

Appendix B

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The International Year of the Salmon (Hereafter IYS)

** It should not be specified in the prospectus that the **International Year of the Salmon** programme will deal with the Pacific salmon only. However, it is likely that the main activity will be focused in the North Pacific region and participation will be generally limited to NPAFC Member countries.*

Potential questions to be addressed in the background and objectives**

*(**must be covered by prospectus)*

1. What are we celebrating in frame of the International Year of the Salmon?

An International Year of the Salmon is a practical way:

“to determine how Pacific salmon populations are regulated, and to develop models that will use climate and ocean parameters to forecast production trends of the various species of salmon” (*R. Beamish’s acceptance remarks at the 2012 PICES Annual Meeting in Hiroshima, Japan, as the recipient of the 12th annual Wooster Award*);

“of using all available resources to anticipate future trends in the abundance of the various species of Pacific salmon” (*NPAFC Doc. 1425*);

“to highlight conservation and the importance of Pacific salmon and steelhead as cultural icons across the North Pacific Rim” (*NPAFC news release of July 11, 2013*).

2. Who will declare the International Year of the Salmon?

NPAFC invites UNESCO to announce IYS and participate in its implementation in the IYS designated year(s).

3. What do we expect people to do?

There will be three components of the IYS initiative led by participating parties (= NPAFC Member countries):

- a field component (scientific expeditions),
- an analytical component (workshops and symposia), and
- a social component (outreach activities).

The field component could highlight the distribution of salmon in the North Pacific. *The analytical component* would summarize results from the field component and integrate this new information into

existing knowledge of salmon ecology. *The social component* includes outreach activities which must be attractive for business, provide advertisement opportunities, and bring outside funding for all IYS events.

4. Will this create employment?

The NPAFC Secretariat will support any activity related to the IYS. However, the IYS organizational, resource, and financial management may require a larger and separate sphere of actions than can be accommodated by the NPAFC Secretariat. The IYS steering team and working body (*ad hoc* Secretariat) must be formed and their relationships with the NPAFC Secretariat established by the Commission, depending on the scale of IYS implementation.

5. What are risks/benefits of the IYS implementation to the NPAFC?

Prospectus should include clearly stated general goal and objectives for IYS and separately identify the goal and objectives of NPAFC participation.

6. Does this movement contribute to the environment? How? Will this event make a difference to the future of salmon conservation after the IYS is completed?

The IYS implementation will contribute to the environment through its social component, outreach activities, and public participation at planned events. People will have opportunities to address questions, obtain and share information, and obtain expert reviews and opinions in matters related to salmon. From this information exchange, NPAFC and related organizations will gain an awareness of public attitudes and opinions, by which these organizations can adjust their course of future activity.

Steps of preparation

1. Prepare short clear prospectus:

Prospectus should fully describe the International Year of Salmon (*hereafter IYS*) initiative and possible timeline (**). Discussion of the first draft prospectus will be initiated at the CSRS during the 22nd Annual Meeting in Portland, Oregon, 12–16 May 2014.

The prospectus must formulate the main objectives and establish key themes to be studied, outline time schedule, describe fundraising opportunities, and generate a list of events and activities. Two parts should be described separately: (1) feasibility meeting and (2) implementation stage. The role of NPAFC and degree of involvement must be clearly identified at each stage.

CSRS has decided that the IYS initiative will include three components: First, *a field* and the second, *an analytical component*. The field component could be to look at distribution of salmon in the North Pacific.

The third component is directed at *social and outreach activities* that can be attractive for business, provide advertisement opportunities, and bring outside funding for IYS events. The importance

and relevance of all three components needs to be clearly identified and justified to attract potential donors/sponsors.

2. **Pre-event activity:**

- Identify/nominate a fulltime leader/initiator. Hiring the best, highly capable person is critical to the success of the project. Therefore, this will be one of the most important initial tasks.
- Establish mandates (Terms of Reference, etc.) and select the IYS steering team and working body (*ad hoc* Secretariat) and the actual or virtual IYS Headquarter.
- Two IYS working bodies may be established:
 - IYS Honorary Council (senior officials, sponsors, fundraisers, etc.);
 - *Ad hoc* IYS Secretariat and Headquarter (based in the NPAFC Secretariat with additional staff).
- At least six active committees/groups should be established to manage/coordinate the following tasks:
 - **one to three** implementation of components;
 - **one** event planning, logistics and follow-up;
 - **one** outreach and public relations; and
 - **one** fundraising.
- The leader/initiator will then:
 - hire permanent staff for positions approved by the Commission (need to be fulltime),
 - identify members/coordinators for the committees,
 - identify an initial list of donors/sponsors,
 - communicate with possible participating organizations,
 - elaborate a schedule/timetable,
 - conduct financial planning,
 - create a logo, webpage,
 - advertise the IYS programme and events on commercially distributed products: e.g., canned fish labels, fish product packages, posters, etc.

3. **Feasibility meeting:**

The first step is **fundraising for the feasibility meeting**.

It is crucial to find the most experienced people to raise money, facilitate the feasibility meeting, and attract key participants, i.e., industry representatives, who could be the general and primary sponsors of the meeting.

Significant promotional efforts must be undertaken **before this meeting**.

- This would include IYS advertising in media and among fisheries businesses and associations in NPAFC Member Countries,
- Web pages would need to be created, and
- IYS news releases and advertisements would be placed in current NPAFC publications and local publications in NPAFC Member Countries through the participating authorities.
- the *ad hoc* IYS Secretariat must formulate an expected programme budget, and place and time of major events.

There are some advantages to conduct the feasibility meeting in conjunction with a large NPAFC event, such as an annual meeting or symposium.

4. Implementation stage

Ideas for events by components are as follows:

4.1. Field component, scientific and enforcement events:

4.1.1. Scientific research expedition in the NPAFC Convention Area (e.g., in the winter residence area of Pacific salmon). Envisage cooperative efforts of scientific organizations in NPAFC Member Countries and data sharing.

Cruise survey of no less than 30 days duration at sea. The approximate cost of a single ship charter is approximately **\$600,000**, and the approximate survey period would be March-April 2017. Together with scientific tasks developed by CSRS, the expedition may include an extensive tagging component with disk tags and data storage tags:

- special IYS disk tag (with IYS logo) that is widely advertised prior to the expedition. Collection of recovered tags will be organized by the NPAFC Member Countries. Each person who recovers a special IYS disk tag will be rewarded or given a commemorative prize.
- data storage tags, if these tag manufacturers will sponsor the event.

4.1.2. Joint enforcement operation (or training maneuvers) in the Convention Area.

4.1.3. National scientific research expeditions devoted to IYS, especially in new and rarely investigated survey areas. These efforts will obtain informational support from NPAFC and the IYS Headquarter. Published results of these expeditions (workshop proceedings, books, special issues of scientific journals) will be placed in the IYS library (see below).

4.2. Analysis component, scientific events:

4.2.1. A major scientific symposium on status, dynamics, and factors driving production of salmon stocks that includes IYS expedition results. (Develop a specific section associated with the IYS in the 2016–2020 NPAFC Science Plan, or develop it as a separate program.)

Approximate cost for the venue and equipment rentals for a three-day symposium will be approximately **\$110,000**. Potential timing of the symposium would be to hold it in

conjunction with the 26th NPAFC Annual Meeting in May 2018 (Russia) or the 27th NPAFC Annual Meeting in May 2019 (United States). Alternatively, it could be held independently of regular NPAFC events.

4.3. Creation of IYS library.

The IYS Library will combine monographs, collective papers, workshop proceedings, etc., related to Pacific salmon research and published in NPAFC Member Countries during the IYS (with a IYS logo) in official NPAFC languages. English summaries and translation of the title, headings, table captions, and figure legends will be requested. Internet access will be provided through the IYS website.

4.4. Social and outreach events:

4.4.1. Outreach activities will be advertised on the web, with posters, and advertisements in newspaper/magazines, etc., that are directed to academia, government offices, scientific institutes, fisheries associations, fisheries unions, coastguard stations, aquariums, ports, hatcheries, fishery plants, recreational fishers, and native groups, etc.

4.4.2. Community-focused events and activities (here are several examples):

- the IYS movie (depending from available budget, ranging from a low-cost documentary video to a computer-animated film) about salmon, their life cycle, the dangers and difficulties of living in the open ocean and migrations over many thousands of miles, etc. Estimated at approximately **\$10,000** (the same as the cost of the ENFO promotional video).
- quizzes, photo, stories, salmon recipe contests;
- activities for children at schools, aquariums, festivals, other summer outdoor events;
- educational projects at hatcheries.

4.4.3. Promotional goods.

Pins, postage stamps (e.g., issuing of postage stamps series of five stamps, each of them in one NPAFC Member Country), wall posters/calendars, commemorative album, etc.

Possible Timeline:

Feb. 2014 NPAFC Exec. Director's initial draft goes to the IYS Study Group

IYS Study Group starts drafting prospectus

May 2014 CSRS discusses Draft Prospectus

? Establish timeline

? Identify/nominate/hire a Leader

? Establish HQ (*ad hoc* Secretariat), hire permanent staff

- ? Establish 6 committees/groups
- ? Advertise, create webpage, IYS news release/ad will be placed in NPAFC publications
- ? Fundraise for the feasibility meeting
- ? Hold **Feasibility Meeting** (in conjunction with NPAFC large event?)
- ? Implement events (by components)

International Year of the Salmon

May 2018 Hold IYS Symposium in Russia with the 26th NPAFC Annual Meeting /or

May 2019 Hold IYS Symposium in USA with the 27th NPAFC Annual Meeting