

WWF 2020 GOALS

Sustainably managed fisheries and markets for global "priority" fish populations of tuna and whitefish. This means that:

- they are managed and traded sustainably
- they provide improved global food security
- they offer better livelihoods for communities depending on fish for food and income



Fish processing © E. Parker / WWF-Canon

The Smart Fishing Initiative

WWF's Smart Fishing Initiative aims to reduce the negative impacts of fishing in the the world's most important marine ecoregions including the Arctic, the Indian Ocean, the Pacific and the Southern Cone. We focus our efforts on conserving important commercial fish populations such as tuna and whitefish and preventing their further collapse which will strengthen marine ecosystems and offer sustainable solutions to increasingly global market challenges.

OUR APPROACH

Engaging with governmental bodies, industries, financial institutions and local communities is crucial for WWF to succeed. We collaborate with fishermen, processors, buyers, retailers, financial institutions, investors as well as governments.

Our approach is supported by targeted research and science-driven solutions and focuses on:

- **Creating transparency at sea:** getting the right fisheries management in place and promoting technological advances such as the Automatic Identification System (AIS) to increase transparency in fishing operations, in particular on the high seas.
- **Supporting sustainable market incentives:** spurring fishers, processors, buyers and retailers to commit to MSC certified fisheries, and to purchase and sell seafood products that can be traced back to their origin.
- **Investing in responsible fisheries:** making sure money is well invested to safeguard livelihoods and secure long-term fisheries recovery



© Michael Cockerham/MSC

Over 25,000 products currently carry the MSC label whilst over 352 fisheries are engaged in the MSC programme.

Together, these fisheries land over 10 million metric tons of seafood annually, or about 11% of global wild harvest.

TRANSFORMING MARKETS

Traceability, both through voluntary market engagement and legislation provides positive incentives for sustainable fishing practices.

Over the last 10 years, WWF has acquired a long track record of engaging with partners along the entire fish supply chain to help improve the way our seafood is sourced and traded.

This approach is both collaborative in its methods and challenging in its objectives, and includes stimulating a fully transparent supply chain.

Credible certification

Leading seafood businesses are increasingly participating in voluntary certification schemes such as the Marine Steward Council (MSC) that improves fishing practices around the world whilst reducing their negative environmental and social impacts. Both industrial and small-scale fisheries can benefit from better market access if they are certified.

WWF supports a robust MSC certification programme that delivers tangible conservation results. We collaborate with fisheries to improve their fishing operations and move towards MSC certification, and help assess a company's supply chain policy towards sourcing 100% MSC-certified seafood.

BUILDING ON PARTNERSHIPS

Preserving healthy fish populations and securing sustainable fisheries is only possible by collaborating with the private sector. We work with some of the most globally important seafood businesses in more than 40 countries to help them transition to responsibly sourced seafood.

Partnerships often start with one concrete action on a specific species such as tuna, or whitefish, and then generally further expands to other commercial fish species, multiplying their impact. Collaborations can either consist of participating in a Fishery Improvement Project (FIP) or a Fishery Conservation Project (FCP); which may lead to obtaining MSC certification, and in the case of a buyer, processor or retailer, sourcing certified fish and seafood products.

Some examples of global companies with which WWF has formed seafood partnerships include Coop, Coles, John West, Edeka, Carrefour and others. Today, some of these cojmpanies have committed to source MSC certified seafood within an ambitious timeframe of 5 years.

The International Seafood Sustainability Foundation (ISSF)

One of the key issues in maintaining healthy tuna stocks is a lack of effective management. To address this, the International Seafood Sustainability Foundation (ISSF), a global partnership between WWF, marine scientists and nineteen of the largest tuna processors together representing more than three quarters of the global tuna canned processing capacity, was established in 2009. Since its creation, the ISSF has helped to achieve science-based conservation measures for a number of tuna stocks including the overfished eastern Pacific bigeye tuna in the Inter-American Tropical Tuna Commission, to implement a system for keeping illegally caught (IUU) tuna out of the value chain, and to develop best practices, fishermen and skipper training for reducing bycatch of juvenile tuna, sharks, seabirds and turtles.

BE PART OF OUR WORK

WWF is leading the most ambitious marine conservation efforts to transform global market forces and as such, protect the future of our oceans, marine ecosystems and the key species on which we are dependent for our daily food. It is by leveraging the strengths of our collaborations that we are able to accomplish the greatest conservation successes.

With your support, we can steer a smarter, more powerful, responsible market course.

For more information on how you can engage in the Smart Fishing Initiative, please contact Alfred Schumm, SFI Leader.

Our Smart Fishing Vision and Goals:

Vision: The world's oceans are healthy, well-managed and full of life, providing valuable resources for the welfare of humanity.

2020 Goals: The responsible management and trade of four key fishery populations results in recovering and resilient marine eco-systems, improved livelihoods for coastal communities and strengthened food security for the Planet.



Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

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For more information

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