

INTERNATIONAL DOLPHIN CONSERVATION PROGRAM

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

19th MEETING

DEL MAR, CALIFORNIA (USA)
17 OCTOBER 2013

DOCUMENT DSP-19-04

ACTIONS TO PROMOTE AIDCP DOLPHIN-SAFE TUNA

At its 14th meeting in October 2009, the Working Group reviewed Document [DSP-14-04](#) regarding a plan to promote AIDCP dolphin-safe tuna, summarized in ten elements formulated by the Chair of the group.

The Meeting of the Parties endorsed the plan as a vehicle for making progress on promotion of the AIDCP dolphin-safe label. Element 1 of the plan contemplates the preparation of informational material and educational campaigns for the general public, and instructs the Secretariat to evaluate and carry out these tasks. This document reports progress on three projects: a promotional video to highlight the conservation achievements of the AIDCP and the benefits of the AIDCP dolphin-safe label, an educational module to be shared through other appropriate organizations, and a promotional pamphlet.

Regarding the promotional video, as was reported at the 18th meeting of the working group in June 2013, the script of the video was circulated and several participants in the work of the AIDCP were interviewed. A preliminary version of the video, based on the initial script circulated to the Parties, is being produced by an outside contractor, but may not be ready in time for the meeting.

The working group also asked that the Secretariat to prepare an education module, aimed at the general public, on the AIDCP and its achievements, for publication on the websites of the IATTC, the individual Parties to the AIDCP, other international fisheries bodies, and participating non-governmental organizations. A draft was circulated to the Parties on 30 August 2013.

The comments received to date on the video script and the education module have been circulated to the Parties, with the intention that the working group discuss them and agree on final texts.