What is the Marine Stewardship Council?

• International non-profit organization.
• Fully independent since 1999.
• Originally conceived by WWF & Unilever to reverse the decline in global fish stocks and reward sustainable fisheries.
• Three year process to develop two standards and continuous method improvement approach
• Consistent with and built upon FAO codes of conduct and minimum ecolabelling guidelines
• Operating from 13 global offices (Americas – Seattle).
• Active in over 106 countries
MSC Governance Structure

The MSC Executive supports all of the bodies shown below and reports to the MSC Board of Trustees.

**Board of Trustees**
- Technical Advisory Board Chair
- Stakeholder Council Co-chairs
- Finance Committee
- Executive Committee
- Ad-hoc, topic specific committees
- Regional working groups

**Technical Advisory Board (TAB)**
Provides technical and scientific advice

**Stakeholder Council**
Representatives from a broad range of interests and regions

Committees and groups provide advice and feedback to the Board, Stakeholder Council, TAB and MSC Executive.
Assessment approach

Fisheries

pre-assess → Full assessment → Annual surveillance → 5 year Re-assessment

Chain of custody

Full assessment → Annual surveillance → 3 year Re-assessment
Theory of change

100 score: State of the Art

80 score: Best practice

60 score: Minimum acceptable

Unconditional Pass

Conditional Pass

Fail

“conditions” that require improvements
assumed “pull” to motivate improvements
What is a sustainable fishery?

1. Healthy stock
2. Minimal ecosystem impacts
3. Effective management

The best environmental choice in seafood
Standard Assessment Tree

**Principle 1 – Species / stock**
- status
- management
  - reference points
  - stock status
  - recovery & rebuilding
  - performance of harvest strategy
  - harvest control rule(s) & tools
  - assessment
  - information / monitoring

**Principle 2 – Environment**
- retained catch
  - status
  - mgmt
  - info
- ETP
  - status
  - mgmt
  - info
- ecosystem
  - status
  - mgmt
  - info
- bycatch
  - status
  - mgmt
  - info
- habitat
  - status
  - mgmt
  - info

**Principle 3 – Fishery management**
- governance & policy
  - legal / customary framework
  - consultation, roles & responsibility
  - long-term objectives & precaution
  - incentives
  - compliance & enforcement
  - decision-making processes
- fish. specific mngt system
  - research plan
  - monitoring & evaluation

Average ≥80
Client decides to proceed
  - Contract a CB

Pre-assessment

Decision to proceed -

Announcement

Consult on the FAM

Consults* on team

Assembles Expert Team

Site visit and scoring

Client Review

Peer Review

Public Comment Report

Final Report and Determination

Objection Period

Decision to certify

Surveillance

Surveillance

Surveillance

Stakeholder Consultation

Filtering

Preparation

Scoring

Review

MSC Fisheries Assessment Process
Fishery participation over time

<table>
<thead>
<tr>
<th>Year</th>
<th>Certified</th>
<th>In assessment</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>2012</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Certified ~ 7,800,000 tons | 218 fisheries
In assessment ~ 1,700,000 tons | 98 fisheries
Total ~ 9,500,000 tons | 316 engaged
MSC Global Reach

- 218 fisheries certified, 98 fisheries in full assessment
- Over 23,000 products labelled worldwide
- Over 10 percent of global wild capture in the MSC program
- Close to 10 million metric tonnes certified and in assessment
MSC labelled products – 31st of December 2013

Number of products: 22,500
Volume of labelled products: 640,000 MT (March 13)

Number of consumer facing products: 15,000
Volume of CF products: 480,000 MT (March 13)
MSC Global Impacts Report and Summary

Marine Stewardship Council
Global Impacts Report 2013
Monitoring and Evaluation

What is the MSC Global Impacts Report
The objective of the Global Impacts Report is to gain a clear understanding of the environmental and occupational impacts of the MSC's certification and monitoring program. The report presents objective data, organized into 22 indicators, which enable us to understand the objectives of our indicators, developed in consultation with MSC's stakeholders, to measure the impact that the MSC is having on certified fisheries and the market for sustainable fish.

The document you're reading now is a summary of the full report. It's the first time that the MSC, through a new team within the Standards Department, has produced a report that measures, quantitatively, the environmental and occupational impacts of the program. The MSC believes it's important to show people the impact we're having.

The report covers the period from when the MSC began, in 1999, until 31 December 2012.
MSC Global Impacts in Numbers

- **Ecolabelled products**: 18,438
- **Chain of Custody certificates**: 2,300
- **Fisheries in assessment**: 145
- **Certified fisheries**: 188

Years: 1998 to 2012

Numbers
MSC Global Impacts

~ 400 improvements

13 have completed stock improvements to reach best practice ($B_{MSY}$) levels.

22 have completed habitat and ecosystem improvements including gear modification, comprehensive research and new closed areas to fishing.

64 have completed fishery management improvements including strengthened compliance with regulations.
MSC Global Impacts in Numbers

~ 1 100 action plans committed to improvement
MSC Global Impacts in Numbers

Harvest Control Rules

Information and impacts on endangered, threatened and protected species

Minimising impacts on habitat

Number of action plans

Performance indicators
Shoppers choosing MSC labelled seafood are encouraging sustainable fishing practices around the world.
MSC Global Impacts

You can find out more about the MSC Global Impacts:

- Download the reports
- Read the key findings
- Watch an interview with Dr David Agnew, Director of Standards at the MSC
- Learn about how we gathered the data
- Read case studies from MSC certified fisheries

“Even in space it is possible to eat sustainable fish!”

Dutch astronaut Andre Kuipers
Walmart’s Impact

Sustainability Commitment

Fishery Improvements

Other Retailers
Commitment from McDonalds
Improving Fisheries Towards MSC

Buyer interest
Pre-Assessment – baseline
Action Plan
Milestones
Reporting to Buyers
Market preference
Full Assessment
Certification
Strategy for fisheries improving towards MSC

MSC Engagement with FIP practitioners

• Engage actively to facilitate activities supporting the improvement of fisheries to MSC

• Opportunities for collaboration and funding

Development of supportive tools

• Indirect technical assistance to develop supportive tools

• Ensure consistent application of tools

• BMT, Action Plan template, Partnerships etc.
MSC Engagement with fisheries improving towards MSC Certification and FIPs

- Engage directly with pre-MSC fisheries
- Work with FIP practitioners to identify new opportunities
- Encourage use of tools to support elements of a successful FIP
- Provide training and capacity building for all stakeholders
Goal of strategy

To support fisheries and FIP practitioners and to provide a framework of tools and systems to encourage FIPs and pre-MSC fisheries to achieve MSC certification.
Tools to support fishery improvement

- **Pre-assessment template**
  Template to report results of pre-assessment

- **Action plan template**
  Template to plan actions needed for improvement

- **Technical consultants register**
  List of consultants to undertake pre-assessments/action plans

- **Working in Partnerships guidance**
  Guidance for working in partnership to make improvement
Benchmarks and Tracking Tool

Purpose

- A consistent method of benchmarking the performance of a FIP against the MSC’s standard for sustainability
- Monitors the rate and progress of a FIP as it makes improvements needed to become more sustainable
Aims

- To help buyers, funders, FIP coordinators, governments, retailers etc. understand the current status, rate and type of progress as a fishery improves towards MSC certification.

- To provide consistent and credible information about FIPs to the external world.

- To help those interested in sourcing from FIPs make decisions appropriate to their circumstances.
MSC Pre-assessment

- Baseline determination of how a fishery performs relative to the MSC’s 31 Performance Indicators within MSC Standard
- Identifies areas needing improvement as fishery moves towards meeting Standard
- Pre-assessment result gives indication of scoring range for each PI
- Pre-assessment report using pre-assessment template

<table>
<thead>
<tr>
<th>Description of Scoring Categories</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information suggests fishery is not likely to reach the 60 level and therefore would fail on this PI.</td>
<td>&lt;60 (Precondition)</td>
</tr>
<tr>
<td>Information suggests fishery will reach the 60 level but may not exceed the 80 level.</td>
<td>60-79 (Condition)</td>
</tr>
<tr>
<td>Information suggests fishery is likely to exceed 80 level resulting in a pass for this PI.</td>
<td>≥80</td>
</tr>
</tbody>
</table>
BMT Scoring

- Using pre-assessment report, fill in BMT Template with likely scoring category
- Corresponding BMT score automatically assigned:

<table>
<thead>
<tr>
<th>MSC Score</th>
<th>BMT Score</th>
</tr>
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<tbody>
<tr>
<td>≥80</td>
<td>1</td>
</tr>
<tr>
<td>60-79</td>
<td>0.5</td>
</tr>
<tr>
<td>&lt;60</td>
<td>0</td>
</tr>
</tbody>
</table>

- BMT score automatically calculated at Principle level (average)
- BMT index automatically calculated as an average of each PI BMT score (0-1)
BMT – Stage 3

Action Plan

• Based on results of MSC pre-assessment
• Using Action plan template and guidance
• Workplans with measurable indicators of progress
• Indication of when an action will likely lead to a change in scoring category
Determining expected BMT indices

- For PIs that do not meet 60-79 or ≥80 scoring level
- Indicate when next scoring level expected to be reached
- Using milestones in Action Plan and identifying when an action will likely lead to a higher scoring category

<table>
<thead>
<tr>
<th>Principle</th>
<th>Component</th>
<th>PI</th>
<th>Performance Indicator</th>
<th>Year 1</th>
<th>Expected Scoring</th>
<th>Categories</th>
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<tbody>
<tr>
<td></td>
<td>1</td>
<td>1.1.1</td>
<td>Stock status</td>
<td>&lt;60</td>
<td>&lt;60</td>
<td>60-79</td>
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<td></td>
<td></td>
<td>1.1.2</td>
<td>Reference points</td>
<td>60-79</td>
<td>60-79</td>
<td>≥80</td>
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<tr>
<td></td>
<td></td>
<td>1.1.3</td>
<td>Stock rebuilding</td>
<td>60-79</td>
<td>60-79</td>
<td>60-79</td>
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<tr>
<td></td>
<td>1</td>
<td>1.2.1</td>
<td>Harvest Strategy</td>
<td>60-79</td>
<td>≥80</td>
<td>≥80</td>
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<tr>
<td></td>
<td>Management</td>
<td>1.2.2</td>
<td>Harvest control rules and tools</td>
<td>&lt;60</td>
<td>60-79</td>
<td>≥80</td>
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<td></td>
<td></td>
<td>1.2.3</td>
<td>Information and monitoring</td>
<td>&lt;60</td>
<td>60-79</td>
<td>≥80</td>
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<td></td>
<td></td>
<td>1.2.4</td>
<td>Assessment of stock status</td>
<td>&lt;60</td>
<td>60-79</td>
<td>≥80</td>
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</table>

BMT – Stage 4
## BMT – Stage 5

<table>
<thead>
<tr>
<th>Principle</th>
<th>BMT Index</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
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<tbody>
<tr>
<td>Principle 1</td>
<td><strong>Actual</strong></td>
<td>0.21</td>
<td>0.43</td>
<td>0.43</td>
<td>0.79</td>
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<tr>
<td></td>
<td><strong>Predicted</strong></td>
<td>0.50</td>
<td>0.71</td>
<td>0.86</td>
<td>0.93</td>
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<tr>
<td>Principle 2</td>
<td><strong>Actual</strong></td>
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<td>0.90</td>
<td>0.90</td>
<td>0.87</td>
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<tr>
<td></td>
<td><strong>Predicted</strong></td>
<td>0.77</td>
<td>0.87</td>
<td>0.93</td>
<td>0.78</td>
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<tr>
<td>Principle 3</td>
<td><strong>Actual</strong></td>
<td>0.00</td>
<td>0.67</td>
<td>0.78</td>
<td>0.83</td>
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<tr>
<td></td>
<td><strong>Predicted</strong></td>
<td>0.50</td>
<td>0.61</td>
<td>0.72</td>
<td>0.78</td>
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<tr>
<td>Overall</td>
<td><strong>Actual</strong></td>
<td>0.34</td>
<td>0.69</td>
<td>0.76</td>
<td>0.85</td>
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<tr>
<td></td>
<td><strong>Predicted</strong></td>
<td>0.63</td>
<td>0.76</td>
<td>0.85</td>
<td>0.90</td>
<td></td>
</tr>
</tbody>
</table>

### Tracking
- BMT Index should be evaluated and updated regularly
- Actual progress against expected progress
BMT – Stage 6

Reporting - BMT Dashboard

- BMT summary table
- Scoring category chart
- BMT index summary table
- BMT progress tracker
- BMT report sheet
Working to improve fisheries
Financing the work
Capacity Building
Project leadership
Improved science
Support to local partners
Other
Support - next steps

MSC's Second Developing World Fisheries Conference and Capacity Building workshop

Explore elements necessary for improvement

Main themes

• The role of stakeholders in achieving improvement
• Investing / financing improvement
• Action needed for improvement

April 14th-16th 2014; Bali, Indonesia
More Info and Contacts

www.MSC.org – tools

MSC Staff working in:
15 offices globally in both developed and developing world.

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or

David.Agnew@msc.org