



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

Illegal, unreported, and unregulated (IUU) fishing undermines fisheries management, cheats legal fishers and threatens the viability of fish stocks. Under Sustainable Development Goal (SDG) 14 (Life Below Water or the 'Ocean Goal'), governments set out to end IUU fishing by 2020. The Friends of Ocean Action is working with partners to accelerate action to achieve that goal through supporting the development of powerful new data tools and other approaches that offer an unprecedented ability to monitor and address suspect fishing activities on the Ocean and trace seafood from the boat to the supermarket. In addition, the members or 'Friends' are engaging governments to help them leverage these new capabilities and to work together to intercept illegally caught fish at port.

Companies have a central role to play in meeting SDG 14. Leading retailers and seafood companies have pledged to

drive traceability and sustainability into the sector. Under the Tuna 2020 Traceability Declaration, 66 companies in the tuna sector – retailers and suppliers – have made a concrete commitment to a fully traceable supply chain by 2020. Under the Seafood Business for Ocean Stewardship (SeaBOS) initiative, the 10 largest seafood companies have committed to advancing sustainability across the seafood industry, including a specific focus on addressing IUU fishing. The Friends of Ocean Action is working with these companies, and with leading NGOs, to expand participation in those efforts and accelerate progress on achieving commitments.

2020 Outcome: The Friends of Ocean Action goal is that, by 2020, the world's largest seafood companies are taking action to establish traceability and transparency across their supply chains and shifting the sector toward sustainability.

Action Plan: To achieve that goal, the Friends of Ocean Action is working with industry and NGO leaders to establish an alliance, where leading retailers who have signed the Tuna Traceability Declaration and NGO partners will:

- Bring on board the large retailers that have not yet signed;
- Enlist signatories to commit to a plan for full implementation of the Declaration, including commitments to: (i) collect and share data in line with Global Dialogue on Seafood Traceability (GDST) requirements; (ii) ensure environmental sustainability certification; and (iii) develop a robust strategy on human trafficking;
- Establish a mechanism for tracking implementation; and
- Engage government decision-makers to support action to control illegal fishing and more sustainable management of fish stocks.

The International Seafood Sustainability Foundation (companies comprising 85% of the canned tuna sector) and SeaBOS (convened by the Stockholm Resilience Center and the Swedish Academy of Science) will take action in parallel, including making commitments to the GDST and implementing a human trafficking strategy.

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. The Friends of Ocean Action is determined to take advantage of this moment, helping to accelerate action in the commercial sector and ensure that these efforts reinforce actions throughout the fisheries space.

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