

## Darwin Plus: Overseas Territories Environment and Climate Fund Annual Report

**Important note** *To be completed with reference to the Reporting Guidance Notes for Project Leaders:  
it is expected that this report will be about 10 pages in length, excluding annexes*

**Submission Deadline: 30<sup>th</sup> April 2019**

### Darwin Plus Project Information

Project reference	DPLUS076
Project title	Reducing South Georgia albatross mortality in High Seas tuna fisheries
Territory(ies)	South Georgia and the South Sandwich Islands, Tristan de Cuhna
Lead organisation	Royal Society for the Protection of Birds
Partner institutions	BirdLife International, British Antarctic Survey
Grant value	£98,357 (total for two years)
Start/end date of project	1 April 2018 to 31 March 2020
Reporting period (e.g., Apr 2018-Mar 2019) and number (e.g., AR 1,2)	Apr 2018-Mar 2019 Annual Report 1 (AR1)
Project leader name	Stephanie Prince (was Winnard)
Project website/blog/Twitter	Main webpage <a href="https://www.birdlife.org/albatross-stories">https://www.birdlife.org/albatross-stories</a> UK Instagram <a href="https://www.instagram.com/albatross_stories/">https://www.instagram.com/albatross_stories/</a> UK Facebook <a href="https://www.facebook.com/Albytaskforce/">https://www.facebook.com/Albytaskforce/</a> UK Twitter <a href="https://twitter.com/albytaskforce">https://twitter.com/albytaskforce</a> RSPB blogs <a href="https://community.rspb.org.uk/getinvolved/b/albatross-stories">https://community.rspb.org.uk/getinvolved/b/albatross-stories</a> Japan Twitter <a href="https://twitter.com/albatross_story">https://twitter.com/albatross_story</a> Japan Instagram <a href="https://www.instagram.com/albatross_stories_jp/">https://www.instagram.com/albatross_stories_jp/</a> Japan Facebook <a href="https://www.facebook.com/albatross.stories/">https://www.facebook.com/albatross.stories/</a>
Report author(s) and date	Stephanie Prince and Yasuko Suzuki

### 1. Project overview

Albatrosses are one of the most threatened groups of birds in the world, and South Georgia's albatrosses are experiencing some of the steepest declines. Despite work that reduced albatross bycatch within South Georgia's waters to near-zero by the early 2000s, counts in 2014/15 found declines of 43% (grey-headed), 18% (wandering), and 19% (black-browed) over the previous 11 years.

In 2017, South Georgia's Albatross Conservation Action Plans identified the largest risk to these populations as being bycatch in fisheries outside South Georgia's waters, and a project run by the RSPB and British Antarctic Survey (BAS) identified Japanese and Taiwanese tuna

fleets as posing the greatest threat due to their high fishing effort in albatross foraging areas. Mitigating this threat is a stated high priority for the South Georgia Government.

Regulations in place across all five of the world's tuna commissions (RFMOs) require Japanese and Taiwanese vessels to use seabird bycatch mitigation measures, but low compliance monitoring and educational outreach has meant limited implementation. Japan's bycatch data indicate very high levels of albatross bycatch, with rates of 0.5–0.6 birds/1,000 hooks – a level undiminished from the late 1990s. Taiwan has conflicting reports on mitigation implementation from government and industry.

This project aims to increase compliance using independent data from Global Fishing Watch alongside educational 'stories'. As well as engaging with Japanese tuna purchasing companies with an aim of gaining commitments from them to buy only tuna caught by vessels complying with seabird bycatch mitigation regulations.

## **2. Project stakeholders/partners**

### **Project Partners**

The project has two main partners; BirdLife International and the British Antarctic Survey.

#### *BirdLife International*

The Asia Project Lead, Yasuko Suzuki, is based in the BirdLife International Tokyo Office. Weekly (or at least fortnightly) skype calls are held between the Asia Project Lead and the Project Leader to discuss project progress, issues and to plan future activities. This has been very effective in ensuring that the project keeps progressing and has been especially beneficial due to a staff change in this role in June 2018 when Yasuko started, and was entirely new to BirdLife International. BirdLife International are responsible for all contact with organisations/individuals in Japan as the rest of the project team cannot communicate in Japanese.

The Asia Project Lead is responsible for identifying tuna purchasing companies in Japan through supply chain analysis and for engaging with those companies, including through organising a seabird bycatch workshop. With support from RSPB and Mindfully Wired Communication, she runs three social media accounts for Albatross Stories tailored towards a Japanese audience, which feature albatross photos from South Georgia and albatross cartoons.

The Project Leader and Asia Project Lead have had four face-to-face meetings since the commencement of the project in the UK in July 2018, in Japan in October 2018, in Taiwan in November 2018, and in the UK in March 2019. The Asia Project Lead attended a workshop held by Mindfully Wired Communication during her March 2019 visit.

#### *British Antarctic Survey*

The British Antarctic Survey were responsible for delivery, set-up and maintenance of two remote cameras to Bird Island, South Georgia. Imagery from the cameras are sent back to the UK on a weekly basis for RSPB to use as part of the 'Albatross Stories'. Andy Wood of BAS has set this up as an automated process to deliver the content to RSPB.

Regular contact is also maintained by the Project Leader with the BAS field staff on island who send regular updates on the breeding season, as well as extra higher resolution photos from the island. A face to face progress meeting was held between the Project Leader and Andy Wood of BAS in March 2019. The meeting highlighted no concerns on either side, and both organisations are pleased with the progress of the project.

BAS were responsible for identifying potential study nests using their long-term data sets, and on the ground knowledge of the individual nests. The final decision on which nests to use for the cameras was made by RSPB, but with considerable input from BAS.

Besides photos from the remote cameras, on island staff regularly send higher resolution photos for use on social media, and the Project Leader gets regular updates on what events are occurring in the breeding season on island.

The Project Leader met with BAS in March 2019 to discuss project progress and to address any concerns from either side, of which none were raised.

### **Other Partners**

During the realisation of the project several other stakeholders have been identified, particularly for the Albatross Stories aspect of the project. These are;

#### *Wild Bird Society of Japan (WBSJ)*

WBSJ is the BirdLife International partner organisation in Japan. In October 2018 the Project Leader and the Asia Project Lead met with WBSJ in Tokyo to discuss hosting a webpage on their website. Initially this seemed likely to happen but in subsequent months this stalled and WBSJ decided not to host an Albatross Stories webpage. WBSJ's focus is the conservation of Japanese species, thus its ability to provide support for the conservation programme for albatrosses in southern hemisphere is limited. Instead the webpage will be hosted by BirdLife International Tokyo office. Although the level of WBSJ's involvement is far less than anticipated, it has introduced the Albatross Stories social media accounts to its members and followers through Twitter and Facebook. WBSJ also plans to create a seabird conservation webpage that will include a link to the Albatross Stories webpage.

#### *Chinese Wild Bird Federation (CWBF)*

CWBF is the Birdlife International partner for Taiwan. Although in our application we decided to mainly target a Japanese audience for the Albatross Stories we have also been able to distribute the stories in Taiwan via the CWBF social media channels. A visit by the Project Leader to CWBF in November 2018 facilitated a discussion on the level of support CWBF could provide for this project and has resulted in regular social media posts.

#### *Projeto Albatroz*

Projeto Albatroz works on albatross bycatch reductions in Brazil and has been a key partner of RSPB's Albatross Task Force for several years. Although not named a partner during the project inception, Projeto Albatroz have come onboard as a partner for distribution of the Albatross Stories campaign in Portuguese. A weekly email is sent to Projeto Albatroz detailing the upcoming social media posts for translation to Portuguese. They have a large social media following and have been instrumental in increasing our audience size (see Annex 8).

### **Project stakeholders**

#### *Government of South Georgia and South Sandwich Islands (GSGSSI)*

In 2017, GSGSSI the RSPB and BAS conducted a project to identify fleets/seasons/areas of highest overlap with South Georgia's albatrosses, in order to target future conservation effort, which found Japan and Taiwan as the key fleets. Although not directly involved in project planning GSGSSI have been engaged via regular project updates, including at the annual South Georgia Fisheries Industry and Science Meeting at the Foreign and Commonwealth office in September 2018 where the Project Leader gave a verbal update and explanation of the project to the South Georgia government, including to the Chief Executive of the island. A further meeting was held with Mark Belchier, Director of Science/Conservation in November 2018 to provide a comprehensive update on the progress of the project to date, and upcoming plans. GSGSSI will also be invited to participate in the workshop with tuna purchasers (as well as fishing company, Argos Froyanes, to share experience on automated compliance monitoring and bycatch reduction.

## *South Georgia Heritage Trust (SGHT)*

SGHT are a co-funder of this project and although not directly involved in the planning of the project, have been kept informed of project progress. Over the last year regular email updates have been sent by the Project Leader, as well as an interim report in May 2019. A face-to-face meeting was held in April 2019 between the Project Leader and the CEO of SGHT, and an annual report will be provided in May 2019. SGHT repost the Albatross Stories social media posts on their own accounts.

### **3. Project Progress**

#### **3.1 Progress in carrying out project Activities**

##### **Output 1: Level of night setting by Japanese and Taiwanese tuna vessels determined at start of project (for advocacy purposes) and end of project (to allow impact evaluation) and presented to CCSBT**

**Activity 1.1:** In collaboration with Global Fishing Watch a [report](#) was produced that evaluated the level of Japanese and Taiwanese night setting for all ocean areas where night setting is specified as a bycatch mitigation option. The report was produced on schedule for submission to the CCSBT Compliance Committee meeting in October 2018. The report is now included in the Bycatch Management Information System [website](#) which is a key resource for bycatch information. The report received considerable media attention including stories featured in the [Guardian](#), [Mongabay](#), as well as on the [BirdLife](#), and [Global Fishing Watch](#) websites. Audubon magazine, which has a readership of over 400,000 is featuring an article on this work in its July 2019 edition.

**Activity 1.2:** The end of project report has not been produced yet as this will be completed in early 2020.

**Activity 1.3:** Both Taiwan and Japan were present at the CCSBT Compliance Committee meeting where the report was first presented in October 2018. The Project Leader then attended a meeting in November 2018 with the Taiwan Fisheries Agency, the Overseas Fisheries Development Council of the Republic of China, and a representative of the National Taiwan Ocean University where the report was discussed (see Annex 9 for photos of the event). Currently the National Taiwan Ocean University are still considering the methods and results of the report. At the CCSBT May 2019 meeting the Asia Project Lead will discuss the report with them. In Japan the Asia Project Lead met with the Japan Fisheries Agency (JFA) following the CCSBT meeting. JFA officers did not have specific comments or questions regarding the report at that point. Perspectives held by the tuna fishing industry towards the seabird bycatch issue, the need to organize the bycatch workshop, among other bycatch related items, were discussed during this follow up meeting. The Asia Project Lead will discuss the report further with Japan at the upcoming CCSBT May 2019 meeting.

**Activity 1.4:** The Project Leader attended the CCSBT Compliance Committee meeting in October 2018 and presented the night setting paper. The [paper](#) is also due to be presented at the upcoming Agreement on the Conservation of Albatrosses and Petrels (ACAP) Seabird Bycatch Working Group meeting in May 2019.

##### **Output 2: Tuna purchasing companies commit to buying tuna only from vessels complying with seabird bycatch mitigation requirements, due to increased awareness of albatross bycatch issues**

**Activity 2.1:** A Japanese Tuna supply chain analysis was conducted by the Asia Project Lead and a report was produced in January 2019 (attached as Annex 3). In the project proposal it was initially expected that a contractor would be hired to complete this activity, but we decided to reallocate resources and use our internal capacity to complete this review. It was difficult to find freely available information online regarding the Japanese supply chain, and so the

document is being continually updated as we engage more with tuna purchasing companies and find out more detail, and as such should be treated as a living document.

**Activity 2.2:** In February 2019 the Asia Project Lead gave a presentation on seabird bycatch issues and opportunities for tuna purchasing companies to assist in reducing bycatch at a tuna supply chain roundtable discussion hosted by WWF Japan (see Annex 7). A total of four tuna purchasing companies were in attendance, as well as one retailer, including; Mitsubishi Corporation, Maruha Nichiro Corporation, and Nippon Suisan Kaisya Ltd. This workshop was held much later than we originally anticipated, as the scheduling was out of our control as it was hosted by WWF-Japan. Since this meeting the Asia Project Lead has had follow up email discussions with Mitsubishi and Maruha Nichiro. We have also contacted three tuna purchasing companies through cold calling their customer services which has resulted in conversations with two companies.

**Activity 2.3:** This activity has not yet commenced as it will occur subsequently to in-person meetings and through other means of communications with tuna purchasers. This was scheduled to be in spring 2019 but due to the delays in presenting at the roundtable discussion we anticipate that the workshop will not be held before September 2019.

**Activity 2.4:** As planned, this activity has not yet been started and will be commenced following the workshop.

### **Output 3: Awareness of bycatch problem, and desire to tackle it, further strengthened in Japan through creation and promotion of South Georgia albatross characters and stories**

**Activity 3.1:** A Japanese artist specialising in bird illustration/cartoons was commissioned in July 2018 to produce albatross cartoons for the four species of albatross breeding at South Georgia. She also created cartoons for three species of chick, resulting in seven unique characters and 22 cartoons in total, allowing for different poses for each character. The cartoons were completed in December 2018. See Annex 4 for example cartoon designs.

Once the cartoons had been developed Twitter and Instagram accounts for a Japanese audience were launched in December 2018, and Facebook in January 2019. Albatross stories including photos from South Georgia and albatross cartoons are featured in the social media accounts. Frequent posting of content (3-4 times/week/account) began soon after the launch of the accounts. As these accounts were created specifically for Albatross Stories the number of followers are lower than on the English language accounts, which were pre-existing, but are steadily increasing. To date (30/04/19) the accounts have 240, 151 and 89 followers respectively.

Albatross Stories are also promoted in English on the RSPB's Albatross Task Force Facebook and Twitter pages, as well as on a specifically set up Instagram account. At the time of writing (30/04/2019) these pages have 2884, 2206 and 509 followers respectively). Annex 5 contains detailed information on the engagement rates across both the Japanese and UK social media pages. Also included are self-imposed social media targets for each account in each country, we have included this to set high but achievable targets for increasing our social media reach.

A UK based communication consultancy specialising in marine conservation, Mindfully Wired Communication (MWC), have been contracted to assist in promoting albatross stories in Japan, the UK and in Taiwan. MWC created a Communications Strategy for Albatross Stories (see Annex 12) and a workshop was held in the UK in March 2019 by MWC for the Project Leader and the Asia Project Lead (see Annex 10). One of the aims of this workshop was to develop the albatross characters for a Japanese audience. A MWC staff member creates social media content on a weekly basis, that is signed off by the Project Leader before being disseminated to the project partners, including in Japan.

In Japan a positive meeting was held between WBSJ, the Project Leader, and the Asia Project Lead in October 2018 to discuss creating an Albatross Stories webpage to be hosted by WBSJ. However, since that meeting a far lower than expected level of cooperation has been provided by WBSJ, and so launching the Albatross Stories webpage in Japan has been delayed. It is currently expected to go live in May 2019 on the BirdLife International Tokyo website.

**Activity 3.2:** Two cameras were purchased and sent to BAS for testing prior to shipping to South Georgia. The cameras arrived on Bird Island in November 2018 where they were installed at pre-determined nests by BAS staff. Andy Wood of BAS created a list of potential nests that has individual birds with interesting life histories i.e. very old birds, good breeding histories and previous tracking data, and the best option was selected by on island staff. On a weekly basis, photos from the cameras are sent back to the UK and are made available for the project to use.

**Activity 3.3:** The albatross cartoons have already been used by the Asia Project Lead in her presentation at the WWF-Japan roundtable meeting, as well as by the Project Leader at a presentation in Taiwan. We plan to use the characters in the upcoming workshop later this year. They are also being used regularly in social media posts.

## 3.2 Progress towards project Outputs

### **Output 1: Level of night setting by Japanese and Taiwanese tuna vessels determined at start of project (for advocacy purposes) and end of project (to allow impact evaluation) and presented to CCSBT**

Prior to this project there was no independent assessment of night-setting rates for any fishing fleet. This project was the first attempt to quantify night setting using Automatic Information System (AIS) satellite data. Working in collaboration with Global Fishing Watch we have shown that it is possible to determine night setting rates to an accuracy of 1 hour. The proportion of sets made by Japanese and Taiwanese tuna vessels at night in areas where seabird mitigation measures, such as night setting, are required were assessed for 2017. In our proposal we stated we would use data from 2015-2017, but following discussions with Global Fishing Watch, it was decided to use only 2017 data, as there is much more data for 2017 and it is more accurate. The results were presented at the CCSBT Compliance Committee meeting and the paper can be found [here](#). Discussion of the meeting report can be seen in the CCSBT [Report](#) of the Thirteenth Meeting of the Compliance Committee, paragraphs 103-106, page 11. The results are also due to be presented at the Agreement on the Conservation of Albatrosses and Petrels Seabird Working Group meeting in May 2019. There was also significant media interest in the results as described in section 3.1.

At the end of 2019 a follow up report will be produced in collaboration with Global Fishing Watch to assess Japanese and Taiwanese night setting rates for 2018 and 2019 and will be presented to CCSBT. We have full confidence that this output will be achieved by the close of the project.

We are measuring the output indicators through the reports produced from the GFW analyses, the CCSBT meeting report and through monthly reports that detail the Asia Project Lead's meetings with the Japan Fisheries Agency. Monthly reports have not been included here as they contain confidential information. We believe we have identified the best indicators to support progress towards this output.

### **Output 2: Tuna purchasing companies commit to buying tuna only from vessels complying with seabird bycatch mitigation requirements, due to increased awareness of albatross bycatch issues**

RSPB and BirdLife International have been working on seabird bycatch issues in Japan for a number of years. However, prior to the inception of this project, there had been no analysis of the tuna supply chain and no engagement with tuna purchasing companies.

The tuna supply chain analysis was completed in January 2019. This three-month delay in completion was due to a staff change for the Asia Project Lead, complexity of the tuna supply chain in Japan, and difficulties in identifying key information for most companies through online searches. The report is to be updated based on further information gathered through in-person meetings and other means of communication, and should be considered a living document, see Annex 3 for the report. Production of this report has given us an increased understanding of the

companies involved in the supply chain, as well as through being introduced to companies by WWF-Japan. From our initial contact with companies it is evident that there is little to no previous knowledge in these companies on albatross bycatch issues.

A key event in beginning direct engagement with tuna purchasing companies was presenting on seabird bycatch at the WWF-Japan roundtable meeting. Since this initial discussion, email communications with one of the biggest tuna purchasing/trading companies (Mitsubishi Corporation) as well as a seafood company giant (Maruha Nichiro) have been on-going to schedule in-person meetings. In March 2019 the Project Leader and the Asia Project Lead, along with the BirdLife International Director of Conservation met with a representative of the Sustainability Department of Mitsubishi Corporation International in London. Through phone calls, narrowing down companies purchasing tuna from longline vessels is also underway. Meetings with a former employee of a major seafood company and other NGOs have been held, and a meeting with JFA has been scheduled for May 2019. The main purpose of these meetings is to strategically plan further engagement with tuna purchasers with the aim of hosting a workshop by September 2019.

To date we have been able to engage with five (38%) companies from our supply chain analysis and will continue attempts at engagement over the next three months. To date we haven't invited the companies to the bycatch workshop, as the timing for this is still to be arranged but follow up calls will be made with all companies when we have determined a date.

We are confident that we will be able to hold the bycatch workshop by the end of the project, but we do have some concerns around companies being willing to take action by providing a written declaration of intent to only buy tuna from vessels that can prove compliance. One issue is that companies are unclear on how vessels can prove compliance, and this is one of key points we will be working to detail to companies during our early engagement.

We are measuring the output indicators of the work that has been commenced so far through; the supply chain analysis report (Annex 3) and through minutes from meetings and notes from calls with tuna purchasing companies, as well as internal monthly reports. We believe that the indicators identified in the proposal are still the best indicators, and the means of verification are sufficient.

### **Output 3: Awareness of bycatch problem, and desire to tackle it, further strengthened in Japan through creation and promotion of South Georgia albatross characters and stories**

In Japan there is very little knowledge of South Georgia albatross species. In fact, the word for 'albatross' in Japanese translates to 'Short-tailed albatross', one of a few species found in Japanese coastal waters. There is no word encompassing all albatross species. Although Japanese vessels have a large impact on South Georgia albatross species, as this doesn't occur close to the Japanese coast few people have any knowledge of the species' or the problem.

In order to raise awareness a total of 22 cartoons of four species, both adults and chicks, were created by a Japanese artist by the end of 2018. Character development of each species occurred during a workshop held by MWC (see Annex 10 for workshop summary).

Due to the difficulty in securing the level of cooperation needed to develop the Japanese version of Albatross Stories webpage through WBSJ, the Asia Project Lead is currently working with BirdLife International Tokyo web management staff to use their website as a platform. Translation of the original webpage (hosted by BirdLife International) into Japanese is underway. Launch of the webpage in Japan is expected in May 2019. Since the launch of three social media accounts tailored towards Japanese audience, albatross photos sent from South Georgia and albatross cartoons have been frequently posted along with informative captions (for more details see Annex 5).

Frequent posting of contents through three social media accounts in Japan (3-4 times/week/account) have been maintained since January 2019 and expected to continue until the end of 2019. Once the Albatross Stories webpage gets launched, translated versions of

RSPB blog posts and other albatross articles from South Georgia are to be posted every two weeks.

As discussed under the 3.1 the Albatross Stories are also being promoted in the UK, as well as in Taiwan and Brazil. In Brazil Albatross Stories has reached 198,533 Facebook accounts with over 2000 direct engagements with posts and has reached 45,219 accounts on Instagram, with 5306 content likes (see Annex 8).

By the end of the project we expect Albatross Stories to have increased awareness of the bycatch problem using the characters at the planned workshop later in 2019 and the social media campaign in Japan and abroad. To date the Albatross Stories have focused upon raising awareness of the bird's life history and individuals themselves, but from June 2019 the issues threatening them, including bycatch will be introduced as detailed in the social media work plan (see Annex 11).

We are measuring the output indicators through; completion of albatross cartoons (see Annex 4), and social media reports (Annex 5 and 8). In our proposal we stated we would use print-outs from WBSJs website, but as discussed earlier WBSJ are no longer willing to host the stories on their webpage. Instead the stories will be on the BirdLife International Tokyo webpage. Rather than printouts we have provided links to online information. We believe that the indicators identified in the proposal are still the best indicators, and the means of verification are sufficient.

### 3.3 Progress towards the project Outcome

#### **Project outcome: Compliance with seabird bycatch mitigation measures increases enhanced and bycatch rate reduced in Japanese High Seas fleets due to pressure exerted by Japanese tuna purchasing companies**

*Indicator 0.1. Japan reports of proportion night setting matches the proportion as evidenced by Global Fishing Watch data, confirming accuracy of Japans reported data to Regional Fisheries Management Organisations*

In May 2019 Japan will report night setting rates at the CCSBT meeting. This will be the first indication if this indicator has been met.

*Indicator 0.2. Japan reports higher compliance rates with seabird bycatch mitigation measures to the Regional Fisheries Management Organisations [Baseline: Japan report to ICCAT 2016; IOTC 2016; CCSBT 2017; (but taking Global Fishing Watch analysis into account)]*

In May 2019 Japan will report compliance rates at the CCSBT meeting. This will be the first indication if this indicator has been met.

*Indicator 0.3. Japan reports reduced seabird bycatch rates by 2019 [Baseline: Japan reports to ICCAT, IOTC, WCPFC reports 2016; CCSBT report 2017]*

In May 2019 Japan will report bycatch rates at the CCSBT meeting. This will be the first indication if this indicator has been met.

*Indicator 0.4. Taiwan reports of proportion night setting matches the proportion as evidenced by Global Fishing Watch data, confirming accuracy of Taiwan reporting to Regional Fisheries Management Organisations*

In May 2019 Taiwan will report night setting rates at the CCSBT meeting. This will be the first indication if this indicator has been met.

Prior to the commencement of the project it was unknown (using independent compliance data) what proportion of Japanese and Taiwanese sets were night setting. Following the completion of the analysis of the 2017 data by GFW it was found that <15% of sets were likely compliant with night setting regulations. In May 2019 both Japan and Taiwan will present national reports detailing the proportion of night setting at the CCSBT 13th Meeting of the Ecologically Related Species Working Group. The Asia Project Lead will attend this meeting, and it will be the first opportunity to determine if project indicators 0.1- 0.4 have been achieved.



Based on in-person meetings with NGOs and scientists working with the fishing industry in Japan as well as a former employee of a major seafood company, securing commitments from tuna purchasing companies to buying tuna only from vessels complying with seabird bycatch mitigation requirements within the project timeline now appears much more challenging than originally expected. Pushing too hard too soon to achieve this outcome would make us look like a radical NGO in Japan's conservative society. Trying to secure the commitment before developing solid relationships built upon respect and trust from both ends would potentially not only make them become obstinate, but also jeopardize opportunities to develop long-term work relationships with them to tackle the bycatch issue together. In order to maximise our chance of successfully achieving our project outcome the timing to bring up our intent to secure the commitment from tuna purchasers needs to be carefully assessed following multiple in-person meetings with each purchaser. Interviews with others in the tuna supply chain (e.g., retailers, restaurants) and researchers studying the industry are currently being considered to identify effective approaches to work with tuna purchasers.

### 3.4 Monitoring of assumptions

The assumptions identified at the proposal stage were;

- 1. Increased pressure will lead to increased compliance-** as detailed in the project proposal albatross bycatch regulations already exist in the tuna RFMOs, elements of Japan's Fisheries Agency are supportive, and the Mitsubishi Corporation (the largest purchaser) has a tuna sustainable sourcing policy with a commitment "to support marine biodiversity conservation based on sound science and responsible fishery management". All these factors combined put pressure on the fishing industry to increase compliance, coupled with our new ability to monitor night setting rates using independent data.
- 2. It is possible to determine night setting accurately from Global Fishing Watch data. Prior to conducting the analysis of Japanese data training data from at least one of; South Georgia, New Zealand and South Africa will be assessed to ensure accuracy of the method. This will reduce the risk of not producing an accurate report-** we have proven that it is possible to determine night setting accurately and have reported this at CCSBT, see section 3.1 for more detail.
- 3. Tuna purchasing companies are willing to attend workshops and take action to improve High Seas vessel compliance. We are confident that some companies will engage as they have shown commitment to sustainable sourcing. BirdLife also have a longstanding relationship with Mitsubishi Corporation having been funded by them to undertake conservation work for ten years –** we still believe that tuna purchasing companies are willing to attend workshops from our experience at the WWF-Japan roundtable discussion where several were in attendance. We do have some concerns that it will be extremely challenging to get tuna purchasing companies to take action to improve vessel compliance within the timeframe of the current project. One option could be to revise our indicator target to focus on a key company such as Mitsubishi to make a commitment. This idea will be assessed following communications over the next two months with tuna purchasers. If it is decided that this is the best course of action, a change request form will be submitted. The Asia Project Leads direct contact with the companies, as well as discussions with WWF-Japan and MSC Japan have cast some doubts that it will be possible to achieve cooperation in the project timeframe (see Section 3.3 for more details). Our meeting with Mitsubishi Corporation in London was positive and helped us to identify from industry perspective what the challenges are we face. The representative we met with was supportive of our project and was willing to talk with colleagues in Japan on our behalf. We are due to meet again in the summer to discuss next steps following her discussion with Japanese colleagues.
- 4. Bringing the story of the albatross to life will increase motivation by Japan tuna purchasers and fishers to improve implementation of seabird bycatch mitigation measures, as evidenced by the impact of similar engagement with fishers in South Africa –** until the workshop is held it is difficult to judge how motivated the purchasers and industry will be by the albatross stories. However, since the launch of the social media

campaign in January 2019 we have seen steady increases in the number of people following the Japanese social media accounts, which is a positive sign, especially considering these are brand new accounts, and so tend to grow more slowly than established accounts. See Annex 8 for more detail.

### **3.5 Project support to environmental and/or climate outcomes in the UKOTs**

Albatrosses are the primary declining biodiversity in South Georgia, and the Government of South Georgia and South Sandwich Island's (GSGSSI's) Albatross Conservation Action Plans aim to arrest this decline by 2020. The highest priority within these plans is to reduce bycatch of albatrosses in fisheries outside South Georgia waters. In 2017, GSGSSI supported a project between RSPB and BAS to identify areas, seasons and fleets of highest overlap between South Georgia's albatrosses and global fishing effort. The project identified Japanese and Taiwanese fishing fleets as by far the most significant, and this proposal was tailored to deliver the conservation targets recommended.

GSGSSI have no resources or experience in engaging with the Japanese and Taiwanese tuna fleets and industry and Fisheries Agencies, whereas BirdLife International and RSPB have a long history of doing this.

This year we have made progress towards our outputs (see Section 3.1 and 3.2 for details) which will when complete make a positive contribution towards the GSGSSI Albatross Conservation Action Plans.

## **4. Monitoring and evaluation**

Monitoring and evaluation is conducted by the Project Leader using the RSPB's Project Management Framework which assesses progress against the project's logical framework, which underpins all aspects of the work plan, provides measurable outcomes, and sets realistic targets for completion. Monitoring of the finances of the project was carried out using the RSPB's internal financial systems.

There have been no changes to the M&E plan over the reporting period. The Project Leader has weekly calls with the Asia Project Lead which is sufficient for monitoring project for the Asia led project components. The Project Leader also has fortnightly calls with MWC to discuss how the social media work is progressing, and any upcoming events and changes required. Again, this is sufficient for M&E.

## **5. Lessons learnt**

Through the challenges to secure the expected level of cooperation from WBSJ, we learned how conservative the organization is despite BirdLife International already having an established partnership. This has been a good learning opportunity for the importance of reading between the lines, which is a necessary practice because being direct (e.g. saying "no" to someone's request) is often considered rude in Japan. Asking the same question from different angles to make sure the answer is yes and having alternative plans very early on would be good tactics for similar situations in the future. We ended up putting more weight on frequent posting of contents on multiple social media accounts than originally planned to compensate for the delay in launching the webpage in Japan through BirdLife Tokyo website instead.

During a meeting with WWF-Japan in June 2018, the Asia Project Lead secured agreement to present on seabird bycatch at a roundtable discussion for the tuna supply chain (including major tuna purchasers) in Autumn 2018. This was to be the first opportunity to meet with tuna purchasers en-masse. However, it was delayed until February 2019 due to frequent international business trips made by WWF's point of contact, and a very slow response time to email. Because of her broad network in the tuna industry, we decided to wait for this opportunity even with some delay, rather than trying to build relationship with tuna purchasers from scratch.

The wait was worthwhile although we encountered another obstacle soon after WWF's roundtable discussion; personnel change in many companies in early Spring in Japan. This created further delay in initiating in-person meetings with each tuna purchasing company. Scheduling meetings with major tuna purchasers (including Mitsubishi) in May and June is currently underway. As with the challenges with WBSJ, having alternative plans during early stage of the project would be a good approach to minimize impact of such delay on project progress.

As detailed in our interim report we have also experienced a staff change in Asia, which could not have been foreseen but resulted in a vacant post for two months. This caused some delay to the commencement of the work in Asia. We feel we have largely made up this time, due to the dedication of the new Asia Project Lead in progressing the project.

We also had problems in obtaining a satellite camera for the project. Discussions with a scientist that had previously used such a system resulted in an agreement that we would be able to purchase their camera. However, after a few months this turned out not to be the case leaving us with very little time to secure another camera in time for it to be shipped from the UK, and consequentially we were unable to obtain the type of camera we detailed in our project proposal. In hindsight securing a camera at an earlier date would have been far preferable, and in future we will not rely on just one potential source for procurement.

## **6. Actions taken in response to previous reviews (if applicable) n/a**

As this is the first annual report this section is not applicable.

## **7. Other comments on progress not covered elsewhere**

We have no other comments to make.

## **8. Sustainability and legacy**

This project is unusual in that the work is not actually conducted within the Territories of South Georgia and the South Sandwich Islands and Tristan de Cuhna. The project aims to benefit albatross breeding on the territories but spending the rest of the year elsewhere. As this is the case and due to South Georgia having no human population there has been no direct work within the Territories to promote the work.

However, the Project Lead attended the annual South Georgia Fisheries Industry and Science Meeting at the Foreign and Commonwealth office in September 2018 and gave a verbal update and explanation of the project to the South Georgia government, including to the Chief Executive of the island. A further meeting was held with Mark Belchier, Director of Science/Conservation in November 2018 to provide a comprehensive update on the progress of the project to date, and upcoming plans.

The outcomes of this project (increased compliance with seabird bycatch mitigation regulations and decreased albatross bycatch rates) will be monitored and sustained through RSPB and BirdLife's ongoing engagement with tuna RFMOs. We are working to ensure they undertake regular monitoring and review seabird bycatch rates and build seabird bycatch elements into tuna RFMO compliance monitoring processes. The latter includes monitoring for presence of seabird bycatch mitigation measures as part of transshipment (already mandatory 100% coverage) and port inspection (5% coverage) protocols. These data will be available to tuna purchasing companies. We are currently in the process of submitting a funding proposal to the FAO and CCSBT (the project proposal will be discussed at the CCSBT meeting in May 2019) which aims to trial electronic monitoring of seabird mitigation measures onboard CCSBT member countries fleets (including Japan), and to train Port Inspectors to determine implementation of seabird mitigation measures.

The engagement with purchasing companies undertaken through this proposal will also promote development of ongoing automated independent monitoring of seabird bycatch mitigation compliance by the purchasing companies. Our analysis of the Global Fishing Watch data is a proof-of-concept analysis which can easily be repeated at future dates, and we are already in discussions with GFW on how this can be done using countries own VMS data

The South Georgia albatross characters and stories created through this project also provide material and a model for future fundraising initiatives, whether through GSGSSI, the South Georgia Heritage Trust or via BAS and RSPB.

## **9. Darwin identity**

The Darwin Initiative logo has been used on our project webpage, which can be found [here](#). Darwin has also been acknowledged as a funder of the project in the Albatross Stories RSPB blogs, examples of which can be seen [here](#) and [here](#). The logo has also been used in presentations about the project in both the UK and in Japan. Darwin has also been mentioned as a funder in RSPB magazine articles (see Annex 6).

As mentioned in Section 8 South Georgia has no permanent residents but the Government is very aware of the Darwin Initiative as a funder of this project, as well as several other projects taking place on the island, including for the habitat restoration project, and invasive plant management.

Although this project does benefit Tristan de Cuhna indirectly through protection of its birds, there is no direct contact between the project team and the Government of Tristan. However, RSPB have conducted several Darwin Initiative funded projects on the island and as such there is generally a good understanding of Darwin.

The funding provided by Darwin Plus, and co-funded by the South Georgia Heritage Trust has formed a distinct project with a clear identity. The outputs of the project are unique amongst our other projects but do all have the same aim of reducing seabird bycatch.

## 10. Project Expenditure

Table 1: Project expenditure during the reporting period (1 April 2018 – 31 March 2019)

Project spend (indicative) in this financial year	2018/19 D+ Grant (£)	2018/19 Total actual D+ Costs (£)	Variance %	Comments (please explain significant variances)
Staff costs				
Consultancy costs				
Overhead Costs				
Travel and subsistence				
Operating Costs				
Capital items				
Others (Please specify)				
<b>TOTAL</b>				

\*The actual 18/19 figures above are indicative, as we are currently in the process of compiling the final financial report for

**Annex 1: Report of progress and achievements against Logical Framework for Financial Year 2018-2019 - if appropriate**

Project summary	Measurable Indicators	Progress and Achievements April 2018 - March 2019	Actions required/planned for next period
<p><b>Impact</b></p> <p>Incidental mortality of South Georgia albatrosses is reduced due to increased uptake of bycatch mitigation measures in Japanese tuna fleets, leading to numbers of these albatrosses stabilising and then increasing.</p>		<p>Albatrosses are the principal declining group of species for the Territories involved in the project. GSGSSI have specific albatross species action plans that this project is attempting to address.</p>	
<p><b>Outcome</b> Compliance with seabird bycatch mitigation measures increases enhanced and bycatch rate reduced in Japanese High Seas fleets due to pressure exerted by Japanese tuna purchasing companies</p>	<p>0.1 Japan reports of proportion night setting matches the proportion as evidenced by Global Fishing Watch data, confirming accuracy of Japans reported data to Regional Fisheries Management Organisations</p> <p>0.2 Japan reports higher compliance rates with seabird bycatch mitigation measures to the Regional Fisheries Management Organisations [Baseline: Japan report to ICCAT 2016; IOTC 2016; CCSBT 2017; (but taking Global Fishing Watch analysis into account)]</p> <p>0.3 Japan reports reduced seabird bycatch rates by 2019 [Baseline: Japan reports to ICCAT, IOTC, WCPFC reports 2016; CCSBT report 2017]</p> <p>0.4 Taiwan reports of proportion night setting matches the proportion as evidenced by Global Fishing Watch data, confirming accuracy of Taiwan reporting to Regional Fisheries Management Organisations</p>	<p>0.1-0.4 Currently unable to measure against the indicators as the reports from Japan and Taiwan have not been released. Report are due at CCSBT meeting at the end of May 2019.</p>	<p>In May 2019 Japan and Taiwan will present national reports detailing the proportion of night setting at the CCSBT 13th Meeting of the Ecologically Related Species Working Group. The Asia Project Lead will attend this meeting, and it will be the first opportunity to determine if project indicators 0.1-0.4 have been achieved.</p> <p>To maximise our chance of successfully achieving our project outcome the timing to bring up our intent to secure the commitment from tuna purchasers needs to be carefully assessed following multiple in-person meetings with each purchaser. Interviews with others in the tuna supply chain (e.g., retailers, restaurants) and researchers studying the industry are currently being considered to identify effective approaches to work with tuna purchasers.</p>
<p><b>Output 1.</b> Level of night setting by Japanese and Taiwanese tuna vessels determined at start of project (for</p>	<p>1.1 Proportion of sets made at night assessed for 2015-2017 through analysis of Global Fishing Watch data</p>	<p>1.1 Completed report see sections 3.1 and 3.2 for details</p>	

Project summary	Measurable Indicators	Progress and Achievements April 2018 - March 2019	Actions required/planned for next period
advocacy purposes) and end of project (to allow impact evaluation) and presented to CCSBT.	<p>and presented to CCSBT and Japan and Taiwanese Fisheries Agencies as a tool for monitoring</p> <p>1.2 Proportion of sets made at night assessed for 2019-early 2020 through follow-up analysis of Global Fishing Watch data.</p>	<p>1.2 Due to be progressed at the end of 2019. We have full confidence that this output will be achieved by the close of the project.</p> <p>We are measuring the output indicators through the reports produced from the GFW analyses, the CCSBT meeting report and through monthly reports that detail the Asia Project Lead's meetings with the Japan Fisheries Agency. Monthly reports have not been included here as they contain confidential information. We believe we have identified the best indicators to support progress towards this output.</p>	
Activity 1.1 Global Fishing Watch report produced to evaluate Japan (and Taiwan's) compliance with night setting, using data from 2015-2017, with accuracy assessed through training data sets selected from one or more of New Zealand, South Africa, South Georgia fishing data (depending on data permissions)		A <u>report</u> was produced that evaluated the level of Japanese and Taiwanese night setting for all ocean areas where night setting is specified as a bycatch mitigation option.	Activity 1.1 is complete.
Activity 1.2 End of project follow up report produced showing level of change in night setting		Not yet due.	A report will be produced at the end of 2019 detailing night setting rates for Japan and Taiwan using 2018 and 2019 data.
Activity 1.3 Set up meetings with Japan and Taiwan Fisheries Agency to present results of Global Fishing Watch analysis		<p>Both Taiwan and Japan were present at the CCSBT Compliance Committee meeting where the report was first presented in October 2018.</p> <p>The Project Leader attended a meeting in November 2018 with the Taiwan Fisheries Agency where the report was discussed (see Annex 9 for photos of the event). See Section 3.1 and 3.2 for more detail.</p> <p>In Japan the Asia Project Lead met with the Japan Fisheries Agency (JFA) following the CCSBT meeting JFA officers did not have specific comments or questions regarding the report at that point.</p>	The Asia Project Lead will discuss the report further with both Taiwan and Japan at the upcoming CCSBT May 2019 meeting.

Project summary	Measurable Indicators	Progress and Achievements April 2018 - March 2019	Actions required/planned for next period
Activity 1.4 Attend CCSBT meeting to present results of Global Fishing Watch analysis		Complete	The <u>paper</u> is also due to be presented at the upcoming Agreement on the Conservation of Albatrosses and Petrels (ACAP) Seabird Bycatch Working Group meeting in May 2019.
<b>Output 2.</b> Tuna purchasing companies commit to buying tuna only from vessels complying with seabird bycatch mitigation requirements, due to increased awareness of albatross bycatch issues	<p>2.1 Key tuna purchasing companies identified through supply chain analysis by October 2018</p> <p>2.2 At least 70% of key companies engage with BirdLife through 1-1 meetings and calls</p> <p>2.3 At least 50% of key companies attend workshop on seabird bycatch issues and thus gain increased awareness of albatross bycatch issues, as shown by surveys before and after workshop</p> <p>2.4 At least 50% of companies attending the workshop provide written declaration of intent to buy tuna only from vessels that can prove compliance with seabird measures</p>	<p>2.1 The tuna supply chain analysis was completed in January 2019 (Annex 3).</p> <p>2.2 The Asia Project Lead presented on Seabird Bycatch at a WWF-Japan roundtable meeting. Since this initial discussion, email communications have been on-going. To date we have been able to engage with five (38%) companies from our supply chain analysis.</p> <p>2.3 &amp; 2.4 The workshop is schedule for Autumn 2019.</p> <p>We are measuring the output indicators of the work that has been commenced so far through; the supply chain analysis report (Annex 3) and through minutes from meetings and notes from calls with tuna purchasing companies, as well as internal monthly reports. We believe that the indicators identified in the proposal are still the best indicators, and the means of verification are sufficient.</p>	
Activity 2.1. Conduct Japan Supply Chain analysis (using contractor)		Completed by Asia Project Leaed (attached as Annex 3).	The supply chain analysis report will be updated as much information comes to light.
Activity 2.2. Begin engagement with purchasing companies, Japan Fisheries Agency and other stakeholders working on Japan sustainable fisheries		In February 2019 the Asia Project Lead gave a presentation on seabird bycatch issues at a roundtable discussion hosted by WWF Japan (see Annex 7). Four tuna purchasing companies were in attendance, and one retailer. There have been follow up email discussions with Mitsubishi and Maruha Nichiro. We	Continued engagement with tuna purchasing companies will be conducted by the Asia Project Lead with the aim of securing agreement to attend our workshop in Autumn.



Project summary	Measurable Indicators	Progress and Achievements April 2018 - March 2019	Actions required/planned for next period
		have also contacted three other tuna purchasing companies, which has resulted in conversations with two companies.	
Activity 2.3. Host workshop and secure commitments and next steps		This activity has not yet commenced as it will occur subsequently to in-person meetings and through other means of communications with tuna purchasers.	Host workshop and secure commitments.
Activity 2.4. Follow-up engagement with purchasing companies and other stakeholders to implement agreed next steps		This activity will come after the workshop.	After the workshop follow up with all attendees to implement agreed steps.
<b>Output 3.</b> Awareness of bycatch problem, and desire to tackle it, further strengthened in Japan through creation and promotion of South Georgia albatross characters and stories	3.1 At least five albatross characters developed, and cartoons produced, tailored to Japanese audience 3.2 Characters and cartoons online in Japanese on Wild Bird Society of Japan website and other social media 3.3 Stories generated throughout 2018 and 2019 South Georgia breeding seasons, making use of webcam footage from Bird Island and aiming for at least one update in Japanese per fortnight 3.4 Albatross stories used and have a positive impact in workshop under Output 2, ongoing engagement with purchasing companies, and media coverage of Global Fishing Watch report	3.1 Complete- 22 cartoons of four species, both adults and chicks, were created (Annex 4). Character development of each species occurred during a workshop held by MWC (Annex 10). 3.2 Launch of the webpage in Japan is expected in May 2019. Since the launch of three social media accounts tailored towards Japanese audience, albatross photos sent from South Georgia and albatross cartoons have been frequently posted along with informative captions (for more details see Annex 5). More detail in section 3.1 and 3.2. 3.4 Not yet commenced. We are measuring the output indicators through; completion of albatross cartoons (see Annex 4), and social media reports (Annex 5 and 8). We believe that the indicators identified in the proposal are still the best indicators, and the means of verification are sufficient.	
Activity 3.1. Develop albatross characters tailored to Japanese audience and promote online and via social media		Seven unique albatross characters and 22 cartoons in total have been developed (Annex 4).	Continuation of posting to social media channels in Japan, UK, Taiwan and Brazil.

Project summary	Measurable Indicators	Progress and Achievements April 2018 - March 2019	Actions required/planned for next period
		<p>Twitter, Instagram and Facebook accounts for a Japanese audience launched.</p> <p>Albatross stories including photos from South Georgia and albatross cartoons are featured in the social media accounts 3-4 times per week per account (see Annex 5 for engagement rates).</p> <p>MWC created a Communications Strategy for Albatross Stories (see Annex 12) and a workshop was held in the UK in March 2019 (see Annex 10).</p>	<p>Introduction of risks to albatross from June 2019.</p> <p>Albatross Stories webpage to go live on BirdLife Tokyo website in May 2019.</p> <p>Second workshop with Mindfully Wired Communications in August 2019 to review progress to date and to make amendments to</p>
<p>Activity 3.2. Work with BAS to set up system for monitoring albatross individuals in 2018 breeding season, including web cam</p>		<p>Two cameras were purchased and sent to BAS for testing prior to shipping to South Georgia. The cameras arrived on Bird Island in November 2018 where they were installed at pre-determined nests by BAS staff. Andy Wood of BAS created a list of potential nests that has individual birds with interesting life histories i.e. very old birds, good breeding histories and previous tracking data, and the best option was selected by on island staff. On a weekly basis photos from the cameras are sent back to the UK and are made available for download for the project.</p>	<p>Continue regular email contact with BAS staff on Bird Island for regular updates and new photos.</p> <p>Maintain contact with BAS HQ on progress of the project.</p>
<p>Activity 3.3. Use albatross characters to develop material for workshop, media and ongoing engagement with purchasing companies</p>		<p>The albatross cartoons have already been used by the Asia Project Lead in her presentation at the WWF-Japan roundtable meeting, as well as by the Project Leader at a presentation in</p>	<p>Use albatross characters in materials for the workshop and in future presentations.</p>

Project summary	Measurable Indicators	Progress and Achievements April 2018 - March 2019	Actions required/planned for next period
		Taiwan. They are also being used regularly in social media posts.	

**Annex 2: Project’s full current log frame as presented in the application form (unless changes have been agreed) - if appropriate**

*N.B. if your application’s log frame is presented in a different format in your application, please transpose into the below template. Please feel free to contact [Darwin-Projects@ltsi.co.uk](mailto:Darwin-Projects@ltsi.co.uk) if you have any questions regarding this.*

Project summary	Measurable Indicators	Means of verification	Important Assumptions
<p><b>Impact:</b> Incidental mortality of South Georgia albatrosses is reduced due to increased uptake of bycatch mitigation measures in Japanese tuna fleets, leading to numbers of these albatrosses stabilising and then increasing.</p>			
<p><b>Outcome:</b> Compliance with seabird bycatch mitigation measures increases enhanced and bycatch rate reduced in Japanese High Seas fleets due to pressure exerted by Japanese tuna purchasing companies</p>	<p>0.1 Japan reports of proportion night setting matches the proportion as evidenced by Global Fishing Watch data, confirming accuracy of Japans reported data to Regional Fisheries Management Organisations</p> <p>0.2 Japan reports higher compliance rates with seabird bycatch mitigation measures to the Regional Fisheries Management Organisations [Baseline: Japan report to ICCAT 2016; IOTC 2016; CCSBT 2017; (but taking Global Fishing Watch analysis into account)]</p> <p>0.1 Japan reports reduced seabird bycatch rates by 2019 [Baseline: Japan reports to ICCAT, IOTC, WCPFC reports 2016; CCSBT report 2017]</p> <p>0.2 Taiwan reports of proportion night setting matches the proportion as evidenced by Global Fishing Watch data, confirming accuracy of Taiwan reporting to Regional Fisheries Management Organisations</p>	<p>0.1 Report from Global Fishing Watch analysis in late 2019/early 2020 and Japan reports to CCSBT Compliance Committee</p> <p>0.2 Reports to CCSBT Ecologically Related Species Working Group and CCSBT Compliance Committee</p> <p>0.3 Japanese reports to Bycatch Working Groups of tuna Regional Fisheries Management Organisations.</p> <p>0.4 Report from Global Fishing Watch analysis in late 2019/early 2020 and Taiwan reports to CCSBT Compliance Committee</p>	<p>Increased pressure will lead to increased compliance (but NB we are confident that this assumption is correct, as explained under Q15)</p>

Project summary	Measurable Indicators	Means of verification	Important Assumptions
<p><b>Output 1</b></p> <p>Level of night setting by Japanese and Taiwanese tuna vessels determined at start of project (for advocacy purposes) and end of project (to allow impact evaluation) and presented to CCSBT.</p>	<p>1.1 Proportion of sets made at night assessed for 2015-2017 through analysis of Global Fishing Watch data and presented to CCSBT and Japan and Taiwanese Fisheries Agencies as a tool for monitoring</p> <p>1.2 Proportion of sets made at night assessed for 2019-early 2020 through follow-up analysis of Global Fishing Watch data.</p>	<p>1.1 &amp; 1.2 Reports produced from analyses</p> <p>1.1 &amp; 1.2 Reports from meetings with Japan and Taiwan Fisheries Agencies in late 2018 and early 2020, and discussion included in CCSBT meeting report.</p>	<p>It is possible to determine night setting accurately from Global Fishing Watch data. Prior to conducting the analysis of Japanese data training data from at least one of; South Georgia, New Zealand and South Africa will be assessed to ensure accuracy of the method. This will reduce the risk of not producing an accurate report</p>
<p><b>Output 2</b></p> <p>Tuna purchasing companies commit to buying tuna only from vessels complying with seabird bycatch mitigation requirements, due to increased awareness of albatross bycatch issues</p>	<p>2.1 Key tuna purchasing companies identified through supply chain analysis by October 2018</p> <p>2.2 At least 70% of key companies engage with BirdLife through 1-1 meetings and calls</p> <p>2.3 At least 50% of key companies attend workshop on seabird bycatch issues and thus gain increased awareness of albatross bycatch issues, as shown by surveys before and after workshop</p> <p>2.4 At least 50% of companies attending the workshop provide written declaration of intent to buy tuna only from vessels that can prove compliance with seabird measures</p>	<p>2.1 Report from supply chain analysis</p> <p>2.2 Minutes from meetings and notes from calls</p> <p>2.3 Workshop attendance certificates and survey results</p> <p>2.4 Declarations</p>	<p>Tuna purchasing companies are willing to attend workshops and take action to improve High Seas vessel compliance. We are confident that some companies will engage as they have shown commitment to sustainable sourcing (as explained in section 15). BirdLife also have a longstanding relationship with Mitsubishi Corporation having being funded by them to undertake conservation work for ten years.</p>
<p><b>Output 3</b></p> <p>Awareness of bycatch problem, and desire to tackle it, further strengthened in Japan through creation and promotion of South Georgia albatross characters and stories</p>	<p>3.1 At least five albatross characters developed, and cartoons produced, tailored to Japanese audience</p> <p>3.2 Characters and cartoons online in Japanese on Wild Bird Society of Japan website and other social media</p>	<p>3.1 Albatross characters and cartoons</p> <p>3.2 and 3.3 Print-outs from Wild Bird Society of Japan website and other social media</p> <p>3.4 Workshop materials and report; media reports. Workshop questionnaire.</p>	<p>Bringing the story of the albatross to life will increase motivation by Japan tuna purchasers and fishers to improve implementation of seabird bycatch mitigation measures, as evidenced by the impact of similar engagement with fishers in South Africa.</p>

Project summary	Measurable Indicators	Means of verification	Important Assumptions
	<p>3.3 Stories generated throughout 2018 and 2019 South Georgia breeding seasons, making use of webcam footage from Bird Island and aiming for at least one update in Japanese per fortnight</p> <p>3.4 Albatross stories used and have a positive impact in workshop under Output 2, ongoing engagement with purchasing companies, and media coverage of Global Fishing Watch report</p>		
<p><b>Activities</b> (each activity is numbered according to the output that it will contribute towards, for example 1.1, 1.2 and 1.3 are contributing to Output 1)</p> <p>1.1 Global Fishing Watch report produced to evaluate Japan (and Taiwan's) compliance with night setting, using data from 2015-2017, with accuracy assessed through training data sets selected from one or more of New Zealand, South Africa, South Georgia fishing data (depending on data permissions)</p> <p>1.2 End of project follow up report produced showing level of change in night setting</p> <p>1.3 Set up meetings with Japan and Taiwan Fisheries Agency to present results of Global Fishing Watch analysis</p> <p>1.4 Attend CCSBT meeting to present results of Global Fishing Watch analysis</p> <p>2.1 Conduct Japan Supply Chain analysis (using contractor)</p> <p>2.2 Begin engagement with purchasing companies, Japan Fisheries Agency and other stakeholders working on Japan sustainable fisheries</p> <p>2.3 Host workshop and secure commitments and next steps</p> <p>2.4 Follow-up engagement with purchasing companies and other stakeholders to implement agreed next steps</p> <p>3.1 Develop albatross characters tailored to Japanese audience and promote online and via social media</p> <p>3.2 Work with BAS to set up system for monitoring albatross individuals in 2018 breeding season, including web cam</p> <p>3.3 Use albatross characters to develop material for workshop, media and ongoing engagement with purchasing companies</p>			

## Checklist for submission

	Check
<b>Is the report less than 10MB?</b> If so, please email to <a href="mailto:Darwin-Projects@ltsi.co.uk">Darwin-Projects@ltsi.co.uk</a> putting the project number in the Subject line.	No
<b>Is your report more than 10MB?</b> If so, please discuss with <a href="mailto:Darwin-Projects@ltsi.co.uk">Darwin-Projects@ltsi.co.uk</a> about the best way to deliver the report, putting the project number in the Subject line.	Yes
<b>Have you included means of verification?</b> You need not submit every project document, but the main outputs and a selection of the others would strengthen the report.	Yes
<b>Do you have hard copies of material you want to submit with the report?</b> If so, please make this clear in the covering email and ensure all material is marked with the project number. However, we would expect that most material will now be electronic.	No
Have you involved your partners in preparation of the report and named the main contributors	Yes
Have you completed the Project Expenditure table fully?	Yes
Do not include claim forms or other communications with this report.	