



# WEBINAR

The MSC  
certification program  
for sustainable  
fisheries



## Ca'Foscari University of Venice in collaboration with MSC Italy

is pleased to invite you to the:

**WEBINAR: *The MSC certification for Sustainable Fisheries - Tools and opportunities***



### WHEN

Tuesday, may 23, 2020 - 10:00 - 12:00



### WHERE

Online - Confirmed participants will receive a link to join the webinar

*The objective of the workshop is to introduce participants to the MSC programme, providing an overview of how the MSC programme works. In particular, at the end of the workshop training, participants should have:*

- a general understanding of the MSC program;
- a basic understanding of MSC fishery standard



# MSC certification and ecolabelling: an introduction

Marine Stewardship Council

AdriSmartFish 22<sup>nd</sup> of June 2020

# Unsustainable fishing: the global challenge



## FAO The State of World Fisheries and Aquaculture (SOFIA) 2020:

The state of marine fishery resources, based on FAO's monitoring of assessed marine fish stocks, has continued to decline.

The fraction of fish stocks that are within biologically sustainable levels decreased from 90 percent in 1974 to 65.8 percent in 2017

In 2017, among FAO's Major Fishing Areas, the Mediterranean and Black Sea had the highest percentage (62.5 percent) of stocks fished at unsustainable levels

# Unsustainable fishing: the global challenge

## FAO The State of World Fisheries and Aquaculture (SOFIA) 2020:

- In 2017, the maximally sustainably fished stocks accounted for 59.6 percent of the total number of assessed stocks, an increase since 1989, partly reflecting improved implementation of management measures.
- Overfishing in the North-East Atlantic has dropped to 40%; similar improvements have been seen in New Zealand, Australia and much of northern Europe
- In 2015, the nations of the world signed up to the 17 Sustainable Development Goals however, it is clear that action to meet the SDGs is not yet advancing at the speed or scale required.



# MSC: part of the solution

## **Building consensus around what sustainable fishing looks like**

We're providing a blueprint for fishing that is environmentally and economically sustainable, based on United Nations FAO guidelines

## **Driving change on the water**

We're encouraging and rewarding fisheries to make improvements to meet and maintain MSC certification

## **Building demand in the marketplace and society**

Our blue ecolabel lets customers choose seafood that can be traced back to a sustainable fishery – creating market incentives for more fisheries to meet the MSC Standard

“

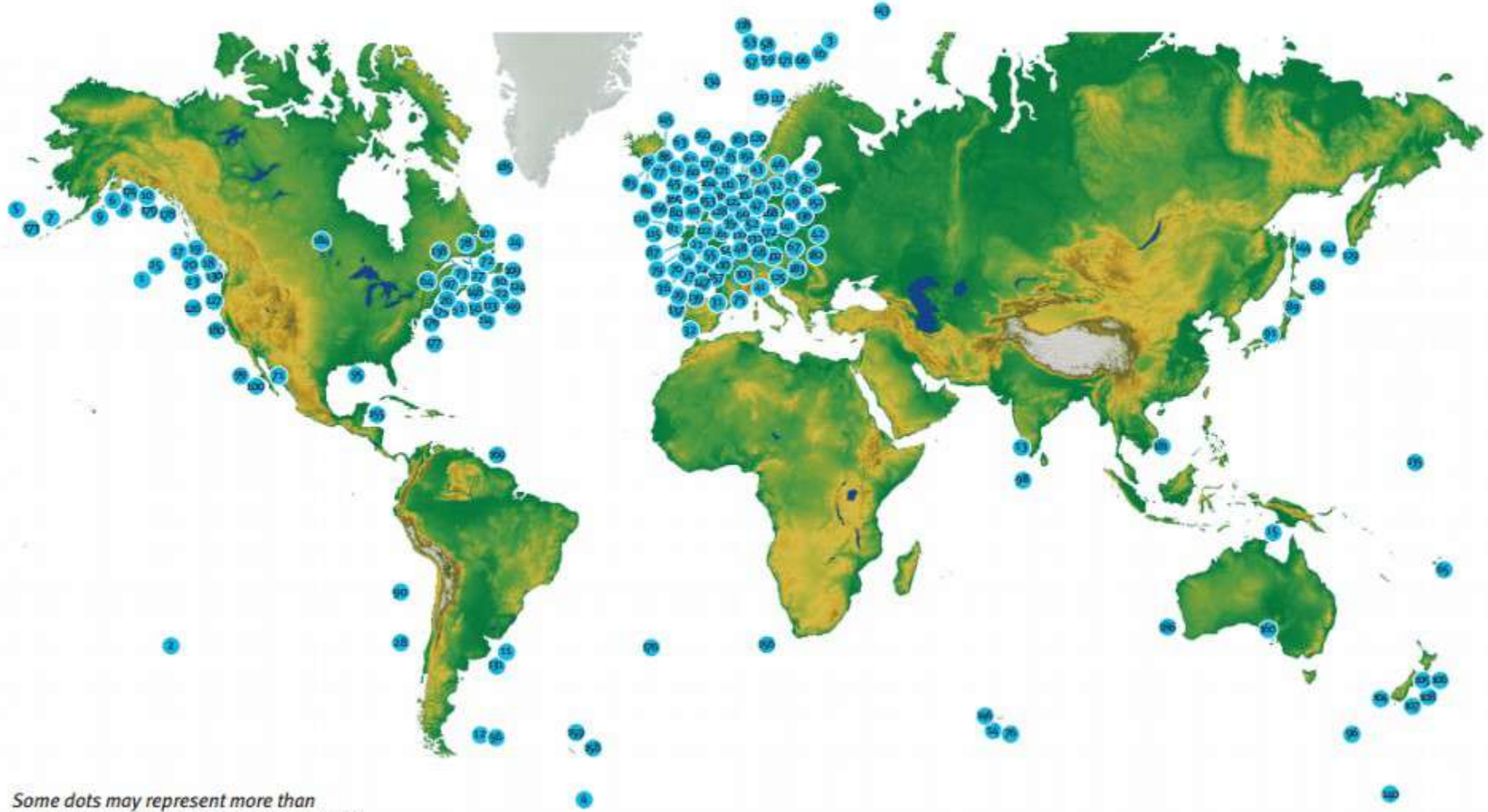
From fishers, companies and consumers choosing sustainable seafood – to the scientists and NGOs sharing their expertise. Together we can secure the future of our ocean and the seafood it supplies.

”

**A leading global  
program...**

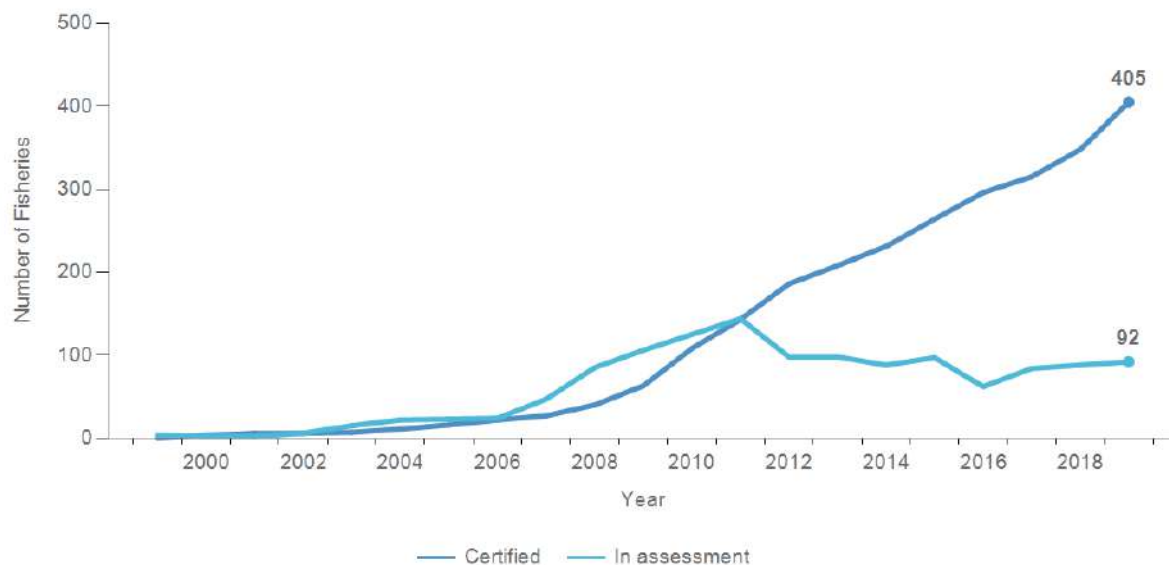


# Leading global standard



*Some dots may represent more than one fishery and locations are approximate.*

# MSC engagement



**405 certified fisheries (incl. 22 suspended)**

**92 fisheries in assessment**

**36 countries**

**108 species**

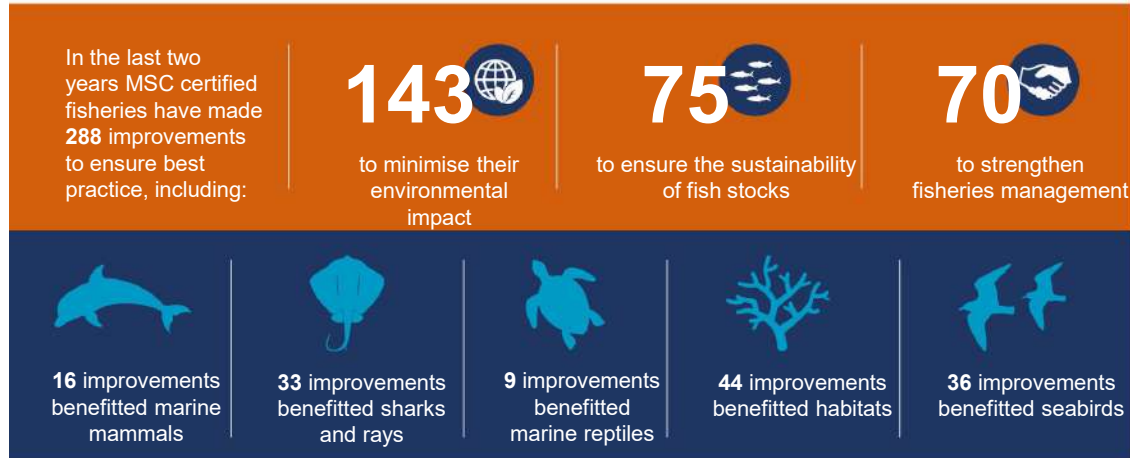
- **15.8% of wild caught seafood globally is now certified or in full assessment**
- **11.8 million tons certified catch**



# Benefits of certification...



# Change on the water



“ The MSC Standard creates the right incentives for all kinds of fishery, small or large scale, to transform towards best practice. Such examples can now be found almost everywhere in the world.

Christopher Zimmermann, Thünen Institute of Baltic Sea Fisheries

“ MSC certification of Arctic cod in the Norwegian Sea has led this fishery to improve the recording system of its retained catches and to improve its fishing practice by minimising the impacts on sea bottom habitats and any interaction with endangered species.

Andres Uriarte, AZTI



## Socio-economic impacts

- Access to new markets
- Protect existing markets
- Product differentiation
- Improved traceability/marginalise IUU
- Potential for price premium
- Improved reputation
- Long-term availability of seafood
- Longer lasting contracts



# Benefits of MSC certification



## Management improvement

- Stakeholders' dialogue improved
- Stronger political influence to promote needed changes towards sustainability
- Evaluation against an independent international standard
- Deficiencies identification
- Failures overcoming
- Participation and transparency improved
- Improved country image and reputation
- Increased compliance with regulations



# MSC Fisheries Standard



## The MSC is a standard that .....

- Assesses more than just 'status' - recognises importance of informed and adaptive management process.
- Recognises fisheries depend on a volatile and ever-changing natural resource, so understanding how management responds and reacts is more important than single status snap-shot.
- Seeks to recognise good practice and encourage on-going improvement.
- Is not overly prescriptive, so can be applied to fisheries that are large or small scale, simple or complex and whether or not well resourced.
- Rewards fishers seeking to minimise impacts and move in the right direction.

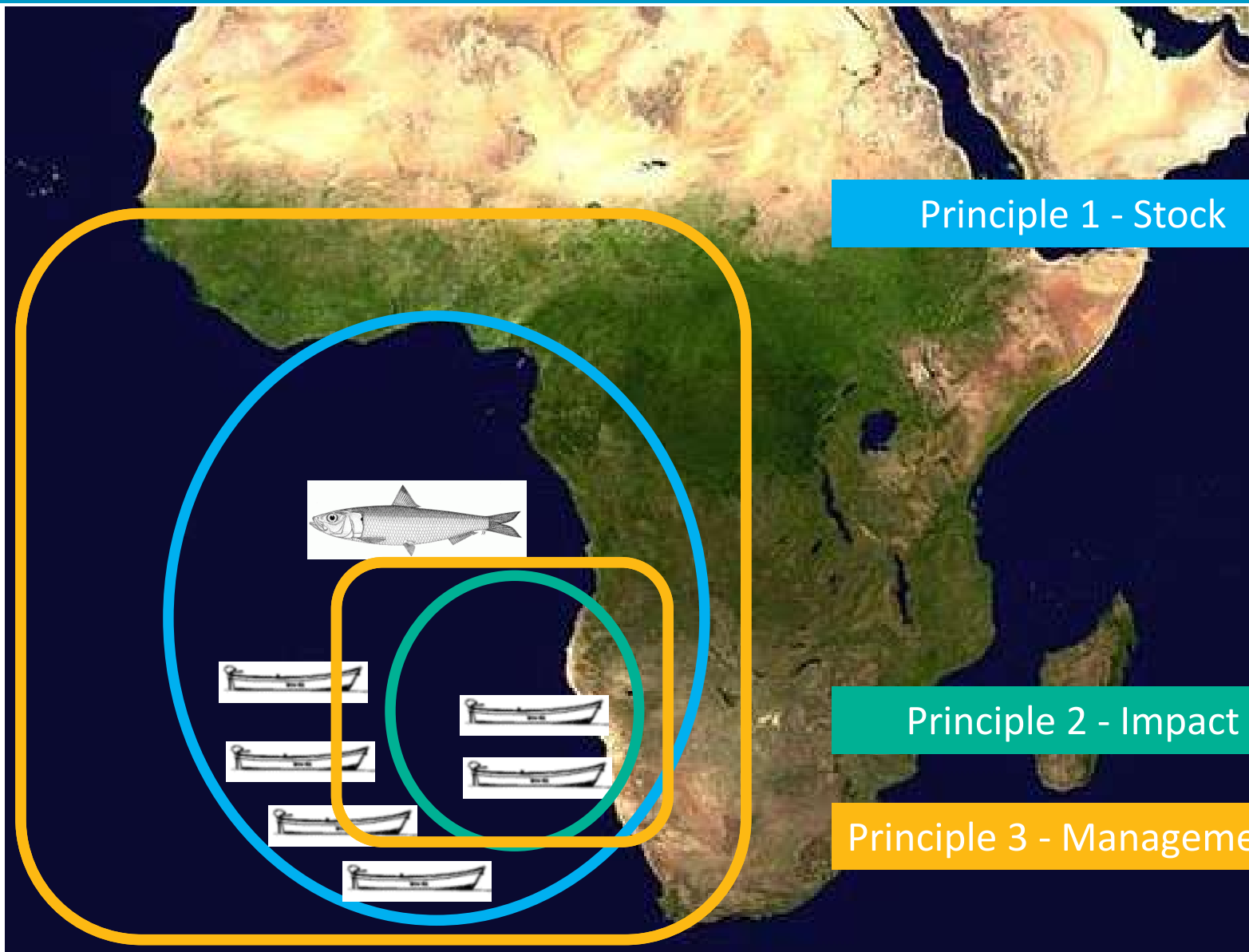
# A global standard

Challenge is to make it applicable to all fisheries regardless of location or scale; resources or capacity.



Applicable at this scale.....

# What is assessed



Principle 1 - Stock

Principle 2 - Impact

Principle 3 - Management



# The MSC Fisheries Standard



**1**

The sustainability of stock

**2**

Ecosystem impact

**3**

Effective management





## In Scope

- Wild-capture fisheries including fish, shellfish,

## Introduced or enhanced

- If a species has been introduced to an area, or there is an element of aquaculture in the life cycle, there are rules about whether or not that fishery can be MSC certified.

## Out of Scope

- Fishery targeting amphibians, reptiles, birds, or mammals (v2.0)
- Fisheries using poisons or explosives
- Forced labour violations
- Aquaculture (ASC), however...



# The Process

# Credibility - third party assessment & certification



Accreditation Body



Certification Body

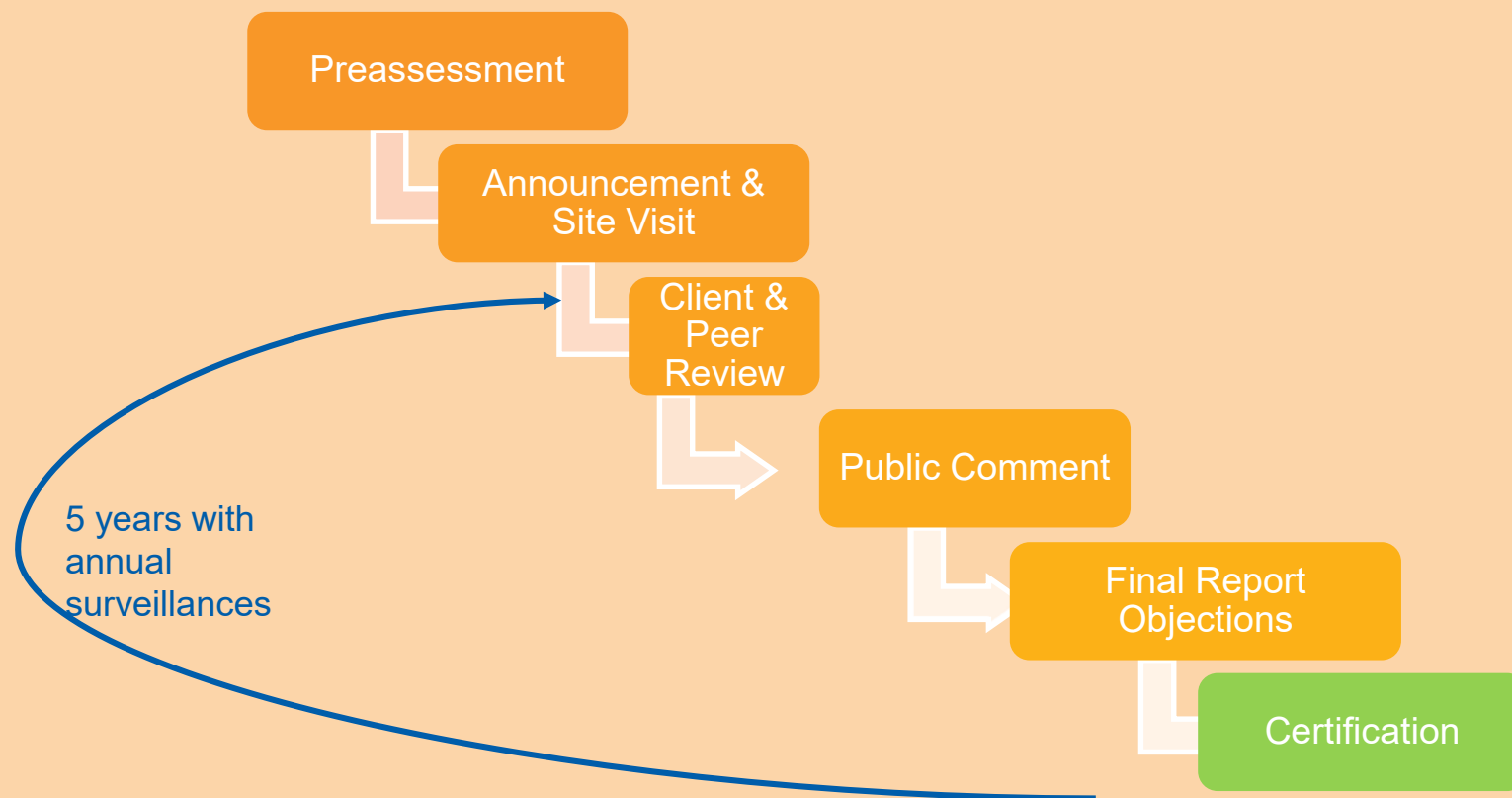


Assessment Team



Fishery

# The fisheries assessment steps





# The Standard



# MSC Fisheries Standard

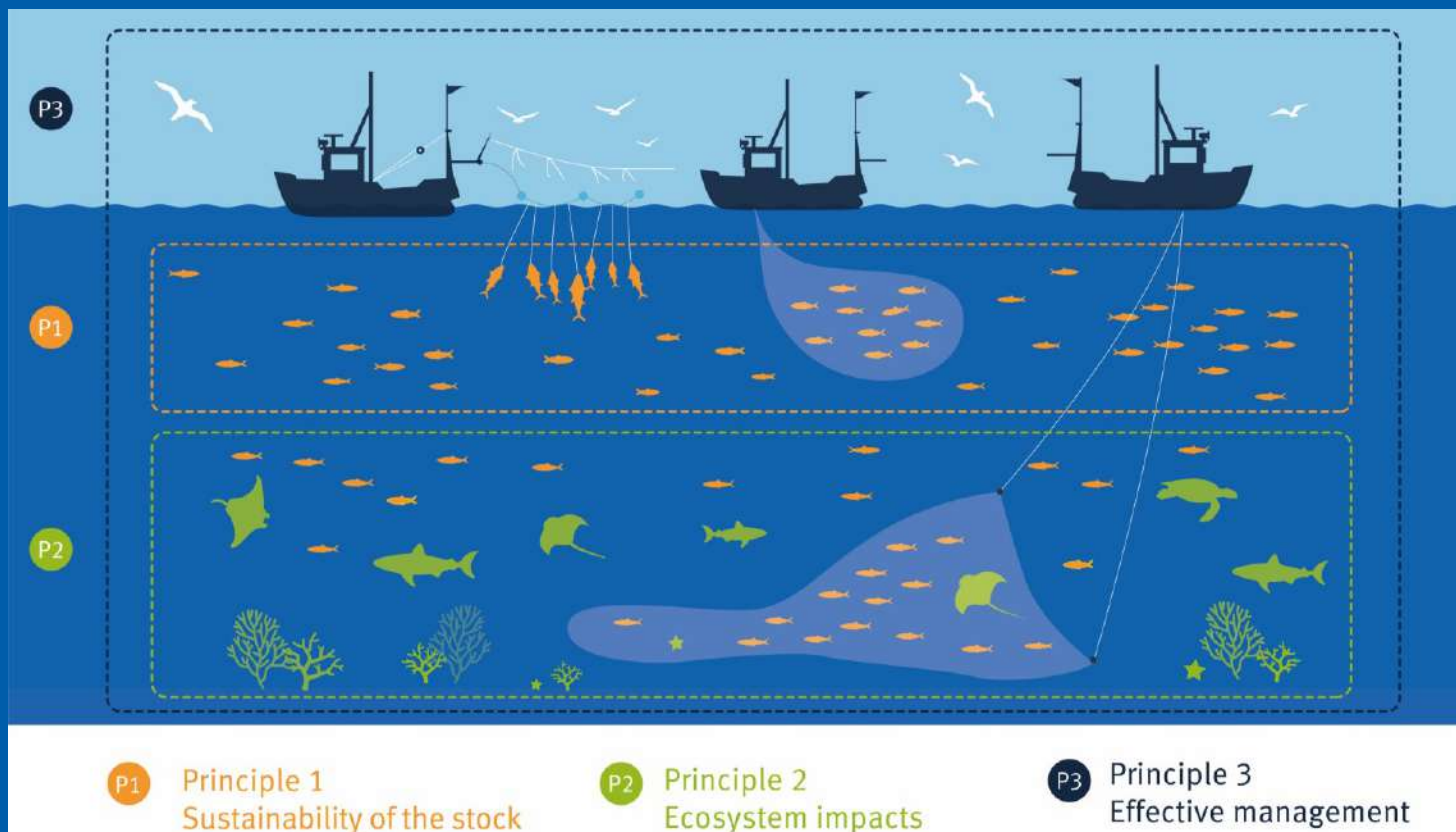
**P1 – Stock status**

**P2 – Minimising environmental impact**

**P3 – Effective management**



# MSC Fisheries Standard





# A GUIDE TO THE MSC FISHERIES STANDARD



## Principle 1 – Sustainable fish stocks



### 1.1 Stock evaluation (target catch)

- 1.1.1: Sustainable stock levels
- 1.1.2: Or, stock is rebuilding



### 1.2 Harvest Management Strategy

- 1.2.1: Precautionary harvest strategy + no shark finning
- 1.2.2: Harvest control rules and tools
- 1.2.3: Reliable information and monitoring
- 1.2.4: Robust assessment of stock status

## Principle 2 – Minimising Environmental Impact



### 2.1 Impact on primary species (non-target catch)

- 2.1.1: Sustainable stock levels
- 2.1.2: Management strategy + reduction of unwanted mortality
- 2.1.3: Reliable information



### 2.2 Impact on secondary species (non-target species)

- 2.2.1: No threat to stock levels
- 2.2.2: Management strategy + reduction of unwanted mortality
- 2.2.3: Reliable information on risk



### 2.3 Impact on endangered, threatened or protected (ETP) species

- 2.3.1: No threat to ETP species stock levels
- 2.3.2: Management strategy to protect ETP species
- 2.3.3: Reliable information on risk



### 2.4 Impact on habitats

- 2.4.1: No serious or irreversible harm
- 2.4.2: Strategy to protect habitats
- 2.4.3: Information on vulnerable habitats



### 2.5 Impact on the ecosystem

- 2.5.1: No serious or irreversible harm
- 2.5.2: Management strategy to protect the ecosystem
- 2.5.3: Reliable information on ecosystem function and impact

## Principle 3 – Fishery Management



### 3.1 Governance and Policy

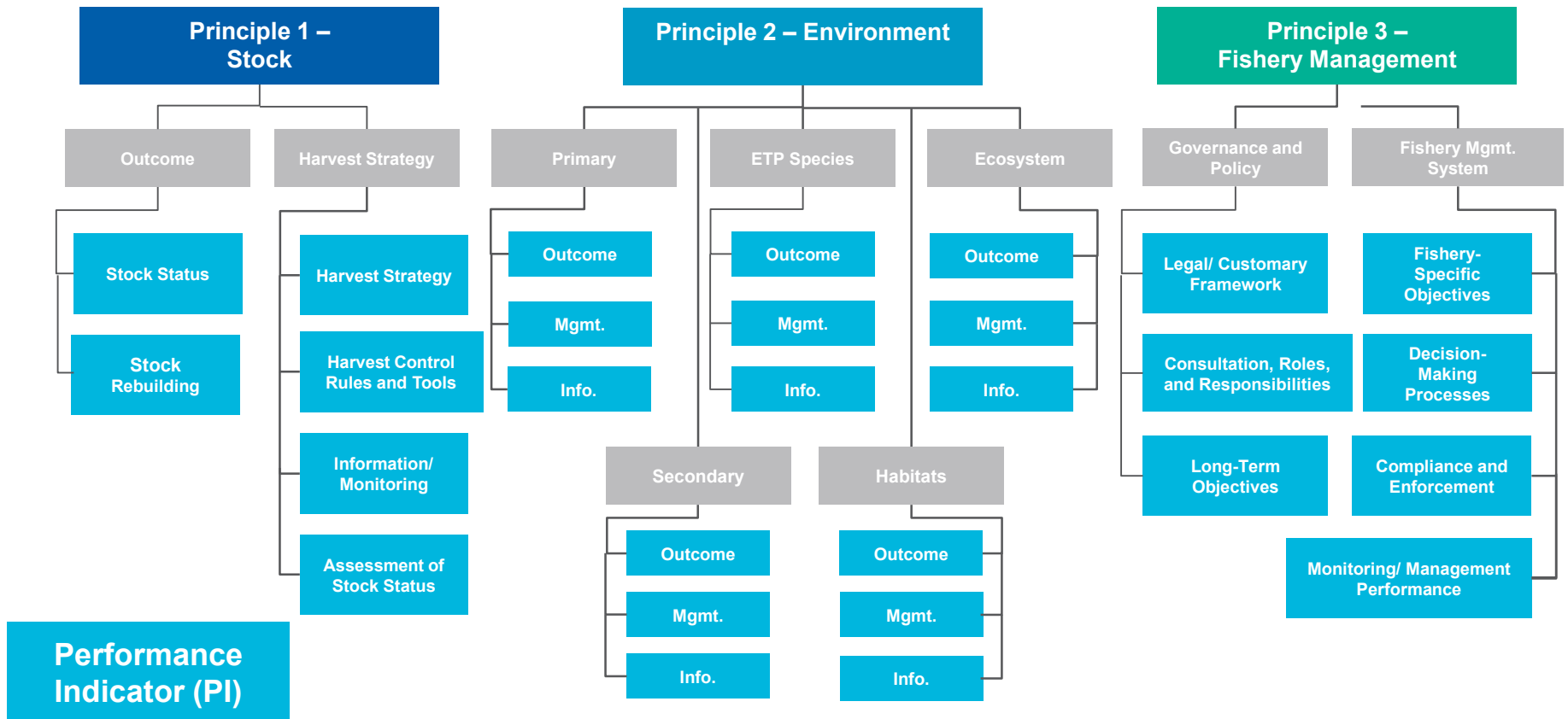
- 3.1.1: Effective legal or customary framework + recognises rights of people dependant on fishing for food or livelihood
- 3.1.2: Effective consultation process
- 3.1.3: Long term objectives

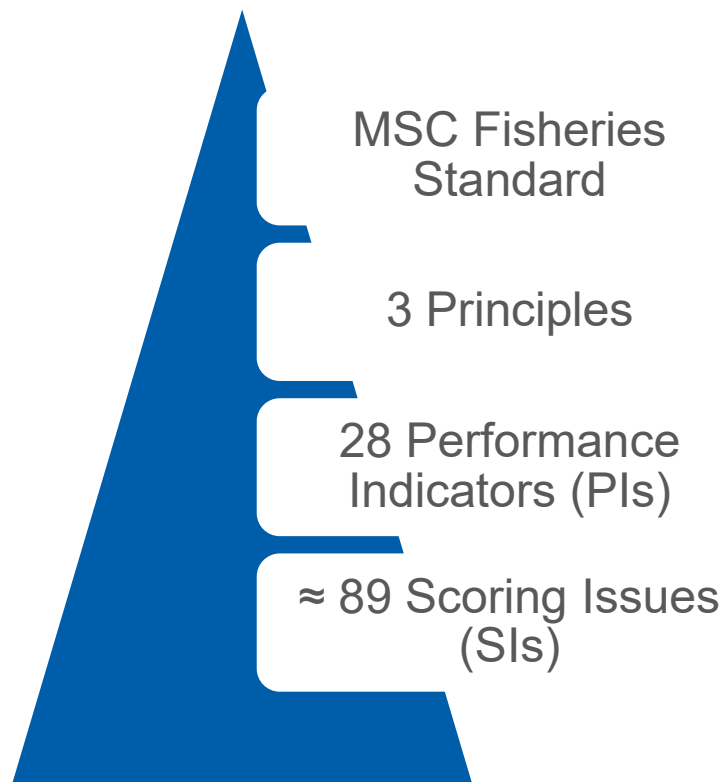


### 3.2 Fishery Specific Management System

- 3.2.1: Clear fishery specific objectives for achieving P1 & P2
- 3.2.2: Effective decision-making process
- 3.2.3: Compliance and enforcement systems
- 3.2.4: Management performance evaluation

# Assessment tree – 28 Performance Indicators





# Standard – Scoring Table



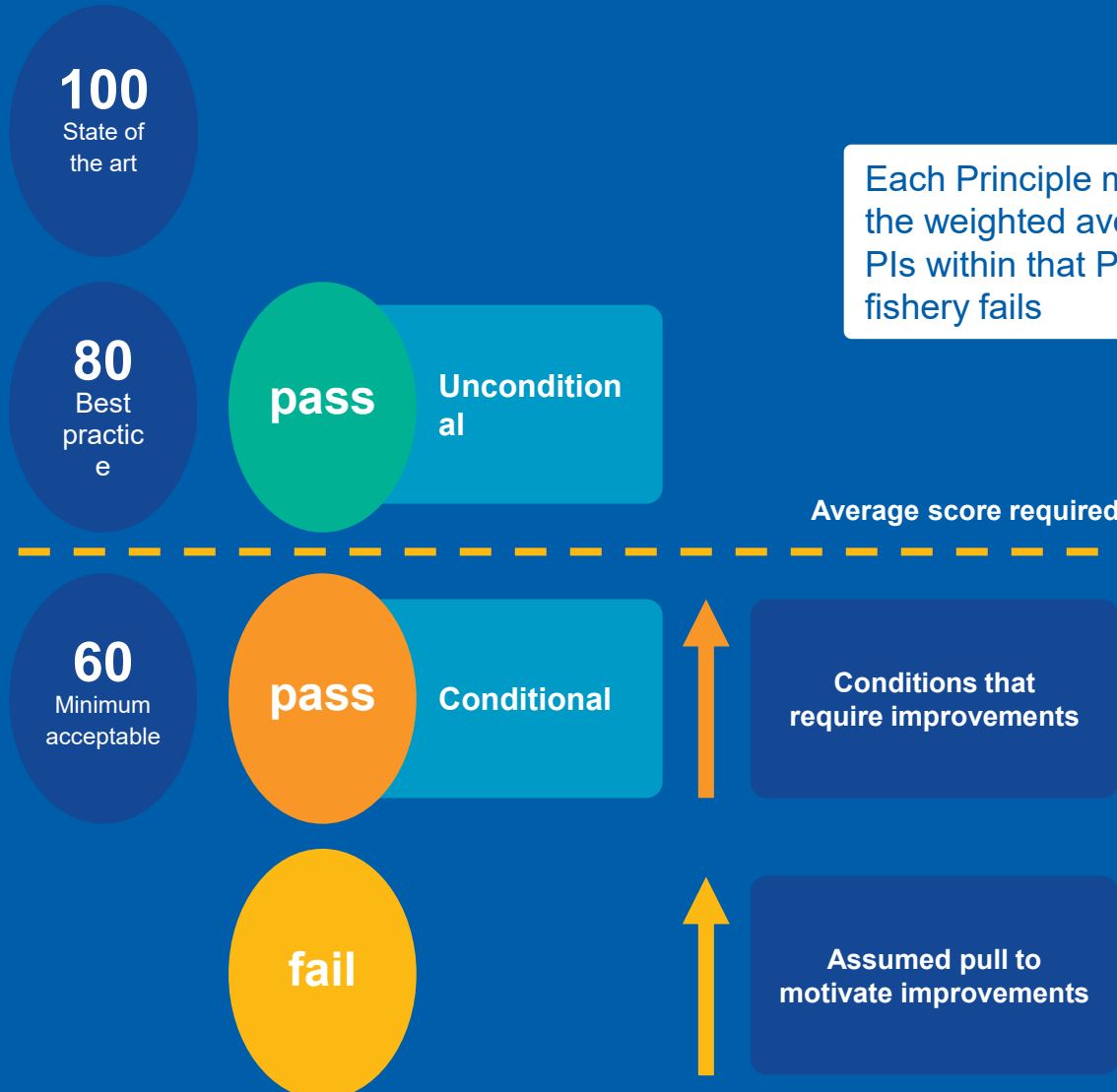
**60**  
Minimum acceptable

**80**  
Best practice

**100**  
State of the art

Component	PI	Scoring issues	SG60	SG80	SG100
Ecosystem	<p>Management strategy</p> <p>2.5.2</p> <p>There are measures in place to ensure the UoA does not pose a risk of serious or irreversible harm to ecosystem structure and function.</p>	a	There are measures in place, if necessary which take into account the potential impacts of the UoA on key elements of the ecosystem.	There is a partial strategy in place, if necessary, which takes into account available information and is expected to restrain impacts of the UoA on the ecosystem to achieve the Ecosystem the 80 level of performance.	There is a strategy that consists of a plan, in place which contains measures to address all main impacts of the UoA on the ecosystem, and at least some of these measures in place.
		b	The measures are considered likely to work, based on plausible argument (e.g., general experience, theory or comparison with similar UoAs/ systems).	There is some evidence for confidence that the measures/partial strategy will work, based on information directly about the UoA and/or the system involved.	Testing supports confidence that the partial strategy/ strategy will work, based on information directly about the UoA and/or ecosystem in question.
		c	The measures are considered likely to work, based on plausible argument (e.g., general experience, theory or comparison with similar UoAs/ species).	There is some evidence that the measures/partial strategy is being implemented successfully.	There is clear evidence that the partial strategy/ strategy is being implemented successfully and is achieving its objective as set out in scoring issue (a).

# Scoring

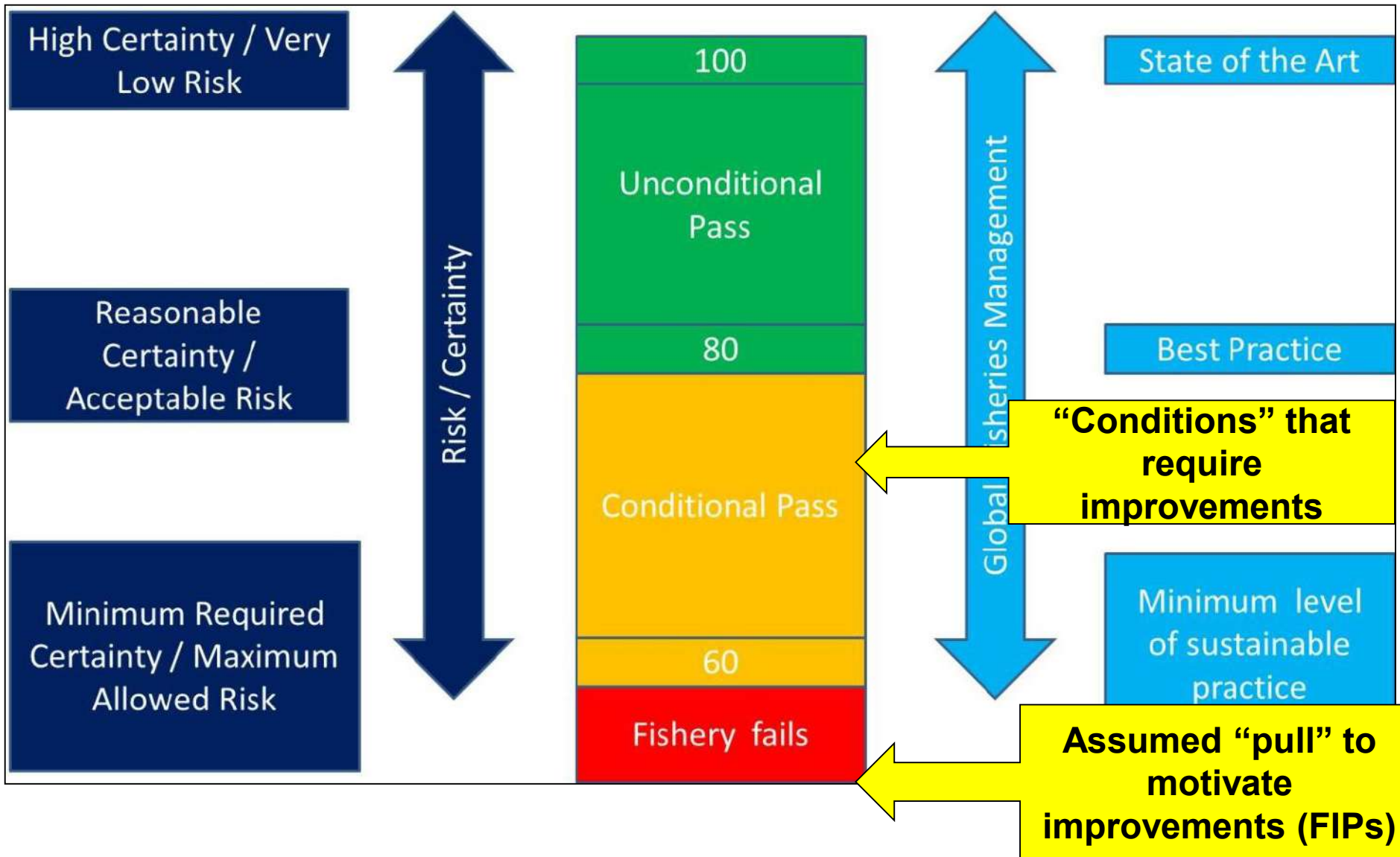


Each Principle must score  $\geq 80$  as the weighted average across the PIs within that Principle, or the fishery fails

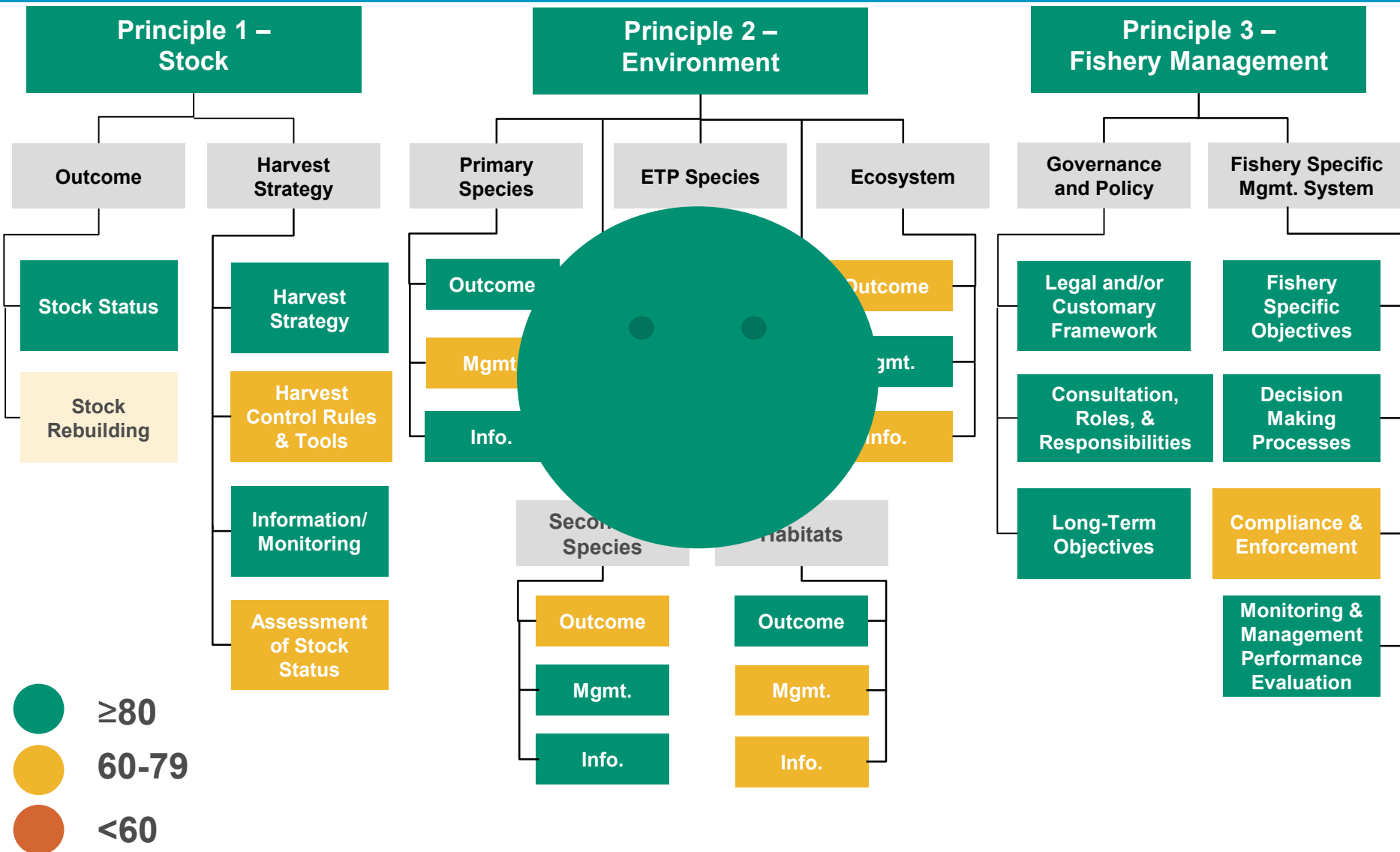
Conditions that require improvements

Assumed pull to motivate improvements

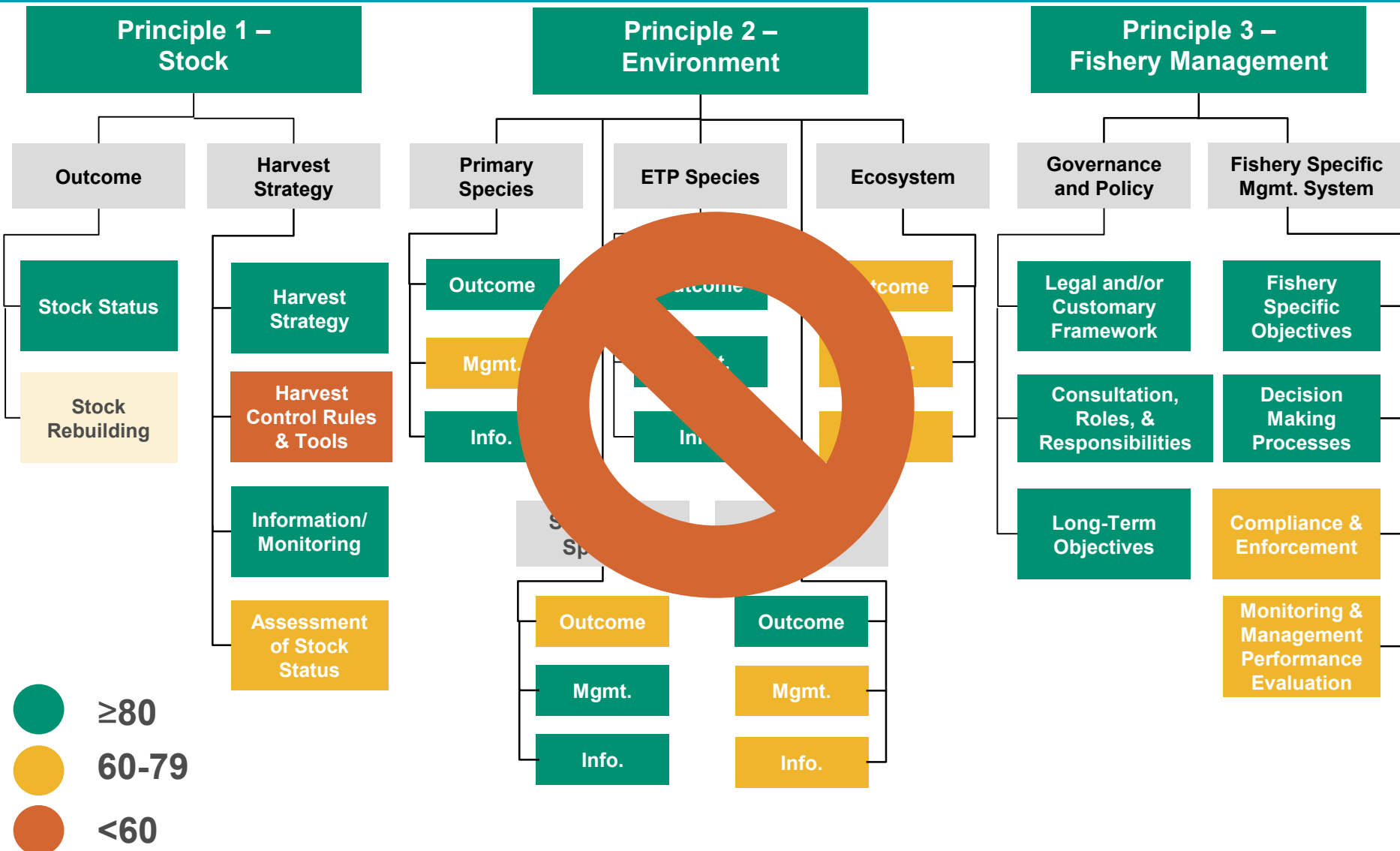
# The MSC Theory of Change



# Assessment tree scoring example

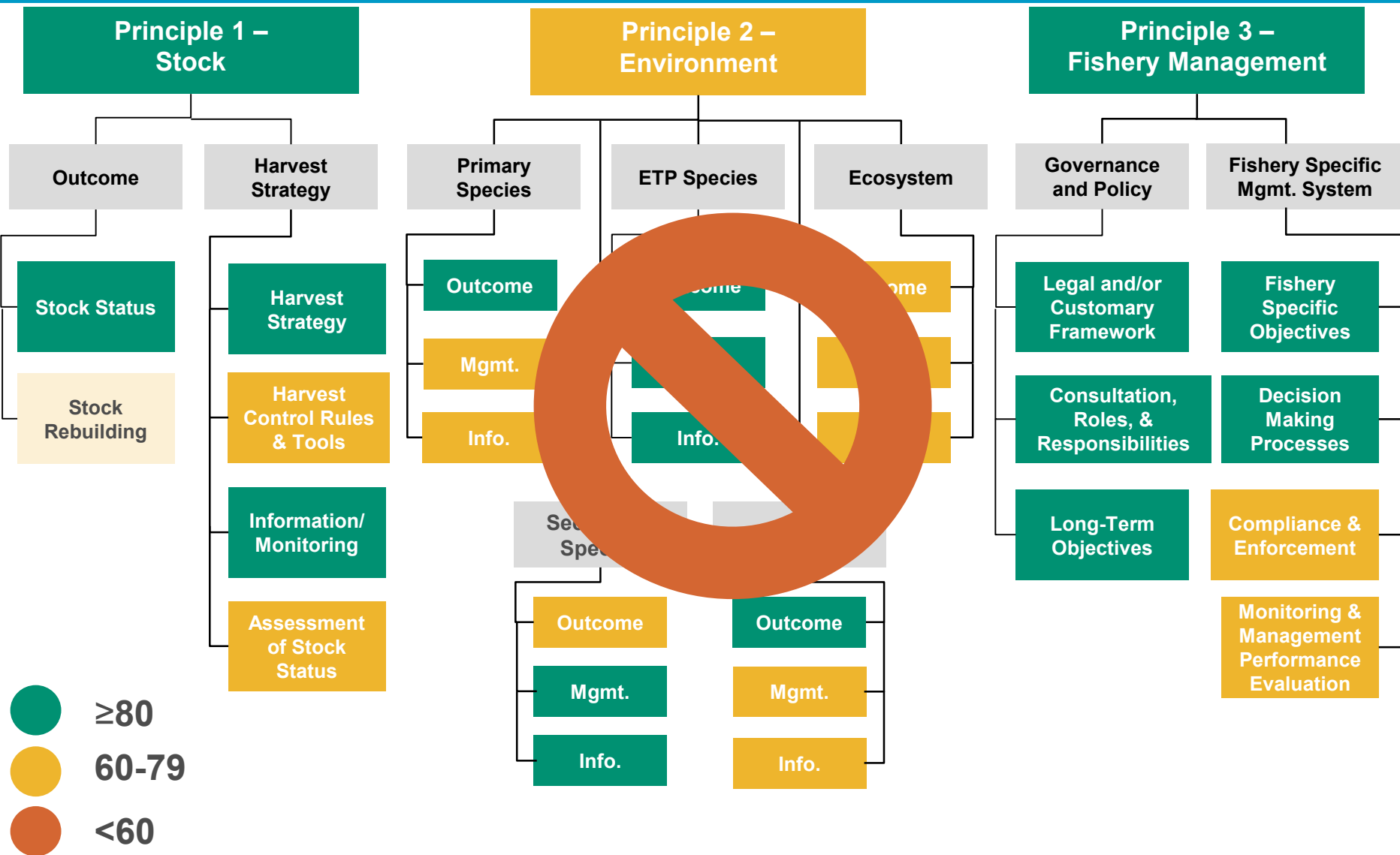


# Assessment tree scoring example





# Assessment tree scoring example



# The MSC Fisheries Standard



**1**

The sustainability of stock

**2**

Ecosystem impact

**3**

Effective management



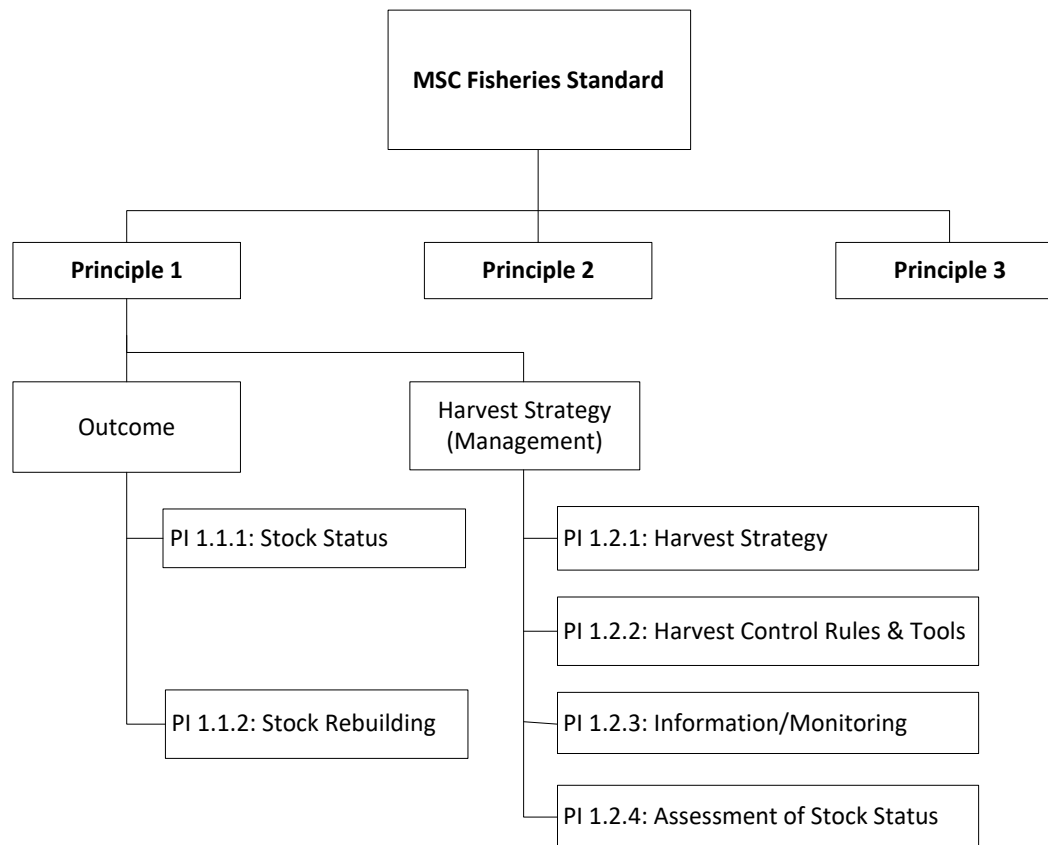


# Principle 1: *Sustainable Fish Stocks*

A fishery must be conducted in a manner that does not lead to over-fishing or depletion of the exploited populations and.....

..... for those populations that are depleted, the fishery must be conducted in a manner that demonstrably leads to their recovery

# Principle 1 – Performance Indicators





## Characteristics of good management – P1

- Clear management units – clearly defined stock definition (and underlying rationale / assumptions)
- Supported by appropriate information (computerised, time series, tailored to HCR)
- Understanding of stock status – appropriate to life history / exploitation rate
- Adaptive management response
- Transparent (stakeholder buy-in) decision rules.
- Timely Review & Evaluation

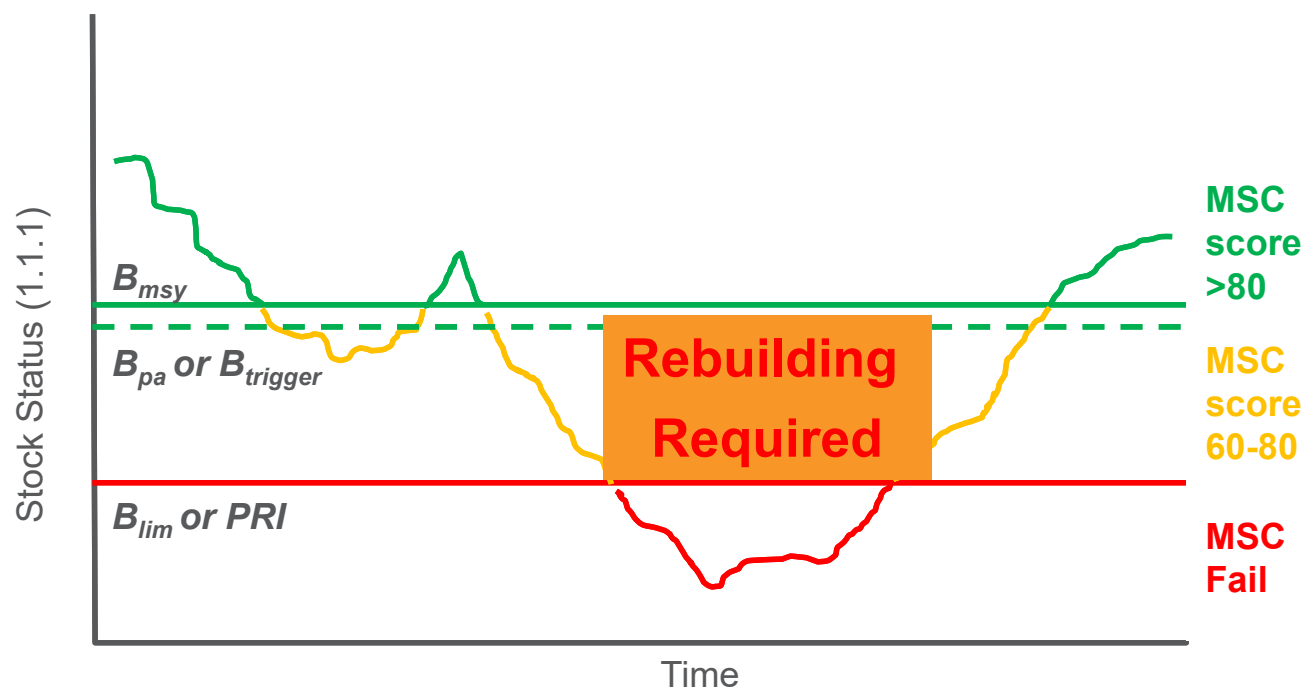


## Stock Status

- Examines the impact of all fisheries on the target stock
- 2 scoring issues:
  - a) Likelihood of fishery being above Point of Recruitment Impairment (PRI)
  - b) Likelihood of stock being at Maximum Sustainable yield (MSY)
- Enshrines objectives of UN Fish Stocks Agreement
- Implies some empirical understanding of stock status, but:
  - Phrased in terms of 'likelihood' therefore allows some scope for qualitative approaches which are probabilistic.
- Can be scored using MSC's Risk Based Framework (RBF):
- Also allows proxies to be used in place of direct biomass indicators



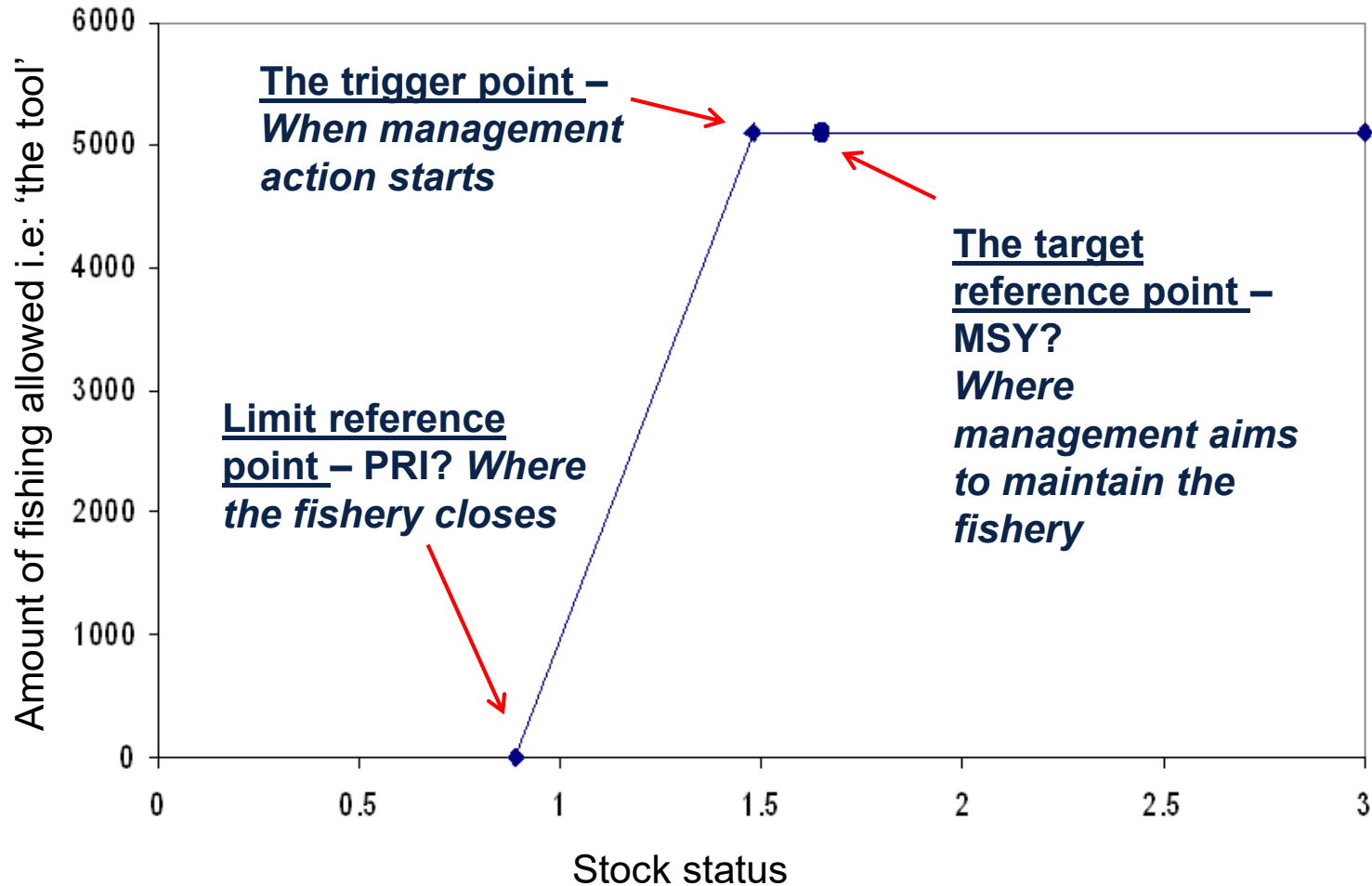
## 1.1.1 Basic scoring theory



# Harvest decision theory



## Pre-agreed “if & then” rules





## Harvest Control Rules (HCR) & Tools

- **Assesses if a fishery has defined & effective HCRs in place which:**
- Describe the **management response** to different stock circumstances
- Aim to achieve medium to long term target reference point and avoid limit reference point
- Are based on plausible hypothesise of stock dynamics & compatible with target species biology
- Are **reasonable and practical** in the context of the fishery
- Are economically sound and compliant with national & international regulations & agreements
- Recognise wider ecosystem functionality (inc Low Trophic Level species).
- **Enable transparent, predictable and precautionary decision making.**

**Avoids decisions based on short term socio-economics or politics**



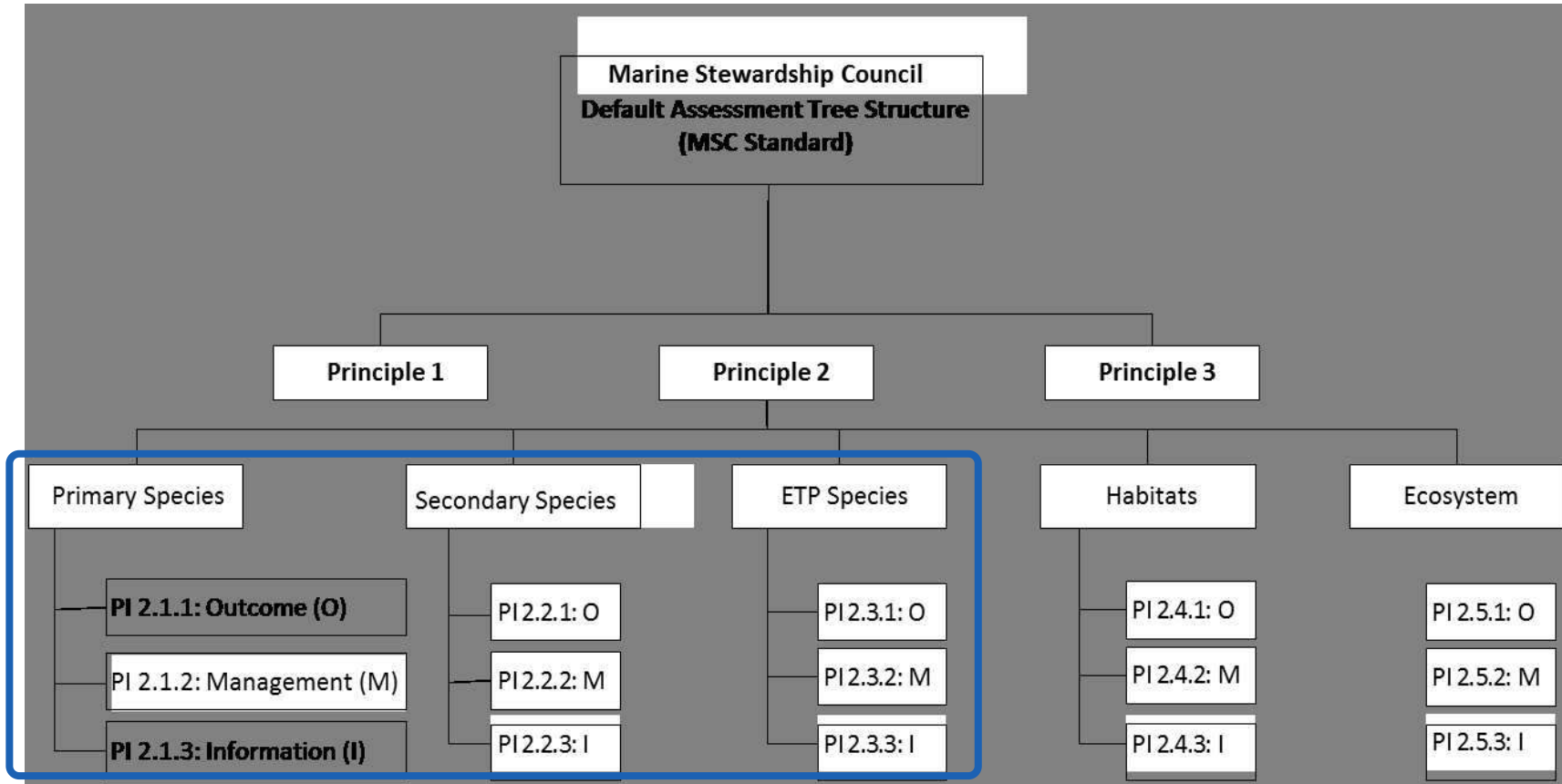
# Principle 2: *Minimising Environmental Impacts*

A fishery should be managed to maintain the **structure, productivity, function and diversity of the ecosystem** on which the fishery depends, including other species and habitats.

# Default Assessment Tree: Principle 2






**Principle 2** considers the impact of the fishery on a range of ecosystem components.

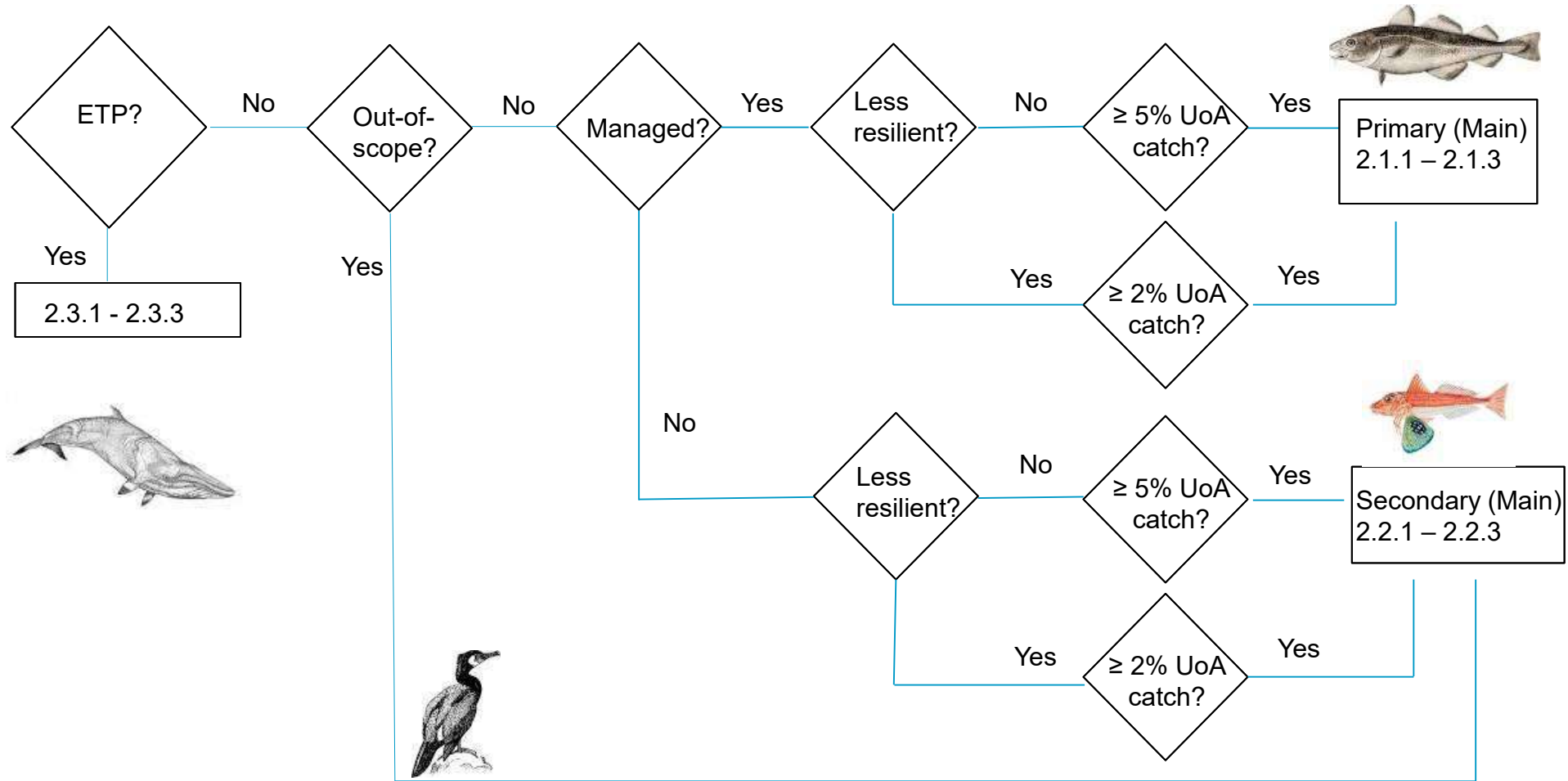


# Overview - P2 Species components in FCR v2.0



	Overview	Outcome Status	Example
Primary	Only in scope species that are managed according to either target or limit reference points.	Primary species are <i>likely/highly likely/highly certain</i> above a Point of Recruitment Impairment (PRI).	Fish species with full stock assessment. 
Secondary	Not managed according to reference points and contains a large variety of species incl. out of scope species (amphibians, birds, reptiles and mammals).	Secondary species are <i>likely/highly likely/highly certain</i> above Biologically based limits.	Fish species managed according to precautionary TAC, no stock assess  Out-of-scope non-ETP species. 
ETP Species	Specific set of species recognized by national legislation and specific international agreements, or in case of out of scope, IUCN red-list.	Impacts on ETP species are either within national limits or direct effects on ETP species are not likely to hinder recovery.	Species listed on CITES appendix 1.

# P2 Species Decision tree



# P2 Management Requirements



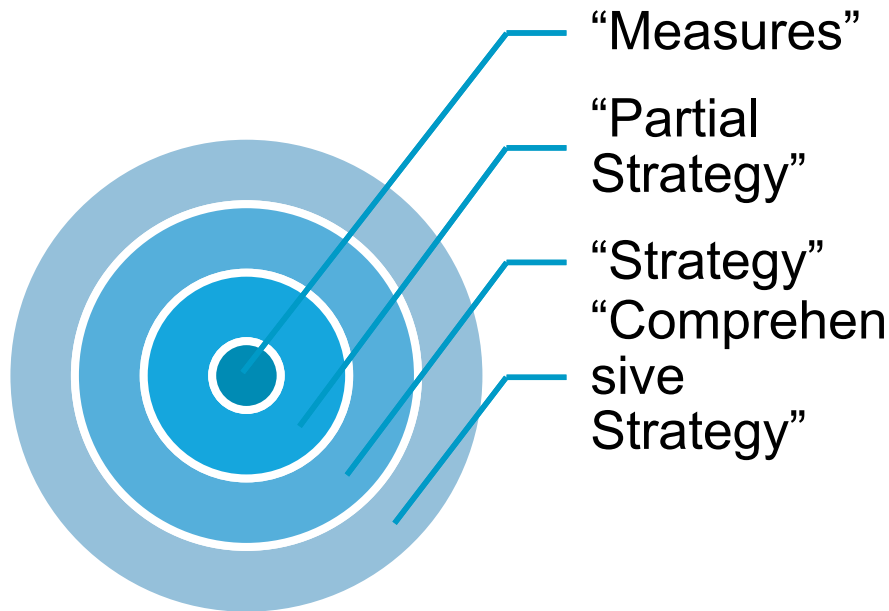
There is a repeating pattern in the P2 management PIs

	SG 60	SG 80	SG 100
Level of Management	“Measures”	“Partial Strategy” *“Strategy”	“Strategy” **“Comprehensive”
Evaluation	Likely to work	Objective basis for confidence	Testing
Implementation		Implemented	Implemented and achieving objectives
Alternative Measures***	Review	Regular Review	Biannual

*	ETP Only
**	Primary & Secondary Only
***	Primary, Secondary & ETP



## What do different MSC management terminologies mean?



Individual actions or tools  
Not necessarily designed for component

Cohesive arrangement of “measures”  
& understanding of how these work together

Strategic set of “measures” designed to specifically manage component

Fully adaptive complete and tested “strategy” linked to monitoring & analysis

## ETP Species Outcome

### ETPs are:

- Recognised by **national** threatened species legislation
- Listed in **binding International Agreements** (CITES) (CMS).
- Out of Scope, if listed by IUCN as **VU, EN, CE**

**Not all birds, marine mammals, sharks etc. are ETP**

### Potential impact includes:

- Direct capture, entanglement etc,
- Indirect impacts on food resources, migratory routes, loss of habitat etc.

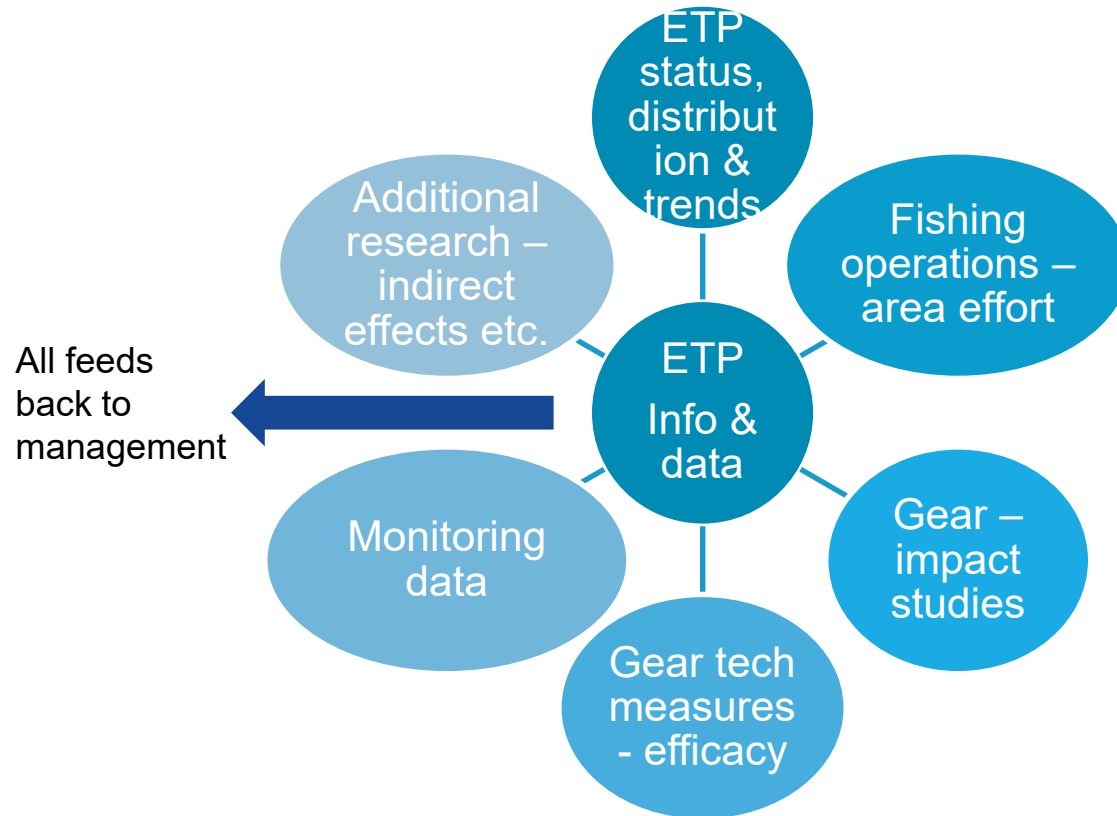
**Compares impacts to “national & international” limits.**

**Possible to use MSC RBF**





## What is the range of ETP information required?



## Habitats Outcome

- **Seeks to ensure that MSC fisheries do not cause serious or irreversible impact to habitat structure & functionality**
- **A habitat is:**
  - “the chemical & bio-physical environment, including biogenic structures, where fishing takes place”.
- **In theory includes pelagic environment, but focus is on seabed:**
  - Substratum (sediment type)
  - Geomorphology (seafloor topography)
  - Biota (habitat forming flora & fauna)
- **More heavily impacting gears are likely to require more management / mitigation / evidence to give confidence over outcome**
- ***RBF CSA is available***

## What should habitat management include?

### Evidence-based Decisions

Understanding of:

- scale of activity
- Habitat types
- Scale of impact

### Strategic set of measures

- Technical measures
- Spatial measures
- Research & monitoring

### Regulatory Basis

- Measure to ensure / incentivise compliance
- Periodic review & evaluation

### **Ecosystem Component**

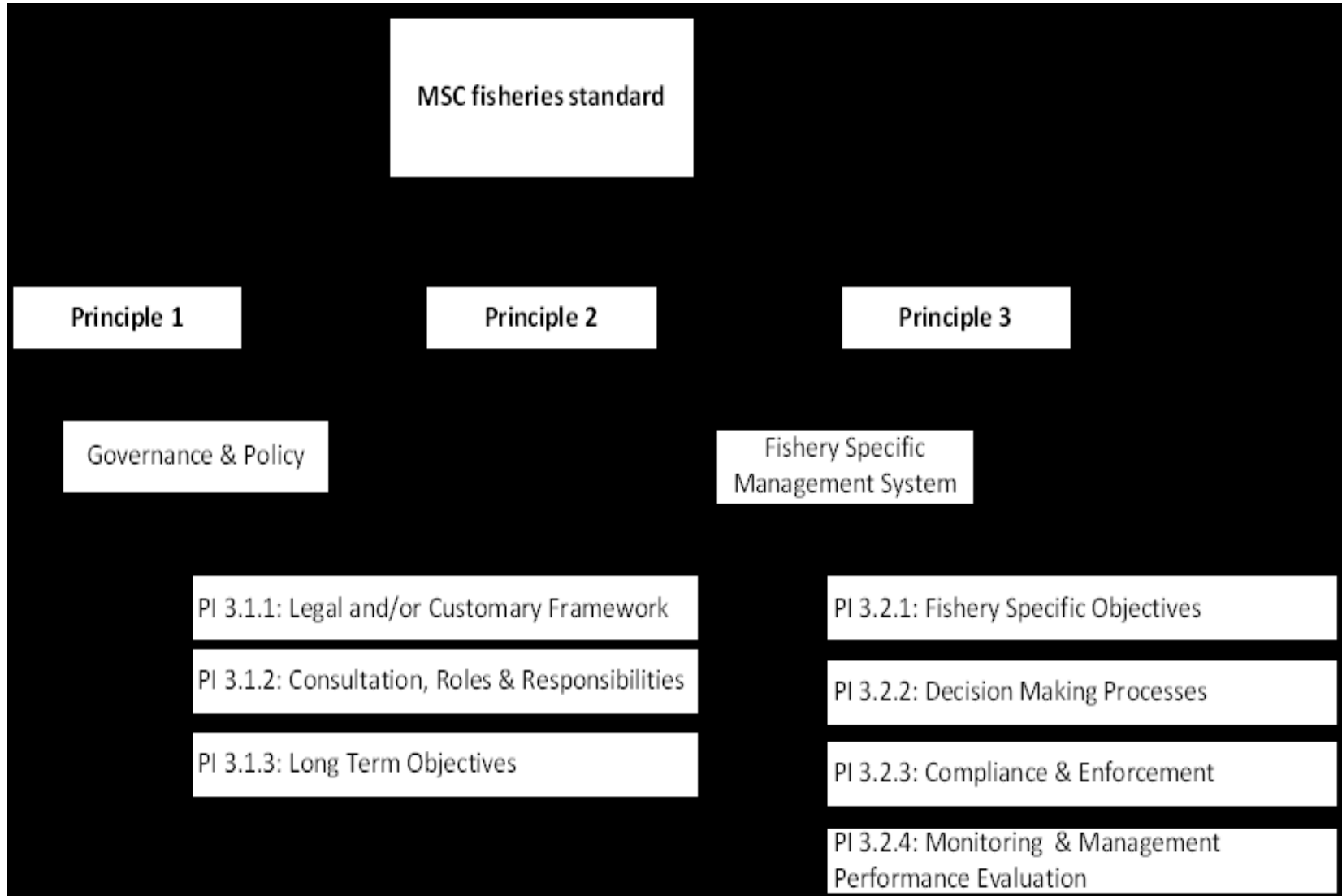
- **Assesses status, management & information for the ecosystem as whole**
- **Looks at ecosystem structure, function and resilience**
- **Not intended to repeat earlier assessments of P2 components**
- **In practice if ecosystem issues addressed for target species removal (P1), other P2 species (primary, secondary, ETP) and habitats score well, then ecosystem typically scores well.**
- **Can be used to assess wider ecosystem impacts:**
  - Removal of keystone predators or important prey species
  - Trophic cascades
  - Major changes in species diversity
  - Changes in genetic diversity
  - Other impacts – invasive species or pollution.



# Principle 3

The fishery is subject to an effective management system that respects local, national and international laws and standards and incorporates institutional and operational frameworks that require use of the resource to be responsible and sustainable.

# Default Assessment Tree: Principle 3



## Consultation, Roles & Responsibilities

- Fisheries management has repeatedly been shown to be more successful when:



- Stakeholders are recognised, engaged and communicated with.
- If the fishery management and the reasons for management is understood, then the likelihood of success greatly increases.
- Effective two-way engagement is a key criteria of the MSC

# Consultation is crucial





# Compliance & Enforcement



## Compliance & enforcement

- **Compliance and enforcement is crucial to the success of fishery management.**
- **Just as important as the overall MCS structure is that:**
  - It is FAIR
  - It is appropriate for the scale and intensity of the fishery
  - It is well understood
  - It is respected
- **Should be tailored to the risks of the fishery**

# Labour requirements





In recognition of widespread concern about labour abuses in the global seafood supply chain, the MSC is working to extend our existing provisions on forced labour in fisheries and supply chain companies that hold MSC certificates.

## **Phase I: A first step Implemented in 2019**

As part of the MSC assessment process fisheries and at-sea supply chains are required to provide a self-description for their fisheries that reports on *measures, policies and practices in place* to ensure absence of forced and child labour.

The objective is to require companies to communicate how they address any potential risk of forced or child labour. It is not a declaration of the absence of forced labour violations.

## **Phase II: Strengthening the requirements Proposed for implementation in 2021**

This second phase will see high risk fisheries and off-shore supply chain entities being required to undertake an audit against a third-party labour standard.

Defining 'high-risk' fisheries and off-shore supply chain entities is part of the Phase II workplan. For example, fisheries operating in 'Trafficking in Persons Tier 3 countries' and off-shore factory ships may be considered high risk.

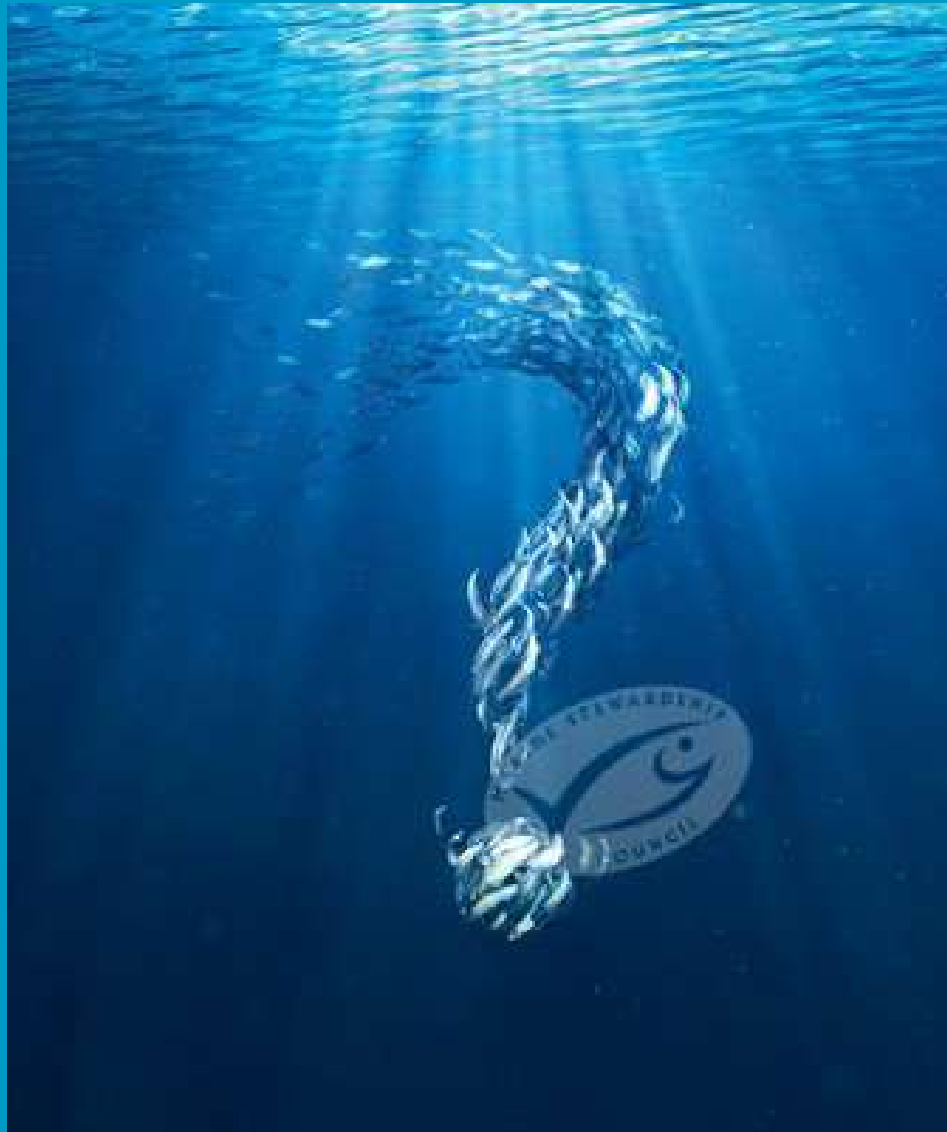
# Important things to remember – “take homes”



- MSC has a robust assessment process and Fisheries Standard for assessing and certifying fisheries.
- As the Fisheries Standard is globally applied, it can take some time to understand.
- MSC has some great resources available to help support you.
- Remember that you can get in touch with us if you have any questions!



# Any questions?





# Grazie

**Ilaria Vielmini**

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MSC Italy

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[www.msc.org](http://www.msc.org)

Meeting interface showing a grid of participants. The top bar displays the meeting title "Adri.SmArtEis" and a list of participants with their names and status icons (mute, video off). The main area shows a grid of video thumbnails for participants: Ilaria, Fabio Praprovi, Marta Santin, Piergiorgio Vasi, Luca Chiodini, Greta Santagostino, Matija Pofuk, MAURO COSOLO, Karla Morožin, Elena Vianello, and Iris Bruketa. The bottom bar contains controls for microphone, video, chat, and a "Presenta ora" button.

Adri.SmArtEis

Persone (1)

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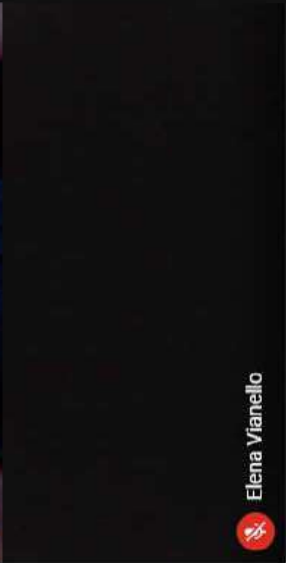
Karla Morožin



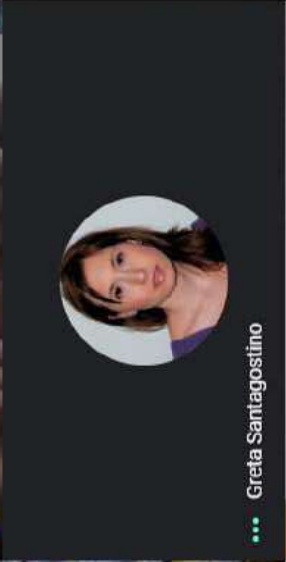
Luca Chiodini



Ilaria



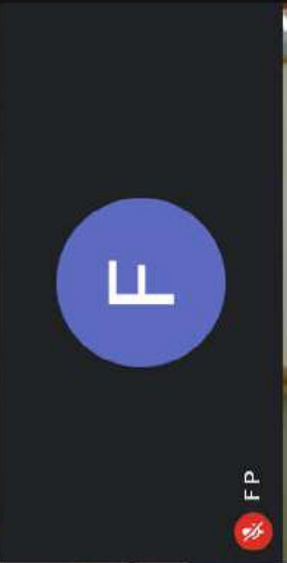
Elena Vianello



Greta Santagostino



Fabio Praprovi



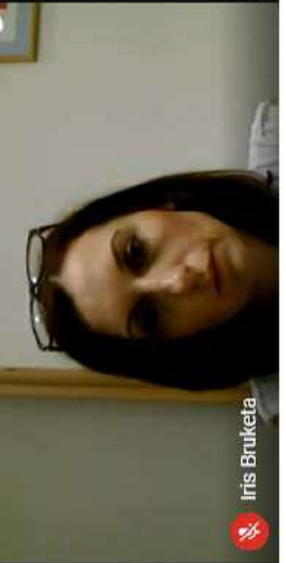
Iris Bruketa



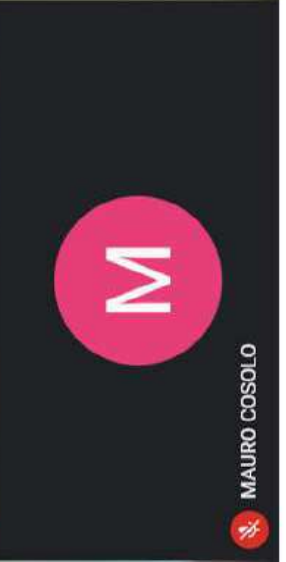
Matija Pofuk



Marta Santin



MAURO COSOLO



Piergiorgio Vasi



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Presenta ora



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