

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

26TH MEETING

Mexico City, Mexico
17 July 2017

REPORT OF THE MEETING

AGENDA

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| <ol style="list-style-type: none">1. Opening of the meeting2. Adoption of the agenda3. Approval of the report of the 25th meeting4. Actions to promote AIDCP dolphin safe tuna5. Recommendations to the Meeting of the Parties6. Other business7. Date and place of next meeting8. Adjournment | |
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APPENDIX

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| <ol style="list-style-type: none">1. List of attendees2. Strategic plan to promote the AIDCP |
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The 26th Meeting of the Working Group to Promote and Publicize the AIDCP Dolphin-Safe Tuna Certification System was held in Mexico City, Mexico on 17 July 2017.

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 report of the 25th meeting

The report of the 25th Meeting of the Working Group was approved. United States submitted editorial changes in the English version, which do not affect the contents of the document.

4. Actions to promote AIDCP dolphin safe tuna

Mexico recalled its proposal to create a Special Fund (Appendix 2) as a component of a strategic plan to promote the AIDCP. This fund would come from voluntary contributions, considering that 2% of the AIDCP budget could be an indicative figure of the amount to be reached.

The Chair of the Group recalled that, based on comments from the United States, adjustments were made in the proposal, as reflected in the report of the 24th meeting. In the absence of additional comments, the

United States agreed that the text be adopted and submitted to the Meeting of the Parties for approval.

5. Recommendations for the Meeting of the Parties

To submit the strategic plan to promote the AIDCP to the Meeting of the Parties for its consideration and approval.

6. Other business

No other business was discussed.

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 2017.

8. Adjournment

The meeting was adjourned at 11:55 a.m. on 17 July 2017.

**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.