Challenges for the Sustainable Consumption and Production of Fisheries Products: ecolabelling, certification and other supply chain issues

UNEP-DTIE, Paris, 18-19th September 2008

1. The workshop's objectives
2. UNEP, Sustainable Consumption and Production (SCP) Branch
3. The Agenda
4. The participants
5. The speakers
6. The venue
7. Other practical information
1. The workshop’s objectives

UNEP’s Division of Technology, Economics and Industry (DTIE) is implementing a project - “Promoting Sustainable Trade, Consumption and Production Patterns in the Fisheries Sector”- which aims to build the capacities of governments, private sector stakeholders and consumers to promote the sustainable fisheries management. This includes support for the design and application of market-based instruments such as labelling and certification for sustainable, wild-caught fish products, and for promoting partnerships within supply chains to stimulate and help meet demand for such products.

This workshop has been organised to address a number of key issues related to sustainable fisheries management, including the following ones.

- **Unsustainable fishing** practices are unanimously considered as a threat to the fishing industry. Stakeholders along the distribution chain are facing the challenges. This subject has emerged in recent years and some buyers are developing in-house tools to limit the risk of buying fish caught with unsustainable, and in some cases illegal fishing methods. However, this is far from easy. The workshop will seek lessons from ongoing efforts by fishermen, traders and retailers to deliver or source fish from sustainably managed stocks. The workshop will also draw on lessons from the timber industry on tools and actions applied to curb illegal logging.

- **Producing or buying ecolabelled or certified fish** may well be a solution. However, accessing credible and reliable certification may be difficult for some fisheries, notably small-scale fisheries in developing countries. The workshop will give a chance to fisheries’ managers and fishing organisations to identify these challenges and potential responses to them.

**All stakeholders in the supply chain** have a role to play in influencing the production, trade and consumption of sustainable seafood. From the policy makers, to the NGOs, from the fishermen to the trader and the ultimate consumer, all share some responsibility. The seminar will explore potential individual and joint actions to address these responsibilities.

- Improve the understanding of all participants of the challenges the other stakeholders face along the supply chain in producing, identifying and buying sustainable fisheries products.
- Explore lessons from past and ongoing studies and projects at the country level setting out the challenges of designing environmentally effective labels which are also accessible to small-scale and developing country fish producers.
- Facilitate the emergence of innovative ideas and identify concrete project(s) to address these challenges.
As for expected output this two days’ meeting should highlight:

- Some recommendations on how to address the twin and opposing challenges of ensuring environmental effectiveness of labelling and certification and accessibility of those standards to small-scale and developing country producers.
- An overview of how those challenges are being faced in variety of developing country situations, with the aim of transferring important lessons between fisheries, governments, certifiers and other stakeholders actively working on these challenges.
- A summary of the types of financial and technical support required by small-scale and developing country in applying sustainable fishing methods and securing market recognition for this through eco-labelling and certification.
- Identification of opportunities for collaboration and exchange of expertise between stakeholders in different parts of the supply chain to address these twin challenges.
- A preliminary evaluation of the extent to which certification and labelling does provide an effective incentive to reduce illegal fishing practices.
- A listing and some examination of the advantages and disadvantages of alternatives to labelling and certification, where these are considered impractical tools to identify and provide incentives for sustainable fisheries products.
- Proposals for collaborative activities engaging public and private stakeholders along the fisheries supply chain, to increase demand for sustainable fisheries products and enhance the capacity of small-scale and developing country fisheries to meet that demand.
2. UNEP (United Nations Environment Programme)

**UNEP Environmental Mandate**

UNEP was established by the General Assembly following the Stockholm Conference by resolution 2997 (XXVII) of 15 December 1972. Under the resolution, the Governing Council is composed of 58 members elected by the General Assembly and has the following main functions and responsibilities to:

1. promote international cooperation in the field of the environment and to recommend, as appropriate, policies to this end;
2. provide general policy guidance for the direction and coordination of environmental programmes within the United Nations system;
3. receive and review the periodic reports of the Executive Director on the implementation of environmental programmes within the United Nations system;
4. keep under review the world environmental situation in order to ensure that emerging environmental problems of wide international significance receive appropriate and adequate consideration by Governments;
5. promote the contribution of the relevant international scientific and other professional communities to the acquisition, assessment and exchange of environmental knowledge and information, and, as appropriate, to the technical aspects of the formulation and implementation of environmental programmes within the United Nations system;
6. maintain under continuing review the impact of national and international environmental policies and measures on developing countries as well as the problem of additional costs that may be incurred by developing countries in the implementation of environmental programmes and projects and to ensure that such programmes and projects shall be compatible with the development plans and priorities of those countries; and review and approve the programme of utilization of resources of the Environment Fund.

UNEP works to promote more sustainable forms of industrial development, raise awareness, build capacities and demonstrate practical applications within businesses in developing economies. This workshop has been organised by the Sustainable Consumption and Production (SCP) Branch of UNEP’s Division of Technology, Industry and Economics.

The Sustainable Consumption and Production (SCP) Branch focuses on achieving increased understanding and implementation by public and private decision makers of policies and actions for SCP. Given the breadth of the challenges and actions required to achieve SCP, activities are focussed on specific tools, encompassing policies, market-based instruments and voluntary approaches, with emphasis given to some specific economic sectors.

A participatory, multi-stakeholder approach to the analysis of SCP challenges and design of responses is complemented by a combination of training and capacity building, communication and awareness and (increasingly) demonstration projects. These are designed to illustrate the benefits of SCP policies and actions (environmental, economic and social), and enhance the capacity of stakeholders to apply them.
Emphasis is laid on identifying SCP challenges, responses and opportunities for developing countries (e.g. new markets for more sustainable products and poverty alleviation), and identifying and fulfilling capacity building needs. Delivery of capacity building activities at national and regional levels is facilitated by regional DTIE officers located in Africa, Asia-Pacific, Europe, Latin America and the Caribbean, and West Asia.

The SCP Branch works with public authorities, international agencies, industry associations, and institutes to mainstream and support uptake and implementation of sustainable consumption and production patterns, approaches, practices and polices by:

- Studying and analysing trends in current resource efficiency and consumption and production patterns
- Addressing key public and industry sectors with high environmental impacts and safety risk
- Providing support to sustainable management and operations approaches and product choices through information exchange, capacity building, and the development of sound environmental and social management system procedures
- Ensuring the integration of consumption and production issues in sustainable development, strategies and policies as well as in environmental conventions and agreements and assisting in co-ordinated implementation of policies to promote SCP
- Establishing and maintaining international expert networks and linking with technical and policy bodies and government agencies
- Developing tools, methodologies and policy support for adoption of resource efficient and sustainable production patterns and which create or expand markets for sustainable products
- Catalyzing synergies and actions towards policy reforms and culture of change by all concerned stakeholders and actors, governments, international organizations, business, industry and consumers.
### 3. The agenda

#### Day One: Thursday 18th, September

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker/Role</th>
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<tbody>
<tr>
<td>08.30-09.15</td>
<td><strong>REGISTRATION</strong></td>
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<tr>
<td>09.15–09.30</td>
<td><strong>Welcome and Introduction</strong> - workshop objectives</td>
<td>Charles Arden-Clarke, Sustainable Consumption and Production Branch, Division of Technology, Industry and Economics (DTIE), UNEP Anja von Moltke, Economics and Trade Branch, DTIE, UNEP</td>
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<tr>
<td>09.30–9.50</td>
<td><strong>Sustainability: Challenges and responses for the fisheries supply chain and private stakeholders from fishers to end-distributors</strong></td>
<td>Marie Christine Monfort Consultant</td>
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<tr>
<td>9.50–10.10</td>
<td><strong>SESSION 1: SUSTAINABLE FISHING PRACTICES AND CERTIFICATIONS</strong></td>
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<tr>
<td>9.50–10.10</td>
<td><strong>Challenges on certification facing developing countries' fish producers</strong></td>
<td>Nancy Gitonga, Fisheries Consultant</td>
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<td>10.10-10.30</td>
<td><strong>Can certification cause/stimulate improved management? Is eco-certification a strong enough driver for sustainable fishing? Does certification just validate good enough fisheries or is it a relevant tool for changes/improvements in fisheries management?</strong></td>
<td>Graeme Macfayden, Poseidon</td>
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<td>10.30-10.50</td>
<td><strong>Coffee Break</strong></td>
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<td>10.50–10.50</td>
<td><strong>How can certification and other voluntary instruments contribute to combating illegal, unreported and unreported (IUU) fishing? Lessons to learn from the timber industry</strong></td>
<td>Duncan Brack, Associate fellow, Chatham House</td>
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<tr>
<td>11.00–11.30</td>
<td><strong>Illegal fishing (from international and national waters) is a major threat to sustainable fishing. Tools and procedures implemented in the timber industry and their potential application to the fisheries sector shall be presented.</strong></td>
<td>Stefan Bergleiter, Naturland</td>
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<td>11.30–12.00</td>
<td><strong>Fishery and certification: the case of Nile perch fishery in East Africa</strong></td>
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<td>11.30–12.00</td>
<td><strong>Panel discussion 1: Sustainable practices and certification</strong></td>
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<td>11.30–12.00</td>
<td><strong>The experience of three fisheries:</strong></td>
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<td>11.30–12.00</td>
<td>- Fishery one: Seychelles, demersal and large pelagic, André Keith</td>
<td>Moderating: Anja von Moltke</td>
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<td>11.30–12.00</td>
<td>- Fishery two: Senegal, small scale, octopus, Papa Gora Ndiaye</td>
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<td>11.30–12.00</td>
<td>- Fishery three: Madagascar, wild shrimp, Mathias Ismael</td>
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<td>11.30–12.00</td>
<td><strong>The aim is for fisheries’ managers to express the challenges they face on applying sustainable practices and /or entering certification programmes. + facilitated discussions</strong></td>
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Challenges for the Sustainable Consumption and Production of Fisheries Products: ecolabelling, certification and other supply chain issues
### SESSION 2: ECOLABELS – supply and demand

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<tr>
<th>Time</th>
<th>Event</th>
<th>Presenter(s)</th>
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<tbody>
<tr>
<td>14.00 – 14.20</td>
<td>FAO Guidelines on Eco-labelling: current application and challenges for developing countries</td>
<td>William Emerson, FAO</td>
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<td>Ecolabelling in data deficient fisheries: the example of MSC</td>
<td>Yemi Oloruntuyi, MSC, Programme Manager - Developing World Fisheries</td>
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<td>14.20 – 15.00</td>
<td>- Presentation of the GASS/DD project and preliminary results</td>
<td>Jo Gascoigne, MacAlister Elliott &amp; Partners Ltd</td>
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<td>- Concrete case: Mullet fishery in Mauritania</td>
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<td>14.00 – 15.10</td>
<td>Demand for ecolabel seafood: where, who and why?</td>
<td>Marie Christine Monfort, Seafood Marketing consultant</td>
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<td></td>
<td>The status and main drivers of this market-driven-tool are presented. Where is ecolabel fish demanded, by who and for which reasons?</td>
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<td>15.10 – 15.40</td>
<td>Questions and facilitated discussions on ecolabels</td>
<td>Moderator - Marie Christine Monfort</td>
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<td>15.40 – 16.10</td>
<td>Coffee Break</td>
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### SESSION 3: CHALLENGES AND SOLUTIONS FOR PRODUCERS

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<tr>
<th>Time</th>
<th>Event</th>
<th>Presenter(s)</th>
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<tbody>
<tr>
<td>16.10 – 16:30</td>
<td>Experience from Asia and Africa</td>
<td>Lai Tuong Phi, Vietnam Institute of Fisheries Economics and Planning (VIFEP) and WWF</td>
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<td></td>
<td>Presentation of two ongoing UNEP studies on challenges and lessons for designing environmentally effective and accessible labels and certifications for fisheries products. Insights on other supply chain issues and interventions, markets for these products and links to public policy. Key Initial Findings of UNEP Study 1: Reforming trade and fisheries policy, re-shaping supply chains for enhancing consumer demand for sustainable fisheries management, VIETNAM</td>
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<td>Key Initial Findings of UNEP Study 2</td>
<td>Andre Standing, Institute for Security Studies</td>
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<tr>
<td>16.30 – 16.50</td>
<td>Reforming trade and fisheries policy, re-shaping supply chains for enhancing consumer demand for sustainable fisheries management, SOUTH AFRICA</td>
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<tr>
<td>16.50 – 17.50</td>
<td>Synthesis and Discussions on challenges and possible solutions related to ecolabels and other certifications. + Conclusions of the day</td>
<td>UNEP, Charles Arden-Clarke</td>
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<tr>
<td>17.50 – 20.00</td>
<td>Reception</td>
<td>UNEP</td>
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Day Two: Friday 19th, September

SESSION 4: BUYERS’ PROCUREMENT POLICIES

9.00 - 9.20
Challenges facing retailers in securing sustainable fish: the experience of a major retailer

Aldin Hilbrand, Ahold
Senior Manager
Product Safety & Consumer Affairs

Setting and implementing a specific “sustainable fish” procurement policy is not an easy task. We will be presented the difficulties and achievements of a large scale buyer in this respect.

9.20 – 10.30
Panel Discussion 2: Designing effective supply chains for sustainable fisheries products: perspectives from different stakeholders

Gilles Doignon WWF
Mark Nijhof, quality manager Heiploeg
Liam Campling consultant for Forum Fisheries Agency, South Pacific, tuna specialist

Views from a range of stakeholders (NGOs, fisheries organizations, traders) on what works and what doesn’t.

Moderator
Mathias Ismail

10.30 – 10.50
Coffee break

10.50 - 11.50
Panel discussion 3: What do buyers want and how they get it. Purchasing criteria/ sourcing methods…

Buyer one (Importer): Lucy Pelham Burn, New England Seafood
Buyer two (Retailer): Stéphanie Mathey, Carrefour
Buyer three (Retailer): Carrie Brownstein, Whole Foods USA

Buyers are in the dark when it comes to choosing “sustainable” seafood. They may turn to certified products, get assistance from NGOs, set their own criteria. The idea here is to ask large scale buyers to explain the methods they use when selecting sources/ and to present their needs on information and methods to make purchasing decisions.

Moderator
Marie Christine Monfort

SESSION 5: PARTNERSHIP/ DIALOGUE

11.50 - 12.50
Producing and Consuming Sustainable Fisheries Products. Everyone has a role to play. How do we get there?

Review prioritised challenges that the private supply chain needs to address. Look at how private sector and governments can form partnership, and their different roles. Three or four working groups to meet, each to address one problem and suggest solutions.

12:50-14.00
LUNCH provided

14.00 - 14.30
Working groups: continued

14.30 – 15:30
Suggestions to be presented by each group

15.30 – 16.00
Coffee break

16.00 – 17.00
Synthesis of next steps
Discussion of a shortlist of potential collaborative actions.

UNEP
Charles Arden-Clarke
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Challenges for the Sustainable Consumption and Production of Fisheries Products: ecolabelling, certification and other supply chain issues
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5 The speakers

Charlie Arden-Clarke is the head of the Goods and Services Unit in the Sustainable Consumption and Production (SCP) Branch at UNEP. In January 2000 he joined UNEP’s Economics and Trade Branch in Geneva, with responsibilities for trade and environment matters, focusing on the effects of trade liberalisation on the environment, and the relationship between WTO rules and multilateral environmental agreements (MEAs). He also engaged in capacity building activities to assist countries in the integration of trade, environmental and development objectives. In April 2004 he moved to UNEP’s Division on Technology, Industry and Economics (DTIE) in Paris, to work on trade, economics, poverty alleviation, global public goods and agriculture, and liaison with governments and other key partners. Since January 2007 he has been Head of the Goods and Services Unit in the Sustainable Consumption and Production (SCP) Branch of DTIE. This unit is developing a 10 year framework of programmes on SCP, promoting SCP in the tourism and food & agriculture sectors, working on communications and advertising for SCP and on demonstrating the contribution that SCP policies and actions can make to poverty alleviation. Charles Arden-Clarke trained as a zoologist and ecologist in the UK and South Africa.

Stefan Bergleiter is from 1998 manager in Naturland aquaculture section, projects in Germany (establishment of certification systems for organic trout and carp) and international (organic shrimp in Ecuador, Peru, Indonesia and Vietnam, salmon and mussel in Ireland). Stefan has a PhD in zoology, University of Ulm. Naturland was founded 1981 as a non-profit NGO/membership association with the statutory aim to support and promote organic agriculture. In these two decades, Naturland has become one of the major international certifiers of organic products, actually represented in more than 20 countries and active in areas as different as forestry, aquaculture, horticulture and processing of organic food.

As the Seafood Quality Standards Coordinator, Carrie Browstein’s work currently focuses on developing and enhancing quality standards for seafood sold at Whole Foods Market. She analyzes critical issues in both ocean fisheries and aquaculture and works with producers to develop solutions that encourage greater sustainability in the seafood marketplace. Her day-to-day can include technical research, visits to suppliers worldwide, speaking at conferences, or providing technical support for Whole Foods Market team members—from seafood buyers to public relations and marketing teams. Prior to joining Whole Foods Market, Ms. Brownstein worked as an independent consultant for a range of environmental NGOs and for five years as the research and outreach coordinator for the Blue Ocean Institute’s seafood sustainability program. However, her roots in seafood go farther back: her family has been in the seafood business since 1909. Ms. Brownstein has a Masters degree in Environmental Management from Duke University, where she focused on fisheries management.

Brack Duncan is an Associate Fellow of the Energy, Environment and Development Programme at Chatham House (the Royal Institute of International Affairs) in London in the UK. The Programme is one of the world’s leading interdisciplinary research centres for a wide range of major international environmental and energy policy issues. From 1998 to 2003, he was Head of the Programme. He now works mainly on international environmental crime, and runs Chatham House’s programme of research and meetings on illegal logging and the trade in illegally logged timber. Duncan has been a member of the Green Globe Network, an advisory body on international environmental policy to the UK Foreign Office and Department for Environment, Food and Rural Affairs, and a specialist adviser to the House of Commons Environment Select Committee and Environmental Audit Committee. He is also a member of the Board of Trustees of VERTIC (Verification Research, Training and Information Centre). Duncan has degrees in politics and economics (Oxford University) and politics and administration (Birkbeck College, London). Before joining Chatham House, he worked in British politics, and from 1988 to 1994 held the post of Policy Director for the Liberal Democrats.
**Liam Campling** is a PhD candidate in Development Studies at the School of Oriental and African Studies, University of London. His research examines EU and US-centred commodity chains in canned tuna with particular reference to their comparative developmental effects on Fiji and Seychelles. He is also Consultant Trade Policy Analyst to the Pacific Islands Forum Fisheries Agency (FFA), which includes the production of the monthly FFA Fisheries Trade Briefing: http://www.ffa.int/node/1059

Liam has also worked as a consultant for COMESA, Commonwealth Secretariat, ICTSD, the governments of Mauritius and the Seychelles, Pacific Islands Forum Secretariat and UNRISD. He has published articles on small island developing states, the politics of international fisheries trade, the tuna industry and commodity studies in Development Policy Review (with Jesper Nielson and Stefano Ponte), Island Studies Journal (with Elizabeth Havice), Journal of Agrarian Change (with Henry Bernstein), Journal of Developing Societies, and Sustainable Development (with Michel Rosalie). He is on the Editorial Board of the journal Historical Materialism and is Reviews Editor at the Journal of Agrarian Change.

**Gilles Doignon** joined the WWF network in March 2008. He is based in the WWF’s European Policy Office in Brussels (Belgium). His current tasks as WWF Global Seafood Leader include, among others, supervision of national seafood campaigns, development of WWF global sustainable seafood strategy, coordination of WWF seafood activities, including production of fishguides and promotion of contacts and partnerships with industry.

Gilles was campaigner in the Brussels Office of Oceana since July 2007. He was in charge of the campaign about discards and by-catches within the European Union. From March 2005, he worked as project manager for GIPPA (Groupe d’Intérêt pour les Poissons, la Pêche et l’Aquaculture; Interest Group for Fishes, Fisheries and Aquaculture), a scientific experts group advising and supporting government, administration, stakeholders etc… in the French speaking part of Belgium. Among others, he organized two conferences about fish farming and fish restockings in fresh waters and was involved in several projects (eels management, European teaching of fish farming). From 1996 to 2005, Gilles developed scientific research about marine biodiversity in several European locations and in Papua New Guinea. Gilles holds a Masters in Science degree in zoological sciences (marine biology major) and a teaching degree in biology from the Free University of Brussels. He lives in Brussels with his daughter Ella and wife Muriel.

**Jo Gascoigne** is a specialist in the dynamics and conservation of rare and endangered species, as well as populations subject to exploitation, particularly by fisheries. She studied at Cambridge University (UK) and the Virginia Institute of Marine Sciences (USA) and until recently worked as a researcher and lecturer in marine biology and conservation at the University of Wales Bangor, where she is still a research fellow. She now lives mainly in France and divides her time between working as a bilingual consultant on fisheries and marine conservation, and scientific research and writing. She is technical director for fisheries eco-certification at MacAlister Elliott and Partners Ltd. (a UK-based consultancy firm). Recent projects have included a study of the possible certification of the Mauritanian fishery for yellow mullet in the Parc National de Banc d’Arguin, as part of the Marine Stewardship Council’s test of a new methodology for the certification of small scale and data deficient fisheries, as well as ongoing assessments and pre-assessments for lobster, mussel, whelk, tuna, anchovy, shrimp and eel fisheries in the UK, France, Spain, Ireland, South Africa and the Indian Ocean.

**Aldin Hilbrands** holds a Master of Science degree in Animal Husbandry and the Environment from Wageningen University, The Netherlands. His theses focused on aquaculture and fisheries management of tropical fish species. After his graduation in 1996, Aldin started to work for Agro Eco Consultancy focusing on the development and implementation of sustainability standards in fisheries operations (MSC) and aquaculture businesses (organic). Market development for sustainably produced seafood products was also one of his key activities. In 2000, he became the Seafood Certification Director with SGS, one of the leading international inspection, auditing and testing companies. He was responsible for managing certification activities related to the seafood business such as MSC, MAC, GlobalGAP, etc. Besides environmental audits, he was also involved in food safety auditing within the seafood companies mainly in Europe and Asia. Currently, Aldin works for Royal Ahold, a leading food retail company present in Europe and the USA. His daily work involves the development and enforcement of group policies in the fields of product safety and CSR. At present he serves as the Chair of the GlobalGAP Aquaculture Standards Committee.
André Keith is 32 years old and currently running his own fishing company registered Sans Soucis Fisheries Pty.Ltd. André started his career in the fisheries industry at the age 20 after getting a diploma in Navigation and Fisheries Technology. He was a fisherman on board a purse seiner for 18 months after which he got a scholarship from Mission Co-operation Française to further his studies in La Reunion (Indian Ocean island) in June 1997 and in Boulogne (France) in September 1999. In between these courses he was employed as skipper on various local fishing vessels until he purchased his own vessel a 13.2m longliner in October 2003. He has been working as both skipper and director of his company since. The Seychelles industry got gravely affected when our products were banned from EU markets 2002 and the fishermen are still struggling today to win back consumers trust, that is why André is a member of the Fishing Boat Owners Association and representing them at the workshop.

Born in Madagascar, internationally educated in Europe and in the USA, Mathias Ismail has been directly exposed to the seafood industry and particularly Madagascan prawns for just 7 years, when he joined OSO, the premium Brand of Madagascan wild and organic prawns. Under Mathias’s leadership, OSO went vertical, investing in what has become the World very first Organic prawn farm, certified under France Official “AB Organic Label”. At the same time, Mathias made OSO to invest in a sustainable Madagascan prawn fishing operation that currently operates 14 trawlers off the West coast of Madagascar. OSO has become today a fully vertical company from organic farming, fishing, marketing and distribution working directly with key industry players such as Atlantys, Monoprix, Auchan, Continente, Carrefour and one of the most demanding in term of wild sustainability, Marks & Spencer.

Mathias ISMAIL is graduated from Lyon Graduate School of Business (EM Lyon, France) and is holding a F.A.A. multi-engine, turbine, instrument rating fixed wing pilot degree (Stanford University flying school, USA). Mathias is 38 years old, married, and father of two daughters.

Graeme Macfadyen is a founding member of Poseidon, and has 17 years of research and consulting experience in fisheries. He has a BA in Geography from Oxford University (UK) and a Masters in Fisheries Economics from Portsmouth University (UK). He has worked for NGOs and industry associations, but predominantly for consulting companies on project design/preparation, implementation and evaluation, as well as on research and normative work. His experience is especially strong in: fisheries policy; investment appraisal and cost/benefit analysis, business planning and strategy development; and fisheries marketing and trade. He also has good experience in certification, MCS, poverty-related issues, and in compensation methodologies. Graeme's in-country field experience includes Bangladesh, Cambodia, Cape Verde, China, Denmark, Faroes, Finland, Gambia, Greece, Iceland, Indonesia, Ireland, Italy, Kenya, Liberia Malaysia, Maldives, Namibia, Norway, Pakistan, Seychelles, Sierra Leone, South Africa, Sri Lanka, Sweden, Tanzania, Thailand, Turkey, U.A.E., Uganda, UK, and Yemen. He has also worked on desk study projects relating to Angola, Belize, Caribbean, Cook Islands, EU-wide projects, Federated States of Micronesia, Fiji, Ghana, India, Ivory Coast, Japan, Korea, Mozambique, Myanmar, Samoa, Sub-Saharan Africa, Senegal, Solomon Islands, Vanuatu, Vietnam, and West Africa. Graeme currently manages a Poseidon office located in France, close to Geneva.
Stéphanie Mathey is in charge of the social and environmental affairs for Carrefour own brand food products. A position she has had since 2006. In her role Stéphanie assists in the development of responsible sourcing (fish, palm, ecolabel, social and environmental audits, fair-trade products, carbon footprint,…). The Carrefour Group is the leading retailer in Europe and 2nd worldwide. Prior to this Stéphanie was Quality manager part of European food purchasing.

Anja von Moltke serves as Economic Affairs Officer at the Economics and Trade Branch (ETB) of the Division on Technology, Industry and Economics (DTIE) in Geneva. She is responsible for developing tools, analysis and policy recommendations on economic incentives to protect the environment and promote sustainable development.

Her current focus lies in the reform of environmentally harmful subsidies. Having worked on issues related to energy for many years, she currently focuses on subsidies to the fishing sector. She works with partners from developed and developing countries to promote environmental and sustainability objectives in national policy-making processes and international negotiations towards the reform of fisheries subsidies. Given the importance of reform for both trade and the environment, Anja works closely with WTO delegation in the development of new rules on fisheries subsidies.

Marie Christine Monfort operates as a market consultant 100% dedicated to seafood and deals with all issues related to the European market. She assists private companies in their attempts to meet European market requirements and to reach professional buyers, through market studies and tailor-made advices. She guides private investors prior to investing in the seafood business. She also cooperates with public institutions, (National ministries of Fisheries, universities), international organisations (EU Commission, FAO, etc.) and research institutes. She has received a background in marketing (Mec in Marketing, Nantes University) and economy (MSc in Economy, NHH, Bergen, Norway).

In the past three years she has extensively worked in the field of fisheries sustainability and ecolabelling fisheries products. Her commitments included missions for NGOs (MSC, WWF, Greenpeace, Seafood Choice Alliance), public institutions (FAO, UNEP), fisheries communities (several fisheries association) and traders.

Nancy Gitonga was Kenya’s Director of Fisheries from 2000 to 2006 (retired 2006) and had held senior fisheries management positions in the Kenya Government for over 20 years, before appointment to the position of Director of Fisheries. She was instrumental in placing Kenya fish products in the international markets by ensuring that the safety and quality standards of Kenyan products were compliant with all international standards. Ms Gitonga also introduced participatory approach to fisheries management which helped to reverse declining stocks in some fisheries lakes. She is currently a fisheries consultant working at FishAfrica and is carried out fisheries work in quality control, fisheries management and aquaculture development.

- Fisheries Consultant, FishAfrica, P.O. Box 64358 00620, Nairobi, Kenya; I am currently working as fisheries consultant with
- Member of Board of Directors of Kenya Forest Service;
- Member of International Association of Fish Inspectors (IAFI);
- Member of Marine Stewardship Council (MSC) Developing World Advisory Group and Stakeholders’ Council;
Papa Gora Ndiaye is a Socio-economist graduated of Econometrics and Economic Modelling at the University of Dakar and also a graduate of the National School on Economy of Dakar. He is the coordinator of the Network on Fisheries Policy in West Africa and works to Enda Third World over the past decade on issues of fishing. He led and directed several works on fishing in West Africa, among which:

- A Feasibility Study of Ecolabelling of small scale fishing products in the pilot sites of GIRMaC Programme (Integrated Management of Coastal and Marine Resources of Senegal).
- Evaluation in Mid-term of the Programme GIRMaC (Integrated Management of Coastal and Marine Resources of Senegal).
- Feasibility Study of Ecolabelling of small scale fisheries in Senegal.
- Analysis of the coherence of development policies in the fisheries sector in the countries of the SRFC (West Africa), August 2007.
- Evaluating the impact of trade-related policies in the sustainable management of fishery resources in West Africa: Case Studies of Cape Verde, Gambia, Guinea, Guinea Bissau, Senegal and of Mauritania.

Papa Gora Ndiaye has coordinated several development programmes in the fisheries sector in West Africa, among which the:

- The pilot project analysis of the value chain of octopus in the area of Mbour, Senegal, currently undergoing.

Mark Nijhof studied aquaculture and fisheries management and environmental technology at the Agricultural University of Wageningen. Subsequently, he did a Ph.D study on intensive marine aquaculture systems. After two years of guiding a pilot scale recirculation turbot farm, he joined Europe’s leading shrimp processing company Heiploeg BV in Zoutkamp, the Netherlands, in 1995. After focussing predominantly on processing technology and overall quality assurance, the aspect responsible shrimp fisheries and aquaculture became a prime topic of his work in 2004. He initiated the MSC certification process of the Brown shrimp fisheries in Europe and the GlobalGAP (former: EurepGAP) standard for shrimp culture.

His profound interest in the aquatic environment is also reflected by his career as sports diver, underwater photographer and dive instructor, with thousands of dives logged during last 30 years.

Yemi Oloruntuyi (Ph.D.) is Programme Manager - Developing World Fisheries at the Marine Stewardship Council (MSC), United Kingdom. She has been with the Marine Stewardship Council since 2000.

Her role within the MSC is leading the implementation of the Developing World Fisheries Programme strategy, including promoting the participation of developing countries in the MSC’s certification programme, and evaluation, development and implementation of policies to ensure the MSC programme is more applicable to developing countries.

Before joining the MSC she was involved in fisheries research and training in Nigeria, where she worked on issues related to fisheries resource management, aquaculture and environmental impact for a period spanning over 10 years.

Lucy Pelham Burn is Head of Corporate Social Responsibility at New England Seafood International Limited. New England was founded by Fred Stroyan in 1991 to import lobsters from USA and Canada for the London restaurant trade and has now grown to a business employing over 250 people specialising in supplying premium sustainable fresh and frozen seafood products to the UK market.

From its state-of-the-art plant near London, New England supplies major retailers such as Marks & Spencer, Waitrose and Sainsburys as well as the wholesale and foodservice markets, with fresh and value added fish products for the fish counter and in pre-packs.

Lucy joined New England Seafood over 8 years ago from the NGO sector where she worked in both international development and emergency medical aid NGOs. Lucy has always been an advocate of sustainable and responsible sourcing and in her time in the seafood industry has become, as with some of her fellow speakers here today, a leading advocate of the UK's sustainable sourcing movement in which the seafood industry has pioneered a collaborative approach to some complex issues such as those around tuna, for the sake of sustainable sourcing and responsible practice.

Lucy's work also enables New England Seafood to inform its customers about the provenance of their fish and for the retailers to inform the
consumer about the fish that they are buying. Lucy is the Chairperson of the Food and Drink Federation’s Tuna Group whose members work with their common supply chains such as in the Indian Ocean where work is ongoing to explore the use of a Control Document (based on criteria proven successful in the Barents sea cod fishery) to remove the risk of illegal unregulated or unreported (IUU) fish from the supply chain. She sits on several sustainable fishing stakeholder groups and has presented at numerous forums in the UK and internationally covering subjects such as the UK market’s efforts to increase responsible sourcing, preventing IUU in the supply chain, eco label benefits and enhancing trade from developing countries.

Lai Tuong Phi studied BSc at Nha Trang National University of Fisheries in Vietnam with focus on Aquaculture. He conducted his MSc at Norwegian University of Life Sciences on Management of Natural resources and Sustainable Agriculture. He has spent three years of working on Sustainable Coastal Aquaculture and three years of Fisheries Economics and Management, with major focus on research for government agency including ministry level. Mr Lai has bee also acting as consultants for several international donor funded projects in Vietnam related to fisheries economic, fisheries policy, right based fisheries management, fisheries sociology and sustainable aquaculture. Under working part-time and now fulltime for WWF Vietnam, Mr Lai has given his focus on seafood certification, eco-labeling and sustainable aquaculture at both technical and policy levels.
6 The venue

The meeting shall take place in Room XIV in UNESCO Building 1 rue Miollis.
7 Other practical information

Where in Paris?
“South bank of the Seine river”, also called left bank in France

How to get there?
The closest metro stop (2mn walk) is SEGUR on line #10
(Rates and trip duration are approximate)

From gare du Nord
Take the Métro at gare du Nord: Line 4 direction porte d'orléans then you stop and change at station Odéon and take line 10 to the direction of Boulogne, stop at station SEGUR. The whole journey takes 30mn.

From Roissy-Charles de Gaulle Airport
1. The Roissy Rail train (RER B) is the fastest and most reliable way to central Paris (Euros 10 - 45 mns to Chatelet-Les Halles). From Terminal 2 (Air France flights) there is direct access to the RER station, from Terminal 1 take the free shuttle bus.

2. Air France shuttle buses leave every 12 minutes (daily 6 am-11.30 pm) from CDG1, CDG2 terminals B, D, E and F and stop at Etoile near Arc de Triomphe, Porte Maillot and Gare TGV Montparnasse (Euros 18-20–35/50 mns).

3. A taxi to central Paris can take from 30 minutes to an hour depending on traffic and costs Euros up to Euros 70.

From Orly Airport
1. Air France buses (Euros 9) leave both terminals every 12 minutes, daily 6am-11.30pm, and stop at Invalides (30-45 mns). Then you may take a taxi to rue Miollis or your hotel.

2. The Orlyval shuttle train (Euros 8) runs every 8 minutes to RER Antony, then to line RER line B direction Roissy Aéroport or Mitry Claye to “Chatelet les Halles” (30 mns).

3. A taxi takes 50 mns depending on traffic and costs Euros 40.

For more information you may visit the web sites: http://www.adp.fr (airports), http://www.ratp.fr (metro), or http://www.sncf.com (train)