

**INTERNATIONAL DOLPHIN CONSERVATION PROGRAM  
WORKING GROUP TO PROMOTE AND PUBLICIZE THE AIDCP  
DOLPHIN SAFE TUNA CERTIFICATION SYSTEM**

**34<sup>th</sup> MEETING**

**Phoenix, Arizona, USA**

**25 July 2022**

**MEETING REPORT**

**AGENDA**

	Documents
1. Opening of the meeting	
2. Adoption of the agenda	
3. Approval of the report of the 33 <sup>rd</sup> meeting	
4. Actions to promote AIDCP dolphin safe tuna	
5. Recommendations to the Meeting of the Parties	
6. Date and place of next meeting	
7. Adjournment	

The 34<sup>th</sup> meeting of the Working Group to Promote and Publicize the AIDCP Dolphin Safe Tuna Certification System was held in Phoenix, Arizona, on 25 July 2022. The list of attendees can be found in Appendix 1.

**1. Opening of the meeting**

The meeting was opened by Mr. Bernal Chavarría, who thanked the participants for trusting him to chair the meeting of the Working Group.

**2. Adoption of the agenda**

The provisional agenda was adopted without changes.

**3. Approval of the report of the 33<sup>rd</sup> meeting**

The minutes of the 33<sup>rd</sup> meeting of the Working Group were approved without changes.

**4. Actions to promote AIDCP dolphin safe tuna**

The Chair reminded attendees of the recommendation adopted in the 33<sup>rd</sup> meeting regarding updating the video and the written material displayed on the AIDCP website, highlighting the need to review its format, content, and distribution channels to aim them at the general public (potential consumers) since making its successful implementation known serves the purposes of the Agreement. Likewise, the fact that the recommendation was accepted by the Meeting of the Parties was highlighted, with the proviso that neither the AIDCP budget nor the surplus registered could be used for the aforementioned purpose. Colombia encouraged the stakeholders to carry out a workshop with their own funding to develop a plan to update the materials.

After this preamble, the Secretariat stated that, in spite of the difficulties resulting from the COVID-19 pandemic, it has taken three specific actions:

1. Inquire about the cost of updating the video. With the provider who developed the current video, costs are as follows: US\$ 1,400 per day of recording; US\$ 800 per day of recording of support material, and US\$ 750 per day of final editing.
2. The segments related to interviews have been removed from the original video. As a result, the video is now about 8 minutes long, making it easier for the public to understand it.
3. The mortality table in the material found on the IATTC website has been updated and expanded to 2021.

Likewise, the Secretariat reminded attendees of the ongoing update of the IATTC website. Relevant AIDCP information will be updated, seeking to better visualize components and facilitate inquiries and knowledge of AIDCP components and actions. Finally, the Secretariat stated its goal to include the updated mortality table in the written material displayed on the web, in the leaflet, and in the educational module, and to send these materials to the Parties in consultation to learn about ideas and proposals for precise updating of that material.

After consulting with the Group, the idea of continuing with the previous work was supported. Some Parties submitted an initiative to identify resources outside the AIDCP budget or surplus to review the format, content, and distribution channels of the video to aim it at the general public (potential consumers). This includes a workshop to make a plan to update materials.

## **5. Recommendations to the Meeting of the Parties**

As a result of discussion, the Group recommended the following:

- a) To thank the Secretariat for the timely review of the video and to agree to modify the length of the video for a better assimilation by the target audience.
- b) b) That the Secretariat, after introducing into the written material its proposals for updates, including the mortality table, send this material to the Parties for consultation in order to receive additional proposals for updates to be considered in a timely manner by the Meeting of the Parties.

## **6. Date and place of next meeting**

The next meeting of the Working Group will be held on the dates that are agreed for the meetings of the AIDCP in October 2022.

## **7. Adjournment**

The meeting was adjourned at 10:25 a.m. on 25 July 2022.