Advisory Group of the IASRB – the SAG). This group has been undertaking an exercise to map the NASCO inventory of research against the NPAFC’s research prospectus. A discussion followed around the approach to research in the Atlantic and Pacific and shared areas of interest. The Chair also highlighted a Department of Fisheries and Oceans Canada initiative to connect people using an automated system. This system would link people undertaking complementary research.
- 11.6 Kim Damon-Randall raised the issue of smolt mortality and whether a ‘Likely Suspects’ approach, currently a project that is focussing on the marine environment, could be used for the freshwater environment.
- 11.7 Carmel Lowe highlighted that effective management of salmon relies on the research in both oceans. Current research shows salmon are moving closer to Greenland from the Pacific. Therefore, this joining up on research initiatives and knowledge sharing is important as they may arrive in the Atlantic at some point. The northward migration of salmon was discussed and whether they would be viewed as an ‘invasive species’ or considered to be ‘changing distribution’. Whether this was regarded as an opportunity or threat, it was agreed that a better understanding of what is happening is required to enable any required mitigation and to deal with potential issues in natural change being viewed negatively. It was noted that Mark Saunders would be attending the annual forum of SASAP (State of Alaska’s Salmon and People) and would enquire about Arctic research.
- 11.8 The use of new technologies and techniques was discussed briefly and Arnaud Peyronnet highlighted that the genomics research occurring and planned in the Pacific would be of interest to NASCO. This led to a consideration of how joint projects would be identified as IYS projects. The conclusion was that projects would be considered as IYS projects if they aligned with one of the IYS themes.

11.9 *The Coordinating Committee agreed the following:*

- the table is a starting point for recording of activities for the IYS, by theme and if there is a corresponding research project (linking outreach and research where possible);
- on the website, the events planner and projects pages will require those registering to categorise each event / project by theme and **the Secretariats will then categorise and record them according to the IYS themes;**
- a disclaimer statement needs to be included on the sign-up page for the projects;
- the intention is to capture metrics – to show activities by theme;
- if a project relates to an IYS theme then it is an IYS project.

12. **Consideration of the aims and content of an outreach-oriented scoping workshop bringing together the NGOs, NASCO and NPAFC to discuss and identify possible outreach activities that can be undertaken at the local, regional, and hemispheric levels**

12.1 There is currently one outreach workshop planned by NASCO which Emma Hatfield described. The idea of the workshop was to identify the best strategy to target the four key audiences (general public, knowledgeable public, children/youth and politicians) and identify the tools that these strategies might require. Whilst this was a NASCO sponsored workshop, NPAFC's involvement was welcomed given that the key messages document would guide strategies and tools for each of the audiences. It was felt that this would make the workshop's outputs applicable across the hemisphere.

12.2 The Chair agreed to take an action to look into how NPAFC NGO individuals can contribute and whether they can attend. He again highlighted he was due to attend the annual forum of SASAP (State of Alaska's Salmon and People) and would identify any individuals who may be appropriate to contribute to the outreach workshop.

12.3 An action was taken to provide a half page document detailing the objectives of the workshop for the NPSC meeting. The use of a facilitator at the workshop was discussed.

12.4 Vladimir Radchenko informed the Coordinating Committee that there was interest from the enforcement community in the Pacific regarding the outcomes of the outreach workshop.

12.5 *The Coordinating Committee agreed the following:*

- NASCO-sponsored workshop with NASCO and NPAFC participation and invited expert speakers;
- four target audiences identified;
- the aim is to use the experts to develop a strategy to best reach each target audience with the key messages and to produce a set of tools for the proponents of the outreach to use. The ultimate aim is to change behaviour and mobilise action;
- **need a half-page brief with the objectives of the workshop and dates and place (2 February);**
- **identify willing facilitator within the ranks of the NASCO and NPAFC Parties or NGOs by 9 February – target NASCO NGOs first;**

- need to put some limits on its scope – how to target the audiences to make a difference;
- Mark Saunders will determine any relevant person in the SASAP project in Alaska;
- it is an initial workshop and can set up others on the basis of the first one if needed.

13. Consideration of revisions to the Terms of Reference for the IYS Symposium Steering Committee (see Discussion Document IYS(17)11)

- 13.1 The Chair explained that the Technical Team gave this some consideration following the decision not to hold a launch/opening symposium in 2018. Recognising that there are multiple events being undertaken across the hemisphere, it was thought that there would be some merit in the Symposium Steering Committee coordinating IYS engagement with them. This would ensure the events were aware of each other, the IYS was highlighted at these events and the outputs were gathered to share in various ways, through webinars for example. It was thought that the Symposium Steering Committee could also organise an IYS concluding symposium.
- 13.2 Kim Damon-Randall provided an update on the North Atlantic Steering Committee (Steering Committee) discussions. The Steering Committee didn't feel that the coordination of events was an appropriate role for the Symposium Steering Committee. They recognised that the coordination role was relevant and suggested that mechanisms to do so could include the website. The concluding symposium was thought to be an appropriate activity and if this is agreed then a clear time-line of organising and deadline dates should be agreed in the coming months.
- 13.3 There was general agreement with the North Atlantic Steering Committee discussions, all agreed that the Symposium Steering Committee should focus on a concluding symposium. The time line for this event needed to be established in the coming months. Engaging with events and research, particularly those delivering on the themes of the IYS, was discussed.
- 13.4 It was suggested that the Steering Committees could encourage work on themes identified as needing a greater effort. It was also suggested that the current group looking at the research prospectus and inventory; Mark Saunders, Rory Saunders (Chair of the IASRB) and Niall Ó Maoiléidigh (Chair of the SAG), could review research and coordinate suggestions of how to fill the gaps. It was highlighted that Niall Ó Maoiléidigh might be stepping down as Chair of the SAG. The Coordinating Committee felt that if this group were to review research there should be an equivalent group undertaking a similar exercise for outreach. The outreach group was proposed to be made up from the NGOs of NPAFC and NASCO.
- 13.5 It was agreed that these groups covering outreach and research would need to be named and identified. Ideally, they would operate in a less formal way initially given the time pressure and, at a later date, also informed by their findings, it could be decided if they need to be set up formally.

13.6 *The Coordinating Committee agreed the following:*

- re-tasking for the culmination symposium agreed – the group’s participants must be identified by the 2020 Annual Meetings of NPAFC and NASCO;
- Secretariats will be identifying events / projects under themes and tracking them and notifying the North Atlantic and North Pacific Steering Committees;
- North Atlantic and North Pacific Steering Committees can have the roles of reviewing and coordinating and then disseminating / encouraging projects towards a holistic program;
- **Technical Team to produce Terms of Reference for each of the two Study Groups by 16 February;**
- formalise a Study Group for Research (Mark Saunders, + one from NPAFC, IASRB Chair and SAG Chair) to:
 - plan and coordinate research activities and associated workshops/symposia at the hemispheric level throughout the IYS initiative;
- **prepare a research strategy document for discussion at the 2018 NASCO and NPAFC Annual Meetings;**
- form a Study Group for Outreach to coordinate outreach activities and associated events to further the aims of the IYS throughout the initiative (participants to be discussed at the outreach workshop);
- **prepare an outreach strategy document for discussion at the 2018 NASCO and NPAFC Annual Meetings.**

14. **Other**

- 14.1 Sponsorship, the schedule of meetings and the key messages reviewed by an expert were the topics highlighted for other business. The Committee’s discussion also included clarification on the proposed ministerial launch.
- 14.2 The key messages and finalising them for use was considered. The following process was agreed for the development of the key messages:
- a) a consultant brief would be created;
 - b) the key messages shall be developed by a communications/public relations specialist including a climate change message;
 - c) the consultant would also advise on the use of the term salmosphere;
 - d) the respective Secretariats would look at the consultant’s output and then send it to the Coordinating Committee, North Atlantic Steering Committee and North Pacific Steering Committee for approval via email;
 - e) once approved the key messages would be available to use for a variety of activities and IYS communications including the website and the NASCO outreach workshop.
- 14.2 It was proposed that the Technical Team be tasked with producing a discussion document on sponsorship. The document was expected to deal with the acquisition of funds for the IYS activities. It was highlighted that NASCO can accept research funds through the IASRB but that no mechanism was set up to receive funds for outreach activities. It was thought that NPAFC may be able to receive and manage outreach funds. the Technical Team were asked to take this these points into consideration when forming the discussion document.

- 14.3 The process for the ministerial launch was clarified. Initially a save the date request would go out to the Heads of Delegations to approach the relevant individual. Following the NASCO outreach workshop a ministerial brief would be produced and shared.
- 14.4 The role of the Technical Team was discussed, and all agreed the value of the group and the discussion papers it had produced to date. It was felt that by operating within the terms of reference for the Coordinating Committee the Technical Team should be considered a sub-group of the Coordinating Committee.
- 14.5 It was agreed that the Coordinating Committee meetings should be timetabled to occur after the North Atlantic Steering Committee and North Pacific Steering Committee meetings. It was also agreed that the schedules would be determined by the timeframes of actions agreed at this meeting, recognising that there may be a need for short remote meetings to agree time critical items. It was suggested that the next face-to-face meeting should occur after the NPAFC and NASCO Annual Meetings prior to the Fall/Autumn.
- 14.6 ***The Coordinating Committee agreed the following:***
- Public Relations experts to hone key messages – streamline the process through one person only – via Paul Knight contact (communication via the Secretariats) with an NPAFC contact as back-up. **Emma to contact Paul Knight initially (2 February)**
 - **Technical Team will produce a document on funding / sponsorship** given the very different models in NASCO and NPAFC **by end of April** (in line with May North Atlantic Steering Committee call)
 - Technical Team to design the presentation of the IYS for COFI side-event once confirmed
 - the Technical Team is a sub-group of the Coordinating Committee and will operate to support the activities of the Coordinating Committee (e.g. through the preparation of discussion documents for consideration by the North Atlantic and North Pacific Steering Committees)
- 15. Next steps**
- 15.1 Emma Hatfield provided notes on the key decisions and actions taken in the meeting and these were discussed and agreed (to be included within the body of the report under the sections titled “The Coordinating Committee agreed the following”).
- 16. Closing remarks**
- 16.1 All Committee members were asked to reflect on the meeting. All agreed that the meeting was valuable, the Technical Team discussion documents were recognised as very useful and key to enabling decisions to be made more easily. NPAFC highlighted the desire to involve the Asian parties and groups from the North Pacific more. It was recognised that a good foundation has been laid in building the relationship between NASCO and NPAFC and members of the Committee looked forward to working together throughout the IYS and beyond.
- 16.2 The meeting closed at 14:00.



ICC(18)02

Fifth Meeting of the IYS Coordinating Committee

Rydges Kensington Hotel, 61 Gloucester Road, London SW7 4RE

February 1 & 2, 2018

Meeting Chair: Mark Saunders

Rapporteur provided by NASCO

Agenda

1. Welcome, introductions, and opening remarks
2. Adoption of the agenda
3. Description of the work by the technical team that met in Gloucester, MA, USA in December 2017
4. Overview of the outcomes of the North Atlantic Steering Committee Meeting that met in London, UK, prior to this meeting
5. Review of effectiveness of IYS governance procedures
6. Consideration of possible key messages for the IYS (see Discussion Document)
7. Consideration of possible options for launching the IYS (see Discussion Document)
8. Consideration of an IYS website based on previous feedback from the Steering Committees (see Discussion Document)
9. Consideration of a timely process for the approval of content and mock-ups for the IYS website (see Discussion Document)
10. Consideration of some possible options for using social media as part of the outreach programme to communicate the IYS (see Discussion Document)
11. Consideration of possible approaches for planning related to outreach and research activities as part of the IYS (see Discussion Document)

12. Consideration of the aims and content of an outreach-oriented scoping workshop bringing together the NGOs, NASCO and NPAFC to discuss and identify possible outreach activities that can be undertaken at the local, regional, and hemispheric levels
13. Consideration of revisions to the Terms of Reference for the IYS Symposium Steering Committee (see Discussion Document)
14. Other
15. Next steps and meeting schedule
16. Closing remarks