



CALL TO ACTION to co-create a **Oceans Governance Scorecard**

Idea by:



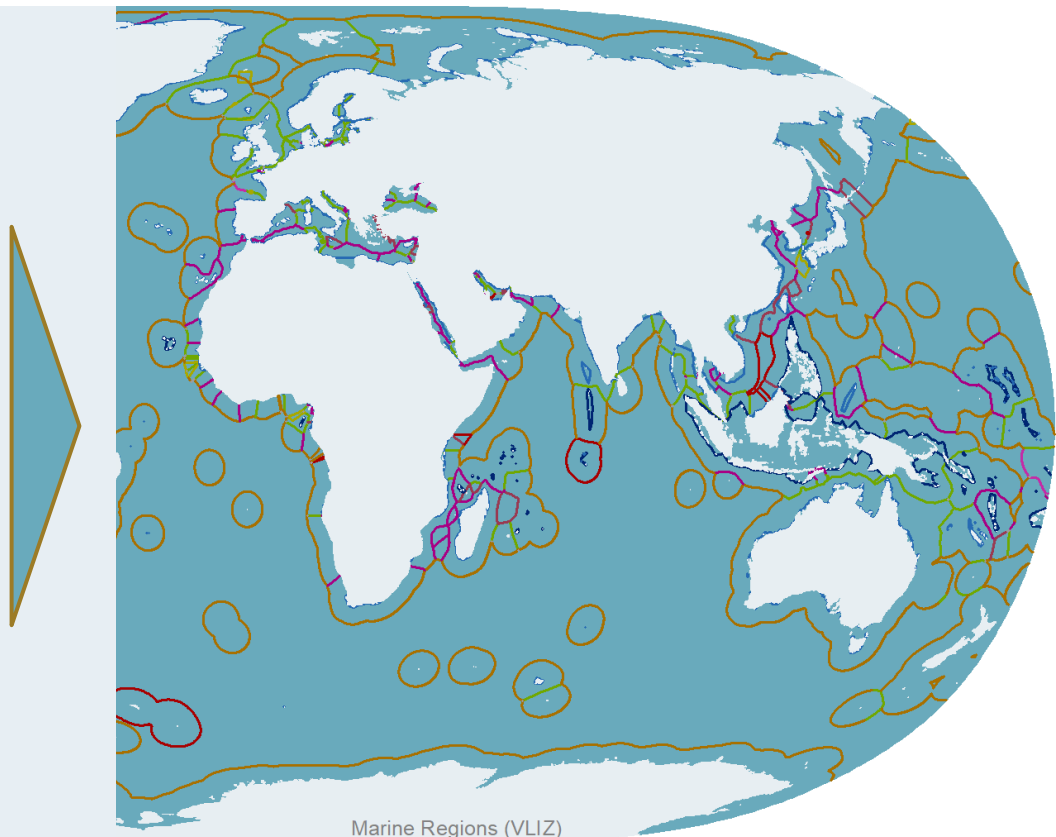
February 2020

Oceans cover 70% of the earth surface,
“Managing” the wellbeing of oceans is complicated

How oceans are managed



- Within the 200 nautical mile zone - managed by government
- Outside the 200 nautical mile oceans are an international resource which everyone nominally owns but, few really do

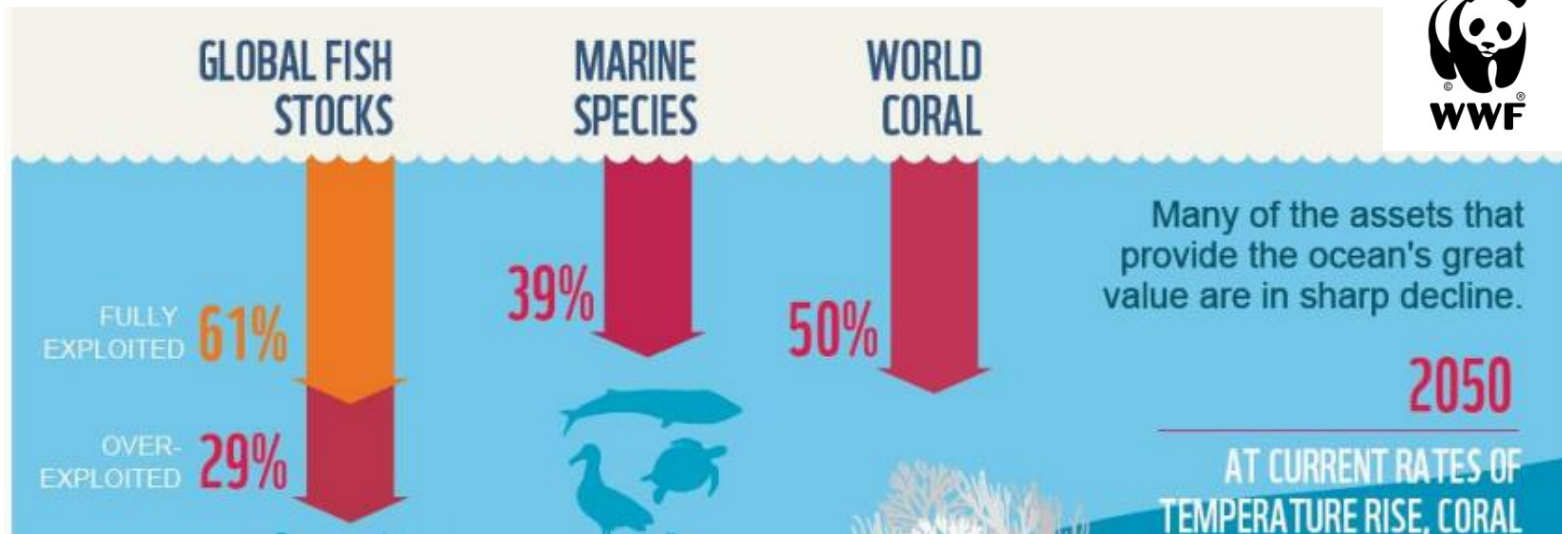


... as a consequence the oceans face serious risks

Risks

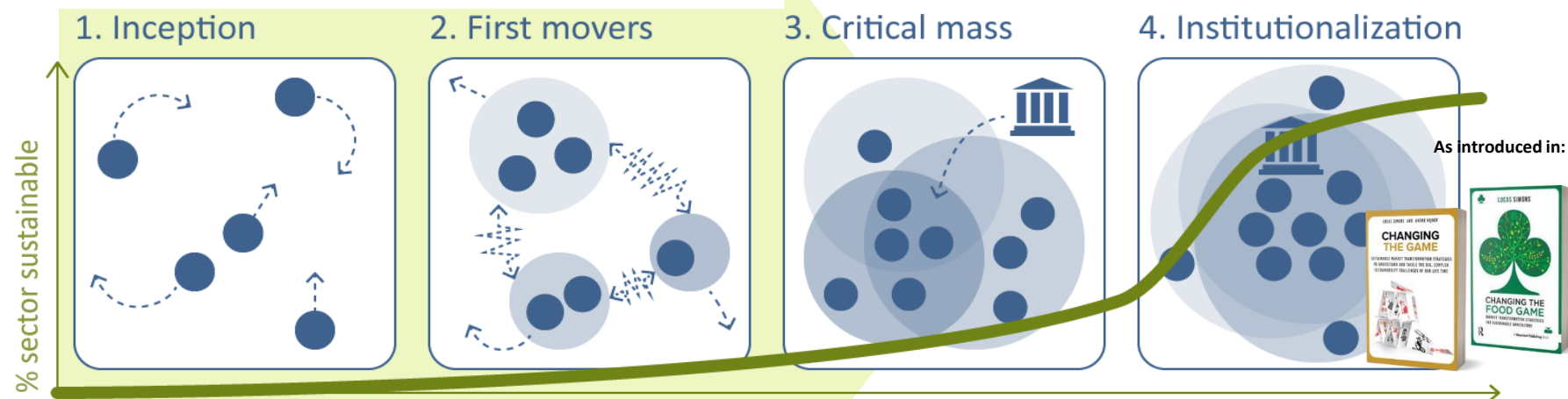


- Unable to garner the resources to actively manage and exploit them for the benefit of both today's generation or future generations
- The world's oceans are becoming overfished, over-exploited, polluted, increasingly unproductive, threatened in numerous ways and in many ways unlawful



Seafood-buyer's efforts of to tackle these challenges go back more than a decade ago

The phases of market transformation – history & current situation



- Seafood buyers recognize that customers want to buy sustainable seafood
- First movers collaborated and formed fishery sustainability standards
- Countries with better fishery management even developed their own fishery standards

- A larger cohort of seafood buyers developed fishery improvement projects to transition fisheries to certification
- At the same time, fishery certification introduced conditions so that governments would implement fish stock management regulations

- Despite efforts seafood buyers are still criticized for continuing to buy from unsustainable fisheries
- Today industry collectively advocates for better regulation government to better manage fish stocks

- Government legislation is not only in place, it is also enforced
- There is a one-stop ocean governance database and scorecard
- There is Agreement on a common set of indicators of good fishery management

The sector sees three major challenges that need to be tackled

Three main reasons why we are still struggling to solve the issues



Governance complexities



- Numerous government jurisdictions
- Policies are out of date
- Poor implementation and no compliance
- Some stocks are moving jurisdiction

Governments and buyers working together



- Too many vessels
- No oversight due to moving fish stock
- Certified fish stocks have already lost their certification or are in danger of doing so
- Limited global collaboration

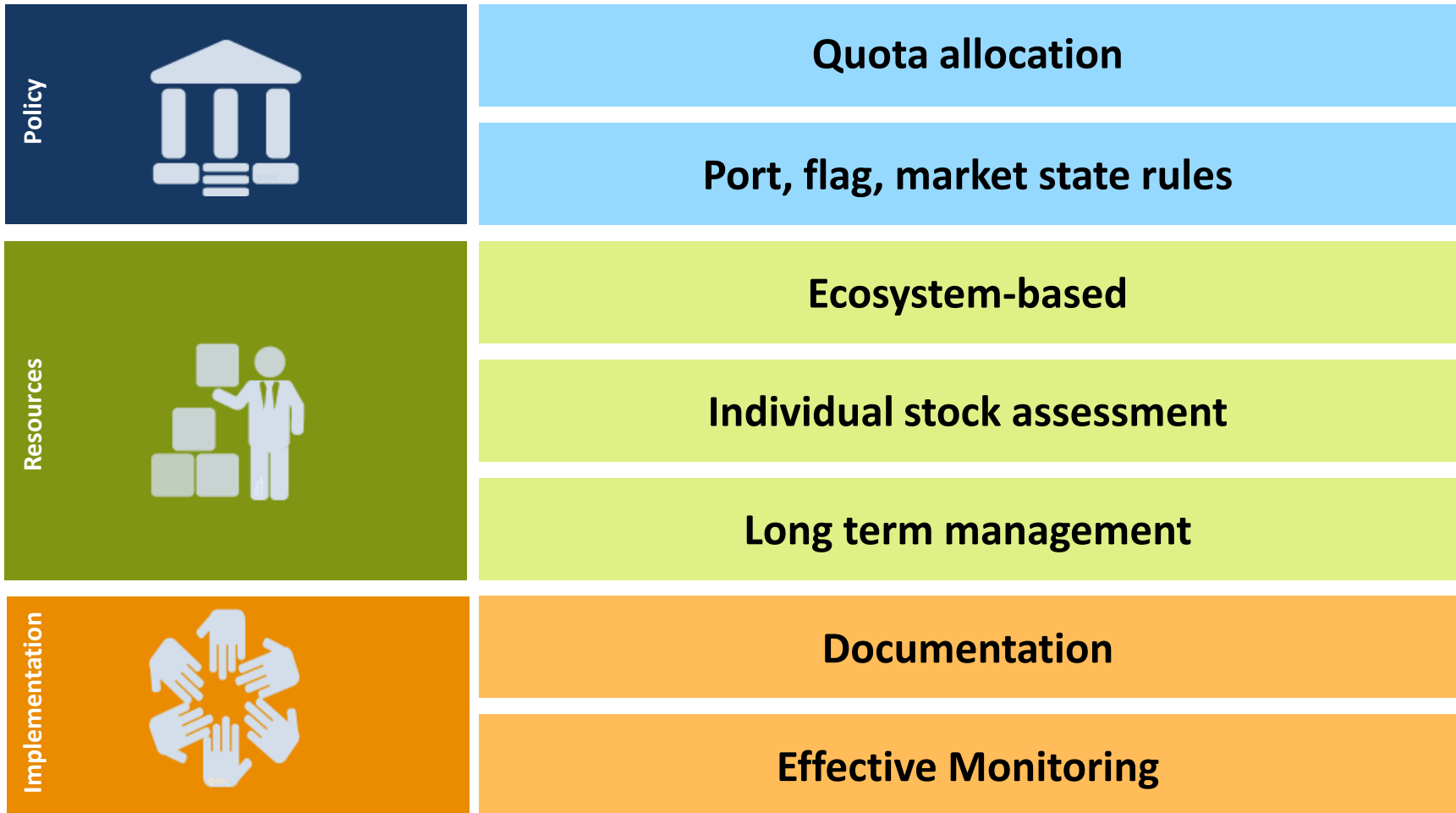
Buyers taking responsibility



- Adoption of policy and legislation
- Blurred interests
- Inaction due to absence of policy and legislation

In order to solve these problem a good Ocean Management Systems is needed and a functional one has 7 components

Components of a good Ocean Management System



There are three archetypes of fishery management systems, there is not yet a system in place that offers all the required components

3 Archetypes of Ocean Management Systems



*NewForesight &
3 Pillars Seafood analysis*

Regional



Indian Ocean, Yellowfin Tuna

National



Thailand, Coastal

Multiple government



**North East Atlantic,
Mackerel**

- Single species (often migratory)
- Caught by multiple states
- Caught in international waters

- Multiple species (some straddling different countries)
- Caught by a single state
- Caught in single nations' waters

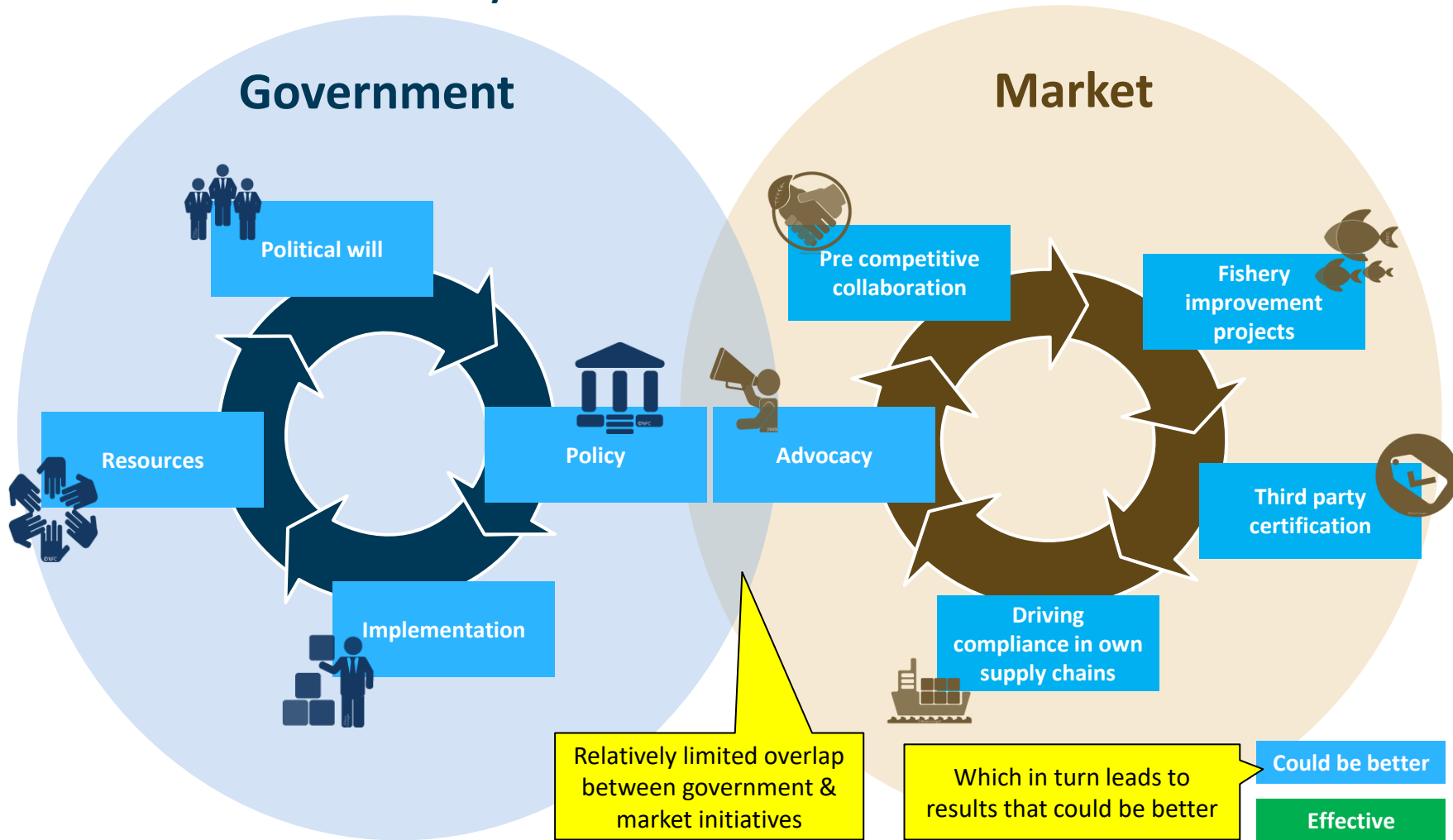
- Single species
- Caught by multiple state
- Caught in multiple national waters

	Regional	National	Multiple government
Quota allocation	X	X	✓
Port, flag, market state rules	X	✓	✓
Ecosystem-based	X	X	✓
Individual stock assessment	✓	✓	✓
Long term management	X	X	X
Documentation	X	✓	✓
Effective Monitoring	X	X	✓

Currently there is separation between government-, policy- and market based systems – this explains why current systems face challenges

As is situation – Low score system

As is To be Process Team



So a better solution is needed – An Ocean Governance Scorecard can bring all the pieces of the puzzle together

Ocean Governance System Scorecard



What is the idea?

- Agree on indicators of good ocean management
- Assess countries
- Enable gradual improvements stages
- Enables a coherent global sector-transformation strategy
- Drives continuous improvement

What will it do?

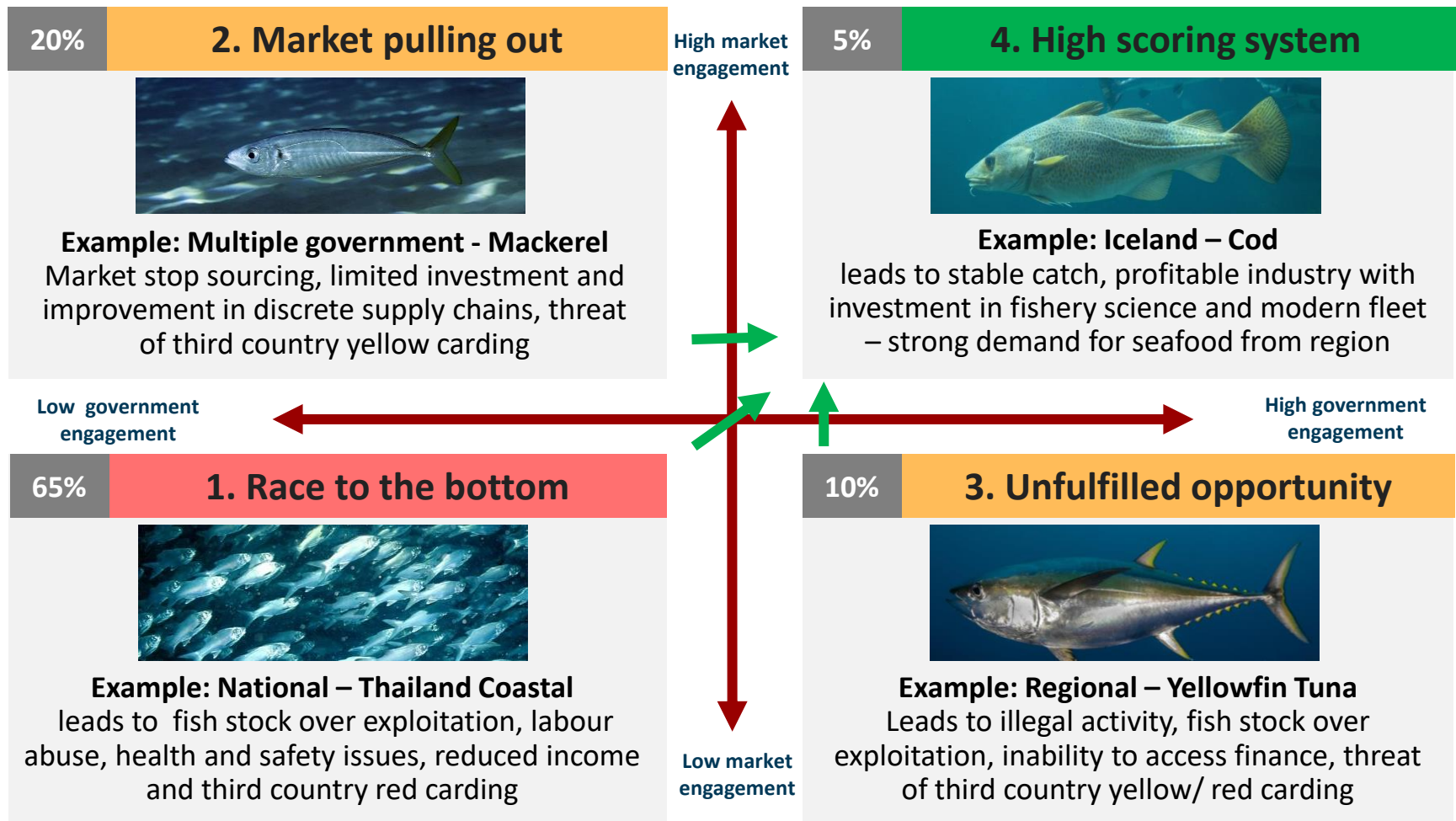
- Scores the main sustainability issues
- Scores the maturity and quality
- Reveals the good, the bad, and the ugly
- Scores inform the buy-side market actors and investors

What will it lead to?

- Equality
- Access to international funds
- Transparency for seafood buyers where to source from
- Supports capacity building
- Facilitates ongoing third-party certification

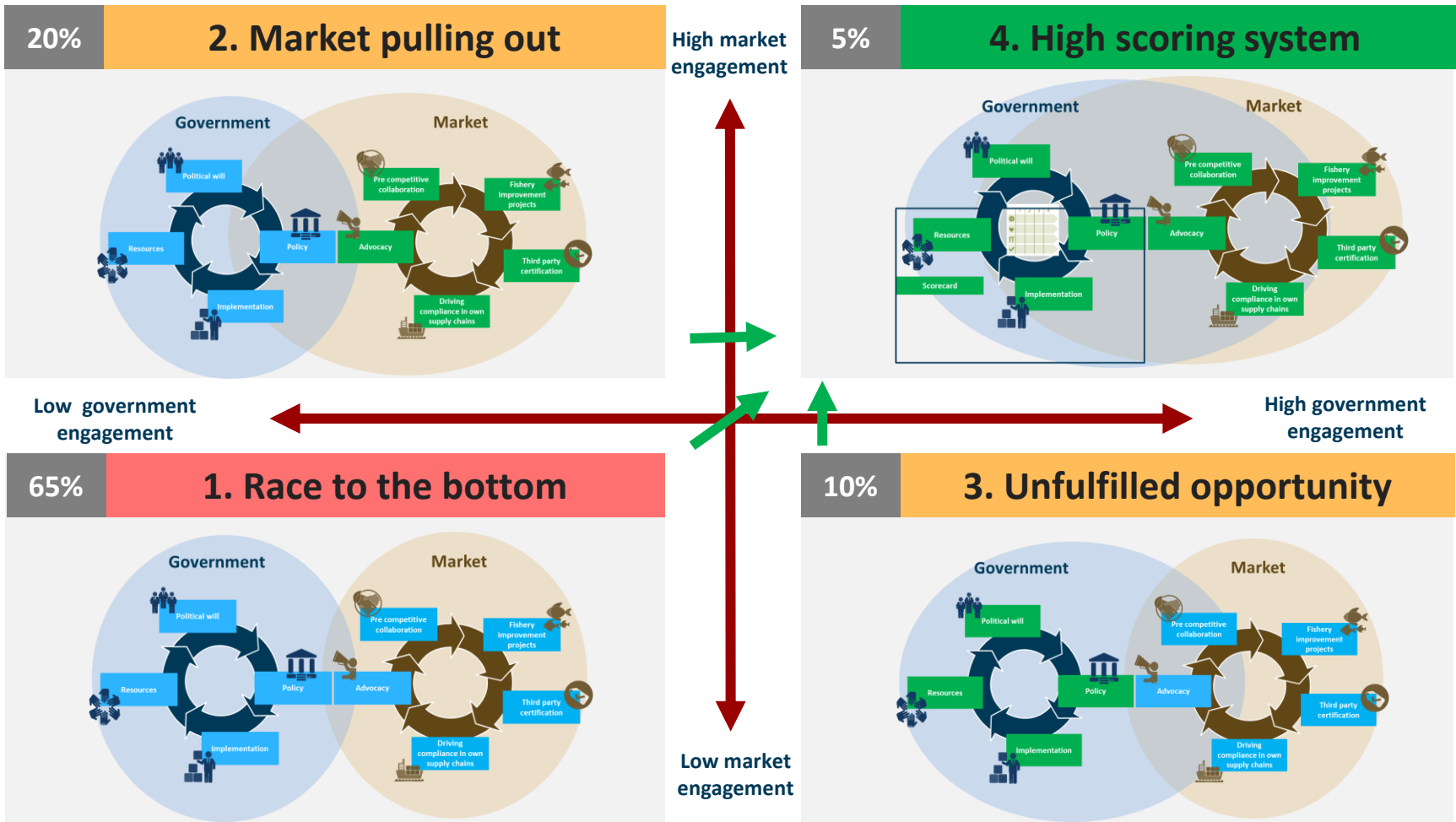
Using the introduced logic makes it easy to understand why most systems are currently not solving the major issues

4 systems – examples



The Ocean Governance Scorecard enables high engagement of markets and governments

4 systems – explained



Existing assessments/ benchmarks and scorecards that are assessed and deemed as credible and robust will be incorporated into the OGS

Existing benchmarks

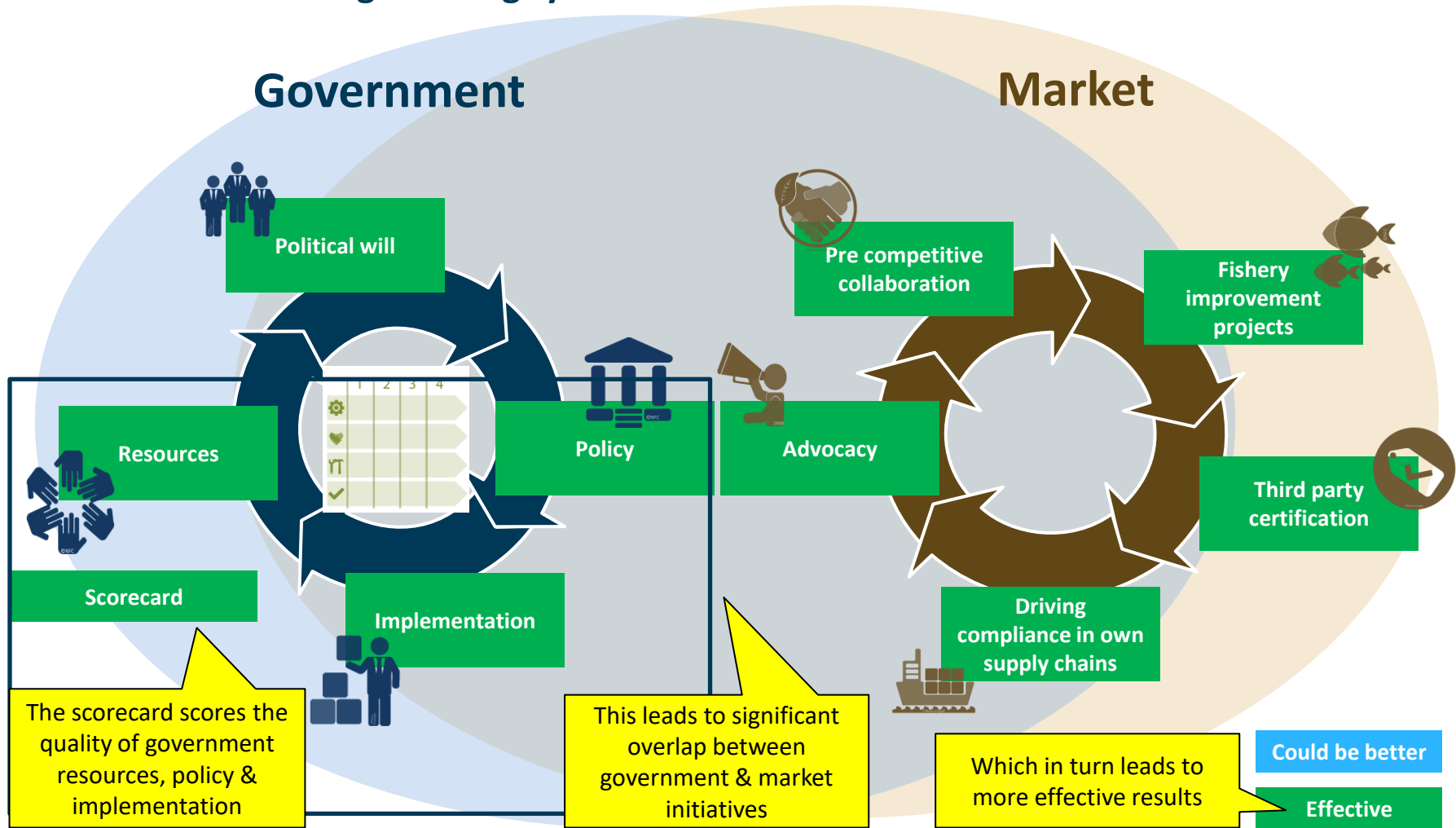
- RFMO PSMA Benchmark – undertaken by ISSF for Tuna regional fishery management organisations (RFMOs)
- Observer requirements best practices – undertaken by ISSF for Tuna RFMOs
- Shipping Industry Flag State Performance Tables – undertaken by (Humas Rights at Sea (HRAS))
- Flag States & Humas Rights Report – undertaken by HRAS – covers 3 states
- Global Fishing Index – Minderoo – in development
- IUU Fishing Index – Global Initiative
- Global Slavery Index
- Global River Plastic Input to the Ocean by Region – Our World in Data (2015)
- Fisheries Management Index – CEA#
- Comparing Import Control Schemes in top 3 seafood market states – WWF (2020)
- Seafood Stewardship Index – World Benchmarking Alliance (30 companies)
- Welfare of Farmed Fish – transport & slaughter – EU states only

Missing assessments/ benchmarks include:

- Assessment of Port State Measures Implementation
- Assessment of Seabed Mining Controls
- Marine Protected Areas – assessment of commitment, implementation, and monitoring of

The Scorecard brings all the components together and enables the activation of governments through increased collaboration

To be situation – high scoring system



The proposed Scorecard benefits governments, market players and NGOs

Benefits for all stakeholders



For governments

- **Multiplier effect**
- **Global recognition**



For market players

- **Cost-sharing**
- **Focused efforts**



For NGOs

- **Maximize impact**
- **Policy reforms**

Success will depend on five factors –
each should be taken into serious consideration

Success factors



1. Growing buy-in from the sector stakeholders



2. Building on existing work



3. Flexibility to assess different fishery Governance system archetypes



4. A credible assessment process







5. Anchoring in a multi-stakeholder environment

Call to action: Join us as an initiator and become part of the core group that will develop the scorecard

Four stages of co-creation



	 1) Call to action	 2) Concept building	 3) Scorecard building	 5) Implementation
Description	<i>Share the idea and attract buy-in from key stakeholders</i>	<i>Co-create the concept & strengthen the coalition</i>	<i>Build the scorecard</i>	<i>Implementation of the scorecard on a larger scale</i>
Critical success factors	<ul style="list-style-type: none"> Engage key stakeholders Get buy in of senior management Co-creation workshop with go / no decision in Q2 2021 	<ul style="list-style-type: none"> Design approach, business model, value proposition, and supporting architecture Grow support of the scorecard through expanding the coalition of frontrunners 	<ul style="list-style-type: none"> Strategic design of supporting/coordinating organization Develop functions such as designing, initiating, evaluating, improving, verifying, and financing relevant 	<ul style="list-style-type: none"> Pilot with key regions, and involving key stakeholders Region selection for full roll-out, securing commitment and funding
Timing	Q2 2021	Q3, Q4 2021	2022	2023 onwards
	Initiator and core groups	Shared costs <ul style="list-style-type: none"> Private sector actors Foundations NGOs 		<ul style="list-style-type: none"> Business model in place

NewForesight has assembled a team that combines the right skills and expertise to guide the core group to success



Lucas Simons
CEO NewForesight



Lucas Simons, CEO & Founder at NewForesight Consultancy | Lucas Simons has been involved in business and sustainable leadership for more than 20 years.

He is the founder of NewForesight and SCOPEinsight and former director of UtzCertified. He recognized by the World Economic Forum as Global Leader, Ashoka Fellow and by the Clinton Global Initiative.

Lucas is an International public speaker and authored *Changing the Food Game* (2014) and *Changing the Game* (2020).



Huw Thomas
CEO 3 Pillars Seafood



Huw Thomas founded 3 Pillars Seafood to provide seafood sustainability policy development and implementation support to seafood companies, NGO's and retailers.

His extensive career in the global seafood industry spans from seafood processing in the EU and Asia, Fisheries and Aquaculture Manager for Morrison's Supermarkets, to Senior Officer for Market Engagement with The Pew Charitable Trust and latterly farming mussels offshore.

Thomas has been acknowledged as a thought leader in sustainable seafood market transformation through his input to GSSI, the Seafood Task Force and groups such as the Hong Kong Sustainable Seafood Coalition.

Laure Heilbron
Principal NewForesight



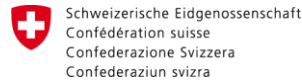
Laure Heilbron is a seasoned sustainability consultant. He has 10 years of experience in advising and leading organizations to accelerate sustainability transitions.

He was the Executive Director of the Organic Cotton accelerator – organized 70% of total sourcing of organic cotton and worked with market leaders to optimize their sustainable sourcing strategies.

Laure also developed the blueprint and strategy of Source-up – a new collaboration platform for supply chain sustainability management. It connects buyers with local coalitions for more sustainable sourcing.

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