

Appendix 2

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

30TH MEETING

15 July 2019

Bilbao, Spain

REPORT OF THE MEETING

AGENDA

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3. Approval of the minutes of the 29 th meeting	
4. Actions to promote AIDCP dolphin-safe tuna	
5. Recommendations to the Meeting of the Parties	
6. Other business	
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The 30th Meeting of the Working Group to Promote and Publicize the AIDCP Dolphin-Safe Tuna Certification System was held in Bilbao, Spain, on 15 July 2019. The list of attendees can be found in Appendix 1

1. Opening of the meeting

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

2. Adoption of the agenda

The provisional agenda was adopted, with the announcement by Guatemala that it would give a presentation on a proposal to promote dolphin-safe tuna under item 4, “Actions to promote AIDCP dolphin-safe tuna”. Colombia also announced that it would give a presentation, under item 6 “Other business”, on a case of misleading labeling that has indirect negative impacts on the Program.

3. Approval of the minutes of the 29th meeting

The minutes of the 29th Meeting of the Working Group were approved without changes.

4. Actions to promote AIDCP dolphin-safe tuna

Guatemala, with the help of a *Power Point* presentation, which can be consulted in Spanish here ([AIDCP Propuesta redes sociales](#)), presented a promotion and publicity proposal involving the use of social media, particularly *Facebook and Twitter*. The proposal is justified in the advisability of taking advantage of social media, a means that he referred to as "inexpensive and broad-spectrum", that facilitate a better interpersonal dialogue without barriers, increase the publicity of the Agreement and give visibility to the actions carried out under this Agreement, especially regarding the reduction of dolphin mortality. Guatemala connected contents of key messages and, with the help of examples from labeling websites, showed the scope that this strategy could have. Guatemala warned that its intention is to encourage discussion and joint analysis to design a publicity strategy with the Group's contributions without seeking its immediate approval.

Several delegations expressed their appreciation for Guatemala's initiative and pointed out the need for a more in-depth analysis of some aspects of the proposal before making a decision. In particular, the need for more elements, among others, was noted:

- a. Analysis of the behavior of social media in the subject area associated with the AIDCP.
- b. Ensure that the messages and strategy respond to the common interests of the Agreement and its participants.
- c. Definition of the messages that would make up the publicity objective, as well as the feedback policy and evolution of messages and responses, answering the "what" and "how" of the publicity and promotion content.
- d. Configuration of the centralized and specialized administration system.
- e. Possible costs of the initiative.

With these suggestions, it was agreed to consider the proposal again at the next meeting of the Group, seeking to have a document with the additional information requested well in advance of the meeting. The United States recalled its position that the costs derived from initiatives like this one should be covered by the Parties interested in them.

5. Recommendations to the Meeting of the Parties

The Working Group had no recommendations for the Meeting of the Parties of the AIDCP.

6. Other business

Colombia gave a presentation on the case of the packaging of a product in the pouch system through which a product identified as "*fish-free tuna*" is marketed. Colombia pointed out the need to recognize that non-tuna products are deceptively marketed as tuna, which therefore affects market transparency, consumer rights and the effort made by the Program and fishermen.

Some delegations, while understanding the context of Colombia's presentation and acknowledging the information received for its importance at the internal level of each Party considering their corresponding laws and regulations, stressed that the issue is not directly related to the mandate of the Group, and does not merit any action by it. Colombia, in response, noted the need for the Group to acknowledge the existence of non-tuna products that are being presented as such in clear disproportion of the efforts made under the Agreement.

The Working Group took note of the information provided by Colombia to include it in the report of this meeting.

7. 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 2019.

8. Adjournment

The meeting was adjourned at 10:30 on 15 July 2019.

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