



## Outreach and Comms (O&C) Working Group Minutes

**Date:** 13 September 2022

**Location:** Zoom

**Attendees:** 8

6	Members	1	Technical Advisor (TA)
0	Observers	0	Steering Committee (SC)
1	Secretariat		

### Agenda

1. Welcoming new Chair
2. HKSSC promotional video / social media presence
3. Member survey – species lists from all members
4. Member support tools, commitment letters and product risk assessments
5. Policy campaigns – Cape Town Agreement (vessel safety)
6. Recruitment
7. Other connections: Global Seafood Alliance & Sustainable Fisheries Partnership squid supplier roundtable
8. Items coming up this month
9. Q4 meeting date 2022

#### 1. Welcoming new Chair

- TA went through the meeting agenda and welcomed Ada Yau, the new Chair of the working group.
  - Ada is the Head of Marketing & Commercial at Indoguna Lordly Company Limited, and is in charge of the company's marketing campaigns.
  - She has over 10 years of experience in the Food & Beverage industry. She highlighted the importance of sustainability in the Food & Beverage industry.

#### 2. HKSSC promotional video / social media presence

- HKSSC promotional video is about 2 mins 45 secs. It was previously uploaded to HKSSC YouTube channel and used during recruitment meetings.
- The updated version now includes member logos and to be posted on HKSSC LinkedIn page and official website.
- Secretariat to circulate the promotional video with member logos to all members for final check.
- Members suggested publishing the video on social media such as LinkedIn, Facebook and Instagram to enhance reach to the general public.
- Secretariat to invite members, especially those who have added their logo to the video, to post the video on their social media channels.
- TA proposed to publish the video on Choose Right Today website or social media.



**3. Member survey – species lists from all members**

- HKSSC has collected a total of 7 responses so far.
- Only three members have filled in the species identification spreadsheet
- TA raised the importance of the species identification spreadsheet. It is to identify common species traded amongst HKSSC members and volumes traded as a coalition, and put forward for risk assessment where there are gaps.
- TA shared the feedback from members that filling in the spreadsheet was not too time consuming.
- Spreadsheet can also be used as a simplified data collection tool for the suppliers of hotel members.
- TA encourage members to fill in member survey and proposed the submission deadline to be mid-September.

**4. Member support tools, commitment letters and product risk assessments**

- Risk assessment tools and data collection tools (First step and follow up spreadsheet) are now available in both English and translated Chinese. Training video is also available on Member Portal.
- TA encouraged members to deploy these tools in sourcing seafood and liaising with suppliers to promote seafood traceability.
- Secretariat to circulate the links of the risk assessment tools and data collection tools again.
- TA shared members' work in putting forward the implementation of the assessment tools.
- TA encouraged members to reach out for assistance and support in screening out seafood products for further assessment and liaison with suppliers.
- Member raised the need for more time to complete species identification survey and October is more likely.

**5. Policy campaigns – Cape Town Agreement (vessel safety)**

- The rationale for advocacy is to encourage governments to implement effective policies regarding seafood supply chain, the sustainability, legality and traceability of seafood, marine conservation and IUU fishing.
- Secondly it is to raise the HKSSC profile internationally.
- TA raised the need for developing a robust protocol to get member approval for using HKSSC logo in advocacy and policy campaigns.
  - The current protocol is to email all members with campaign information and invitation for members to provide feedback in 1-2 week time period.
- Members agreed on using the current protocol as it is straightforward and allows capacity for internal communication.
- HKSSC has supported the following proposals to date:
  - Biodiversity beyond national jurisdictions (BBNJ)



- UN recognition for the need of a data collection and reporting mechanism for fisher safety – presented at COFI meeting (UN FAO)
- TA introduced another upcoming campaign - Cape Town Agreement (vessel safety) advocacy and the campaign process that SEA Alliance followed working with Pew Charitable Trusts; HKSSC could follow a similar approach (see below).

*Cape Town Agreement (vessel safety) advocacy*

- Global Tuna Alliance (GTA) and Seafood Ethics Action (SEA) Alliance have both undertaken advocacy on the Cape Town Agreement for the Safety of Fishing Vessels (CTA) in the last 12 months with the support of The Pew Charitable Trusts.
- It aims to make commercial fishing vessel a safe workplace from stem to stern.
- It also promotes the development of safety standards for construction and related seaworthiness including heating, ventilation of machinery spaces, fire safety regulations, survival crafts, emergency procedures and radiocommunications.
- CTA is to apply to new fishing vessels of 24m in length and over, which are capable of operating on the high seas.
- It is due to be ratified on 11th October and a letter will be sent to governments from the HKSSC Secretariat with the support of Pew (who will identify relevant government departments)
- TA encouraged members to support CTA because some countries that they source from may not have ratified the agreement.
- TA pointed out a challenge to HKSSC in order to identify the flag states relevant to members requires members to provide us information regarding the origin of seafood they source, so as for HKSSC to decide the country or territories to be the most common across all members. The member survey (species identification list) will help in this regard.
- One member raised the concern about campaign publicity and media coverage in general and if this was something that their company needed to prepare for. TA pointed out that most of the campaigns HKSSC has engaged in / will engage in requires direct engagements with governments and governmental bodies to propose effective measures and policies. The aim is not to use social media or media in general to place pressure for policy changes. Sometimes campaign updates will be shared with the media / social media, which is different.
- The CTA campaign does not involve publicity and media but direct contact with governments.
- Members agreed to support the campaign and TA to inform Huw Thomas (Steering Committee member) who proposed the CTA campaign.
- TA proposed an upcoming potential date for the campaign - to align with the IMO MSC 106 (Maritime Safety Committee) in early November 2022.
- The rationale is to continually promote vessel safety enhancement even if a necessary number of flag states do bring CTA into force and highlight the importance of this issue for the seafood industry to governments.



## 6. Recruitment

- TA gave an update on member recruitment in the past 6 months, companies that need follow up and members gave feedback on connections.
- Cordis Hotel, Linson seafood trading, and LRC (YB will explore).
- Langham hospitality - given recent changes in management, best not to approach yet.
- CPCS - HKSSC will explore contacts through Melco.
- Disney, HKJC and Cathay Pacific (KH to reach out).
- Dairy Farm (to discuss next steps with MK).
- Sustainability manager at Maxims has recently left - HKSSC to explore who to contact there.
- TA encouraged members to connect us to other industry members through their network and invite them to HKSSC meetings as an observer to learn about member benefits from the meetings.
- Secretariat to circulate to members membership fee structure and promotional materials to be sent to their network, as per members' request.
- Secretariat to reach out to potential targets to initiate meetings, with support of members.

## 7. Other connections: Global Seafood Alliance & Sustainable Fisheries Partnership squid supplier roundtable

- TA updated members about recent discussions with Global Seafood Alliance and the Sustainable Fisheries Partnership squid and octopus supplier roundtables.
- Representatives from GSA and SFP will join us at the interim member meeting on 26 Sept at 5 pm HKT.

### Global Seafood Alliance

- GSA will present on the new Best Seafood Practices standard which covers wild catch.
- The new standard covers vessel safety, crew working conditions, food safety and environmental responsibility of vessel operations, which is the missing link in existing seafood certifications.
- It provides assurances to the marketplace that wild seafood has been harvested and processed in an ethical manner.

### Sustainable Fisheries Partnership squid and octopus supplier roundtables

- It focuses on tackling IUU fishing.
- Members can encourage their source suppliers (fishers / producers) to join the roundtables.

## 8. Items coming up this month

- TA briefly updated members on our Minderoo Foundation research into Hong Kong policy and practice on seafood trading and benchmarking against other countries.
- TA shared insights from the legal review on seafood trade in Indonesia and China.
- TA invited members to participate in the market survey to be circulated at the end of September.



**9. Q4 meeting date 2022**

- Next WG meeting is proposed to be on 28th November 2022, at 4:30 pm HKT