

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

**24<sup>TH</sup> MEETING**

**La Jolla, California (USA)**  
**20 June 2016**

**REPORT OF THE MEETING**

**AGENDA**

<ol style="list-style-type: none"><li>1. Opening of the meeting</li><li>2. Adoption of the agenda</li><li>3. Approval of the minutes of the 23<sup>th</sup> meeting</li><li>4. Actions to promote AIDCP dolphin safe tuna</li><li>5. Recommendations to the Meeting of the Parties</li><li>6. Other business</li><li>7. Date and place of next meeting</li><li>8. Adjournment</li></ol>	
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**APPENDIX**

1. List of attendees

The 24<sup>th</sup> Meeting of the Working Group to Promote and Publicize the AIDCP Dolphin-Safe Tuna Certification System was held in La Jolla, California (USA), on 20 June 2016.

**1. Opening of the meeting**

The meeting was opened by Dr. Guillermo Compeán, Director of the IATTC. Dr. Carlos Marín, of Guatemala, was elected to chair the meeting.

**2. Adoption of the agenda**

The agenda was approved without changes.

**3. Approval of the minutes of the 23<sup>th</sup> meeting**

The minutes of the 23<sup>th</sup> Meeting of the Working Group were approved without changes.

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

Mexico presented a proposal for a strategic plan for promoting and publicizing the AIDCP and the dolphin-safe certification system which includes a Special Fund (annex) to carry out actions to promote AIDCP. Base funding would come from an allocation of 2% of the AIDCP budget, but further voluntary contributions would also be encouraged. A list of target audiences and entities would be created by the Parties, and then the Director would distribute the appropriate promotional materials on behalf of the Parties. The list of target audiences would be updated semiannually, based on input from the Parties.

The United States reiterated its historic position that because not all Parties utilize the AIDCP labeling

system, that funding for promotion of the AIDCP dolphin-safe system should be provided on a voluntary basis by those Parties and other entities (e.g. industry) that use the label. As such, the United States indicated that they could not approve a direct allocation from the general AIDCP budget to fund such efforts, suggesting that the Fund should be created with voluntary contributions.

Venezuela expressed support for the Mexican proposal highlighting the success of the program and inviting the Parties to an increased use of the *dolphin safe APICD* certificate and publicize it through different media.

Colombia shared his experience on promotional actions have been implemented which include publication of AIDCP material on its website. They expressed fear that the proposed financing way can motivate greater pressure on AIDCP resources.

The Chairman mentioned the possibility to obtain extra funding through NGOs which support the *AIDCP Dolphin Safe Certification*.

The European Union thanked to Mexico for the document, regretting that it was not submitted prior to the meeting. They stated that document is a good starting point for further promotion and dissemination of the certification system, but needed more development. They requested more time to review and incorporate more ideas from other Parties in order to agree it at a future meeting either in October 2016 or June 2017 and then move to the MOP for approval.

Nicaragua suggested that the Fund could come from a mandatory, one-time special contribution as done in the past to finance the AIDCP deficit from all Parties (according to active cubic meters) because all Parties are benefited of the Program, regardless of whether they use the label. Also, suggested that the main beneficiaries of the certification system could present a well-informed document about the benefits of this certification system

Mexico welcomed the comments received and said they would work to improve the proposal. They noted that nobody objected to the creation of a list of potential target entities that could support to publicize the material and work could begin in that direction. They also asked the United States to consider an alternative that would allow their fleet to participate in the funding and the efforts.

It was stated that the amount equivalent to 2% of the AIDCP budget is approximately US \$ 60,000.00 but would have to make better calculations during the review of the AIDCP budget.

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

The working group agreed to submit to the Meeting of the Parties the proposed Strategic Plan for the Promotion and Dissemination of the AIDCP DOLPHIN SAFE Certification System in order to collect the suggestions of the parties to the plan and their approval.

## **6. Other business**

No other business was presented.

## **7. Place and date 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 2016.

## **8. Adjournment**

The meeting was adjourned at 13:00 a.m. on 20 June 2016.

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

Revised 20 June 2016

### **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 fisheries 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 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 inclusion.
    - 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.

Appendix 1.

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