

## IYS(16)8

### *Report of the First Meeting of the North Atlantic Steering Committee for the International Year of the Salmon (IYS)*

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

*2 and 3 November 2016*

#### **1. Opening of the Meeting**

- 1.1 The Chairman, Mr Dan Morris (USA), opened the meeting, welcomed the members of the North Atlantic Steering Committee to London and thanked them for their willingness to contribute to the IYS which NASCO has recognised as an important and exciting initiative. He noted that these are challenging times for salmon around the salmosphere (i.e. North Pacific, North Atlantic and Baltic) with many uncertainties, not least those associated with a changing climate. While recognising that there may be different issues facing salmon in different parts of the salmosphere, different research priorities and a different focus of activities, he highlighted the common need to advance awareness and understanding of the issues facing salmon and their implications for communities associated with them. He indicated that while it is anticipated that most IYS activities will be conducted at the regional RFMO and party/jurisdiction level, there will be a need to coordinate at different levels, including throughout the salmosphere for which a Coordinating Committee of the two lead organisations has been established and is working to develop an IYS identity. There is also a Symposium Steering Committee that will plan for a major international symposium in 2018 to launch the IYS and a North Pacific Steering Committee. He noted that the IYS will need to be enabling, empowering and inspiring and, while NASCO is an intergovernmental organisation, the success of the IYS would depend on extra-governmental involvement. He indicated that he hoped that the meeting would stimulate thinking and kick start planning for what is intended to be a year of focus in 2019 that should bring benefits to salmon conservation and restoration initiatives. In that regard it would be important to carefully consider criteria for assessing the success of the IYS. He referred to a recent initiative in the United States called ‘Species in the Spotlight’ which has certainly raised the profile of the species involved, including the Atlantic salmon, and the IYS could do the same around the salmosphere.
- 1.2 The Steering Committee noted that the focus of the IYS in the North Pacific appears to be predominantly on new research while that in the North Atlantic is more focused on outreach to improve awareness of the challenges facing salmon, the measures being taken to conserve and restore them so as to foster support for this work and to raise funds to undertake new research. This different focus should not be an issue given the flexibility in the governance structure that has been broadly accepted by both NASCO and NPAFC.
- 1.3 A list of participants is contained in Annex 1. The representative of ICES, Dr Niall Ó Maoiléidigh, participated in the meeting remotely through a conference call and contributed to the discussions relating to research priorities/plans (agenda items 4, 5

and 6), regional symposia and workshops (agenda item 6) and the IYS Symposium (agenda item 8). Dr Darius Campbell (OSPAR Commission) participated in the meeting on 2 November only.

## **2. Adoption of the Agenda**

- 2.1 The Steering Committee adopted its Agenda, IYS(16)4 (Annex 2) unchanged but agreed to consider agenda item 5 '*Development of recommendations for IYS activities at RFMO level*' before item 4 '*Development of recommendations to the IYS Coordinating Committee*'.

## **3. Overview of IYS governance model and decisions of the Council including consideration of the role of the North Atlantic Steering Committee and its interaction with other IYS committees.**

- 3.1 At its Thirty-Third (2016) Annual Meeting the Council of NASCO had expressed broad acceptance of an Outline Proposal for the IYS which included details of a governance model. This Outline Proposal was made available to the North Atlantic Steering Committee as document IYS(16)2 (Annex 3). The Council had agreed some provisional points of clarification concerning the Outline Proposal which were made available to the Steering Committee, IYS(16)3 (Annex 4). The Outline Proposal had also been agreed by the North Pacific Anadromous Fish Commission (NPAFC).
- 3.2 Subsequent to NASCO's 2016 Annual Meeting, the Coordinating Committee (NASCO is represented on this Committee by Mr Dan Morris and Dr Peter Hutchinson) had met remotely and had developed a document detailing the governance arrangements for the IYS. The Steering Committee reviewed this document. Importantly, to reflect a point of clarification from NASCO, text had been included to clarify the interaction between the Coordinating Committee and the Regional Steering Committees as follows: '*The Coordinating Committee will undertake these 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. 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*'. This addition was welcomed by the North Atlantic Steering Committee.
- 3.4 The North Atlantic Steering Committee proposed a number of changes to the governance document developed by the Coordinating Committee. It recommends that the title of the document be changed to '*Terms of Reference for the IYS Coordinating Committee, Symposium Steering Committee and Regional Steering Committees*'. A number of questions were raised about the flow chart, noting that this was still not complete, and it was proposed that this should be omitted given that the text better clarified the relationships between the different Committees and the lead organisations.
- 3.5 The North Atlantic Steering Committee proposed that the following changes be made to the governance document:

*Terms of Reference for the IYS Coordinating Committee:*

- Paragraph 3, fifth bullet, reword: ‘develop criteria for use of the IYS logo in research projects and other activities’;
- Paragraph 3, sixth bullet, reword: ‘facilitate the identification of research priorities and review of research proposals at a salmosphere level, recognising that most IYS research is expected to be at a regional/RFMO or party/jurisdiction level; and
- Paragraph 3, eighth bullet, reword: ‘facilitate the IYS international symposia through dedicated Symposia Steering Committees’.

*Terms of Reference for the North Atlantic Steering Committee:*

- Paragraph 3, third bullet, reword: ‘through the International Atlantic Salmon Research Board, identify research priorities, review research proposals and coordinate any research programmes implemented’.

*Terms of Reference for the Symposium Steering Committee:*

- Paragraph 3 reword first sentence: ‘The Symposium Steering Committee’s mandate is to plan for, organise and run an international symposium in Autumn 2018 to launch the IYS and consistent with the vision, themes and scope of the IYS.’

- 3.6 The North Atlantic Steering Committee discussed the tasks to be undertaken by the Coordinating Committee and considered that the focus should be on development of the IYS brand (logo and website) and, through its Symposium Steering Committee, organising the international symposium in 2018. It may also develop some key messages at a salmosphere level and develop criteria for IYS endorsement/use of the IYS logo.
- 3.7 It was noted that NASCO has established its International Atlantic Salmon Research Board which has already identified its research priority as partitioning marine mortality along migration routes and a new research programme, SALSEA-Track and that ICES supports this research priority. It was agreed that there could be benefits from improved exchanges between scientists working around the salmosphere with a view to exploring options *inter alia* for improved consistency in data collection and analytical methods and that options for facilitating this might be explored. The 2018 international symposium could serve as a forum in which to launch such collaboration but, additionally, ICES 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.
- 3.8 The North Atlantic Steering Committee noted that one of the tasks assigned to the Coordinating Committee is to identify research priorities at a salmosphere level. The North Atlantic Steering Committee believes that the primary task relating to research is to identify priorities and support implementation of research at a basin scale and it did not see great value in having the Coordinating Committee invest its time in identifying research priorities at the salmospheric scale. Rather, the Coordinating Committee would better serve IYS simply by facilitating introductions of investigators whose interests and work may be relevant beyond their own basin (see 3.7 above). Furthermore, the opportunities for, and perceived benefits of, research programmes at a larger geographical scale should first be considered by the International Atlantic

Salmon Research Board's Scientific Advisory Group or at the international symposium in 2018.

**4. Development of recommendations to the IYS Coordinating Committee (e.g. IYS brand; IYS website; newsletters; outreach principles; criteria for IYS endorsement; approaches to information sharing; research priorities)**

4.1 The Chairman of the North Atlantic Steering Committee reported that the Coordinating Committee has worked remotely in order to start the development of an IYS logo and website, to develop Terms of Reference for the various IYS Committees drawing on the governance model in the Outline Proposal and feedback from the lead organisations (NPAFC and NASCO) and to start work on the development of criteria for IYS endorsements/use of the IYS logo. It was noted that there is some urgency about developing the logo and website as the IYS has no identity (other than the information on the lead organisations websites) until this work is completed. In response to a question about the need for the Coordinating Committee to undertake other tasks, it was recognised that a Symposium Steering Committee had been charged with making arrangements for the international symposium but that it would report back on progress to the Coordinating Committee, in the same way that the regional Steering Committees would share information. It was recognised that most of the IYS activities would be undertaken at the RFMO and Party/jurisdiction level but that there may be opportunities for consideration of research activities at a salmosphere level and to facilitate improved exchange of information between scientists working in the North Pacific, North Atlantic and Baltic regions. In this regard, one of the objectives of the international symposium might be to consider mechanisms for improved cooperation and collaboration among scientists in the three regions on issues linking oceanography and biology and on new approaches to better understanding mortality of salmon at sea. It was recognised that the Coordinating Committee's principle role is to provide a forum for information exchange rather than serving as another Steering Committee and that it should act in accordance with recommendations from the regional Steering Committees.

4.2 The North Atlantic Steering Committee reviewed a Draft Creative Brief for the International Year of the Salmon that had been prepared for the Coordinating Committee. The Steering Committee recognised that it would be important to proceed with development of an IYS logo at the earliest opportunity, not least because this would be needed for the development of an announcement for the international symposium and for use on the lead organisations websites until a dedicated IYS website(s) is(are) developed. A number of proposed changes, particularly to the keywords were agreed by the North Atlantic Steering Committee which would be forwarded to the Coordinating Committee. These changes are shown in the document contained in Annex 5 which relates only to the logo. The North Atlantic Steering Committee encourages the development of the website as the next task for the Coordinating Committee in consultation with the Regional Steering Committees. It was noted that consideration might be given to the pros and cons of having a single, shared website or separate websites for the North Atlantic and North Pacific IYS activities.

4.3 The representative of Canada advised the North Atlantic Steering Committee that a logo had recently been developed for the Atlantic Salmon Joint Research Venture at a cost of \$3,000 - \$4,000 and he offered to coordinate and fund the development of an

IYS logo. The North Atlantic Steering Committee welcomed this offer and highlighted the urgency in moving forward in developing an identity for the IYS as this would be needed for the website and in producing an initial announcement for the international symposium (see section 8 below).

- 4.4 The North Atlantic Steering Committee was advised that the Coordinating Committee would be looking at criteria for IYS endorsement/use of the IYS logo that reflected the aims and objectives of the IYS. It was recognised that there may be different approaches that could be considered. These might involve a process of evaluation and approval before the IYS logo could be used as endorsement of a project. Alternatively, criteria for the use of the IYS logo could be developed and made available on the website so that project proponents could ensure (self-validate) that the project satisfied these conditions. The North Atlantic Steering Committee was advised that the World Fish Migration Day Secretariat had originally had an evaluation process but that had been very demanding on staff time and this arrangement had been changed to allow project leaders to self-assess a projects compatibility with the WFMD objectives although efforts were made by the WFMD Secretariat to check on projects once they were uploaded to the WFMD website. The North Atlantic Steering Committee considered that the development of conditions of use for the IYS logo would be less demanding on the lead organisations' resources but noted that these would need careful consideration by the Steering Committees before their adoption by the Coordinating Committee. In particular, it was noted that the IYS applies to activities relating to the conservation and restoration of wild salmon and not to farmed salmon, although the topic of interactions between wild and framed salmon may be included in the symposium.

**5. Development of recommendations for IYS activities at RFMO level (core partners; species, life stage and geographical areas; research priorities and research plans; outreach activities, audiences and messages; compilation and sharing of information on IYS activities; fund-raising)**

*Core partners*

- 5.1 It was noted that NASCO has a well-developed network of accredited NGOs that play a substantial role in the work of the organisation and this network is supportive of the IYS initiative. The importance of engaging and mobilising NGOs was noted and in this regard there is a meeting of the NGOs in late November when the IYS will be discussed. NASCO has agreed that its initial core partners would be EIFAAC, ICES and the OSPAR Commission and these organisations had been invited to participate in the first meeting of the North Atlantic Steering Committee. The OSPAR Commission (Wednesday 2 November) and ICES (Thursday 3 November – by conference call) participated in the meeting and welcomed their involvement in the IYS.
- 5.2 The Steering Committee decided that it would not be necessary, at this stage, to expand the membership of the Committee, unless representation from the Baltic is forthcoming (see paragraph 5.4 below), but recognised that it may need additional expertise to address specific tasks in the future given that scientists and managers may not also be skilled in outreach activities. In the event that this was required, it would be necessary to clarify expectations as to the role of such individuals or organisations and the likely duration of their involvement. While the governance model indicates that the Steering Committee will work by consensus, it was recognised that there would be decisions that

would be a matter for the NASCO Parties, particularly with regard to issues related to the NASCO budget.

#### *Geographical areas*

- 5.3 The Outline Proposal indicates that the lead organisations should liaise with organisations dealing with the Arctic and Baltic to seek their involvement in the IYS.
- 5.4 The Secretary indicated that the Baltic Sea Fishery Commission ceased to exist when the Baltic States joined the EU and matters relating to Baltic salmon are now dealt with bilaterally between the EU and Russia. He had, therefore, consulted the Head of the EU Delegation to NASCO. She had indicated that while, because of an internal reorganisation, a representative from the European Commission responsible for management of salmon in the Baltic could not attend the meeting of the North Atlantic Steering Committee, there is considerable interest in the IYS in the Baltic region and it was anticipated that a representative would be nominated to serve on the North Atlantic Steering Committee in the future. The North Atlantic Steering Committee agreed that consideration might be given to involvement of the HELCOM (Baltic Marine Environment Protection Commission – Helsinki Commission) in the IYS but recognised that this would be a matter for the EU and the Russian Federation to resolve.
- 5.5 The Secretary had also contacted the representative of Denmark (in respect of the Faroe Islands and Greenland) with regard to possible representation of the Arctic Council at the meetings of the North Atlantic Steering Committee. It had been noted that the Arctic Council does not have responsibility for fisheries matters and that further consideration might need to be given to its involvement. The North Atlantic Steering Committee was advised of Arctic Circle which is the largest network for international dialogue and cooperation on the future of the Arctic. The Secretariat is based in Reykjavik, Iceland. The organisation provides a forum for dialogue among governments, organizations, corporations, universities, think tanks, environmental associations, indigenous communities, concerned citizens, and others interested in the development of the Arctic and its consequences for the future of the globe. It is a non-profit and nonpartisan organization. The Secretary agreed to liaise with Denmark (in respect of the Faroe Islands and Greenland) on an appropriate approach to involving interests from the Arctic in the work of the North Atlantic Steering Committee.

#### *Species and life-stage*

- 5.6 The Outline Proposal indicates that the scope of the IYS is all life history stages of salmon of the sub-family Salmoninae (this includes *Oncorhynchus*, *Salmo*, *Hucho* and *Salvelinus*). However, it notes that in the case of the North Atlantic and Baltic the IYS would focus on Atlantic salmon (*Salmo salar*) and that it would be for each lead organization to resolve if it wishes to cover other species or non-anadromous forms in its research plans and outreach activities. The North Atlantic Steering Committee agreed that it would be important not to detract from the core focus on salmon and that including messages about sea trout, for example, could be confounding. However, it was recognised that information from other species might be included in the international symposium and that initiatives to conserve and restore salmon could have benefits for other species and that this benefit should be highlighted in outreach materials.

### *Research priorities and research plans*

- 5.7 Monitoring in rivers around the North Atlantic has confirmed that there has been a significant decline in overall marine survival over the last thirty years, particularly for southern European and North American stocks. Lack of understanding of the factors affecting survival of salmon at sea is an obstacle to rational management of the Atlantic salmon. Through NASCO's International Atlantic Salmon Research Board (IASRB) the SALSEA Programme was developed. The initial phase aimed at improving understanding of distribution and migration of salmon at sea was implemented and resulted in important new information on the marine life of salmon and the development of new tools to support management. The findings had been presented at a major international symposium convened in 2011 by NASCO and ICES and the main conclusion was that the goal should be to ensure that the maximum number of healthy wild salmon go to sea from their rivers. This will involve addressing impact factors in freshwater, estuarine and coastal waters including degraded freshwater habitat, barriers to migration, over-exploitation and salmon farming.
- 5.8 The IASRB's current research priority has been identified as studies to partition mortality of salmon along the marine migration route, including the transition from fresh to marine waters. This priority was supported by ICES and it was noted that ICES has the organisational structure to deal with broad requests for advice from NASCO including in relation to the ecosystem approach. The IASRB has adopted a Resolution, ICR(14)10, encouraging Parties to continue the development of local collaborative telemetry projects and encouraging the development of large international collaborative projects building on local efforts. In 2015, through a Telemetry Workshop, twelve outline project proposals had been developed and endorsed by the IASRB. The Board had reaffirmed its commitment to an international telemetry project under the SALSEA brand, named 'SALSEA-Track' and to advancing existing initiatives towards an integrated collaborative telemetry programme. The Board had recognised that if the international telemetry programme is to proceed, it would be important to liaise with the outline project leaders with a view to following progress and, where appropriate, to provide support to assist with their implementation.
- 5.9 The North Atlantic Steering Committee recognised that the SALSEA Programme contains a comprehensive mix of freshwater, estuarine, coastal and offshore elements, ensuring a thorough overview of factors which may affect the mortality of Atlantic salmon and the opportunities to counteract them. A central element of the IYS is to understand the challenges and uncertainties facing salmon, not least those associated with climate change which affects all of these environments. It was noted that SALSEA Track would fit well under at least three of the IYS research themes ('*Status of salmon*', '*Salmon in a changing salmosphere*' and '*New frontiers*') identified in the Outline Proposal. The SALSEA Programme differentiated between tasks which can be achieved through enhanced co-ordination of existing ongoing research, and those involving new research for which funding is required and the role of the IASRB was seen as focusing on studies in the marine environment since studies exclusively in fresh water would be a matter for national agencies (see item 6 below). The North Atlantic Steering Committee discussed enhanced information exchange among scientists working in different parts of the salmosphere (see paragraph 3.7 above).

*Outreach activities, audiences and messages*

5.10 The North Atlantic Steering Committee recognised that a major outreach initiative could bring benefits to NASCO in terms of raising awareness of the challenges facing salmon, NASCO's work and its plans for new research which ultimately could bring benefits to the salmon. The North Atlantic Steering Committee was informed that NASCO's Public Relations Working Group, which met in 2007, had considered that key messages are vital for communicating with the media. It had been noted that these messages should grab the attention, be succinct and provide leads for more detailed questions and discussion. Key messages are the basis for all communications activity but may need to be adapted depending on the nature of the communications activity. The Public Relations Working Group noted that inter-governmental organizations such as NASCO use language which is often cautious and hedged with conditions in order to ensure balance and accuracy but that this would not work for the media. In its report to the Council of NASCO, CNL(07)16, the Public Relations Working Group had identified a number of key messages and topics for NASCO in developing its public relations strategy and had considered that the following were good examples of key messages although the wording may need to be adapted:

- of the around 24,000 species of fish in the world the wild Atlantic salmon is one of the few global travellers - it is born in fresh water and travels up to 2,500 miles through the North Atlantic before returning to its birth place to spawn;
- the wild salmon has been important to people for thousands of years - first depicted 25,000 years ago in cave art, the salmon still remains important to people today for its economic benefits and its cultural impact through recreation, food value, tourism and its iconic status as the King of Fish. Abundant salmon stocks would constitute a valuable resource for rural economies;
- because wild salmon live in a wide range of environments across the North Atlantic they are also an important indicator species - healthy salmon stocks signify healthy aquatic environments. Disappearing salmon can indicate over-fishing, poaching, the impacts of climate change, adverse impacts from aquaculture, other industries and agriculture, and habitat degradation;
- the estimated abundance of salmon in the North Atlantic prior to exploitation in salmon fisheries has halved in the last thirty years although severe controls on exploitation have helped to conserve spawning populations. Many populations are at risk of extinction;
- as an international animal, the wild salmon needs international effort and an international body to promote its conservation and rational management. The North Atlantic Salmon Conservation Organization (NASCO) fulfils this role. The challenge is to promote the abundance and diversity of salmon throughout the North Atlantic;
- while enormous effort has gone into protecting this King of Fish by restricting harvests, protecting and restoring freshwater habitat, promoting live release, and developing educational measures, salmon populations have not recovered. These initiatives have involved enormous sacrifices and cost many tens of millions of dollars. Mortality of salmon at sea is undermining these conservation initiatives and while exploitation in marine fisheries has been greatly reduced or eliminated, other at-sea mortality remains a mystery;



- NASCO, as the only international body responsible for protecting wild salmon, is promoting a major new research initiative to unlock the mystery of where salmon go at sea, the factors affecting them and how to protect them;
- salmon conservation is everyone's business and NASCO is working with its partners to implement measures to protect and restore the resource.

5.11 The North Atlantic Steering Committee welcomed these key messages as a good basis on which to proceed in its consideration of outreach material. It was recognised that these messages had been developed specifically for the North Atlantic region but that some might also have relevance if the North Pacific Steering Committee is engaged in outreach activities. The NGO representative agreed to draw these messages to the attention of the public relations/marketing advisor to the Salmon and Trout Conservation UK and to provide feedback to the North Atlantic Steering Committee on any recommendations for changes or additional messages that might support outreach activities. It was recognised that there may be a need for further professional support in disseminating these messages to target audiences.

5.12 The Public Relations Working Group had noted that there are two main products for enhancing NASCO's profile: enhancement of the NASCO websites and a 'State of the Salmon' report. However, more tools will be needed if the IYS is to achieve its objective. In an IYS discussion document prepared for the Council, CNL38.512, other activities were identified some of which have considerable lead times that would require that planning commences soon. The activities identified are as follows:

- exhibits e.g. at natural history museums, aquaria etc.;
- a major, international IYS symposium;
- themes and sessions relating to salmon at the annual conferences of international fisheries organizations (e.g. American Fisheries Society, Fisheries Society of the British Isles);
- development of curriculum packs for schools;
- development of an IYS website or agreed pages for inclusion on the partners' websites;
- IYS Declarations relating to commitments to salmon conservation, research and management in the legislative bodies of NASCO Parties/jurisdictions;
- production of information packs or templates to be adapted by Parties/jurisdictions on specific issues (NASCO's Theme-based Special Sessions could provide background information for these).

5.13 It was recognised that a film, 'Atlantic Salmon -Lost at Sea', which has been sponsored by NASCO, and is due for release in late 2016, could also be a very valuable outreach tool and that consideration should be given to including a short clip or clips on the NASCO website. It was suggested that publishers of books about salmon (e.g. Henry Williamson's book '*Salar the Salmon*' first published in 1935) might also be approached to see if new versions might be released during the focal year of the IYS. It was noted that the 'State of the Salmon' report had not yet been developed but that this could be a very useful contribution to the IYS. In this regard, the Council has started the process of updating the rivers database with a more standardised approach to assigning stock categories and this work will be completed by the end of 2017. Thereafter, the rivers database would form the basis of the State of the Salmon report. The North Atlantic Steering Committee also noted that the 2011 Salmon Summit had

resulted in increased media interest in NASCO's work and that a brochure aimed at a more general audience had been prepared and widely circulated in addition to the scientific papers some of which had been published, following peer review, in the ICES Journal of Marine Science. A brochure based on the 2018 IYS symposium and aimed at the general public could be a valuable outreach tool.

- 5.14 With regard to target audiences, NASCO's Public Relations Working Group had noted that there are both internal (e.g. other government departments, NGO membership) and external (e.g. the public, politicians) stakeholders and a public relations strategy targeting the former would focus on communications while, for the latter, use of the media and communications would be appropriate. The creative brief (see section 4 above) indicates that as an outreach initiative, the widest audience is people in the Northern Hemisphere that may not directly rely on salmon resources and, therefore, may not have an interest in the status of wild salmon populations or understand the importance of the resource ecologically, socially, culturally, or economically. Other target audiences include groups that have an interest in the status of wild salmon such as First Nations groups, conservation groups, government agencies, legislatures, commercial fishermen, recreational fishermen/ and outdoor recreation groups.
- 5.15 It was noted that under NASCO's 'Next Steps' review, it had been suggested that a Ministerial Conference might be a valuable way to increase awareness of the opportunities and challenges for salmon conservation and restoration. The North Atlantic Steering Committee recognised the importance of engagement in, and endorsement of, the IYS at a political level and it was noted that there may be opportunities to do so through *inter alia* the Nordic Council of Ministers or the 'Our Ocean Conference' which will be held in Malta in 2017, Indonesia in 2018 and Norway in 2019. It was agreed that it would be useful to develop a one-page briefing note on the IYS drawing on the information already available on the NASCO website. The representative of the EU agreed to follow-up on this and report back to the North Atlantic Steering Committee.

#### *Compilation and sharing of information on IYS activities*

- 5.16 The North Atlantic Steering Committee discussed the website of World Fish Migration Day (WFMD). This is an initiative that is held every second year (2016, 2018, 2020) and has an interactive website that displays relevant projects around the globe. In 2016, this initiative had more than 450 events in 63 countries with 82,000 visitors to the events and has a network of 70,000,000 people with more than 15,000,000 people reached on social media. The NASCO Secretariat had been in contact with the Director of World Fish Migration Day and he is very interested in the IYS initiative and to having IYS projects included on its website although it was recognised that the focal year of activities for the IYS would be in 2019. The North Atlantic Steering Committee felt that a portal similar to that of the WFMD could be very valuable tool in highlighting the activities being undertaken under the IYS and once established should not involve too much in the way of resources to maintain.

#### *Fund-raising*

- 5.17 The Steering Committee agreed to consider this matter under agenda item 9 '*Development of an IYS Spending Plan*'.

**6. Consideration of Party/jurisdiction activities (research; public engagement, fund raising; outreach activities; regional symposia and workshops)**

- 6.1 The US tabled a spreadsheet listing ideas for IYS activities that might be undertaken at different levels (salmosphere, North America, US domestic, North-Eastern US, in the State of Maine and others) and a Draft Outreach and Engagement Strategy which for each IYS action provided a description of the action, the target audience, evidence of progress, the timeline and the lead responsibility. These documents were welcomed by the North Atlantic Steering Committee which considered that these might be useful in relation to reviewing contributions to the IYS by Parties/jurisdictions at the Special Session planned for the Thirty-Fourth Annual Meeting (see section 7 below). The US agreed to develop a template based on the outreach and engagement strategy that might be used in seeking details of planned IYS activities from the Parties/jurisdictions (Annex 6).
- 6.2 A number of activities that might be considered by Parties/jurisdictions were discussed including the possibility of holding a two day symposium in conjunction with the Thirty-Sixth Annual Meeting in 2019, encouraging publishers to re-issue books relating to salmon (see 5.13 above) and holding regional symposia, noting that there would be a need for these to be carefully considered with regard to theme and timing given the need to avoid duplication of effort with the IYS international symposium planned for Autumn 2018. Reference was made to a World Salmon Summit scheduled for May 2018 and it was agreed that the Atlantic Salmon Federation should be consulted on this so as to explore the opportunities to avoid duplication. The representative of ICES indicated that ICES might be able to organise a theme session or sessions on IYS related topics in conjunction with its Annual Science Conferences.

**7. Development of recommendations for a 2017 Special Session of the Council of NASCO**

- 7.1 The Council of NASCO has agreed to hold a half-day Special Session on the IYS at its Thirty-Fourth (2017) Annual Meeting and this has been provisionally scheduled for Wednesday 7 June from 1400 - 1730hrs. The Committee discussed a number of options for this session and agreed that the objective should be to allow for an exchange of information among NASCO Parties and its core partners on planning for the IYS and to inspire, enable and empower those involved in the initiative with a view to ensuring a successful outcome for the IYS.
- 7.2 The Committee agreed that after a brief introduction on the work by the various IYS Committees since the 2016 Annual Meeting, the Steering Committee should develop and present a compilation of the IYS activities being planned by each Party/jurisdiction. To facilitate preparation of this summary, the Secretary would contact Heads of Delegations and ask that they provide to the Secretariat, no later than 15 April 2017, an overview of its planned activities using a template agreed by the Committee (see paragraph 6.1 above). The Committee agreed that it would be useful to have a presentation on the benefits of a previous international year from an individual who had been involved in its organisation. Furthermore, it was noted that while NASCO receives detailed scientific advice annually in accordance with its request to ICES, little information is sought regarding the social, economic and environmental values of the salmon. Given that the IYS is entitled '*Salmon and People in a Changing World*' and it seeks *inter alia* to improve understanding and awareness of the ecological, social,

cultural and economic values of salmon, the North Atlantic Steering Committee considered that it would be valuable to have a presentation on the human dimension. Robert Arlinghaus was suggested as an invited speaker on this topic. Alternatively, a First Nations representative might be invited to participate.

- 7.3 The Committee also agreed that it would be beneficial to have a presentation from those involved in the World Fish Migration Day programme on the importance of strategic partnerships working towards common interests and the enabling role of governments. This programme has run an extremely successful outreach programme with more than 70,000,000 contacts around the world. Finally, there could be a presentation by an invited marketing expert who could advise on the role of social media and on messaging and targeting. A representative from a museum or aquarium, such as the New England Aquarium, might be willing to make such a presentation and the representative of the United States agreed to look into this possibility.
- 7.4 The Secretary was asked to contact the proposed contributors and report back to the Steering Committee so that it could further develop its planning for the Special Session. It was agreed that the Chairman and Secretary would liaise with NPAFC regarding the presentation by a marketing expert.
- 7.5 Each presentation would be for 30 minutes and there would be a panel discussion at the end of the session. The following outline programme was developed recognising that this would need to be adapted subject to availability of the contributors:

	Title	Contributor
1400 - 1425	Introduction, IYS Committee activities and summary of proposed activities by Parties/jurisdictions	Steering Committee
1425 - 1455	The international Year of the xxx – challenges and benefits	TBC
1455 - 1525	World Fish Migration Day – strategic partnerships and the role of governments	Herman Waningen
1525 - 1545	Tea/Coffee break	
1545 - 1615	Atlantic salmon – the human dimension	Robert Arlinghaus
1615 - 1640	Marketing expert messages, target audiences and tools	TBC
1640 - 1700	The NGO Perspective	
1700 - 1730	Panel Discussion	

*List of possible IYS activities developed to assist planning in the United States*

Line #	Idea	Driver	Salmospher	Atlantic	America	Domestic	US	Maine	Other
1	Logo	IYS Coord Committee	X						
2	IYS Website	IYS Coord Committee	X						
3	Scientific symposium, fall 2018	Symposium Steering Committee	X						
4	Scientific symposium, 2022	IYS Coord Committee	X						
5	Idea and information sharing b/t parties	N-A Steering Committee		X					
6	Input to the IYS Coord Committee	N-A Steering Committee		X					
7	Terms of reference for N-A Strg Cmte	N-A Steering Committee		X					
8	IYS commemorative fishing license stamp	NGOs						X	
9	Corporate support	NGOs	X	X	X	X	X		
10	Student art contests	NGOs	X	X	X	X	X		
11	NMFS IYS Website	NMFS IYS Board				X	X		
12	Aquaria development	NMFS IYS Board			X	X			
13	Postage stamp	NMFS IYS Board				X			
14	Museum installations	NMFS IYS Board			X	X	X		
15	Themed sessions at conferences	NMFS IYS Board	X	X	X	X	X		
16	Congressional declaration	NMFS IYS Board				X			
17	Capitol Hill all interested briefing	NMFS IYS Board				X	X		
18	Establish GARFO roles and business rules supporting IYS	GARFO							X
19	Establish a NMFS IYS Board	GARFO/WCR				X			
20	NGO partner development (includes salmon clubs)	GARFO/WCR				X	X	X	
21	Tribal events	GARFO/WCR				X	X		
22	Curriculum development, handouts, fact sheets, brochures	GARFO/WCR				X	X		
23	State legislature declaration	GARFO/WCR				X	X	X	
24	State legislature all interest briefings	GARFO/WCR					X	X	
25	Weekly IYS information blasts	GARFO/WCR				X	X		
26	Explore aquaculture considerations	GARFO/WCR				X	X		
27	Federal Partner development	GARFO/WCR				X	X		

## **8. Progress report on the 2018 IYS Symposium**

- 8.1 The Secretary presented a brief report on progress with regard to the proposed IYS symposium. The symposium is one of the major activities at the salmosphere level and will be used to launch the IYS. He indicated that NASCO's goal would be to organise a prestigious, well attended event, focusing not only on the science but the management implications of that science, with top speakers and that is well reported in both a well-respected scientific journal with a high citation index and in a publication targeting a broad audience. NASCO Council had recommended that the symposium should be held in Autumn 2018.
- 8.2 The Outline Proposal indicates that the Symposium Steering Committee's tasks should include agreeing on dates and venue; developing objectives and the programme, facilitating registrations; seeking sponsors and supporters; dealing with financial matters; and making arrangements for publication of the proceedings. The Steering Committee is comprised of not more than three representatives of each lead organisation, including one representative from each Secretariat, and one representative from any co-convening organisation. NASCO has appointed its representatives (Mr Tony Blanchard, Dr Ciaran Byrne and Dr Peter Hutchinson) and NPAFC had confirmed that it would advise of its representation on the Committee by 4 November. NASCO had developed a brief Discussion Document to support its representatives in the initial planning for the symposium. Previous experience of convening international symposia with ICES in 1997, 2005 and 2011 indicated that there was a need to commence planning about 24 months in advance in order to secure meeting facilities and space in a scientific journal with a high citation index, which is important in attracting the best scientific contributions. There would be a need to develop an initial announcement for the symposium that should be available as early as possible in the first quarter of 2017 and it was recognised that this could not be completed until an IYS logo had been adopted by the Coordinating Committee. The North Atlantic Steering Committee supported the proposal and offer from Canada to fund the development of options for an IYS logo (see paragraph 4.3 above).
- 8.3 ICES confirmed that it would wish to be involved in the planning for the symposium and, following the meeting, would consider the extent of this involvement, including possible use of the ICES Journal of Marine Science for the symposium proceedings, and liaise with the Secretary. It was noted that improved collaboration between scientists in the North Pacific, North Atlantic and Baltic need not wait until the international symposium. The North Atlantic Steering Committee stressed the importance of the symposium focusing not just on science but also on the management implications of the science and the human dimension, including the ecological, economic and social values of salmon. The importance of disseminating the findings to a broad audience was recognised.

## **9. Development of an IYS Spending Plan**

- 9.1 The North Atlantic Steering Committee noted that the Outline Proposal, which had been broadly accepted by the Council of NASCO, included initial budgetary provision as follows:
- a sum of £30,000 shared equally between the lead organisations for the development of an IYS brand (logo, website) to ensure a uniform identity across all participating parties and organisations;

- a sum of £20,000 from each lead organization for the international symposium; and
- a sum of £25,000 from each lead organization to support activities at a regional level.

9.2 The Council had agreed to budget a sum of £60,000 to the IYS in 2017 and to establish an IYS Special Fund so that funds could be carried forward until the expenditure is needed. The Council had asked that the North Atlantic Steering Committee develop a spending plan. The Council further agreed that any surplus funds available at the end of the 2016 financial year (and subsequent financial years) which are not needed for the Contractual Obligation Fund should be credited to the IYS Special Fund. The Secretary indicated that it is expected that there will be a surplus available at the end of the 2016 financial year that would be credited to the IYS Fund.

9.3 The North Atlantic Steering Committee agreed that it was not feasible to prepare a more detailed spending plan at this stage but asked that the Secretary consult the Steering Committee prior to any substantial expenditure on IYS activities. The Committee agreed that it would use some of the funds made available to it in the 2017 NASCO budget/IYS Fund to cover travel and subsistence costs for invited speakers for the IYS Special Session to be held during the Thirty-Fourth Annual Meeting (see section 7 above). The need for fund-raising might be considered once the planned IYS activities had been developed.

9.4 The Steering Committee was advised that through a contribution agreement between the Government of Canada and the North Pacific Anadromous Fish Commission (NPAFC) it is expected that a sum of CAN\$100,000 will be made available to the IYS for regional coordination activities both within the North Pacific and within the North Atlantic. The funds have to be spent before the end of March 2017. The representative of Canada confirmed that these funds could be used for any of the eligible costs identified in the agreement. The Secretary indicated that he would be liaising with NPAFC on the financial arrangements regarding transfer of the funds from NPAFC to NASCO.

## **10. Any other business**

10.1 The Steering Committee agreed that it would continue its work by correspondence and, if necessary, conference calls. There was no other business.

## **11. Report of the Meeting**

11.1 The Board agreed a report of its meeting.





***List of Participants***

Raoul Bierach	Norway
Doug Bliss	Canada
Ciaran Byrne	European Union
Darius Campbell	OSPAR
Kim Damon-Randall	USA
Hugo Hansen	Denmark (in respect of the Faroe Islands and Greenland)
Peter Hutchinson	NASCO Secretariat
Paul Knight	NGO Co-Chair
Dan Morris	USA (Chairman)
Niall Ó Maoiléidigh	ICES



**IYS(16)4**

***Agenda***

1. Opening of the Meeting
2. Adoption of the Agenda
3. Overview of IYS governance model and decisions of the Council including consideration of the role of the North Atlantic Steering Committee and its interaction with other IYS committees.
4. Development of recommendations to the IYS Coordinating Committee (e.g. IYS brand; IYS website; newsletters; outreach principles; criteria for IYS endorsement; approaches to information sharing; research priorities)
5. Development of recommendations for IYS activities at RFMO level (core partners; species, life stage and geographical areas; research priorities and research plans; outreach activities, audiences and messages; compilation and sharing of information on IYS activities; fund-raising)
6. Consideration of Party/jurisdiction activities (research; public engagement, fund raising; outreach activities; regional symposia and workshops)
7. Development of recommendations for a 2017 Special Session of the Council of NASCO
8. Progress report on the 2018 IYS Symposium
9. Development of an IYS Spending Plan
10. Any other business
11. Report of the Meeting
12. Close of the Meeting



## IYS(16)2

**Outline proposal for an International Year of the Salmon (IYS)*****‘Salmon and People in a Changing World’***

*This proposal was developed at a meeting of an International Year of the Salmon (IYS) Working Group convened by NPAFC and comprising representatives of NPAFC and NASCO. The meeting was held in Vancouver, Canada on 17 March 2016. The proposal is intended to support NPAFC and NASCO in deciding how best to take forward the exciting prospect of an international focus on salmon and their importance to people in the North Pacific and North Atlantic Oceans and potentially also the Baltic and Arctic regions. While NPAFC and NASCO and several of their core partners have endorsed the concept of an IYS in principle, this proposal differs somewhat from an earlier proposal considered by NPAFC and presented to NASCO.*

**1. Rationale**

Salmon are an important biological and economic resource throughout their range, including in the North Pacific and North Atlantic Oceans and the Baltic Sea (collectively referred to as the ‘salmosphere’). They face many challenges and uncertainties not least those associated with climate change. There is a need to advance understanding and awareness of the issues facing salmon around the salmosphere, and their implications for communities that benefit from the resource, through implementation of a programme of new research, collaboration and outreach.

**2. Vision**

The overall theme of the International Year of the Salmon (IYS) is ‘Salmon and people in a changing world’. The extraordinary life history of salmon exposes them to many environmental and anthropogenic factors influencing their health and abundance. The IYS seeks to raise awareness of what humans can do to better ensure salmon and their varied habitats are conserved and restored. Increasingly the pace of our scientific efforts to understand the factors affecting salmon under a changing climate is not rapid enough to effectively support the management of salmon and allow us to realize the important social and economic benefits that salmon provide now and into the future. Therefore, the IYS also seeks to stimulate an investment in research which will leave a legacy of knowledge, data/information systems, tools and a new generation of scientists equipped to provide timely advice that will inform the conservation, restoration and rational management of salmon.

The proposed aims of the IYS 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 environment throughout the salmosphere.

### 3. Themes

The proposed core outreach, engagement, and education themes for the IYS include improving public and political awareness of the status of salmon stocks and their cultural, social and economic importance and of the challenges they face from major environmental changes and a variety of anthropogenic factors. The outreach and education initiatives could be adapted in scale to address these ideas across the salmosphere, in the individual jurisdictions and even in communities adjoining salmon rivers.

The proposed research themes for the IYS are as follows:

- *Status of Salmon*: to understand the present status of salmon and their environments;
- *Salmon in a changing salmosphere*: to understand and quantify the effects of natural environmental variability and anthropogenic factors affecting 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 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 IYS and tools to support future research.

### 4. Timing

It is proposed that the focus of the IYS will be during a single year when there will be special emphasis on salmon throughout the salmosphere, comprising concerted and coordinated public outreach, engagement and education activities to increase awareness and understanding of the issues facing salmon and in support of fundraising for research. Any programme of research requires extensive planning, funding, data collection and analysis before the findings can be disseminated; this process will take many years. Throughout this period, the IYS brand and organisational/communication structure will persist. The nature and scope of the activities undertaken will, however, be largely a matter for decision at regional/RFMO and party/jurisdiction levels. The IYS initiative will, therefore, comprise three phases (planning, launch and research) with the intention that the IYS focal year will be held in 2018. These phases are as follows:

**Planning (2016 – 2017):** develop an IYS brand, website, brochures, posters newsletters and other materials; develop an outreach approach and communications strategy; confirm

research themes, identify research priorities and develop research plans; develop criteria for IYS endorsement of research proposals; identify and engage core partners; agree the governance model and appoint members of Committees; identify capacity requirements; develop a fund-raising strategy; and further develop and refine budgets.

**Launch (2018):** launch the IYS focal year, possibly during 2018, by convening an international symposium focusing on the state of the salmosphere and to facilitate the development of a legacy of improved collaboration among organisations and scientists throughout the salmosphere; initiate a significant outreach and communications initiative to raise awareness of the values of salmon, the uncertainties and challenges facing salmon and the measures being taken to conserve, restore and rationally manage them and in support of fund-raising for new research to better understand the future of salmon in a rapidly changing salmosphere. Outreach activities could include exhibits at museums and aquaria; themes and sessions related to the IYS at the annual meetings of international fisheries organizations and regional science societies; symposia and workshops; development of educational materials for schools; development of IYS webpages and newsletters; IYS Declarations in the legislative bodies of the Parties to NASCO and NPAFC and core partners; preparation of a State of the Salmon report (reports) or an Atlas (Atlases) of salmon distribution and abundance.

**Implement and report on new research (2018 – 2022):** conduct research; analyse and publish results; and disseminate findings through convening an international dénouement symposium to review the accomplishments of IYS, to share findings, and to consider whether coordination at the salmosphere-level should continue. Local symposia or workshops with IYS endorsement might also be organised. Research priorities would be resolved at the regional (e.g. Pacific, Atlantic and Baltic) level but new and ongoing research proposals could seek IYS endorsement. There would be a need to maintain a level of outreach activities during the implementation of the IYS research.

## 5. Scope

All life history stages of salmon of the sub-family Salmoninae to reflect the different mandates of the partner organisations. In the case of the North Atlantic and Baltic, the IYS would focus on Atlantic salmon (*Salmo salar*) while in the North Pacific it would cover Pink salmon (*Oncorhynchus gorbuscha*), Chum salmon (*O. keta*), Sockeye salmon (*O. nerka*), Coho salmon (*O. kisutch*), Chinook salmon (*O. tshawytscha*), Cherry salmon (*O. masou*) and Steelhead trout (*O. mykiss*). Each lead organisation (i.e. NPAFC and NASCO) would resolve if it wishes to expand this scope to cover other species (e.g. char and trout) or non-anadromous forms of the species listed above in its own research plan, outreach plan, and other IYS activities. The lead organisations would also liaise with organizations dealing with the Arctic and Baltic to seek their involvement in the IYS.

## 6. Governance

The governance of the IYS needs to be inclusive, flexible and supportive and its success will depend on the involvement of a wide range of partners. It is recognised that there may be different issues affecting salmon around the salmosphere, different research priorities and a different focus of activities in different regions. The IYS will be adaptable in scale depending on funding received and support for regional/RFMO and party/jurisdiction specific initiatives. The governance structure may need to be reviewed occasionally for its adequacy

and effectiveness, depending on how the initiatives develop. It is anticipated that most of the IYS activities will be undertaken at the regional/RFMO and party/jurisdiction levels and there will be a range of objectives that will need to be coordinated at different levels (salmsphere, regional/RFMO (i.e. North Pacific, North Atlantic and Baltic) and within individual Parties/jurisdictions) (see attached organizational chart on page 9). The Baltic could have a separate Steering Committee but there is no RFMO for the Baltic and the advice of the EU and Russia would need to be sought on an appropriate approach for implementing the IYS in that region (either a separate Regional Steering Committee or jointly with the Atlantic through NASCO). There may also be benefits from involving organisations concerned with the Arctic region. The objectives at different levels of governance are as follows:

***Activities applying throughout the salmsphere (IYS Coordinating Committee):***

- Develop an IYS brand (logo, slogan and messages) and guidelines for its use;
- Develop, maintain and possibly host IYS web pages, possibly including templates for use by participants in the IYS;
- Develop and distribute newsletters, posters, brochures and other materials concerning IYS activities at a salmsphere level;
- Define broad outreach principles;
- Develop criteria for IYS endorsement of research and review research proposals and other activities seeking IYS endorsement;
- Identify research priorities at a salmsphere level and coordinate any research programmes implemented, recognising that most IYS research is expected to be at regional/RFMO or party/jurisdiction levels;
- Coordinate fundraising activities in support of the IYS Coordinating Committee functions;
- Organise the IYS international symposia through dedicated Symposia Steering Committees; and
- Establish a hub for compilation and sharing of information on IYS activities.

***Regional/RFMO level (IYS Regional Steering Committees):***

- Engage core partners;
- Resolve species, life stages and geographical areas to be included in the IYS in addition to those listed under section 5 above;
- Identify research priorities and develop research plans;
- Develop outreach activities, target audiences and messages;
- Establish a hub for compilation and sharing of information on IYS activities; and
- Coordinate fund-raising in support of the IYS Regional Steering Committee functions.

***Party/jurisdiction specific level (Individual Parties/jurisdictions, NGOs and core partners):***

- Conduct the primary IYS functions of research and public engagement, informed by IYS core principles and branding;



- Seek and disburse funding e.g. to State/Provincial/Local governments and RFMOs;
- Undertake outreach activities;
- Organise or support regional symposia and workshops or other events; and
- Engage with First Nations.

It is envisaged that the IYS Coordinating Committee would comprise nominated representatives appointed by the lead organisations that would undertake activities at the salmosphere level such as: development of an IYS logo, slogan and web page; organise symposia through a separate Symposium Steering Committee; identify data needs and research priorities across the salmosphere and coordinate activities undertaken across more than one region in the salmosphere; and review and endorse research proposals conducted at a regional or party/jurisdiction level. The Committee would work wherever possible by correspondence but would need to meet perhaps on an annual basis and would report back to the lead organisations on its work. There would likely be the need for professional support in developing the IYS brand materials, including the web page, logo and slogan, and possibly in support of regional activities. The Symposium Steering Committee for the international symposium planned for the IYS launch would need to commence its work no later than the autumn of 2016 if a symposium is to be held to mark the launch of the IYS in 2018.

There would be Regional Steering Committees in the North Pacific, North Atlantic and possibly the Baltic, led by NPAFC in the Pacific and NASCO in the Atlantic and supported by the Secretariats of those organisations. These Committees would provide the fora for cooperation between the lead organizations and core partners and propose outreach activities. They would coordinate the activities being undertaken in their regions and share information with the overall IYS Coordinating Committee. It would also be a matter for those Regional Committees to identify research gaps and priorities, seek funding, organise calls for research proposals and disburse sums raised noting that NASCO has already established its International Atlantic Salmon Research Board (and Scientific Advisory Group) for this purpose. If this proposal is accepted, it is suggested that the Steering Committees be established at the 2016 annual meetings of NPAFC and NASCO with a view to commencing their work at the earliest opportunity thereafter, including further consideration of budgetary needs.

## **7. Initial budgetary considerations**

NPAFC and NASCO provide adequate and appropriate fora for developing and advancing the basic concept of the IYS among their member parties and core partners and would be the lead organisations. It is anticipated that a relatively small centralised budget, shared by the two lead organizations (and possibly their core partners and external sources), would be required to support initial activities but the IYS governance structure proposed allows for regional implementation that would be adaptable in terms of nature and scale of the activities undertaken. If NPAFC and NASCO agree at their 2016 annual meetings to proceed with an IYS there will be a need for further consideration of budgetary issues. This would predominantly be a task at the Regional/RFMO level, through the IYS Regional Steering Committees, but would involve the Coordinating Committee in the case of activities applying throughout the salmosphere. Further consultation should occur well in advance of the 2017 annual meetings of the lead organizations to clarify anticipated future expenditure (2018-), e.g. the need for regional coordinators or an IYS project officer.

The most immediate need is to approve funding to support the initial planning stage of the IYS activities (2016 and 2017). Given the budgeting cycles of both organizations, initial funding for the planning stage will need to be agreed at the 2016 meetings. While the funding strategy could include Commission funds or funds raised externally, it is recommended that NPAFC and NASCO make budgetary provision to allow for the development of the IYS brand and towards the cost of the 2018 symposium. It is recognised that the NASCO budget has already been agreed for the calendar year 2016 so, if funds cannot be found from within that budget, then the earliest a contribution could be made to the IYS would be 2017 unless external funds could be raised.

As previously noted the main planning activities for 2016 and 2017 are as follows:

- complete and implement the IYS governance model and appoint members of the IYS Coordinating Committee, Regional/RFMO IYS Steering Committee and Symposium Steering Committee;
- identify and engage core partners;
- identify capacity requirements in the NPAFC and NASCO Secretariats; develop a fund-raising strategy; and prepare budgets;
- develop an IYS brand, website, brochures, posters newsletters and other materials;
- develop an outreach approach and communications strategy;
- develop criteria for IYS endorsement of research proposals;
- plan 2018 Symposium; and
- confirm research themes, identify research priorities and develop research plans.

It is anticipated that many of these initial planning activities could be undertaken without the need for specific budget provision using existing resources within the Secretariats and that some of the work would be undertaken by correspondence. However, initial funding will be needed in 2016 and/or 2017 with regard to the 2018 symposium and developing the IYS brand. A strategy for communications and fundraising for activities at a salmosphere level may also be required and the Working Group discussed some options. The costs of any activities at a salmosphere level should be shared equally among the lead organisations.

Professional support, such as marketing expertise, will be required, e.g. for the development of an IYS brand and webpages to ensure a uniform identity across all participating parties and organisations. A request for proposals to provide the services may be needed to make a reliable cost estimate but a figure of £30,000 (CAN\$56,000), shared between the lead organisations, might be required in 2017.

One major activity will be to convene an international symposium to launch the focal year of the IYS in 2018. It is suggested that a budget of around £40,000 (CAN\$75,000), shared between lead organisations, might be required. As costs may be incurred in advance of the symposium (e.g. deposit for symposium venue), it is recommended that budgetary provision be made by NPAFC and NASCO in 2017. Additional funding would be expected to be raised from registration fees and sponsorship.

Activities at a regional level would be a matter for the Steering Committees to resolve but given budget cycles it is recommended that initial funds be provided to support those

activities. An initial budget of £25,000 (CAN\$47,000) for each of the lead organisations might be appropriate but would need to be reviewed as the IYS activities develop. There may be a need for additional capacity within the NPAFC and NASCO Secretariats to be resolved once the nature and scope of the IYS are agreed.

Thus, it is proposed that both NPAFC and NASCO make base budget provision of £60,000 (CAN\$112,000) in 2017. This sum is seen as modest given the perceived benefits of the IYS to the lead organisations and others.

It should be recognised that within each region, implementation of the IYS may be managed differently. A large portion of the coordination effort in the North Atlantic is expected to be undertaken by the NASCO Secretariat and the participation of NASCO Parties in the IYS Regional Steering Committee and the Symposium Steering Committee should not require financial assistance through the NASCO budget. This may be handled differently in the North Pacific where funding may be required for these activities.

## **8. Next Steps**

It is recognised that while both NPAFC and NASCO, and several core partners, have endorsed the concept of an IYS in principle, this revised proposal differs somewhat in nature and scope from earlier proposals. The first step will be for NPAFC and NASCO to consider this proposal with a view to its endorsement at their 2016 Annual Meetings (NPAFC: 16 -20 May; NASCO: 7 - 10 June). There should be a media release, developed by NASCO and NPAFC jointly, individually or a combination of both, immediately after the endorsement by both organisations.

NASCO and NPAFC have already identified core partners but this will need further consideration. With regard to the Arctic, the NASCO Secretariat should consult with the Arctic Council Secretariat, Tromso, Norway and the NPAFC Secretariat should consult relevant agencies. The NASCO Secretariat should consult the EU and the Russian Federation about possible involvement from the Baltic.

It is recognised that there is very limited time in which to prepare for the IYS if the focal year is to be held in 2018, depending on whether or not the proposal is acceptable to both organisations at their annual meetings. If further work is required before adoption of the proposal, then 2019 might be a more realistic option for the focal year (although the launch symposium might still be scheduled for the last quarter of 2018).

If the IYS is endorsed at the 2016 annual meetings of NPAFC and NASCO, there will be a need to appoint representatives to serve on the Coordinating Committee, the regional Steering Committees and the Symposium Steering Committee and for these committees to start work in the autumn of 2016. There is urgency about this if the IYS focal year and symposium are to be held in 2018. The tasks and composition of these Committees might be as follows:

### ***Coordinating Committee***

*Activities:* As detailed in section 6 above and such other tasks as may be identified by the lead organisations.

*Composition:* Not more than four appointed representatives from each lead organisation, including a representative of the Secretariats of each lead organisation. The Committee should appoint one Co-chairperson from among the representatives of each of the two lead organizations. It would be desirable to have both managers and scientists involved and ideally representatives with experience of outreach initiatives. Additional expertise could be co-opted to the Coordinating Committee as required depending on the nature and scope of the IYS.

### ***Symposium Steering Committee***

*Activities:* Plan for, organise and run the international IYS symposium to launch the IYS. This will involve: agreeing on dates and venue; developing objectives and the programme, including inviting keynote speakers and soliciting contributed papers; establishing a web page for registrations; seeking sponsors and supporters; dealing with all financial matters; and making arrangements for publication of the proceedings (in this regard ICES has indicated that a symposium issue of the ICES Journal of Marine Science may be an option). It is envisaged that a joint symposium account will be needed and that depending on the venue of the symposium this be held by either NPAFC or NASCO.

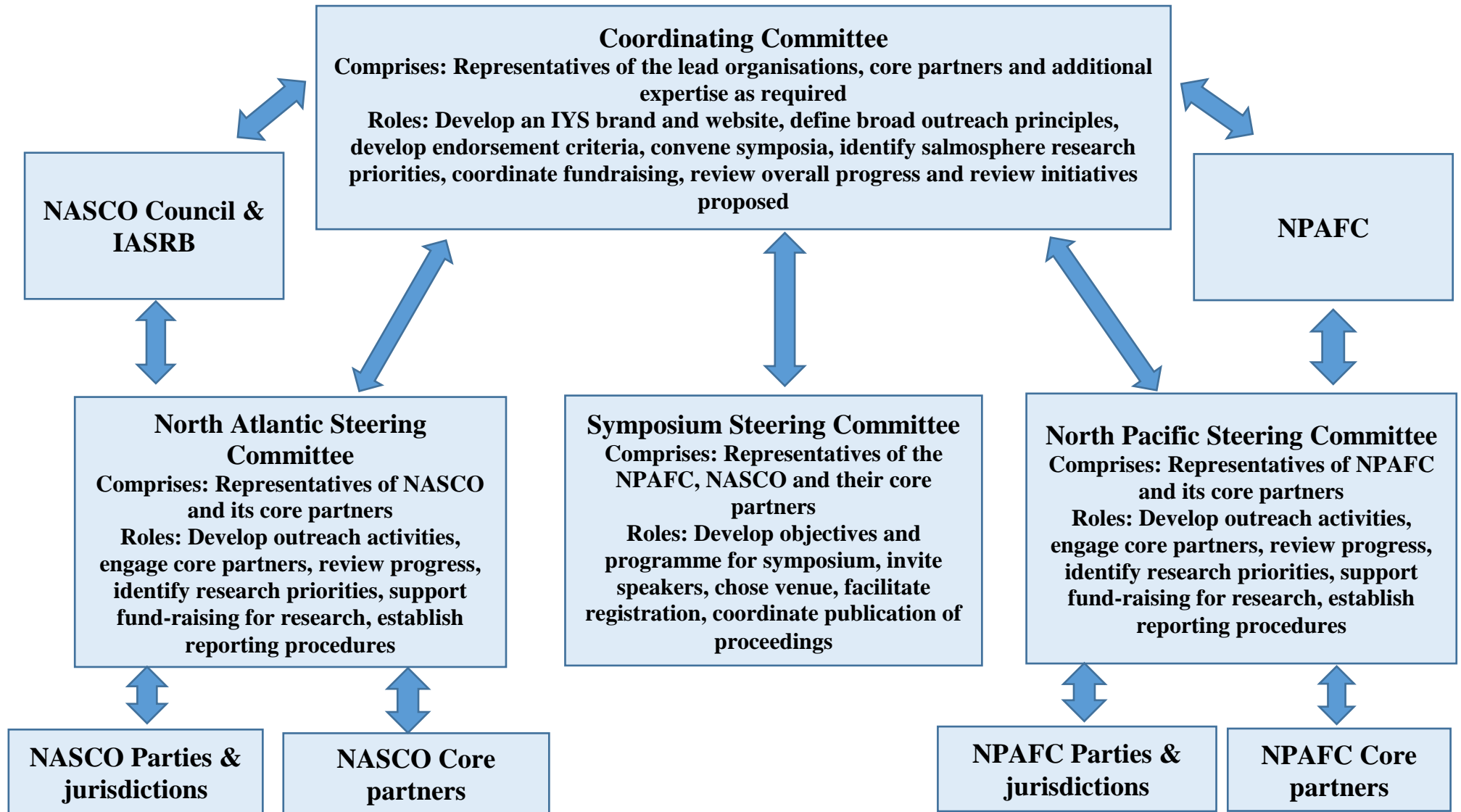
*Composition:* Not more than three representatives from each lead organisation, including one representative of the Secretariats of each lead organisation, and one representatives from any co-convening organisation. It would be desirable to have both managers and scientists involved with subject matter representatives for each research theme. Additional expertise could be co-opted to the Steering Committee as required depending on the nature and scope of the IYS.

### ***Regional Steering Committees***

*Activities:* As detailed in section 6 above and such other tasks as may be identified by the lead organisations.

*Composition:* One representative from each Party from the lead organisation, a representative of the Secretariat from the lead organisation and invited representatives from core partners. It would be desirable to have both managers and scientists involved and ideally representatives with experience of outreach initiatives and additional experts, as needed, to support IYS functions

# Proposed IYS Governance Model





## IYS(16)3

***Decisions of the Council concerning the International Year of the Salmon  
(Section 5.2 of the Report of the Thirty-Third Annual Meeting of the Council)***

**5.2 Progress Report on the Proposed International Year of the Salmon**

At its 2014 Annual Meeting, the Council was advised that the North Pacific Anadromous Fish Commission (NPAFC) was considering organising an International Year of the Salmon (IYS). The Council had recognised that this may be a very good opportunity to raise awareness of the salmon globally, the issues facing them and the considerable efforts being made to conserve and restore the resource and had asked that the Secretary liaise with the NPAFC Secretariat and report back on any developments. A representative of NPAFC, Mr Mark Saunders, attended the 2015 Annual Meeting and made presentations to the International Atlantic Salmon Research Board (IASRB), its Scientific Advisory Group (SAG) and the Council. The Council had asked that the Secretary and the Head of the US Delegation, Mr Dan Morris, continue to liaise with NPAFC on arrangements for an IYS and to consider NASCO's possible involvement in, and contribution to, such an initiative.

A report on liaison with NPAFC since the last Annual Meeting regarding the IYS was presented by Mr Morris, CNL(16)7 (Annex 9). Annex 3 of that report included an Outline Proposal for an International Year of the Salmon (entitled 'Salmon and People in a Changing World'). It included a proposed rationale, vision, themes and timings for the IYS, together with details of its scope and a governance model and initial budgetary considerations.

The Council recognised that an IYS could provide a very good opportunity to raise awareness of the factors driving salmon abundance and the environmental and anthropogenic challenges they face and the measures being taken to address these.

The Council expressed broad acceptance of Annex 3 of document CNL(16)7, with the following provisional points of clarification:

- in view of the need to coordinate at different jurisdictional levels, the desire to ensure that the IYS is well-planned and as successful as possible and the potentially substantial workload involved, the Council would designate 2019 as the focal year. However, it recognises that some events may commence before and others continue after 2019. In particular, the Council's preference would be that the IYS International Symposium would be held in the autumn of 2018 so that the collaboration on science and management will be well established at the start of the focal year;
- the IYS Coordinating Committee will conduct its work in accordance with recommendations from the RFMO Steering Committees;
- the Council agreed that it would make a sum of £60,000 available for an IYS Special Fund to be established in accordance with Financial Rule 6.1. This sum is included in the 2017 Budget and could be carried forward until the expenditure

is needed. The Fund will be used in accordance with a spending plan proposed by the North Atlantic Steering Committee and to be agreed by the Parties. The Council further agreed that any surplus funds available at the end of the 2016 financial year (and subsequent financial years) which are not needed for the Contractual Obligation Fund should be credited to the IYS Special Fund.

The Council agreed that the Secretary should consult the Parties and NGOs shortly after the 2016 Annual Meeting requesting that they confirm by 15 July 2016 who their representative will be on the North Atlantic Steering Committee. Mr Dan Morris was asked to chair this Committee.

The North Atlantic Steering Committee would be asked to develop recommendations for a half-day session on the IYS at the 2017 Annual Meeting and on IYS activities for 2018.

The Council agreed that the NASCO representatives on the IYS International Symposium Steering Committee would be the Secretary, a scientific representative nominated by the European Union and a manager nominated by Canada.

The Council agreed that the NASCO representatives on the Coordinating Committee should initially be Mr Dan Morris and the Secretary, but that further participation could also be agreed at a later stage.

The Council noted that the success of the IYS will depend on the involvement of, and co-operation with, a wide range of partners and the approach to its implementation would, therefore, need to be flexible, inclusive and adaptable.

The Council expressed its appreciation to NPAFC for inviting NASCO to join it in this important initiative that could support salmon conservation and restoration efforts and stimulate new research.



## IYS(16)6

### *Creative Brief for the International Year of the Salmon (IYS)*

#### **The International Year of the Salmon**

The IYS is a new initiative for a collaborative, international framework to raise the capacity of outreach, engagement and research to meet the challenges salmon and people face in a rapidly changing world.

#### **IYS overall theme**

Rallying people for salmon in a changing world.

#### **Target audiences**

As an outreach initiative, the widest audience is people in the Northern Hemisphere that may not directly rely on salmon resources and therefore may not have an interest in the status of wild salmon populations or understand the importance of the resource ecologically, socially, culturally, or economically. Other target audiences include groups that have an interest in the status of wild salmon and may wish to become involved in the initiative in either an outreach or research capacity. These stakeholders include First Nations groups, conservation groups, government agencies, universities, aquariums, commercial fishermen, sport fishermen/outdoor recreation groups, scientists and seafood industries.

#### **IYS keywords**

Salmon, people, outreach, research, collaboration, international, engagement, integration, urgency, strategy, safeguarding, conservation, restoration, connectivity, climate change, recovery, healthy environments, future generations, stewardship, awareness.

#### **IYS vision**

Salmon have an extraordinary life history that puts them at risk from a number of environmental and human-caused factors. Through outreach efforts, the IYS seeks to raise awareness of what people can do to better ensure salmon and their varied habitats are conserved and restored against the backdrop of increasing environmental variability. The IYS seeks to stimulate an investment in research and outreach to leave a legacy of knowledge and a new generation of people better equipped to inform the conservation, restoration, and rational management of salmon.

#### **IYS scope**

At the largest geographic scale, the IYS will have a hemispheric scope, covering the entire range of salmon in the Northern Hemisphere. Outreach and research will occur mainly at the basin (Pacific, Atlantic, Arctic, and Baltic) and jurisdictional level but also at the hemispherical scale. Focal species will be Pacific salmon (pink, chum, sockeye, coho, Chinook, and cherry salmon and steelhead) in the North Pacific and Atlantic salmon in the North Atlantic and Baltic.

## **Identity design project objective**

The objective 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.

## **Tone**

International, clean, and modern.

## **Identity design project**

To establish the “look and feel” of the IYS and create a logo and brand standards taking into account the options below:

- Logo:
  - Includes text ‘International Year of the Salmon’
  - Conveys salmon, people, and a hemispheric scope, and other keywords
  - Unique from NPAFC, NASCO, key partner’s, and previous “International Year of the X” logos
  - Not to be confused with other existing international organisations (*e.g.* FAO, UNICEF, UN)
  - Designed to be flexible for a variety of applications (*e.g.*, colour b&w, web and print applications)
- Brand Standards
  - Guidelines for logo use
  - Typography
  - Colour palette (international, contemporary colours)
  - Photography guidelines [subjects are inclusive; no models; real working people]
  - Stationary (business cards, letterheads, and envelopes → easily downloadable and available in black and white for printing purposes)
  - Banners for meetings
  - Templates (*e.g.* PowerPoint, brochures, posters)

**IYS(16)7**

***Progress Report on Actions taken to implement the International Year of the Salmon (IYS) Initiative***

The primary purpose of IYS progress reports is to provide, for each of the three IYS goals, information on:

- actions being undertaken as a contribution to the IYS;
- how progress on these actions will be tracked;
- the target audiences;
- timelines for implementing the actions.

These reports will be reviewed by the North Atlantic Steering Committee and summarized at NASCO’s 2017 Annual Meeting. Please complete this form and return it to the Secretariat **by 15 April 2017**. The attached spreadsheet provides details of the nature of the actions currently being planned in the US and the North Atlantic Steering Committee agreed that it might assist other Parties/jurisdictions with their planning.

<b>Party:</b>	
<b>Jurisdiction/Region:</b>	

<b>Goal 1: Raise awareness of what the public can do to help ensure salmon and their ecosystems are protected and recovered.</b>

**Goal 2: Increase collaboration among researchers undertaking efforts to understand the factors affecting salmon under a changing climate to effectively support the management of salmon and allow the important social and economic benefits that salmon provide to be realised now and into the future.**

**Goal 3: Stimulate an investment in research which will leave a legacy of knowledge, data/information systems, tools and a new generation of scientists equipped to provide timely advice that will inform the conservation, recovery and rational management of salmon.**