

THE BEST ENVIRONMENTAL
CHOICE IN SEAFOOD



Marine Stewardship Council

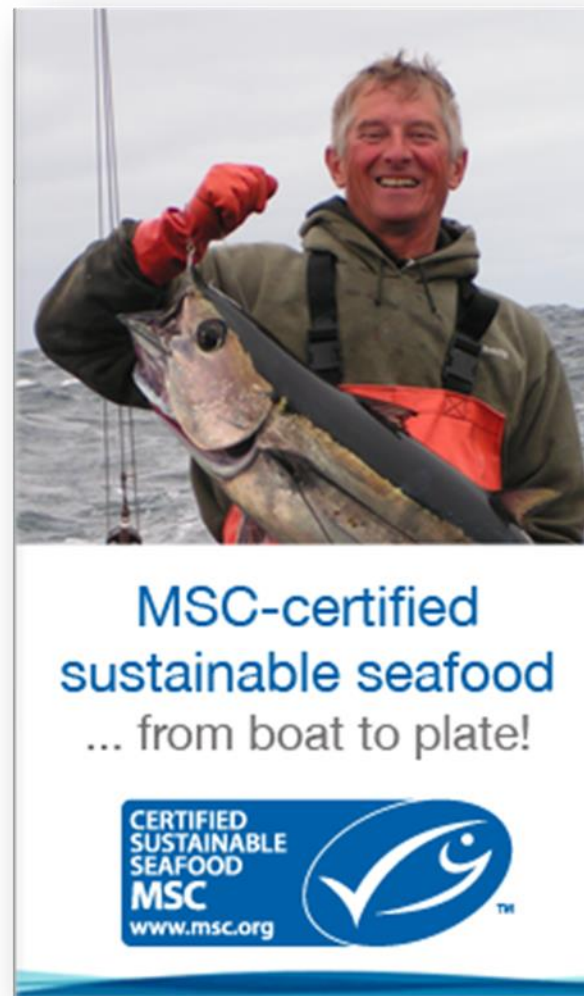
**Seattle, February 13th
2014**

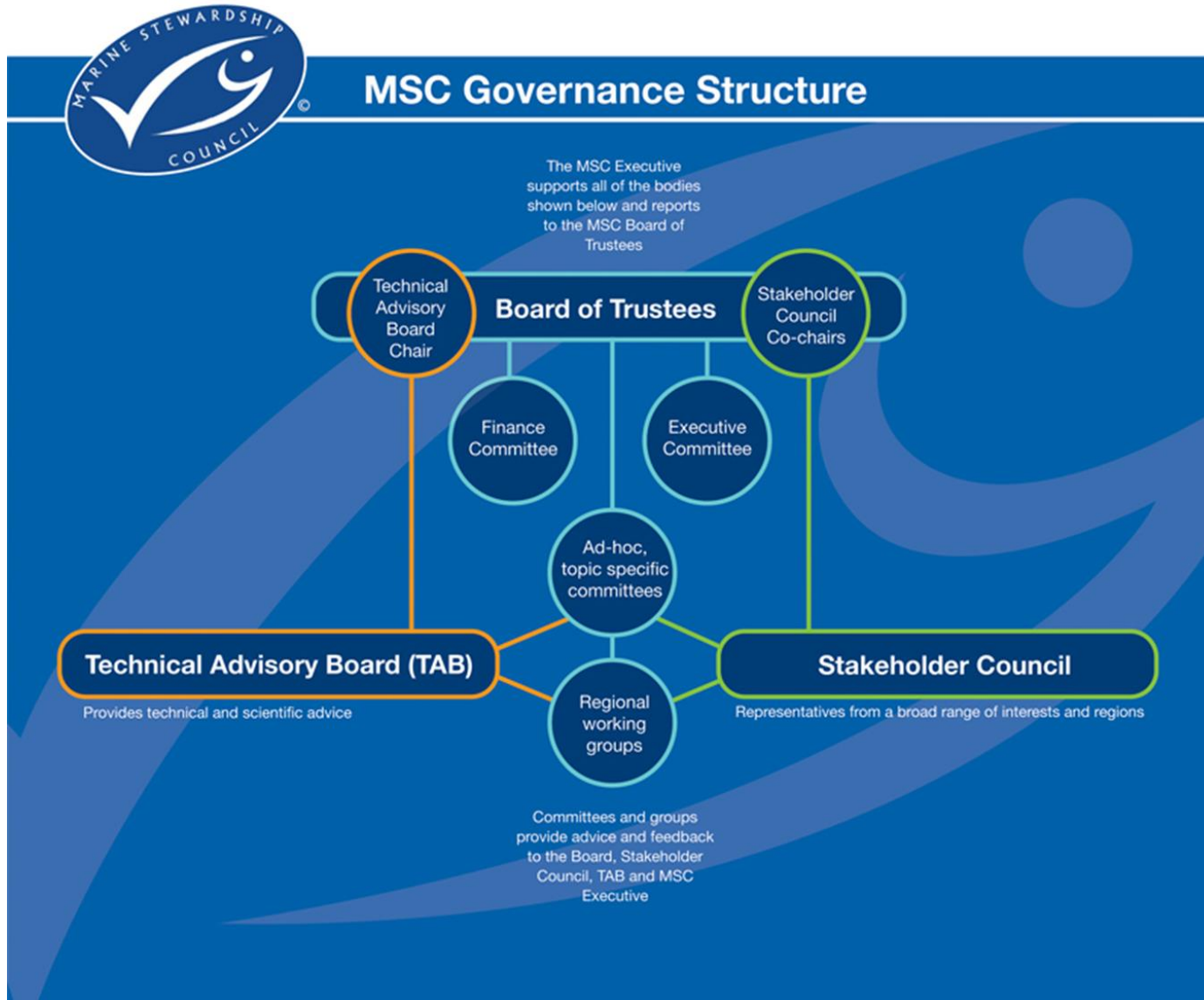
**Jim Humphreys
Fisheries Director, Americas Region**

What is the Marine Stewardship Council?



- International non-profit organization.
- Fully independent since 1999.
- Originally conceived by WWF & Unilever to reverse the decline in global fish stocks and reward sustainable fisheries.
- Three year process to develop two standards and continuous method improvement approach
- Consistent with and built upon FAO codes of conduct and minimum ecolabelling guidelines
- Operating from 13 global offices (Americas – Seattle).
- Active in over 106 countries

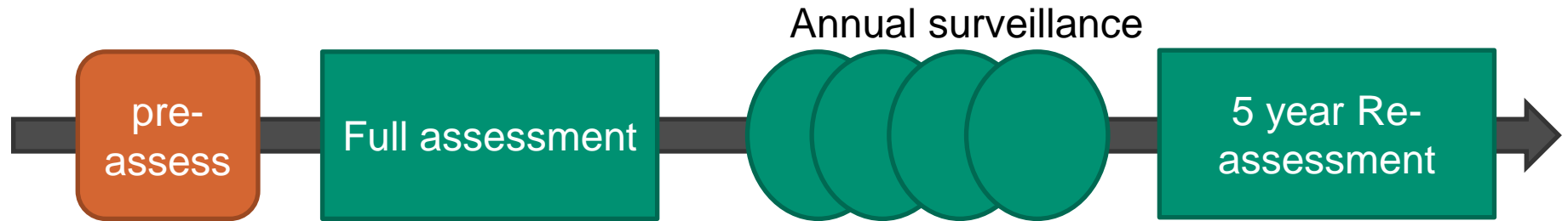




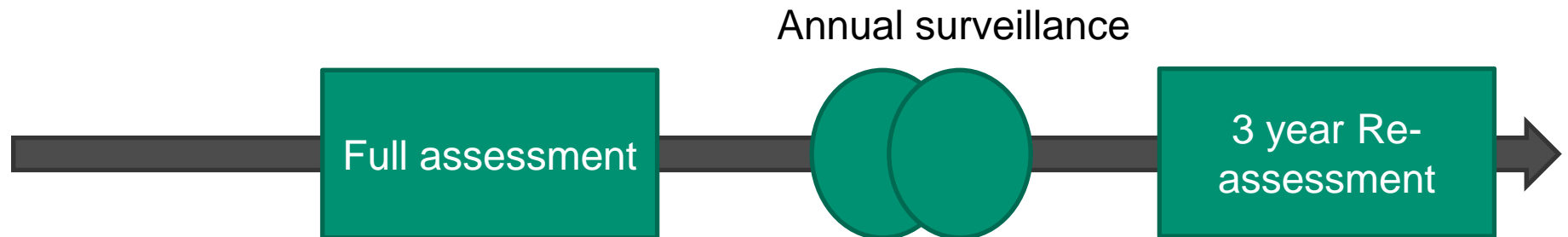
Assessment approach



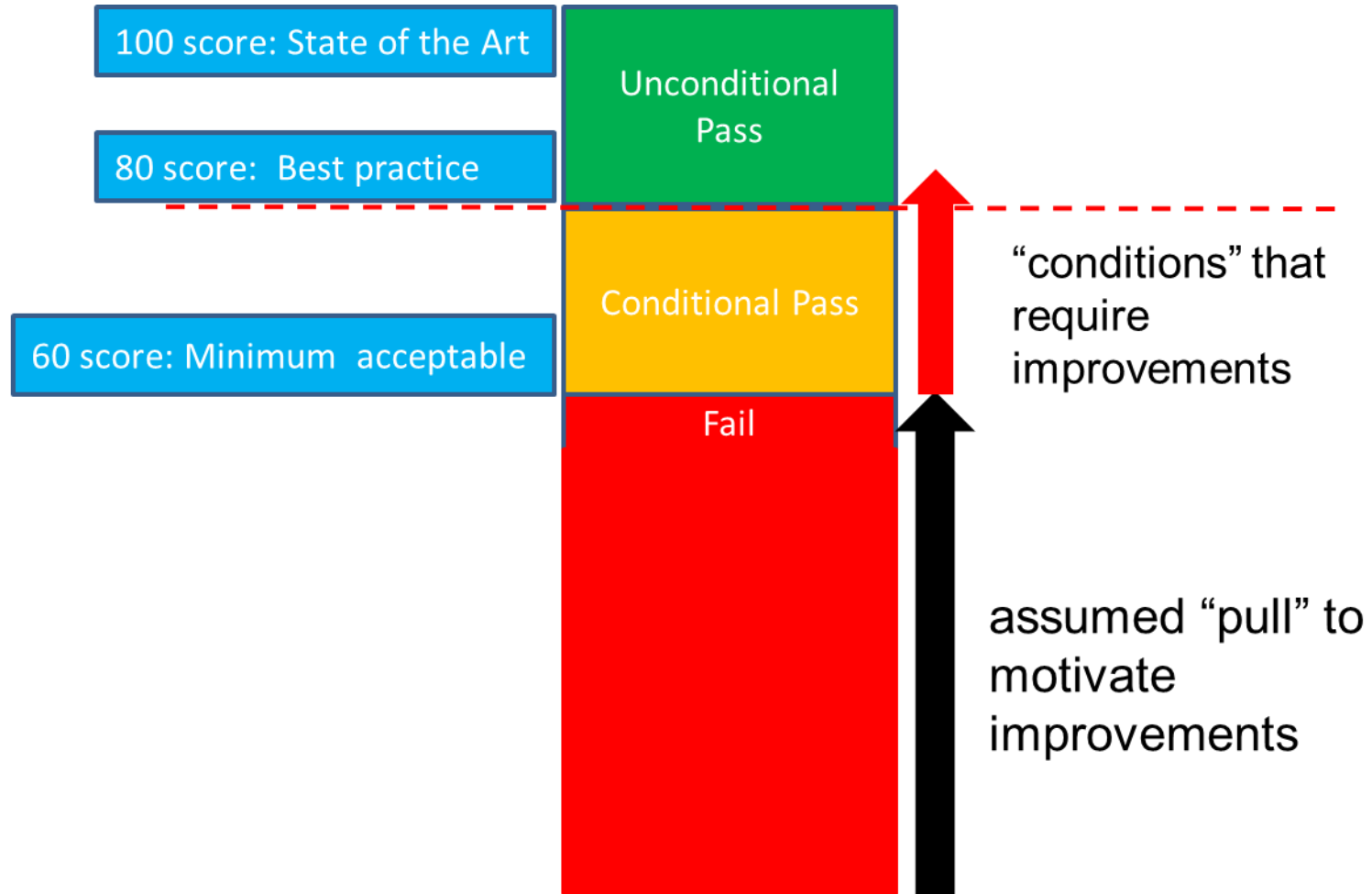
Fisheries



Chain of custody



Theory of change



What is a sustainable fishery?



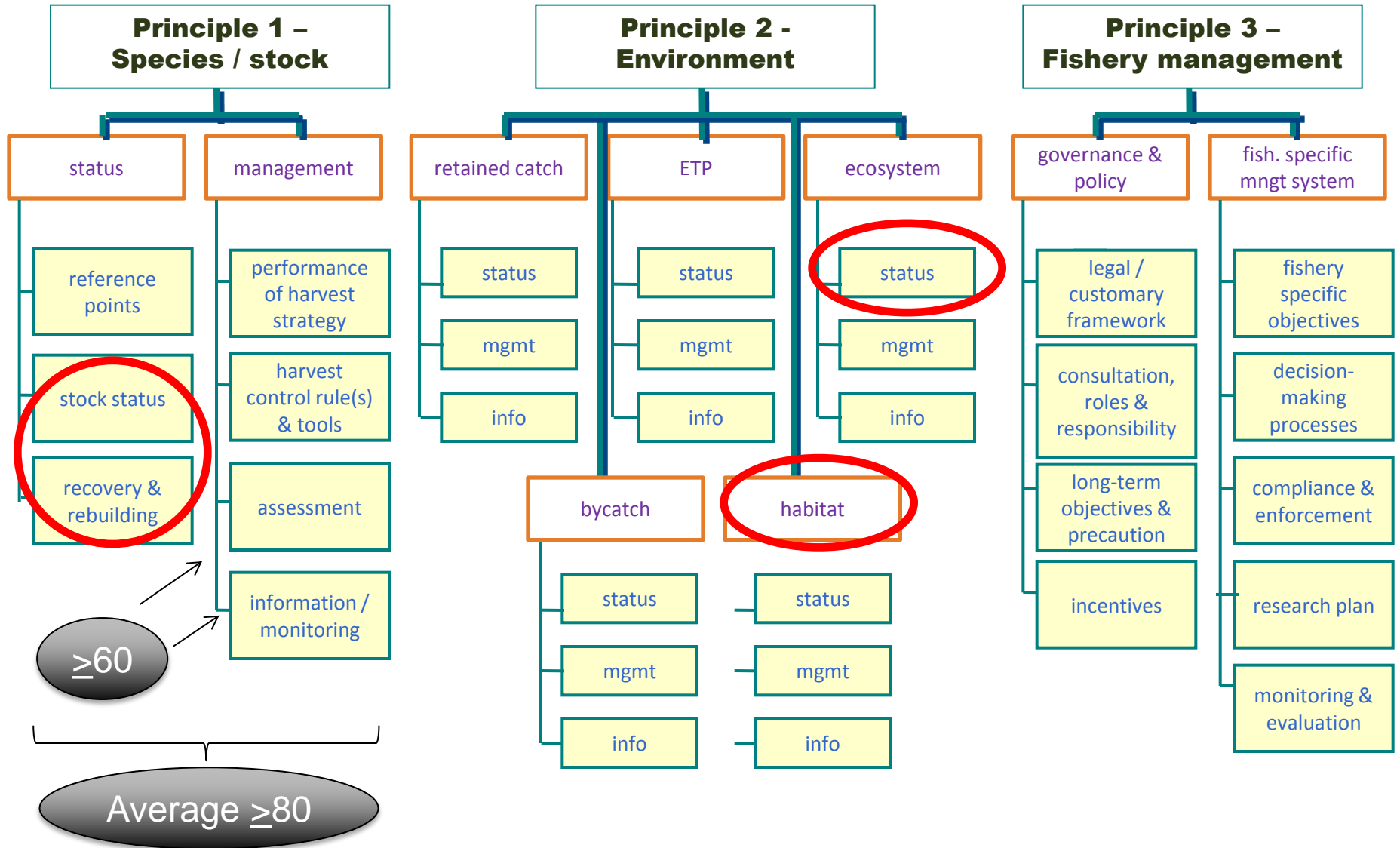
1
Healthy
stock

2
Minimal
ecosystem
impacts

3
Effective
management

The best environmental choice in seafood

Standard Assessment Tree

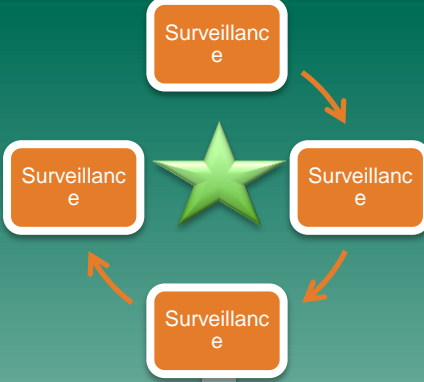


MSC Fisheries Assessment Process

Client decides to proceed
• Contract a CB

Announces a site visit

Site visit and scoring



Pre-assessment

Consult on the FAM

Client Review

Decision to certify

Decision to proceed-

Consults* on team

Peer Review

Objection Period

Announcement

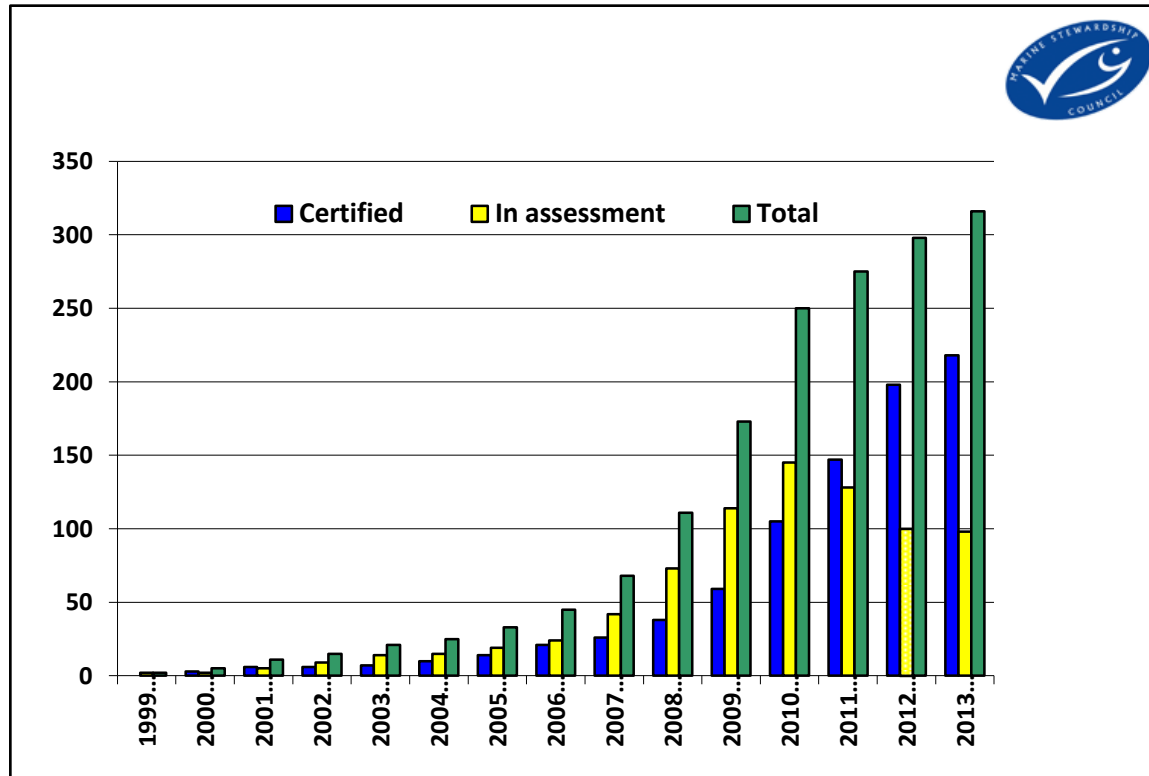
Assembles Expert Team

Public Comment Report

Final Report and Determination

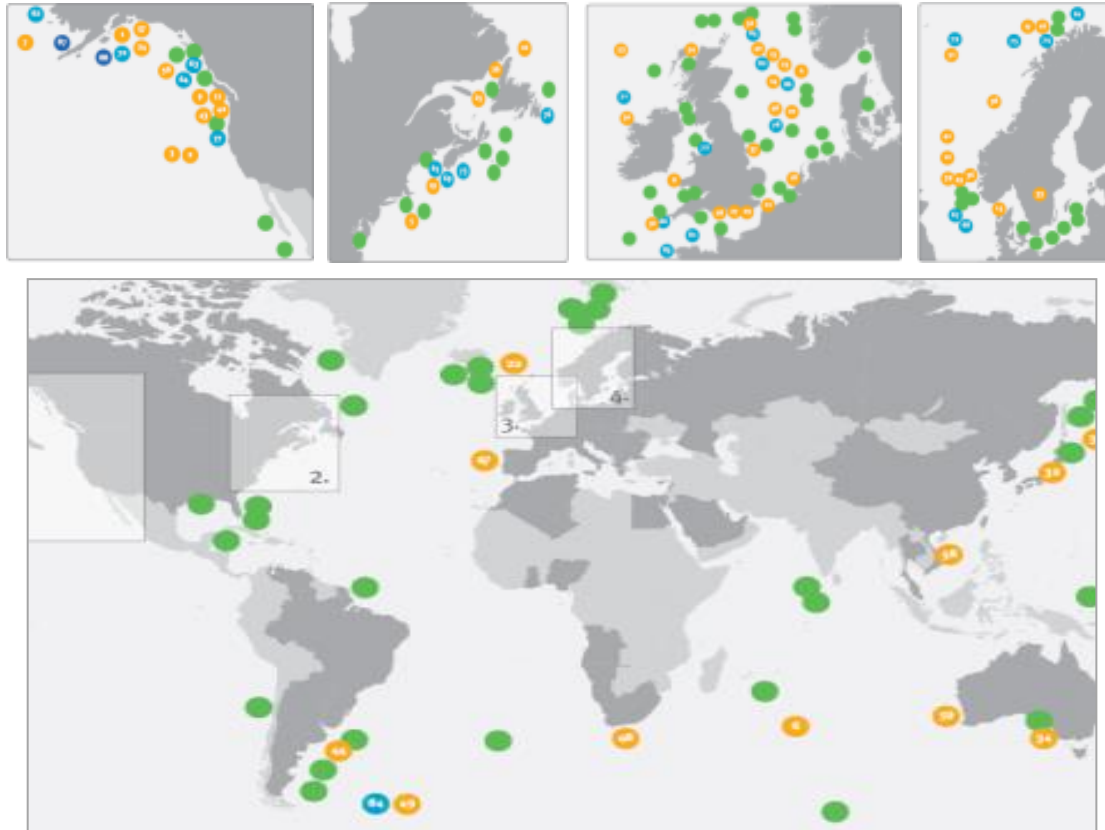


Fishery participation over time



Certified	~ 7,800,000 tons	218 fisheries
In assessment	~ 1,700,000 tons	98 fisheries
Total	~ 9,500,000 tons	316 engaged

MSC Global Reach



- 218 fisheries certified, 98 fisheries in full assessment
- Over 23,000 products labelled worldwide
- Over 10 percent of global wild capture in the MSC program
- Close to 10 million metric tonnes certified and in assessment

MSC labelled products – 31st of December 2013

Number of products: 22,500

Volume of labelled products: 640,000 MT (March 13)

Number of consumer facing products: 15,000

Volume of CF products: 480,000 MT (March 13)

MSC Global Impacts Report and Summary



CERTIFIED SUSTAINABLE SEAFOOD

Marine Stewardship Council
Global Impacts Summary Report 2013
Monitoring and Evaluation



Who we are
The Marine Stewardship Council (MSC) is a global non-profit organisation set up to help transform the seafood market to a sustainable basis. Our ecolabel and fishery certification program recognise and reward sustainable fishing practices. We work with fisheries, seafood companies, scientists, conservation groups and the public to promote the best environmental choice in seafood. Our vision is of the world's oceans teeming with life, and seafood supplies safeguarded for this and future generations.

What the MSC ecolabel means
When you see the MSC ecolabel on a fish or seafood dish, you can be sure that it comes from a certified sustainable wild-catch fishery. All MSC ecolabelled seafood comes from fisheries that have been independently certified as meeting the strict MSC environmental standard for sustainable fishing and can be traced right back to the MSC certified sustainable fishery where it was caught. Whenever seafood is sold with the MSC ecolabel, every business in the supply chain must meet the MSC standard for seafood traceability and have a current MSC Chain of Custody certificate to prove this.

What is the MSC Global Impacts Report
The objective of the Global Impacts Report is to gain a clear understanding of the environmental and organisational impacts of the MSC's certification and ecolabelling program. The report presents objective data, organised into 22 indicators, which enable an understanding of how well the MSC is achieving its objectives. The indicators, developed in consultation with MSC's stakeholders, measure the impact that the MSC is having on certified fisheries and the market for sustainable fish.

The document you're reading now is a summary of the full report. It's the first time that the MSC, through a new team within the Standards Department, has produced a report that measures, quantitatively, the environmental and organisational impacts of the program. The MSC believes it's important to show people the impact we're having.

The report covers the period from when the MSC began, in 1999, until 31 December 2012.

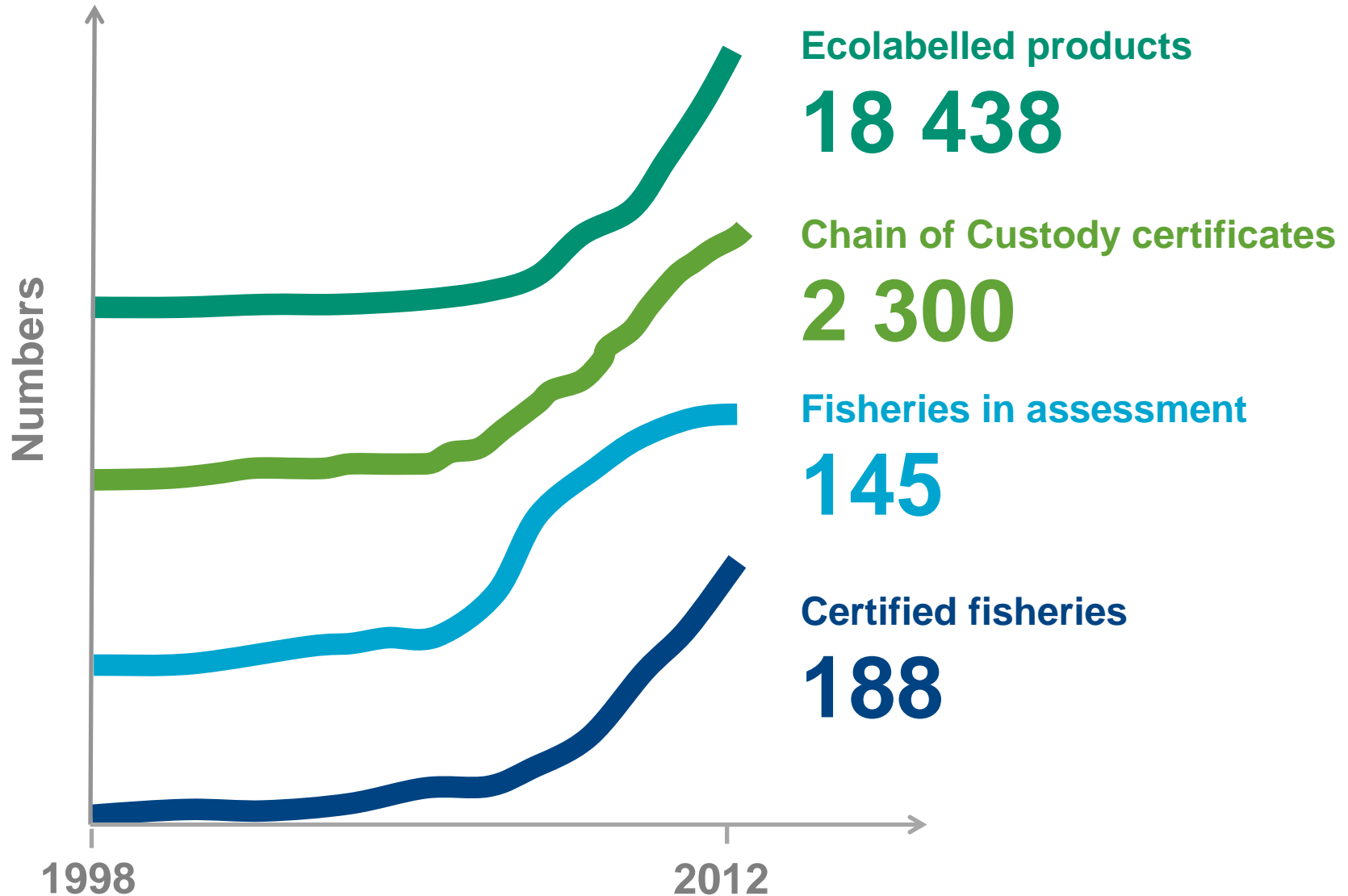


www.msc.org

Marine Stewardship Council: Global Impacts Summary Report 2013

1

MSC Global Impacts in Numbers



MSC Global Impacts

~ 400 improvements

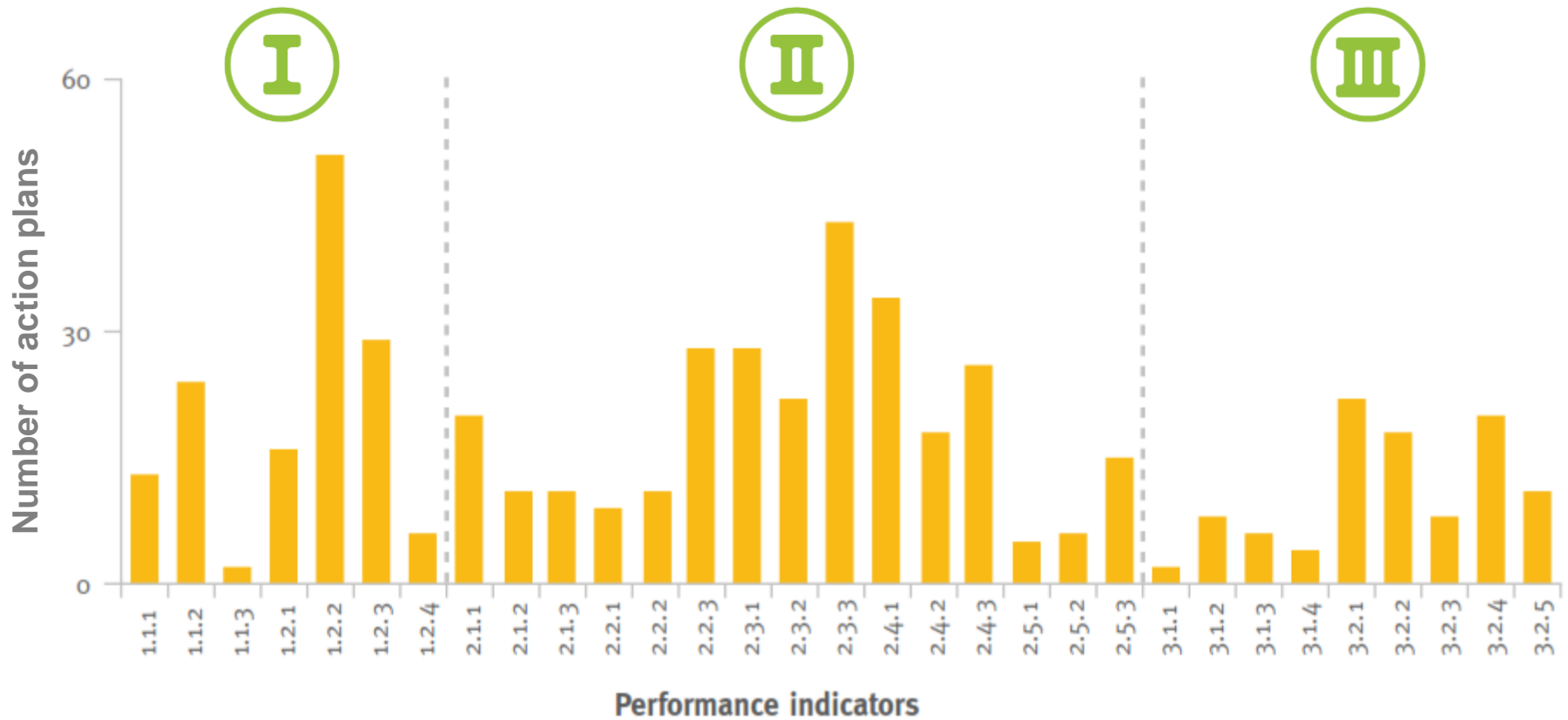
13 have completed stock improvements to reach best practice (B_{MSY}) levels.

22 have completed habitat and ecosystem improvements including gear modification, comprehensive research and new closed areas to fishing.

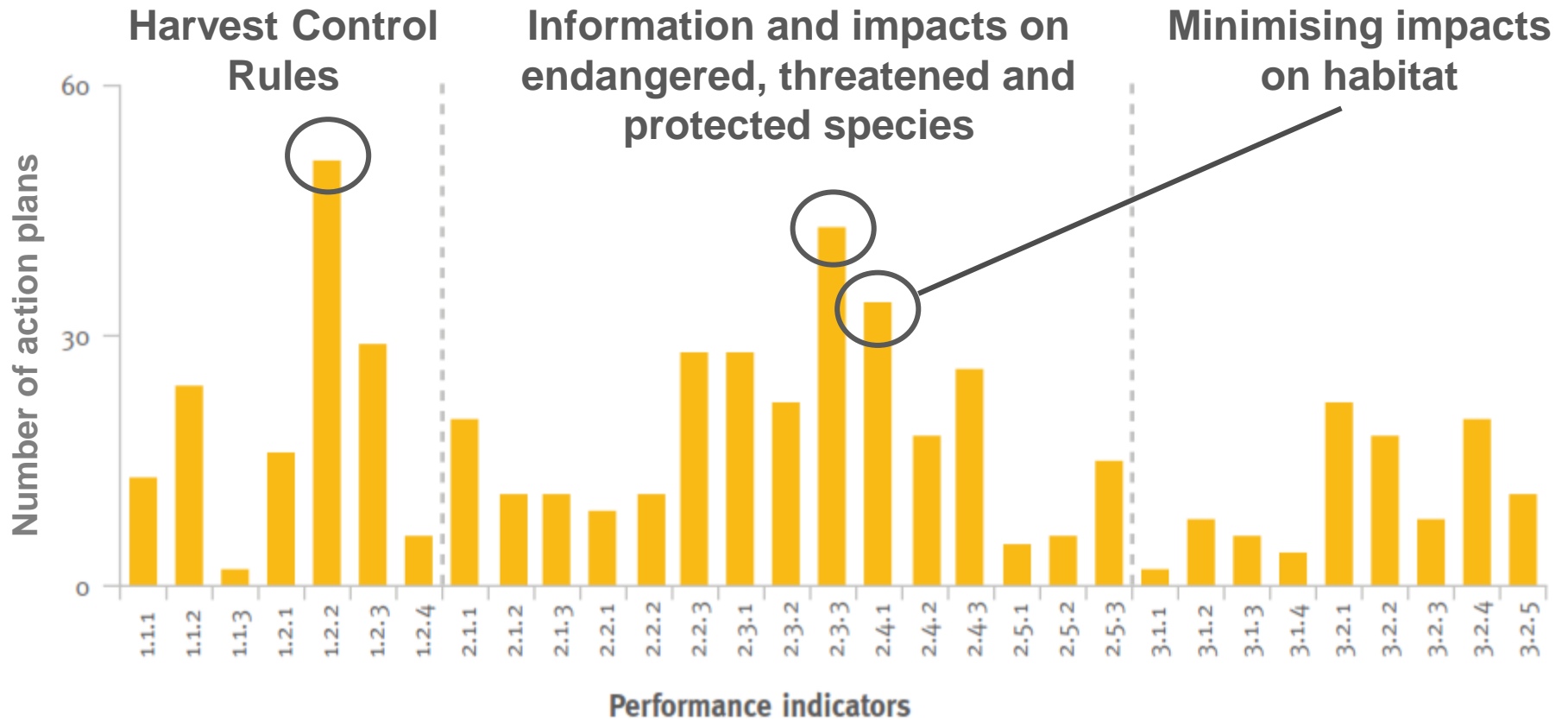
64 have completed fishery management improvements including strengthened compliance with regulations.

MSC Global Impacts in Numbers

~ 1 100 action plans
committed to improvement



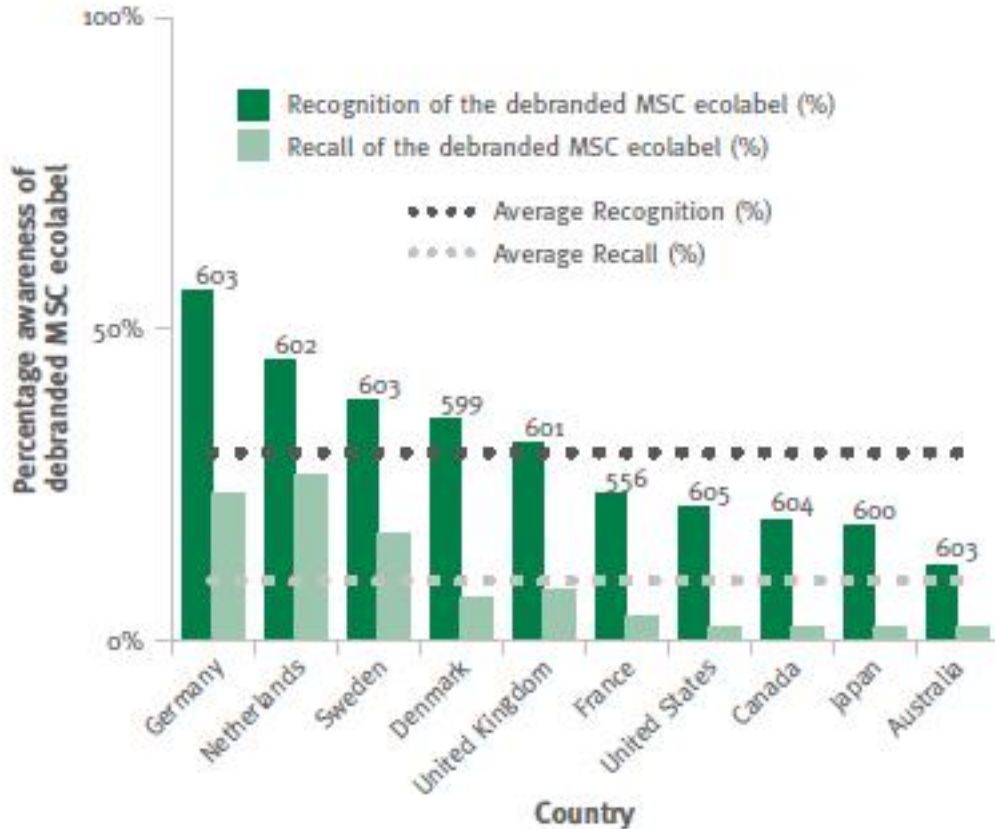
MSC Global Impacts in Numbers



MSC Global Impacts in Numbers



2012



Numbers on top of bars represent the respondent sample size per country.



Shoppers choosing MSC labelled seafood are encouraging sustainable fishing practices around the world.

MSC Global Impacts

You can find out more about
the MSC Global Impacts:

- Download the reports
- Read the key findings
- Watch an interview with Dr David Agnew,
Director of Standards at the MSC
- Learn about how we gathered the data
- Read case studies from MSC certified
fisheries

All at <http://www.msc.org/global-impacts>

Where next – Space?



“Even in space it is possible to eat
sustainable fish!”

Dutch astronaut Andre Kuipers

Walmart's Impact



Sustainability Commitment

Fishery Improvements

Other Retailers

Commitment from McDonalds



Improving Fisheries Towards MSC



Buyer interest

Pre-Assessment – baseline

Action Plan

Milestones

Reporting to Buyers

Market preference

Full Assessment

Certification

Strategy for fisheries improving towards MSC



MSC Engagement with FIP practitioners

- Engage actively to facilitate activities supporting the improvement of fisheries to MSC
- Opportunities for collaboration and funding

Development of supportive tools

- Indirect technical assistance to develop supportive tools
 - Ensure consistent application of tools
 - BMT, Action Plan template, Partnerships etc.
-



MSC Engagement with fisheries improving towards MSC Certification and FIPs

- Engage directly with pre-MSC fisheries
- Work with FIP practitioners to identify new opportunities
- Encourage use of tools to support elements of a successful FIP
- Provide training and capacity building for all stakeholders



Goal of strategy

To **support** fisheries and FIP practitioners and to provide a framework of tools and systems to encourage FIPs and pre-MSC fisheries to achieve MSC certification.

Tools to support fishery improvement



- **Pre-assessment template**
Template to report results of pre-assessment
- **Action plan template**
Template to plan actions needed for improvement
- **Technical consultants register**
List of consultants to undertake pre-assessments/action plans
- **Working in Partnerships guidance**
Guidance for working in partnership to make improvement

Benchmarking and Tracking Tool

Purpose

- A consistent method of benchmarking the performance of a FIP against the MSC's standard for sustainability
- Monitors the rate and progress of a FIP as it makes improvements needed to become more sustainable

Aims

- To help buyers, funders, FIP co-ordinators, governments, retailers etc. understand the current status, rate and type of progress as a fishery improves towards MSC certification
- To provide consistent and credible information about FIPs to the external world
- To help those interested in sourcing from FIPs make decisions appropriate to their circumstances



MSC Pre-assessment

- Baseline determination of how a fishery performs relative to the MSC's 31 Performance Indicators within MSC Standard
- Identifies areas needing improvement as fishery moves towards meeting Standard
- Pre-assessment result gives indication of scoring range for each PI
- Pre-assessment report using pre-assessment template

Description of Scoring Categories	Category
Information suggests fishery is not likely to reach the 60 level and therefore would fail on this PI.	<60 (Precondition)
Information suggests fishery will reach the 60 level but may not exceed the 80 level.	60-79 (Condition)
Information suggests fishery is likely to exceed 80 level resulting in a pass for this PI.	≥80

BMT Scoring

- Using pre-assessment report, fill in BMT Template with likely scoring category
- Corresponding BMT score automatically assigned:

MSC Score	BMT Score
≥80	1
60-79	0.5
<60	0

- BMT score automatically calculated at Principle level (average)
- BMT index automatically calculated as an average of each PI BMT score (0-1)

Action Plan

- Based on results of MSC pre-assessment
- Using Action plan template and guidance
- Workplans with measurable indicators of progress
- Indication of when an action will likely lead to a change in scoring category



Determining expected BMT indices

- For PIs that do not meet 60-79 or ≥ 80 scoring level
- Indicate when next scoring level expected to be reached
- Using milestones in Action Plan and identifying when an action will likely lead to a higher scoring category

Principle	Component	PI	Performance Indicator	Expected Scoring Categories				
				Year 1	Year 2	Year 3	Year 4	Year 5
1	Outcome	1.1.1	Stock status	<60	<60	60-79	60-79	60-79
		1.1.2	Reference points	60-79	60-79	≥ 80	≥ 80	≥ 80
		1.1.3	Stock rebuilding	60-79	60-79	60-79	60-79	≥ 80
	Management	1.2.1	Harvest Strategy	60-79	≥ 80	≥ 80	≥ 80	≥ 80
		1.2.2	Harvest control rules and tools	<60	60-79	60-79	≥ 80	≥ 80
		1.2.3	Information and monitoring	<60	60-79	60-79	≥ 80	≥ 80
		1.2.4	Assessment of stock status	<60	60-79	≥ 80	≥ 80	≥ 80

BMT – Stage 5



Principle	BMT Index					
		Year 1	Year 2	Year 3	Year 4	Year 5
Principle 1	<i>Actual</i>	0.21	0.43	0.43	0.79	0.79
	<i>Predicted</i>		0.50	0.71	0.86	0.93
Principle 2	<i>Actual</i>	0.60	0.83	0.90	0.90	0.87
	<i>Predicted</i>		0.77	0.87	0.93	0.78
Principle 3	<i>Actual</i>	0.00	0.67	0.78	0.83	0.83
	<i>Predicted</i>		0.50	0.61	0.72	0.78
Overall	<i>Actual</i>	0.34	0.69	0.76	0.85	0.84
	<i>Predicted</i>		0.63	0.76	0.85	0.90

Tracking

- BMT Index should be evaluated and updated regularly
- Actual progress against expected progress

BMT – Stage 6

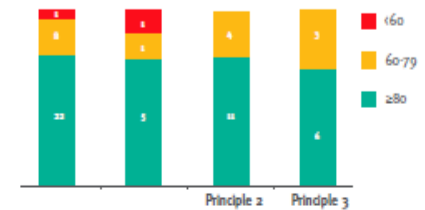


Reporting - BMT Dashboard

- BMT summary table
- Scoring category chart
- BMT index summary table
- BMT progress tracker
- BMT report sheet

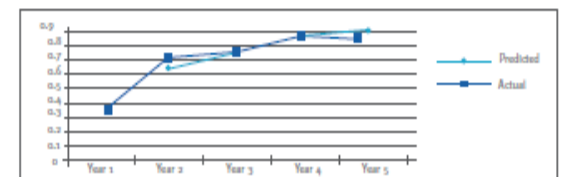
Fishery name	Southern Pacific Black Snapper	Species	Area	Other Type
Provider	Blue Waters Inc.	Black Snapper	Southern Pacific	Gilnet
Auditor	Marine Actions Consulting			
Date of BMT	21/09/2014			

Scoring level	Overall BMT Index Number of PIs	Principle 1 Number of PIs	Principle 2 Number of PIs	Principle 3 Number of PIs
≥80	22	5	11	6
60-79	8	1	4	3
≤60	1	1	0	0
BMT Index	0.84	0.79	0.87	



Principle	BMT Index	Year 1	Year 2	Year 3	Year 4	Year 5
		Actual	Predicted	Actual	Predicted	Actual
Principle 1	Actual	0.21	0.43	0.43	0.79	0.79
	Predicted		0.50	0.71	0.86	0.93
Principle 2	Actual	0.60	0.83	0.90	0.90	0.87
	Predicted		0.77	0.87	0.93	0.78
Principle 3	Actual	0.00	0.67	0.78	0.83	0.83
	Predicted		0.50	0.61	0.72	0.78
Overall	Actual	0.34	0.69	0.76	0.85	0.84
	Predicted		0.63	0.76	0.85	0.90

BMT Progress Tracker



- Working to improve fisheries
- Financing the work
- Capacity Building
- Project leadership
- Improved science
- Support to local partners
- Other.....



Support - next steps



MSC's Second Developing World Fisheries Conference and Capacity Building workshop

Explore elements necessary for improvement

Main themes

- The role of stakeholders in achieving improvement
- Investing / financing improvement
- Action needed for improvement

April 14th-16th 2014; Bali, Indonesia



More Info and Contacts



www.MSC.org – tools

MSC Staff working in:
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