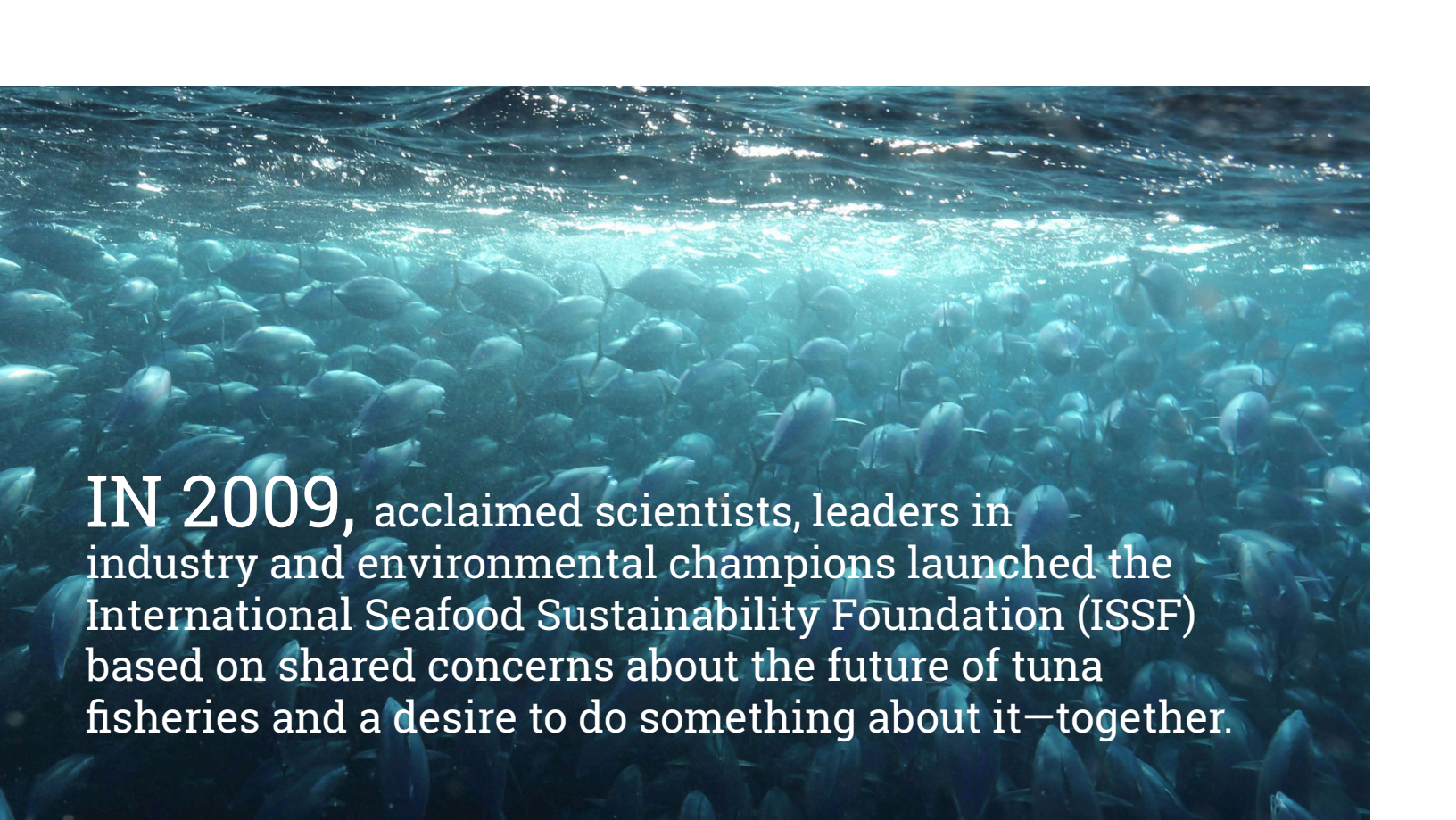


ISSF 2018–2022

Advancing Sustainable Tuna Fisheries

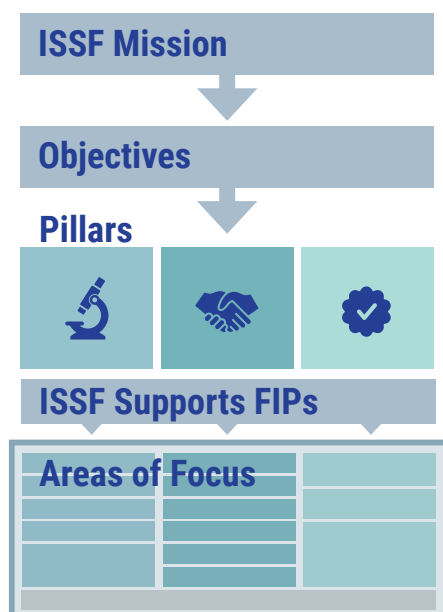
A FIVE-YEAR PLAN



IN 2009, acclaimed scientists, leaders in industry and environmental champions launched the International Seafood Sustainability Foundation (ISSF) based on shared concerns about the future of tuna fisheries and a desire to do something about it—together.

ISSF MISSION

To undertake and facilitate science-based initiatives for the long-term conservation and sustainable use of global tuna stocks, reducing bycatch and promoting tuna ecosystem health.



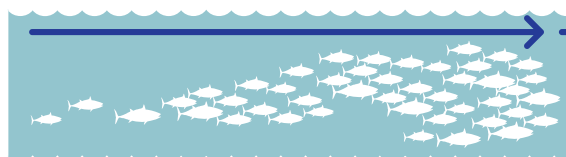
This strategic plan is designed to show how ISSF's objectives are being implemented through its strategic pillars and core areas of focus—all designed to deliver on our mission.

ISSF OBJECTIVES

Improve the sustainability of global tuna stocks by developing and implementing verifiable, science-based practices, commitments and international management measures that result in tuna fisheries meeting the MSC certification standard without conditions¹, and becoming the industry standard for vessel owners, traders, processors and marketers.

ISSF will cooperate with and support Regional Fisheries Management Organizations (RFMOs), and vigorously advocate to RFMO members for the adoption and implementation of science-based management measures so that tuna stocks and their ecosystems are managed comprehensively and sustainably.

Improve the Sustainability of Global Tuna Stocks



Meet MSC Certification Criteria

PILLARS



Science

Advance the sustainability of tuna stocks & their ecosystems through continuous improvement —measurably demonstrated— across global tuna fisheries.



Influence

Exercise influence among stakeholders to promote and expedite actions necessary to advance the sustainability of tuna stocks & their ecosystems.



Verification

Maintain & enhance credibility through transparency and compliance.

ISSF Supports FIPs – Across All Areas of Focus



Tuna Stock Health



Bycatch/FADs



MCS/IUU



Fishing Capacity



RFMOs & Member Nations



National Governments



NGOs



Markets



Vessels



Non-Participants



**Participating Company
Compliance & Communication**



**Proactive Vessel Register
(PVR)**



Labor and Social Issues

¹ISSF will seek to achieve conformance with the Marine Steward Council's Performance Indicators (MSC PIs) at an 80 score level, which is sufficient for certification of a fishery without conditions.

FUNCTIONAL OBJECTIVES

Putting ISSF objectives into practice.

ISSF Supports FIPs – Across All Areas of Focus

ISSF seeks to expedite the achievement of MSC certification standards without conditions across global tuna fisheries.

In support of this objective, ISSF will:

- Provide science-based guidance and advocacy support as a stakeholder in FIPs that seeks to achieve MSC certification standards.
- Provide support and tools to tuna fisheries that are MSC-certified with conditions so they may close those conditions.
- Provide Fishery Improvement Projects (FIPs) that seek to meet MSC certification standards with science-based guidance, data and tools, as well as advocacy support at the RFMO and national levels, to support the implementation of FIP work plans.
- Make available ISSF verification tools to all tuna fisheries, including tools for participating company traceability and vessel best practices, so they may transparently demonstrate progress against MSC certification standards.



Science

Advance the sustainability of tuna stocks & their ecosystems through continuous improvement—measurably demonstrated—across global tuna fisheries.



Tuna Stock Health

Define, support and promote science-based approaches to improve global tuna stock health; monitor and report on the status and international management of global tuna stocks against MSC performance indicators (PIs).



Bycatch/FADs

Define, support and promote comprehensive, science-based approaches to bycatch mitigation across global tuna fisheries and gear types, with an emphasis on FAD management, and scored against MSC performance indicators (PIs).



MCS/IUU

Define, support and promote efforts to proactively eliminate illegal, unreported and/or unregulated fishing and increase transparency in fishing operations and incorporate transparency in bycatch and RFMO advocacy as needed over time through a range of conservation measures, initiatives and tools.



Fishing Capacity

Facilitate the conservation and management of tuna resources through effective management measures that seek to eliminate excess fishing capacity and open-access fishing.



Influence

Exercise influence among stakeholders to promote and expedite actions necessary to advance the sustainability of tuna stocks & their ecosystems.



RFMOs & Member Nations

Press RFMO members to adopt science-based, enforceable and implementable measures and tools that positively impact global tuna stock and ecosystem sustainability, as well as RFMO policies and governance reforms required to ensure effectiveness, transparency and compliance.



National Governments

Support and/or institute national adoption and implementation of science-based measures, policies and tools that positively advance tuna stock and ecosystem sustainability, aligned to available science and applicable RFMOs.



NGOs

Engage directly with environmental organizations that focus on policies and tools for global tuna stock and ecosystem sustainability, working collaboratively where possible on topics of common concern, and where NGO approaches align with ISSF science-based approaches, information and tools.



Markets

Ensure awareness among market partners of global tuna stock and ecosystem health, ISSF's efforts to positively impact them over time, and how market partners can support these efforts through policy and purchasing decisions; amplify this awareness through coordination among engaged stakeholders.



Vessels

Engage vessel owners and the organizations that represent them—primarily through MSC certified fisheries and fishery improvement projects (FIPs) seeking MSC certification—to advance sustainability efforts from water to ship in ways that can be practically implemented.



Non-Participants

Engage non-participating companies and organizations with the goal of bringing additional participants into ISSF; continue efforts with marketers, processors and traders while exploring additional market segments for membership.



Verification

Maintain & enhance credibility through transparency and compliance.



Participating Company Compliance & Communication

Ensure participating company compliance with all ISSF conservation measures—with an emphasis on traceability from product to processing facility to fishery to vessel—and communicate results publicly to promote transparency, and to support and enhance ISSF's credibility and influence among interested stakeholders.

≡ Proactive Vessel Register (PVR)

Track compliance by fishing vessels participating in the PVR as a means for promoting and enhancing transparency; promote and leverage the PVR as a verification tool for vessels engaged in MSC certified fisheries and FIPs as applicable.

Across All Pillars



Labor and Social Issues

Closely monitor credible, third-party efforts to develop and implement labor and social standards for tuna fishing activities on a global scale; once broadly accepted standards are defined, explore appropriate ways for ISSF and/or participating companies to support these standards.