

IYS(18)06_Norway

Report on Planned Actions to Implement the International Year of the Salmon (IYS) Initiative

The primary purpose of the IYS actions report is for Parties / jurisdictions to provide:

- brief details of actions being planned or undertaken as a contribution to the IYS;
- identify which of the five IYS themes the actions are delivering on;
- identify the target audiences the actions intend to reach;
- specify the timeframe for undertaking the actions.

This information will then enable the North Atlantic Steering Committee (NASC) to report to the NASCO Council and IYS partners in the Pacific about activities planned and occurring in the Atlantic region as part of the IYS. It is our intention that the template is easy to complete with a brief description (maximum 200 words) of the action followed by tick boxes. The IYS website will allow people to register individual events so please do not detail these here. To give an example of what is being sought the first row of the table has been completed with an illustration. In 2019 and 2020 it is anticipated that we will be requesting updates on progress with the actions provided to assess and report these to the NASC. Please complete this form and return it to the Secretariat **by 15 May 2018**.

For your reference the IYS themes appearing in the table are detailed further below:

Theme 1: *Status of Salmon*: to understand the present status of salmon and their environments

Theme 2: *Salmon in a changing salmosphere*: to understand and quantify the effects of natural environmental variability and anthropogenic factors affecting salmon distribution and abundance and to make projections of their future changes

Theme 3: *New Frontiers*: to develop new technologies and analytical methods to advance salmon science and to explore the uncharted regions of the salmosphere.

Theme 4: *Human Dimension*: to improve the resilience of people and salmon through the connection and collaboration of salmon-dependent communities, indigenous peoples, youth, harvesters and resource managers across the salmosphere.

Theme 5: *Information Systems*: to develop an integrated archive of accessible electronic data collected during the IYS and tools to support future research.

Party / jurisdiction:	Norway				
Short description of the action	IYS Theme	Target audience	Time line		
			Start Date	End Date	
<p><i>Example: Raising awareness of IYS with key decision makers</i></p>	<p>Theme 1: Status of Salmon <input checked="" type="checkbox"/></p> <p>Theme 2: Salmon in a changing salmosphere <input checked="" type="checkbox"/></p> <p>Theme 3: New Frontiers <input type="checkbox"/></p> <p>Theme 4: Human Dimension <input type="checkbox"/></p> <p>Theme 5: Information Systems <input type="checkbox"/></p>	<p>Decision makers <input checked="" type="checkbox"/></p> <p>Public <input type="checkbox"/></p> <p>Children/Youth <input type="checkbox"/></p> <p>Knowledgeable public <input type="checkbox"/></p>	01/08/2018	31/12/2019	
<p>Planning events throughout 2019</p> <ul style="list-style-type: none"> - The Norwegian Environment Agency has in 2018 given financial support to The Norwegian Association of Hunters and Anglers, together with the Norwegian Salmon Rivers, to plan events for IYS 2019. - The Agency and the NGOs are collaborating about planning IYS-activities, and we are planning for providing necessary financing in 2019. - The two NGO's have several yearly events, like Camp Salmon (for youth), Wild Salmon Day's (arranged locally) and relevant sport fishing activities, which will create synergies for other projects. 	<p>Theme 1: Status of Salmon <input type="checkbox"/></p> <p>Theme 2: Salmon in a changing salmosphere <input type="checkbox"/></p> <p>Theme 3: New Frontiers <input type="checkbox"/></p> <p>Theme 4: Human Dimension <input type="checkbox"/></p> <p>Theme 5: Information Systems <input type="checkbox"/></p>	<p>Decision makers <input type="checkbox"/></p> <p>Public <input type="checkbox"/></p> <p>Children/Youth <input type="checkbox"/></p> <p>Knowledgeable public <input type="checkbox"/></p>	01/01/2018	31/12/2019	
<p>National landingpage</p> <ul style="list-style-type: none"> - The Norwegian Environment Agency established a website June 1st, to give information about IYS to the general public and the knowledgable public. On this website we encourage research institutes, museum etc to plan a special event for 2019. Information about where to apply for money for IYS-projects. - Furthermore a national landingpage is under construction, which will contain information about IYS and events in Norway 	<p>Theme 1: Status of Salmon <input type="checkbox"/></p> <p>Theme 2: Salmon in a changing salmosphere <input type="checkbox"/></p> <p>Theme 3: New Frontiers <input type="checkbox"/></p> <p>Theme 4: Human Dimension <input type="checkbox"/></p> <p>Theme 5: Information Systems <input type="checkbox"/></p>	<p>Decision makers <input type="checkbox"/></p> <p>Public <input checked="" type="checkbox"/></p> <p>Children/Youth <input checked="" type="checkbox"/></p> <p>Knowledgeable public <input checked="" type="checkbox"/></p>	Click or tap to enter a date.	Click or tap to enter a date.	
<p>Measuring the IYS-effect</p> <ul style="list-style-type: none"> - The Norwegian Environment Agency started a collaboration with Zynk, for evaluation of IYS. 	<p>Theme 1: Status of Salmon <input type="checkbox"/></p> <p>Theme 2: Salmon in a changing salmosphere <input type="checkbox"/></p>	<p>Decision makers <input type="checkbox"/></p> <p>Public <input type="checkbox"/></p>	01/06/2018	31/05/2020	

<ul style="list-style-type: none"> - Zynk uses Q-ball; a big-data to analysis tool, that use sentence analysis and a unique predictive algorithm to capture public attitudes and trends based on large amounts of data about what is written on the internet and in social media. ("Q-ball" has a source base of 120 million selected webpages and 2 billion records in social media, of which 9 million Norwegian web sites and tens of millions of tweets.) - The Norwegian Environment Agency will use the Q-ball big-data tool to analyze how Norwegians today look at the situation of the Norwegian wild salmon stocks and test different messages related to wild salmon, and help us with our communication strategy; how to raise awareness of wild salmon and the need to take care of sustainable stocks of wild salmon. - One analysis in 2018, and one in 2020, to evaluate if IYS had any effect nationally in the public 	<p>Theme 3: <i>New Frontiers</i> <input type="checkbox"/></p> <p>Theme 4: <i>Human Dimension</i> <input type="checkbox"/></p> <p>Theme 5: <i>Information Systems</i> <input type="checkbox"/></p>	<p>Children/Youth <input type="checkbox"/></p> <p>Knowledgeable public <input type="checkbox"/></p>		
<p>Opening event with minister</p> <ul style="list-style-type: none"> - Not planned in detail yet. 	<p>Theme 1: <i>Status of Salmon</i> <input type="checkbox"/></p> <p>Theme 2: <i>Salmon in a changing salmosphere</i> <input type="checkbox"/></p> <p>Theme 3: <i>New Frontiers</i> <input type="checkbox"/></p> <p>Theme 4: <i>Human Dimension</i> <input type="checkbox"/></p> <p>Theme 5: <i>Information Systems</i> <input type="checkbox"/></p>	<p>Decision makers <input type="checkbox"/></p> <p>Public <input type="checkbox"/></p> <p>Children/Youth <input type="checkbox"/></p> <p>Knowledgeable public <input type="checkbox"/></p>	xx/10/2018	xx/10/2018
<p>Examples of events that might happen in 2019:</p> <ul style="list-style-type: none"> - Photography exhibition: outdoors, in crowded places close to salmon rivers, eg: harbours with cruise tourists - Salmon and trout cafes (winter/spring/autumn) - Salmon video displayed on famous buildings: inspired by "Uninterrupted" in USA. - Traffic signs for national salmon rivers: Information on traffic signs, placed on bridges crossing national salmon rivers or next to national salmon fjords. - Lots of locally organised salmon related events 	<p>Theme 1: <i>Status of Salmon</i> <input type="checkbox"/></p> <p>Theme 2: <i>Salmon in a changing salmosphere</i> <input type="checkbox"/></p> <p>Theme 3: <i>New Frontiers</i> <input type="checkbox"/></p> <p>Theme 4: <i>Human Dimension</i> <input type="checkbox"/></p> <p>Theme 5: <i>Information Systems</i> <input type="checkbox"/></p>	<p>Decision makers <input type="checkbox"/></p> <p>Public <input type="checkbox"/></p> <p>Children/Youth <input type="checkbox"/></p> <p>Knowledgeable public <input type="checkbox"/></p>	01/01/2019	31/12/2019

<p>Events already planned for IYS:</p> <ul style="list-style-type: none"> - A national wild salmon conference: arranged by the Norwegian Scientific Advisory Committee for Atlantic Salmon Management, attracting especially young salmon scientists, salmon managers and other interested. - Special salmon edition of "Lunch": a popular, Norwegian comic strip will launch a special edition. - Camp Salmon: yearly events for young people (15-18 years), in several rivers. The event gives experience and knowledge about salmon fishing. Main activity is practical fishing, but participants will also be left with valuable knowledge of where to find salmon in the river, what knots to use, different type of fishing gear and fishing rules. Camping outside in tents, great social event to recruit young people. - "Intro fishing": Yearly events, that aims to get people out fishing. For 2018 more that 250 events are registered. Not only salmon fishing, but something similar are planned for IYS. - Videos for social media: visual material prepared for use on web pages, youtube and TV (advertising free days etc). The aim is to produce 15-20 short videos, plus good photos. 	<p>Theme 1: <i>Status of Salmon</i> <input type="checkbox"/></p> <p>Theme 2: <i>Salmon in a changing salmosphere</i> <input type="checkbox"/></p> <p>Theme 3: <i>New Frontiers</i> <input type="checkbox"/></p> <p>Theme 4: <i>Human Dimension</i> <input type="checkbox"/></p> <p>Theme 5: <i>Information Systems</i> <input type="checkbox"/></p>	<p>Decision makers <input type="checkbox"/></p> <p>Public <input type="checkbox"/></p> <p>Children/Youth <input type="checkbox"/></p> <p>Knowledgeable public <input type="checkbox"/></p>	<p>22/01/2018</p>	<p>23/01/2018</p>
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