

# STRATEGIC PLAN FOR PROMOTING AND PUBLICIZING THE AIDCP DOLPHIN-SAFE CERTIFICATION SYSTEM

Revised 20 June 2017

## **BACKGROUND:**

- At the 22nd meeting of the Working Group for Promoting and Publicizing the AIDCP Dolphin Safe Certification System, through document DSP-22-04 the availability of material approved by the Parties for utilization was indicated.
- Although approved promotional material (video, pamphlet and educational module) exists, an area of additional opportunities is identified in the publicity media, including official websites, congresses and commercial fishery fairs. As is reflected by the informational material already approved and available, the results achieved under the AIDCP and its predecessor, the La Jolla Agreement, have been significant.

**PROPOSALS:** There is interest in presenting for the consideration of the Parties the following options, considering that not only should the conservation achievements of the AIDCP and the benefits of the AIDCP dolphin safe label be highlighted, but also the label should be positioned in the mind of the consumer.

- **Creation of a special fund:**
  - The “Special Fund for the Promoting and Publicizing the AIDCP Dolphin Safe Certification” shall be created and shall be funded through interested Parties voluntarily designating that not to exceed 2% of that Party’s payment to the On-Board Observer Program be dedicated to the Special Fund.
- **Additional Voluntary Contributions:**

In addition to the Party designations to the Special Fund described above, contributions may also be made to the Special Fund as follows:

  - The Parties to the AIDCP can make additional voluntary contributions to the Special Fund: Belize, Colombia, Costa Rica, Ecuador, El Salvador, the United States, Guatemala, Honduras, Mexico, Nicaragua, Panama, Peru, the European Union, Venezuela.

- Companies in the private sector of the countries Party to the AIDCP that are interested in making a contribution.
  - Non-Governmental Organizations that value the results and desire to support public education of the successes achieved under the AIDCP.
- **Development and approval of a strategic plan for promoting and publicizing AIDCP dolphin safe:**
    - **Stage 1:**
      - To enhance dissemination of the available materials, the Parties will send to the IATTC Director in the course of the year a list of target audiences proposed which, among others, shall include: international bodies, countries, educational institutions, media publicity, marketing bodies and non-governmental organizations. This list may be reviewed every six months.
      - The IATTC Director will submit for consideration of the Parties updated targets in advance of the date of distribution and advise of any changes or new additions.
      - The IATTC Director shall send to the selected target audience by electronic means the available material that has already been approved (video, pamphlet and educational module), with the objective that it may be utilized by the interested parties.

This stage would not require an allocated budget for its implementation.

- **Stage 2:**
  - Once approved by the Parties at the corresponding meeting of the AIDCP, the IATTC Director or a designated representative shall participate in the designated trade events, congresses and fairs and the associated expenses will be covered from the Special Fund. At a minimum, there should be active participation in at least two such events per year.

This stage would require a special fund, in accordance with proposal 1, described above.

- Likewise any Party may promote the AIDCP dolphin safe ecolabel at relevant national events that they organize and in the marketing and promotion activities that they sponsor.