



Agenda item 6.4(b)
For decision

Council

CNL(02)33

***Strategy for Initial Fund-Raising Activities of the
International Cooperative Salmon Research Board***

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International Cooperative Salmon Research Board***

Introduction

1. The International Cooperative Salmon Research Board (hereinafter referred to as "the Board"), established by the Council to direct and coordinate a programme of research into the causes of increased mortality of salmon and the opportunities to counteract this mortality, held its inaugural meeting in London during 5-7 December 2001 and developed initial proposals for an International Cooperative Salmon Research Programme. This Programme comprises two components - Cooperative Salmon Research and a Fund. The Fund would be used to finance new research to fill gaps in research identified by the Board, and contributions both by NASCO Parties and by other donors could be accepted into the Fund.
2. The Board will present an Inventory of Research Relating to Salmon Mortality in the Sea (CNL(02)21) to the Nineteenth Annual Meeting of the Council and following approval of this inventory by the Council the Board should, at its next meeting, be able to proceed to develop proposals for better coordination of research and to identify research priorities. It will be desirable to explore options for seeking funds to finance any gaps in the research identified by the Board.

Initial Fund-Raising

3. The Board agreed that fund-raising efforts would best be targeted at individuals with a strong interest in the wild Atlantic salmon and its survival, and at companies or industries which might gain from being identified with the wild Atlantic salmon and its conservation. In order to assist with fund-raising efforts, the Board believed that publicity and audio-visual material should be developed which would be suitable for presentation to these individuals and other interested parties referred to above.

Budgetary Provision

4. The Council has been asked to consider making budgetary provision in relation to the initial fund-raising activities of the Board, and a sum of £50,000 has been provisionally included in the draft 2003 budget. The Finance and Administration Committee will be asked to make its recommendations to the Council on this matter. In accordance with the discussions at the Board's inaugural meeting, it is anticipated that there will be a need to develop and distribute a colour brochure, Powerpoint presentations and possibly also a video presentation for use in fund-raising activities. The sum of £30,000 has been included to cover these elements. Once these materials have been developed, advice might be sought as to appropriate individuals with a strong interest in, and companies which might benefit from being identified with, wild Atlantic salmon. The Board Chairman and/or the Secretary might then seek meetings with these individuals and organizations to advise them of the objectives of the Programme and to seek their financial support. This will inevitably involve travel and subsistence costs and a sum of £15,000 has been included to cover these elements.

Finally, there would be some administrative costs (telecommunications, postage, stationery and representation) and the sum of £5,000 has been included to cover these aspects.

5. The Council is asked to consider this initial strategy for fund-raising activities and, if it decides to proceed, to approve the inclusion in the 2003 budget of the sum of £50,000 to cover the cost of these activities, or to take such other action as it might consider appropriate.

Future Efforts

6. The longer-term objective would be that the cost of running the Fund would be met from the Fund and not through NASCO's annual budgeting process. This initial action would be considered as a pump-priming investment with the objective of assessing the viability and cost of a more sustained effort. The expenditure of this sum should enable us to gauge how easy or difficult it would be to raise substantial sums and what staffing and other implications there might be.

Secretary
Edinburgh
12 April, 2002