

## **IYS(18)04**

### ***Report of the Third Meeting of the North Atlantic Steering Committee for the International Year of the Salmon (IYS)***

***Rydgens Kensington Hotel, 61 Gloucester Road, London SW7 4RE***

***January 29–30, 2018***

#### **1. Opening of the Meeting**

- 1.1 The Chair, Kim Damon-Randall (USA), opened the meeting by welcoming the members of the North Atlantic Steering Committee (the Committee). The Committee were thanked for their timely and positive feedback both on the website framework paper that had been circulated on 22 December and the decision to hold an outreach workshop before the end of March 2018. The Chair explained that the aim of the Committee meeting was to use the various discussion documents, produced in December 2017 by a subset of the International Year of the Salmon (IYS) Coordinating Committee (hereinafter referred to as the Technical Team), to reach agreement on the options to take forward to the Coordinating Committee.
- 1.2 The Chair then invited the participants, listed in Annex 1, to introduce themselves. Áki Johansen replaced Hugo Hansen for Denmark (in respect of the Faroe Islands and Greenland) and was only able to attend part of the meeting.

#### **2. Adoption of the Agenda**

- 2.1 The Draft Agenda, IYS(18)01 was transmitted to all Members of the Committee on 22 December, 2017. The Committee agreed to adopt the agenda with no amendments. The agreed Agenda IYS(18)02 is given as Annex 2.

#### **3. Description of the work by the Technical Team that met in Gloucester, MA, USA in December 2017**

- 3.1 The Chair briefly described the December meeting stating that it was very productive and resulted in six discussion papers that will feed into the Committee meeting and aid considerations and responses from the Committee to the Coordinating Committee meeting on 1-2 February 2018. The Technical Team meeting was an opportunity to discuss and clarify the differences in approach to the IYS by the North Pacific Anadromous Fish Commission (NPAFC) and the North Atlantic Conservation Organization (NASCO). There was the perception from both sides that the organizations had differing philosophies for IYS implementation. Overall, participants were able to clear up misconceptions and look for solutions that respected the differences in the priorities and approach between

organizations. There were perceptions that the NPAFC's primary focus is on research while NASCO's primary focus is on outreach. Additionally, the group discussed that it appears that NPAFC favours a more top-down approach while NASCO prefers a bottom-up approach, with individual countries in charge of their respective agendas. NPAFC clarified that they were targeting a blend of bottom-up and top-down approaches to implementing the IYS. The top-down aspect of the approach was to provide a results-based framework for planning targeted research and outreach while also encouraging countries and organizations to take on additional activities if desired. Additionally, NASCO's primary focus is on outreach to spread the conservation message for wild Atlantic salmon whereas NPAFC's primary focus is on raising awareness to enable them to raise money for research.

- 3.2 A side conversation discussed the involvement of other geographical areas in the northern hemisphere with the IYS. The Secretary indicated that the EU's involvement in the Committee had been previously discussed and should ensure the Baltic region was represented and informed. The Arctic region's involvement was discussed at the first meeting of the Committee in 2016 and the Secretary will follow up with the Danish (in respect of the Faroe Islands and Greenland) representative regarding this. The issue of salmon ranging further north and posing a threat to Arctic char was raised and briefly discussed in relation to further engaging with groups in the Arctic region over the IYS.

#### **4. Consideration of possible key messages for the IYS**

- 4.1 The Committee were asked to consider the Discussion Document - IYS(17)08 produced by the Technical Team. Five questions were used to lay out key message options for consideration, and the Chair highlighted that although outreach and research were to be discussed later in the agenda many issues were inter-linked. However, there was still a need for separate decisions on each of the issues as laid out in the agenda and discussion documents. The messages were developed to cover the IYS at its broadest level and to be appropriate across the whole of the northern hemisphere. It was noted that the term 'salmosphere' does not appear in any of the proposed key messages, and the Committee needs to consider whether the word should be used.
- 4.2 The wide-ranging discussion that followed helped consolidate the Committee's understanding of, and highlighted the various situations where, IYS communication would be used. For example, in Norway the level of understanding amongst the general public about wild Atlantic salmon and the challenges it is facing is relatively high. Therefore, IYS communication could start at a different level and any desired change may be achieved faster. In Canada, the status of salmon ranges from endangered populations to healthy ones and everything in between making messaging difficult. Based on these discussions, there was general agreement that broad hemispheric key messages were needed that could then be adapted or added to in different regions and countries. Also, the Committee agreed that a high-level over-arching statement/key message was needed. In addition to this, there was a need to connect the salmon's conservation to the health of rivers and the health of the marine environment, i.e. wider environmental concerns. Steve Sutton's presentation from the IYS Special Session in 2017 on the process of moving people towards involvement was thought to be a useful way to frame some of the key messages.

- 4.3 The audience the IYS is attempting to reach was also considered. The need to connect people emotionally in combination with ensuring they feel responsibility to do something was considered the root to enabling the greatest change to be brought about. The key messages will also need to be tailored to the target audiences. Four broad audiences were discussed; the general public, children and youth, politicians and the knowledgeable public (i.e. fisheries organizations, anglers, the science community and environmentalists).
- 4.4 The Committee discussed the term ‘salmosphere’ and debated whether it would appeal to, or capture, the public’s imagination and be easily understood by them. There was a general feeling that like biodiversity or ecosystem, it may be a challenging term for people to understand outside of the scientific community. It was also mentioned that some may consider it to encompass everything to do with salmon rather than specifically focusing on wild salmon.
- 4.5 ***The Committee agreed the following:***
- there was little appetite for the use of “salmosphere” for all audiences. If it is used, then it must be very well defined in an easily understood way. It was not felt to be particularly meaningful unless used in a scientific context or for a scientific audience;
  - the key messages should be ordered following the steps Steve Sutton identified in his presentation – aware, care, responsible, action; to help the effort to ensure people are moved to ‘involvement’, delivering a positive change for wild Atlantic salmon;
  - an overarching key message is needed (something like - ‘wild salmon stocks are experiencing threats globally’);
  - a climate change message should be included<sup>1</sup>;
  - a professional communicator/public relations expert needs to help craft the messages ensuring they will be understood by a wide audience.

## **5 Consideration of possible options for launching the IYS**

- 5.1 Feedback from members of the Committee has been that a single launch event for the whole salmosphere is not desired, given the different needs and wishes of the various Parties and jurisdictions. Considering this and the Discussion Document - IYS(17)07, the Committee discussed possible options for a series of dispersed launch events.
- 5.2 The Chair thanked the Committee for their timely agreement on the possibility of holding a joint NASCO and NPAFC side event at the meeting of the Committee of Fisheries of the Food and Agricultural Organisation of the United Nations (FAO COFI) in Rome in July 2018. This will enable an announcement of the IYS as an opportunity to raise the profile

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<sup>1</sup> After the NASC meeting concluded, the Chair, the NASCO Secretary and Assistant Secretary revised a sentence in the NPAFC research prospectus to produce the following statement that they felt could be used by an expert to craft the required message: “As the global human population and its reliance on wild salmon rises and climate change alters the many environments wild salmon occupy globally, there is increased uncertainty and concern regarding the fate of salmon.”

of the IYS at an earlier opportunity and at a high level. A proposal has been sent to the FAO COFI organisers to participate in a side-event.

- 5.3 It was proposed that the dispersed launch should be concentrated within a two to three-week period of Autumn 2018. A Ministerial level announcement was suggested to kick-start the launch period. The relevant Ministers across the northern hemisphere could make a high-level statement within a 48-hour time period – providing a press release and photo opportunity. The approach to this needs to be further developed and a brief provided so Parties/jurisdictions can ensure that Ministers are lined up for the required date and aware of what IYS is and what we are trying to achieve. The Secretariat will provide the brief.
- 5.3 In addition to a side event of the FAO COFI meeting in July 2018, other events such as ‘Our Oceans’ ([Bali 2018 and Norway 2019](#)), the ICES annual science conference ([Germany 2018](#)) and the PICES annual meeting ([Japan 2018](#)) were proposed as opportunities to raise the profile of IYS. The World Fish Migration Day was considered and although very relevant, it is thought that it will occur too early in the year ([21 April 2018](#)) to undertake anything significant in terms of the launch of IYS.
- 5.4 ***The Committee agreed the following:***
- the launch should be a dispersed approach as opposed to one launch event;
  - the launch should occur in a specified two to three-week period in Autumn 2018;
  - in advance of the launch period, a Ministerial announcement is suggested. This will involve Ministers across the hemisphere making a high-level statement within a 48-hour time-period of each other.

## **6 Consideration of an IYS website based on previous feedback from NASC members**

- 6.1 The Chair thanked the Committee again for the timely feedback on the website structure and raised the need for this to continue as the website is being developed and finalized to meet the launch deadlines. The Committee was informed that it will be possible to use the web address “[www.yearofthesalmon.org](http://www.yearofthesalmon.org)” on any materials very soon (date to be determined) and the intention is that the site will be up and running by July 2018. The various pages were described, and the general map showing the framework diagram was viewed again by the Committee. It was felt to be important that links would be available to the IYS information pages of the various Parties and jurisdictions so that details about the initiative could be found in different languages.
- 6.2 With the July 2018 FAO COFI meeting providing a deadline for the site being fully functional, it is anticipated that a version will need to be reviewed in early May at the latest. Content for the various pages will precede this. A question about the lifespan of the website was raised as it was thought to have a bearing on what people would post on the site. The Committee was reminded that the IYS site was a ‘landing page’ that could lead people to IYS sites in their own country and language. The site would therefore be relatively simple.
- 6.3 The governance of the website and how this could be undertaken was discussed. It was deemed important that some sort of framework was in place to avoid the misuse of the logo

appreciating the type of organization NASCO is. NPAFC were thought to have more capacity to undertake website-related administration, but the NASCO Secretariat will still be involved in policing some aspects. The group suggested that the Assistant Secretary in collaboration with one of the NPAFC IYS team put together a document of guiding principles and give some thought to the structures required to monitor the website.

6.4 The possibility of adding the option for event organizers posting activities on the website to provide follow up information on the outcome of their events was proposed and discussed. It was thought that these metrics would be important in demonstrating the achievements of IYS. How to encourage these data to be inputted was considered, and it was proposed that this would ideally include an automated prompt and may require an incentive. Whether there was a need for Parties and jurisdictions to gather baseline data was raised along with the benefit of doing so to more accurately demonstrate participation levels and degrees of change resulting from IYS.

6.4 The Committee discussed whether resources for audiences such as schools would be available on the website. It was thought that this would be best addressed by providing links to the relevant Parties and jurisdictions' IYS website pages as they would contain information tailored to the audience and in the respective languages. These links could appear on the "get involved" page.

6.5 ***The Committee agreed the following:***

- the general website structure is good;
- assuming participating organizations will log their events on the website and download the IYS logo, a general set of guidance principles needs to be produced to ensure governance and good practice is followed;
- Parties and jurisdictions' links to IYS would ideally appear on the 'about' page of the website to facilitate access to IYS information in different languages;
- ideally, we would be able to capture the outcomes on the website for specific events and projects to show the result of events held (number of people reached etc.) i.e. event organisers would update post-event with outcome information;
- we need to discuss promotional materials, can we and should we provide these on the website. The World Fish Migration Day have a download page;
- agreement was reached on the timely review of content and mock-up and to this end, two dates were set for meeting via teleconference in the near future;
- the planned life-span of the website and any associated costs needs to be confirmed

**7. Consideration of a timely process for the approval of content and mock-ups for the IYS website**

7.1 The website is one of the critical ways of getting information out to people and the content still needs to be developed and agreed. The mock-up of the website needs to be completed

by the end of April ahead of being live by the end of May<sup>2</sup>. The Chair reiterated that timely feedback is essential.

- 7.2 A brief discussion followed about content, and the frequently asked questions (FAQs) document was raised as an example of content that could be considered now by the Committee. It was agreed that once the Secretariat had received the FAQs document from NPAFC, it will be sent round for review – by 2 March. It was suggested that the Secretariat consider getting maps, graphics and photographs tailored to IYS produced, and stated that these would be invaluable during IYS but also have a value beyond 2019.

## **8. Consideration of some possible options for using social media as part of the outreach programme to communicate the IYS**

- 8.1 The Chair reminded the Committee of the preamble to the relevant discussion document *“An effective outreach programme is one of the core themes of the IYS. There are many ways to communicate information about the IYS and some of these are covered in other discussion documents (website; outreach; key messages). Social media is another way to communicate the IYS. It is a relatively easy and efficient way to reach a broad audience and jump start an outreach campaign. It is also the most effective way of reaching younger generations, which is an overall aim of the IYS.”*

- 8.2 The Chair informed the Committee that this issue had created much discussion at the Technical Team meeting. Two options were proposed by the Technical Team: 1. Joint NPAFC and NASCO IYS social media (Facebook) platforms; OR 2. Separate NPAFC and NASCO IYS social media (Facebook) platforms. The capacity for both the NASCO Secretariat and NPAFC to manage multiple social media channels appropriately was highlighted as a challenge.

- 8.3 The Committee discussed how NASCO NGOs and Parties could use their expertise and establish platforms to deliver social media on behalf of IYS; how the Secretariat could best support this and the challenge of multiple languages being used across the NASCO Parties and jurisdictions. It was felt that it was important to be locally specific; at the same time, it was highlighted that if NASCO is not going to lead on the interaction then the provision of high quality content is needed. The [Protect the Eels](#) video was shown as an example. It was thought that the outreach workshop would provide suggestions for content and tools to engage with different audiences.

- 8.4 The suggestion by the Technical Team to have a NASCO IYS Facebook page was considered, and after discussion, it was felt that a NASCO Twitter account may be the best platform for the Secretariat to use as it would be a relatively easy way to disseminate information, require minimum interaction concerning any conversations triggered by tweets and could continue to be used post-IYS by NASCO. The Parties could have their own IYS Facebook pages using the Facebook template that has already been prepared, or

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<sup>2</sup> During the meeting of the IYS Coordinating Committee that followed the NASC meeting, Mark Saunders (NPAFC) updated the Committee with the website timeline and it is likely that the website content and mock-up will be available later than this (likely June)

use IYS graphics on their current pages throughout 2019 allowing for IYS information in multiple languages. Guidelines, in addition to the graphics guidance previously provided, on the appropriate use of the IYS brand was felt to be necessary.

8.5 ***The Committee agreed the following:***

- professional advice was needed on communication methods and techniques;
- the Facebook page template can go out to any Party or jurisdiction that wants to create a Facebook page. The Committee are happy for NPAFC to have one joint Facebook page and multiple NASCO Parties / jurisdictions to have their own to satisfy the range of languages;
- guidelines will need to be extended to cover social media use;
- NASC recommend that content be developed at the Party / jurisdiction level;
- NASCO could have a Twitter Feed to “push” that content out to a wider audience;
- NASC would like to put the emphasis on the IYS website and some kind of “push” media.

9. **Consideration of possible approaches for planning related to outreach and research activities as part of the IYS**

9.1 The Chair referred the Committee to the Discussion Document IYS(17)09 which outlines planning related to outreach and research activities. The Committee were informed that Mark Saunders of NPAFC had a phone call last week with Rory Saunders (IASRB chair) and Niall Ó Maoiléidigh (SAG chair) to discuss potential linked or joint research activities with NPAFC. They are working on a document highlighting the potential areas of collaboration on research projects which will be presented to the SAG and IASRB at the 2018 Annual Meeting.

9.2 The table in the discussion document linking outreach and research to the five themes of IYS was reviewed. It was considered to be an internal document, and the Committee felt it should track delivery and include some form of monitoring to be most useful. Members of the Committee believed that activities should be evaluated at a Party and jurisdiction level and therefore some form of feedback mechanism was needed. Discussion led to consideration of the IYS website and how much it could capture output and evaluation data.

9.3 The proposed approach for developing outreach activities was discussed under item 10 of the agenda.

9.4 ***The Committee agreed the following:***

- the purpose and the intent of the table needs to be clearly understood. Is it a planning, or a monitoring or a final outcome tool?
- the table needs to be agreed and used to capture both Atlantic and Pacific activities.

10. **Consideration of the aims and content of an outreach-oriented scoping workshop bringing together the NGOs, NASCO and NPAFC to discuss and identify possible outreach activities that can be undertaken at the local, regional, and hemispheric levels**

- 10.1 The Chair reminded the Committee that the NASCO-sponsored workshop needs to take place before the end of March 2018 to enable the use of the Canadian DFO funds before the end of their financial year. It will ideally bring together communications and outreach experts primarily from across the NASCO NGOs, and the NPAFC are invited to send representatives if they so wish.
- 10.2 The Chair also reminded them that there were a number of key issues that needed to be decided in advance of the workshop, including: agreement on the key messages to send to the Coordinating Committee; agreement of the target audience(s); decisions on who should do the outreach. The latter point should be considered in light of the feeling that the Secretariat does not have the wherewithal to run an entire outreach campaign, so there is a need to make use of existing resources.
- 10.3 The need to use reasonably established networks of experts to contribute to the workshop was discussed. It was felt that organisations like The Rivers Trust and The Institute of Fisheries Management could be brought in. The New England Aquarium, the Natural History Museum and the International Association of Zoos and Aquaria were also discussed as contributors.
- 10.4 Four key audiences were identified: the knowledgeable public; the general public; children and youth; politicians. It was agreed that the aim of the outreach workshop should be to produce a strategy and tools to tailor the communication of each of the high-level key messages to each particular audience. Whether the IYS should aim to reach as many people as possible or those most likely to take the message forward was also discussed using the “hot-spots” and “cold-spots” terminology, where hot-spots provide a large gain for little input and cold-spots provide little gain for a lot of input.
- 10.5 The use of a facilitator to guide the meeting was also discussed and agreed to be most useful. One of the larger NGOs or other organizations would most likely be the contributor. NASCO would be able to fund travel and subsistence for the invited speakers.
- 10.6 The location and venue for the workshop was discussed. It was agreed to hold it in Europe. Arnaud Peyronnet (EU) offered to host it in Brussels and would investigate a venue. The Secretary said she would also investigate venues in Edinburgh. It was agreed that it would be sensible to hold the annual NASCO NGO meeting either directly in advance, or just after, the workshop to maximise the number of NGO participants.
- 10.5 ***The Committee agreed the following:***
- to shape the key messages in advance of the workshop, using professional help;
  - to use the workshop to bring in expertise that we don’t have;
  - there are four target audiences – the NGOs and other experts can determine how best to reach those groups;
  - the outcome – development of an outreach strategy and tools that would help Parties / jurisdictions to develop their outreach. It would also enable a push down from NASCO – here’s some things that could help you – for the smaller salmon nations

- to use a facilitator to lead and guide the workshop
- to hold the workshop in Europe, either in Brussels or Edinburgh

## **11. Discussion of an idea to propose possible revisions to the Terms of Reference for the IYS Symposium Steering Committee**

- 11.1 The Discussion Document IYS(17)11 detailed the proposed revised mandate of the Symposium Steering Committee. The Chair described the discussions the Technical Team had had in relation to this revision and asked the Committee to consider firstly the proposal for the Symposium Steering Committee to track relevant symposia occurring across the hemisphere and linking the events to encourage the sharing of experiences and ideas. Secondly, that the Symposium Steering Committee plan and organize an IYS closing symposium in 2022.
- 11.2 The Committee felt there was no need for the Symposium Steering Committee to track events and felt that there were mechanisms in place that ensured the research community were kept abreast of any events. It was also discussed that the people on the Symposium Steering Committee were not the right mix of people to perform that function even it was deemed necessary. The use of the IYS website was discussed. As long as events and activities are registered there, it was thought that this would offer a list of IYS related symposia to interested groups. Other events of interest could be relayed to NASCO or the NPAFC for re-distribution
- 11.3 The proposed closing symposium was deemed to be an appropriate activity for the group to focus on, and the potential projects that would be reported on at such an event were discussed. It is anticipated that the closing symposium would occur in 2022, and the Committee members suggested a timeline leading up to the event with key deadlines was developed by the Symposium Steering Committee.
- 11.4 *The Committee agreed the following:*
- the Symposium Steering Committee should not have the coordination of events role as suggested in the discussion document;
  - that individuals / organizations can email NPAFC or NASCO to let them know what is coming up and Secretariats can distribute information accordingly, largely by ensuring the event is registered on the IYS website.
  - to re-task the Symposium Steering Committee for a culmination symposium in 2022. The members of the Committee must be signed off and agreed by summer 2020 – at the respective NASCO and NPAFC 2020 Annual Meetings.

## **12. Provide a brief update of IYS activities in the Pacific and the Atlantic including exchanges of scientists**

- 12.1 The Secretary provided a brief precis of the Likely Suspects model developed by the Atlantic Salmon Trust and discussed at a workshop in Edinburgh with participants from both the Atlantic and Pacific in November 2017. The workshop agreed that, with further development, the AST Likely Suspects Framework will provide a basis for conceptualising

marine survival issues in Atlantic salmon and will act as a focus for discussion and development of research priorities

12.2 The Committee discussed recent communication between Mark Saunders of NPAFC, Rory Saunders (Chair of the International Atlantic Salmon Research Board - IASRB) and Niall Ó Maoiléidigh (Chair of the Scientific Advisory Group of the IASRB) to discuss linkages and collaborations between Atlantic and Pacific scientists under the IYS. Ciaran Byrne (EU) highlighted that the IASRB and SAG were set up to focus on mortality in the marine environment. Initial results from recent research on smolt mortality in the freshwater environment has shown that mortality might be significant there. The possibility of looking at collaborative research in the freshwater environment was discussed. In general, research in the freshwater environment has been left to the Parties and jurisdictions and has, therefore, been difficult to coordinate. The Committee did feel that the IYS should be bringing new things to the table and that it could be used to raise communication on fresh water issues; to “control the controllables” – like smolt quality – through studies on such issues as the effects of pH and of climate mitigation. The clear message from the salmon summit in 2011 was mentioned a number of times – one of the main ways to mitigate marine mortality is to get more (high-quality) smolts out into the ocean.

12.3 A telephone call with Rory Saunders was arranged to discuss the outcome of the research linkages meeting. He explained that the NPAFC had pulled together a research prospectus, highlighting possible projects under the five IYS themes, and this had been the basis for the three-way discussion about possible collaborative projects. Additionally, NPAFC have produced a document grouping the existing NASCO projects in the IASRB research inventory according to IYS theme and highlighting the level of interest of the NPAFC in each project. Rory Saunders stated that he thought these documents to be a useful way to start the conversation, and that he and Niall Ó Maoiléidigh intend to look at them and ensure they have covered all Parties and possible collaborative research projects. Assuming all major initiatives and programmes are included in the prospectus then they will take it to SAG and IASRB for their reflection. The intention would be to have those discussions in early April. It was discussed that time will be needed at the NASCO Annual Meeting in June to discuss this and respect the normal process. He agreed to try to produce a one-page summary of the research prospectus for wider dissemination.

12.4 ***The Committee agreed the following:***

- NPAFC and IASRB / SAG have been discussing a mechanism to identify and / or endorse joint projects as “IYS” projects;
- NASC identified that there might be areas of freshwater research of interest to NASCO that is not under the remit of the IASRB / SAG that could be identified as IYS collaborative projects and / or information exchange opportunities across the northern hemisphere;
- NASC are happy that the IASRB research inventory is being used as one of the starting positions for developing complementary projects and / or collaboration with North Pacific scientists.

**13 Consideration of the draft report of the IYS Special Session report, with the aim to finalise the report for publication**

- 13.1 The Secretary updated the Committee that the report was 80% complete having received input from Peter Hutchinson on various iterations of the document and asked for input from the Committee members present at the IYS Special Session. The Committee agreed to consider the introduction and conclusion of the report and encouraged it to be shared 'as is' so contributions can be made in a timely manner.

#### **14 Consideration of the scope of the State of the Salmon report**

- 14.1 The Chair gave some background to the agenda item. The State of Salmon report has been highlighted as one of the main NASCO outputs for the IYS. The report is very reliant on the Rivers Database and consideration also needs to be given as to what else the report should contain. The report will be presented at the symposium occurring in advance of the 2019 Annual Meeting, and the report will have to be approved before it can be presented. It would make sense (and has already been raised) to present an outline document for the report at the 2018 Annual Meeting. The Committee were asked for their thoughts on the best approach to the report and acquisition of absent data.
- 14.2 The Committee provided some useful background to the ideas behind a report being produced and recognized that it would be unlikely that data could be compared across years within the Rivers Database given the reporting parameters had been changed. However, it was agreed that there needed to be an understanding of how new and revised categories relate to each other with any future changes. It was also recognised that a comparison of data with that collected for the WWF 2001 report may be difficult at a detailed level. It was understood that the report would use the data provided to its best effect but that this may limit the assessment that can be undertaken. It was felt that the report should not be a technical document and could include a human dimension if time allowed. It was advised that the initial assessment of the data should be shared with the Heads of Delegation for review. Some members of the Committee felt that a summary page should be produced for the general public and that there should be a web-based version of the document. The potential for the report being produced every five years was raised, and it was acknowledged that this would need to be considered by the NASCO Council. Ideally, the Secretariat will provide an outline of the report structure in the coming months to be considered.
- 14.3 The Committee were informed that only half of those requested to provide a Rivers Database update had responded. It was recommended that the Secretary contact the remaining contributors personally by phone and follow up with an email as a final effort to acquire the data. In the knowledge that data had been requested in 2016 with a December 2017 deadline, it was agreed that March 2018 should be the absolute cut-off date. The Committee also believed there would be a number of benefits to approaching Iceland and requesting they input data. The Secretary agreed to give this some thought.
- 14.4 The IUCN Red List was discussed as it was highlighted that this is the reference point for many people regarding the endangered status of species. It was suggested that there may be some confusion between the message IYS is highlighting and the fact that Atlantic

salmon is currently listed as ‘Least Concern’ across its range by the Red List. The Committee were asked if the IUCN should be approached to undertake an updated review as the last one was conducted in 1996. Members of the Committee felt the methods used by the IUCN Red List were not applicable to Atlantic salmon. For example, the assessment does not operate at the stock level and can therefore not tell the full picture. It was highlighted that there was also a lack of NASCO expertise within the species specialist group. The option of encouraging a Red List assessment to be undertaken at a Party / jurisdiction level was suggested appreciating that the Red List will be the ‘go to’ reference for some. Again, there was thought to be some difficulty with this given the range of situations stocks are found in within some countries. No resolution was reached whether to approach the relevant IUCN species specialist group about a reassessment.

## **15. Any other business**

- 15.1 Two main items of business were discussed: the need for the Committee to meet again and the NASCO website.
- 15.2 A renewed NASCO website was discussed, there was a general feeling that a renewal was due and timely given the NASCO IYS focus on outreach. The current website’s ability to host a web-based State of the Salmon report was also taken into consideration. The NASCO website is based on an architecture that is no longer supported. To be able to host something like a web-based State of the Salmon report would require a completely new web site. The Committee were keen that NASCO should have a new website built on a new platform and asked the Secretariat to prepare a paper to put a proposal to Council in 2018 for a new website in 2019 as part of the outreach activities of NASCO for the IYS.
- 15.3 The Committee agreed two two-hour long meetings in the near future to enable timely discussion and agreement of content for the website and feedback from the outreach scoping workshop. These will be on April 4 at 13:00 GMT and again on May 4 at 13:00 GMT. Doug Bliss (Canada) agreed to host the April meeting and Kim Damon-Randall (USA) agreed to host the second meeting.

## **16. Report of the Meeting**

- 16.1 A document listing key decisions and actions was made available for comment prior to the close of the meeting and minor amendments were made ahead of it being agreed. A draft report of the meeting will be available for comment in due course.

## **17. Close of the Meeting**

- 17.1 The meeting concluded at 15:00. The Chair thanked the members of the Committee for their deliberations and positivity in moving forward with many decisions for the IYS and wished everyone safe return travels.

**List of Participants**

|                     |   |
|---------------------|---|
| Raoul Bierach       | Norway  |
| Doug Bliss          | Canada  |
| Ciaran Byrne        | European Union  |
| Julie Crocker       | USA   |
| Kim Damon-Randall   | USA (Chair)   |
| Cathal Gallagher    | EIFAAC  |
| Emma Hatfield       | NASCO Secretariat                                       |
| Áki Johansen        | Denmark (in respect of the Faroe Islands and Greenland) |
| Paul Knight         | NGO Co-Chair  |
| Sarah Robinson      | NASCO Secretariat                                       |
| Arnaud Peyronnet    | European Union  |
| Wojciech Wawrzynski | ICES  |



**IYS(18)02**

**Meeting of the North Atlantic Steering Committee for the International Year  
of the Salmon (IYS)**

**Rydges Kensington Hotel, 61 Gloucester Road, London SW7 4RE**

**29 and 30 January 2018**

***Agenda***

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2. Adoption of the agenda
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4. Consideration of possible key messages for the IYS
5. Consideration of possible options for launching the IYS
6. Consideration of an IYS website based on previous feedback from NASC members
7. Consideration of a timely process for the approval of content and mock-ups for the IYS website
8. Consideration of some possible options for using social media as part of the outreach programme to communicate the IYS
9. Consideration of possible approaches for planning related to outreach and research activities as part of the IYS
10. Consideration of the aims and content of an outreach-oriented scoping workshop bringing together the NGOs, NASCO and NPAFC to discuss and identify possible outreach activities that can be undertaken at the local, regional, and hemispheric levels

11. Discussion of an idea to propose possible revisions to the Terms of Reference for the IYS Symposium Steering Committee
12. Provide a brief update of IYS activities in the Pacific and the Atlantic including exchanges of scientists
13. Consideration of the draft report of the IYS Special Session report, with the aim to finalise the report for publication.
14. Consideration of the scope of the State of the Salmon report
15. Any other business
16. Report of the Meeting
17. Close of the Meeting

*Note: The meeting will commence at 1000hrs on Monday 29 January and conclude no later than 1600hrs on Tuesday 30 January 2018*

Secretary  
London  
29 January 2018