



Measuring & Accelerating Performance
of global seafood supply

Supporting local seafood producers to supply more **sustainable seafood**

Each year, consumption of global seafood increases. As a result, the seafood sector is under pressure to ensure supply and food security, while maintaining healthy ocean ecosystems for marine life. Certifications, ratings, and fisheries and aquaculture improvement projects are key tools for increasing seafood sustainability, but they are not a universal solution. More than 64 percent of global seafood production is currently not covered by these initiatives.

To accelerate change towards sustainability, seafood value chain actors, including fishers, farmers, cooperatives, non-profit organizations and NGOs, development agencies, investors, and seafood buyers, need simple guidance for



continuous improvement in order to produce seafood in a responsible manner. After three years of scoping, the Global Sustainable Seafood Initiative (GSSI), supported by IDH, The Sustainable Trade Initiative, has designed the Seafood MAP platform to fulfill this need.

As a public-private partnership with more than 90 stakeholders from across the world, GSSI aligns

global efforts and resources to address seafood sustainability challenges and has successfully operationalized international guidelines with the GSSI Global Benchmark Tool. With Seafood MAP, GSSI will leverage the influence of its Global Partnership to drive clarity, confidence and choice in non-certified seafood and to increase the pool of certifiable seafood.

“**64 percent** of global seafood production is not covered by sustainable initiatives”

As estimated by Certification and Ratings Collaboration.



Visualize. **Leverage.** Amplify.

Seafood MAP stands for Measuring and Accelerating Performance of global seafood supply. Seafood MAP is a digital platform to promote sustainability practices within the seafood sector by allowing every seafood industry actor to share their sustainability goals or journeys.

The platform also provides a visual tool to map local and regional projects with sustainability objectives anywhere in the world. Seafood MAP will bring together as many seafood actors as possible on a single, unique, and transparent platform to enable opportunities and growth in the sector.

What is Seafood MAP?



A GLOBAL GUIDANCE

Like the GSSI Global Benchmark Tool, Seafood MAP is based on internationally recognized guidelines:

- the United Nations Sustainable Development Goals (SDGs);
- the FAO Code of Conduct for Responsible Fisheries (CCRF); and
- the FAO Voluntary Guidelines for Securing Sustainable Small-Scale Fisheries.

This common language will enable users to evaluate and track sustainability performances, to simplify environmental, economic, and social performance indicators, and to reduce the knowledge gap on the sustainability of seafood production.

A MARKETPLACE AND A RESOURCE SECTION

Seafood MAP users upload information about their products, services, and their ongoing sustainability activities under their profile. Like a matchmaking application, this information creates networks based on business activities and shared sustainability goals, which allows users to connect and to interact in a collaborative space.

On the platform:

- buyers can find suppliers, and vice versa,
- non-profit organizations, NGOs and development agencies can connect with fishers and farmers,
- producers can identify new markets, and
- investors can access data to make better decisions.

MOVING TOWARDS A CREDIBILITY BUILDING SYSTEM

Each user adds information on their profile via a self-evaluation tool to report on their sustainable practices and progress.

Users are notified when a milestone is reached; this result is highlighted and amplified throughout the platform. It creates a pipeline for sustainability projects to engage more people and accelerate their impact.

“*New collaborations will arise to drive **continuous improvement** in seafood supply chains.*”

The journey



2 **Connect/
interact
with others**
who have similar
sustainability goals
and/or business
interests;

4 **Build
credibility**
and validate sustainability
milestone(s);

1 **Create
your
profile**
share your goals,
explain your journey;

3 **Understand
and track**
your sustainability
performance, learn
from others;

5 **Demonstrate
your
achievements**
and highlight your efforts.

How can organizations use **Seafood MAP?**

Seafood MAP is available to every actor in the seafood industry. Five different categories of users will find value in the Seafood MAP platform.



Producers

Seafood producers are the main users of the Seafood MAP platform. Producers, especially small-scale fishers and aquaculture farmers located in developing countries, often do not use sustainability reporting tools. Despite their sustainable practices, producers consequently do not secure interest from buyers. Through the platform, they can share and get recognized for their sustainability goals or journeys. Producers can also tell their stories and learn from each other.



Buyers

With Seafood MAP, seafood buyers, including processors, distributors, wholesalers, retailers and others throughout the supply chain, have access to a new and constantly updated database and can identify new sources. Buyers are provided with the information they need to sustainably enhance their supply chain and have the opportunity to work with producers and suppliers on sustainable pathways.



Investors

In a fragmented sector like the seafood industry, there is a lack of information about uncertified and smaller producers around the world. Seafood MAP supports investors in their decision-making processes, which allows them to gain a better understanding of the different markets.

The platform also provides a complete overview of the sustainability services and products that they can invest in. Investors can also gather input to create local and regional strategies by working with the whole seafood value chain for more sustainable seafood.



NGOs

By registering on Seafood MAP, non-profit organizations and NGOs with sustainability goals gain visibility; and their objectives and progress are shared with the whole seafood community. These organizations promote their activities, as well as highlight the work of the small-scale fisheries they collaborate with and facilitate the linkages between small-scale producers and potential buyers.



Development Agencies

National and intergovernmental development agencies including UN specialized agencies could register to promote their programs, as well as to promote the implementation of internationally recognized guidelines with the wider seafood community.





Join us on our journey to **sustainable seafood**

With the GSSI, you will:

- Have an opportunity to shape the Seafood MAP program as a member of the GSSI Partnership and join the GSSI Seafood MAP Partner Taskforce;
 - Be featured on the Seafood MAP platform and amplify your efforts towards more sustainable seafood;
- and*
- Join a network of sustainability initiatives and accelerate change.

CONTACT US AT

SEAFOODMAP@OURGSSI.ORG

SEAFOOD MAP

COORDINATION:

Olivier Hersperger, GSSI

PROJECT OFFICER:

Eva Mudde, GSSI

DESIGN:

marcelbosdesign.com

EDITING:

WRENmedia

© 2021 Global Sustainable
Seafood Initiative
www.ourgssi.org
seafoodmap@ourgssi.org



With the support of

