

SFP and the FIP Blues



Partnerships for healthy ecosystems & sustainable fisheries - Collaboration between environmental NGOs, the fishing industry and science driving sustainability

Pedro Ferreiro Velasco -
Fisheries Markets Director

Tuesday, 15th June 2021

pedro.ferreiro@sustainablefish.org

Sustainable Fisheries Partnership

- SFP is an international marine conservation NGO founded in 2006 dedicated to helping seafood supply chains function in an environmentally-friendly fashion.
- SFP engages and partners with companies worldwide to collaborate on improvement of fisheries/fish farms within their supply chain.
- SFP harnesses market tools and influence to drive sustainability in fisheries and supply chains.

Sustainable Fisheries Partnership

SFP Mission: Leverage the power of seafood supply chains to rebuild depleted fish stocks, reduce the environmental impacts of fishing and fish farming, address social issues in fishing, and advance economic opportunities for fishers and their communities.

Sustainable Fisheries Partnership

What do not we do?

- SFP does not target civil society
- SFP does not engage in any form of campaigning
- SFP does not impose sustainability policy
- SFP does not certify fisheries
- SFP is not an eco-labelling program

Sustainable Fisheries Partnership



MORRISONS



The co-operative food

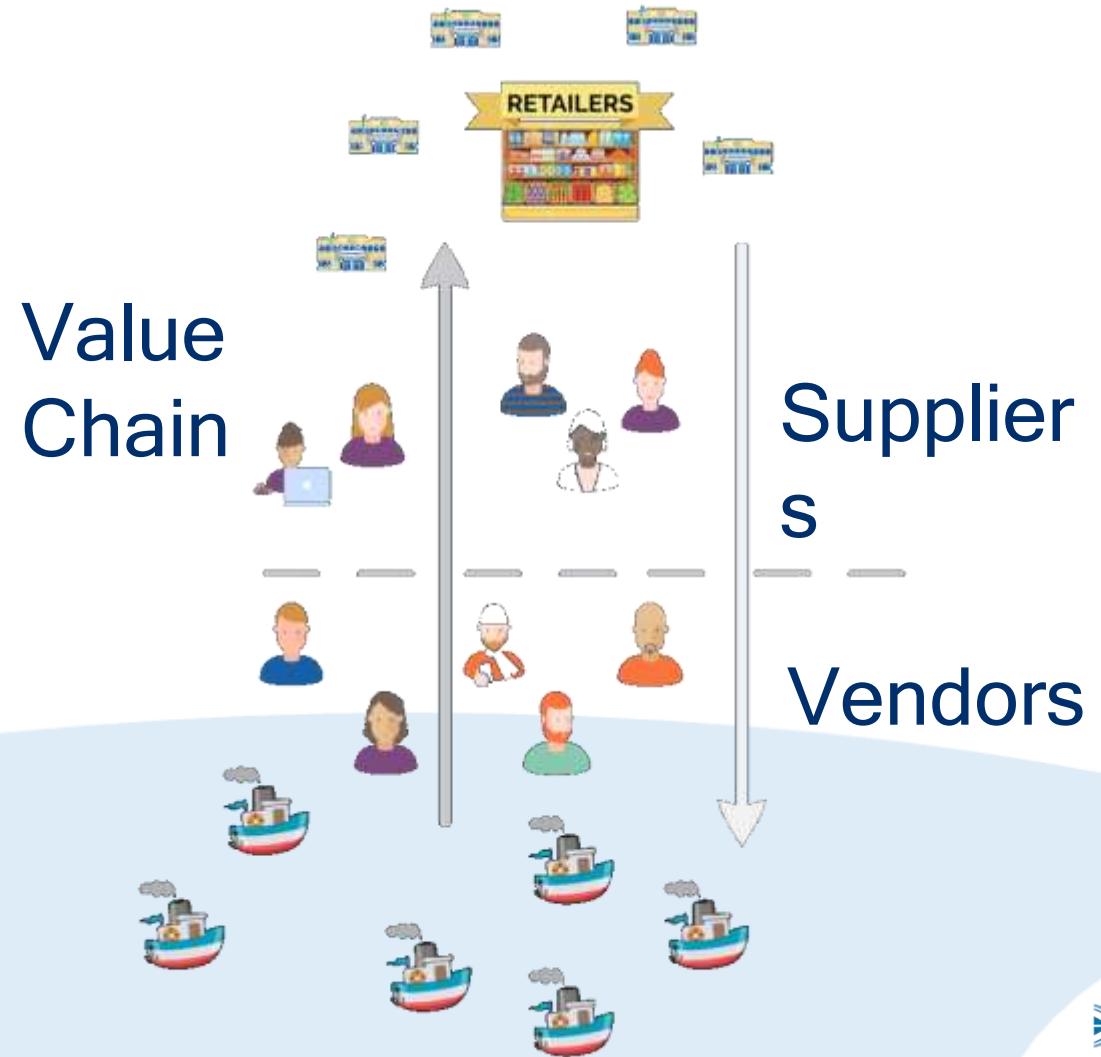


Sustainable Fisheries Partnership

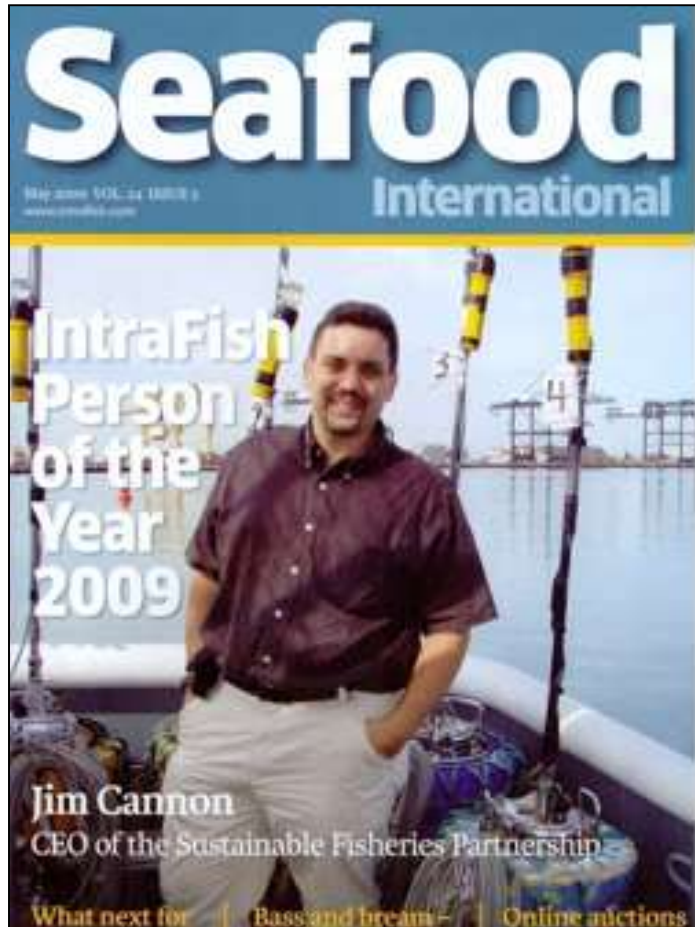
Two principles

1. Information

2. Improvement



Sustainable Fisheries Partnership



Recognized by pioneering
Fishery Improvement
Projects
(FIP model)

CONSERVATION ALLIANCE
FOR SEAFOOD SOLUTIONS

Sustainable Fisheries Partnership

What is a FIP?

CONSERVATION ALLIANCE
FOR SEAFOOD SOLUTIONS

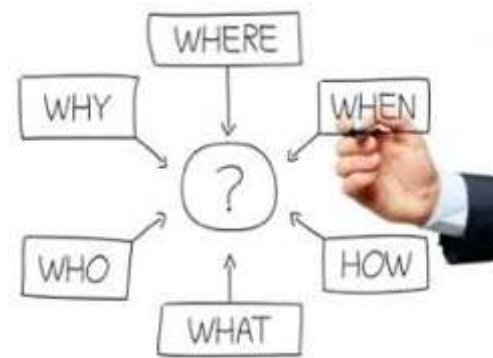
“A multi-stakeholder effort to address environmental or social challenges in a fishery. These projects harness the power of the private sector to incentivize positive changes toward sustainability”.

Sustainable Fisheries Partnership

How FIPs work?



Collaboration



Planning



Investing & Implementing



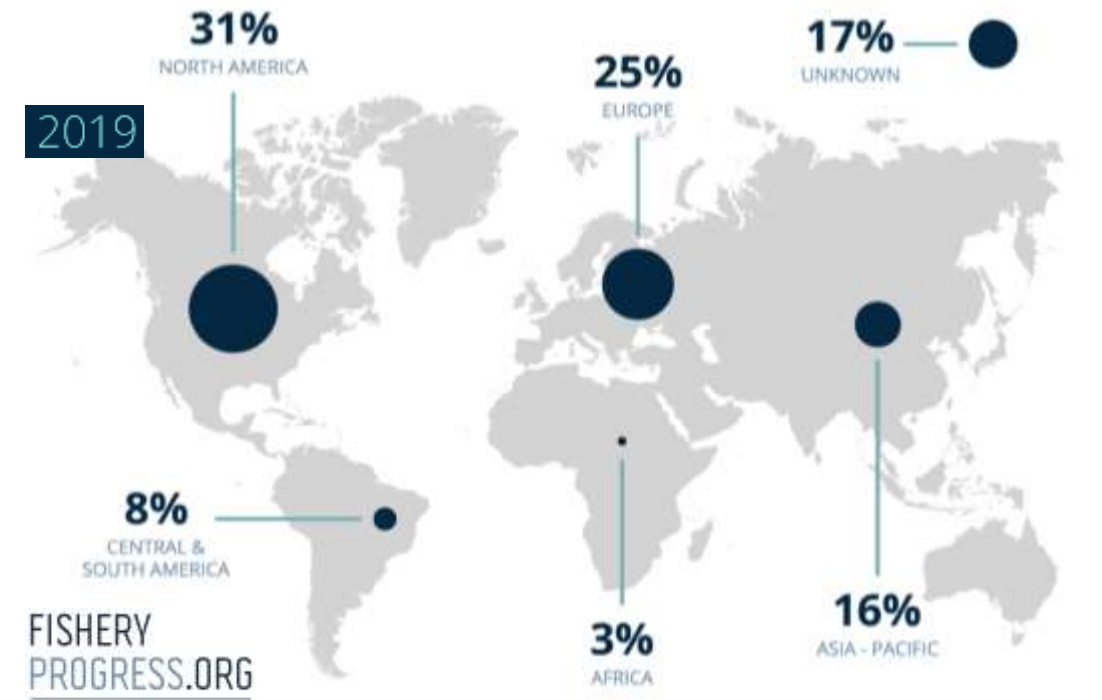
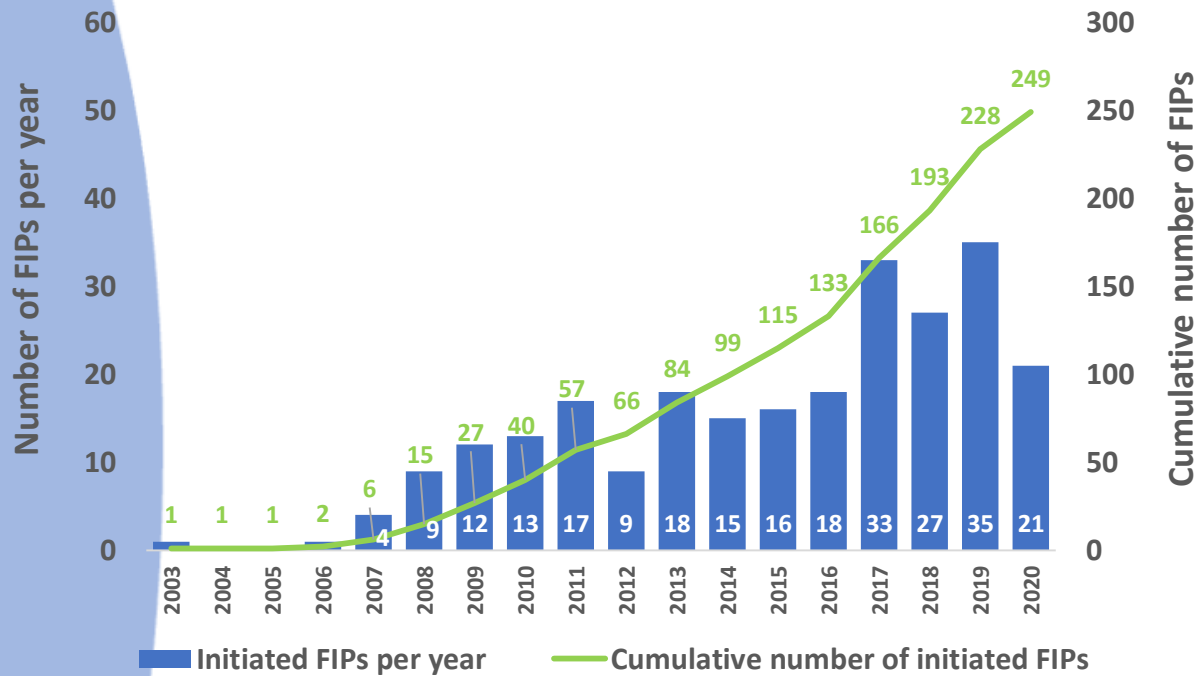
Monitoring & Reporting

Sustainable Fisheries Partnership

SFP role on FIPs?

- Ensure clear and transparent governance
- Advice FIP on funding models for improvements
- Help development of strong public-private alliances
- Provide scientific and technical capacity when required
- Evaluate FIP progress – we do not lead FIPs

Sustainable Fisheries Partnership



SFP (In press). "The role of the wholesale and retail sector in promoting sustainable seafood value chains" Honolulu: Sustainable Fisheries Partnership

SFP is developing new market based tools and already implementing market base approaches specifically tailored for SSF from the Global South.

Sustainable Fisheries Partnership



Clear example of the sustainability pathway that can be followed by fisheries to get North American and EU markets recognition, while working on improvements.