



## Steering Committee Minutes

Date: 30 June 2021

Location: Zoom

### Attendees:

1	HKSSC Chair	1	Technical Advisor (TA)
2	Secretariat	4	Steering Committee (SC)

### Agenda:

1. Workplan review
2. Member meeting
3. Fees and funding
4. Working group updates
5. Outreach and communications

### Summary of discussion:

#### 1. Workplan review

- Most tasks are on track with the exception of the VCoC updates as we have extended the documents to be revised to include the risk assessment tool and first step tool.
- Working groups have been meeting as planned and progress is being made.
- Action: The Technical Advisor to continue working with external consultancy The Purpose Business (TPB) to finalise the revised documents.
- Action: Secretariat to include revised materials in a member meeting pre-reading pack.
- Action: Members to vote on approving the new materials in the member meeting in July 2021.

#### 2. Member meeting

- Reminder email and LinkedIn post has been sent to members.
- TPB deliverables to be presented in the members meeting on 27th July.
- The 27th July will be the first time members will see the proposed revised Governance Structure and the proposed Broader Membership structure.
- HKSSC SC suggest including in pre-reading pack.
- HKSSC member confirmation required on the direction they would like to take HKSSC in terms of Governance and Membership, so that the dependent guidelines and recruitment collaterals can be meaningfully updated.
- The VCoC materials are currently being revised following the feedback from the Outreach and Communications Working Group meeting on 21 June.



- TPB are preparing material to be included in a meeting pre-reading pack around the 20 July.
- SC recommend not including presentation of VCoC in member meeting, but including it in the pre-reading pack only.
- Funding should be a key point raised at the meeting (see next agenda point)
- Action: Secretariat to share agenda with TPB for input and SC for approval before sharing with members
- Action: Secretariat and TA to work with TPB to collate materials for member meeting pre-reading pack
- Don't walk through the VoCs
- Current status

### 3. Fees and funding

- Need outreach, need commitment. ADMCF cannot continue to be the sole funder with no other partners / members contributing financially or effort wise.
- Swire Trust may offer to support, but this may depend on the member profile at the end of the year.
- The connection with Swire Trust will need to involve Madison which is focused on marine conservation. Various meetings and discussions have been held, but not enough / much progress has been made.
- Members may be willing to commit a certain amount of funding before the end of the year.
- It needs to be made clear that there is a value to being in the HKSSC.
- Needs to be some skin in the game from members. If they don't see a value that they are willing to pay for, we may need to consider why the HKSSC is needed.
- Note that this industry was badly hit and that is likely to be a reason for reluctance to contribute financially so far
- Action: ADMCF to draft a concept note for Madison, to tie in with interests of potential funders and other regulators. Jacqui Dixon (TA) and Huw (SC) to send some bullet points to support this. A starting point should be an informal conversation between Stan (SC) and Madison, follow up with a proposal. Communications with Madison should include key points such as:
  - HK has a high import %
  - WWF strategy appear to be the most accepted guidelines
  - HK has great control of own fisheries, but very little control of what is coming in

### 4. Working group updates

- Sustainability Risk Assessment:



- Farmed and wild caught species have been selected for review
- Sweetwater fish may be included in both farmed and wild caught reviews.
- Outreach and Communications:
  - Revisions to materials underway and to be shared with members before the member meeting.
  - Recruitment webinar planned for 25th August and to feature overview of certifications. Huw Thomas has agreed to present or moderate and other SC and HKSSC members should also provide support e.g. by helping with discussions or questions.
- Marketplace:
  - Action is currently required of HSH Group, but overall progress is being made.
  - Launch is likely delayed until the end of 2021.

#### 5. Outreach and networking

- HK Academy wants to partner with NGO in HK. HK Academy is open to how to do this. Seafood resonates within HK and there is a suggestion to do a performance at HK's corporate sustainability conference "ReThink Hong Kong" with association with HKSSC. The SC welcome the idea of exploring this opportunity.
- There is also an opportunity to conduct a gala dinner at the Peninsula with parents from the HK Academy to support HKSSC funding efforts. The SC feel it is inappropriate to ask individuals to contribute financially to an industry organisation.
- GDST have held back on announcing HKSSC as supporter as they have recently changed their approach to ensure supporters of the GDST principles can and do implement them in their ways of working. As the principles focus on social issues, it is considered not appropriate at this time for HKSSC to endorse the principles. HKSSC remains a supporter of GDST, and in close contact with their administration. We will look for ways of working going forward. One example is to organise a Hong Kong or China focused webinar similar to another GDST is producing in Japan. This would be in 2021Q4. Updates to follow.
- ADM capital offered to produce a 2 minute marketing video for HKSSC. Video should include all member logos, a summary of each does including sound bites from members. Add video to members meeting agenda
- Action: Secretariat to create storyboard for SC to add to and share with ADMCF