Marine aggregation
Partnership in action: What are the Bright Spots?
Partnership Fact sheet

Name	50in10
When established	February 2012
Membership/ Governance/TNC role	Academy for Systemic Change, CeDePesca, Conservation International, Environmental Defense Fund, Gordon and Betty Moore Foundation, Inter American Development Bank, International Pole & Line Foundation, NFI Crab Council, Noroeste Sustentable, Rare, The Walton Family Foundation, The World Bank, Wildlife Conservation Society, World Wildlife Fund and… The Nature Conservancy is a founding partner and steering committee member
Purpose	50in10 is a worldwide collaboration to restore fisheries. Our vision is that fisheries become **the sustainability success story of the 21st century, creating more food, better livelihoods, more prosperous businesses, and healthier oceans.** We bring together key players in focused collaboration to address the entire system of a fishery combining a range of tools, attacting private investment, learning as we go and replicating what works.
Bright spot: Key result/ achievement	It is too early to consider 50in10 a "bright spot" in the full meaning of the concept, but there are a number of bright spots emerging from the partnership that are relevant for the discussion. - The coalescing of a diverse group of partners around a common measurable goal (50% of fisheries sustainably managed); - A committed/voluntary group of partners steering the organization for common purpose; - A race by existing initiatives to serve as prototypes for learning how 50in10 scales solutions.
Success factors	- Clear and measurable focus; - Committed small steering committee; - Broad stakeholder engagement; - Systemic approach, not tied to any one agenda; - Common purpose
Key learnings	- Don't build demand you cannot serve; - Focus on early wins; - Clearly articulate purpose; - Transparency; - Proactively recruit those who are important to success; - A small focused group with a common purpose can guide strategy, but a dedicated team is necessary to drive implementation.

	- Good ideas have many friends!