



Outreach and Comms (O&C) Working Group Minutes

Date: 28 November 2022

Location: Zoom

Attendees: 10

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| 7 | Members | 1 | Technical Advisor (TA) |
| 1 | Secretariat | 1 | Steering Committee (SC) |

Agenda

1. Third Sustainable Seafood Symposium
2. Member survey updates
3. Member support tools recap
4. Policy campaigns – Cape Town Agreement (vessel safety)
5. Minderoo Foundation research
6. Recruitment updates
7. World Oceans Day 2023
8. 2023 meetings and events

1. Third Sustainable Seafood Symposium

- TA shared the SC proposal to host a sustainable seafood symposium in May 2023, aiming to bring the industry up to speed on international and regional best practices. It would also be a good opportunity to support HSSC recruitment efforts.
- TA shared with members the proposal submitted to Swire Charitable Trust; it is anticipated that $\frac{1}{3}$ of funding would go to organising the event, $\frac{1}{3}$ to cover speaker travel costs, and $\frac{1}{3}$ to cover food and catering
- HKMPA initiative and showcasing the efforts in protecting HK waters will also feature
- Members agreed on the symposium to be a two-day event, rather than one, to allow time for networking and to make it worthwhile for international speakers flying in.
- Various venue options were discussed.
- TA invited members to join the organising committee to help drive the symposium and two members have indicated interest thus far.

2. Member survey updates

- TA reported on the number of responses collected so far, and highlighted the importance of participating in the survey that helps:
 - identify common species traded amongst HKSSC members and volumes traded as a coalition; and
 - support our policy campaigns.
- Members shared significant challenges in data collection from Hong Kong traders given the lack of data transparency and availability. There is a need for marketplace / Trusted Seafood to be developed to have a more robust system in place, as it was felt that relying on internal teams was not robust enough.
- It was agreed that this is a particular Hong Kong issue and not simply reflective of the industry.



- It was also pointed out that every hotel has a unique purchase system that relies on the corporate purchase team - for one member, better to approach the team again in Q2 2023.
- TA to make introductions between member and AbaGold in South Africa to check abalone certificates and what should be in place.

3. Member support tools recap

- TA encouraged members to use our Member support tools for seafood procurement, enhancing traceability and data transparency along the supply chain.
- It was noted from the discussions the need for:
 - general capacity building amongst suppliers in HK - how to understand and trust documents etc.
 - Sustainability targets for hotels remain unclear / unaligned as an industry in Hong Kong - no alignment on approach such as policy requesting 1) certifications such as MSC, ASC, BAP, 2) certain criteria on seafood ratings, and 3) FIPs. HKSSC risk assessments could be a fourth policy point. Some capacity building on setting targets for corporate and procurement teams is another key area needed.
 - Capacity building session for major Chinese chefs is also considered an opportunity area.

4. Policy campaigns – Cape Town Agreement (vessel safety)

- TA delivered an overview of the policy proposals supported by HKSSC in 2022.
- TA introduced the upcoming policy campaign – Advocacy for the Cape Town Agreement (vessel safety).
- Secretariat to circulate the sample letters to members for sign off once receiving them from Pew.

5. Minderoo Foundation research

- TA recapped the purpose of the research and reported the number of responses to the market survey received so far.
- SC highlighted this research as a great opportunity to make suggestions to the governments.
- Member pointed out that key players in the industry want change as sustainability is now part of their internal scorecards; in reality, there is very little transparency from traders and know-how in Hong Kong (including procurement teams).
- The issue is more significant for fresh and live seafood, rather than frozen. There tends to be much more transparency with frozen.
- Trusting documentation provided by suppliers was also considered a key concern.
- Some suppliers are reluctant to provide data as they see risk assessments as a possibility to stop sourcing from them.
- TA called for the support of other members to complete the survey.
- RE to help nudge FMO to respond to the HKSSC's request for an interview with FMO.

6. Recruitment updates

- TA updated the members with recent recruitment efforts and responses from the interested parties.
- Members shared the responses from the network they reached out to.



- ACTION: TA to send intro slides to RE who will make an introduction to Jardines to present at their sustainability working group. It was noted that Ikea and Maxims are both parts of DFI.

7. World Oceans Day 2023

- It was raised whether we want to repeat the campaign again next year.
- Members shared the positive impact of the 2022 World Oceans Day campaign in regards to effort in promoting seafood sustainability and agreed on proceeding with the 2023 campaign to build on what has been created.
- It was suggested that the Hong Kong Chefs Association be approached to solicit their involvement.
- SC and TA are to discuss further to identify a campaign coordinator.
- The WOD committee from this year will remain the same.

8. 2023 meetings and events

- TA proposed the following meetings and events for O&C Working Group:
 - First O&C WG meeting for 2023 – 6th Feb 2023, at 4:30 pm HKT
 - AGM member meeting (online) – 27th Feb 2023
 - Sustainable Seafood Symposium – May 2023
 - World Oceans Day – the first week of June or 8th June 2023