



Outreach and Communications (O&C) Working Group Minutes

Date: 28 April 2021

Location: Zoom

Attendees: Total number

3	Members (5 representatives)	1	Technical Advisor / Chair
3	Secretariat	2	Steering Committee
2	External consultant		

Agenda

1. Events and member meeting
2. Document revisions
3. Partnership guidelines
4. Recruitment and awareness
5. WG members
6. AOB

1. Events and member meeting

- HKSSC to invite CRT to present at next member meeting on market research
- Secretariat to develop events calendar
 - Iris (MO) to add to calendar
 - Calendar to go on revised website
- WG to develop comms decks for events, building off initial deck developed for chairman to review

2. Document revisions

- TPB and TA revising intro packs and VCoCs
- WG members to give feedback on revised materials
- ADMCF can fund translation (if it is limited in scope)
- HKSSC to consider developing promo video:
 - Reference SSC <https://www.sustainableseafoodcoalition.org/>

3. Partnership guidelines

- TPB drafting guidelines in 2021 Q2-3
 - Implementation when policy is final

4. Recruitment and awareness

- List of companies mentioned at member group raised again for TPB to consider when developing master list



- Members to follow and share HKSSC LI page
 - Aim for 400 followers by year end
- HKSSC to consider using mail chimp for email updates
- Stan happy to be the face for HKSSC with support of translated materials

5. Working group members

- List of members confirmed
- Sands China Ltd. may also bring in procurement or chef

6. AOB

- Next meeting to be scheduled on 21st June