

JUNE 1 - 3
SKAGEN
DENMARK

**Camiel
Derichs**

**Regional Director in Europe,
Marine Stewardship Council**

**The Role of MSC Now and in the
Future**





Measuring and demonstrating sustainability of fisheries past-present-future

Camiel Derichs, Program Development Director (MSC)

1. What are the perspectives of MSC going forward?
2. How will the standard relate to environmental footprints of fisheries?
3. Are trimmings/byproducts sustainable by default and how should they be certified?

SEAFOOD

179mt

global fish production

28%

of wild-capture landings is small pelagics

2.4 billion

People depend on seafood as nr1 protein

54%

from wild-capture fisheries

19%

of wild capture production is 'reduced'

Ca. 60 mil

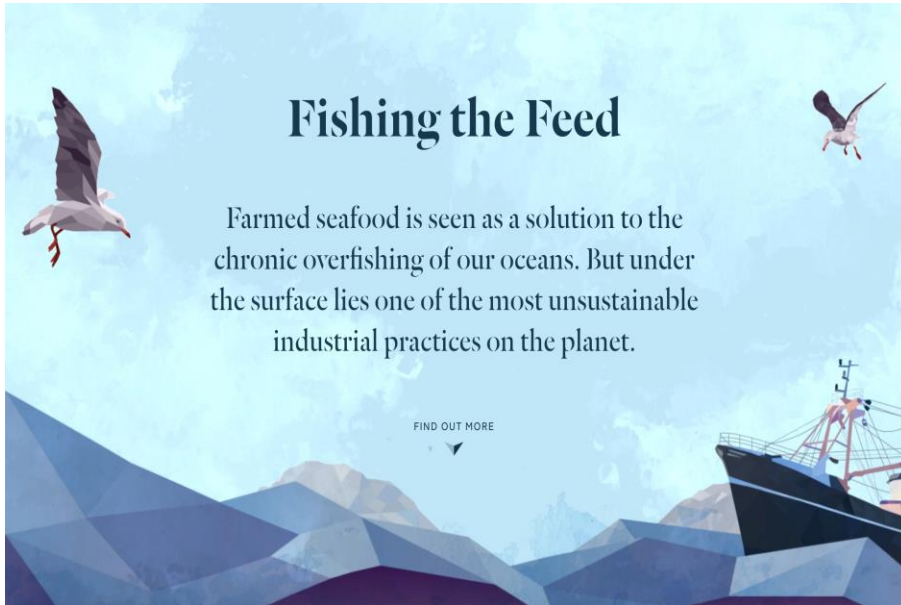
Directly depend on fishing/Aq for work/income

- Overfishing, IUU and ecosystem impacts.
- Climate change
- Surge in demand for fish

**The need for sustainable fishing
has never been greater.**



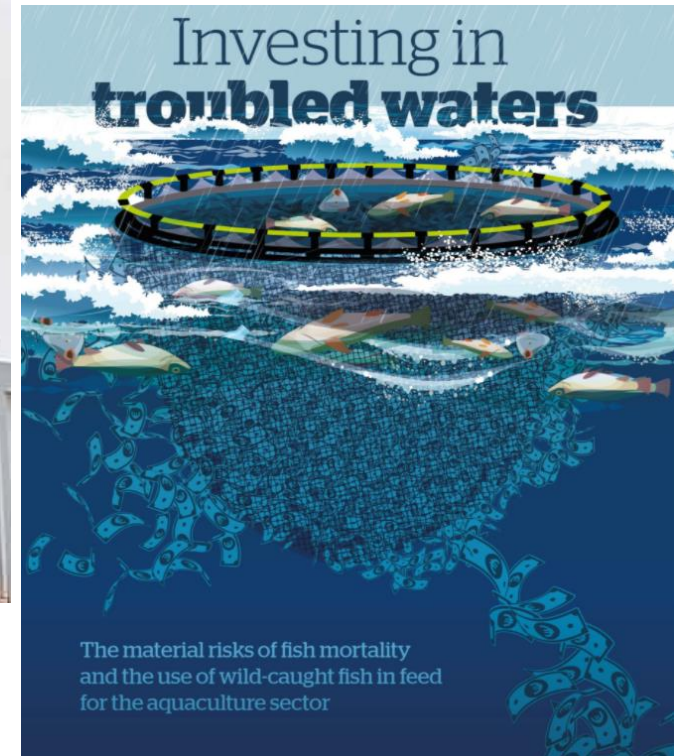
Low confidence from civil society in the seafood industry



Changing Markets Foundation campaign 2019-present



Greenpeace actions 2020

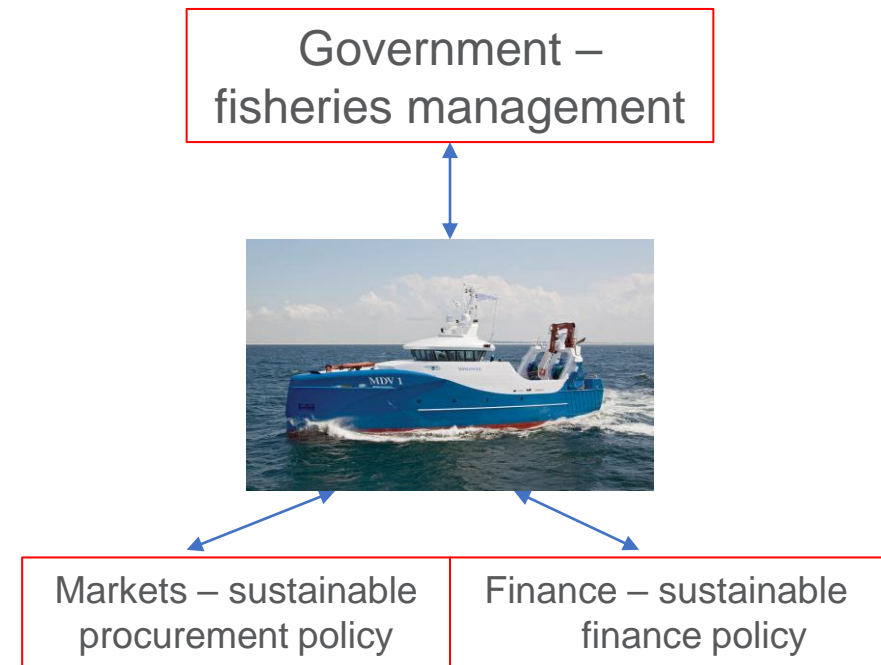


Planet tracker report 2021

TO THE IS HOPE!



- Fish stocks and marine ecosystems are renewable resources, *often resilient and can recover if well managed!*
- Critical is that resource managers (governments) do their job.
-and that those fishing and processing seafood get the right incentives; role for market actors and financial actors.
- Fundamental role for credible standards as a tool to document sustainable ESG performance.

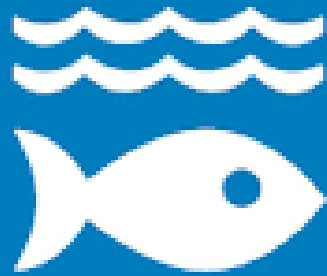


MSC RECOGNISED TO OFFER A KEY TOOL TO GOVERNMENTS AND COMPANIES TO DEMONSTRATE COMPLIANCE WITH THE SDG TARGETS OF SDG 14

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



14 LIFE
BELOW WATER



- No Illegal, Unreported and Unregulated (IUU)
- No Overfishing
- No destructive fisheries practices
- Good management
- Traceable to origin

MSC Fisheries Standard

World leading standard, defining sustainability for wild-capture fisheries

MSC Chain of Custody Standard

Leading international standard for seafood assurance

ASC/MSC Seaweed Standard

Standard for environmentally sustainable and socially responsible seaweed/microalgae production

The MSC Fisheries Standard



1

The sustainability of stock

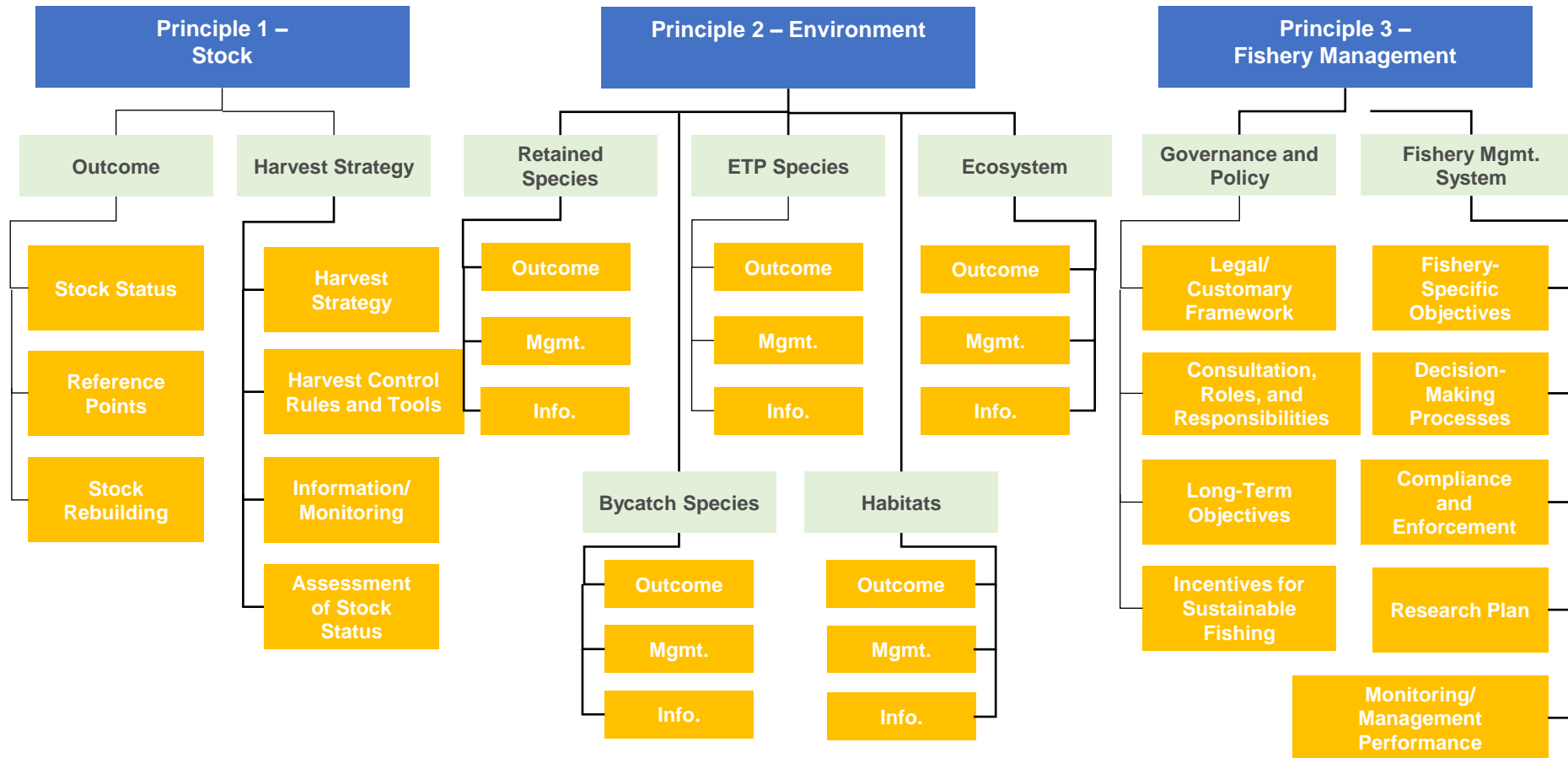
2

Ecosystem impact

3

Effective management





Average ≥ 80

Each PI ≥ 60

A TRANSPARENT AND ROBUST ASSURANCE SYSTEM

- 3rd party assurance, separation between standard setting and verification
- The program covers vessels – processors – feed producers – oil refineries – traders – brands and retailers. I.e. From boat to consumer ready tamperproof product



SWOT

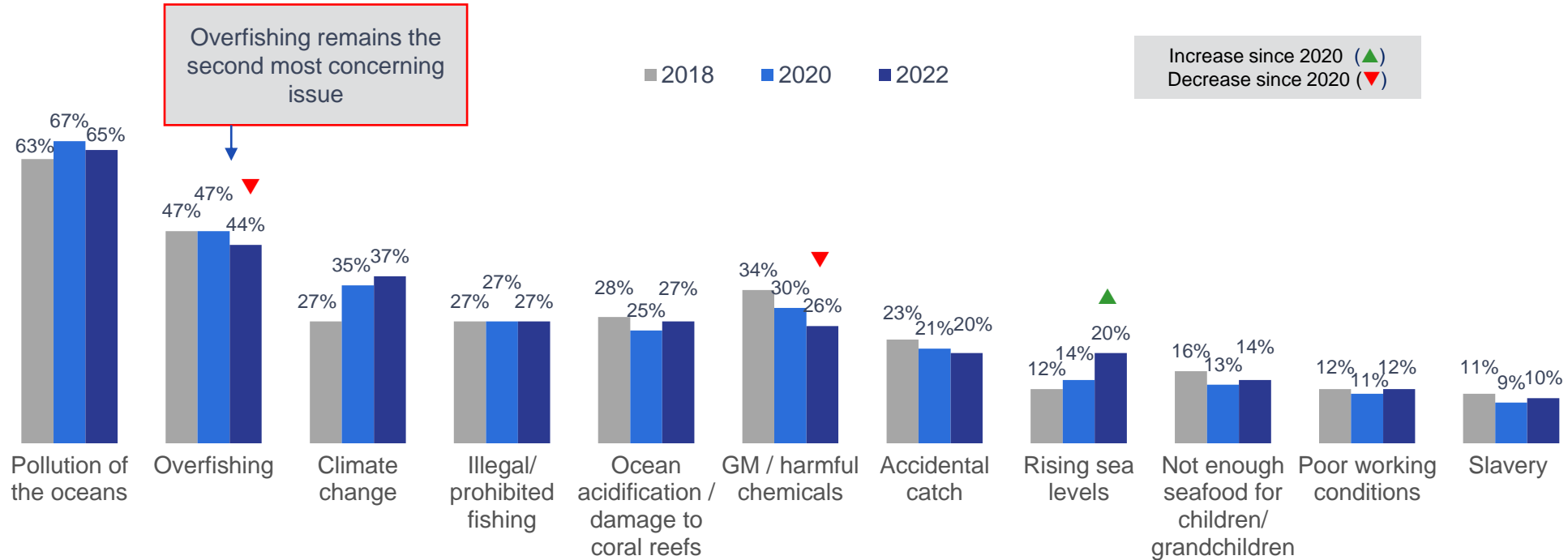
- Ca. 86% of global fisheries not certified, most located in the DW.
- Geopolitical context turned for the worse - challenge
- Ask on MSC growing, scope, regulatory approaches – opportunities
- Need to drive efficiency in ESG auditing is high whilst strengthening assurance model is expected too – opportunities
- Market/Consumer expectations



CONSUMER PERCEPTIONS



#SFF2022



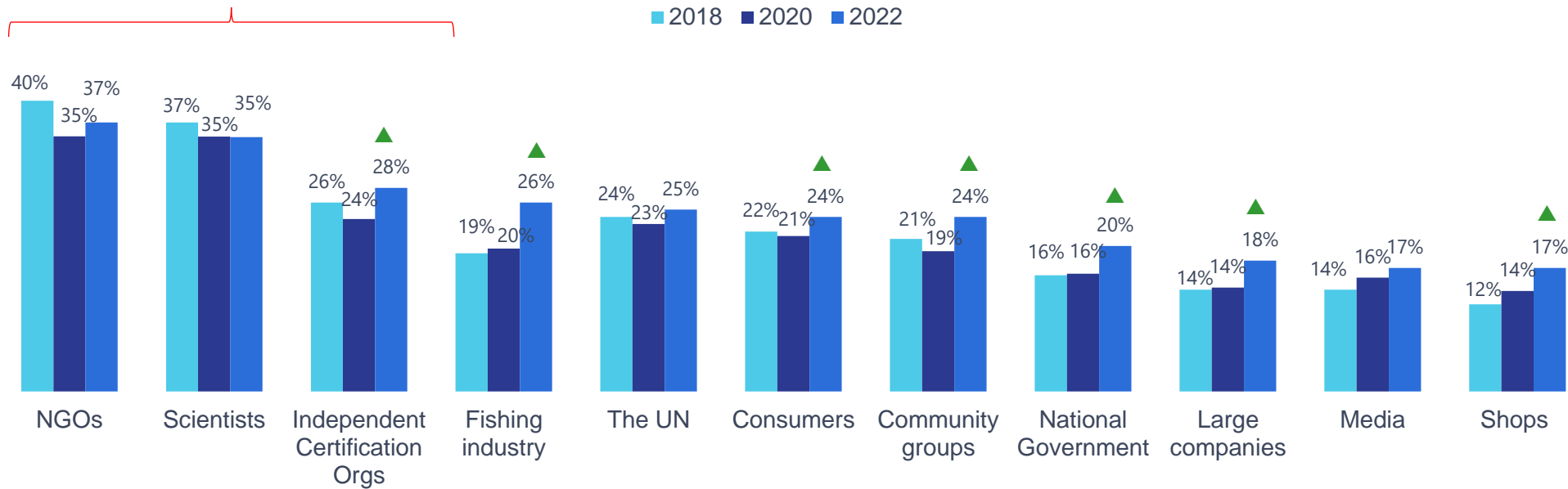
Base: Seafood consumers, global, n=20,127

Q11.2: There are many different potential threats to the world's oceans, the wildlife living there, and the people who work there. Which of these potential issues worries you the most?

Actors perceived to be contributing “very well” to protecting the ocean environment, top 2 (6+7 on a 7-pt scale)

MSC is a science based conservation NGO, offering an independent certification program

Increase since 2020 (▲)
Decrease since 2020 (▼)



Base: Seafood consumers, global, n=20,127

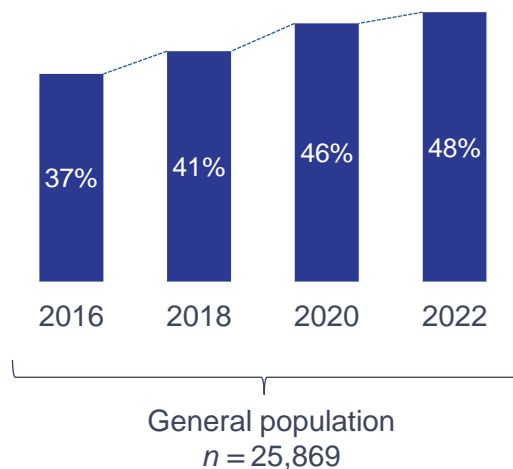
Q3.1: How well do you think the following groups or institutions are contributing to protecting the world’s ocean environment?

POSITIVE T



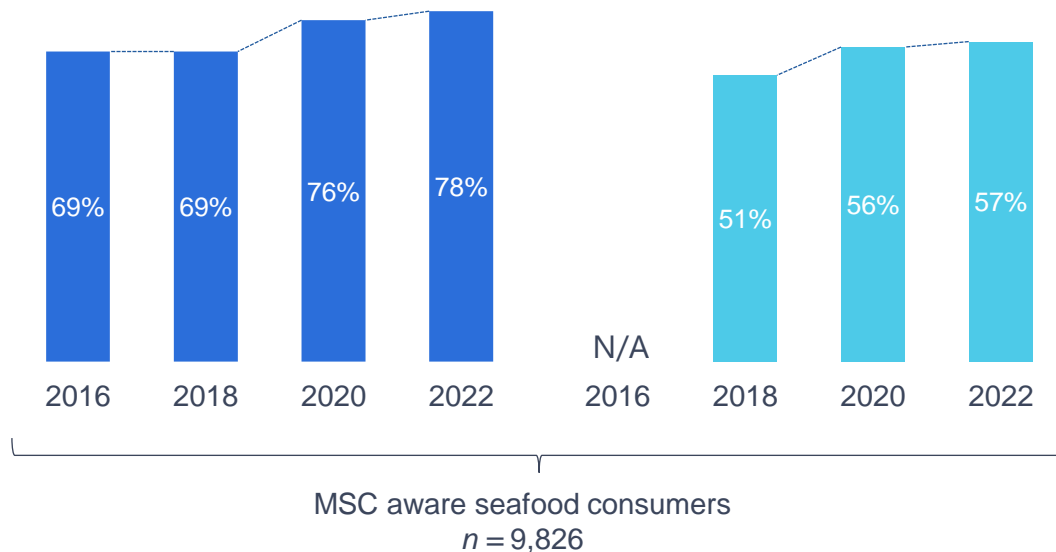
Awareness

“Seen Often” +
“Seen Occasionally”



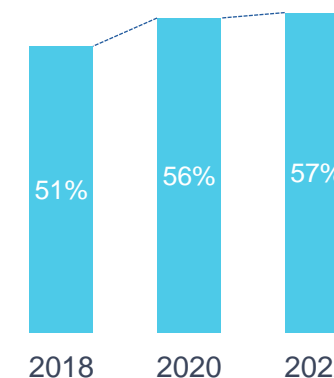
Trust

5+6+7 on 7-pt scale

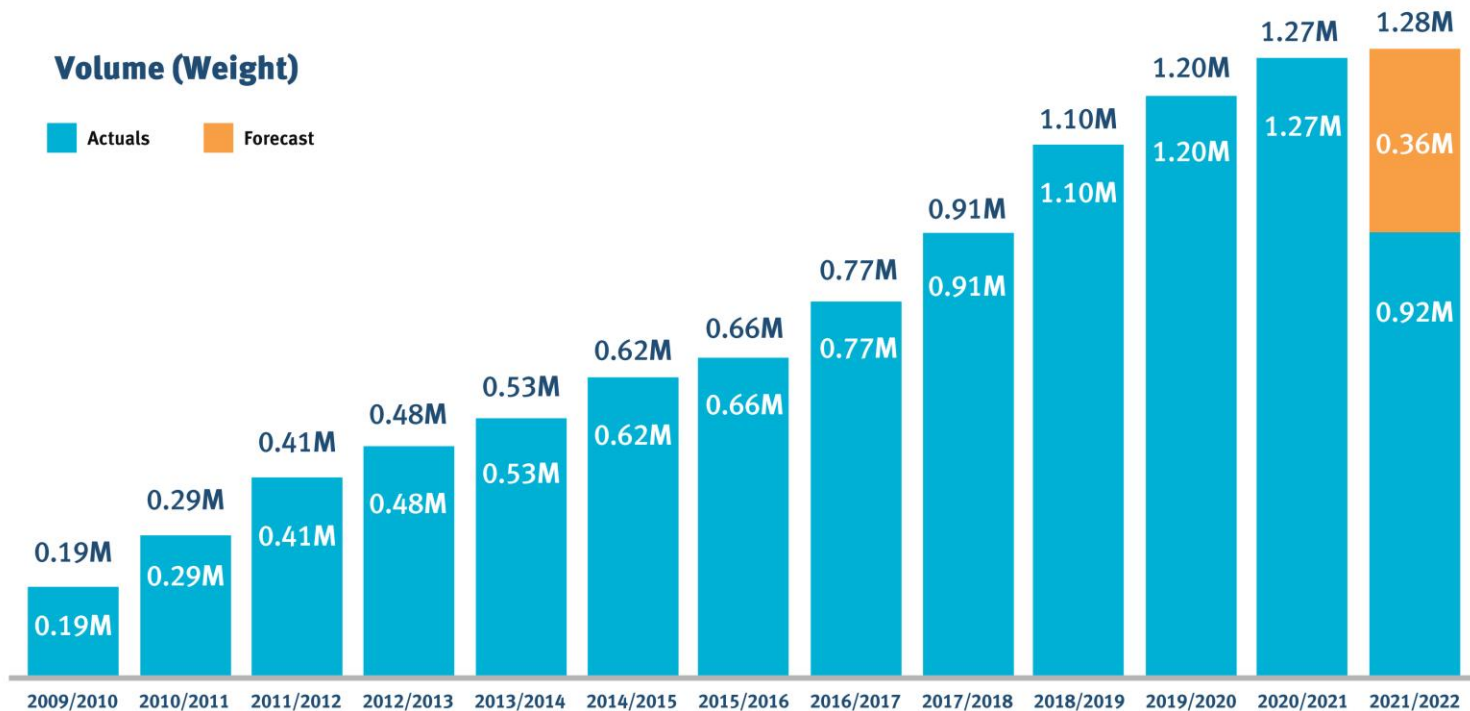


Likelihood to Recommend

“Very likely” +
“Likely”



NUMBER OF PRODUCTS WITH THE MSC LABEL



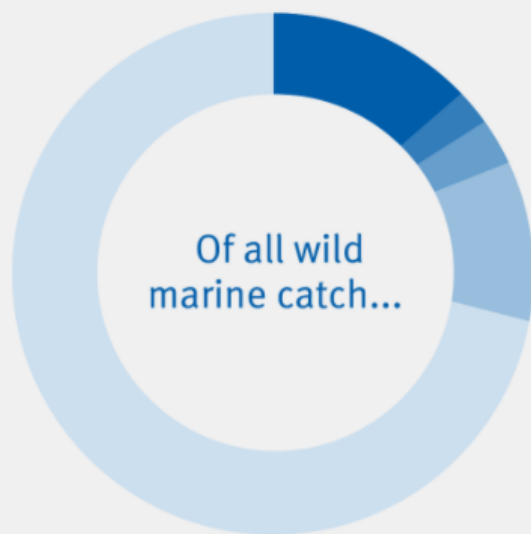
20,000+ products
with the blue MSC label

60+ nations
where consumers can buy MSC
labelled products

1.28M tonnes
2021-2022 volume of sales forecast

In 2021:

MSC certified fisheries



- 14% MSC certified
- 2% In-assessment for MSC certification
- 3% MSC certified but suspended
- 10% Working towards MSC certification

Number of fisheries engaged in the MSC program

2020-21 **516**

2019-20 **498**

+3.5%

Fisheries made >2000 improvements!



THANK YOU

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1. What are the perspectives of MSC going forward?
 - Sustainability more important than ever.
 - Credible verification of sustainable ESG performance more important.
 - Expect more regulation, higher standards, and higher expectations on companies.
 - MSC (wild) ASC (AQ) offer credible efficient global solutions to the seafood industry.

2. How will the standard relate to environmental footprints of fisheries?
 - Core components of environmental sustainability in fisheries are clear. Stock levels, minimize impacts on ecosystem, more robust MCS systems and management effectiveness.
 - Additional components grow in relevance: social (in progress), carbon emissions (TBD).

3. Are trimmings/byproducts sustainable by default and how should they be certified?
 - No they are not by default sustainable. Trimmings from an overfished stock are not sustainable. They should not be certified if they are not sustainable.

MSC FRAMEWORK FOR TRANSITIONING TO SUSTAINABILITY



Gap analysis

- MSC pre-assessment
- Standardized sustainability indicators

Planning

- Action plan
- Milestones and timelines
- Benchmarking and tracking tools

Improvement

- Capacity building
- Research and management improvement
- Funding (Global Fisheries Sustainability Fund)

Certification

- MSC assessment
- Risk Based Framework for data-limited fisheries
- Market support and partnerships

Maintenance

- Potential for new markets
- Surveillance
- Continuous improvement

Pathways projects

Verified improvement/responsible fishing

MSC certified sustainable