



FMI Seafood Strategy Leadership Council
Global Sustainable Seafood Initiative –
A global collaboration for credible certification



OUR VISION:

More sustainable seafood for everyone

OUR MISSION:

- Ensure confidence in the supply and promotion of certified seafood
- Promote improvement in seafood certification schemes

WHY?

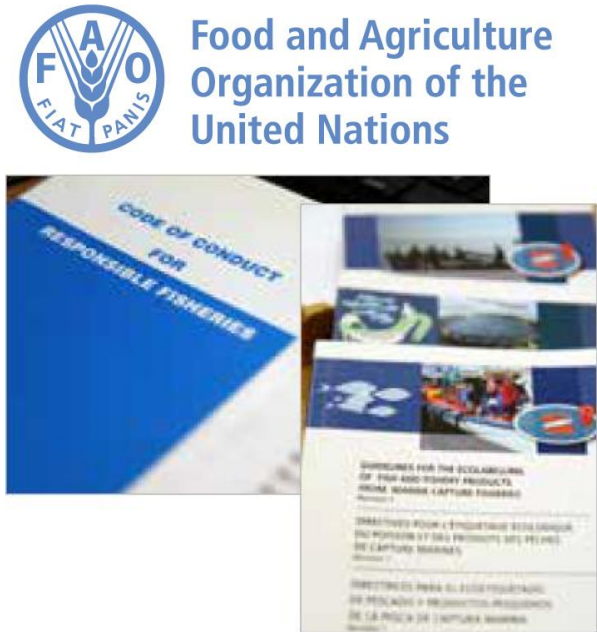
- Clarity
- Credibility
- Choice

HOW?

- Non-Competitive
- Global
- Public-Private
- Wild & Farmed



DELIVERING CLARITY AND CHOICE IN SEAFOOD CERTIFICATION



**International
Foundation**

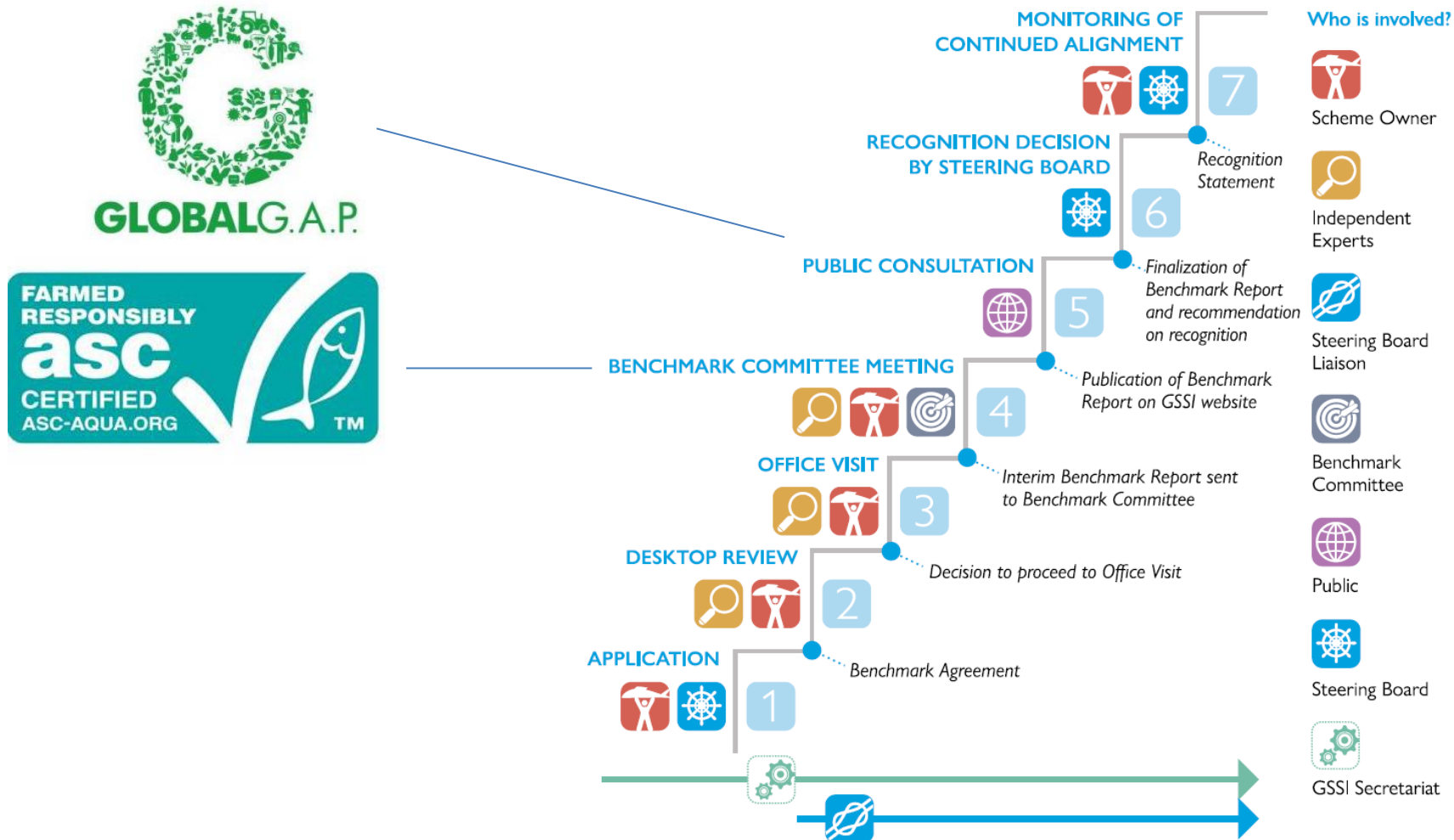


**Global
Benchmark
Tool**



**Clarity
Credibility
Choice**

GSSI BENCHMARK PROCESS IS VOLUNTARY, INDEPENDENT AND TRANSPARENT



GLOBAL ACCEPTABILITY



MORRISONS





INTERNATIONAL RECOGNITION AND COLLABORATION

International Codes and Guidelines



Food and Agriculture
Organization of the
United Nations



Tuna 2020
Traceability Declaration

Sustainable Games



TOKYO 2020



MOVING FORWARD IN PROVIDING CLARITY, CREDIBILITY AND CHOICE

- More recognized certification schemes



... and more

- Explore opportunities to reduce audit costs related to chain of custody through benchmarking
- Work with SSCI on benchmark for social compliance programs and certifications



BECOME PART OF A UNIQUE GROWING GLOBAL PARTNERSHIP FOR MORE SUSTAINABLE SEAFOOD

FUNDING PARTNERS



PARTNERS WHO JOINED IN 2018



AFFILIATED PARTNERS



A success story of global collaboration towards more sustainable seafood



Food and Agriculture Organization of the United Nations

Adoption of FAO Code of Conduct for Responsible Fisheries

1995

FAO Certification and Ecolabelling Guidelines following increase in seafood certification schemes:

1997

- Guidelines for the Ecolabelling of Fish and Fishery Products from Marine Capture Fisheries (2005, revised 2009)

2011

- Guidelines for the Ecolabelling of Fish and Fishery Products from Inland Capture Fisheries (2011)

2013

- Technical Guidelines for Aquaculture Certification (2011)

GIZ, 17 global seafood companies and retailers and three NGOs sign a strategic alliance for a three-year Public-Private Partnership to develop a global benchmark tool for seafood certification schemes - the **Global Sustainable Seafood Initiative (GSSI)**



Launch of GSSI Global Benchmark Tool with FAO at 20 years' anniversary of FAO Code of Conduct for Responsible Fisheries in Vigo, Spain

2015



Alaska RFM Certification Program becomes first GSSI-recognized scheme.

2016

Companies and organisations incorporate GSSI into their sourcing policies

2017



2018



The Tokyo 2020 Olympic Games and the World Economic Forum Tuna Traceability Declaration incorporate GSSI recognition into their responsible sourcing commitments.



GSSI is proudly supported by more than 60 partner companies and organisations globally.

To date, four seafood certification schemes have been benchmarked against the Global Benchmark Tool and are recognized by the GSSI Steering Board.



We strive for more sustainable seafood for everyone.

JOIN OUR 5 YEAR CELEBRATION

SUNDAY 11 MARCH
5.30-7pm

WEBSTER ROOM, WESTIN