

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

20TH MEETING

Lima, Peru
7 July 2014

REPORT OF THE MEETING

AGENDA

<ol style="list-style-type: none">1. Opening of the meeting2. Adoption of the agenda3. Approval of the minutes of the 19th meeting4. Actions to promote AIDCP dolphin safe tuna5. Other business6. Date and place of next meeting7. Adjournment	DSP-20-04
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APPENDIX

1. List of attendees

The 20th Meeting of the Working Group to Promote and Publicize the AIDCP Dolphin Safe Tuna Certification System was held in Lima, Peru, on 7 July 2014. The attendees are listed in Appendix 1.

1. Opening of the meeting

The meeting was opened by the Chair of the Working Group, Dr. Bernal Chavarría, Delegate of Guatemala.

2. Adoption of the agenda

The agenda was adopted without changes.

3. Approval of the minutes of the 19th meeting

The minutes of the 19th Meeting of the Working group were approved with the modifications introduced in the document circulated previously by the Secretariat.

4. Actions to promote AIDCP dolphin safe tuna

Progress in the production of the promotional and publicity materials recounted in document [DSP-20-04](#) was reviewed with the following result:

- a) **Promotional video:** The promotional video is in the final stage of production, the company hired already concluded the contract and, although it is possible to revise the current production, major changes would require the identification of resources that will permit the company to be hired to

carry out the required modifications.

The Secretariat explained that the changes requested by the various parties have already been introduced into the video and that the product was submitted to review by various members of the general public, and the results suggested satisfactory comprehension of the message transmitted. After screening the draft video for the Working Group participants, the following observations were received:

1. The visual presentation of the subtitles in some of the interviews should be improved to ensure that they are legible. Specifically, in frames where the subtitles appear against a white background, the color of the text should be changed in order to provide greater contrast.
 2. The English translation of the subtitles should be improved, as in some instances it appears that the wrong word is used or there are spelling errors.
 3. The AIDCP, and specifically the reduction of dolphin mortalities achieved, should be put in context as the outcome of the efforts made under the La Jolla Agreement as well as under the AIDCP.
 4. The reference to fishing for tunas in association with dolphins catching exclusively adult tunas should be revised.
 5. It should be clarified that AIDCP data represent the observed mortality of dolphins in the fishery, and not necessarily the total dolphin mortality.
 6. It is recommendable to reduce the duration of the video by eliminating some portions of some interviews that provide redundant information.
 7. It should be ensured that the information shows correctly the AIDCP area.
 8. The comparison with other accepted fishing mechanisms or gears that are used in the EPO should be omitted.
 9. The video should put the importance of the dolphin fishery in context by expressing what percentage of EPO caught tuna are caught in dolphin sets.
- b) Informational pamphlet:** The Secretariat stated that the draft promotional leaflet attached to Document [DSP-20-04](#), which was distributed during the meeting and which is available to consult on the website, contains the observations made by the Parties in the intersessional period. After reviewing the pamphlet, the Secretariat was instructed to revise the material, to reflect the relationship and role that the La Jolla Agreement played in the transition from a system of scant regulation to the one that has been developed with the AIDCP and evaluate the efforts made before that Agreement.
- c) Educational module:** The Secretariat stated that the document presented as an Educational Module attached to Document [DSP-20-04](#), available to consult on the website, contains duly introduced the observations made previously by the Parties. After the review the Secretariat was instructed to revise the, so that the objectives of the program are spelt out, avoiding subjective expressions and highlighting the achievements of the AIDCP in accordance with the facts.

After the presentation of progress in the production of the mentioned tools, the effort made was recognized and the Parties agreed to recommend that the Secretariat, in each case, introduce the observations indicated and the result be delivered for definitive approval and be kept as promotion and publicity tools for use by the Parties to the AIDCP.

5. Other business

There were no proposals for reviewing other business

6. Date and place of next meeting

The next meeting of the Working Group will be held on the dates agreed for the AIDCP meetings in October 2014 in The Jolla, California.

7. Adjournment

The meeting was adjourned at 1:25 p.m. on 7 July 2014.

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