



Seafood MAP



Why

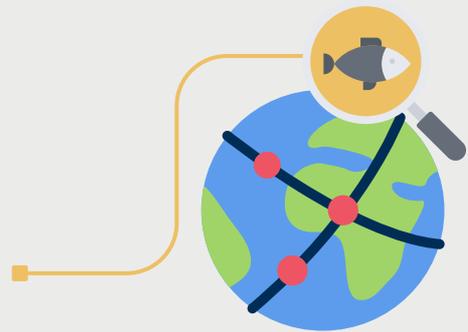
We are all trying to reach the same destination: a sustainable seafood sector as outlined in the UN 2030 Agenda. The current system is fragmented, making it difficult for different actors to connect. Small-scale operators in particular play a significant role as contributors to global seafood production - but often lack the means, resources, and incentives they need in order to grow into thriving members of their communities. The key to improving the sector's sustainability lies in bringing local and global actors together, promoting collective action, and unlocking pathways for improvement.

Why it's needed

What

Seafood MAP is a digital platform that allows fisheries and aquaculture actors to map their sustainability efforts through a powerful combination of storytelling and measuring impact against the UN SDGs. Based on a standardized common language, Seafood MAP provides new ways for producers globally to learn, connect to markets, find technology solutions, and understand investment opportunities.

What it is



How

Seafood MAP connects seafood actors through a global knowledge-sharing platform. Users register information about their products, services, and 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, share, learn and interact in a collaborative space.

How it works

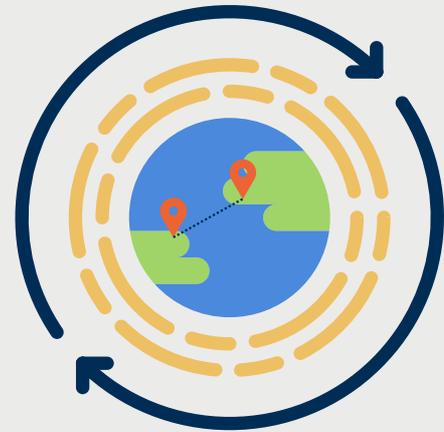


Theory of Change

If all seafood actors, regardless of their size or destination...

- **speak a common language** that promotes learning around sustainable and responsible practices
- **feel that their story is heard** and their sustainability journey and goals are understood
- **are motivated** to work together to achieve shared goals and commitments

... **seafood can become a driver for good** that empowers smallholders and local communities; improves livelihoods; preserves oceans and inland waters; and secures food for a growing global population.



The Impact

Harvesters & Producers

share their knowledge to find sustainability and market solutions.



Buyers

turn their commitments into meaningful action with efficiency and leadership.



How Seafood MAP works to create an equitable, resilient, and sustainable sector



Investors

access sustainability data to make informed investment decisions.



Programs

demonstrate their impact and unlock support from a global community.



Scheme Owners

showcase their rigorous standards and build capacity towards trusted assurance pathways.

