

IYS(18)34

Report of the Seventh Meeting of the North Atlantic Steering Committee for the International Year of the Salmon (IYS)

Inland Fisheries Ireland (IFI), 3044 Lake Drive, Citywest, Dublin, Ireland

10 and 11 September 2018

1. Opening of the meeting

The Chair, Kim Damon-Randall (USA), opened the meeting by welcoming the members of the North Atlantic Steering Committee (the Committee). A full list of participants is given in Annex 1. Inland Fisheries Ireland (IFI) were thanked for kindly hosting the meeting and Ciaran Byrne (EU) welcomed the Committee to IFI and detailed the arrangements for the meeting.

2. Adoption of the agenda

The Committee agreed to adopt the agenda with no amendments. The agreed Agenda IYS(18)32 is given as Annex 2.

3. IYS Website

3.1 The Secretary updated the Committee on progress towards the launch of the IYS website and reminded members of the Committee to encourage all jurisdictions to provide information on website links to the pages where local IYS information will be held.

3.2 The North Pacific Anadromous Fish Commission (NPAFC), in their capacity as project lead for the IYS website, had provided links to the IYS test site, and these were viewed briefly by the Committee. Two recommendations were made that will be taken forward by the Secretariat;

- the form for inputting event and project details should include a box for the person completing it to add details of relevant social media accounts;
- the maps showing events and projects around the Northern Hemisphere should, if possible, centre on the country in which the viewer is based.

3.3 The Committee was reminded that the initial launch of the IYS website will use the agreed short version of the website text, and the longer version of the text will be sent round for approval via correspondence.

4. Ministerial Launch

4.1 Three members of the Committee provided verbal updates on planned IYS launches. The representative of Canada indicated that there could be an additional launch on 15 November focusing on the Atlantic as well as the launch by the Honourable Jonathan Wilkinson, Minister of Fisheries, Oceans and the Canadian Coast Guard, planned for 11 October in Vancouver. Information regarding the November launch will be shared with the Secretariat once it is available. It was confirmed that Ireland planned a soft launch of the IYS in October and were considering an additional future event. The

representative of Denmark (in respect of the Faroe Islands and Greenland) (DFG) indicated that there could be a low-level ministerial announcement. The representative of Norway also confirmed the date of the IYS launch by Mr Ola Elvestuen, Minister of Climate and Environment to be 13 November. The United States had already provided information on their launch event scheduled for October 30, 2018, and the Secretariat had also previously provided information to the Committee on the Scottish launch on October 25, 2018.

- 4.2 Feedback on the Briefing Paper provided as Annex 2 in paper IYS(18)25 was requested from the Committee by the end of the week (14 September).
- 4.3 The Chair encouraged that pictures and videos of IYS launches be shared between Parties and jurisdictions to enable the IYS to be identified as a hemispheric initiative, and in addition for posting on websites and social media. A brief discussion followed regarding the sharing of information and the need to ensure this is undertaken in such a way that it is GDPR compliant. The Secretary agreed to investigate this further and determine the best way to communicate launch events at the Atlantic basin and hemispheric scale.

5. IYS Research

- 5.1 The Secretary detailed the background to the request for an IYS hemispheric research study group and, in addition to this, informed the Committee that the International Atlantic Salmon Research Board (IASRB) had highlighted the Likely Suspects Framework (LSF) project and the ROAM project as research that could benefit from being identified as IYS projects. The intention is to further these projects by supporting activities related to the LSF and ROAM in 2019, the IYS focal year.
- 5.2 The Committee considered the proposal for a process to identify possible hemispheric research detailed in IYS(18)26. After extended discussion, the Committee felt that any collaboration needs to be initiated on the basis of existing projects. The following process will therefore be proposed to the NPAFC: both NPAFC and NASCO need firstly to prioritise existing listed research projects for the IYS to allow research projects of mutual interest to be identified. These two lists of priority research areas for NPAFC and NASCO respectively would form the basis of a workshop comprising NPAFC and NASCO scientists. The timeline discussed by the Committee would be for NPAFC and NASCO to work individually to identify these priorities during 2019, with a workshop towards the end of the year. It is envisaged that this approach, building on existing research from both organizations, would enable an innovative and collaborative research agenda to come out of the IYS to deliver a research legacy with a lasting impact.
- 5.3 The Secretariat was tasked with communicating this suggestion to the Executive Director of the NPAFC.
- 5.4 Concerns that the ROAM project was in its infancy and largely focusing on regional testing of technology at this stage were raised by members of the Committee. The Chair felt that the feasibility of testing the technology could be the identified activity within the ROAM project for the IYS and that there wasn't an expectation that projects would be undertaken and conclude in 2019.
- 5.5 The ICES Workshop for the LSF was discussed, and the representative of ICES to the NASC suggested other ICES activities that it would be useful and relevant to co-ordinate with in relation to the LSF Project and planned workshop. It was highlighted that the LSF Project would be more attractive to potential funders because it is bringing

multiple organizations together, and it aims to result in activities and actions that support the management and conservation of north Atlantic salmon.

6. Supporting NASCO Parties to deliver outreach during the IYS

- 6.1 A number of tools and activities were presented in the paper to the Committee, IYS(18)27, and the Committee was asked to consider their relevance in light of the impact they would have on the IYS budget.
- 6.2 The Committee supported the development of the suggested activities but raised concerns about the amount of work required to produce them. They suggested that the various products such as videos, photos stories, illustrations, etc. could be produced through the year, thus spreading the workload. The tools will provide Parties, jurisdictions and NASCO NGOs with new tools to encourage the continued delivery of outreach throughout 2019.
- 6.3 The support for exchanges through a fund to enable the sharing of good practice was felt to be an excellent way of inspiring outreach and encouraging learning around the Atlantic and across the hemisphere. The Committee recommended that the allocated £20,000 was handed out as £500 grants to enable 40 organizations to benefit.

7. State of Salmon Report

- 7.1 The Committee discussed the need for an editorial team and proposed that a Working Group is set up for a limited time period to consider and develop the information appearing in the State of Salmon Report. It was agreed that the Secretariat would produce an outline for the Group that would be shared with the Committee for agreement before it is sent to the Heads of Delegation for their approval.
- 7.2 The Committee recommended that a professional writer is employed to produce the text for the final document. The writer would draw on the outputs from the Working Group under the guidance of the Secretariat. A final draft would be reviewed by the Committee at the end of March 2019 and a face-to-face meeting should be planned to undertake this task.
- 7.3 The chapter / section of the report detailing the value of salmon was considered in light of the project description on the socio-economic value of the wild Atlantic salmon submitted by Copenhagen Economics. The Committee felt there was value in initially speaking to the Co-Chair of the NASCO Socio-Economic Sub Group, Dr Øystein Aas, to discuss what work had already been conducted by the Sub Group ahead of any contracts being issued. The Committee also reiterated the desire to see the chapter / section concerning the value of north Atlantic salmon considering value in its broadest sense, beyond purely the socio-economic value of the species.
- 7.4 The Committee was asked to suggest salmon photo-story ideas to the Assistant Secretary demonstrating success in addressing some of the challenges north Atlantic salmon face in their jurisdictions. Once a list has been gathered, stories will be commissioned to provide examples of success from around the North Atlantic. The number of stories will be limited by the available budget.

8. NASCO website - spend and plan of work

The Secretary updated the Committee on the tenders received to date and members of the Committee shared recent experiences of website redesigns to provide the Secretariat with some insight on how to progress. IFI offered their Information Technology (IT)

team to take an expert look at the tender submission documents and provide an opinion on the pros and cons of each. The Secretariat accepted their offer gratefully.

9. Infographics

Following a discussion on the use of infographics, the Committee advised that the State of Salmon Report should inform the production of any infographics and that key facts from each chapter / section of the document would form the basis for any infographics produced. Consideration was given as to whether infographics could be tailored to the identified audiences; it was felt that any development of this and the topics presented in IYS(18)24 would benefit from input from a communications professional and the use of one design agency, not least to ensure consistency of images across the infographics developed.

10. NASCO twitter feed

The Committee discussed that one of the aspirations for the IYS is to raise the profile for NASCO, and the idea of a twitter account is for NASCO to help push information relating to the IYS out to the Parties and NGOs. The Committee agreed that, given NASCO is an IGO, NASCO would need to have a careful consideration for what is tweeted. Two separate accounts were discussed - an IYS NASCO twitter account and a NASCO twitter account. Based on the information presented in the paper relating to this agenda item, IYS(18)29, the Committee suggested that there would be more flexibility in launching an IYS NASCO twitter account. The Committee recommended developing some guidance rules for use but that there was also a need to launch the twitter feed as soon as possible. Various links to established twitter networks were suggested, and the use of 'tweet deck', as a means to manage NASCO's IYS tweets, was suggested.

11. NASCO IYS Budget

- 11.1 The budget presented in IYS(18)30 was discussed by the Committee. Based on this discussion, it was recommended to reformat the budget and to use the following three main categories: Meetings; Communication; and Workshops – Symposia / Activities. It was felt that identifying the State of Salmon Report as a 'Communication' output rather than an 'Activity' was most appropriate given the report's intended uses.
- 11.2 The Committee also recommended that the budget should detail aspirational spending needs in addition to the expenditure breakdown of existing funds. This would allow other Parties to understand the possible expansion of planned activities should they wish to contribute voluntarily.
- 11.3 Assigning a relatively small amount of money to a photo competition was discussed. It was felt that this type of competition could draw attention to the NASCO IYS twitter account, increasing followers, and also result in a number of new images for NASCO's library of pictures that could be drawn upon and used by interested Parties and NGOs to promote their IYS events and projects. The Committee agreed that the NASCO IYS twitter account should be launched with the photo competition.
- 11.4 Following the discussion and recommendations, it was agreed that the Secretariat would reformat the budget and send it to the Committee in time for their final input and agreement to be received by the end of the week (14 September). The NASCO Council would then be sent a summary of the IYS budget for approval. Once approved, the Committee requested that they were provided with quarterly reports of spend against the budget by the Secretariat.

12. NPAFC President's visit to Scotland in October 2018

The Secretary described the planned itinerary for Professor Suam Kim's visit which is being hosted by NASCO's President Jóannes Hansen. A request was made for images of the Scottish launch of the IYS by the Cabinet Secretary Rosanna Cunningham which will be attended by the Presidents.

13. NASCO IYS Symposium 2019, Tromsø

13.1 The Committee was updated on arrangements for the Symposium. Informal agreement to talk at the Symposium had been received from the majority of speakers. Formal letters requesting the identified speakers input and also detailing what expenses can be covered were due to be issued.

13.2 The meeting venue is capable of holding at least 250 participants and, based on this and other factors, the Committee strongly recommended that the Symposium is advertised as soon as possible. Whilst a large overlap is expected between the Symposium and NASCO Annual Meeting delegates, there is a desire to attract people from outside of those already engaged with NASCO to the Symposium. The Secretariat is to provide members of the Committee with details of the Symposium for a 'save the date' promotion to be disseminated by Committee members as widely as possible in early October.

13.3 A Tromsø Symposium Steering Committee meeting was identified as being required to discuss finalising the agenda, capturing the discussions to feed into the Annual Meeting and identifying the format of the output(s) of the Symposium. The discussion that was held by the Committee identified different output preferences than had been discussed by the Symposium Steering Committee. The Secretariat will organise the meeting as soon as possible.

14. Activity Reports, how to get more returns

The brief discussion regarding this item concluded in two actions for the Secretariat: to explore a way to share activity reports with NASCO Parties / jurisdictions and NGOs to inspire ideas and action from others; and to produce a calendar of key NASCO meetings and deadlines for input required, to aid Parties / jurisdictions and NGOs.

15. IYS NASCO NGO Outreach Coordinator

Paul Knight updated the Committee on this item. The intention is to engage Sarah Bayley-Slater (the former CEO of the Atlantic Salmon Trust) to coordinate EU NGOs to undertake IYS activities. He explained that whilst it isn't essential, it would be beneficial and could help boost delivery. Discussions are still underway regarding funding to support this.

16. Concluding Symposium 2022

The Chair raised the possibility of considering the need for a concluding symposium at a later date given the lead in time available. The Committee agreed that the decisions regarding this could be deferred and that determining whether it is appropriate to have a symposium will, in part, depend upon how the delivery of IYS is captured and in some way measured. The need for a concluding symposium in 2022 will be considered again in 2019 at the NASCO Annual Meeting.

17. Delivery plan for actions and activities

The paper relating to this agenda item (IYS(18)31) was tabled for information. Annex 2 of the paper, the Terms of Reference for IYS Committees, was discussed given the that the roles of the Committees have evolved as the IYS has developed. The Committee advised that an addendum should be added to the original Terms of Reference document to reflect these changes, and this should be discussed and agreed by the IYS Co-ordinating Committee's Technical Team.

18. Meetings of the NASC in 2019 and beyond

- 18.1 The Committee discussed meeting requirements for 2019 and identified the need for a face-to-face meeting in March for the purpose of reviewing the final draft of the State of Salmon Report. It was felt that a two-day meeting would be required, and members of the Committee were asked to identify the week of 25 – 29 March in their calendars as the period in which the meeting would fall.
- 18.2 Other activities and events occurring in March were highlighted to the Committee: the ICES Scientific Assessments at the end of March; and an Atlantic Salmon event in Quebec planned for 12-13 March. The Secretariat agreed to take these into consideration when planning the meeting.
- 18.3 The Secretary informed the Committee that the tentative plan to conduct an IYS Co-ordinating Committee meeting in October 2018 had been postponed, but a Technical Team meeting would take place in October instead to make progress with a number of pieces of work that the Steering Committees and Co-ordinating Committee would be asked to consider.

19. Other Business

There was no other business raised by the Committee. The meeting concluded at 14:50.

Actions from the meeting:

Agenda Item	Action	Deadline	Completed
3.2	Secretariat to request that the registration of events on the IYS website will include a request for social media feeds as well as website addresses	September	Y
3.2	IP address – Secretariat to request that the map of events and projects on the IYS website centralises on the location of the person logging in	September	Y
4	Members of the Committee need to consider how the Parties / jurisdictions keep the IYS alive during 2019		
4.2	Feedback on the Briefing Paper provided as Annex 2 in paper IYS(18)25 to be provided to the Secretariat by the Committee	14 September	Y
4.3	Secretariat to investigate GDPR in relation to sharing of email addresses etc. to communicate the launches between IYS launch organisers		
5.3	NASCO Secretary to go to NPAFC Executive Director with what NASCO believes should be the way forward to deal with the IYS Research Study Group requests made by Mark Saunders ahead of discussing the way forward at the Co-ordinating Committee's Technical Team meeting.	14 September	Y
5.5	The Secretariat and the ICES representative to the NASC are to follow up on a special request for a NASCO / ICES LSF data workshop	By the end of October	Y
6.3	The Secretariat is to detail how the monies to enable the sharing of good practice will be awarded and promote it to Parties, jurisdictions and NASCO NGOs based on maximum grants of £500	By the end of November	
7.1	The Secretariat to produce a Statement of Work for the State of Salmon Working Group for approval by the Committee to then send this to the Heads of Delegation requesting suggestions for Working Group members	14 and 28 September	Y
7.3	The Secretariat is to contact Dr Øystein Aas regarding the work of the NASCO Socio-Economic Sub Group and the development of any future value assessment	September	Y
7.4	Members of the Committee are to provide salmon photo-story ideas to the Assistant Secretary demonstrating success in addressing some of the challenges north Atlantic salmon face in their jurisdictions.	As soon as possible	
9	Secretariat to find and engage a designer for the SoS report infographics	TBD	

10	The Secretariat are to set up a twitter account using the name - 'NASCO IYS' as soon as possible	As soon as possible	
10	The Secretariat are to investigate the use of tweetdeck	TBD	
10	Members of the Committee are to provide the Secretariat with a list of existing twitter accounts from the various jurisdictions for NASCO to 'follow'	As soon as possible	
11.4	Reformat draft IYS budget in line with the Committee's comments for their approval by 14 Sept; send a summary of the IYS budget to the NASCO Council for approval by close of business 28 Sept	14 and 28 September	Y
11.4	The Secretariat is to set up the approved IYS budget and provide the Committee with quarterly reports of spend against the budget.		
12	The Secretariat is to send pictures of Scottish launch to members of the Committee and post the images on twitter	25 October	
13	The Secretariat is to contact Cathal Gallagher and Anne Cooper regarding registration of the Tromsø Symposium and whether this can be assisted by EIFAAC or ICES. Consideration should also be given to using 'Eventbrite'		
13.2	A 'save the date' promotion to be disseminated by Committee members as widely as possible once it has been provided to them by the Secretariat	Early October	Y
13.2	Details of the Tromsø Symposium need to be posted on the list of global conferences; the Secretariat is to contact Cathal Gallagher to enable this to be done	asap	
13.3	The Secretariat is to organise a meeting of the Tromsø Symposium Steering Committee by teleconference in October	October	Y
14	The Secretariat is to produce a NASCO Calendar of key events and activities with deadlines for input required. This should appear on the new NASCO website		
14	The Secretariat is to make Activity Reports available through a link on the NASCO IYS webpage and to explore other ways to share activity reports with NASCO Parties / jurisdictions and NGOs to inspire ideas and action from others	November	
16	The need for a concluding symposium in 2022 is to be added to the agenda for the NASCO Annual Meeting 2019	November	
17	The Secretariat is to update the NASCO IYS web page once the Committee has agreed the text	November	
17	The Secretariat is to update the Terms of Reference of IYS Committees (ICC(17)2) with an addendum to the original text and discuss with the Technical Team	October 10 to 15	Y

18	The Secretariat is to liaise with Mark Saunders to discuss the Technical Team meeting in October	September	Y
18.2	The Committee members are to identify the week of 25 – 29 March in their calendars as the period in which the next face-to-face meeting will occur		
18.2	The Secretariat to investigate co-ordinating the Committee meeting with an IYS event and therefore determine the location and date of the meeting		

List of Participants

Raoul Bierach	Norway
Doug Bliss	Canada
Ciaran Byrne	European Union
Anne Cooper	ICES
Julie Crocker	USA
Kim Damon-Randall	USA (Chair)
Patricia Edwards	Canada (Observer)
Cathal Gallagher	EIFAAC
Hugo Hansen	Denmark in respect to the Faroe Islands and Greenland
Emma Hatfield	NASCO Secretariat
Paul Knight	NGO Representative
Sarah Robinson	NASCO Secretariat

IYS(18)32

**The Seventh Meeting of the North Atlantic Steering Committee for the
International Year of the Salmon (IYS)**

Location – IFI, 3044 Lake Drive, Citywest, Dublin, Ireland

10 and 11 September 2018

Agenda

Paper

1. Opening of the Meeting
2. Adoption of the Agenda
3. IYS Website
4. Ministerial Launch: IYS(18)25
 - co-ordination of launches;
 - communication of launches within the Atlantic basin and hemisphere .
5. IYS Research: IYS(18)26
 - IASRB intersessional meeting in 2019?
 - the exchange of scientists;
 - ROAM Project;
 - the Likely Suspects Project (ICES Workshops);
 - the fresh water environment.
6. Supporting NASCO Parties to deliver outreach during the IYS IYS(18)27
7. State of Salmon Report: IYS(18)28
 - proposed content and associated costs and timeframes;
 - proposal for an editorial team to be established.
8. NASCO website - spend and plan of work
9. Infographics (relates to budget and NASCO website) IYS(18)24
10. NASCO twitter feed IYS(18)29
11. NASCO IYS Budget IYS(18)30

Brief Items

12. NPAFC President's visit to Scotland in October 2018

13. NASCO IYS Symposium 2019, Tromsø
14. Activity Reports, how to get more returns
15. IYS NASCO NGO Outreach Coordinator
16. Concluding Symposium 2022
17. Delivery plan for actions and activities
18. Meetings of the NASC in 2019 and beyond
19. Other Business

IYS(18)31

Dublin
10 September 2018