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# Documenting sustainability for value-added fish products

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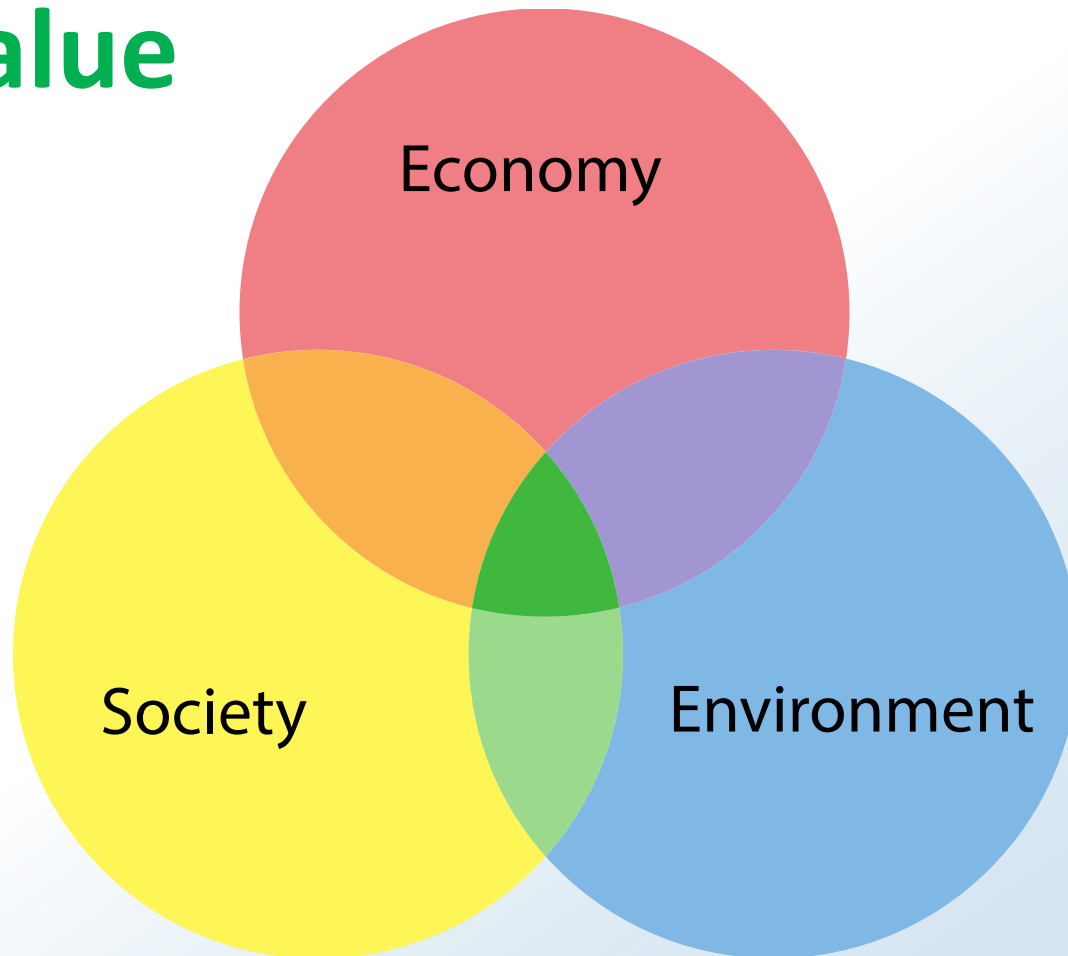
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# The three main dimensions of sustainability

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**Add value  
to the  
fish!**



	Sustainability type	Documented by	Norms	Value adding	Examples
Environmental	Stock	MSC Iceland Responsible Fisheries Red lists 	FAO Code of Conduct for Responsible Fisheries  FAO Precautionary Approach to Capture Fisheries and Species Introductions  The Convention on Biological Diversity	Price premium   Market access	15% price premium on MSC labelled cod & had-dock products in the UK <span style="color: green;">+</span>
	Species diversity	Dolphin safe labels for tuna 			
	Low by-catch	Line caught labels 			
	Habitat conservation				Sturgeon and bluefin tuna red listed in the whole world <span style="color: red;">-</span>
	Emissions	KRAV 	The Kyoto Protocol		

	Sustainability type	Documented by	Norms	Value adding	Examples
Societal	Workers' rights	Naturland Wildfish	The ILO Work in Fishing Convention (C188)	Price premium	20% price premium for Viet Nam shrimp with Naturland label
	Safety				
	Good governance	Naturland Wildfish 	FAO Code of Conduct for Responsible Fisheries  The World Bank Global Program on Fisheries		Wild salmon prices much higher than farmed salmon prices
	Food security Self sufficiency of food supply		FAO Technical Guidelines for Responsible Fisheries - Increasing the contribution of small-scale fisheries to poverty alleviation and food security	Market access	Reputation problem for Hoki from New Zealand
	Preference for wild caught over farmed	MSC 	Monterey Bay Aquarium recommendation, also other environmental organizations		

	Sustainability type	Documented by	Norms	Value adding	Examples
Economic	No subsidies	Suggested by Sumaila et al. 2007	The WTO Agreement on Subsidies and Counter-vailing Measures	Price premium Market access	Some countries (Iceland in particular) use 'no subsidies' in their marketing +

## Value added directly

Better market access or consumers willing to pay a higher price

## Value added indirectly

Reduced risk of market loss due to bad reputation

# From labels to sustainable performance

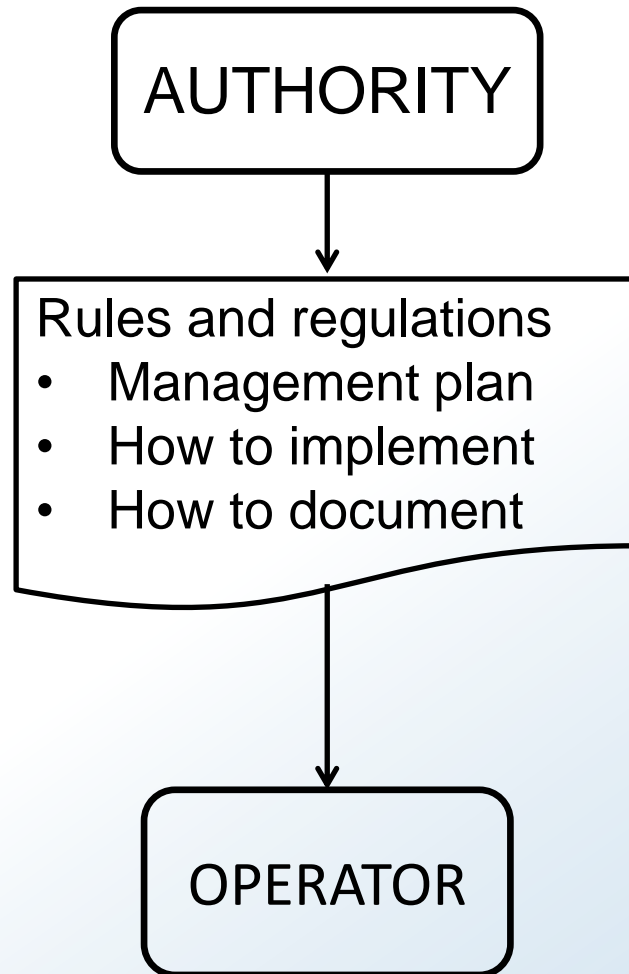
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Why are not more fisheries eco-labelled or demonstrating and communicating sustainable performance?

- May not be sustainable
- Too expensive for small actors
- Lack of incentives: perceived high cost and low benefit
- Organisational problem
- Lack of capacity
- Lack of empowerment

# The existing top-down model

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**Commands!**

**Obeys!**



# Challenges in existing top-down model

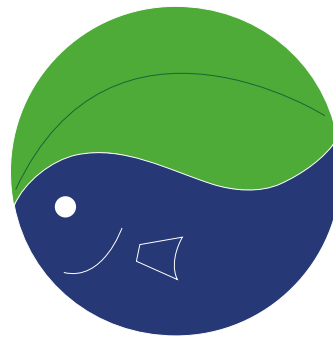
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- Not flexible
- Single species management
- Little focus on environment, society and economy
- Micromanagement
- Low stakeholder involvement
- Lack of empowerment, responsibility



## Ecosystem-based Responsive Fisheries Management in Europe

- EcoFishMan provides a framework that will support the fishers' organisations to take responsibility for the three aspects of sustainability

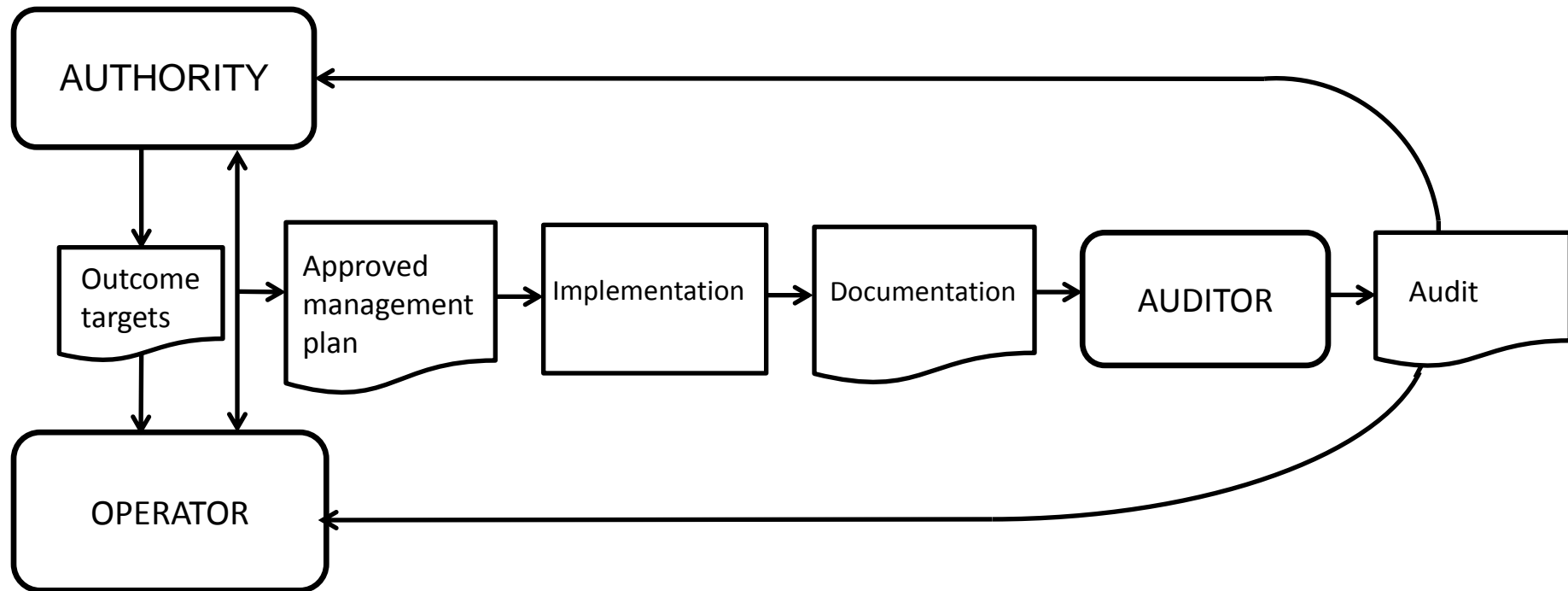


EcoFishMan

15 partners  
8 countries

€ 3.7 million  
total budget

## Initial draft

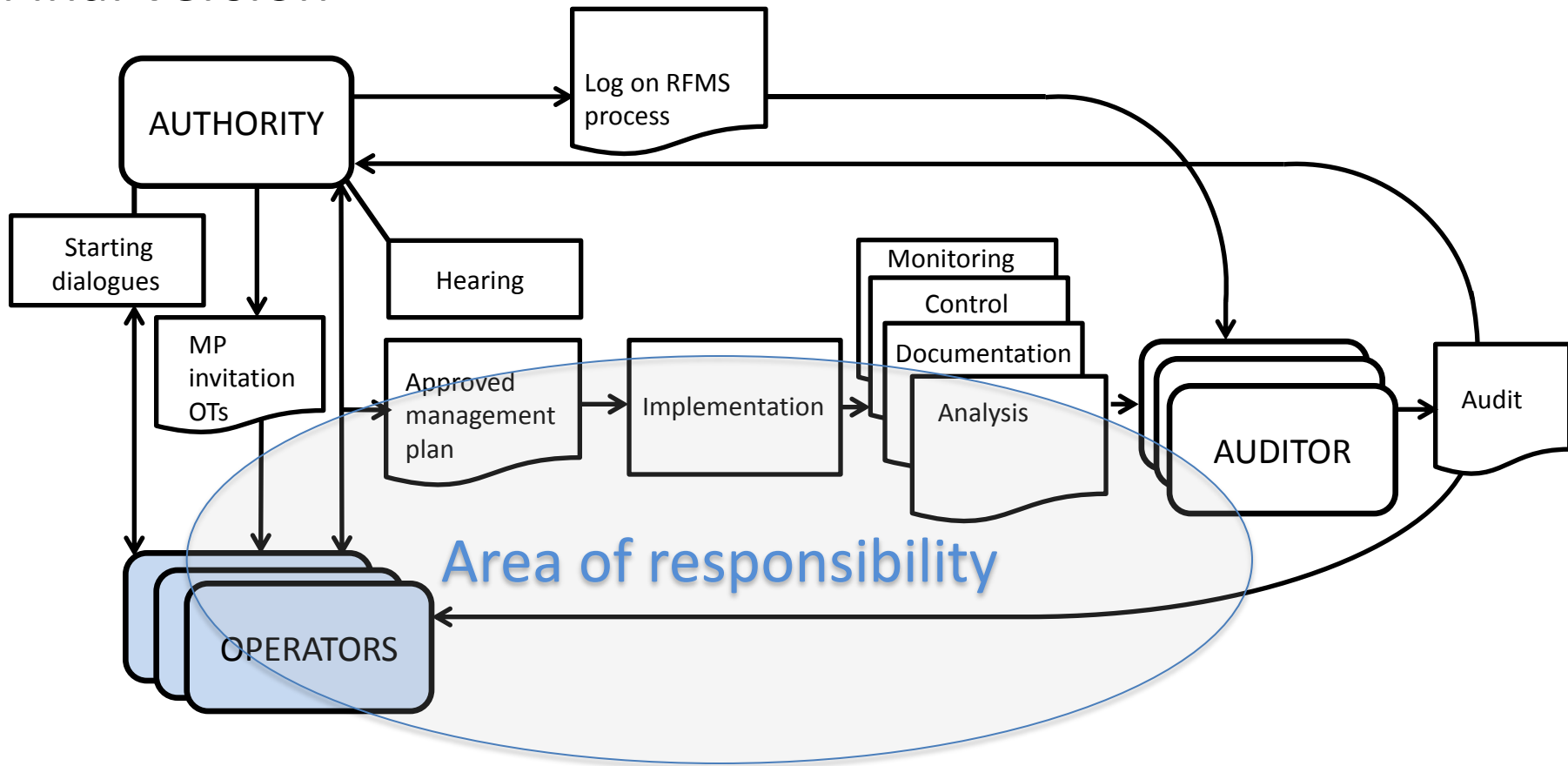


- Results-based and adaptive
- Ecosystem-based
- Reduce micro-management by involving resource users
- Reverse burden of proof
- Empowerment





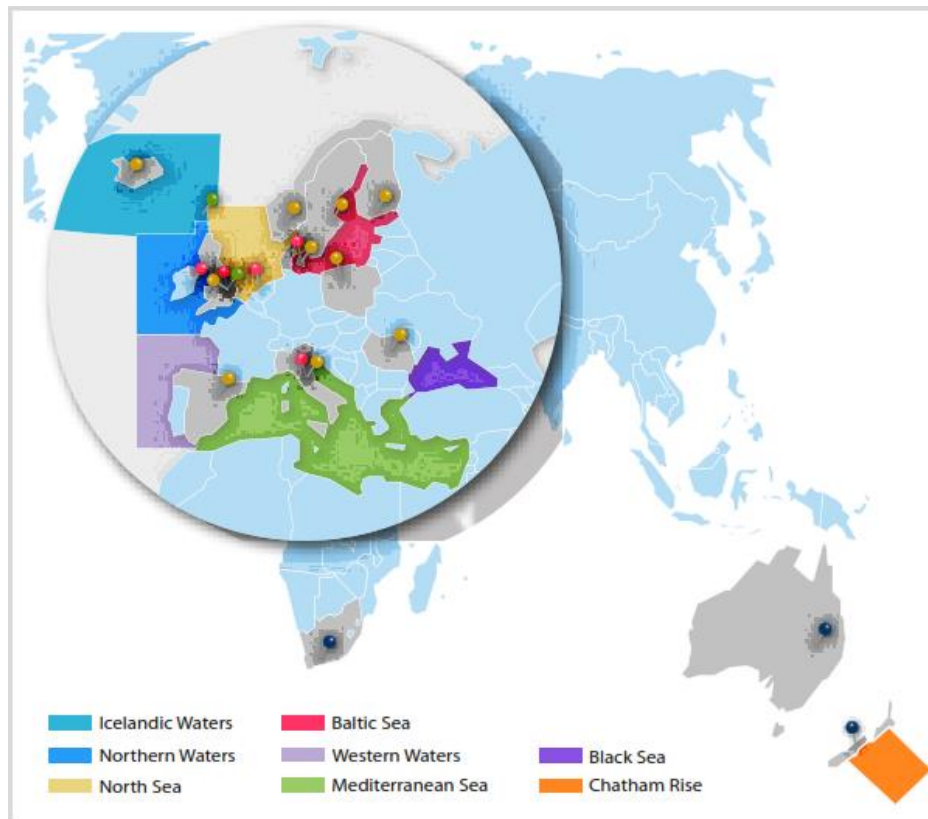
## Final version



# Outcome Targets/Indicator thresholds

Dimension	Authority level	Priority	Example type	Examples
Biological/ Environment	EU CFP	Obligatory	MSY related reference points; discard limits; biodiversity protection; habitat protection	Maintain SSB > 100.000t; discard < 5% individuals of commercial species; bycatch of red-listed species = 0; no fishing in defined area
Economic	National/ member state	Obligatory or Recommended	Minimum EBIDTA; fleet capacity limits	Average EBIDTA > 0
Societal	National/ member state	Obligatory or recommended	Training; Recruiting young fishermen	Ensure on-board training possibilities for > 20 newcomers

## CO-CREATING ECOSYSTEM BASED FISHERIES MANAGEMENT SOLUTIONS



28 partners  
14 countries  
3 continents

€ 7.7 million  
total budget



# Conclusions

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- RFMS provides a management framework that empowers operators to ensure sustainable performance
- Management plans and audits provide transparent documentation of sustainable fisheries procedures that are available to the public/consumers
- The establishment of RFMS prepares for certification

# Questions or comments?



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The Research Council  
of Norway



# MareFrame

