



Outreach and Communications (O&C) Working Group Minutes

Date: 21 June 2021

Location: Zoom

Attendees: Total number

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

Agenda

1. Member involvement in 2021
2. Adoption of VCoCs through introductory text and member tools
3. Social media presence
4. Marketing / public recruitment event
5. Next steps and Q3 meeting date

1. Member involvement in 2021

- Recap of working group and member composition

2. Adoption of VCoC through introductory text and member tools

- External consultancy The Purpose Business (TPB) provided a recap on why the need for VCoC introductory materials and revisions to the Member tools. The objective being to encourage sectoral uptake.
- Driver for revisions came from engagement with members in 2020.
- Gap in knowledge found during the review of the VCoC. Teams expected to implement the VCoC (e.g. procurement teams) aren't necessarily those that interact with HKSSC (i.e. membership mostly comprises seafood distributors or sustainability department personnel of corporations), hence the need for a simple and straight-forward introduction on how to implement the VCoC.
- Outputs shared included:
 - A visualisation of VCoC implementation as a flow diagram.
 - Updated VCoC Member support tools with:
 - Templated communications to make it easier for members to use to engage suppliers
 - Questionnaire broken down into key sections e.g. biological sustainability risk
 - FAQs developed to help guide the implementation of the VCoC.



- TA shared challenge of working with China-based suppliers: collecting provenance data in terms of individual vessels is not a regulatory requirement in China and pressuring suppliers for this information may lead to falsified information being submitted. The fisheries source region (EEZ) related information will be easier to collect (there are three major EEZs in China) and should not be a major hurdle for suppliers. May therefore need a China-specific tab for our members.
- TA suggested HKSSC support capacity building workshops for Chinese suppliers (in Chinese).

Member feedback

- Hoteliers find that transparency is an issue. Collecting provenance data is difficult for all of them when dealing with local suppliers. If sourcing from other regions such as Europe, Australia and New Zealand, then it's not an issue. This reflects the regulatory environments in those regions (e.g. EU IUU regulations)
- One member supported the need to have Chinese supplier relevant questions included.
- One member (seafood distributor) suggested that local suppliers should be able to provide provenance information as this is becoming more commonly requested from international importers. Their company, for example, is close to the source and can collect the needed data. It was agreed that perhaps certain suppliers that are not exporting to Europe are less aware.
- One member supported the notion of capacity-building workshops for suppliers, but also raised the point that capacity building for procurement teams may be necessary.

Action items:

- TA to add in China-specific tab in data collection.
- WG members to review the outputs from TPB review process (VCoC introductory text, revised Member tools and FAQs) and provide feedback e.g. is the introductory text straight-forward enough and clear? Members to highlight from the tools any information they believe suppliers are not able to provide.
- TA and Secretariat to include capacity building workshop into the Q1 2022 planning process.

3. Social media presence

- Email blast to members was sent out in April prompting members to follow the LinkedIn page
- Current status: 168 followers
- TA proposed that WG members become admin members on the LinkedIn page so that they can more easily invite contacts to follow the page. Also suggested for them to include HKSSC under their personal work profile. WG members are willing to do this.



Action item:

- ADM Capital Foundation to check on admin limits for LinkedIn page
- Once WG members are made admin everyone to post where relevant to generate greater LinkedIn page activity and visibility for HKSSC.
- WG members to include HKSSC in their personal LinkedIn profiles.

4. Marketing / public recruitment event

- Main objective: to introduce the HKSSC and combine this with an opportunity for companies to ask further questions / sign up as members or at least start the process with planned follow up from the Secretariat / recruitment team
- To be held in August 2021 – preliminary date set for 25 August
- To be combined with a webinar on “Certifications & Ratings” as there appears to be general confusion / lack of knowledge in Hong Kong on these issues.

Feedback:

- Webinars attract new interest and leads
- Zoom event could be used to gauge initial interest
- Follow up meetings for recruitment purposes could then be conducted in person
- Webinar should be open to all and include a final section for companies interested in joining
- Richard Ekkebus is happy to be an ambassador and speaker for the event to attract a wider audience. Other WG members are also happy to share for a few minutes their strategies around certifications & ratings.

Action item:

- TA to confirm speakers
- TA to confirm with Stan Shea / Ivan Lee when Chinese version of the recruitment webinar can be held
- TA and Secretariat to launch marketing materials in early July and share with WG members

5. Next steps and Q3 meeting date

- TPB to take the lead in the intro / recruitment packs with support of TA and Secretariat – we will need Member feedback. To commence: Q3
- Renewed marketing materials (bilingual) for HKSSC to communicate their work to industry players (e.g. bilingual HKSSC intro pack, A4 poster/image, pull up banner for events). Resources: TPB to support and to commence: Q3.
- Recruitment target list linked to membership structure (TPB to take the lead with support of webinar database / Jan 2021 AGM member suggestions / Secretariat)
- Start planning recruitment event
- Next working group meeting scheduled for 20th September 2021, 4pm.