



THAI UNION & WWF

PARTNERSHIP SUMMARY

2014-2018



Mareblu



PROTECTING OUR OCEANS

OUR AMAZING OCEANS

There are so many reasons why we need to keep our oceans healthy. As well as being home to amazing wildlife, our oceans provide food and livelihoods to hundreds of millions of people.

The sea also produces around half of all the oxygen we breathe, not to mention absorbing half of all man-made climate-warming carbon dioxide.

So whether we live near to or far from the oceans, our lives depend on them.

THE SUSTAINABILITY CHALLENGE

Our planet's marine life is in decline. Poor management, destructive practices, illegal activity and climate change are taking a heavy toll.

There is no easy solution to these issues. We are reliant on governments, managers, scientists, the fishing industry and relevant stakeholders to work together. A collaborative approach is the only way to ensure fish stocks can sustainably support the livelihoods of fishing communities and steer us towards oceans that are plentiful and teeming with marine life for everyone to enjoy today, tomorrow and long into the future.

DECLINING STOCK HEALTH

30% of marine fish stocks classified as overfished

POLLUTED OCEANS

8m tonnes of plastic enters the oceans annually

IMPACTS OF FISHING ON WIDER MARINE ENVIRONMENT

Endangered, threatened and protected species are negatively impacted by indiscriminate fishing methods

OUR PARTNERSHIP SOLUTIONS

In 2014, a four-year partnership began between WWF and Thai Union to safeguard the marine environment and drive improvements throughout our seafood supply chains to create a more sustainable future.

The business relies on plentiful supplies of seafood and it's our responsibility to ensure that there is enough fish in the seas for people to enjoy for generations to come. With more than a billion people around the world relying on seafood as their main source of protein – and 250 million people earning a living from fishing – it is essential we take proper care of the oceans and the fish they provide.

KEY AREAS



SUPPLY CHAIN



TRACEABILITY & LEGALITY



ADVOCATING FOR IMPROVEMENT



TRANSPARENCY & ENGAGEMENT



WIDER MARINE CONSERVATION

OBJECTIVES

Increase the level of responsibly sourced fish and reduce the impact of fisheries on the environment

Demonstrate full traceability and supply chain mapping in the fight against illegal and unregulated fishing

Educate and advocate to improve fisheries management and sustainability across the seafood industry

Provide clear communications to retailers, consumers and employees, so that critical aspects of seafood sustainability are understood

Support conservation work to protect the food security and livelihoods of communities that rely on the ocean

SUPPLY CHAIN

Understanding Thai Union's European seafood supply chains and improving their level of sustainability is the foundation of the partnership. WWF assesses and advises Thai Union on the environmental sustainability of its seafood. It does this by completing an annual assessment using information such as vessels, species, catch methods and catch areas. WWF then uses its central database to provide a sustainability assessment from which it is then possible to identify and develop areas for improvement.

Fishery Improvement Projects (FIPs) are a key element of the partnership. They use a collaborative and transparent approach to improve fisheries and fishing practices to meet the standard of the Marine Stewardship Council (MSC). These FIPs aim to ensure that changes are made that will improve the sustainability of the fishery into the future.

CREATING MORE SUSTAINABLE FISHERIES



After a FIP has been completed, the fishery can enter full assessment against the MSC standard and, if successful, products from this fishery will be able to have the MSC ecolabel printed on the packaging.

WWF recognises the MSC standard as the leading programme to ensure wild-caught fisheries are well managed and sustainable. At the moment, only 15% of all seafood caught is MSC-certified, yet consumer demand is growing. By encouraging non-certified fisheries to improve their practices and ultimately meet the MSC's standard, it is possible to increase the number of sustainable fisheries and the overall supply of sustainable seafood in the marketplace. WWF's vision is to double the number of sustainable fisheries by 2030.

ACHIEVEMENTS

4 annual species sustainability assessments and priority exercises completed

THREE FIPs covering over **400,000** tonnes of tuna launched since 2014

OVER NINETY PERCENT of tuna supplied by Thai Union in Europe is now sourced from FIPs or is MSC-certified

939 MSC-CERTIFIED PRODUCTS held by Thai Union in its European seafood range

Thai Union increased the amount of seafood sourced for Europe from MSC-certified fisheries

5% TO 26% IN FOUR YEARS

Thai Union, supported by WWF, published its **first sourcing transparency report** with information on the species used in popular European brands

VESSEL TRANSPARENCY exercise completed in 2015 for WWF's Transparent Seas programme

WHY ARE FISHERY IMPROVEMENT PROJECTS IMPORTANT?

A Fishery Improvement Project, or 'FIP' as it is known, is an initiative that brings together stakeholders to identify environmental challenges in a fishery, develop a plan to address those challenges and then work together to implement the plan.

A critical part of a FIP is to track its performance and report it publicly so that the process is transparent. Guidelines have been established to ensure that FIPs deliver real improvements that meet the ambition of the project.

By supporting FIPs, WWF and Thai Union aim to help conserve marine ecosystems and protect the livelihoods of the millions of people who depend on them. The process of identifying challenges to the long-term sustainability in a fishery, implementing improvements and reporting on results is a significant commitment to protecting our oceans.

THE FIP PROCESS

- 1 SCOPING**

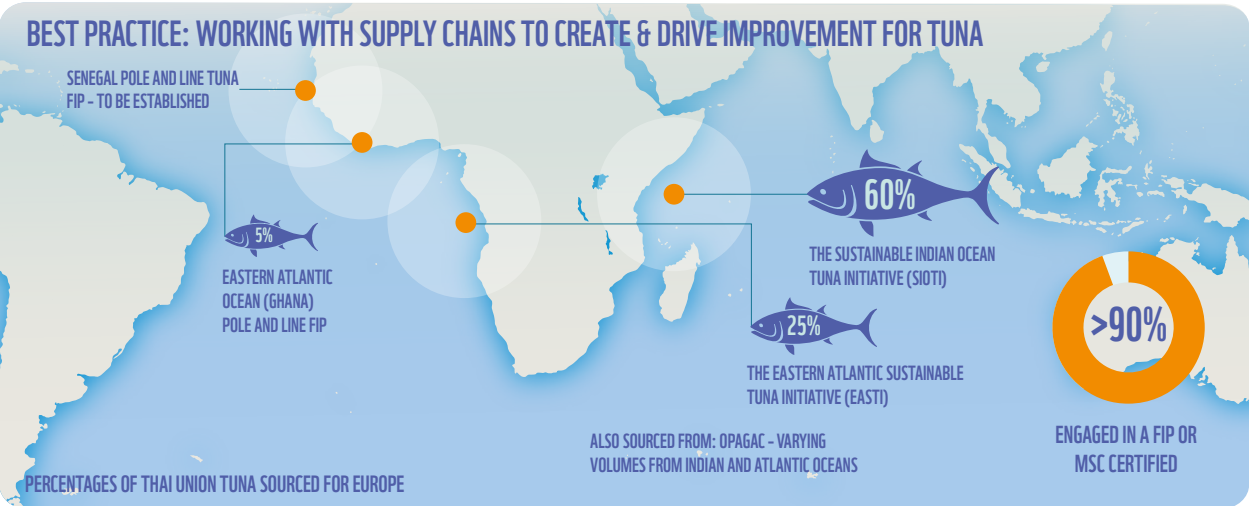
 - MSC pre-assessment
 - Scoping document
 - Stakeholder engagement
 - Sign an MoU
- 2 ACTION PLAN**

 - Action plan development
 - Commercial partnership agreement between FIP participants
 - Action plan approval
- 3 IMPLEMENTATION**

 - Implementation of action plan
 - Tracking system for monitoring and reporting progress of FIP
 - Communicating publicly about the FIP
- 4 CERTIFICATION**

MSC CERTIFICATION

Within 5 years of FIP implementation



TRACEABILITY & LEGALITY

Thai Union implements best practice to shut illegal, unreported, and unregulated (IUU) fishing out of its supply chains and recognises traceability as the backbone of its sustainability strategy. Thai Union is a founding member of the International Seafood Sustainability Foundation (ISSF) and is fully compliant with the ISSF's conservation measures, which include traceability and legality.

IUU fishing is one of the greatest threats to the world's fisheries because it contributes to overfishing, pollution and the killing of endangered species.

The partnership supported Thai Union by commissioning independent risk assessments, which covered aspects of working conditions, traceability and IUU fishing. This approach allows a business to identify areas of higher risk, enabling it to focus its actions to better address potential issues.

Traceability is at the heart of Thai Union's SeaChange® sustainability strategy because it ensures a high level of understanding about where its seafood is sourced.

- Thai Union can trace **100%** of the tuna products it sells back to the fishing vessel that caught them. Its brands operate an online can tracker for consumers to trace their purchase back to the vessel
- In December 2017, Thai Union published its Fishing Vessel Code of Conduct for its suppliers which includes criteria for traceability and legality

ACHIEVEMENTS

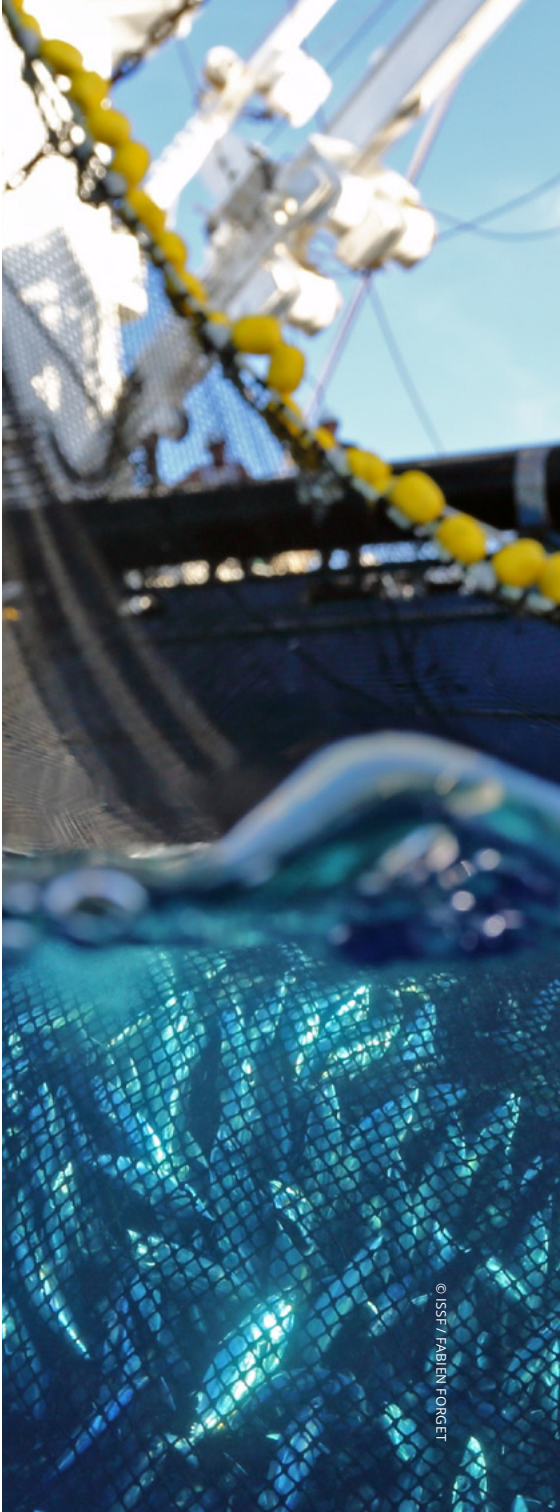
100% of the purse seine vessels that supply the tuna that Thai Union sells in Europe are registered with the **ISSF'S PROACTIVE VESSEL REGISTER**

an online tool allowing vessel owners to identify themselves as participating in meaningful and verifiable sustainable fishing practices



Thai Union is an active member of the **GLOBAL DIALOGUE ON SEAFOOD TRACEABILITY**

TWO EXTENSIVE INDEPENDENT RISK ASSESSMENTS completed by the partnership in 2014 & 2018, covering criteria for IUU fishing, traceability and working conditions



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ADVOCACY

As well as driving improvement in its own supply chains, Thai Union has been working individually and with WWF to influence and engage with key stakeholders, including:

- Governments and authorities, to encourage development and implementation of policies that will deliver sustainable fisheries management
- Retailers and non-governmental organisations (NGOs), to support the aims of the partnership and improvement projects
- Collaborative initiatives such as UN Global Compact and ISSF

TRANSPARENCY & ENGAGEMENT

Our partnership aims not only to transform Thai Union's supply chains in Europe, but also to continue driving the growing sustainability movement in the wider seafood sector. Together Thai Union and WWF have communicated our shared vision for sustainable fisheries to retailers, NGOs, consumers and employees, explaining why we're working together, our ambitions and our achievements. This has included publishing regular retailer updates, an annual progress report and consumer awareness promotions in products and online.

ACHIEVEMENTS

Thai Union has been advocating for

BETTER MANAGEMENT OF FISH AGGREGATION DEVICES (FADS)

a reduction in the number of FADs and now only sources from vessels deploying non-entangling FADs



THAI UNION SUPPORTED WWF'S ADVOCACY FOR MANAGEMENT CHANGES

in the Indian Ocean tuna fisheries, the Atlantic tuna fisheries and the Indian Ocean sardine fishery



The FIPs and their participants, including Thai Union,

ADVOCATED TO THE INDIAN OCEAN TUNA COMMISSION

and the International Commission for the Conservation of Atlantic Tunas on specific conservation measures for tropical tuna, such as harvest control rules, better management of FADs and increased observer coverage



The partnership supported the development of elements of the



RESPONSIBLE SOURCING PROGRAMME

within SeaChange®

ACHIEVEMENTS

4 ANNUAL PROGRESS REPORTS and quarterly stakeholder updates have been published since 2015



Thai Union's policies and those of the partnership are publicly available through Thai Union and WWF websites



Information on each FIP is published on **FISHERYPROGRESS.ORG**



THE PARTNERSHIP PUBLISHED AN INDEPENDENT REPORT



analysing the uses, impacts and benefits of FADs in tuna fisheries

We have engaged Thai Union employees in the UK and France by giving presentations and training about seafood sustainability and the work of the partnership



In the UK in 2018 we published information on

5 MILLION JOHN WEST CANS OF TUNA



to inform consumers about the aims of our partnership and the importance of a sustainable approach to seafood

IN 2018, WWF SPOKE AT A THAI UNION EVENT AT THE EUROPEAN PARLIAMENT IN BRUSSELS

for representatives from the EU, charities, and seafood industry to highlight the importance of seafood sustainability



WIDER MARINE CONSERVATION

CONTRIBUTING TO FISHERIES CONSERVATION IN EAST AFRICA

Thai Union brands John West and Petit Navire have provided crucial funding through the partnership for work to improve the management and use of data on fish catches in coastal communities – including tuna – in Kenya, Tanzania, Mozambique and the South West Indian Ocean.

This is vital to enable the sustainable management of fish stocks locally and, more broadly, of tuna in the Indian Ocean.

Partnership funding has helped to equip local people and governments with the knowledge and tools to manage the fish stocks that they and their families rely on. The funding has ensured that data on specific tuna capture is recorded and submitted to the Indian Ocean Tuna Commission (IOTC). As a result, Tanzania is now compliant with regional tuna management rules.

“IN OUR AREA THIS PROJECT WITH WWF HAS REALLY RAISED THE CAPACITY FOR LOCAL COMMUNITIES TO TAKE BETTER CARE OF THE RESOURCES THEY DEPEND UPON.”

Ahmad Mkali, District Fisheries Officer, Tanzania

“WE HAVE TO LOOK AFTER [THE OCEAN] SO FUTURE GENERATIONS CAN LIVE FROM IT AS WE HAVE. MY SON IS A FISHERMAN AND I WANT MY GRANDSONS TO BE FISHERMEN TOO.”

Salim Ali, fisher, Malindi, Kenya

The work in East Africa has empowered the fishing community and fishery organisations through improving the collection of fishing data to monitor overfishing, running courses in fishery management and creating training aides in local languages. The work will ensure that communities in East Africa are able to protect their local marine resources – an essential source of jobs and food – for generations to come.



ACHIEVEMENTS

300 local government and fisheries management staff in Mozambique, Kenya and Tanzania have been trained to improve fisheries management

111 LANDING SITES  are recording more information to help local communities monitor how many fish they are taking out of the ocean

 Smartphones with bespoke apps for **COLLECTING FISHING DATA** have been distributed to local people

The efforts made by the government, public, Thai Union and WWF have been praised by the **INDIAN OCEAN TUNA COMMISSION** 

PARTNERSHIP AWARDS



WINNER:
Sustainable Supply Chains



GOLD:
Sustainable Supply Chain



SILVER:
Best Environmental or Sustainable Programme



GOLD:
Environmental Best Practice



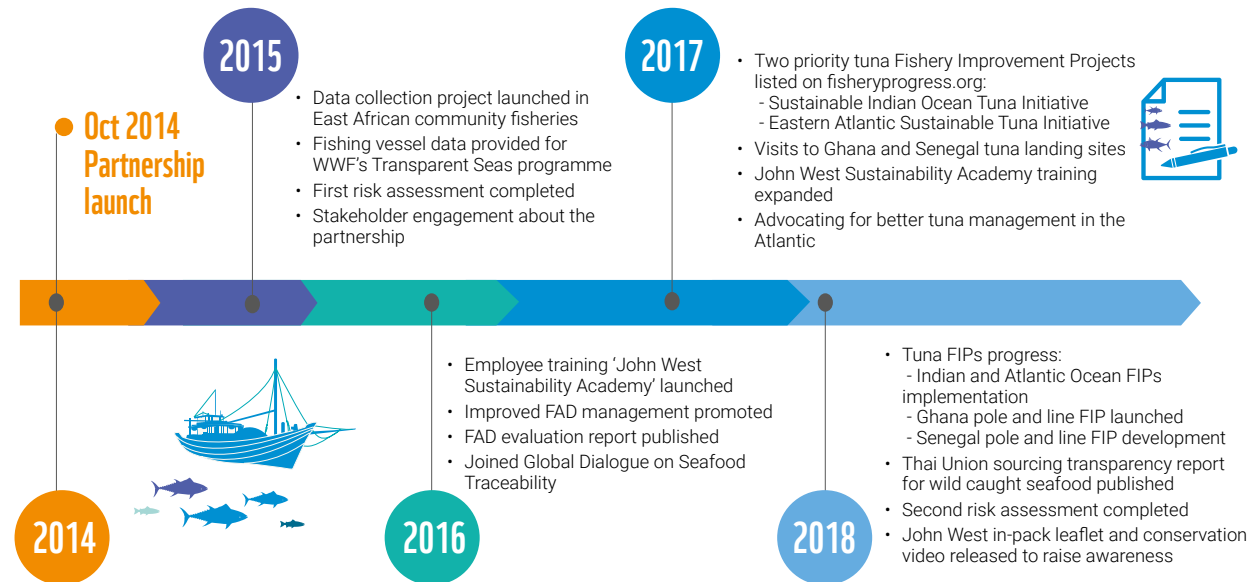
FINALIST:
Corporate Partnership Champion



FINALIST:
Supply Chain Management

PARTNERSHIP SUMMARY

We've made huge progress since we first started working towards our ambitious goals, including:



EACH YEAR

- Assessed Thai Union supply chains
- Supply chain improvement action plan
- Confirmed purse seine supply vessels registered on ISSF PVR
- Partnership audit to verify progress
- Engagement with retailers, suppliers, stakeholders
- Advocacy for sustainable tuna fishing management

WHAT'S NEXT

There is a clear opportunity to build on the work of the last four years. By combining our efforts, WWF and Thai Union will continue to encourage the seafood sector to improve the sustainability of tuna and influence consumer behaviour.

We will continue to:

- Work with stakeholders to support the established FIPs and also develop new FIPs that will ensure healthy stocks, reduced impact on ecosystems and good management. WWF's vision is to double the number of sustainable fisheries by 2030 and FIPs will play a crucial role
- Advocate for better regulations that will deliver sustainable tuna fisheries

Thai Union will continue to deliver against its commitments in the global SeaChange® sustainability strategy:

- Source 75% of its branded tuna from fisheries that are either MSC-certified or engaged in FIPs to move them towards MSC certification by 2020
- Ensure 100% of its branded packaging is reusable, recyclable or compostable by 2025
- Reduce water consumption in its plants around the world by 20%
- Reduce greenhouse gas (GHG) emissions by 30% between 2016 and 2020
- Continue to ensure the safety of everyone at its sites around the world
- Reduce waste sent to landfills by 20%
- Work to ensure safer, cleaner oceans by driving economically viable and sustainable solutions to the problem of ghost fishing gear and marine litter globally

For more information please visit seachangesustainability.org

2x

the number of sustainable fisheries by 2030

75%

of Thai Union branded tuna sourced from MSC certified fisheries by 2020

100%

packaging to be reusable, recyclable or compostable by 2025

20%

reduction of water use in Thai Union plants

30%

reduction of greenhouse gas emissions between 2016 and 2020

"The foundation has been laid and now's the time to build on the work we've done together to truly change and improve the health of our oceans."

Paul Reenan
Regional President
Thai Union Europe

WWF is one of the world's largest and most respected independent conservation organisations. We're active in nearly 100 countries, where we're working to protect wildlife and habitats, and to tackle the biggest drivers of biodiversity loss such as climate change and our food system. We influence governments as they make the most important environmental decisions and work with businesses to improve the way they use natural resources.

www.wwf.org.uk

Thai Union Group PCL (Thai Union) is the owner of several prominent European seafood brands. These brands include John West, Petit Navire, Parmentier, Hawesta, Lysell and Mareblu. Thai Union also owns King Oscar in Norway and holds a majority share of Rügen Fisch AG in Germany. Thai Union's operations include commercial entities and production sites in several countries including France, Portugal, Ireland, the Netherlands, Italy and the UK.

www.thaiunion.com

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