GTA 5 Year Strategy

Setting the scene

The Global Tuna Alliance (GTA) is an independent group of retailers and tuna supply chain companies, who are committed to realising harvest strategies for tuna fisheries, avoidance of Illegal, unreported and unregulated fishing (IUU) products, improved traceability as well as environmental sustainability, and progressing work on human rights in tuna fisheries.

> Vision - tuna ultimately meets the highest standards of environmental performance and social responsibility

Our 5-Year Strategy comes at a crucial point in the development of the GTA. We have spent the past 12 months implementing the objectives laid out in World Economic Forum's Tuna 2020 Traceability Declaration as championed by Friends of Ocean Action. We have worked collaboratively with partner and non-partner organizations to find industry-wide solutions to efficiently implement Declaration commitments on:

- Tuna Traceability
- Socially responsible Tuna Supply Chains
- Environmentally Responsible Tuna Sources
- Government Partnership

It is now time to look ahead, beyond 2020, and this strategic plan sets out our direction for the next five years, taking us to 2026.
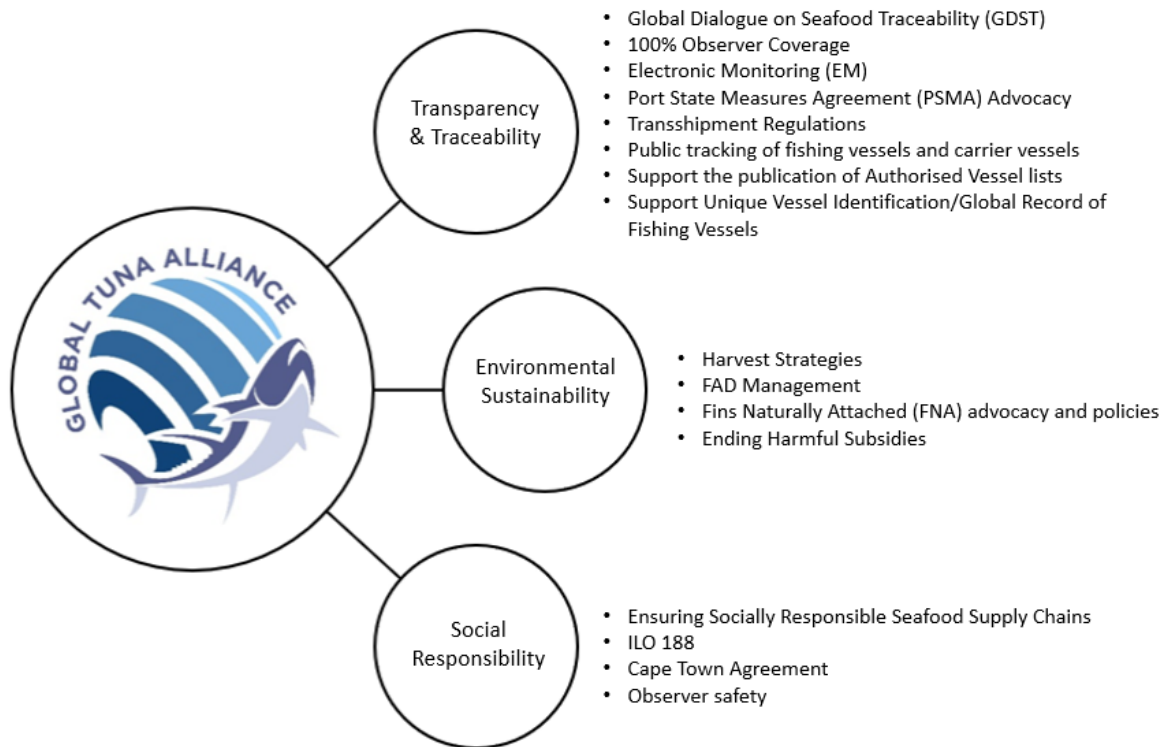
An organisation with a strong purpose is one which inspires higher levels of trust and confidence among its partners and stakeholders and is one which is more likely to grow sustainably. It is also more likely to be efficient, with strong accountability and a motivated team.

Therefore, this strategy focuses on clearly articulating our vision in a way which lays out a common purpose partners and stakeholders (annex 1) and makes clear our ambition to achieve our objectives. To do so, we will focus our work under our three main strategic priorities:

1. Transparency & Traceability
2. Environmental Sustainability
3. Social Responsibility

GTA Partners can engage in the work programmes through two primary means: direct country engagement or supply chain improvements (annex 2). **Direct country engagement** consists of encouraging countries to ratify and implement legislation, through advocacy letters, meetings, or other means. Encouraging **supply chain improvements** consists of lowering barriers which may prevent action by countries, for example improving in-country conditions or practices such as ensuring vessel operators are aware of information required by countries to properly apply international agreements and tools, and also means understanding and evaluating supply chain risks.

We believe this strategy and its objectives set out the key elements to being a successful organisation.

Transparency & Traceability
- Global Dialogue on Seafood Traceability (GDST)
- 100% Observer Coverage
- Electronic Monitoring (EM)
- Port State Measures Agreement (PSMA) Advocacy
- Transshipment Regulations
- Public tracking of fishing vessels and carrier vessels
- Support the publication of Authorised Vessel lists
- Support Unique Vessel Identification/Global Record of Fishing Vessels

Environmental Sustainability
- Harvest Strategies
- FAD Management
- Fins Naturally Attached (FNA) advocacy and policies
- Ending Harmful Subsidies

Social Responsibility
- Ensuring Socially Responsible Seafood Supply Chains
- ILO 188
- Cape Town Agreement
- Observer safety

Work Area 1: Transparency

Transparency is the first step towards ensuring sustainable sourcing and ethical supply chains.

Voluntary disclosure of performance is a powerful tool for driving change in global supply chains. Across sectors, there has been a shift towards increased transparency, and this increases accountability within supply chains, providing businesses with an additional incentive to achieve their performance goals and allows improved oversight of business practices by investors, consumers and the wider community.

Tuna is one of the most heavily traded commodities around the globe, often passing through many hands. This long and complex journey makes it difficult for product information to be recorded accurately, consistently, and shared openly throughout each step in the supply chain. For companies that buy and sell tuna, the lack of product origin information and supply chain transparency can pose significant risks.

The ability to track and verify information about the origin and journey of tuna products as they pass through the supply chain is called traceability. Traceability can be a tool to promote, operationalize, and verify transparency and businesses can use traceability as a tool to collect tuna product details and leverage this information to reduce the risk of illegal and unethical activities in their supply chains.

Work Area 2: Environmental Sustainability

Tuna is a very popular seafood, eaten around the world. With this demand comes increased pressure on tuna stocks and associated ecosystems. At the moment, most tuna stocks are at healthy levels, but there are significant variations and there is insufficient management and oversight to ensure these populations remain productive and viable economically and ecologically. For tuna

populations to thrive, the sector requires robust and coordinated management, effective enforcement, and reductions in catches of endangered, threatened, and protected (ETP) species.

Work Area 3: Social Responsibility
In addition to the issues above, there are also concerns about the scale of forced labour and human rights issues in tuna supply chains. Minimum social standards would ensure that basic human rights and dignity are respected, labour rights are protected and adequate living and working conditions provided. Furthermore, rights to resources, including tenure and access rights are secured.

In addition, there are increasing legal imperatives for organisations to identify and address labour abuses in their supply chains. New laws and regulations are emerging that are holding organisations to account for their role in modern slavery, both within their organisation and within their supply chain.

Transparency & Traceability (shaded programmes are 'lead', non-shaded are 'support')

Work Programme	Programme Aim	UN Sustainable development Goal (SDG) Link	Outputs	Outcomes	GTA KPIs
Global Dialogue on Seafood Traceability (GDST)	Ensure effective traceability (tracking tuna products from vessel to the final buyer), which underpins sustainability efforts as it creates transparency and accountability within the supply chain.	Transparency is overarching	• Partners endorse the Global Dialogue on Seafood Traceability (GDST) *Standards and Guidelines for Interoperable Seafood Traceability Systems (Version 1.0)* as the minimum industry-wide standards for seafood traceability. • Using GDST survey tools, Partners conduct internal and supply chain reviews to assess current readiness for GDST implementation. • Based on the internal and external assessments, Partners map a path towards full implementation of the GDST standards that is customized to their company. • Partners make a public, time-bound commitment to meet or exceed GDST standards, including use of the minimum Key Data Elements (KDEs).	• Effective traceability system for tuna products, using Key Data Elements developed through Global Dialogue on Seafood Traceability (or equivalent system) will enable products to be traceable to vessel or groups of vessels, trip dates, catch method, catch area and the ability to disclose to final customer on request. • Own traceability data is consistent and can be shared along the supply chain, through interoperable data systems.	• % of Partners endorsing GDST Standards • % of Partners with public traceability policies and/or commitments based around GDST [1]

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[1] GDST has offered assistance to the GTA in defining measurable and timebound goals/performance indicators

100% Observer Coverage	100% observer coverage (human and/or electronic) is required in industrial tuna fisheries, including all those engaged in at sea transshipment, by 2024.	SDG14 Target 4	• GTA Partners agree to review sourcing requirements for tuna and adopt aspirational timelines (e.g. sourcing X% of supply from vessels with 100% observer coverage (human and/or electronic) by 202[Y] increasing to 100% over Z timeframe). • GTA advocates for the implementation of 100% observer coverage (human and/or electronic) in industrial tuna fisheries	• In many tuna fisheries around the world, independent monitoring of fishing activity is not mandated which means there is much we cannot see – including many known conservation and compliance problems such as illegal fishing, misreported or unreported catch, and bycatch of endangered, threatened & protected species. What we can't see creates risk to fish stocks, to fisheries, and to companies that purchase tuna. 100% observer coverage (human and/or electronic) provides the means to mitigate the conservation and compliance issues that put tuna stocks, ocean ecosystems, and tuna supply chains at risk.	• % of Partners with time-bound commitments for 100% observer coverage (human and/or electronic) • Number of tuna RFMOs with 100% observer coverage (human and/or electronic) requirements in industrial tuna fisheries.
Electronic Monitoring (EM)	Where lacking, tuna RFMOs adopt minimum standards for Electronic Monitoring (EM) data, and a work plan with milestones and deadlines for the implementation of best practice EM and e-reporting, with necessary mechanisms to ensure compliance.	SDG14 Target 4			
Port State Measures Agreement (PSMA) Advocacy	Ratification and effective implementation of the Food and Agriculture Organization (FAO) Agreement on Port State Measures (PSMA)	SDG14 Target 4	• GTA Partners show a preference for ports in States that are party to the PSMA, or have implemented effective Port state Measures (PSMs) aligned with PSMA requirements, as these ports are associated with a lower level of risk of being entry points for illegal catch. • GTA Partners to conduct greater due diligence for ports where product is being landed to establish the level of PSM implementation and associated risk of IUU catch entering the market • GTA Partners to work with suppliers to improve the	• The Port State Measures Agreement (PSMA) is a cost-effective tool to combat IUU fishing that takes advantage of the natural bottleneck created by ports and ensures that illegally caught fish cannot make its way to market. As more nations implement port State measures, IUU fishing will no longer be a low-risk, high-reward enterprise. • The seafood industry can provide assurance that it is not inadvertently contributing to illegal fishing by supporting the adoption and effective implementation of the Agreement. And by conducting due diligence, retailers and seafood industry buyers can ensure that the fish they sell is legally sourced and influence other sectors of the seafood industry, including processors and wholesalers.	• % of Partners with seafood sourcing requirements that include PSM • Number of Parties to the Agreement (baseline is 62).

			implementation of port State measures by: - Mapping supply chains - Checking whether ports are in States that have signed the PSMA and, if not, advocating for those States to join - Checking whether States have officially designated ports for landing and transshipment by foreign-flagged vessels - Inquiring about the implementation of port State measures during port visits - Revising seafood sourcing requirements to include PSM • GTA advocates for governments to: - Ratify & implement PSMA - Ensure that their designated ports and contact points are registered on the PSMA Applications for Designated Ports and Contact Points. - Ensure that information about all internationally-operating vessels under their flag has been uploaded to the Global Record - Take an active role in the implementation of the PSMA		

			o Ensure that relevant PSMs are adopted by all RFMOs o Ensure exchange of operational data on fishing activities between flag and port States in a timely and responsive manner		
Transshipment Regulations	At-sea transshipment of catch between vessels plays a large and important role in the global tuna fishing industry though regulatory controls and monitoring are inadequate. Core best practices must be met before at-sea transshipment can be considered to be well-managed, well-monitored and transparent.	SDG14 Target 4	• GTA advocates for tuna RFMOs to adopt 100% observer coverage requirement (human and/or electronic) on all vessels engaged in at sea transshipment, by 2024. • GTA advocates for tuna RFMOs to adopt amendments to existing transhipment regulations[2] to bring in line with best practices	• The risks of at-sea transshipment will be mitigated through, among other things, 100% observer coverage (human and/ or electronic) and appropriate notice, reporting, and data sharing requirements.	• Number of tuna RFMOs adopting amendments to existing transhipment regulations to bring in line with best practices
Public tracking of fishing vessels and carrier vessels	The public data can identify vessels and support analysis as to whether the vessel is compliant with relevant regulations or not. Information obtained from Vessel Monitoring System (VMS) or Automatic Identification System (AIS) data can be used by Global Fishing Watch (GFW) to analyze vessel compliance with relevant fisheries regulations (outlined by the flag State or regional fisheries management organization) to a high degree of certainty.	SDG14 Target 4	• GTA Partners require mandatory AIS use for vessels they purchase from • GTA Partners commit to buy only from vessels that publicly share vessel tracking data • GTA Partners request AIS be mandated by the flag State of the vessels they purchase from and encourage the release of VMS data	• Increased compliance within the fleet: o the transparency of activity drives self-correcting behaviour o It bolsters the success of vital tools such as the FAO Port State Measures Agreement by enabling port inspectors to better understand the activity of a vessel before authorising or denying entry. • Due Diligence through open data. With the three transparency asks evoked, it is possible to conduct a	• % of Partners with seafood sourcing requirements that include publicly sharing vessel tracking data

[2] 2 ICCAT - Rec. 16-15; IOTC - Res. 19/06; WCPFC - CMM 2009 06

Support the publication of Authorised Vessel lists	Authorised Vessel lists can indicate the level of compliance to relevant authorities, meaning that compliant fishers can be identified and rewarded by accelerated port entry for the landing of fish. Non-compliant vessels immediately stand out due to the absence of information and are prioritised for inspection when seeking to land fish.	SDG14 Target 4	• GTA Partners request vessel license and authorisation lists be published by the flag and coastal States of the vessels they purchase from • GTA Partners request flag and coastal States of the vessels they purchase from share vessel license and authorisation lists with the FAO Global Record of Fishing Vessels.	reasonable level of due diligence to help identify where issues are emerging and a targeted audit can be ordered.	• % of Partners with seafood sourcing requirements that include publicly sharing vessel license and authorisation lists
Support Unique Vessel Identification/Global Record of Fishing Vessels	Unique vessel identifiers (UVIs) such as International Maritime Organization (IMO) numbers help to improve maritime safety and security and to reduce illegal activities. An IMO number remains linked to a fishing vessel's hull for its lifetime, regardless of a change in name, flag, or owner — preventing easy changes to identity and allowing fishing activities to be tracked across oceans and over time. Vessels 12 m in length and above leaving national waters, and all vessels 100 gross tonnes and above, regardless of where they operate, are eligible to obtain an IMO number. All major Tuna RFMO mandate the use of IMO numbers but implementation is lagging. IMO numbers are free to obtain via IHS Maritime.	SDG14 Target 4	• GTA Partners to require mandatory IMO numbers for the eligible vessels they purchase from. • GTA Partners commit to buy only from vessels that have obtained an IMO number (where eligible); • GTA Partners request flag and coastal States of the vessels they purchase from share vessel IMO numbers with the FAO Global Record of Fishing Vessels.		• % of Partners with seafood sourcing requirements that include unique vessel identifiers

Environmental Sustainability (shaded programmes are 'lead', non-shaded are 'support')

Work Programme	Programme Aim	UN Sustainable development Goal (SDG) Link	Outputs	Outcomes	KPIs
Harvest Strategies	Tuna RFMOs to accelerate action on comprehensive, precautionary Harvest Strategies to be implemented simultaneously with the development of precautionary Reference Points and Harvest Control Rules	SDG14 Target 2, 4	• GTA advocates for tuna RFMOs to accelerate action on harvest strategy development. • GTA supports Partners engaging with RFMO delegations of relevance (i.e. from the country Partners are headquartered in, countries Partners currently/wish to source to/from, and countries to which tuna fishing or supply/tender vessels in Partner's supply chain are flagged) to call for the development and implementation of harvest strategies. • GTA Partners to develop a corporate RFMO policy for example "We are committed to exerting our influence to support initiatives to strengthen RFMO management of tuna fisheries, including through harvest strategies, both through policy makers and our supply chain." That includes a time-bound commitment where sourcing is reviewed. • GTA Partners request their suppliers to verifiably engage with RFMO delegates.	• Comprehensive, precautionary harvest strategies implemented across all tuna stocks	• Number of stocks (within GTA scope) that have implemented comprehensive harvest strategies. • Number of stocks (within GTA scope) that have implemented well-defined harvest control rules.
FAD Management	Tuna RFMOs should adopt the measures identified in the GTA's position on better FAD Management.	SDG14 Target 2, 4	• GTA Partners agree to review sourcing requirements for tuna and incorporate the supply chain requirements for better FAD management.	• At-sea FAD fishing will be better-managed and more transparent, with risks mitigated.	• % of Partners with seafood sourcing requirements that include GTA's position on better FAD Management.

			• GTA advocates for tuna RFMOs to adopt the measures identified in the GTA's position on better FAD Management.		• Number of tuna RFMOs adopting the measures identified in the GTA's position on better FAD Management.
Fins Naturally Attached (FNA) advocacy and policies	Tuna RFMOs to adopt a Fins Naturally Attached policy for sharks.	SDG14 Target 2	• GTA Partners commit to buy only from vessels that adhere to a Fins Naturally Attached policy • GTA advocates for tuna RFMOs to adopt a Fins Naturally Attached policy for sharks.	• A Fins Naturally Attached policy will improve the collection of species-specific data on catch, discards and trade as a basis for improving the conservation and management of shark stocks and identifying sharks by species is rarely possible when fins have been removed from the carcass. • A Fins Naturally Attached policy is widely accepted as an effective way to reduce illegal shark finning.	• % of Partners with time-bound commitments for Fins Naturally Attached policy requirements • Number of tuna RFMOs adopting a Fins Naturally Attached policy
Ending Harmful Subsidies	End harmful subsidies that encourage overfishing and exploitation.	SDG14 Target 6	• GTA to support the call for Governments and World Trade Organization (WTO) Reps to urgently implement SDG 14 Target 6: "By 2020, prohibit certain forms of fisheries subsidies which contribute to overcapacity and overfishing, eliminate subsidies that contribute to illegal, unreported and unregulated fishing and refrain from introducing new such subsidies, recognizing that appropriate and effective special and differential treatment for developing and least developed countries should be an integral part of the World Trade Organization fisheries subsidies negotiation."	• Government subsidies re-directed towards ocean biodiversity monitoring as well as climate change mitigation and adaptation projects that provide jobs to communities that have been disproportionately impacted by overfishing.	• Fisheries subsidies which contribute to overcapacity and overfishing, and IUU fishing are eliminated

**Social Responsibility (shaded programmes are 'lead', non-shaded are 'support')**

Work Programme	Programme Aim	UN Sustainable development Goal (SDG) Link	Outputs	Outcomes	KPIs
Ensuring Socially Responsible Seafood Supply Chains	Support GTA Partners improve business practices, implement worker-centred solutions and build responsible seafood supply chains.	SDG8 Target 7, 8	• GTA partners follow the roadmap contained within the Social Responsibility Toolkit • GTA Partners establish baselines and set goals with clear timelines for improvement.	• GTA Partners uphold legal and ethical conditions for workers in their supply chains.	• *GTA Partners report on progress against their baselines annually.* **TBC**
ILO 188	Support advocacy efforts for the ratification and implementation of The International Labour Organization's (ILO) Work in Fishing Convention (no. 188) (ILO 188)	SDG8 Target 7, 8	• GTA Partners to request that supply chains implement standards that align with ILO 188 • GTA Partners to request that sourcing countries consider ratifying ILO 188	• ILO 188 entitles all fishers to written terms and conditions of employment (a fisherman's work agreement), decent accommodation and food, medical care, regulated working time, repatriation, social protection and health and safety on board. It also provides minimum standards relating to recruitment and placement and includes a mandatory requirement to have a certificate of medical fitness to work onboard a fishing vessel.	• Number of ratifications of ILO 188
Cape Town Agreement	Support advocacy efforts for the ratification and implementation of The 2012 Cape Town Agreement (CTA)	SDG8 Target 8	• GTA Partners to request that supply chains implement standards that align with the CTA standards, including requiring that fishing vessels have valid International Fishing Vessel Safety Certificate issued under the provisions of the Agreement, and safety, navigational and radio-communication equipment as required by the Agreement. • GTA Partners to request that sourcing countries consider ratifying the CTA to	• The CTA outlines fishing vessel standards and includes other regulations designed to protect the safety of crews and fisheries observers and provide a level playing field for industry. The Agreement will enter into force once 22 States with a combined 3,600 eligible fishing vessels ratify or accede. Taking this step will bring fishing vessel operators into the same compliance as other maritime vessels and end practices that place crews at risk.	• Number of ratifications of the CTA

			ensure safety provisions are met for existing vessels. • GTA to advocate that new vessels under construction meet the standards of the CTA as a minimum		
Observer safety	Regulatory authorities (flag and coastal states) and their respective observer programs implement the International Observer Bill of Rights (IBOR) at the RFMO level Alongside the IOBR, regulatory authorities (flag states and coastal states) and their respective observer programs support the adoption of the WCPFC mandatory observer safety reforms by all tuna RFMOs.	SDG8 Target 8	• GTA to advocate for Member States, regulatory authorities and their respective observer programs to work together and implement the IOBR at the RFMO level. • GTA to advocate for regulatory authorities and their respective observer programs to work together to implement the WCPFC mandatory observer safety reforms at other RFMOs. • GTA Partners agree to add a sourcing requirement for tuna for enhanced observer safety. Until the time when all RFMOs implement the IOBR and WCPFC mandatory observer safety reforms, Partners will adopt aspirational timelines (e.g. sourcing X% of supply from RFMOs which have implemented the IOBR and WCPFC mandatory observer safety reforms by 202[Y] increasing to 100% over Z timeframe).	• Fishery observers are able to work in a safe environment, with the right equipment, and on vessels are that seaworthy.	• % of Partners with time-bound commitments for RFMOs to implement the IOBR and WCPFC mandatory observer safety reforms • Number of tuna RFMOs implementing the IBOR. • Number of tuna RFMOs adopting of the WCPFC mandatory observer safety reforms.

Annex 1: Collaborations with External Stakeholders

Work Area	Collaborations
Transparency	
Global Dialogue on Seafood Traceability (GDST)	GDST; will assist through providing access to support resources in a joint project with interested GTA partners
100% Observer Coverage	NGO Tuna Forum; shared priority ask. Mutual support through advocacy. Forum provides social media resources.
Electronic Monitoring (EM)	NGO Tuna Forum; shared priority ask. Mutual support through advocacy. Forum provides social media resources.
	Pew; shared priority ask. Access to advocacy materials.
Port State Measures Agreement (PSMA) Advocacy	Pew; shared priority ask. Access to advocacy materials.
	Friends of Ocean Action (FOA); shared priority ask. Potential for alignment with other advocacy initiatives.
Transshipment Regulations	NGO Tuna Forum; shared priority ask. Mutual support through advocacy. Forum provides social media resources.
Public tracking of fishing vessels and carrier vessels	GFW; Information obtained from VMS or AIS data can be used by GFW to analyse vessel compliance with relevant fisheries regulations
Support the publication of Authorised Vessel lists	GFW; GFW can combine these details with public vessel tracking, having an immediate impact on the transparency of operations - it is clear who is doing what, where and with what authority. This GFW analysis can therefore indicate another level of compliance to relevant authorities, meaning that compliant fishers can be identified and rewarded by accelerated port entry for the landing of fish. Non-compliant vessels immediately stand out due to the absence of information and are prioritised for inspection when seeking to land fish.
Support Unique Vessel Identification/Global Record of Fishing Vessels	GFW; UVIs support identification of fishing vessels.
Environmental Sustainability	
Harvest Strategies	NGO Tuna Forum; shared priority ask. Mutual support through advocacy. Forum provides social media resources.
FAD Management	NGO Tuna Forum; shared priority ask. Mutual support through advocacy. Forum provides social media resources.
Fins Naturally Attached (FNA) advocacy and policies	Shark Advocates; shared priority ask. Mutual support through advocacy.
Harmful Subsidies	FOA; shared priority ask. Potential for alignment with other advocacy initiatives.
Social Responsibility	
Ensuring Socially Responsible Seafood Supply Chains	FishWise; toolkit fully aligns with RISE (roadmap for seafood ethics) platform.
ILO 188	FOA; shared priority ask. Potential for alignment with other advocacy initiatives.
Cape Town Agreement	Pew; shared priority ask. Access to advocacy materials.
Observer safety	NGO Tuna Forum; shared priority ask. Mutual support through advocacy. Forum provides social media resources.

Annex 2: Action Routes
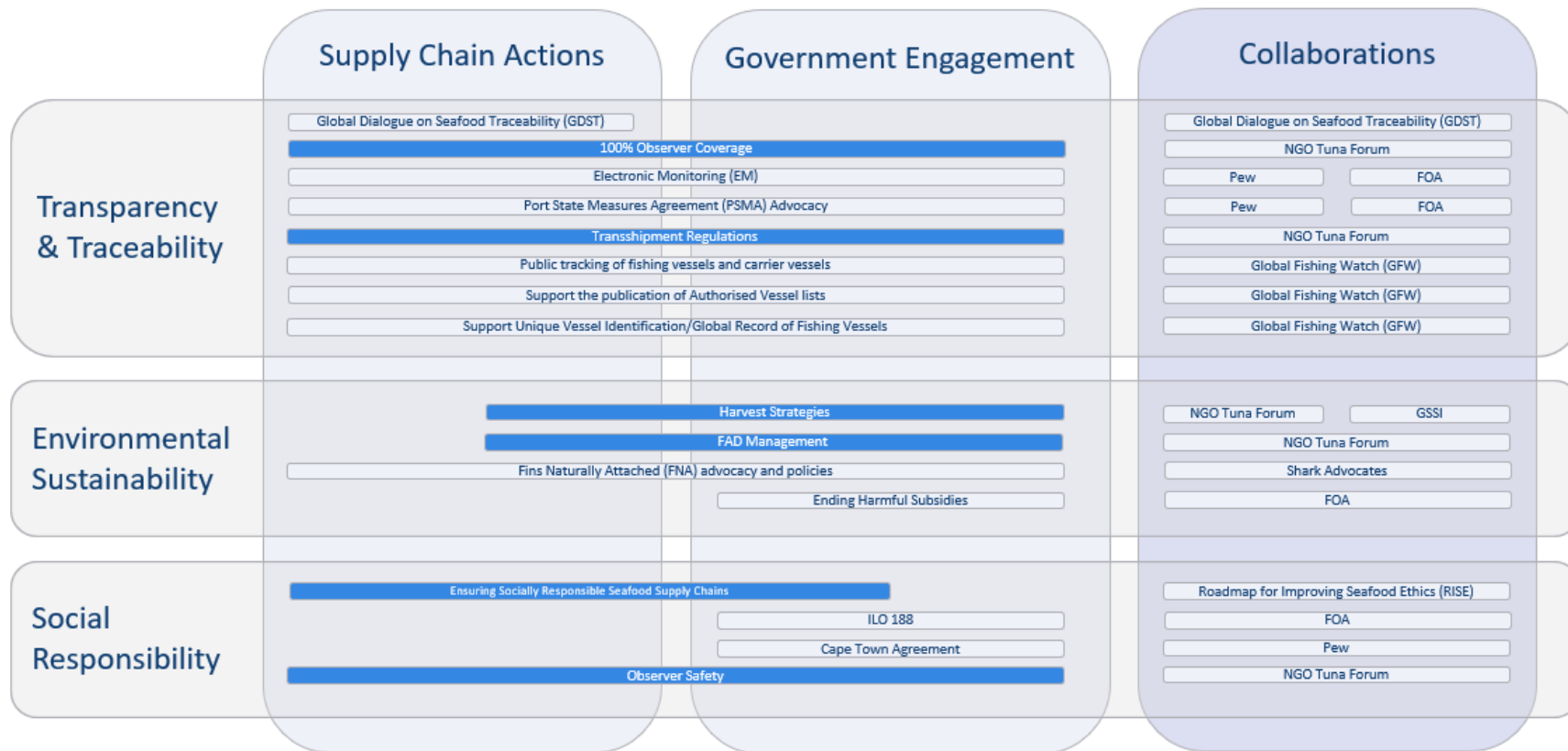
This figure shows how each work stream could be addressed by GTA Partners; whether by supply chain actions or government engagement. Direct government engagement consists of encouraging countries to ratify and implement regulations or legislation, through advocacy letters, meetings, or other means. Supply chain actions consist of lowering barriers which may prevent implementation by countries, or support by fleets, for example improving in-country conditions or practices such as ensuring vessel operators are aware of supply chain requirements. The figure shows a weighting where more of one approach will be used – for example, FAD management will predominantly be via RFMO engagement. It also shows potential collaborations where we share objectives and aims and have a working relationship already – this isn't exclusive, and we support further collaboration. Finally, the dark blue bars show the work streams where we will be "leading" – the other work streams are areas where the GTA will be "supporting" leading efforts by others.