



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



## IUU fishing: initiative on traceable and sustainable seafood supply chains

### Context

Illegal, unreported and unregulated (IUU) fishing undermines fisheries management, cheats legal fishers and threatens the viability of fish stocks. In Sustainable Development Goal 14 (Life Below Water or 'the ocean goal'), governments set out to end IUU fishing by 2020. SDG 14.4 calls for effectively regulating harvesting, ending IUU and destructive fishing practices, and implementing science-based management plans to restore fish stocks.

Friends of Ocean Action is working with partners to accelerate action to achieve that goal. The private sector has a central role to play in meeting SDG 14. Leading retailers and seafood companies have pledged to drive traceability and sustainability further across the sector. Examples include the Tuna 2020 Traceability Declaration convened by the World Economic Forum, where 66 companies made a concrete commitment to have fully traceable tuna supply chains by 2020. The Seafood Business for Ocean Stewardship (SeaBOS) initiative, convened by the Stockholm Resilience Centre and the Swedish Academy of Science and which brings together the 10 largest seafood companies in the world, has committed to advancing sustainability across the seafood industry – including making commitments to the Global Dialogue on Seafood Traceability and implementing a strategy for human rights in fisheries.

Friends of Ocean Action is working with these leading companies, and with other expert stakeholders, to expand participation in those efforts and accelerate progress. In addition, the Friends and partners are engaging governments to help them leverage these capabilities and work together to intercept illegally caught fish at port.



Fresh fish on a fishmongers counter. © Goran Bogicevic/Alamy

### What the Friends are doing

Friends of Ocean Action hopes that, by 2020, the world's largest seafood companies will have taken action to establish traceability and transparency across their supply chains and, in doing so, shift the sector further towards sustainability and sourcing responsibly. Friends of Ocean Action is supporting the work of the Global Tuna Alliance, an active collaboration of retailers and tuna supply chain companies committed to implementing measures to ensure tuna ultimately meets the highest standards of environmental performance and social responsibility. Collectively, members of the Global Tuna Alliance will:

- Bring on board further committed actors in the tuna value chains;
- Support signatories to sign 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 fishing and sustainably manage tuna fisheries.

The Global Tuna Alliance is preparing a progress update report on the achievements of the Tuna 2020 Traceability Declaration and will be supporting the signatories by providing a platform for government partnership and facilitating knowledge sharing.

Friends of Ocean Action aims to leverage the learnings from tuna to support the rest of the seafood sector to further commit and act upon eliminating IUU fishing and developing a transparent, sustainable and socially responsible seafood supply chain.

There is strong momentum in the commercial seafood sector to end IUU fishing. This momentum, coupled with new initiatives by governments and new data capabilities, has created a unique opportunity for action on IUU fishing. Friends of Ocean Action is determined to take advantage of this moment, by helping to accelerate action in the commercial sector and ensure that these efforts reinforce actions throughout the fisheries space to meet SDG 14.

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