

Appendix G

Briefing Note on International Year of the Salmon Initiative Second Scoping Meeting March 2016

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Introduction and Purpose

The North Pacific Anadromous Fish Commission (NPAFC) has endorsed in principle the concept of an International Year of the Salmon (IYS) initiative, and has provisionally identified its scope, time frame, and key salmon research themes. The Commission has tasked the IYS Working Group with further scoping the potential partners, business plan, and North Pacific science activities. One of the IYS key partners, the North Atlantic Salmon Conservation Organization (NASCO) was engaged at their annual meeting in June of 2015. NASCO signalled interest in the IYS at that time and after consultations held over the past five months with the parties, NASCO has agreed to participate in the scoping meeting in March 2016 and provided a number of positive suggested changes to the IYS.

The purpose of this note is to provide recommendations on how the IYS initiative could be organized, taking into account the views of NASCO, and set out what the objectives and approach to a March 2016 workshop to further develop the IYS initiative.

Background

The NPAFC is proposing that the IYS be an intensive (2018–2019) burst of internationally coordinated, interdisciplinary, stimulating scientific research focused on salmon, and their relation to people. The total seven year time frame would include planning in 2016, start-up in 2017, a peak of research designated as the Year of the Salmon in 2018/19 with research completed, and written up and legacy infrastructure in place by 2022. Geographically the scope under consideration is the salmosphere—Pacific, Arctic, and Atlantic Oceans. The IYS proposal would support research under five broad scientific themes: status of salmon, salmon in a changing salmosphere, new frontiers, human dimension, and information systems and envisages working with key partners to further develop the initiative.

NASCO suggested, among other points, that rather than holding the named Year of the Salmon in the year of peak research, that the IYS provide a Year of the Salmon at the beginning with a focus on public outreach and engagement to raise awareness of the challenges facing salmon and to assist in fund raising for new research. They further suggested that the nature and scope of the IYS be resolved before finalizing its core partners. The Chair of the IYS Group, Mr. Doug Mecum, NPAFC Commission representative and Secretariat staff held a conference call with the NASCO Secretary Dr. Peter Hutchinson and Mr. Dan Morris, NASCO Commissioner (head of US delegation) to discuss NASCO involvement in the Scoping Meeting. NPAFC representatives felt the approach has merit and is providing more detail here for consideration by the NPAFC Working Group.

A scoping workshop in March 2016 that potentially would invite a broad cross section of interested parties to further develop the IYS initiative is in the planning stages. The initial plan for the workshop was to prepare a more detailed scheme for research and international governance of the IYS and to develop a business plan. However, given the early thoughts on the IYS initiative noted above, the objectives and approach to the workshop are re-examined below.

Strategic Considerations

A number of strategic considerations influencing the development of a IYS strategy are described below. A few of these issues were flagged in recent discussions on the IYS proposal and others have been added to provide a fuller perspective on the pressures and opportunities that can be anticipated in moving forward with the IYS.

The IYS is an important initiative that will require diverse partners to ensure its effective implementation. A key requirement will be to explore the support for the IYS and identify those organizations and governments whose interests and capacity to participate in a multi-year endeavour will make them obvious partners. Along these lines, careful attention will need to be paid to those groups, who may have an interest in salmon but are unable to commit to a long term process.

Matching IYS outcomes to the interests of potential partners and donors will be key. In Canada, as an example, the new federal government has emphasized the importance of climate change in its direction and policies. Shaping the IYS research in a manner that supports this direction will be helpful when pursuing the support of the federal government. Partners and other participants in the IYS can be expected to have similar views on the need for matching the IYS themes and outputs to their various interests and those of potential donors.

Although public interest in salmon appears wide spread, knowledge of the issues facing salmon, at best, is uneven. Strong arguments have been made that efforts to sensitize and further inform the public on the challenges facing salmon can be highly beneficial in gaining support for the IYS initiative. Efforts in this area will be varied and likely will need to be customized to the requirements of the IYS partners.

With the above in mind, ensuring that the IYS is seen as relevant to others particularly outside of the science community is another requirement. Careful attention will need to be paid to its research themes and how these connect with others such as local groups and communities who may play an instrumental role in bringing support to the IYS.

Managing the IYS will require dedicated effort over several years. This raises the question on the adequacy of the capacity of the organizations leading its implementation and the level of coordination to support the international scope of the initiative. Attention to organizational governance and resources will need to be respectively defined and secured.

Given complexity of the initiative and the need for the identification of funding sources to complete a business plan, the current timeline proposed is likely overly optimistic. An International Year of the Salmon identified at the beginning of the initiative with outreach and a call-to-action to engage potential funders may be more realistic in terms of timing and likelihood of success.

Proposed Phased Approach

The above considerations reinforce the perspective that a progressive and phased approach to the IYS initiative is warranted as noted in the provisional NPAFC proposal. The initial focus would entail developing the IYS strategy to address the key strategic considerations noted above, identifying its core partners, seeking their views and support, and outlining and adopting an effective public engagement and donor approach. This would provide a solid foundation for the subsequent official launch of the IYS and its research and field component which would be concluded by reporting out on its outcomes and outlining the benefits and legacy of the IYS.

To this end, three phases are identified (the elements are arranged in another form in attachment 1):

- **Phase 1:** The preparation phase (2016 and 2017) would focus on the setting the stage for IYS and would comprise developing and confirming a comprehensive IYS strategy (scope, themes, funding requirements, governance arrangements) that is supported by its key partners. This phase would include developing and implementing a public outreach and engagement approach and would include preparing and executing a funding strategy with the aim to produce a business plan in 2017 describing how IYS will unfold, what its key actions will be, who will participate and with what budget.
- **Phase 2:** The implementation phase (2018, 2019, 2020) would envisage launching the IYS with announcements and a major international symposium in 2018 in which the key partners and interests would gather to consider challenges and research opportunities and potentially declare agreement on adopting a coordinated international arrangement that would share information and results. This phase will be centred on the research portion of the IYS and call for projects would be expected to be announced in 2018 with the decisions on projects announced in time for the projects to be underway and completed in 2019 and 2020.
- **Phase 3:** The reporting phase (2021, 2022) would outline the progress and legacy of the initiative. Through announcements, publications, a further major international symposium, bringing partners and interests together; the results, highlights, and ongoing benefits of the initiative would be outlined.

These changes mainly address the business and outreach strategy and do not change the fundamental concept of the IYS and are within the Terms of Reference for the Working Group and the Commission's instructions related to the March 2016 scoping meeting.

March 2016 Scoping Workshop

In terms of the March 2016 workshop, given the strategic considerations and the phased approach noted above for the IYS, the broad aim of this workshop should be on reviewing, refining, and building support for the IYS implementation strategy. The workshop should be a more formative process than originally intended, and involve participants who would be key in delivering on an international initiative. This suggests that a more focussed group of core partners able to "brainstorm" ideas and potential refinements to the IYS would be appropriate.

More specifically, attention on the development of the IYS implementation strategy should include seeking views on its themes, phases and timelines; further identifying partners and considering how other interested organizations and groups may be effectively engaged; and outlining possible governance

arrangements and capacity requirements. Actions from this workshop could lead to establishing processes and working committees for follow-up:

- (1) developing a public engagement and outreach approach;
- (2) identifying and securing organization capacity and support;
- (3) developing a funding strategy; and
- (4) developing and agreeing to a business plan.

A DRAFT detailed annotated agenda is attached. It is not for circulation to participants. It has been designed to meet the objectives above. Note that the meeting will be two full days with all participants and the third day will be a meeting of the IYS Working Group with our NASCO colleagues.

An updated list of participants is below in attachment 3. We are focussed on getting key partners to the table as well as representative experts from research themes.

Direction Sought and Next Steps

- Please provide comments on the overall approach, agenda, and list of participants by the close of business by Tuesday January 26.
- Comments will be addressed and letters of invitation to participants will go out by January 29.
- The IYS Working Group Chair, Doug Mecum, Peter Hutchinson (NASCO Secretary), Dan Morris (US NASCO Head of Delegation), Secretariat staff, and contracted facilitators Paul Sprout and Andrew Stegemann will continue to work through details of agenda development and engaging participants. The IYS Working Group Chair will update the IYS Working Group weekly and seek input on any decisions as required.
- The IYS Working Group chair has been working with Ed Farley, Jim Irvine, and Marc Trudel to begin scoping research in the North Pacific that could be considered as part of IYS. Notes will be circulated shortly and input sought from the Working Group.
- Over the next month the Working Group will be asked to develop further ideas regarding the research themes: status of salmon and salmon in the salmosphere.