



WWF

SEAFOOD  
GUIDELINES

2016



**Fishery Improvement Projects**

# TOWARDS SUSTAINABILITY

WWF's vision for fisheries is of a global shift towards healthy ecosystems that support sustainable seafood production and consumption, and benefit the people and businesses that depend on

them. To bring this vision to life, WWF is working closely with fisheries and seafood companies willing to make a commitment to improve the production and sourcing of their seafood. We implement projects around the world that successfully combine effective governance with improved conservation and biodiversity, food security, poverty reduction, and sustainable livelihoods.

## Meeting global demand

Due to rising populations and personal incomes, increased inner-city living and global distribution channels, global demand for seafood has increased five-fold since the 1960s, while individual consumption has almost doubled to 19 kilograms per year<sup>1</sup>. Wild-capture and farmed seafood remain one of the most traded food commodities worldwide, with over 200 countries exporting fish and fish products. By 2030 the Food and Agriculture Organization of the United Nations (FAO) estimates we will need an additional 45 million tonnes<sup>2</sup> of seafood to meet demand.

This unprecedented consumption pressure to produce comes with additional costs. The FAO reports that more than one third of the global harvest is identified as wasted by-catch, and the financial value of illegal, unreported and unregulated (IUU) fishing is estimated at €9-20 billion per year<sup>3</sup>.

As of November 2015, just 12 percent of the global annual harvest of wild-caught fisheries are certified as sustainable or in full assessment, and another 5 percent of the harvest has been identified as 'potentially' certifiable in the short-term<sup>4</sup>.

**With the FAO reporting that 28 percent of world fisheries are overfished, and over 60 percent fished to their limits<sup>5</sup>, it has never been more important to make a global shift towards well-managed, sustainable fisheries.**

<sup>1</sup> FAO 2014. The State of World Fisheries and Aquaculture 2014. Rome. pp.3

<sup>2</sup> FAO 2014. The State of World Fisheries and Aquaculture 2014. Rome. pp.204

<sup>3</sup> FAO 2014. The State of World Fisheries and Aquaculture 2014. Rome. pp.131

<sup>4</sup> www.msc.org

<sup>5</sup> FAO 2014. The State of World Fisheries and Aquaculture 2014. Rome. pp.7

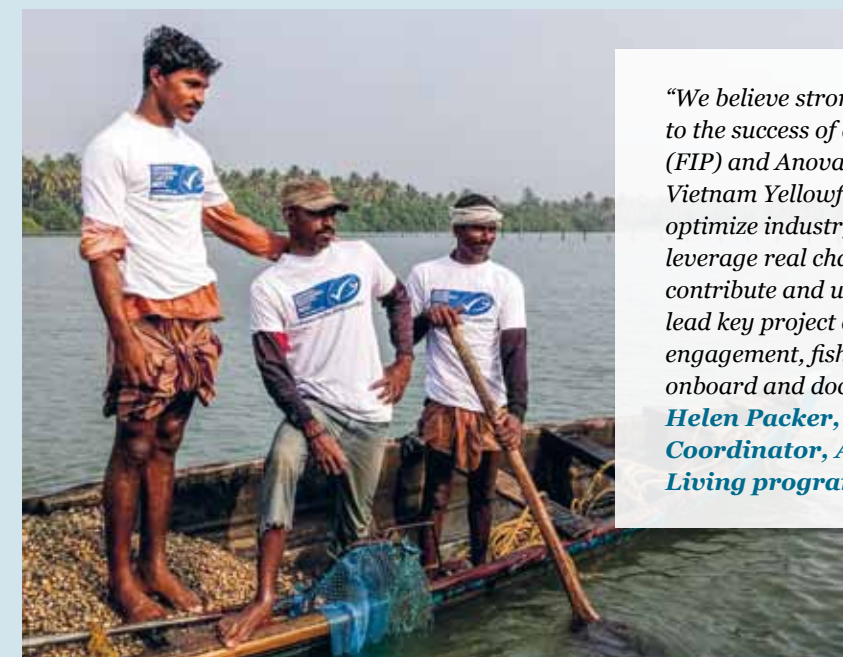
# WHAT IS A FISHERY IMPROVEMENT PROJECT (FIP)?

**FIPs utilise private-sector power and market forces to incentivise fisheries to shift to sustainable practices.**

WWF defines FIPs as focused initiatives aimed at enabling fisheries to reach the sustainability standards necessary to enter a full assessment by a credible, science-based, multi-stakeholder certification programme. The only scheme that currently meets WWF's minimum criteria for wild-caught seafood is the Marine Stewardship Council (MSC).

FIP stakeholders should include fishers/producers, non-governmental organisations (NGOs), fishery managers, governments, researchers, and other members of the fishery supply chain. FIPs are stepwise projects designed to achieve continuous time-bound improvements across the fishery in order to address its deficiencies against the MSC standard.

The fundamental goal of all FIPs is to help fisheries meet the MSC standard for sustainable fisheries. While fisheries that enter into FIPs are strongly encouraged to pursue certification as an end-goal, it's recognized that for some small-scale fisheries in developing countries, which only supply local and domestic markets, there are limited market incentives to pursuing MSC certification. In such cases, the FIP definition is valid as long as the fishery is making progress according to the workplan designed to reach a level consistent with the MSC standard within the agreed timeframe (max. 5 years).\*



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*"We believe strongly that industry support is key to the success of any Fishery Improvement Project (FIP) and Anova is proud to be a partner in the Vietnam Yellowfin FIP. The FIP is designed to optimize industry participation to influence and leverage real change and progress. We are happy to contribute and utilize our resources and expertise to lead key project components such as supply chain engagement, fisher awareness and improving onboard and dockside monitoring in the fishery."*  
**Helen Packer, Science & Sustainability Coordinator, Anova Food LLC, Fishing & Living program**

\* Note: Exceptions concerning the max. timeframe: as long as significant progress is made and the FIP is highly likely to reach a level of performance to enter MSC assessment, the pre-defined period of 5 years could be extended after consultations with all project partners, including WWF.



# THE FIP PROCESS

STEPS	Deliverables	WWF Recommendations for sea-food buyers and companies	Potential FIP support from WWF/NGOs
STEP 1 Scoping	FIPs must have a <b>Scoping Document</b> and an MSC pre-assessment completed by an independent, third-party auditor who has experience applying MSC Fishery Assessment Standard.	<ul style="list-style-type: none"> <li>Seafood companies may continue to source from a fishery where a FIP is in development to incentivise progress, or discontinue purchasing until improvements are made. At this stage WWF will not advise companies to shift their purchasing to a FIP if they have not previously sourced from them;</li> </ul>	<ul style="list-style-type: none"> <li>Communicating as appropriate with relevant seafood buyers that a FIP is in development, and presenting options for them to engage their supply chain.</li> </ul>
STEP 2 Work Plan development	A <b>Work Plan</b> (5 years maximum*- see notes on page 4) must be developed to improve the fishery to a level conforming to MSC standard, targeting any deficiencies identified during Step 1.	<ul style="list-style-type: none"> <li>WWF recommends that seafood companies who discontinue sourcing should convey (in writing), the problem areas in the fishery that need to be addressed in order for sourcing to resume.</li> </ul>	
STEP 3 Implementation	<p>FIPs must make progress according to the indicators and timeframes agreed in the Work Plan, and should employ an independent <b>system for tracking and reporting progress</b> against Work Plan indicators ensuring milestones (such as policy changes, improvements in fishing practices, reduced habitat impacts or stock improvements), are met.</p> <p>FIP fisheries must also commit to ensure transparent operations. This means for example using the Automatic Identification System (AIS), VMS or other technical tracking opportunities.</p>	<ul style="list-style-type: none"> <li>When fisheries are making progress according to the Work Plan, companies may either continue sourcing from the FIP fishery, shift their sourcing to the FIP fishery, or discontinue purchasing until further improvements are made;</li> <li>WWF recommends that seafood companies who discontinue sourcing should convey (in writing) the problem areas in the fishery that need to be addressed in order for sourcing to resume.</li> </ul>	<ul style="list-style-type: none"> <li>Communicating as appropriate with relevant seafood buyers that a FIP is in development, and present options for them to engage their supply chain;</li> <li>Providing options for seafood buyers to communicate about the FIP to consumers if they are procuring from that FIP;</li> <li>Profiling the FIP in NGO communications that provide an opportunity to tell the story of the FIP. Communications should focus on the fishery's operation's progress towards sustainability and is not connected to any marketed product.</li> </ul>

*"The Yellowfin tuna FIP has foremost helped fill key gaps in management on the ground. Through the FIP we are witnessing real progress in expanding logbook and observer programs, increasing fisher awareness about sustainability and raising understanding and support for eventual MSC certification. For VinaTuna, it has helped enhance our capacity to engage in sustainable tuna management generally, including the establishment of the sector-wide Vietnam Tuna Consultation Council, which aims to ensure strong multi-stakeholder participation and advice to Government."*  
**Tran Van Hao, Assistant Chairman, Vietnam Tuna Association (VinaTuna)**



## Notes:

- While WWF will support the efforts of FIP fisheries during all stages of the process, public WWF endorsement of products will only be made for MSC-certified and labelled products;
- There will be no WWF or market recognition if a time frame longer than 5 years is needed for improvement, or if a fishery in a FIP fails to deliver the milestones as agreed in the Work Plan. Exceptions due to special external circumstances: as long as significant progress is made and the FIP is highly likely to enter MSC assessment, the pre-defined period of 5 years could be extended after consultations with all project partners, including WWF





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# FIP ESSENTIAL REQUIREMENTS

**For WWF to support a FIP the following requirements must be met:**

**Market forces:** the project must draw upon market forces, including suppliers, retailers, traders, food service, fishing industry, seafood consumers and other relevant forces to motivate ongoing fishery improvements.

**Work plan:** this must include measurable indicators and milestones along a defined time frame with an associated budget.

**Agreed time frame:** stakeholders must plan to complete the FIP within 5 years. An extension beyond

this due to special circumstances may only be granted at the discretion of WWF and all project partners, and is dependent on the fishery being judged as “highly likely” to enter MSC assessment. MSC certification is the end goal of a FIP.\*

**Commitment of resources:** stakeholders must be prepared to make the investments necessary to achieve improvements as outlined in the Work Plan, and roles and responsibilities of all key stakeholders should be clearly outlined.

**Communications guidelines:** must be clearly defined with agreement on scope and frequency of communications.

**Explicit willingness:** stakeholders must be prepared to indicate their commitment to make improvements in writing. For example, a signed memorandum of understanding, correspondence/contract between parties stating a commitment, or a letter of support or intent.

**Independent system for tracking progress:** this should include a progress plan with independent measurable indicators and periodic third-party verification. Progress needs to be made public at least every six months.

**Performance benchmarking:** where practicable, participants must participate in performance benchmarking to report on progress against MSC standard. This should be undertaken by an approved independent body.

**Transparency of fishing activities:** FIP partners are expected to use AIS 24/7, provide AIS data or VMS data or other location based information.

**Annual progress review:** based on a format suitable for each FIP, where results will be published and transparent. This is done by a third-party with experience applying the MSC standard.

\* Note: WWF strongly encourages fisheries to pursue full MSC certification, but also recognises that for some of the small scale fisheries in developing countries that only supply local and domestic markets, MSC certification might not be a relevant market incentive. In this case, the definition FIP might be used as long as the fishery is making progress according to the workplan in order to reach a level consistent with the MSC standard within the agreed timeframe (max. 5 years).

# FIP SUCCESS FACTORS

**Stakeholder engagement and commitment to move forward:** it is fundamentally important to gain the full support and involvement of a diverse range of committed stakeholders early in the FIP process.

**Managing expectations:** all stakeholders should have a common understanding that FIPs are multi-year projects, and depending on the fishery, it will take several years before an MSC full assessment can be attempted.

**On-the-ground support (FIP coordinator):** a local coordinator will be able to monitor and communicate progress, as well as build strong relationships with stakeholders and encourage ongoing support and commitment for the FIP.

**Technical advice:** it is essential to have a consultant knowledgeable about MSC certification requirements involved in planning, developing, monitoring, and reviewing of the FIP (as well as any related outputs or proposals). This will help ensure planned actions will move the fishery towards meeting the MSC standard, and maximise the chance of a successful full MSC assessment.

**Resources:** Financial resources are essential for the successful development and implementation of a FIP. Non-financial resources, such as in kind support from governments and employers, are also essential to overall progress.

**Monitoring and review:** Tracking progress will help ensure the FIP is moving the fishery towards the MSC standard, and that activities are meeting the time frames agreed in the FIP Action Plan.



*“Sea Delight’s involvement in the Vietnam Yellowfin Tuna FIP has been a good experience so far. As the FIP work expands so will our customer’s confidence in Vietnamese tuna products. We believe this will provide us with access to new retailers and markets in addition to being able to continue supporting our own, and our customer’s, existing sustainability commitments.”*  
**Stephen Fisher, Sustainability Coordinator, Sea Delight LLC**

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# POTENTIAL BENEFITS OF ADOPTING SUSTAINABLE PRACTICES



### Secure consumer demand

Consumers increasingly demand environmental and social accountability for the products they purchase. A recent corporate social responsibility survey found<sup>6</sup> that 90 percent of global consumers would switch brands to one that supports a good cause, if the price and quality were similar; 90 percent also said they would boycott a brand or product if they learned of irresponsible behaviour.



### Reduced costs and increased profitability

Research shows that investing in sustainable environmental practices can cut costs by nearly 50 percent<sup>7</sup>, with the added benefit of reducing social risks by adopting such practices. Through taking practical steps, the seafood industry can ensure it meets consumer and stakeholder demand and making profits.



### Mitigating commercial risks

Companies can manage risks associated with reputational issues by engaging in sustainability efforts and acting against forced labour conditions. Transforming how seafood is sourced and processed delivers commercial gains to business.



### Secure resource base

Tens of millions of people depend on wild-caught and farmed seafood for their livelihoods and nutrition, as do the millions of workers in seafood companies along supply chains. All of them in their turn rely on healthy oceans and freshwater ecosystems that support all forms of aquatic life.

<sup>6</sup> Cone Communications/Ebiquity 2015. Global CSR Study, pp.8.

<sup>7</sup> Deloitte Development LLC 2012. Selected Sustainable Value Chain Research Findings.

# WWF SUPPORT FOR FIPS

WWF provides ongoing support for FIPs working towards responsible, transparent and ecologically sustainable fishing operations, offering stakeholders the following potential benefits and advantages via its extensive global network:

**Technical support** and various activities for FIPs during the three stages of the process.

**Increased market recognition** via articles about the progress of the FIP on WWF websites, allowing suppliers, processors and retailers to easily identify lower-risk seafood products from fisheries involved in a FIP.

**Greater awareness** about achievements of the fisheries by reporting on FIP progress in internal and external WWF communications (such as newsletter articles, annual activity reports, magazine articles, leaflets, brochures, position papers, press releases, interviews, and public statements).

**Assistance from/access to funding and financial institutions** interested in helping FIP fisheries achieve certification.

WWF may also actively promote a FIP fishery and drive demand for its product(s) by:

1. **Recommending the fishery to local markets to source, if:**
  - a A fishery is in a developing country supplying only local or domestic markets
  - b A buyer is already sourcing from the fishery
  - c A fishery is demonstrating improvement in Step 3 (see FIP Process on page 3)
2. **Recommending the fishery to global markets to source, if:**
  - a A buyer is already sourcing from the fishery
  - b A FIP already proved progress in Step 3, according to the agreed time frame, milestones and indicators, and is near\* meeting MSC standards for certification
3. **Featuring the fishery as "towards sustainability" at public events, if:**
  - a The FIP already proved progress in Step 3, according to the agreed time frame, milestones and indicators, and is near meeting MSC standard for certification\*

\*Near = within a maximum timespan of 2 years



## FIP CASE STUDY

### Canadian (Newfoundland) 3Ps Atlantic cod

**Species:** *Gadus morhua*

**Fishery:** 3Ps cod fishery (approximately 420 independent harvesters)

**Stakeholders:** WWF-Canada, Icewater Seafoods Inc., Fish, Food and Allied Workers Union (FFAW), Ocean Choice International (OCI), Department of Fisheries and Aquaculture (DFA), Fisheries and Oceans Canada (DFO), Marine Institute at Memorial University of Newfoundland. Marks & Spencer were the main retail partner, while High Liner Foods, the Sustainable Fisheries Fund/Resources Legacy Fund and the DFA also provided significant support.

#### Background

Atlantic cod is a gadoid, demersal groundfish found on both sides of the Atlantic Ocean, including the waters off Newfoundland, Canada. Adult cod reach maturity between 3-4 years, and live near the ocean floor along rocky slopes and ledges, preferring cold water at depths of 10-150 metres. Fished using handline, longline, gillnet, otter trawl and Danish seine, the main commercial markets for 3Ps Atlantic cod are in Europe and the United States.

In January 2011, WWF-Canada and Icewater Seafoods Inc. commenced the first Canadian WWF-led FIP for the 3Ps Atlantic cod fishery, adjacent to the south coast of Newfoundland. With most cod stocks in the region still depleted or slowly recovering from collapse in the late 1980s and early 1990s, the project set an aggressive three-step Action Plan over a three year period to see if cod could be harvested in a sustainable way.

#### Areas for improvement

The 2011 MSC pre-assessment identified a number of areas for improvement before a full assessment could be undertaken with any chance of passing and achieving MSC certification:

- Improved data collection to accurately determine Atlantic cod stock status
- A need to explicitly reference the precautionary approach within the Integrated Fisheries Management Plan (IFMP), and how the limit reference point and target reference point will be used in the harvest and management strategy
- Improved data to track 3Ps' by-catch impact (the capture of 'non-target' species, including those at-risk or endangered)

*"WWF's commitment to the recovery of Newfoundland cod fisheries combined with their international network made them a logical choice for Icewater to partner with on Fisheries Improvement. Beyond the fishery, WWF is also working to ensure all seafood supplies are from sustainable sources - including Newfoundland cod."*  
**Alberto Wareham, CEO of Icewater Seafoods Inc.**



#### FIP timeline and key achievements

Through extensive collaboration with stakeholders and industry, including the Center for Sustainable Aquatic Resources and the Center for Fisheries Ecosystem Research, the 3Ps Atlantic cod FIP demonstrated that depleted fisheries can be rebuilt through effective management.

2010	• June WWF and Icewater Seafoods Inc. signed a MOU to commence a FIP for 3Ps cod
2011	• January Fishery undertook an MSC pre-assessment
	• May A FIP scoping document was developed, addressing the deficiencies identified in the pre-assessment
	• July A Stakeholder meeting was held to review the deficiencies and determine actions to address them
	• December An Action Plan was developed to help the fishery overcome the deficiencies
2012	• February Stakeholders implemented the Action Plan, while WWF tracked and reported progress to core client group
	• Increased the number of tags deployed in a joint industry/DFO tagging project
2013	• By-catch analysis of the 3Ps cod fishery completed
2014	• March 3Ps cod fishery entered into MSC full assessment by Icewater Seafood Inc. and Ocean Choice International
2015	• October 3Ps cod fishery recommended for MSC certification
2016	• 2016 March 3Ps cod fishery receives MSC certification



## FIP CASE STUDY

### Ecuadorian Mahi Mahi

**Species:** *Coryphaena hippurus*

**Fishery:** entire Ecuadorian mahi mahi fishery (approximately 3,000 vessels and 10,000 fishermen).

**Stakeholders:** WWF, Ecuador's Vice Ministry of Aquaculture and Fisheries (VMAP) and Sub-Secretary of Fishery Resources (SRP), Whitefish Exporters Association (ASOEXPEBLA), National Federation of Fisheries Cooperatives of Ecuador (FENACOPEC), Eastern Pacific Fisheries School (EPESPO), National Fisheries Institute (INP), Universidad Laica Eloy Alfaro de manabi (ULEAM), and independent artisanal fishermen.

#### Background

Mahi mahi (also known as dolphin fish), is a highly migratory surface dwelling ray-finned fish found offshore in temperate, tropical and subtropical waters worldwide, including off the coast of Ecuador. They are one of the most important species in Ecuador's artisanal fisheries sector, caught primarily using 500-hook surface longlines deployed from small boats known as fibras. The majority of Ecuadorian mahi mahi is exported to the United States, generating significant economic benefit (approximately \$30 million per year), as well as food security and jobs. Undertaking a FIP with a view towards achieving MSC certification is considered integral to ensuring the sustainability of the fishery and securing this lucrative export market and related socio-economic benefits.

#### Areas for improvement

The 2009 MSC pre-assessment revealed a number of areas for improvement before a full assessment could be attempted with any chance of passing and achieving MSC certification:

- Improve information available on mahi mahi populations and stock status
- Collect more data on the catch and discard of incidental species
- Collect more data on interactions with endangered, threatened and protected (ETP) species
- Develop an effective management strategy at the national level
- Improve the management of mahi mahi at the regional level through the Regional Fisheries Management Organization (RFMO).

*"Thanks to coordinated efforts between the government, industry, WWF and other stakeholders over the last years to improve the management of the mahi mahi fishery, the time is now ripe to prepare for MSC certification."* **Juan Benincasa, President of ASOEXPEBLA -Association of Whitefish Exporters of Ecuador**



Patricia

#### FIP timeline and key achievements

- 2009**
  - Fishery undertook an MSC pre-assessment
  - FIP scoping document and Action Plan developed
- 2010**
  - Action Plan implemented by WWF, SRP and ASOEXPEBLA
  - Major landing site monitoring program established (in ports and offshore)
- 2011**
  - **February** National Plan of Action (NPOA) adopted by Ecuadorian Government to conserve and manage mahi mahi, covering gear and effort regulations, seasonal closure, minimum catch size, scientific monitoring programs, control system with sanctions, co-management scheme
  - **July** Circle hook tariffs eliminated, to encourage uptake of preferred circle hook gear
  - **December** Observer program established, aiming to cover 10% of the longline fleet
  - Responsibility for turtle bycatch reduction program transferred to Government of Ecuador
- 2012**
  - **July** National workshop to review mahi mahi genetics, stock assessment status, biological characteristics, catch monitoring and enforcement
- 2013**
  - Inter-American Tropical Tuna Commission (IATTC) Scientific Advisory Committee presented preliminary indicators for mahi mahi fishery management (first step towards regional stock assessment in the Eastern Pacific Ocean)
- 2014**
  - First international scientific mahi mahi workshop led by the IATTC to work with Eastern Pacific Ocean mahi mahi producing countries to develop a regional stock assessment

#### Next steps:

Several activities require completion before the fishery is anticipated to enter MSC full assessment in 2016:

- Conduct international stock assessment with aim to establish a consistent harvest strategy
- Testing of the new co-management system (Mahi mahi Advisory Council)
- Improve coordination between government monitoring and enforcement agencies
- Continue to implement and evaluate education, outreach and communication programs
- Ecuadorian and Peruvian governments to agree upon joint management measures for the mahi mahi shared stock



# FREQUENTLY ASKED QUESTIONS

## Who can participate in a FIP?

FIP participants will vary depending on the nature of the fishery and the improvement project, but can include fishers/producers, non-governmental organisations, fishery managers, governments and other members of the fishery supply chain.

## How much does it cost to develop and implement a FIP?

The final costs for developing a FIP will depend on the complexity of the fishery and region, as well as the activities and time frame for the implementation phase. As the FIP is developed, a financing plan should be added to the FIP Work Plan. There are generally two sets of costs associated with a FIP:

**Process costs:** will include costs associated with developing the scoping document, holding stakeholder meetings, and developing the FIP Work Plan.

**Implementation costs:** will include costs for the fishery to actually make changes. Additional costs can include staff time, travel, and communications associated with managing and coordinating the FIP Work Plan.

A FIP is most successful if all parties involved in implementing the FIP Action Plan contribute financially to the project. By being financially invested in the FIP, organisations and individuals are more likely to take ownership in the effort and effectively complete any activities for which they are responsible.

## Who funds the FIP?

Funding sources vary for every FIP, and will depend on the size of the fishery and the complexity of changes required to meet MSC standards. Financial contributions may come from the fishery itself, or other external sources.

## How long does it take to develop and implement a FIP?

The average time needed to develop a FIP depends on the scope and complexity of the fishery, level of stakeholder participation, and the ability and willingness of government entities to make management improvements. Development of the FIP Scoping Document and Work Plan typically takes 6-12 months, while FIP implementation can take from 1 year to over 5 years if a fishery has a large number of stakeholders, bureaucratic management systems, multiple species and gear types, or requires large changes in medium and high priority indicators. Even FIPs for relatively straightforward, small scale fisheries (targeting a single species and using a single gear type) can take several years to complete due to particularly challenging issues. A FIP will eventually deliver an improved fishery and management system as long as progress is made against the agreed Work Plan and time frame.

## What happens if we can't meet the Work Plan goals in the agreed time frame?

An extension beyond 5 years may only be granted at the discretion of WWF and all project partners and due to special external circumstances. As long as significant progress is made and the FIP is highly likely to enter MSC assessment, the pre-defined period of 5 years could be extended after consultations with all project partners, including WWF.

## What does WWF expect from a FIP partner regarding transparency of fishing activities?

WWF expects full transparency of fishing activities. This means for example using AIS, VMS or other technical tracking technology opportunities.

## We can't afford MSC certification, can we still apply for a FIP?

WWF strongly encourages fisheries to pursue full MSC certification, but also recognises this is not always feasible, for example: in the case of some small-scale fisheries in developing countries, which only supply local and domestic markets where demand for certified seafood is not yet present. In this case a FIP might be undertaken with WWF's discretion, if the fishery meets the majority of WWF's essential requirements (see page 5).

## I don't know if a FIP is right for us, are there any other developmental tools offered by WWF?

WWF also supports fisheries engaged in Fisheries Conservation Projects (FCPs), which include projects where outcomes are related to the environmental performance of the fishery, including improvement of the stock, management and monitoring, and reduction of bycatch. More detailed information on FCPs can be found in WWF's Fisheries in transition (FIT) paper (please see Further reading).

## Further reading

WWF Smart Fishing Initiative (SFI) > FIT paper: fisheries in transition (2014)  
[http://d2ouvy59podg6k.cloudfront.net/downloads/fisheries\\_in\\_transition\\_nov2014\\_.pdf](http://d2ouvy59podg6k.cloudfront.net/downloads/fisheries_in_transition_nov2014_.pdf)

WWF Coral Triangle Program:  
[http://wwf.panda.org/what\\_we\\_do/where\\_we\\_work/coraltriangle/solutions/](http://wwf.panda.org/what_we_do/where_we_work/coraltriangle/solutions/)

WWF US:  
<http://seafoodsustainability.org>

Marine Stewardship Council (MSC) > A practical guide to MSC's fishery certification process (2015)  
<https://www.msc.org/documents/get-certified/fisheries/MSC-get-certified-fisheries-guide>

## Useful links

WWF Smart Fishing Initiative (SFI)  
[http://wwf.panda.org/what\\_we\\_do/footprint/smart\\_fishing/](http://wwf.panda.org/what_we_do/footprint/smart_fishing/)

WWF SFI > Fishery Improvement Projects  
[http://wwf.panda.org/what\\_we\\_do/footprint/smart\\_fishing/how\\_we\\_do\\_this/sustainable\\_markets\\_\\_new/\\_fip\\_and\\_fcps/](http://wwf.panda.org/what_we_do/footprint/smart_fishing/how_we_do_this/sustainable_markets__new/_fip_and_fcps/)

Marine Stewardship Council (MSC) > About us  
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# FISHERY IMPROVEMENT PROJECTS (FIPS)

## SUSTAINABILITY

FIPs utilise private-sector power and market forces to incentivise fisheries to shift to sustainable practices.

## TRANSPARENCY

Fisheries engaged in a FIP must commit to ensure transparent operations.



## CERTIFICATION

Marine Stewardship Council (MSC) certification is the end goal of a FIP.

## SUPPORT FOR FIPS

WWF supports fisheries during all stages of the FIP process. Public WWF endorsement of products will only be made for MSC certified and labelled products.

Published by WWF's Smart Fishing Initiative (SFI), Author: Liz Dimmlich, Editor: Gabi Kranz



### 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.

[panda.org](http://panda.org)

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