



**WWF**  
**RESULTS**

**2010-2016**



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#### WWF's 2020 VISION

Our oceans are well-managed, healthy, robust and full of life, providing valuable services for the well-being of humanity.

# SMART FISHING INITIATIVE

## RESULTS 2010 – JUNE 2016



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**“If you want to go quickly, go alone.  
If you want to go far, go together”. (African proverb)**

WWF's Smart Fishing Initiative collaborates with more than 180 fisheries experts from 50 WWF offices worldwide to provide meaningful solutions to global fisheries problems, with a special focus on the Indian Ocean, the Pacific, the Arctic, the Southern Cone and the high seas.

Together we drive change in Regional Fisheries Management Organisations, stop illegal fishing practices, incentivise industry commitments towards sustainable production, purchasing policies and investment. We also support small-scale fisheries to implement sustainable fishing methods which preserve fish stocks, secure their income and improve their livelihoods.

# 10 IMPORTANT CONSERVATION ACHIEVEMENTS

In collaboration with many WWF offices, the SFI was a key player in achieving the following important fisheries conservation results in the period 2010 - June 2016:

## Good governance:

**28,000**  
SEAFOOD PRODUCTS  
WORLDWIDE BEAR THE  
BLUE MSC ECOLABEL

- The **EU Common Fisheries Policy** reform agreement now includes sustainable catch limits and a discard ban.
- The Inter American Tropical Tuna Commission (IATTC) **reduced the catch quota for Pacific Bluefin tuna by 45 per cent for 2015/2016** to prevent further collapse of the stock. The Indian Ocean Tuna Commission (IOTC) adopted **harvest control rules for skipjack tuna in the Indian Ocean**.
- WWF's orchestrated advocacy work was rewarded by the entry into force in June 2016 of the **FAO Port State Measures Agreement** – an international accord that will prevent illegally caught fish from entering the markets through ports around the world.
- **Russia passed a legislation to ban harmful driftnets** used by domestic and Japanese fishermen to catch sockeye salmon.

**48%**

INCREASE OF MSC CERTIFIED  
WHITEFISH BETWEEN 2009-2015

- The Chilean government decided in 2015 **to exempt 117 seamounts from bottom trawling** operations. The area covered by the bottom trawl ban is 68,065 km<sup>2</sup> of the Chilean Exclusive Economic Zone.

## Sustainable Markets:

**14%**

INCREASE OF MSC CERTIFIED  
TUNA BETWEEN 2009-2015

- MSC certified **Fiji skipjack tuna fishery committed to 100% transparent fishing** and installed our satellite tracking tool; they also stopped fishing in any coral protection areas.
- WWF's cooperation with northern fishermen resulted in **MSC certification for 60% of all Russian cod and haddock species** in the Barents Sea.
- In cooperation with WWF-Russia and WWF-China, the SFI implemented a major **bilateral agreement to fight IUU seafood trade** between Russia and China.
- The revised **MSC standard meets WWF's demands for minimum sustainability** with significant improvements such as safeguarding sensitive marine and coastal habitats and excluding shark finning.
- The **International Seafood Sustainability Foundation**, a global coalition of scientists, the tuna industry and WWF for the sustainable use of tuna, has grown from 8 to 26 companies representing 75 % market share.



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# BETTER GOVERNANCE AND SUSTAINABLE INVESTMENT

## IMPROVE TUNA MANAGEMENT

**Better fisheries management for tuna:** Our tuna work has started to bring sustainable management to an area greater than 200 million square km of ocean, providing 4 million tonnes of tuna, roughly enough protein for 24 million people a year.

### Eastern Pacific

WWF's strategic partnerships and advocacy work had good results: The Inter American Tropical Tuna Commission (IATTC) decided to reduce the catch quota for Pacific Bluefin tuna by 45 per cent for 2015/2016. The IATTC achieved 100% observer coverage for large purse seiners and banned the activity of setting nets around whale sharks.

### Western Pacific

The Western Central Pacific Fisheries Commission (WCPFC) prohibited all member states from retaining on board or landing oceanic whitetip and silky sharks, two of the most critically endangered shark species in the Pacific and to release whale sharks incidentally caught. The WCPFC decided to improve the safety of observers on fishing vessels: they will have a 2-way communication satellite device, and a waterproof life-saving beacon, prior to boarding. All instances of interference with observers will be monitored by the WCPFC.

### Indian Ocean

The Indian Ocean Tuna Commission, (IOTC), responsible for managing nearly a quarter of global tuna catch, adopted much needed harvest control rules for skipjack tuna in the Indian Ocean and agreed on steps to reduce

catches of the yellowfin tuna stocks in 2016. The IOTC protects vulnerable species such as whitetip sharks, which will need to be released unharmed if possible, whilst purse seiners can no longer set around whale sharks and cetaceans.

## STOP IUU FISHING EU

**More transparency at sea:** WWF played a leading role in establishing and leading an NGO coalition to strengthen EU policies and actions against IUU fishing and trade in IUU products.

The coalition prevented a major weakening of the EU IUU Regulation; helped to obtain global support and publicity for the EU "yellow" and "red cards" process against countries which do not cooperate; and enabled illegal activities by some EU vessels to be closed down. The EU is the largest seafood market in the world, importing more than 60 percent of the seafood it consumes. In 2014 the EU imported more than 8.5 million tons of seafood.

## BLOCK IUU IMPORTS US

WWF was the leading NGO responsible for eliciting the personal attention of President Obama to the IUU issue, and helped to initiate a new US policy aimed at blocking IUU imports of illegal seafood. A multi-task force formed on President Obama's request resulted in an action plan for the first phase of a new binding US regulation by October 2016.

The intended regulation includes solutions promoted by WWF such as:

the requirements for basic fishing information, including mandated use of the Automatic Identification System (AIS) and seafood product traceability to accompany all US seafood imports. Today up to 90% of seafood consumed in the US is imported.

## DRIFTNET BAN RUSSIA

### Breakthrough in driftnet ban:

Russia passed a legislation to ban driftnets, a damaging fishing practice used by domestic and Japanese fishermen to catch sockeye salmon. Driftnets estimated damage rounds up to app. €161 million a year, with over 1.2 million seabirds and 15,000 marine mammals killed annually during 1993–1999.

## BOTTOM TRAWL BAN CHILE

### Protection of sensitive

**seamounts:** The Chilean government decided in 2015 to exempt 117 seamounts from bottom trawling operations. The area covered by the bottom trawl ban is 68,065 km<sup>2</sup> or 1.8% of the Chilean EEZ.

## BETTER FINANCE

### Create Responsible Investment:

The SFI and WWF-Canada developed the Financial Institution for the Recovery of Marine Ecosystems (FIRME) to enable investments in the recovery of fish stocks and marine ecosystems. Return on investment is expected after stock recovery and is based on the sustainable use of fish resources in an environment where fish stocks are able to flourish.



## CREDIBLE CERTIFICATION

**10%**  
OF SEAFOOD  
GLOBALLY CAUGHT  
IS MSC CERTIFIED

WWF actively supported Marine Stewardship Council (MSC) certification of important fisheries including the Russian pollock fishery of the Sea of Okhotsk, the largest pollock fishery, two Russian cod and haddock fisheries in the Barents Sea, the largest Pacific skipjack tuna fishery, the Indian Ashtamudi short-necked clam fishery.

Worldwide, 373 fisheries are engaged in the MSC programme, of which 265 are certified and 108 are in assessment.

WWF has seen important success in its efforts to increase MSC certification of whitefish and tuna. In the period 2009-2015 MSC certification of whitefish has risen from 19% to 67%, MSC certification of tuna has risen from 0.5% to 14%.

In developing countries we now have 19 certified fisheries, including the first certified clam fishery in India.

In 2014 WWF was actively involved in improving the MSC standard review. The new standard includes: better protection for vulnerable marine ecosystems like coral gardens and sea mounts, and bycatch species. MSC excludes shark finning and forced labour conditions on board.

## TRANSPARENT FISHING

Transparency is crucial for good fisheries management. WWF and its partner navama work globally to enable transparent fishing operations and to ensure that the seafood on the markets is fully traceable to legal sources. Together we developed 4 tools using the Automatic Identification System (AIS), the Vessel Monitoring System (VMS) and other technologies:

**Transparentsea.org**– fisheries voluntarily share their AIS, VMS or GPS track to make activities transparent.

**smartTrack**– low cost position tracking systems for small scale fisheries supplied with solar power.

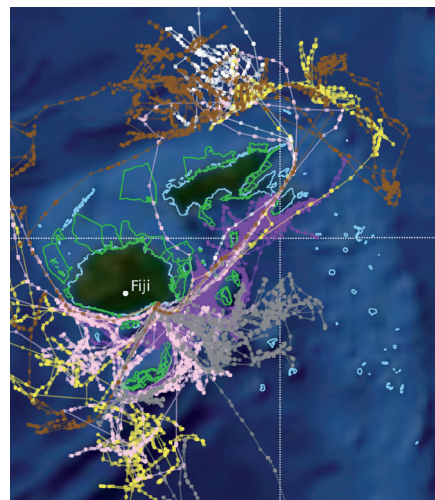
**seeOcean**– a web based analysis tool to monitor and visualize fishing activities worldwide.

**seeFish**– a consumer friendly traceability system from catch area to supermarket shelf.

WWF runs projects using the AIS system with fishing companies such as SeaQuest Fiji Ltd to promote safety on fishing vessels and legal, transparent fishing operations. Similar projects exist in Mozambique, Senegal, and Pakistan.

**101**  
COUNTRIES WORLDWIDE  
OFFER CONSUMERS  
MSC CERTIFIED SEAFOOD

*WWF and navama developed a platform for fisheries worldwide to make their fishing operations transparent. With their registration, fisheries agree to share 24/7 satellite AIS data, VMS data or other location- based information.*



# SEAFOOD GUIDELINES

Having a coordinated, consistent position in the WWF network is the basis for a “one voice” approach to achieve significant global conservation results.

## Global Seafood Charter for Companies:

WWF developed Global Guidelines for Seafood Partnerships to achieve a pragmatic, effective and coherent network approach for WWF’s effective engagement with the seafood sector throughout the value-trade-and supply chain. They are the basis for all future partnerships with seafood companies worldwide and are meant to help companies move faster towards sustainable and transparent sourcing.

The Global Seafood Charter includes WWF’s **Traceability and Transparency Principles** for fisheries and seafood products, and guidelines for participation in **Fisheries Improvement Projects (FIPs)**. WWF encourages fisheries to enter rigorous FIPs to move towards sustainability. Our FIP partners are expected to use AIS 24/7, provide AIS data or VMS data or other location based information.

# COMPANY PARTNERSHIPS

In 2009 WWF joined major tuna processing companies and scientists to create the **International Seafood Sustainability Foundation (ISSF)**, a global coalition that aims to achieve the conservation and sustainable exploitation of tuna stocks.

The ISSF has been instrumental in getting the Inter-American Tropical Tuna Commission to adopt a conservation programme to keep Eastern Pacific skipjack, yellowfin and bigeye tuna stocks around the target reference point. The ISSF prohibits buying from vessels that are not registered under IMO, that discard bycatch or engage in shark finning. The ISSF ensures that the supply chains of participating companies are free from illegal fishing.

## Other global partnerships:

WWF collaborates with partners in more than 40 countries to push market demand for sustainable seafood. Examples include: AION, Bumble Bee, Foods, Carrefour, Coles, COOP, Edeka, Ekofish Group, John West, Migros, Sotex, Thai Union Europe, companies committed to take up MSC certified seafood in their purchasing policies.

# 26

GLOBAL TUNA PROCESSING  
COMPANIES ARE PART OF ISSF

# 75%

IS THE GLOBAL MARKET SHARE  
OF ALL ISSF TUNA COMPANIES



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## Our Smart Fishing Vision and Goals:

**Vision:** The world's oceans are healthy, well-managed and full of life, providing valuable resources for the welfare of humanity.

**2020 Goals:** The responsible management and trade of global priority fisheries results in recovering and resilient marine ecosystems, improved livelihoods for coastal communities and strengthened food security for the Planet.



### Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

[panda.org](http://panda.org)

### For more information:

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