

SUMMARY OF COMMENTS ON COMMUNICATION POLICY

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A communications policy for ICCAT should be developed by the virtual working group, rather than through an external call for tender.	Japan agrees to it.		RFMOs and ICCAT have been subject to criticism in the past few years. In Brazil's view this is due, among other factors, to the lack of an active communication policy developed by and implemented by the Commission.
As articulated in STF-208, communications activities should be well integrated with the routine activities of the Secretariat so that the Commission can quickly and effectively convey the results of its work.	Japan agrees to it.		
Relative to STF-208, there are some serious concerns about engaging a reporting service during the ICCAT Annual Meeting, as the issues at play are complex and negotiations are highly sensitive. Daily reports would likely distract from the Commission's work, rather than support it. Instead, communications efforts should be focused on conveying outcomes rather than attempting to characterize deliberations that are still in progress. The estimated expense of daily reporting is also considerable, and better longer-term results could be achieved in a more cost effective way.	Japan agrees to it. We do not think it necessary to bring a daily reporting service.		Although it is our view that there would be added value to an external call for tender, since ICCAT would benefit from professional advice, we understand the concerns other CPCs may have related to high costs associated to it. Therefore, we can agree to the development of a policy by the working group itself
Available funds could instead be used to secure the technical expertise needed to maximize the impact of web-based communications throughout the year.	Japan agrees to it. We do not think it necessary to bring a daily reporting service.		
Proposed next steps for the development of a communications policy:			
1) Articulate goals <i>For example:</i>			The goals identified in the discussion paper seem correct to us but, as highlighted in the

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			comments made by Japan, the challenge is to identify the ways of achieving those goals.
<p>- Educate interested members of the public and constituent groups about the significance of the Commission's work to help increase support for and awareness of ICCAT's role in promoting sustainable fisheries management.</p>	<p>This is important, but the question is how.</p>	<p>ICCAT fisheries are of major interest for stakeholders and for the general public. A communication policy should be addressed to all interested players and should consider information and communication goals in the form of an information-communication strategy. In this context it would be appropriate defining categories of "target audiences" and subsequently consider how the needs of these audiences could be satisfied and by which type of communication product. The three levels of communication (ICCAT-Public; ICCAT-Industry; ICCAT-CPCs) identified in the non- paper appears appropriate and is a good basis to conceive a communication strategy</p>	
<p>- Communicate to interested constituents and industry groups the specific outcomes of Commission/SCRS meetings and how these outcomes may affect them. Reporting on the outcomes of the Annual Meeting and other activities should be succinct, factual, and presented in plain language.</p>	<p>Reports of annual meetings are fine, but SCRS reports are too long and difficult to understand. One of the reasons is that there are plenty of duplications.</p>		
<p>- Improve dialogue between the Secretariat and CPCs, including to facilitate information exchange concerning CPC obligations and deadlines in order to support compliance.</p>	<p>Japan considers that the Secretariat is doing a good job. The problem is that there are so many regulations and requirements that even Japan sometimes has difficulties in catching up with them. No solution other than streamlining.</p>		
<p>2) Consider current communications activities underway within the Secretariat</p>	<p>One of our concerns is whether the Secretariat should respond to criticisms</p>	<p>In line with the comments above, a critical review of the communication activities</p>	

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to establish a baseline understanding of how these activities are accomplished and with what financial and human resources. Identify any unmet communication needs/gaps, as well as resources needed to close such gaps.	from outsiders against ICCAT, which are often based on misunderstanding or incorrect information. It may be useful to establish certain procedures for this purpose.	currently in use and to which extend these address the needs of the potential categories of users should be undertaken in order to identify gaps or possible improvements, if any.	
3) Identify and discuss tools to implement the policy: <i>For example:</i>			
a) Public website. <i>Consider the following:</i>			
- Improved navigation with assistance from web designer	We do not see so much need to improve the website.	This is an ideal tool to host "educational material" open to the public, such as films on fishing operations, tagging activities, etc. that would make the website more attractive. The idea of establishing summary pages by species is appropriate. Still for the general public it could be useful establishing an annual "facts and figures" section including succinct information on catches, economic value, impact for developing countries, etc. The establishment of an alert system informing on new posted items shall be considered (also valid for point b).	In our view the ICCAT website is not user friendly and that it would benefit from improved navigation and redesign, including the development of a summary page by species and of annual or semiannual feature story highlighting Commissions' major outcomes and accomplishments.
- Front page access to user-friendly information (e.g., meeting summaries or outcomes)	We do not see so much need to improve the website.		
- Summary pages by species	This could be one of the improvements. Brief description of stock status and management measures should be shown.		
- Annual or semiannual feature story highlighting Commissions' major outcomes and accomplishments	This should be started with explanations on the results of the annual meeting, and expanded if necessary.		
b) Password protected site for CPCs. <i>Consider the following:</i>		We agree with the proposal in the non-paper	We also see merit in the proposals made for a password protected area for CPCs
- Include all circulars	Major circulars are on the password		

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	protected site. We do not see any reason to change.		
- Presentation of other information, including meeting documents and proposals	Japan supports this idea.		
c) Quarterly newsletter. <i>Consider the following:</i>	The current semi-annual newsletter is fine.	To be circulated by email. See example of ICES Newsletter http://www.ices.dk/news-and-events/news-archive/newsletters/Pages/default.aspx	In regard to the release of newsletters, more than changing the periodicity of it, we believe that it's important to guarantee that it's content is delivered to the correct audience.
- Maximize exposure through new format (e.g., active vs. passive delivery system: web updates and/or circulation via email rather than traditional newsletter in pdf format)			
d) Press Release following Annual Meeting: <i>Consider the following:</i>		It can be considered also to launch a press release just before the annual meeting, outlining the main points for discussions.	
- Press release/meeting summary should be timely and factual; drafted and approved by the Communications Working Group (in essence, a steering committee with representatives of the Secretariat, Commission officers and CPCs)	Japan agrees that a press release should be made in a timely fashion. However, there is a question about the idea of the steering committee, which may take lots of time to agree on the content. Rather, the executive secretary should make a brief summary of the annual meeting, focusing on decisions (recommendations, resolutions and other decisions). The press release should not contain any evaluation on the results since in that case some CPCs may have different opinion.	In any case the EU does not share the views of the non-paper regarding the role of the Steering Committee (e.g. drafting and approving the press releases). It should be further discussed whether such empowerment needs to be laid down in the rules of procedures. In our views it should be the Chair of ICCAT, possibly together with the chairs of PWG, STACFAD and SCRS (maybe also panels) to endorse them based on a proposal by the ICCAT Secretariat	We also do not see the need for daily reports during the ICCAT Annual Meeting but it is important to emit timely and factual press release/meeting summary after the meeting. In our view, the idea of a steering committee would delay the elaboration of such document and it is our understanding that the Secretariat should elaborate a brief summary, focused on decisions. Most importantly, it is extremely important that the summary is promptly released and forwarded to the appropriate public, including international news agencies.
e) Social media (Facebook, Twitter, etc.). <i>Consider the following:</i>		We agree with the proposal in the non-paper	
- Establishing accounts for the Commission likely not feasible at this time	Japan agrees to it.		

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- Instead, social media can be employed by CPCs and observers to drive interested members of the public to the site when new information is available, including release of web stories highlighting meeting outcomes and accomplishments.	No comments.		Although social media may not be feasible at this moment it should be considered in the future.
4) Establish scope of work, including specific tasks and necessary resources to implement the communications policy, and issue call for tender to provide necessary technical support	Japan basically does not support the idea of getting technical support from outside.	We agree with the proposal in the non-paper. Technical support may be needed especially for redesigning the website.	
5) Consider and establish/revise rules that facilitate external engagement: <i>For example:</i>		OK. Covered by comments under 1-3	
- participation of observers	Japan does not see any problem in participation of observers.		
- engagement of press	The current practice of allowing press people to enter the meeting room only at the opening and closing ceremonies should be maintained.		
- use of blogging, film, etc.	Japan does not see any merit.		