

Sustainable Fisheries

Keeping fish on our plates and in the sea

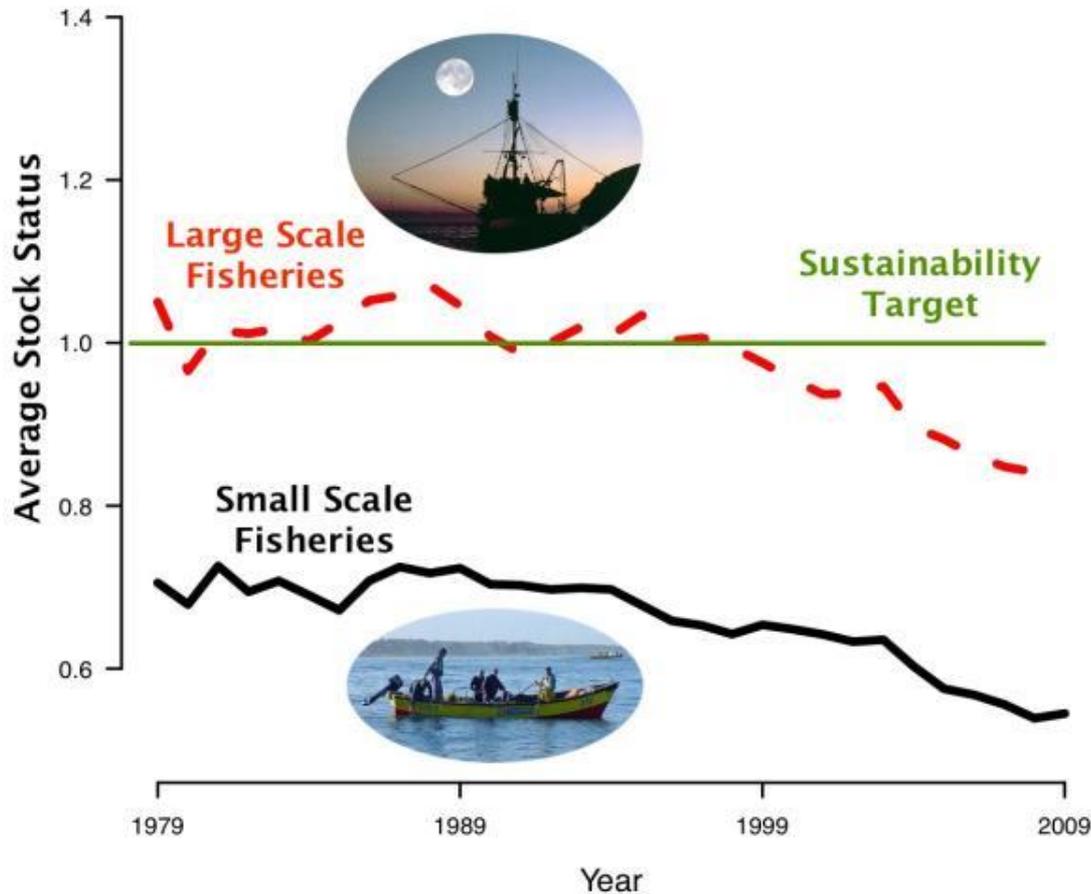


The Problem:

**We're too good at finding and catching fish!
85% of marine fisheries are depleted,
overfished or fished at their biological limit**

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Small-scale coastal fisheries are in worse condition

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Our Vision:

Global fisheries are managed in a way that results in viable local fisheries, stable supplies of seafood, and ecosystem conservation



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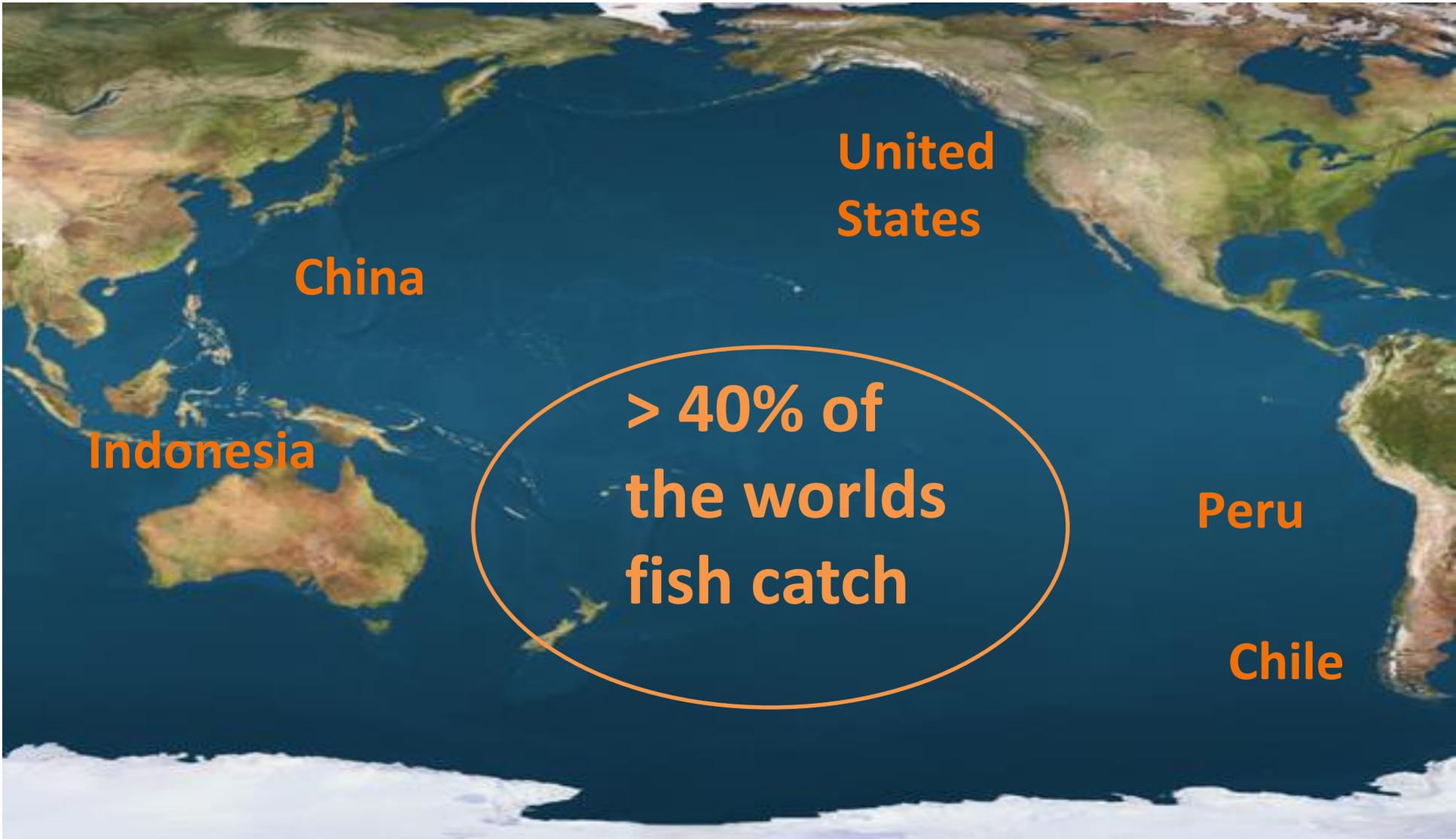
Our Solution:

Focus on the **supply** of sustainable seafood in partnership **with** fishermen, the **private sector** and in close collaboration with **UCSB**



Sustainable Fisheries: 5 in 5 strategy

Our Target: 5 of the World's Most Influential Fishing Nations



Sustainable Fisheries: 5 in 5 strategy

Our 5-prong strategic approach:

- #1. Creating successful models for fishermen-led reform**
- #2. Using science to set management targets and engage fishers**
- #3. Partnering with governments on policy reform**
- #4. Bringing the private sector and private capital into fisheries reform**
- #5. Pioneering new technologies and access to markets**



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1. Creating successful models for fishermen-led reform



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2. Using science to set management targets and engage fishers

- Data poor stocks: 80% of global catch
- Setting management targets
- Buy-in from fishers
- Improving gear selectivity



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3. Partnering with governments on policy reform

Designing workable national policies to improve the economic and environmental performance of the fisheries



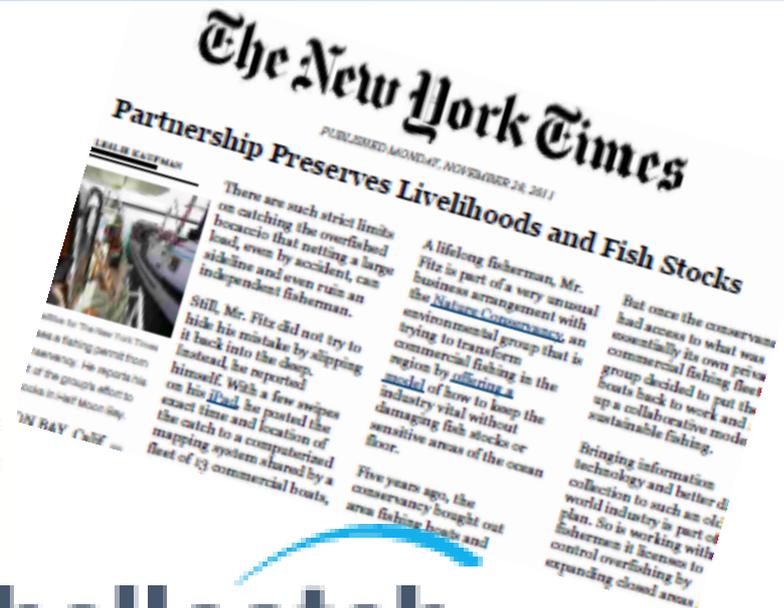
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4. Bringing the private sector and private capital to fisheries reform

- Market based approaches
- ‘Skin in the game’
- Private investment in fisheries reform

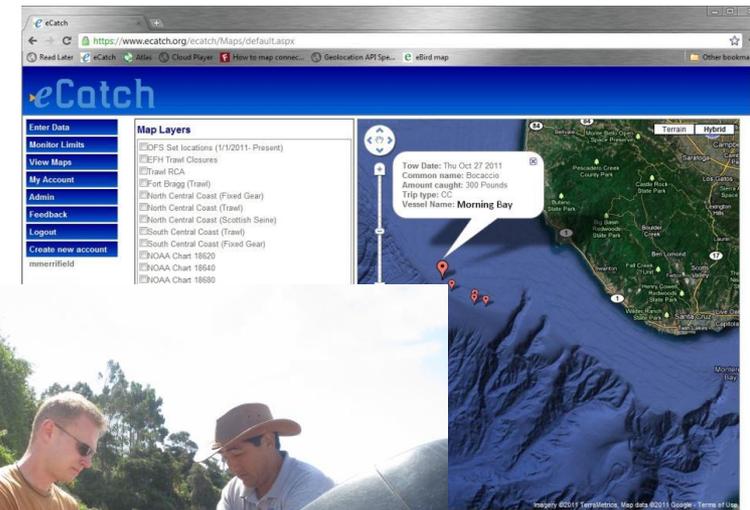
The logo for shellcatch features the word "shellcatch" in a bold, lowercase, sans-serif font, with a blue wave graphic underneath.

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5. Pioneering new technologies and access to markets

- Linking the fishers to the consumer
- Increasing fishers incomes
- Allowing for long-term stewardship of the resource



Scaling up: A global network of knowledge sites and partners



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