



THAI UNION
EUROPE AND WWF.
WORKING
TOGETHER TO
SOURCE
SUSTAINABLE
SEAFOOD

WWF & THAI UNION EUROPE PARTNERSHIP PROGRESS REPORT 2016

FOREWORD



When Thai Union Europe signed a partnership with WWF in October 2014, we knew we were embarking on a long and challenging journey towards more sustainable fisheries.

At the same time, I personally thought it was our responsibility to take the lead on that.

2015 was an important milestone for Thai Union. For the first time in the Group's history, we defined a vision and a mission supported by six values applicable to the Thai Union Group, worldwide. Thai Union's global vision is to be the world's most trusted seafood leader, caring for our resources to nurture generations to come. Sustainability is thus fully embedded into Thai Union's culture and will continue to drive our roadmap.

As we grow, we collaborate to bring responsible practices to our industry, to be the leading agent of change in order to create a more sustainable and cleaner seafood eco-system. Our new vision, mission and values, applicable worldwide, give us additional responsibilities. This is the reason why this partnership with WWF, embracing the MSC principles, is all the more important to us.

Through this report, I am pleased to share with you the first milestones of this journey.

Elisabeth Fleuriot

CEO, Thai Union Europe



Welcome to the first progress report of the partnership between WWF and Thai Union Europe (TUE).

This partnership is part of WWF's engagement with a wide range of stakeholders, including several influential retailers and producers in the UK and Europe, who have a shared vision of developing sustainable fisheries worldwide.

Today, one billion people rely on fish as their primary source of protein and over 250 million people earn a living from the fishing industry. But marine fish stocks are being pushed to their limits.

The world needs to do everything possible to source seafood in more sustainable and responsible ways. That's why WWF-UK and WWF France are working in partnership with TUE to shift fisheries production towards sustainability across their whole supply chain.

The WWF and TUE partnership focuses on careful management of fish stocks and the marine ecosystem, with clear targets for step-wise improvement, especially for tuna fisheries in Africa. Our long-term goal is to ensure that all the seafood sold in Europe by TUE is Marine Stewardship Council certified.

There's no quick fix in a programme of this kind, but we've made a good start by establishing transparency and enabling conditions for the next stage of progress. While there is still much to do to improve both environmental and social standards in the fisheries that are the focus of the programme, important practical actions have already been taken.

This progress report provides an evaluation of our work in our first year of partnership (2014-2015), and looks forward to the next steps in the journey.

Glyn Davies

Executive Director of Global Programmes,
WWF-UK

BACKGROUND

WHY WWF WORKS WITH BUSINESS

Corporate partnerships are a fundamental part of WWF's strategy to work with business on sustainable solutions that help people and nature thrive. We work with companies to develop better ways of doing business that help protect the natural habitats and landscapes they source from.

We focus our efforts on the commodities and sectors that will have the biggest impact on the planet and encourage companies to take a risk-based approach to managing, protecting and restoring natural assets. We also help companies engage their staff, customers and other stakeholders in global conservation issues.

Our approach is collaborative and constructive but also challenging, and we maintain a tight focus on the conservation benefits our partnerships are designed to deliver. We bring people together, working across sectors with investors, consumer groups and policy makers to drive the systemic change we need to achieve a greener economy.

THAI UNION EUROPE

Thai Union Group is the world's number one processor of shelf-stable tuna products and a leading global seafood processor. Its subsidiary, Thai Union Europe (TUE), is the parent company for several prominent European seafood brands including John West, Petit Navire, Parmentier, Mareblu, King Oscar and RugenFisch.

TUE's tuna fleet is based out of Ghana and the company employs some 7,900 people across production sites in France, Germany, Ghana, Lithuania, Norway, Poland, Portugal, the Seychelles and the United Kingdom, as well as sales offices in Belgium, France, Germany, Ireland, Italy, the Netherlands, Norway, the United Kingdom and the United States of America.

As a leading company in the market, TUE has publicly stated its commitment to sustainable fishing – both directly to preserve stocks, and further to act as an agent for change in its sector.

Responsible management and sustainability in the fisheries and aquaculture sectors is critical to TUE because they only trade in seafood products. In recent years TUE has taken a number of practical steps on their sustainability journey. One of the most important was in October 2014, when WWF UK, WWF France and TUE entered into a Seafood Charter partnership.

WWF: OUR GLOBAL SEAFOOD CHARTER

Fish is one of the world’s most precious natural food resources and sustainably caught, MSC certified seafood is a renewable source of protein. But the world’s oceans are under severe strain from threats such as overfishing, climate change and pollution. There is growing concern amongst businesses, NGOs and academics about the sustainability of fisheries. With hundreds of millions of people relying on seafood globally, the world needs to source seafood responsibly from sustainable sources.

The Marine Stewardship Council (MSC) certification scheme was set up in 1997 by WWF in collaboration with other stakeholders, including large industry partners, followed by the Aquaculture Stewardship Council (ASC) certification scheme in 2010. WWF uses these standards globally as the benchmarks to rate the level of sustainability/responsibility that a fishery or farm achieves. They provide a framework for improvement in the water and demonstrate impactful change in the ecosystem, both of which are core to WWF’s work on seafood. They also enable a consistent global approach, used by non-governmental organisations (NGOs) and companies alike, to reduce impacts on the environment.

Where seafood businesses commit to source from certified sustainable sources, WWF encourages them to sign up to our Seafood Charter, which provides a framework for the journey towards sustainability. By championing better production, equitable resource governance and ecosystem integrity, the Charter aims to help deliver our vision for healthy and thriving Aquatic systems.

Companies that sign up to the Seafood Charter are making a commitment to embed business practices that will support sustainable management of natural resources, and work throughout their supply chains to achieve the MSC standard for fisheries they are sourcing from.

The Seafood Charter is based on global WWF principles for working with businesses to ensure a sustainable seafood portfolio.

INDEPENDENT CERTIFICATION: MSC AND ASC

Marine Stewardship Council (MSC) certification is the highest level for seafood producers to reach. The MSC is an independent not-for-profit organisation which sets credible standards for sustainable fishing and supply chain traceability. Fisheries undergo rigorous science-based assessments to prove they can meet these standards and those that do are permitted to display the MSC ecolabel on their products.

Aquaculture products have a similar certification scheme for farms called the Aquaculture Stewardship Council (ASC).



THE WWF AND TUE SEAFOOD CHARTER

Initially running for four years (2014-2018), our partnership seeks to improve sustainability across all species by working towards MSC/ASC certification across the whole TUE supply chain.

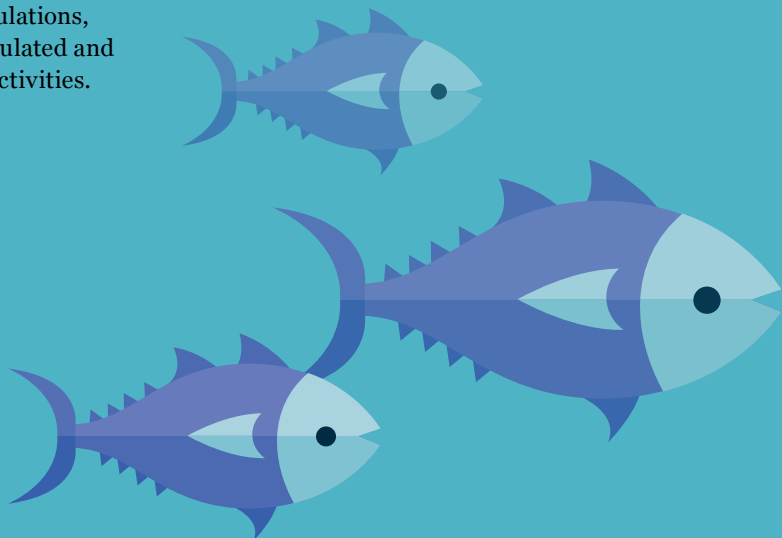
For fisheries which are not yet at the standard for certification, TUE and WWF will actively promote and engage in formal improvement projects (known as Fishery Improvement Projects or Fishery Conservation Projects), working together to bring their status up to MSC standards.

The same approach applies to aquaculture products, based on the ASC standards. To achieve this, WWF will work with TUE to develop a tailored framework to move TUE's supply chain along a path to achieve certification.

This long-term objective will be supported by TUE leading the sector in advocating for better management of fisheries and compliance to fisheries regulations, and opposing illegal, unregulated and unreported (IUU) fishing activities.

The partnership also aims to engage consumers in the importance of seafood sustainability and ultimately to increase the number of consumers purchasing MSC/ASC certified products.

The first year of the partnership focused on achieving a number of 'milestones' to ensure that TUE was operating in line with the best industry practices and standards. TUE is now on a Seafood Charter journey, which demonstrates the company's increased transparency, knowledge and commitment.



The Seafood Charter commits TUE to:

- Ensure full traceability of ALL its seafood products.
- Be actively involved in the global fight against Illegal, Unregulated and Unreported (IUU) fishing and be able to demonstrate best practice is put in place that ensures no IUU products enter its supply chain.
- Develop a sustainable procurement plan to include promotion of MSC and ASC certified products and engage in improvement projects for TUE seafood to meet MSC and ASC standards for potential certification.
- Create and participate in projects that will improve fisheries so that they can demonstrate that they have reduced their impact on the environment.
- Promote awareness and transparency about sustainable fishing and make sustainability information, projects and policies easily accessible to customers and stakeholders.
- Engage with authorities and promote advocacy initiatives aimed at improving international or regional fisheries management and regulations that will secure healthy marine ecosystems through responsible fishing and aquaculture practices.
- Ensure all new seafood product ranges come from sustainable sources or sources that are in a credible step-wise improvement process.

The Seafood Charter jointly commits TUE and WWF to:

- Apply best practice and scientific knowledge to improve the sustainability of TUE's seafood supply chain and create demonstrable improvements through the delivery of projects.
- Contribute to a future in which responsible fisheries and aquaculture operations thrive in healthy ecosystems, benefiting people, businesses and species that depend on them.
- Help safeguard valuable marine and aquatic ecosystems, contributing to the long-term viability of seafood supply that global food security depends on.

To achieve the aims of the Seafood Charter partnership, both organisations will follow a journey (Figure 1) that has been developed over many years and in a number of WWF partnerships across the world¹.

¹ For more information about the WWF Seafood Charter please refer to: wwf.org.uk/seafoodpartnerships

FIGURE 1
THE JOURNEY FOR A BUSINESS
TOWARDS ACHIEVING A SUSTAINABLE
SUPPLY CHAIN.

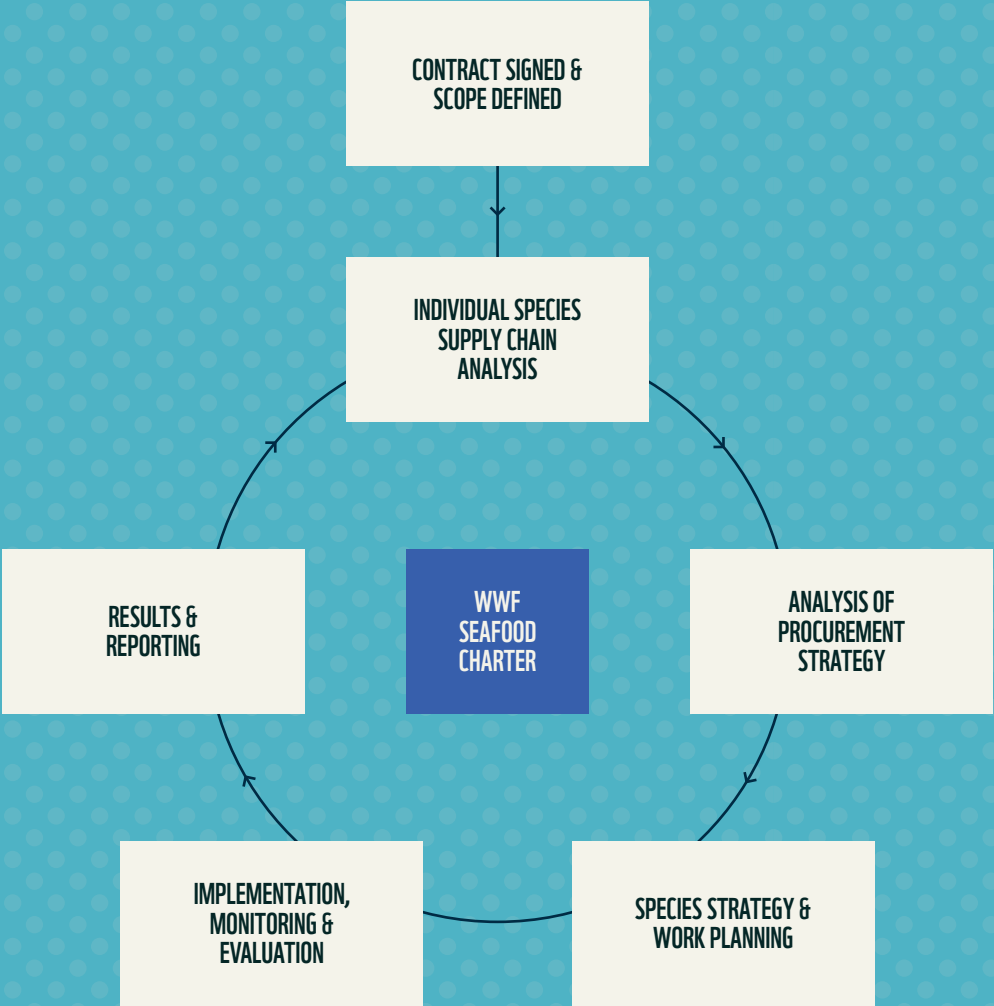


FIGURE 2
HOW A SEAFOOD COMPANY’S PRODUCT
RANGE MIGHT CHANGE ALONG THE
JOURNEY TO SUSTAINABILITY.



A large variety of fresh seafood is laid out on a dark wooden table. In the top center, there is a large pile of small, silvery fish. To the left of this pile is a large pile of squid. To the right of the small fish pile is a pile of bright red fish. Below these, there are several larger fish, including some with yellow and orange stripes. In the bottom right corner, there is a dark blue rectangular box containing white text. The background shows a wooden structure and some outdoor furniture.

PROGRESS TOWARDS SEAFOOD CHARTER COMMITMENTS

Overleaf is a summary of the commitments made by TUE for the first year of the partnership. On subsequent pages we look in more detail at what the WWF-TUE partnership has achieved so far, detailing the highlights and the actions that have been taken and explaining why any remain outstanding.

TUE'S PROGRESS TOWARDS SEAFOOD CHARTER COMMITMENTS

-  COMPLETED
-  UNDER DEVELOPMENT
-  ONGOING

SEAFOOD CHARTER COMMITMENT

FIRST STAGE ACTIVITIES



WORK STREAM A: SUPPLY CHAIN

- Apply best practice and scientific knowledge to improve the sustainability of TUE supply chains and create demonstrable improvements through the delivery of projects.
- Develop a sustainable procurement plan to include promotion of MSC and ASC certified products and engage in improvement projects for TUE seafood to meet MSC and ASC standards for potential certification.
- Create and participate in projects that will improve fisheries so that they can demonstrate that they have reduced their impact on the environment.
- Ensure all new seafood product ranges come from sustainable sources or sources that are in a credible step-wise improvement process.

- TUE provide data and access on all supply chains for analysis. 
- Develop with WWF an effective monitoring system for the partnership. 
- Develop a meaningful work plan to drive improvements in sustainability of the supply chain. 
- Identify priority fisheries for pre-assessment against the MSC standard. 
- Identify and agree TUE activities as a participant of the Areas Beyond National Jurisdiction project in Ghana. 
- WWF visits fisheries and potential project sites. 

B. TRACEABILITY AND LEGALITY


- Ensure full traceability of all TUE seafood products.
- TUE to be involved in the global fight against Illegal, Unregulated and Unreported (IUU) fishing and be able to demonstrate that best practice is put in place that ensures no IUU products enter its supply chain.

- Analyse the Vessel Monitoring System/ Automatic Identification System/ Environmental Monitoring System capabilities of the fleet and if required implement a work-plan for improvement. 
- Ensure that all vessels are flagged to an appropriate flag state. 



SEAFOOD CHARTER COMMITMENT

FIRST STAGE ACTIVITIES


C. ADVOCATING FOR IMPROVEMENT

- Engage with authorities and advocate to everybody to ensure improvements in international or regional fisheries management and regulations that will secure healthy marine ecosystems through responsible fishing and aquaculture practices.
- Promote awareness and transparency about sustainable fishing and make sustainability information, projects and policies easily accessible to customers and stakeholders.
- TUE and WWF jointly develop advocacy plans aimed at encouraging all relevant stakeholders to agree with or implement measures which will make the fisheries management efforts more robust. 

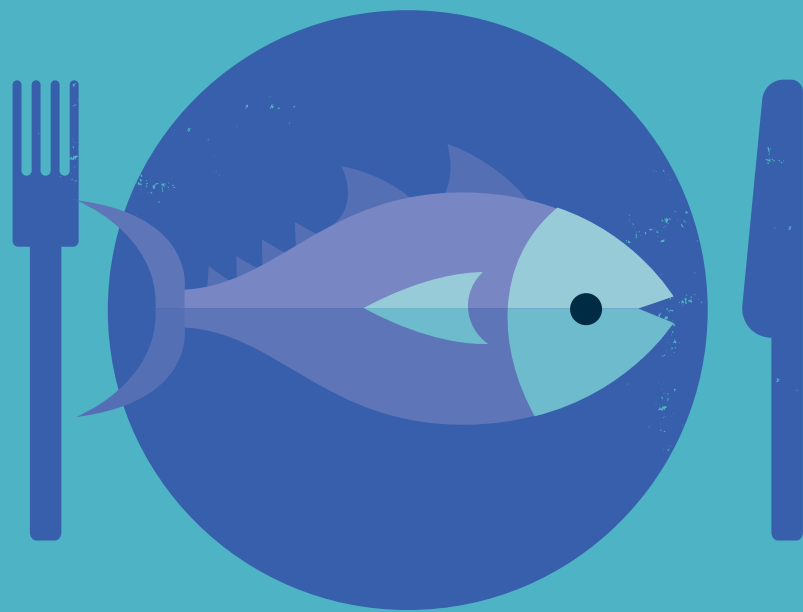
D. TRANSPARENCY AND ENGAGEMENT

- Complete the audit of the International Seafood Sustainability Foundation (ISSF) and share results with WWF. 
- Assess the number of purse seine vessels in the tuna supply chains that are on the ISSF Proactive Vessel Register (PVR), and develop/implement a plan to ensure that all are on the PVR by end of 2015. 

E. CONTRIBUTING TO WIDER CONSERVATION

- Contribute to a future in which responsible fisheries and aquaculture operations thrive in healthy ecosystems, benefiting people, businesses and species that depend on them.
- Help safeguard valuable marine and aquatic ecosystems, contributing to the long-term viability of seafood supply that global food security depends on.
- Provide direct funding to WWF's Coastal East Africa programme, which works to ensure that Indian Ocean tuna is a sustainable food source for both the coastal population of Africa and international trade markets, thereby helping to ensure food security and more sustainable livelihoods for millions of people. 

A. SUPPLY CHAIN



Sustainable fish stocks give the industry hope for the future. The partnership aims to deliver improvements across the supply chain that will ensure TUE is actively procuring its seafood raw materials from the most sustainable sources possible.

Fisheries in transition

WWF works on fisheries in transition towards sustainability all over the world through an established process. The end goal of these projects is to ultimately achieve MSC. For more information see: wwf.org.uk/fisheriesintransition

ACTIONS

- TUE shared all **supply chain data** including vessels, species, catch methods and catch areas with WWF-UK, enabling species assessments to be conducted across the whole TUE supply chain. Action plans for improving the sustainability of species are under development, with the priority focus on high risk species. Priority fisheries have been identified for implementation of fishery improvement or conservation projects and TUE has taken key steps forward in discussing the projects with stakeholders.
- TUE provided real-time access to the **data of their six fishing vessels** to a third party consultancy company, Navama, which monitored all movements of TUE-owned vessels. Vessel data was cross-checked with the movement of the vessels, contributing to WWF's Transparent Seas programme (www.transparentseas.org). This programme is working globally to make fishing more transparent and to ensure that the seafood reaching markets is responsibly sourced and fully traceable to legal sources.
- In line with International Seafood Sustainability Foundation (ISSF) requirements, TUE has committed to ensuring that all of their own vessels are registered on the **ISSF Pro-active Vessel Register (PVR)** and to only source tuna from purse seine vessels that are on the PVR. The PVR provides validated information regarding a vessel's implementation of specific best practices and commitments². The PVR means that all tuna purse seine vessels in the TUE supply chain are now independently audited against criteria including, shark-finning, presence of independent observers and vessel identification.
- WWF and TUE have planned to complete a series of **joint visits** to TUE's main processing sites as part of the development of improvement plans. The trips will provide a platform to engage key stakeholders and work towards project implementation. These trips will continue throughout the partnership.

International Seafood Sustainability Foundation (ISSF)

The International Seafood Sustainability Foundation (ISSF) is a global coalition of scientists, the tuna industry and WWF, promoting science-based initiatives for the long-term conservation and sustainable use of tuna stocks, reducing bycatch and promoting ecosystem health. TUE (then known as MW Brands) was amongst the founding tuna companies in 2009. ISSF is committed to improving the sustainability of global tuna fisheries by developing and implementing verifiable, science-based practices, commitments and international management measures that result in tuna fisheries that meet the MSC certification standard without conditions. Visit issf-foundation.org to learn more.

² For more information on the ISSF PVR see <http://issf-foundation.org/pvr-database/>

B. TRACEABILITY AND LEGALITY

Illegal, Unreported and Unregulated (IUU) fishing has a significant negative impact on both ecosystems and livelihoods. An estimated 20% of the global catch comes from IUU fishing activity, with a global value of US\$10-23 billion a year. While imports to the EU are controlled and regulated, there has been recent speculation that IUU seafood has entered the EU market. Traceability is therefore critical in ensuring the responsible sourcing and legality of seafood. However, implementation of full traceability remains a challenge in many fisheries and supply chains all over the world. WWF supports initiatives to improve traceability in the seafood sector.



ACTIONS

- An independent, third-party **IUU/traceability risk assessment** was completed across TUE priority supply chains. This study reported against the WWF traceability principles and the British Retail Consortium IUU advisory note³. This provides the partnership with an assessment for each species plus any mitigation measures that could further decrease the risks in source countries and the supply chain.
- TUE has committed to **third party audits** for all its major tuna suppliers against its own sourcing policy. This programme will be rolled out during 2016.
- TUE has gained the **MSC Chain of Custody certification** for its tuna processing plants in Seychelles, Ghana and Portugal. This means that TUE was subject to independent, third party verification of those procedures and policies which ensure traceability of its products from vessel to can for these supply chains.
- The accuracy of the TUE **‘can tracker’** tool has been further improved and all consumers can track their branded seafood products back to the vessel from which it was sourced.
- During the **Brussels Global Seafood Expo** in April 2015, TUE participated with other businesses in a WWF event to discuss and develop a pathway towards increased traceability in the sector through discussions called the ‘Global Dialogue’⁴. This process is being led by WWF and the Global Food Traceability Centre.
- In October 2015 TUE contributed to an event in Brussels entitled **‘Combating IUU: understanding the EU card process.’** This event brought together industry leaders, EU officials and other key stakeholders to improve understanding of the EU’s carding process and its impacts on developing countries. This work supports the global initiative, **Oceans 5**⁵, which in Europe is focused on IUU.

³ The current best practice for UK seafood companies is the BRC Advisory note on reducing the risk of IUU: wwf.org.uk/advisorynotefish

⁴ For more information on the Global Dialogue visit wwf.org.uk/globalframeworkfish

⁵ For more information about the work of Oceans 5 in Europe see: wwf.org.uk/oceans5europe

C. ADVOCATING FOR IMPROVEMENT

By working together to advocate for change, businesses and NGOs can be a catalyst for improvement. WWF works globally on fisheries governance and an important component of the Seafood Charter is to ensure that change impacts more than just one company's supply chain. Our activities with TUE have reached many high level stakeholders.



ACTIONS

- WWF developed a corporate **advocacy plan** to address the current limitations of tuna management. This will involve reaching out to key stakeholders to call for the sustainable harvesting of tuna in our supply chains.
- Through its membership of ISSF, TUE has called on several governments to take more drastic measures at the level of **Regional Fisheries Management Organisations** to impose better management of Fish Aggregating Devices (FADs). TUE is taking action to manage and reduce the number of FADs that are in their supply chain by discussing the need for limits with the RFMOs and working with suppliers to have a maximum limit.
- TUE supported the **Ghanaian government** in developing and implementing a National Fisheries Management Plan, which is one of the critical steps to help improve the management of the country's fisheries resources.
- TUE attended meetings with the **Seychelles Fisheries Authority**, the **Indian Ocean Tuna Commission Secretariat** and local **NGOs** to inform them of their intentions and commitments. TUE's senior management has also informed the Government of the Seychelles that the company has agreed to support some of the initiatives which will be taken forward as part of the tuna Fisheries Improvement Project (FIP).

D. TRANSPARENCY AND ENGAGEMENT

Sustainable seafood can only truly become the norm if the public understands the issue and demands it from brands and retailers, who in turn must act transparently and responsibly. It is also crucial that seafood company employees feel invested in initiatives of this kind.



ACTIONS

- As required of its participation with the **International Seafood Sustainability Foundation (ISSF)**, TUE participates annually in an independent audit of the ISSF conservation measures. The purpose of this audit is to assess company compliance with a suite of more than twenty conservation measures, which include no shark finning in the supply chain, 100% observer coverage on tuna purse seine vessels and skipper training.
- Three **engagement days** have been held at John West, TUE/Petit Navire and WWF-UK offices. These aimed to help all employees feel part of the Seafood Charter journey that TUE and WWF are going on together.
- WWF and TUE have published information on both organisations' **websites**⁶ to announce the partnership and provide transparency. We will report annually on progress in the form of a publicly available report, like this one. In addition partnership progress will be assessed annually by an independent third party audit.
- WWF and TUE have met with **key retailers** in the UK and Europe to discuss the programme.

⁶ WWF website on partnership: wwf.org.uk/johnwest
TUE webpage on partnership: john-west.co.uk/sustainability

E. CONTRIBUTING TO WIDER CONSERVATION

Through the partnership, TUE provides direct funding to WWF's Coastal East Africa (CEA) programme⁷, with specific aims for improving the management of artisanal tuna fisheries in the South West Indian Ocean, including:

- Assessing the size of the catch and its overall importance with regard to the management of the overall tuna stock in the Indian Ocean.
- Assessing the level of current sustainable management practices and making recommendations to improve management practices.
- Assessing the importance of the artisanal tuna fishery for local livelihoods and food security and examining opportunities for value chain addition.

The work is critical in supporting greater food security and sustainable resources for millions of people. This work will also contribute to the management of migratory tuna in the Indian Ocean with the provision of reliable data to the Indian Ocean Tuna Commission.

ACTIONS

- In October 2015, 16 delegates from the Coastal East Africa region (Kenya, Mozambique and Tanzania) toured Ghana. These delegates were from the Fisheries Departments from the three countries, representatives from artisanal fisheries and from WWF national offices from the CEA region. The aim was to **share lessons** from the participating countries on the implementation of tuna fisheries management and conservation measures, with a view to strengthening long-term collaboration.
- We have developed an effective and harmonised **data collection system** for CEA artisanal tuna fisheries in close collaboration with fishing communities and fisheries institutions, which is being piloted in Tanzania and Kenya.
- In Tanzania WWF carried out preliminary **capacity-building** to improve data collection and statistics for artisanal fisheries, involving local fishing communities, in collaboration with Tanzania Deep Sea Fisheries Authority, and the Zanzibar and Tanzania mainland Fisheries Departments. Equipment has been acquired and distributed to the relevant entities for piloting the collection system.
- With WWF technical and financial support, the 7th Session of the **South West Indian Ocean Fisheries Commission (SWIOFC)**, held in October 2015 in Maputo (Mozambique) formally endorsed the processes for establishing Regional Minimum Terms and Conditions (MTC) for granting fishing access; and a Regional SWIO Fisheries Accord to further strengthen SWIOFC. An SWIOFC Task Force was established and is currently guiding technical discussions for final adoption of the Regional MTC Protocol (so far 13 from a total of 24 articles have been agreed and forwarded for adoption by the next SWIOFC session).
- WWF co-hosted the first **CEA Regional Seafood Conference** in November 2015 in Kenya, alongside the Kenya Fish Processors and Exporters Association (AFIPEK). The conference brought together businesses and investors in the CEA seafood sector to find common solutions to the challenges facing the industry.
- The WWF CEA team has engaged the **governments of Kenya and Tanzania**, calling on them to ratify the Food and Agriculture Organisation (FAO) Port State Measures Agreement (PSMA)⁸. The agreement is a powerful and cost-effective tool to combat IUU fishing but has only been ratified by five African countries so far (Gabon, Mauritius, Mozambique, Seychelles and Somalia), most with advocacy and technical support from WWF. This is a critical step in reducing IUU and only a handful of ratifications are needed for this to come into force – the PSMA will come into force once it has been ratified by 25 countries.

⁷ For more information on WWF's Coastal East Africa programme please refer to: wwf.org.uk/cea

⁸ The PSMA is a powerful legal instrument in the global fight against illegal fishing that can prevent illegally caught fish from entering the market through ports around the world. See reference section for more information.

AREAS BEYOND NATIONAL JURISDICTION

The Global Environment Facility (GEF) of the World Bank endorsed a project to improve the management of tuna fisheries in ocean waters for which no one specific nation has ownership or governance – the ABNJ project. The goal is to reduce illegal catches of these far-ranging, highly-prized, and globally consumed fish. With this backing, \$27 million of grant funds will be used to leverage an estimated \$148 million to begin work on land and in the ocean.

WWF is working with the GEF, the United Nations Food and Agriculture Organization (FAO), the International Seafood Sustainability Foundation (ISSF), governments, the five tuna Regional Fisheries Management Organizations, the fishing industry, and other relevant stakeholders on the ABNJ project.

TUE liaised with the team running the project and agreed to facilitate access to two of its vessels for the purpose of installing the necessary Electronic Monitoring System to conduct the scientific work as described by the scope of the project.

For more information:
wwf.org.uk/oceanfrontier



ETHICAL CODE OF CONDUCT

In September 2015 Thai Union Group launched its new Business Ethics and Labour Code of Conduct⁹. It will be rolled out by the end of 2016 to cover all member companies, including TUE, as well as critical suppliers.

In Europe, suppliers required to sign the Code of Conduct will include fish suppliers as well as suppliers of ingredients, cans, cardboard, services, detergents and chemicals, plus shipping companies, co-packers and some machinery providers. From 2016, Thai Union will also assess whether a more specific code of conduct addressing working conditions on vessels is required, and may develop a code of conduct specifically for wild-caught fish suppliers.

The Code of Conduct is being rolled out across Thai Union’s global operations and is available in 19 languages. In addition, Thai Union provided Code of Conduct training to over 600 seafood and non-seafood suppliers at their first major supplier event in March 2016.

In 2016 TUE will also start a third party auditing process of some of its fish suppliers. The auditing company, Poseidon¹⁰, will conduct a desk-based Supplier Risk Assessment on 25 supplying companies and physically check 14 vessels for compliance with TUE’s fish sourcing policy, regulations on IUU fishing, ISSF requirements, Thai Union’s Business Ethics and Labour Code of Conduct, and TUE’s quality and food safety standards.

⁹ Available at wwf.org.uk/tuecodeofconduct
¹⁰ For more information about Poseidon, please refer to: www.consult-poseidon.com

NEXT STEPS

2016 and beyond

During year one of our partnership, TUE made significant progress towards greater transparency and sustainability. We're now concentrating on the following activities and objectives to continue the journey.

We'll track progress towards these objectives and goals by monitoring a set of key performance indicators and the partnership will be audited each year by an independent, third-party consultant. We'll report on our progress annually.

Our key activities and objectives for the future are listed below.

A. SUPPLY CHAIN

- Annual species assessments to continue monitoring of the TUE supply chains.
- Complete the development of action plans for improving the sustainability rating of each relevant supply chain/species. This will include establishing improvement projects in fisheries and farms to help them achieve the standards of the MSC and ASC.
- Complete an observation visit to one of three priority sites (Seychelles, Ghana or Portugal).
- Reinforce the Standard Operation Procedures on board tuna vessels and implement additional measures that contribute to the reduction of Endangered, Threatened and Protected (ETP) species caught and promoting these measures to the wider seafood industry.
- Investigate methods to improve selectivity in order to minimise the number of juveniles of large tropical tuna species that are caught.
- Support wider research initiatives that will ultimately improve environmental sustainability.
- Monitor vessel flag states and status of vessels on the ISSF PVR during the species assessments process. Action plans will be developed to continue to improve the status of the fleet in accordance with best practice, ensuring that:
 - o IMO numbers are present on required vessels;
 - o purse seine vessels are on the PVR;

- o flag states are those which are considered to be of 'integrity';
- o traceability is to vessel and implementation of the EU IUU Regulation;
- o there is increased supply chain transparency.

B. TRACEABILITY AND LEGALITY

- Following the results of the IUU risk assessment and traceability benchmarking, implement action plans if it is identified that mitigation measures could reduce risks of IUU entering the supply chain further or if any improvements to the traceability systems are identified.
- Participate in future discussions and dialogues, such as the WWF and GFTC Global Traceability dialogue and the Oceans 5 coalition.

C. ADVOCATING FOR IMPROVEMENT

- Actively engage in policy advocacy of tuna RFMO management contributing to policy improvement, specifically supporting the adoption of harvest control rules (HCR) in the Indian Ocean and adoption of measures to reduce the catch of yellowfin tuna in line with scientific guidance.
- Actively advocate for the implementation of fishery improvement projects that will ultimately deliver MSC certification in the fisheries, countries, regions or oceans where TUE operates.

D. TRANSPARENCY AND ENGAGEMENT

- TUE to share the ISSF compliance certificate and associated report following the annual audit with WWF-UK and discuss the results. If there is any non-compliance found then corrective action plans will be proposed and implemented.
- TUE will complete random audits on the purse seine vessels within the supply chain to ensure that suppliers are following their sourcing policy and ensuring they are on the PVR every year during the species assessment.
- TUE to provide data to third party, Navama, to verify information on the TUE vessels.
- Continue to discuss the work on Transparent Seas programme together with WWF and Navama.
- WWF to cross check the vessels with the PVR and be able to provide analysis on compliance with this commitment.
- Increase the number of products that are MSC/ASC labelled or engaged in a FIP or conservation programme year on year, which will drive awareness of MSC and ASC as the sustainable seafood standard amongst consumers.
- Raise public awareness of sustainable seafood, MSC and the work that TUE is doing to improve the sustainability of seafood supply chains.

E. CONTRIBUTION TO WIDER CONSERVATION

- Complete a tour of the Coastal East Africa project with the Ghanaian fisheries authorities and artisanal fishers. This will continue the pan-Africa exchange of information on best practice for small scale fisheries.
- Map and understand the pattern of artisanal tuna trade flows in Coastal East Africa to inform tuna fisheries reforms and stock sustainability efforts in CEA range states and the entire SWIO region.
- Progress with remaining technical discussions (11 out of 24 articles of the Protocol) for SWIO states to conclude the Minimum Terms and Conditions agreement on fisheries access arrangements.
- Continue lobbying Kenya and Tanzania to ratify FAO Ports State Measures Agreement (the SWIO region is leading this process worldwide).
- Continue testing the new artisanal fisheries data collection system in the relevant landing sites in Kenya and Tanzania.
- Develop and implement capacity building packages based on the new data collection system.
- Study the economic value and contribution of the Tanzanian artisanal tuna fishery in the national economies as well as livelihoods of the local fishing communities.

RESOURCES

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BUREAU VERITAS' INDEPENDENT EVALUATION STATEMENT

To the stakeholders of WWF-UK

INTRODUCTION AND OBJECTIVES

Bureau Veritas UK Ltd has been engaged by WWF-UK (WWF) to provide independent assessment of the status of the WWF and Thai Union Europe (TUE) partnership's technical milestones for the first year of the partnership. These have been developed under the Seafood Charter signed by both parties and are reported in the WWF-Thai Union Europe partnership progress report 2016 (the Report) on pages 14-15 under the table entitled 'TUE's progress towards seafood charter commitments'. The objective of our work is to provide an evaluation of the level of achievement of the selected technical milestones and of the reliability and accuracy of the supporting performance data.

RESPONSIBILITIES OF THE VERIFICATION PROVIDER

The preparation of the Report is the joint responsibility of WWF and TUE. The verifier has an obligation to stakeholders and users of the report and is exclusively responsible for the content of this evaluation statement. WWF has provided access to the documentation and data required to undertake the verification process and Bureau Veritas is confident that no material information has been withheld.

BOUNDARY AND SCOPE

Reported performance against technical milestones covers partner TUE's operations in the UK and EU. The information and data reviewed as part of this evaluation engagement covers the progress of the technical milestones for the reporting period: 10 October 2014 – 9 October 2015.

Bureau Veritas assurance protocol has been used to conduct this evaluation engagement, which is based on best practice assurance standards including AA1000AS, ISAE3000, and ISO14064-3. The verification and evaluation was conducted to a limited level of assurance.

METHODOLOGY

In order to form its conclusions, Bureau Veritas conducted the activities outlined below:

- Interviews with key WWF personnel responsible for the management of the partnership with TUE and monitoring progress against the technical milestones set out under the partnership.
- Review of supporting source documentation for the progress statements and selective data sets for the technical milestones (including: objectives, procedures, action and monitoring plans, presentations, internal communications, independent reports, etc.);

BUREAU VERITAS OPINION

Based on our verification activities, no evidence has come to our attention to suggest that:

- the reported performance against the partnership's technical milestones do not provide a fair representation of the progress under the Seafood Charter partnership for the defined period; and
- there are significant omissions which could affect stakeholders' ability to make informed judgements on the partnership's reported performance against technical milestones.

Such opinion is based on work undertaken and defined herein. Certain limitations and exclusions apply and are included below but these do not detract from the verification opinion stated.

LIMITATION AND EXCLUSIONS

Excluded from the scope of our work is:

- Any information not directly linked to the selected technical milestones contractually agreed between WWF and TUE;
- Activities outside the defined reporting period;
- Partnership strategy and position statements (including any expression of opinion, belief, aspiration, expectation or aim);

This independent statement should not be relied upon to detect errors, omissions or misstatements that may exist within reported information of the partnership. The scope of our work was defined and agreed in consultation with WWF. Our

work covers TUE's UK and EU operations and relies upon the accurate collation of information at WWF's UK office.

STATEMENT OF INDEPENDENCE, IMPARTIALITY AND COMPETENCE

Bureau Veritas is an independent professional services company that specialises in quality, health, safety, social and environmental management advice and compliance with over 180 years history in providing independent verification and assurance services. Bureau Veritas has implemented a code of ethics across its business which ensures that all our staff members maintain high standards of integrity and independence. We believe our verification assignment did not raise any conflicts of interest. Our team completing the work has extensive knowledge and experience of conducting verification over sustainability information and systems.

Bureau Veritas UK Ltd

London, April 2016



**BUREAU
VERITAS**



Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

wwf.org.uk