



A unique group of leaders who are fast-tracking solutions to the most pressing challenges facing the ocean



Ending illegal, unreported and unregulated fishing

Context

Illegal, unreported and unregulated (IUU) fishing depletes fish stocks, destroys marine habitats, distorts competition and puts honest fishers at an unfair disadvantage. In Sustainable Development Goal 14 (Life Below Water, or 'the ocean goal'), governments set out to end IUU fishing by 2020. Friends of Ocean Action is working with partners to accelerate action to achieve SDG 14, creating new momentum for transparency and solutions in the sector.

With its partners, Friends of Ocean Action aims to create a breakthrough in the fight against IUU fishing by accelerating progress on three fronts in tandem: action by companies to control their supply chains; action by governments to control access to their ports; and the creation of powerful new data capabilities to support both. By moving these efforts forward in concert, we can help to ensure that they reinforce each other: that governments and companies align on the data they require to monitor vessels, that corporate action in supply chains further strengthens government enforcement in ports, and that new data tools provide robust information on activities on the ocean that enables governments and companies to act.



Tuna is transhipped from an IUU purse seine fishing vessel onto a reefer, or cold storage vessel, on the high seas. © Alex Hofford/Greenpeace

What the Friends are doing

1. Supply chains

Leading retailers and seafood companies have pledged to drive traceability and sustainability throughout the sector. Examples include the World Economic Forum's Tuna 2020 Traceability Declaration where 66 companies in the tuna sector, across retailers and suppliers, made commitments to improve both. Under the Seafood Business for Ocean Stewardship initiative (SeaBOS), convened by the Stockholm Resilience Centre and the Swedish Academy of Science, the world's 10 largest seafood companies have committed to advancing sustainability across the seafood industry using their influence to create transparency and change where needed. Friends of Ocean Action is working with these initiatives, and with leading NGOs, to expand participation in their efforts and accelerate progress.

Working with supply chains for tuna, one of the world's most valuable traded fish, Friends of Ocean Action aims to bring together the Tuna 2020 Traceability Declaration signatories with the Global Tuna Alliance, an active collaboration of seafood leaders committed to improving tuna supply chains. Collectively, this group of leading private sector influencers and NGO partners will:

- Bring on board further committed actors in tuna value chains, and
- Support signatories in signing up to a plan for full implementation of the Tuna 2020 Traceability Declaration, including commitments to:
 - (i) Ensure effective traceability of tuna products from vessel to the final buyer;
 - (ii) Develop a robust strategy to address human rights issues that may exist in the fisheries;
 - (iii) Ensure sourcing from environmentally sustainable tuna fisheries; and
 - (iv) Call on and work with governments to take action to eliminate IUU and to sustainably manage tuna fisheries.

Friends of Ocean Action aims to leverage the learnings from tuna to support the rest of the seafood sector to further commit and take action to eliminate IUU and develop a transparent, sustainable and socially responsible seafood supply chain.

2. Policy

Under the leadership of the Food and Agriculture Organization of the United Nations (FAO), UN member states have agreed to the Port State Measures Agreement (PSMA), which was designed to prevent vessels from landing illegal catch. Friends of Ocean Action will work with the High Level Panel for a Sustainable Ocean Economy, leading governments, the FAO, multilateral and regional entities, and NGOs to forge international cooperation and accelerate implementation of key Port State Measures, especially across the Pacific. It is hoped that such cooperation will result in the following outcomes by 2020:

- Major port and flag states will have ratified PSMA and/or submitted their Designated Ports and Contact Points to the FAO, and Vessel Data to the Global Record,
- Key groupings of Pacific port and flag states will have put in place a system for joint implementation of PSMA, serving as models for action
- Implementation of key lines of action of the APEC Roadmap for Combatting IUU Fishing, including the exchange of information regarding traceability and monitoring, control and surveillance of fishing activities, increased coordination across APEC economies, investing in capacity building, and strengthened public-private engagement.

The June 2020 UN Ocean Conference provides an important focus for an assessment of progress towards eliminating IUU fishing, and shine a spotlight on state and regional commitments to the implementation of PSMA. The FAO, the World Economic Forum's Centre for the Fourth Industrial Revolution, The Nature Conservancy, Pew Environment Group, WWF and Global Fishing Watch are providing support. Friends of Ocean Action and the High Level Panel for a Sustainable Ocean Economy are helping to mobilize the political will that it will require. This group of actors will also support a coalition of Pacific port and flag states in delivering shared implementation of key aspects of PSMA that uses new technological capabilities to allow for effective fisheries monitoring and communication between ports.

3. Data

The past few years have seen the beginning of a revolution in transparency in the fisheries sector, with development of new tools to monitor fishing activity on the ocean, including transshipment, and to trace fish from the boat to the supermarket shelf. Friends of Ocean Action will work with governments, companies and leading data platforms to increase the sharing of data that is needed to detect IUU fishing and the development of platforms that support action in supply chains and at ports. This will be done in the following ways:

- Friends of Ocean Action and partners are working together to enlist coastal and flag states and Regional Fisheries Management Organizations to share key data, including VMS data, ship registries, ownership, and so on, that are required for the GDST recommendations and PSMA,
- Global Fishing Watch and REV Ocean work with Friends of Ocean Action to:
 - (i) Build the capability to use the automatic identification system (AIS) and VMS data to provide detailed vessel tracking and basic information for every vessel on a common data platform, and
 - (ii) Develop algorithmic tools to detect IUU fishing, monitor transshipment and assess risks of human rights abuses using shared data, and
- Friends of Ocean Action will work with partners to create guidelines for data collection and sharing and use them to address key data policy questions and alleviate existing concerns about the sharing of commercially sensitive data (such as VMS).

Friends of Ocean Action believes that through a powerful combination of vital commitments and action by leading companies, together with an international framework for government cooperation in controlling ports and revolutionary new data capabilities, we have an unprecedented opportunity to crack the challenge of IUU fishing. Working with governments, industry and NGO partners, the Friends are determined to seize that opportunity.



Aerial view of a large number of fishing trawlers operating together illegally in a marine reserve. © Richard Whitcomb/Shutterstock
