

## IYS(20)01\_EU – Ireland

### *Report on Actions and Activities to Deliver the International Year of the Salmon (IYS) Initiative, September 2018 to December 2019*

*This report was compiled by the NASCO Secretariat from activities and events registered on the IYS website, earlier reports submitted by the Party / jurisdiction and projects funded via NASCO. It was reviewed and supplemented by the Party / jurisdiction.*

The primary purpose of this IYS reporting template is for Parties / jurisdictions to:

- identify which IYS effort has had the biggest impact for you;
- provide brief details of actions, activities (events and projects) undertaken as a contribution to the IYS;
- identify which of the five IYS themes these actions and activities have delivered on;
- identify whether actions, activities (events and projects) delivered outreach and communication,
- identify the target audiences the actions and activities intended to reach; and
- specify the timeframe for undertaking the actions and activities.

This information will then enable the North Atlantic Steering Committee (NASC) to report to the NASCO Council and IYS partners in the Pacific about activities and actions occurring in the Atlantic region as part of the IYS. Where it has been possible, events and projects that have been registered on the IYS website have been added to the Report, as have the various Small Grants awarded under the IYS funding, to aid you in the completion of the document and to ensure they are recorded. Please feel free to edit these and add further activities or actions. It is our intention that the template is easy to complete with a brief description (maximum 200 words) of the action or activity, followed by marking the appropriate tick boxes. Events and projects that have been registered on the IYS website are included here, in addition to any actions from the 2019 reports that fall into the time period of September 2018 (the various IYS launch events) to December 2019. In the 2018 meeting of the NASCO Council the Parties agreed that reports on IYS activities and actions should be provided by the Parties / jurisdictions in 2019 and in 2020. Please complete this form and return it to the Secretariat **by Friday 7 February 2020**.

For your reference the IYS themes appearing in the table are detailed further below:

**Theme 1: *Status of Salmon*:** to understand the present status of salmon and their environments

**Theme 2: *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

**Theme 3: *New Frontiers*:** to develop new technologies and analytical methods to advance salmon science and to explore the uncharted regions of the salmosphere.

**Theme 4: *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.

**Theme 5: Information Systems:** to develop an integrated archive of accessible electronic data collected during the IYS and tools to support future research.

**Additionally:**

**Outreach and communication:** improving public and political awareness of; salmon's cultural, social, and economic importance; and the challenges salmon face from major environmental changes and human impacts.

Party / jurisdiction:		EU – Ireland			
What activity / effort has had the biggest impact for your Party / jurisdiction?		The family orientated, awareness raising event ‘Fishy Fun’ at Ireland’s Natural History Museum, which saw the public engaged on IYS messaging in an interactive manner, had a significant impact in Ireland. The event was launched by the Minister with responsibility for inland fisheries, received strong support from relevant policy makers and experienced high footfall on the day. A long term IYS installation was also secured in the museum which will serve as an educational tool for all visitors into 2020 and beyond. Future partnership events between Inland Fisheries Ireland and the museum, which will focus on salmon and the fisheries resource, are also currently in the planning stages for 2020.			
Short description of the action	IYS Theme	Target audience	Time line		
			Start Date	End Date	
<p><b>Launch of International Year of the Salmon with Minister Canney, the Minister with responsibility for inland fisheries.</b></p> <p><b>Objective:</b> Sean Canney T.D., Minister with responsibility for the inland fisheries sector, marked the launch of the International Year of the Salmon by unveiling one of a new fleet of 12 RIBs (Rigid Inflatable Boats) to highlight the importance of fisheries protection especially during salmon migration along the coasts.</p> <p>A national PR campaign supported the launch including a photo call with the Minister, issue of a national media release and associated digital communications.</p> <p><b>Media Coverage Overview</b> There were five pieces of national media coverage and 11 pieces of regional coverage. Seven articles were in online titles and the other nine were in print titles. The total number of people reached by the news articles was 378,366.</p> <p><b>Responsible body:</b> Inland Fisheries Ireland</p>	<p><b>Theme 1: <i>Status of Salmon</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 2: <i>Salmon in a changing salmosphere</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 3: <i>New Frontiers</i></b> <input type="checkbox"/></p> <p><b>Theme 4: <i>Human Dimension</i></b> <input type="checkbox"/></p> <p><b>Theme 5: <i>Information Systems</i></b> <input type="checkbox"/></p> <p><b>Outreach and Communications</b> <input checked="" type="checkbox"/></p>	<p>Decision makers <input type="checkbox"/></p> <p>Public <input checked="" type="checkbox"/></p> <p>Children/Youth <input type="checkbox"/></p> <p>Knowledgeable public <input checked="" type="checkbox"/></p>	04/12/2018	04/12/2018	
<b>84 rivers open for Salmon Angling in 2019</b>	<b>Theme 1: <i>Status of Salmon</i></b> <input checked="" type="checkbox"/>	Decision makers <input type="checkbox"/>	28/12/2018	31/12/2019	

<p><b>Objective:</b> Seán Canney T.D., Minister with responsibility for the Inland Fisheries sector, approved a suite of regulations and bye-laws which governed the wild salmon and sea trout fisheries in 2019. In all, 84 rivers opened for angling activity in 2019, 42 of these rivers were fully opened with a further 42 for angling on a “catch &amp; release” basis.</p> <p>An emphasis was placed on sustainable salmon angling for International Year of the Salmon. The commemorative logo for International Year of the Salmon was placed on all salmon and sea trout licences for 2019 as another way of raising awareness.</p> <p><b>Responsible body:</b> Inland Fisheries Ireland</p>	<p><b>Theme 2: <i>Salmon in a changing salmosphere</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 3: <i>New Frontiers</i></b> <input type="checkbox"/></p> <p><b>Theme 4: <i>Human Dimension</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 5: <i>Information Systems</i></b> <input type="checkbox"/></p> <p><b><i>Outreach and Communications</i></b> <input checked="" type="checkbox"/></p>	<p>Public <input checked="" type="checkbox"/></p> <p>Children/Youth <input type="checkbox"/></p> <p>Knowledgeable public <input checked="" type="checkbox"/></p>		
<p><b>First salmon of the year caught and released on Lackagh River celebrated to mark commencement of International Year of the Salmon</b></p> <p><b>Objective:</b> Inland Fisheries Ireland announced the first salmon of 2019 which was caught and released in Ireland as part of communications activities for International Year of the Salmon. The first salmon was released on the Lackagh River in Co. Donegal after being caught by Michael McCann of Templeard, Derry on Tuesday the 1st of January 2019. The salmon weighed approximately five pounds and was caught on a single barbless hook before being released into the water.</p> <p>A national and regional media release was issued to media on the day of the release with an emphasis put on the importance of catch and release in 2019 due to the challenges facing salmon populations. The release was also announced on the organisation’s social media channels.</p> <p><b>Media Coverage Overview</b> There were six pieces of national media coverage and seven pieces of regional media coverage. Two articles were online only and the other ten pieces were print only. The total number of people reached by the news articles was 378,287.</p> <p><b>Responsible body:</b> Inland Fisheries Ireland Reported</p>	<p><b>Theme 1: <i>Status of Salmon</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 2: <i>Salmon in a changing salmosphere</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 3: <i>New Frontiers</i></b> <input type="checkbox"/></p> <p><b>Theme 4: <i>Human Dimension</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 5: <i>Information Systems</i></b> <input type="checkbox"/></p> <p><b><i>Outreach and Communications</i></b> <input checked="" type="checkbox"/></p>	<p>Decision makers <input type="checkbox"/></p> <p>Public <input checked="" type="checkbox"/></p> <p>Children/Youth <input type="checkbox"/></p> <p>Knowledgeable public <input checked="" type="checkbox"/></p>	01/01/2019	01/01/2019

<p><b>#CPRsavesfish Pins Programme</b></p> <p><b>Objective:</b> To mark International Year of the Salmon, Inland Fisheries Ireland devised and secured funding for a #CPRsavesfish pins programme. A funding application was submitted to National Strategy for Angling Development and funding was awarded for the roll out of this national conservation initiative.</p> <p>The design and production of the pins was managed during 2019 and the programme will now commence in 2020. Pins will be sent to all anglers who released salmon during 2019 as indicated in their angler logbook returns. As pins are available they will continue to be issued in 2020 to any new anglers releasing a salmon.</p> <p>Anglers who participate in the Catch and Release of salmon and who send in their catch details will now receive a merit #CPRsavesfish pin.</p> <p><i>This is an ongoing programme into 2020 and beyond.</i></p> <p><b>Responsible body:</b> Inland Fisheries Ireland</p>	<p><b>Theme 1: <i>Status of Salmon</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 2: <i>Salmon in a changing salmosphere</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 3: <i>New Frontiers</i></b> <input type="checkbox"/></p> <p><b>Theme 4: <i>Human Dimension</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 5: <i>Information Systems</i></b> <input type="checkbox"/></p> <p><b><i>Outreach and Communications</i></b> <input checked="" type="checkbox"/></p>	<p>Decision makers <input type="checkbox"/></p> <p>Public <input checked="" type="checkbox"/></p> <p>Children/Youth <input checked="" type="checkbox"/></p> <p>Knowledgeable public <input checked="" type="checkbox"/></p>	<p>01/01/2019</p>	<p>31/12/2020</p>
<p><b>International scientists hosted in Dublin as part of innovative project giving insight into salmon migration journey</b></p> <p><b>Objective:</b> Inland Fisheries Ireland hosted leading salmon scientists from Denmark, Spain, Sweden, UK and Ireland at an important meeting in Dublin to mark International Year of the Salmon. The scientists discussed some of their new findings from the international SMOLTRACK project, the results of which reveal factors in the known decline of salmon stocks. SMOLTRACK is an EU-wide project coordinated by NASCO.</p> <p>As part of communications and outreach around the meeting, a video was produced interviewing the scientists regarding the project, the challenges facing salmon and the actions which need to be taken. The video was placed on the organisation's social media channels and shared by our scientific partners.</p>	<p><b>Theme 1: <i>Status of Salmon</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 2: <i>Salmon in a changing salmosphere</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 3: <i>New Frontiers</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 4: <i>Human Dimension</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 5: <i>Information Systems</i></b> <input type="checkbox"/></p> <p><b><i>Outreach and Communications</i></b> <input checked="" type="checkbox"/></p>	<p>Decision makers <input checked="" type="checkbox"/></p> <p>Public <input type="checkbox"/></p> <p>Children/Youth <input type="checkbox"/></p> <p>Knowledgeable public <input checked="" type="checkbox"/></p>	<p>13/02/2019</p>	<p>13/02/2019</p>

<p>A media release was also issued giving press an update on the project to date and announcing some of the early findings from their research as the news hook.</p> <p><b>Responsible body:</b> Inland Fisheries Ireland</p>				
<p><b>Opinion Editorial ‘Who Cares About Salmon?’ secured in Marine Comment Newspaper</b></p> <p><b>Objective:</b> Dr Ciaran Byrne, CEO of Inland Fisheries Ireland wrote an article entitled ‘Who Cares About Salmon’ which was pitched and secured for publishing in the <i>Sherkin Comment</i> newspaper. The <i>Sherkin Comment</i> is a well-regarded environmental publication of Sherkin Island Marine Station off the coast of Cork.</p> <p>In the article, Dr Byrne discusses the significant decline in salmon stocks and how much of a concern it is, for not just marine life, but our wider society. He highlights the different factors that may be at play in the situation and what kind of planning is needed into the future to protect and conserve our salmonid resource.</p> <p><b>Responsible body:</b> Dr Ciaran Byrne, CEO of Inland Fisheries Ireland and the Sherkin Island Marine Station</p>	<p><b>Theme 1: Status of Salmon</b> <input checked="" type="checkbox"/></p> <p><b>Theme 2: Salmon in a changing salmosphere</b> <input checked="" type="checkbox"/></p> <p><b>Theme 3: New Frontiers</b> <input checked="" type="checkbox"/></p> <p><b>Theme 4: Human Dimension</b> <input checked="" type="checkbox"/></p> <p><b>Theme 5: Information Systems</b> <input checked="" type="checkbox"/></p> <p><b>Outreach and Communications</b> <input checked="" type="checkbox"/></p>	<p>Decision makers <input checked="" type="checkbox"/></p> <p>Public <input checked="" type="checkbox"/></p> <p>Children/Youth <input checked="" type="checkbox"/></p> <p>Knowledgeable public <input checked="" type="checkbox"/></p>	<p>01/03/2019</p>	<p>01/03/2019</p>
<p><b>Launch of ‘Salmon School’</b> Mill Big, County Cork, Ireland</p> <p><b>Objective:</b> ‘StreamScapes’ is a multiple award-winning Aquatic &amp; Biodiversity education programme of the UCD Earth Institute which has engaged in Outreach Projects with communities throughout Ireland for thirty years. On St. Patrick's Day 2019, they were 'bringing it all back home' by launching the 'Salmon School / 'Scoil Bradán' at the riverside base in Coomhola, Bantry, County Cork, to contribute to the celebration of the 'International Year of the Salmon'.</p> <p>The public was invited to attend this launch and view the aquatic and graphic exhibits that form the basis of this unique new educational facility, at which schools and visitors will be hosted from 1 April 2019. The launch began at 2:00pm, with refreshments and an optional Field Trip along the riparian zone.</p>	<p><b>Theme 1: Status of Salmon</b> <input checked="" type="checkbox"/></p> <p><b>Theme 2: Salmon in a changing salmosphere</b> <input checked="" type="checkbox"/></p> <p><b>Theme 3: New Frontiers</b> <input type="checkbox"/></p> <p><b>Theme 4: Human Dimension</b> <input checked="" type="checkbox"/></p> <p><b>Theme 5: Information Systems</b> <input type="checkbox"/></p> <p><b>Outreach and Communications</b> <input checked="" type="checkbox"/></p>	<p>Decision makers <input type="checkbox"/></p> <p>Public <input checked="" type="checkbox"/></p> <p>Children/Youth <input checked="" type="checkbox"/></p> <p>Knowledgeable public <input checked="" type="checkbox"/></p>	<p>17/03/2019</p>	<p>17/03/2019</p>

<p><b>Responsible body:</b> UCD Earth Institute</p>				
<p><b>Inland Fisheries Ireland's Citizen Science Salmon Project</b></p> <p><b>Objective:</b> Inland Fisheries Ireland launched the National Salmon Scale Project which invited anglers to become citizen scientists and support salmon and sea trout research. The project aims to collect vital information through scales taken from salmon and sea trout which are caught in Irish rivers and lakes which will contribute to international efforts to conserve wild salmon.</p> <p>The project was extremely successful in 2019 with over 570 scale envelopes received from anglers from 20 rivers to date and more expected in the coming weeks. It is estimated that the total submission will be approximately 650 scale envelopes.</p> <p>Of the samples submitted, there was a strong representation from rivers where Inland Fisheries Ireland has no routine monitoring in place so these samples will be extremely beneficial and 11% of scale submissions were catch and release fish.</p> <p>Analysis has not been carried out on the scales as of yet however summary reports will be collated from the results in the coming months. Scientists will be able to gather crucial information from the submissions including the age of fish caught (i.e. how many years they spent in the river as juveniles and then at sea as adults before they returned to the river) as well as their lengths and weights. As a token of appreciation to participating anglers, a report will be issued to those who request further information on their fish.</p> <p><i>The initiative was so successful that it will be continued into 2020 and beyond.</i></p> <p>A communications campaign supported the outreach around the National Salmon Scale Project which aimed to engage the angling community and further highlight the important IYS messaging.</p>	<p><b>Theme 1: <i>Status of Salmon</i></b>     <input checked="" type="checkbox"/></p> <p><b>Theme 2: <i>Salmon in a changing salmosphere</i></b>     <input checked="" type="checkbox"/></p> <p><b>Theme 3: <i>New Frontiers</i></b>     <input checked="" type="checkbox"/></p> <p><b>Theme 4: <i>Human Dimension</i></b>     <input checked="" type="checkbox"/></p> <p><b>Theme 5: <i>Information Systems</i></b>     <input checked="" type="checkbox"/></p> <p><b><i>Outreach and Communications</i></b>     <input checked="" type="checkbox"/></p>	<p>Decision makers     <input checked="" type="checkbox"/></p> <p>Public     <input checked="" type="checkbox"/></p> <p>Children/Youth     <input type="checkbox"/></p> <p>Knowledgeable public     <input checked="" type="checkbox"/></p>	<p>03/04/2019</p>	<p>31/12/2020</p>

<p><b>Media Coverage Overview</b> There were seven pieces of national media coverage and 17 pieces of regional media coverage. Eleven articles were online only and the other 13 pieces were print only. The total number of people reached by the news articles was 429,053.</p> <p><b>Responsible body:</b> Inland Fisheries Ireland</p>				
<p><b>Inland Fisheries Ireland introduces new salmon themed energy efficient vehicles</b></p> <p><b>Objective:</b> As part of efforts to reduce the organisation's CO2 emissions from its fleet by 24 per cent, Inland Fisheries Ireland introduced a range of energy efficient vehicles.</p> <p>Four of the new vehicles were wrapped in a salmon themed design to help raise awareness for International Year of the Salmon. The design included a salmon swimming across the car which was emblazoned on the side, alongside the International Year of the Salmon logo.</p> <p><i>The cars will continue to carry IYS logo and salmon for 2020 and beyond.</i></p> <p><b>Responsible body:</b> Inland Fisheries Ireland</p>	<p><b>Theme 1: <i>Status of Salmon</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 2: <i>Salmon in a changing salmosphere</i></b> <input type="checkbox"/></p> <p><b>Theme 3: <i>New Frontiers</i></b> <input type="checkbox"/></p> <p><b>Theme 4: <i>Human Dimension</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 5: <i>Information Systems</i></b> <input type="checkbox"/></p> <p><b>Outreach and Communications</b> <input checked="" type="checkbox"/></p>	<p>Decision makers <input type="checkbox"/></p> <p>Public <input checked="" type="checkbox"/></p> <p>Children/Youth <input type="checkbox"/></p> <p>Knowledgeable public <input checked="" type="checkbox"/></p>	14/04/2019	31/12/2020
<p><b>IYS Small Grant</b> Galway Oceanworld Aquarium</p> <p><b>Objective:</b> Galway Oceanworld Aquarium was one of the initiatives awarded with an IYS small grant. The initiative aimed to create a video game for children with real video clips which aimed to be both educational and fun. Inland Fisheries Ireland worked with the Galway Oceanworld Aquarium to supply video clips which would feature in the game as a wild salmon show case for International Year of the Salmon.</p> <p>The goal was to produce an interactive game to help visitors gain a better insight into the complexity and intricacy of the salmon lifecycle and the impacts human activities have on the various stages of their lifecycle.</p>	<p><b>Theme 1: <i>Status of Salmon</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 2: <i>Salmon in a changing salmosphere</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 3: <i>New Frontiers</i></b> <input type="checkbox"/></p> <p><b>Theme 4: <i>Human Dimension</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 5: <i>Information Systems</i></b> <input type="checkbox"/></p> <p><b>Outreach and Communications</b> <input checked="" type="checkbox"/></p>	<p>Decision makers <input type="checkbox"/></p> <p>Public <input checked="" type="checkbox"/></p> <p>Children/Youth <input checked="" type="checkbox"/></p> <p>Knowledgeable public <input type="checkbox"/></p>	01/05/2019	Click or tap to enter a date.

<p><b>Responsible body:</b> Galway Oceanworld Aquarium</p>				
<p><b>The state of wild salmon in Ireland – video interview with CEO of Inland Fisheries Ireland secured with leading online Irish news site</b></p> <p><b>Objective:</b> A video interview with Dr Ciaran Byrne, CEO of Inland Fisheries Ireland was secured with <a href="http://thejournal.ie">thejournal.ie</a>, the leading online news website in Ireland. The video featured Dr Byrne discussing the worrying decline in salmon numbers and why we need to act now.</p> <p>The video interview received strong engagement after it was published on thejournal.ie site and shared on their social media channels. It was watched 21,176 times by the public and can be viewed <a href="#">here</a>.</p> <p><b>Responsible body:</b> Inland Fisheries Ireland and <a href="http://www.thejournal.ie">www.thejournal.ie</a></p>	<p><b>Theme 1: Status of Salmon</b> <input type="checkbox"/></p> <p><b>Theme 2: Salmon in a changing salmosphere</b> <input type="checkbox"/></p> <p><b>Theme 3: New Frontiers</b> <input type="checkbox"/></p> <p><b>Theme 4: Human Dimension</b> <input type="checkbox"/></p> <p><b>Theme 5: Information Systems</b> <input type="checkbox"/></p> <p><b>Outreach and Communications</b> <input checked="" type="checkbox"/></p>	<p>Decision makers <input type="checkbox"/></p> <p>Public <input checked="" type="checkbox"/></p> <p>Children/Youth <input checked="" type="checkbox"/></p> <p>Knowledgeable public <input checked="" type="checkbox"/></p>	<p>16/06/2019</p>	<p>16/06/2019</p>
<p><b>Young Persons Day on the Blackwater Salmon Fishery</b></p> <p><b>Objective:</b> A Young Persons Day was organised by the well-known angler/ guide Glenda Powell with a view to engaging young and novice anglers around sustainable fishing.</p> <p>As part of the initiative, young novice anglers were invited to the Blackwater Salmon Fishery for a free educational and fun filled introduction to catch and release fishing on Saturday, 22<sup>nd</sup> of June. There was an emphasis placed on sustainability throughout the event with catch and release promoted alongside appropriate handling techniques.</p> <p>There were 15 young people in attendance on the day in addition to the same amount of adult helpers. They enjoyed lessons about how to catch and release fish safely, fish handling, entomology lessons, examining the fish and learning about the life cycle of the trout and salmon.</p> <p>The participants were also treated to a BBQ at the end of the day. Six of the young people came back fishing after this experience, which was a very positive outcome and Glenda</p>	<p><b>Theme 1: Status of Salmon</b> <input checked="" type="checkbox"/></p> <p><b>Theme 2: Salmon in a changing salmosphere</b> <input checked="" type="checkbox"/></p> <p><b>Theme 3: New Frontiers</b> <input type="checkbox"/></p> <p><b>Theme 4: Human Dimension</b> <input checked="" type="checkbox"/></p> <p><b>Theme 5: Information Systems</b> <input checked="" type="checkbox"/></p> <p><b>Outreach and Communications</b> <input checked="" type="checkbox"/></p>	<p>Decision makers <input type="checkbox"/></p> <p>Public <input checked="" type="checkbox"/></p> <p>Children/Youth <input checked="" type="checkbox"/></p> <p>Knowledgeable public <input type="checkbox"/></p>	<p>22/06/2019</p>	<p>22/06/2019</p>



<p>continues to extend the invitation to young people to visit the Blackwater salmon fishery.</p> <p><b>Responsible body:</b> Glenda Powell, APGAI-Ireland Double Handed and Single Handed Advanced Instructor Current Chairperson of APGAI Ireland</p>				
<p><b>Traditional Irish wooden ship sets sail towards West Greenland to follow salmon migration and highlight their decline</b></p> <p><b>Objective:</b> Ireland's sole surviving ocean going wooden sailing ship, the 'Ilen', which was re-built through a community educational programme in Limerick, set sail from Limerick Docks to follow the migratory journey of salmon in the Shannon River to West Greenland. 'Salmon's Wake' is the title of The Ilen Project's Community and Schools Education Programme which was intended to highlight the decline of salmon during International Year of the Salmon. They are planning to do a further trip around Ireland in the summer of 2020 for further awareness.</p> <p>Inland Fisheries Ireland supported the initiative by offering communications and PR support across traditional and online channels.</p> <p><b>Media Coverage Overview</b> There were five pieces of national media coverage and three pieces of regional media coverage. Four articles were online and the other four pieces appeared in print titles. The total number of people reached by the news articles was 314,922.</p> <p><b>Responsible body:</b> The Ilen Project</p>	<p><b>Theme 1: Status of Salmon</b> <input checked="" type="checkbox"/></p> <p><b>Theme 2: Salmon in a changing salmosphere</b> <input checked="" type="checkbox"/></p> <p><b>Theme 3: New Frontiers</b> <input type="checkbox"/></p> <p><b>Theme 4: Human Dimension</b> <input checked="" type="checkbox"/></p> <p><b>Theme 5: Information Systems</b> <input type="checkbox"/></p> <p><b>Outreach and Communications</b> <input checked="" type="checkbox"/></p>	<p>Decision makers <input type="checkbox"/></p> <p>Public <input checked="" type="checkbox"/></p> <p>Children/Youth <input checked="" type="checkbox"/></p> <p>Knowledgeable public <input type="checkbox"/></p>	<p>01/07/2019</p>	<p>12/09/2019</p>
<p><b>Catch and Release Weekend - 6th &amp; 7th July 2019</b></p> <p><b>Objective:</b> To promote catch and release fishing, Inland Fisheries Ireland initiated a Catch and Release weekend which took place during the busiest fishing weekend of the year.</p> <p>Anglers who participated in catch and release over the weekend were invited to submit their catch details via an online form to earn a #CPRSavesFish merit pin.</p>	<p><b>Theme 1: Status of Salmon</b> <input checked="" type="checkbox"/></p> <p><b>Theme 2: Salmon in a changing salmosphere</b> <input checked="" type="checkbox"/></p> <p><b>Theme 3: New Frontiers</b> <input type="checkbox"/></p> <p><b>Theme 4: Human Dimension</b> <input checked="" type="checkbox"/></p> <p><b>Theme 5: Information</b> <input type="checkbox"/></p>	<p>Decision makers <input type="checkbox"/></p> <p>Public <input checked="" type="checkbox"/></p> <p>Children/Youth <input type="checkbox"/></p> <p>Knowledgeable public <input checked="" type="checkbox"/></p>	<p>06/07/2019</p>	<p>07/07/2019</p>

<p>Anglers were invited to share pictures of their catch and release on social media using the hashtags #CPRSavesFish and #YearOfTheSalmon to promote the message of sustainability with the public.</p> <p>As part of the promotion around the initiative, a poster campaign was organised which saw the distribution of promotional materials to tackle shops nationwide. Local media releases were issued to regional media inviting anglers to participate in their community and the initiative was highlighted via our online channels.</p> <p><b>Responsible body:</b> Inland Fisheries Ireland</p>	<p><i>Systems</i> <input type="checkbox"/></p> <p><i>Outreach and Communications</i> <input checked="" type="checkbox"/></p>			
<p><b>Children’s educational book with a story that highlights the journey of a salmon in the Atlantic Ocean</b></p> <p><b>Objective:</b> Author Shane Casey wrote a dyslexia- friendly children’s book containing three stories with one of the stories focusing on the adventures of a young salmon as he explores the Atlantic Ocean. It was named ‘<i>A Salmon’s Tale</i>’ – and explores the story of Simon the salmon who is ready to leave his river and live out his dream of swimming across the broad Atlantic Ocean, but will he remember the promise he made to Sally?</p> <p>Inland Fisheries Ireland supported the books and used them as an educational tool for their Education and Outreach workshops. The book contained the International Year of the Salmon logo and was recognised for its contribution to the awareness and understanding of Ireland’s aquatic ecosystems.</p> <p><i>The books will continue to be distributed into 2020 and beyond.</i></p> <p><b>Responsible body:</b> Shane Casey and Inland Fisheries Ireland</p>	<p><b>Theme 1: <i>Status of Salmon</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 2: <i>Salmon in a changing salmosphere</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 3: <i>New Frontiers</i></b> <input type="checkbox"/></p> <p><b>Theme 4: <i>Human Dimension</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 5: <i>Information Systems</i></b> <input type="checkbox"/></p> <p><i>Outreach and Communications</i> <input checked="" type="checkbox"/></p>	<p>Decision makers <input type="checkbox"/></p> <p>Public <input checked="" type="checkbox"/></p> <p>Children/Youth <input checked="" type="checkbox"/></p> <p>Knowledgeable public <input type="checkbox"/></p>	<p>16/07/2019</p>	<p>31/12/2020</p>
<p><b>Fishy Fun at the National Museum of Ireland – Natural History</b></p> <p><b>Objective:</b> In order to engage the public around salmon conservation and the fisheries resource, Inland Fisheries Ireland</p>	<p><b>Theme 1: <i>Status of Salmon</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 2: <i>Salmon in a changing salmosphere</i></b> <input checked="" type="checkbox"/></p>	<p>Decision makers <input type="checkbox"/></p> <p>Public <input checked="" type="checkbox"/></p>	<p>20/07/2019</p>	<p>20/07/2019</p>

<p>partnered with the Museum of Ireland- Natural History to host educational and interactive event for families.</p> <p>The one day event was held on Saturday, 20<sup>th</sup> of July 2020 within the museum which is a popular destination for local and visiting families. In order to capitalise on the prominent city centre location of the event, Inland Fisheries Ireland also hosted a pop up classroom in the front garden of the museum with a view to attracting further footfall.</p> <p>Fisheries staff were on hand to help young fisheries enthusiasts examine the fish and creepy crawlies which live in Ireland's rivers and lakes while novice anglers tried their hand at fishing through a virtual fishing simulator. A historical fisheries display showcased fishing equipment and materials down through the years while the 'Salmon of Colour' Colouring Competition saw children colour salmon at various stages of its lifecycle.</p> <p>There was a specific highlight placed on salmon and the conservation needed to protect our natural resource in all messaging around the event which was attended by over 2,000 people.</p> <p>A permanent IYS educational installation was also secured on a pillar in the museum which remained in place for the rest of 2019. The installation featured key information and facts regarding salmon, the challenges facing their populations and why the public should engage around International Year of the Salmon.</p> <p><i>Future events focusing on salmon and the fisheries resource are also in the planning stages for 2020.</i></p> <p><b>Responsible body:</b> Inland Fisheries Ireland and Museum of Ireland- Natural History</p>	<p><b>Theme 3: <i>New Frontiers</i></b> <input type="checkbox"/></p> <p><b>Theme 4: <i>Human Dimension</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 5: <i>Information Systems</i></b> <input type="checkbox"/></p> <p><b><i>Outreach and Communications</i></b> <input checked="" type="checkbox"/></p>	<p>Children/Youth <input checked="" type="checkbox"/></p> <p>Knowledgeable public <input type="checkbox"/></p>		
<p><b>Inland Fisheries Ireland and Museum of Ireland- Natural History host 'Salmon of Colour' Competition</b></p> <p><b>Objective:</b> A 'Salmon of Colour' national children's colouring competition was delivered by Inland Fisheries Ireland and the Museum of Ireland – Natural History as part of awareness</p>	<p><b>Theme 1: <i>Status of Salmon</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 2: <i>Salmon in a changing salmosphere</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 3: <i>New Frontiers</i></b> <input type="checkbox"/></p>	<p>Decision makers <input type="checkbox"/></p> <p>Public <input type="checkbox"/></p> <p>Children/Youth <input checked="" type="checkbox"/></p>	<p>20/07/2019</p>	<p>12/10/2019</p>

<p>raising activities amongst children and their families. The competition was the second part of the collaboration of Inland Fisheries Ireland and Museum of Ireland- Natural History after the Fishy Fun event which was held during the summer.</p> <p>School aged children were invited to participate in the competition either individually or with their school class with prizes offered in two age categories. The museum reported that approximately 750 copies of the colouring competition were taken for completion by children at the museum.</p> <p>The winners were selected in December 2019 and will be announced in early 2020 with a local PR campaign.</p> <p><b>Responsible body:</b> Inland Fisheries Ireland and Museum of Ireland- Natural History</p>	<p><b>Theme 4: <i>Human Dimension</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 5: <i>Information Systems</i></b> <input type="checkbox"/></p> <p><b><i>Outreach and Communications</i></b> <input type="checkbox"/></p>	<p>Knowledgeable public <input type="checkbox"/></p>		
<p><b>Inspectorium: A Salmon’s Tale- A drop in activity for families at the Museum of Ireland – Natural History, Dublin</b></p> <p><b>Objective:</b> A fun family activity day at the Museum of Ireland-Natural History (The Dead Zoo) where families ‘fished’ for clues in the river of knowledge at the wonder cabinet. This event helped to spread the message about IYS and the salmon species in a child friendly and fun way through participating in a hands-on event about Ireland’s creatures and their habitats.</p> <p>Inland Fisheries Ireland supplied children with ‘<i>The Salmon of Colour</i>’ colouring competition as part of a follow on collaboration with the Museum of Ireland- Natural History. A total of 750 children took the colouring competition home with them.</p> <p><b>Responsible body:</b> Inland Fisheries Ireland and the Museum of Ireland- Natural History</p>	<p><b>Theme 1: <i>Status of Salmon</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 2: <i>Salmon in a changing salmosphere</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 3: <i>New Frontiers</i></b> <input type="checkbox"/></p> <p><b>Theme 4: <i>Human Dimension</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 5: <i>Information Systems</i></b> <input type="checkbox"/></p> <p><b><i>Outreach and Communications</i></b> <input checked="" type="checkbox"/></p>	<p>Decision makers <input type="checkbox"/></p> <p>Public <input checked="" type="checkbox"/></p> <p>Children/Youth <input checked="" type="checkbox"/></p> <p>Knowledgeable public <input checked="" type="checkbox"/></p>	<p>21/08/2019</p>	<p>22/08/2019</p>
<p><b>54th European Marine Biology Symposium</b> University College Dublin, Dublin, Ireland</p> <p><b>Objective:</b> University College Dublin was the host for this year’s European Marine Biology Symposium which took place during International Year of the Salmon. The social program</p>	<p><b>Theme 1: <i>Status of Salmon</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 2: <i>Salmon in a changing salmosphere</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 3: <i>New Frontiers</i></b> <input type="checkbox"/></p>	<p>Decision makers <input type="checkbox"/></p> <p>Public <input checked="" type="checkbox"/></p> <p>Children/Youth <input type="checkbox"/></p>	<p>25/08/2019</p>	<p>29/08/2019</p>

<p>provided opportunities to sample the city’s famous cultural life and explore the UNESCO Dublin Bay Biosphere. It took place in the state-of-the-art O’Brien Centre for Science on the UCD campus with themes including:</p> <ul style="list-style-type: none"> <li>• Blue growth</li> <li>• Rapid change</li> <li>• Fundamental biological traits</li> <li>• Movement and redistribution of species</li> </ul> <p><b>Responsible body:</b> UCD and Inland Fisheries Ireland</p>	<p><b>Theme 4: <i>Human Dimension</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 5: <i>Information Systems</i></b> <input type="checkbox"/></p> <p><b><i>Outreach and Communications</i></b> <input checked="" type="checkbox"/></p>	<p>Knowledgeable public <input checked="" type="checkbox"/></p>		
<p><b>IYS at the National Ploughing Championships</b></p> <p><b>Objective:</b> The National Ploughing Championships is Europe’s largest outdoor event and is a flagship initiative in the agricultural community’s calendar.</p> <p>Inland Fisheries Ireland secured a stand within the Government of Ireland village at the Ploughing championships.</p> <p>The stand was themed in IYS branding and to help deliver the messaging behind IYS and included a family friendly fun zone. The public were invited to learn about the fisheries resource through a range of interactive activities and a live fish display. The stand experienced a steady footfall and strong engagement throughout the event.</p> <p>The Minister for Communications, Climate Action and the Environment and the Minister with responsibility for inland fisheries both visited the stand and engaged with the activities on offer, alongside a number of other key public policy makers.</p> <p><b>Responsible body:</b> Inland Fisheries Ireland</p>	<p><b>Theme 1: <i>Status of Salmon</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 2: <i>Salmon in a changing salmosphere</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 3: <i>New Frontiers</i></b> <input type="checkbox"/></p> <p><b>Theme 4: <i>Human Dimension</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 5: <i>Information Systems</i></b> <input type="checkbox"/></p> <p><b><i>Outreach and Communications</i></b> <input type="checkbox"/></p>	<p>Decision makers <input type="checkbox"/></p> <p>Public <input checked="" type="checkbox"/></p> <p>Children/Youth <input checked="" type="checkbox"/></p> <p>Knowledgeable public <input type="checkbox"/></p>	<p>17/09/2019</p>	<p>19/09/2019</p>
<p><b>NASCO Funding Call</b></p> <p><b>Objective:</b> NASCO announced a funding call of €150,000 internationally in October 2019 to promote the International Year of the Salmon. The aim of the funding was to support projects that would educate the general public about wild salmon, with a view to securing involvement in concrete actions that contribute towards the conservation of wild salmon populations.</p>	<p><b>Theme 1: <i>Status of Salmon</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 2: <i>Salmon in a changing salmosphere</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 3: <i>New Frontiers</i></b> <input type="checkbox"/></p> <p><b>Theme 4: <i>Human Dimension</i></b> <input checked="" type="checkbox"/></p> <p><b>Theme 5: <i>Information</i></b> <input type="checkbox"/></p>	<p>Decision makers <input checked="" type="checkbox"/></p> <p>Public <input checked="" type="checkbox"/></p> <p>Children/Youth <input checked="" type="checkbox"/></p> <p>Knowledgeable public <input checked="" type="checkbox"/></p>	<p>01/10/2019</p>	<p>Ongoing</p>

<p>Inland Fisheries Ireland, as the competent authority for freshwater fish (including wild salmon) in Ireland, administered the funding call and hosted the application process on its website. Thirty two applications for funding were received from seven countries from both sides of the Atlantic. There were eight successful applications in 2019. Inland Fisheries Ireland will now be working with successful applicants to deliver their projects and will also administer the claim process. Finalised claims will then be forwarded to NASCO for payment.</p> <p><b>Responsible body:</b> NASCO and Inland Fisheries Ireland</p>	<p><i>Systems</i> <input checked="" type="checkbox"/></p> <p><i>Outreach and Communications</i> <input checked="" type="checkbox"/></p>			
<p><b>IYS Small Grant</b> Coomhola Salmon Trust</p> <p><b>Objective:</b> Coomhola Salmon Trust utilised the International Year of the Salmon Small Grant to host a series of four Symposia titled <i>'Tributary-How Humans are Integral with their Local Catchment'</i>. These four Symposia took place at 'The Stream School', Coomhola, Bantry, County Cork, Ireland on four Sundays during August, September, October and November 2019 (18 August; 29 September; 27 October; 24 November). They supported the delivery of the IYS 'Outreach &amp; Education', and 'Human Dimension' objectives by calling attention to the International Year of the Salmon, and by instilling awareness of river ecology and imparting 'best-practice' in participants to assist in minimising anthropogenic impacts upon local salmon populations.</p> <p><b>Responsible body:</b> Coomhola Salmon Trust</p>	<p><b>Theme 1: Status of Salmon</b> <input checked="" type="checkbox"/></p> <p><b>Theme 2: Salmon in a changing salmosphere</b> <input checked="" type="checkbox"/></p> <p><b>Theme 3: New Frontiers</b> <input type="checkbox"/></p> <p><b>Theme 4: Human Dimension</b> <input checked="" type="checkbox"/></p> <p><b>Theme 5: Information Systems</b> <input type="checkbox"/></p> <p><b>Outreach and Communications</b> <input checked="" type="checkbox"/></p>	<p>Decision makers <input type="checkbox"/></p> <p>Public <input checked="" type="checkbox"/></p> <p>Children/Youth <input checked="" type="checkbox"/></p> <p>Knowledgeable public <input type="checkbox"/></p>	18/10/2019	24/11/2019
<p><b>ESB hosts tours of Parteen Weir hatchery in Tipperary</b></p> <p><b>Objective:</b> ESB Fisheries decided to mark the International Year of the Salmon at their three Hatcheries during December. Invited guests attended the salmon hatcheries in Parteen, Carrigadrohid and Ballyshannon on Tuesday 10th December through Thursday 14th December respectively. On each day, an educational presentation was given on the salmon life cycle, followed by a tour of the hatchery. Light refreshments were then made available to everyone in attendance. Almost 200</p>	<p><b>Theme 1: Status of Salmon</b> <input checked="" type="checkbox"/></p> <p><b>Theme 2: Salmon in a changing salmosphere</b> <input checked="" type="checkbox"/></p> <p><b>Theme 3: New Frontiers</b> <input type="checkbox"/></p> <p><b>Theme 4: Human Dimension</b> <input type="checkbox"/></p> <p><b>Theme 5: Information Systems</b> <input checked="" type="checkbox"/></p>	<p>Decision makers <input type="checkbox"/></p> <p>Public <input checked="" type="checkbox"/></p> <p>Children/Youth <input checked="" type="checkbox"/></p> <p>Knowledgeable public <input checked="" type="checkbox"/></p>	16/12/2019	20/12/2019

<p>people attended the three events in total which would have been made up of primary school students, IFI staff and some other local authorities, and then representatives from local angling groups.</p> <p><b>Responsible body:</b> ESB (Electricity Supply Board)</p>	<p><i>Outreach and Communications</i> <input checked="" type="checkbox"/></p>			
<p><b>Milestone salmon research findings announced International Year of the Salmon as part of COMPASS project</b></p> <p><b>Objective:</b> Inland Fisheries Ireland and Northern Ireland's Agri-Food and Biosciences Institute revealed exciting findings following salmon research conducted during International Year of the Salmon. The research was carried out as part of the COMPASS project and funded by the EU European Regional Development Fund's Interreg VA programme.</p> <p>The new research revealed how young salmon leaving rivers on the eastern coast travel northwards to leave the Irish Sea, rather than south and west to join salmon on the western coast.</p> <p>The new evidence was established after researchers tagged salmon smolts with coded transmitting acoustic tags in the Castletown and Boyne rivers in County Louth during the spring of this year. Three of these tagged salmon were picked up on listening devices in the coastal seas as they travelled northwards out of the Irish Sea towards the Atlantic Ocean. One of the smolts was recorded in Scottish waters, some 80 kilometres north of the Inishowen Peninsula. This smolt had travelled an estimated 250 kilometres in just over a month, one of the longest distances recorded for a salmon tracked at sea en route to its feeding grounds in the North Atlantic.</p> <p>The research will play a vital role in marine conservation efforts in the future.</p> <p><b>Responsible body:</b> Collaboration between Inland Fisheries Ireland and Agri Food and Biosciences Institute in Northern Ireland as part of the COMPASS project</p>	<p><b>Theme 1: Status of Salmon</b> <input checked="" type="checkbox"/></p> <p><b>Theme 2: Salmon in a changing salmosphere</b> <input checked="" type="checkbox"/></p> <p><b>Theme 3: New Frontiers</b> <input checked="" type="checkbox"/></p> <p><b>Theme 4: Human Dimension</b> <input checked="" type="checkbox"/></p> <p><b>Theme 5: Information Systems</b> <input checked="" type="checkbox"/></p> <p><i>Outreach and Communications</i> <input checked="" type="checkbox"/></p>	<p>Decision makers <input checked="" type="checkbox"/></p> <p>Public <input checked="" type="checkbox"/></p> <p>Children/Youth <input type="checkbox"/></p> <p>Knowledgeable public <input checked="" type="checkbox"/></p>	<p>19/12/2019</p>	<p>Ongoing</p>