

## **CHAPTER 4: LAUNCH OF THE PLANNING PHASE OF THE INTERNATIONAL YEAR OF THE SALMON**

### **NPAFC Endorses the Planning Phase of the IYS**

Significant progress was made during the Second Scoping Meeting concerning plans for the implementation of the IYS initiative, particularly with respect to developing a funding strategy and engaging potential partners, as well as delineating a possible governance structure. The Outline Proposal was accepted by the Commission at the 2016 Annual Meeting of the NPAFC held in Busan, Republic of Korea, from May 16–20, 2016. All Parties praised the work of the IYW-WG in providing such a comprehensive analysis of the Second Scoping Meeting. Still, further work was needed to consider the budget, governance approach, and development of a framework for future IYS activities.

During the 2016 Annual Meeting of the NPAFC, IYS-WG members met to discuss several points related to the IYS. Participants included Mark Saunders (Chairperson, Canada), Marc Trudel (Canada), Igor Melnikov (Russia), Shigehiko Urawa (Japan) and Shunpei Sato (Japan), Ju Kyoung Kim (Korea), Do Hyun Lee (Korea), Ed Farley (United States) and Dion Oxman (United States). Discussion points encompassed adoption of the IYS-WG Terms of Reference (Appendix J), IYS governance, the 2018 IYS Symposium, and funding requests. Regarding IYS governance, it was decided that membership in the Coordinating Committee would be limited to a small number of NPAFC representatives and that the North Pacific Steering Committee would be larger—including IYS-WG members and partners. With respect to the 2018 Symposium, it was noted that the location should be a somewhere central (possibly North America) and that cost to the NPAFC should be minimized by procuring sponsorship and charging a registration fee. Additionally, it was decided that a request for funding would be sent to F&A to cover the costs of logo, branding and website development, support for North Pacific IYS research planning and coordinating meetings, and the 2018 IYS Symposium. Parties were also encouraged to gain external funding.

#### ***Alignment with the 2016–2020 NPAFC Science Plan***

The proposed scientific programme for the IYS (2016–2022) was highly praised by all Parties of the Commission and is considered to be a very high-quality and thorough research programme. The new 2016–2020 NPAFC Science Plan, which was also approved at the 2016 Annual Meeting of the NPAFC, has an overlapping timeframe with the IYS and explicitly links IYS research themes to NPAFC Science Plan themes and research activities of the CSRS Working Groups. Similar to research objectives of the IYS, the primary goal of the NPAFC Science Plan is to understand variations in Pacific salmon productivity in a changing climate. The NPAFC Plan also recognizes it is now more important than ever to promote collaborative research on an international scale to provide better scientific information on the ecological mechanisms regulating the distribution and abundance of anadromous populations and climate impacts in North Pacific marine ecosystems. Due to several key differences, however, the research themes of the 2016–2010 NPAFC Science Plan are not in complete alignment with the IYS themes. For example, the IYS has a proposed extended geographic range of research, which, in addition to the Pacific Ocean includes the Atlantic Ocean, Baltic Sea and the Arctic Ocean. In addition, the IYS proposes an increased focus on people compared to the 2016–2010 NPAFC Science Plan.

## NASCO Accepts the IYS Outline Proposal

The IYS Outline Proposal was presented to NASCO by Dan Morris, the head of the US Delegation to NASCO, at the Thirty-Third Annual Meeting of the Council, held in Bad Neuenahr-Ahrweiler, Germany, from June 6–10, 2016 (North Atlantic Salmon Conservation Organization [NASCO] 2016). The NASCO Council acknowledged that the IYS would provide an exceptional opportunity to raise awareness of the environmental and human-caused factors affecting salmon and the measures being taken to mitigate these. The Outline Proposal was broadly accepted by the Council, considering a few points of clarification. Firstly, due to the significant amount of planning required for the IYS and the need for coordination at different jurisdictional levels, the Council wished to designate 2019 as the focal year of the initiative, with the IYS International Symposium planned for the autumn of 2018. Additionally, NASCO wished to clarify that the work of the Coordinating Committee would be conducted in agreement with recommendations of the Regional Steering Committees. Furthermore, the Council agreed to contribute £60,000 for an IYS Special Fund to be spent in accordance with a spending plan developed by the Council and agreed to by the Parties. Dan Morris was asked to chair the North Atlantic Steering Committee, with other representatives to be included from NASCO Parties and NGOs. Moreover, NASCO representatives on the IYS International Symposium Steering Committee would include the NASCO Secretary, a scientific representative nominated by the European Union, and a manager nominated from Canada. NASCO representatives on the Coordinating Committee would initially include Dan Morris and the Secretary, with further participation considered at a later stage. Overall, the Council noted that the success of the initiative would depend on participation, support, and cooperation between a wide range of partners and therefore, the approach would need to be flexible, inclusive, and adaptive. With the approval of the Outline Proposal by both NPAFC and NASCO in May and June, 2016, respectively, the planning phase of IYS implementation was officially launched.

The First Meeting of the IYS North Atlantic Steering Committee (NASC) was held in London, England, on November 2–3, 2016. Several topics were discussed at the meeting including IYS governance, recommendations for IYS activities in the North Atlantic region, development of a an IYS spending plan, the IYS Symposium, and recommendations for activities to be carried out by the IYS Coordinating Committee.

## Formation of the IYS Coordinating Committee

In September 2016, NASCO and NPAFC formed the IYS Coordinating Committee (ICC), consisting of six members: Carmel Lowe (NPAFC), Dan Morris (NASCO, Co-Chair), Doug Mecum (NPAFC), Mark Saunders (NPAFC, Co-Chair), Peter Hutchinson (NASCO), and Vladimir Radchenko (NPAFC). The first and second meetings of the ICC were conducted via conference calls, on October 6 and 26, 2016, respectively, and covered numerous topics including branding and identify design, governance, the opening symposium, and timing of major IYS events. Due to the considerable undertaking of planning and executing a major scientific symposium, the ICC decided to hold the IYS Symposium in the fall of 2018 and officially push the IYS focal years to 2019, resulting in the following new timeline (with outreach to be conducted during every phase):

2016–2018	Setting the stage: planning, coordinating, enlisting partners and contributors
2018	IYS symposium
<b>2019</b>	<b>IYS focal year:</b> field seasons, new data collection
2020–2022	Wrap-up: final analyses, publication, concluding symposium

## ***IYS Governance***

One of the top priorities of the ICC was to finalize the IYS governance model. After prolonged discussions, a distributed governance structure was agreed to by NPAFC and NASCO, consisting of the ICC, two Regional Steering Committees (the North Pacific and North Atlantic Steering Committees, NPSC and NASC, respectively), and a Symposium Steering Committee (SSC). The ICC would be responsible for coordinating the planning, implementation, and administration of the IYS and reviewing its progress at the salmosphere level. Most IYS activities would likely occur at the Regional/RFMO and Party/jurisdiction level, and would be the responsibility of the Regional Steering Committees. There will, however, be a range of objectives that would need to be coordinated at and among different levels and between or within individual Parties/jurisdictions. The ICC would undertake activities at the salmosphere level, such as development of an IYS brand/website and endorsement criteria; in conducting its work, however, the ICC would be required to consult the Regional Steering Committees. The ICC agreed that it would be helpful for the Regional Steering Committees to provide their advice to the ICC as a variety of options for the ICC to consider when taking its decisions. It was also noted that membership to the ICC should be kept small, with representatives exclusively from NPAFC and NASCO, in order to allow its effective functioning. Additional expertise could be co-opted as needed for specific tasks. A draft governance document was drafted by the ICC and was to be reviewed during the first meeting of the North Pacific Steering Committee (NPSC), which was set to take place on February 28 and March 1, 2017, in Richmond, BC.

## ***2018 IYS Symposium***

The overall aim of the 2018 IYS Symposium would be to kick-off the IYS by providing a hemispheric-wide review of the current state of salmon and an appraisal of what knowledge is needed to better protect and manage salmon in the future. With the proposed date for the IYS Symposium in the fall of 2018, it was agreed by the ICC that planning should commence immediately. The planning and execution of a major scientific symposium is a considerable undertaking with some activities, particularly securing a facility for hosting the symposium, requiring a very long lead time. As the SSC will be responsible for the coordinating preparations for the 2018 IYS Symposium, the ICC agreed that NPAFC and NASCO would be asked to name their representatives for the SSC in order to commence the planning effort.

## ***IYS Branding and Identify Design***

Another top priority of the ICC was to develop a brand for the IYS, including a logo and a website. To begin this process, a creative brief for the IYS was developed by NPAFC Secretariat staff, which after some minor revisions, was accepted by the ICC (Appendix K). The creative brief is a written summary of the IYS, including themes and visions of the initiative, intended to be used by a design company to create the identity design for the initiative—translating the IYS vision into graphic elements, brand standards, website, and printed materials. The creative brief is presented in two major sections. The first section puts forward language expressing qualities of the IYS to which we might aspire, including the IYS theme, keywords, vision, scope, target audiences, objective, and tone. The remainder of the document outlines specific elements to be incorporated into the IYS logo and brand standards package. Specific requirements and desired elements of the website were to be provided at a later date as it was decided that the first step in the identity design process would be to develop the logo and brand standards.

## **Looking to the future**

Following the initial meetings of the ICC in October 2016, further work was conducted towards development of the IYS logo and brand, as well as development of the IYS governance and terms of reference document. Recognizing the need for dedicated staff to continue work towards planning for IYS implementation, Mark Saunders assumed the position as full-time IYS Coordinator, contracted by the NPAFC Secretariat through Canada's Partnership Fund. The IYS project began to gain recognition as an important initiative outside NPAFC and NASCO. A good working relationship was developed with the University of British Columbia and George Iwama was appointed as a liaison between the university and the NPAFC regarding IYS matters. Additionally, DFO convened a three-day workshop in January 2017, Vancouver, Canada, to establish a national network of salmon researchers with emphasis on IYS planning priorities. IYS representatives were also invited to give presentations at numerous meetings, including the National Center for Ecological Analysis and Synthesis seminar (Santa Barbara, California, February 13, 2017), the Ocean Research in Canada Alliance meeting (Ottawa, February 21 and 22, 2017), the Canada-USA Sockeye Enhancement workshop (Harrison Hot Springs, B.C., February 20–23, 2017), as well as numerous meetings with potential partner organizations. Additionally, presentations were planned at the 18<sup>th</sup> Salmon Ocean Ecology Meeting (Seattle, WA, March 21–23, 2017), the Transboundary Collections Symposium at the Washington-British Columbia American Fisheries Society Meeting (Spokane, WA, April 10–13, 2017), and the Arctic Encounter Symposium (Seattle, WA, April 13–14, 2017).

Considerable work has been done to lay the foundation of the IYS since the idea was first proposed by Canada in 2012. The IYS narrative of Technical Report 10 ends just prior to the first meeting of the NPSC, which was set to take place on February 28 and March 1, 2017, in Richmond, BC, with the goal of bringing together government, academic, NGO, First Nations, and industry partners to further engage in planning towards the implementation of the IYS. Next steps following the first meeting of the NPSC include planning the 2018 IYS Event/Symposium, development of an IYS website and brand, implementation of a SharePoint web-based environment for communication and coordination of committees and working groups, detailed planning of outreach and research themes, as well as completion of a results-based planning framework to guide planning, research, and outreach activities at the local, regional, basin and hemispheric scales, and development of a funding strategy and business model. Although considerable work remains towards implementation of the initiative, the IYS continues to gain momentum as an important international initiative that is uniquely collaborative in nature, and as such, is poised to have a significant impact in raising the capacity of outreach and research on salmon and people in a rapidly changing world.

## **References**

North Atlantic Salmon Conservation Organization (NASCO). 2016. Decisions of the Council concerning the International Year of the Salmon (Section 5.2 of the Report of the Thirty-Third Annual Meeting of the Council). (Available at <http://www.nasco.int>).