

IYS(18)10

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

Conference call

04 April 2018

1. Opening of the meeting

The Chair, Kim Damon-Randall (USA), opened the meeting by welcoming the members of the North Atlantic Steering Committee (the Committee). An apology was noted from Wojciech Wawrzynski, ICES and Anne-Kristin Jøranlid from Norway joined the call as an observer.

2. Adoption of the agenda

The Committee agreed to adopt the agenda with no amendments. The agreed Agenda IYS(18)08 is given as Annex 2.

3. Brief verbal update

3.1 *Key messages*

The process through which the key messages had been developed was described and the Committee thanked for their input. The use of a strapline from the list of options was raised and it was proposed that this is discussed at the next Technical Team meeting planned for the week beginning 9 April.

3.2 *State of Salmon Report*

It was noted that the extended deadline of 31 March 2018 had now passed and seven responses are missing from Canada, UK-Scotland, Portugal, Spain, Faroe Islands, Greenland and the Russian Federation. The Committee were updated on the data from Canada and it is hoped that this will be provided by the end of May 2018.

It was highlighted that The Baltic Salmon Fund plans to, in collaboration with the Swedish Board of Agriculture, publish a book about Baltic salmon for the International Year of the Salmon (IYS).

3.3 *Ministerial launch for the IYS*

The Committee suggested that formal letters and a briefing paper should be issued to secure further commitment from Ministers/decision makers. It was noted that a number of Ministers had already been identified as willing to take part. It was advised that the Secretariat should discuss with the EU Head of Delegation to NASCO the option of providing letters for each of the individual jurisdictions within the EU.

3.4 *IYS Reporting Template*

The Committee were reminded that returns were requested to be with the Secretariat on 15 May and that the form had been redesigned to make completion simpler.

4. Consideration of IYS website

- 4.1 *Discussion of website update from Madeline Young – NPAFC (see email 27/03/2018)*
The Committee were provided with a copy of an email from Madeline Young (Annex 3) and discussed the proposed additional spend to ensure that various functions on the IYS website were possible. It was questioned whether local events from non-English speaking locations would be added to the website and it was felt unlikely that the website would capture all events. Despite this it was agreed that the spend could be made and would ensure larger events from across the hemisphere are captured.
- 4.2 *Decisions concerning web additions proposed*
The additional spend of approximately 3000 Canadian dollars was agreed.
- 4.3 *Website content – FAQs, photos, text etc.*
The Secretariat is in the process of ensuring digital images previously provided to NASCO can be used for IYS outputs including the website. Further high-quality photographs of salmon, their habitat, behaviours and peoples' relationships with salmon are needed and members of the Committee agreed to make approaches to relevant contacts to acquire images. A brief discussion followed about the use of images and footage from the Kenneth Bruvik films and 'Lost at Sea' film. The Secretariat agreed to follow up on access to the footage and the use of it for IYS.

The text for the IYS website was considered and the need to ensure people were made aware that the focus was on wild Atlantic Salmon, from NASCO's perspective. It was felt that any information needed to be very basic and a combination of various texts from the NASCO website could be used for this.

5. Feedback from the Outreach Workshop

- 5.1 *Verbal feedback from those in attendance*
Members of the Committee in attendance at the workshop and those whose colleagues had provided feedback spoke about the workshop and how it was viewed. It was generally concluded to be a positive two days with connections being made and workshop participants encouraged to generate outreach ideas. It was noted that Sarah Bayley-Slater may be able to take on a coordinating role for the NASCO NGOs for the IYS if appropriate funding can be identified.
- 5.2 *Report of the meeting and timeframe of delivery*
A draft report of the workshop will be sent to the attendees by Friday 6 April for comment. This will not be an interpretation of the meeting but an account of the workshop for attendees. Following feedback, it will be shared with the Committee.
- 5.3 *Outreach plan and next steps*
The workshop outputs of additions to the 'frequently asked questions' (FAQs) list, and 'Calls to Action' (suggestions of what people can do to aid the conservation of salmon during 2019) have been provided to the Technical Team. Several activities and tools were identified for the different audiences and these will be put into an abbreviated document for NASCO Parties and jurisdictions. The intention is to circulate this by the end of the month.

6. IYS Special Session report

The Secretariat will recirculate the report and those who had not yet provided input agreed to do so to enable its review at the next Committee meeting on 4 May at 13:00 (BST).

7. Any other business

All agreed with the proposal that the Secretariat will put together a draft budget of potential IYS spend for review and discussion ahead of the next Committee meeting on 4 May at 13:00 (BST).

8. Report of the Meeting

The Secretariat agreed to circulate a report by the end of the week including actions.

9. Close of the Meeting

The meeting concluded at 15:15 BST

Actions resulting from the meeting:

Related section	Action	Who will take this forward?
3.2	Contact Heads of Delegation to the EU and Greenland and Sergey Prusov for the Russian Federation about the Rivers Database	Secretariat
3.3	Briefing document and official letter for the Ministerial Launch.	Secretariat
3.3	Approach EU Head of Delegation to discuss providing letters for each of the jurisdictions	Secretariat
4.2 + 4.2	Additional spend on the IYS website agreed and this decision will be taken forward to the Technical Team	Secretariat
4.3	‘Epic’ photographs Kenneth Bruvik Lost at Sea Deirdre Brennan NGOs Atlantic Salmon Federation Audun Rikardsen Nick Hall	All Emma Hatfield/ Raoul Bierach Emma Hatfield Paul Knight Doug Bliss Emma Hatfield Sarah Robinson
6	IYS Special Session Report – Secretariat to send round for review	Ciaran Byrne Kim Damon-Randall
7	Outline budget for IYS spend	Secretariat

List of Participants

Raoul Bierach	Norway
Doug Bliss	Canada
Ciaran Byrne	European Union
Julie Crocker	USA
Kim Damon-Randall	USA (Chair)
Emma Hatfield	NASCO Secretariat
Anne-Kristin Jøranlid	Norway
Paul Knight	NGO Co-Chair
Sarah Robinson	NASCO Secretariat

IYS(18)08

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

Conference call

13:00-15:00 (BST) 04 April 2018

Agenda

1. Opening of the meeting
2. Adoption of the agenda
3. Brief verbal update
 - 3.1 Key messages
 - 3.2 State of Salmon Report
 - 3.3 Ministerial launch for the IYS
 - 3.4 IYS Reporting Template
4. Consideration of IYS website
 - 4.1 Discussion of website update from Madeline Young (see email 27/03/2018)
 - 4.2 Decisions concerning web additions proposed
 - 4.3 Website content – FAQs, photos, text etc.
5. Feedback from the Outreach Workshop
 - 5.1 Verbal feedback from those in attendance
 - 5.2 Report of the meeting and timeframe of delivery
 - 5.3 Outreach plan and next steps
6. IYS Special Session report
7. Any other business
8. Report of the Meeting
9. Close of the Meeting

Secretary
Edinburgh
04 April 2018

Annex 3

From: Madeline Young [mailto:myoung@yearofthesalmon.org]
Sent: 27 March 2018 20:43
To: Mark Saunders; Vladimir Radchenko; NASCO; Kimberly Damon-Randall
Cc: Jennifer Chang <jchang@npafc.org>
Subject: Website updates and approvals required

Dear IYS Technical Team,

A lot of progress has been made towards website development! Over a few meetings and calls I've had with the MLS team over the past couple of weeks, I am now very confident that they understand our vision. Here are some updates (some items require approval):

Sitemap - approval required

The sitemap has been formalized and requires our approval: https://docs.google.com/spreadsheets/d/14ySWVI9t0sK3CPdsAUFpdyl_owTcyvZa5J1VG8fwKo/edit#gid=405294814. The boxes coming off of the homepage are elements from elsewhere on the site that are going to be shown on the homepage (similar to a summary of the website that will provide visitors with another way to access content within the site). As of now, there is also a space on the homepage for "partners" to be shown - MLS understands that we will be discussion sponsorship within the next few weeks and that this is a placeholder. The bar on the top is the navigation bar, with links to the different pages on the website.

The other pages, with the exception of "Get Involved" and "Contact Us" are probably self explanatory as they haven't changed since our initial sitemap discussions. The "Get Involved" page now includes calls to action (CTAs - pending the outcome of the Outreach workshop this week) as well as a Directory, which will have links to external sites from member countries of NPAFC and NASCO (as discussed on our conference call). MLS has proposed that the "Contact Us" page could have contact forms for the public, scientific inquiries, and press. Downloads can also be on the "Contact Us" page, including reports, logos, logo usage, and brand guidelines. Links to forms to submit event and research project information will be shown throughout the website, as well as on the "Contact Us" page.

Wireframes & copy - update

Wireframes (visual guides that represents the skeletal framework of a website) are being made by the MLS team now and will be sent to me sometime this week. Based on our confidence with the wireframes, MLS will outline copy documents with the main site and page headers for us to populate with initial content.

Design & imagery - update and reminder for photos

Using the branding guidelines, MLS is beginning to work on the main design (look and feel) of the site. I have sent them some initial Pacific salmon imagery and they know that NASCO is pulling together some Atlantic photos. They have emphasized to me that we need some "epic", high-quality images to really make the site pop. I am still on the look out for more pictures.

Web additions - decision required

There was some confusion between us and MLS about what was included within the original scope of our contract. What I understand now is that we are able to have a form submission feature within the current scope, but information submitted by site visitors will not automatically be uploaded to the events and projects pages (upon approval by the web manager). This will have to be done manually (i.e. cut and paste from the form to the site by the web manager). We are also able to have a map plugin to show the locations of events and projects, but this information will also have to be manually added to the map after information is submitted by users. We are also not able to add any features to this basic map plugin (e.g. if we want to add a filter function to search for events in a specific country, this would require extra coding and would therefore be beyond the original scope of the contract). If we wanted to update the contract and integrate and automate these features with each other, it will require extra funds (see below).

Function Updates:

1. Form enhancement - form for website visitors to upload information directly to the site (that would first be reviewed by the web manager) - Database/approvals functionality and pass through to listing/post on site page - **\$1,237.50 est**
2. Map automation and connection - Link to Form submission / Integration between two functions (i.e. event and project locations will automatically be shown on the map when a form submission is approved) - **\$962.50 est**
3. Email trigger - have the form author receive an automatic email a week after the event to fill in a survey (google form) - **\$1,375 est**
4. Map base - Advanced search filters, categories and styling outside of plugin functionality and features - **\$2,200**
5. *Databases - Merging data and table to create master source (when using listing, maps and emails) - **\$275** [required when 2 functions selected above]

All of these additional features will cost a total of **\$6050 est**. However, it is also possible for us to chose one or more of the above. Another suggestion might be to take a phased approach to launching the website, which would mean launching the site with no additional features or automation. When the popularity of the IYS picks up and we begin to have too many submissions to manage, we could set up another contract with MLS to add some of these updates. With that being said, having these additional functions and features from the beginning would make website management significantly more straightforward. Please let me know your thoughts.

I know there is a lot of information in this email so please feel free to call me if you require clarification or additional information. Emma and Sarah, I realize you are at the outreach workshop this week but wanted to send this information as soon as I had it.

Thanks very much!

Madeline

Madeline Young

IYS Coordinator – North Pacific Region

North Pacific Anadromous Fish Commission

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