

Annual Report 2019

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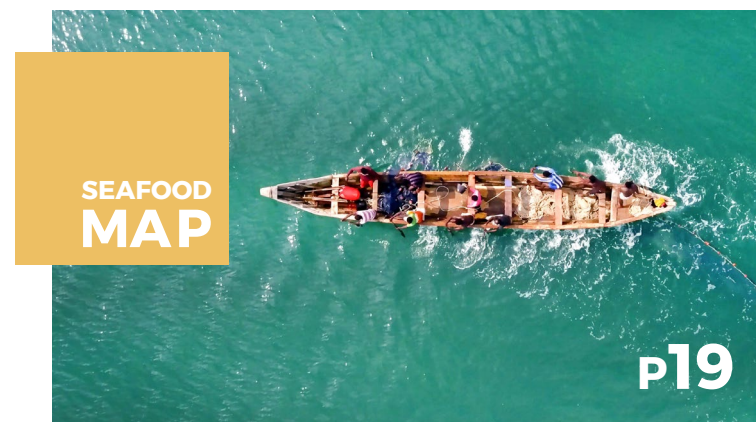


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A word from the Global Sustainable Seafood Initiative Steering Board Chair: Bill DiMento

In 2019, the Global Sustainable Seafood Initiative (GSSI) solidified its value for the GSSI Partners and the seafood industry, strongly anchoring its position as the point of reference for credible seafood certification, and utilizing its unique Global Partnership to further align our collective efforts and resources to address the seafood sustainability challenges we all face.

The GSSI Global Partnership continues to grow and expand its global reach: 17 partners have joined GSSI in 2019. With over 90 leading seafood organizations from around the world, GSSI is truly global. We are especially pleased to welcome China Aquatic Products

Processing and Marketing Alliance (CAPPMA) as an Affiliated Partner. With CAPPMA, the GSSI Global Partnership now has a direct connection with the Chinese seafood industry and we look forward to working together on the collective journey towards more sustainable seafood for all.

GSSI's Partners are what makes GSSI unique; they are the foundation of GSSI's resources, credibility and impact. Together they shape the strategies and the policies of our flagship Global Benchmark Tool to ensure confidence in seafood certification globally.

The Global Benchmark Tool is the solution the sector needed to deliver confidence, clarity and choice in seafood certifications. Not only has GSSI delivered a credible solution, the Tool now serves as a global reference point with nine certification schemes having achieved formal recognition. To ensure we can continue to deliver on our mission efficiently and effectively, GSSI is continuously working to improve and

has started the first revision of its Global Benchmark Tool.

2019 was also a year of program development for GSSI.

GSSI Partners came together in the Netherlands for the first bi-annual GSSI Partners Meeting to inform and identify the next focus areas for GSSI. Building on the successful model of its Global Benchmark Tool, GSSI will expand its work and tackle the challenges the industry faces in delivering and ensuring socially responsible seafood, a logical and much needed next step. GSSI will not do this alone but will work together with The Consumer Goods Forum's (CGF) Sustainable Supply Chain Initiative (SSCI) and IDH, The Sustainable Trade Initiative (IDH) to develop benchmark criteria specific to both at-sea operations and aquaculture, which will ultimately promote good social practices in our global supply chains.

The launch of the Seafood MAP project after three years of scoping will provide a new tool and a clear path toward

certification to non-certified seafood producers, including small-scale fishing and farming communities, to become more sustainable in emerging markets. With the support of FAO, IDH, UNIDO and the GSSI Partners, the program will develop a joint roadmap and common language based on the UN Sustainable Development Goals and FAO Guidelines, while supporting local priorities. Providing a pathway to accelerate seafood sustainability development globally supporting all of the successfully benchmarked certification schemes.

All these projects provide global solutions to address the complex sustainability challenges our industry faces everyday. These challenges are too big for one company or organization to tackle, and that's where the value of the GSSI Global Partnership comes in. **The variety of profiles and experiences of all the GSSI Partners is now more relevant than ever,** and I would like to encourage any organization or company to join our efforts. Let's make more sustainable seafood for everyone together!



A word: Herman Wisse, GSSI Executive Director

international expertise from different backgrounds. In 2019 GSSI's Global Partnership continued to grow and expand its reach into new countries, with 17 Partners joining.

2019 was a year of great progress for GSSI and represents the next step in GSSI's journey towards more sustainable seafood for everyone. Building on the success of our Global Benchmark Tool, our Partners now have **the ability to drive forward broader seafood sustainability challenges**, including social responsibility and seafood sustainable development pathways for emerging markets and small-scale fisheries and aquaculture.

In May 2019, we brought together our Partners in The Netherlands for the first bi-annual GSSI Partners Meeting. Thirty partner organizations joined us to review GSSI's strategy, provide input on GSSI's different programs and to help define GSSI's priorities. We launched the first review process of our Global Benchmark Tool; finalized a workplan

for our collaboration with the Consumer Goods Forum's (CGF) Sustainable Supply Chain Initiative (SSCI) to develop a seafood-specific social benchmark tool; and entered a partnership with IDH, The Sustainable Trade Initiative (IDH) to deliver the Seafood MAP proof-of-concept in 2020, after a three-year scoping phase. To support all of this important work, the GSSI Secretariat expended its capacity to a team of six.

The impact and value of GSSI's Global Partnership is internationally recognized.

In 2019 GSSI was invited to speak at various high-level events, including China, Ecuador, Japan, Spain and the US, further strengthening our global recognition. On the invitation of FAO, GSSI organized a two-day expert consultative workshop on the sustainability challenges of non-certified seafood at FAO headquarters in Rome. More than 30 experts from around the world participated and the outcomes provided key inputs for GSSI's Seafood MAP

program. Financial support from FAO, IDH, and the United Nations Industrial Development Organization (UNIDO) to GSSI's different work programs is a further affirmation of the relevance of GSSI's Global Partnership worldwide.

The GSSI Team is honored to support the GSSI Partnership in its important work and is looking forward to continuing to advance the global sustainable seafood agenda together and realize our vision: more sustainable seafood for everyone.

In 2013, when we launched GSSI, the idea was simple: to develop a global benchmark to provide clarity and ensure confidence in certified seafood. After almost seven years **we can proudly conclude the GSSI Global Benchmark Tool has become the norm within the seafood industry**, with nine international seafood certification schemes formally recognized by GSSI in 2019.

At the same time, GSSI's Global Partnership has grown into a unique precompetitive platform with representatives from across the full seafood value chain, NGO's and the FAO, bringing together regional and

GSSI in numbers

100

stakeholders are part of the GSSI
Global Partnership

17

new Partners joined GSSI

9

GSSI **recognized certification
schemes**

30

experts from across governments,
international organizations, NGOs and
the seafood industry were in Rome to
design the future **Seafood MAP project**

5

SDGs: GSSI's projects directly
contribute to **five UN Sustainable
Development Goals** (SDG2, SDG8,
SDG12, SDG14 and SDG17)

14

events were attended by the GSSI
Secretariat **around the world**



■ The GSSI Global Partnership

Together working towards more sustainable seafood

The GSSI Global Partnership is a public-private partnership, which has been established to tackle the sustainability challenges facing the seafood industry.

In a very fragmented sector, the partnership is a unique precompetitive platform to **align global efforts** and resources to **address seafood sustainability challenges**, to share knowledge around seafood certification and to work towards more sustainable seafood for everyone.

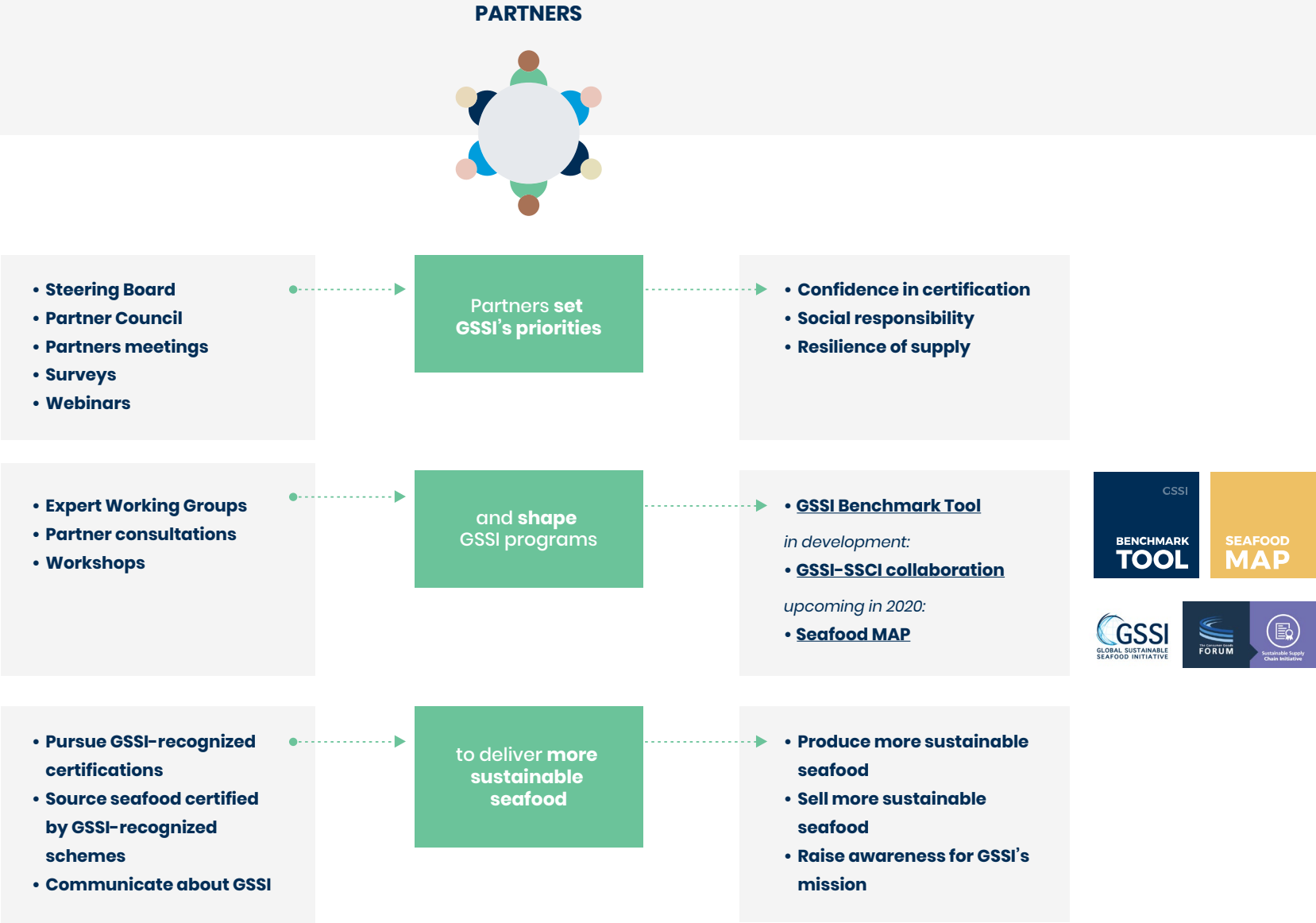
With 90+ global stakeholders, all of the seafood value chain is represented:

- the private sector, including
 - five of the 10 largest food retailers
 - five of the 10 largest seafood companies, harvesters, and producers
- non-governmental organizations
- international organizations
- governments and intergovernmental organizations, including the FAO

How GSSI works

Driven by partnership

Partners are at the foundation of GSSI success: not only do they provide financial support to GSSI, they are also involved in GSSI program development and they are consulted on a regular basis to drive GSSI's priorities and agenda.



A global reach

Since 2013, GSSI Global Partnership keeps growing and expanding its global reach, with 24 countries represented by Funding and Affiliated Partners.

• 78 Funding Partners



• 9 Recognized Schemes



• 13 Affiliated Partners



Seventeen new Partners

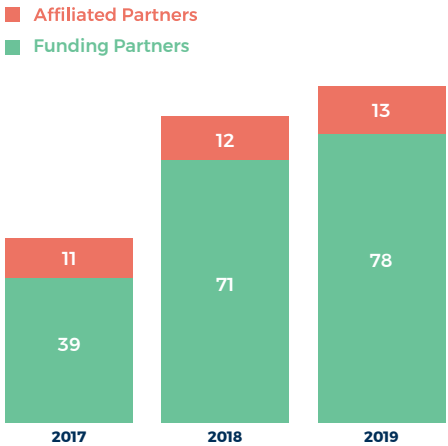
In 2019, **we welcomed 16 Funding Partners and 1 Affiliate Partner from across the seafood value chain:** Trapananda, Seaborn, CGC Group, BJs, Tampa Maid Foods, Multiexport Foods, Charoen Pokphand Foods, Publix, Mark Foods, Raw Seafood, Seattle Schrimp & Seafood, BluGlacier, Bremnes Seashore, Advanced Fresh Concepts Franchise Corp, Southwind Foods and Lerøy Seafood Group.

One Affiliated Partner joined the GSSI Partnership: China Aquatic Products Processing and Marketing Alliance. CAPPMA is a national non-profit industrial organization dedicated to improving the business operations of its 1,800 members from across the seafood value chain in China. As one of the largest seafood producers and consumers in the world, China is a critical player in the journey towards more sustainable seafood for all. This new partnership is an important milestone for GSSI to connect the Chinese seafood industry with our global stakeholders to provide environmentally and socially responsible seafood to the seafood value chain and consumers worldwide.

“By joining the GSSI Partnership, CAPPMA has the opportunity to collaborate with and learn from global stakeholders in promoting and advancing seafood sustainability. We look forward to leveraging GSSI’s Global Benchmark Tool and global partnership to support and promote responsible fisheries and aquaculture development in our region.”

Dr. Cui He, President, CAPPMA

GSSI Partnership growth



GSSI Partnership numbers

9
recognized
schemes

91
Partners

24
countries

5
continents

GSSI collaboration in action

The first GSSI Partners Meeting

In May 2019, 36 participants from 30 GSSI Partners and organizations, representing 14 countries and four continents, came together in Amsterdam, The Netherlands to shape the future of GSSI and to provide input into GSSI's strategic planning. The event also provided participants with an opportunity to learn more about GSSI projects and have an opportunity to network.

*"The GSSI Partners Meeting was a great event. **It was really geared for all stakeholders, well scheduled and made a great use of my time.** I would highly recommend for all partners to attend to help recalibrate on the sustainability issues and to understand where to focus their efforts."*

Scott Williams, VP Own Brands & Quality, BJ's Wholesale Club

*"GSSI is the **largest seafood organization** with a **global membership** made up of leading seafood industry, non-profit and, through FAO, public organizations. That is why IDH has partnered with GSSI to develop the Seafood MAP to improve seafood sustainability globally. The GSSI Partners Meeting clearly showed the power of GSSI's membership base and **allowed partners to contribute to the design of the framework** reflecting the ambition and reality of the sector."*

Flavio Corsin, Aquaculture Director, IDH, the Sustainable Trade Initiative

Building a level playing field globally

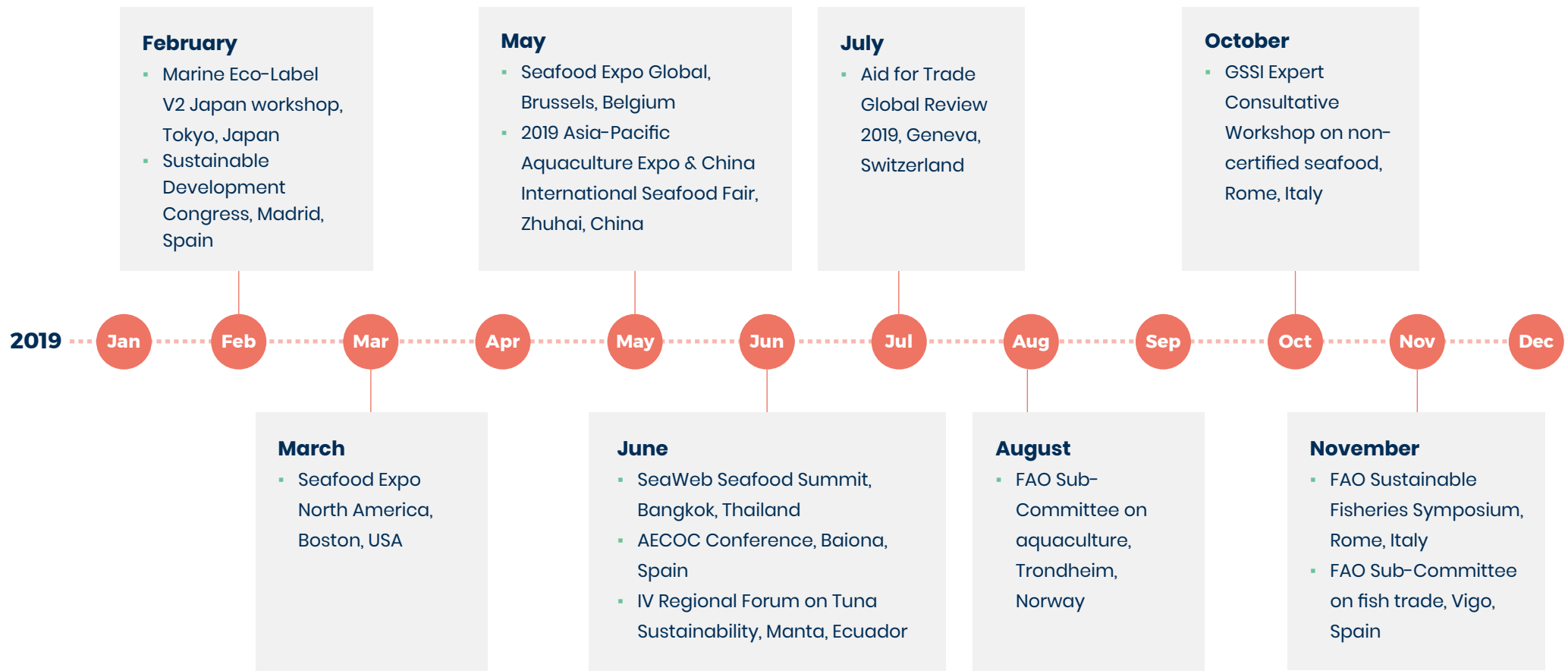
Seven years after GSSI was established, it is internationally recognized for its expertise. On behalf of the GSSI Global Partnership, GSSI is regularly invited to events, conferences and workshops around the world to **raise awareness** about the importance of seafood certification, to **promote improvement**

in seafood certification schemes and to showcase the **knowledge-sharing** platform that is GSSI and its benchmarking activities.

These events play an important role in allowing the GSSI Secretariat to educate about GSSI's mission, to strengthen

the GSSI Global Partnership and to work together to **advance the global sustainable seafood agenda**.

In 2019, the GSSI Secretariat attended the following events:



BENCHMARK TOOL



■ The GSSI Global Benchmark Tool

Delivering confidence in certified seafood

The **GSSI Global Benchmark Tool** is **widely recognized as the norm** for seafood certifications and plays a leading role in creating global alignment in seafood certification.

The Tool **provides confidence in certified seafood** and promotes improvement in seafood certification schemes by

recognizing certification schemes, which are in alignment with the FAO Guidelines.

Many leading global organizations use GSSI-recognized schemes as a foundation for their sourcing policies.

Nine GSSI recognized certifications

In 2019, two new Scheme Owners were benchmarked against the GSSI Global Benchmark Tool and have achieved recognition by GSSI: Bord Iascaigh Mhara (BIM), in February, and Marine Eco-Label Japan (MEL) V2, in December.

In total, there are 9 GSSI recognized certification schemes.



Bord Iascaigh Mhara (BIM)

"Today marks an important step for Ireland's seafood sector and for the Irish aquaculture industry. The endorsement of our Certified Quality Aquaculture scheme by GSSI, makes it one of four global aquaculture schemes that has achieved this standard for sustainable seafood. Global standards are vital to help customers worldwide identify sustainable seafood, to ensure transparency, and to help raise standards. We are increasingly operating in a global marketplace. GSSI recognition strengthens Ireland's reputation as a leading producer of sustainable seafood," said **Jim O'Toole**, CEO Bord Iascaigh Mhara (BIM), Ireland's Seafood Development Agency.

Marine Eco-Label Japan (MEL) V2

"Today marks an important step for Japan's seafood sector and for the Japanese aquaculture and fisheries industry. Since February 2017, the MEL Council, in collaboration with Japanese stakeholders, has continuously improved our scheme governance and operational management to harmonize Japan's rich diversity of nature, culture and fishing industries with the FAO guidelines as outlined in the GSSI Benchmark Tool," said **Naoya Kakizoe**, President, MEL Council.

About GSSI recognition



The GSSI Global Benchmark Tool is based on **internationally accepted reference documents from FAO**



Rigorous and transparent
framework

GSSI recognized certifications have proved to be in alignment with all of the relevant 186 GSSI Essential Components and are thus aligned with the **Code of Conduct for Responsible Fisheries (CCRF)**, the **Guidelines for the Ecolabelling of Fish and Fishery Products from Marine/Inland Capture Fisheries** and the **Technical Guidelines on Aquaculture Certification**.

The GSSI Benchmark Report also shows the Supplementary Components found to be 'in alignment' for each scheme. Supplementary Components are meant to highlight the diverse approach of the scheme and help stakeholders understand where differences exist in the approach between the schemes. Alignment with Supplementary Components is not required for GSSI recognition.

About GSSI benchmark components

*The GSSI **Essential Components** are grounded in the CCRF and FAO Guidelines. These are the full range of criteria, which a scheme needs to meet to be recognized by GSSI.*

*The GSSI **Supplementary Components** are defined by the GSSI Expert Working Groups and grounded in the CCRF and related FAO documents, ISO normative standards and ISEAL codes. Their purpose is to outline the status of existing practices in seafood certification and they can be built on going forward. A rationale for each GSSI Supplementary Component explains its value to both schemes and stakeholders. The Benchmark Process will verify if a seafood certification scheme meets GSSI Supplementary Components. Meeting GSSI Supplementary Components is not required for GSSI Recognition.*

GSSI Benchmark Process, ensuring continued alignment

Five MOCA processes

The Monitoring of Continued Alignment (MOCA) process ensures GSSI recognized certifications continue to be in alignment with the Components of the GSSI Global Benchmark Tool.

In 2019, five MOCA processes took place for the following Scheme Owners:

- Marine Stewardship Council (MSC), in March 2019;
- Alaska Responsible Fisheries Management (RFM) Certification Program, in March 2019;
- Best Aquaculture Practices (BAP) Certification, in April 2019;
- Iceland Responsible Fisheries Management (IRFM) Certification Program, in May 2019;
- GLOBALG.A.P. Aquaculture Certification System, in July 2019.

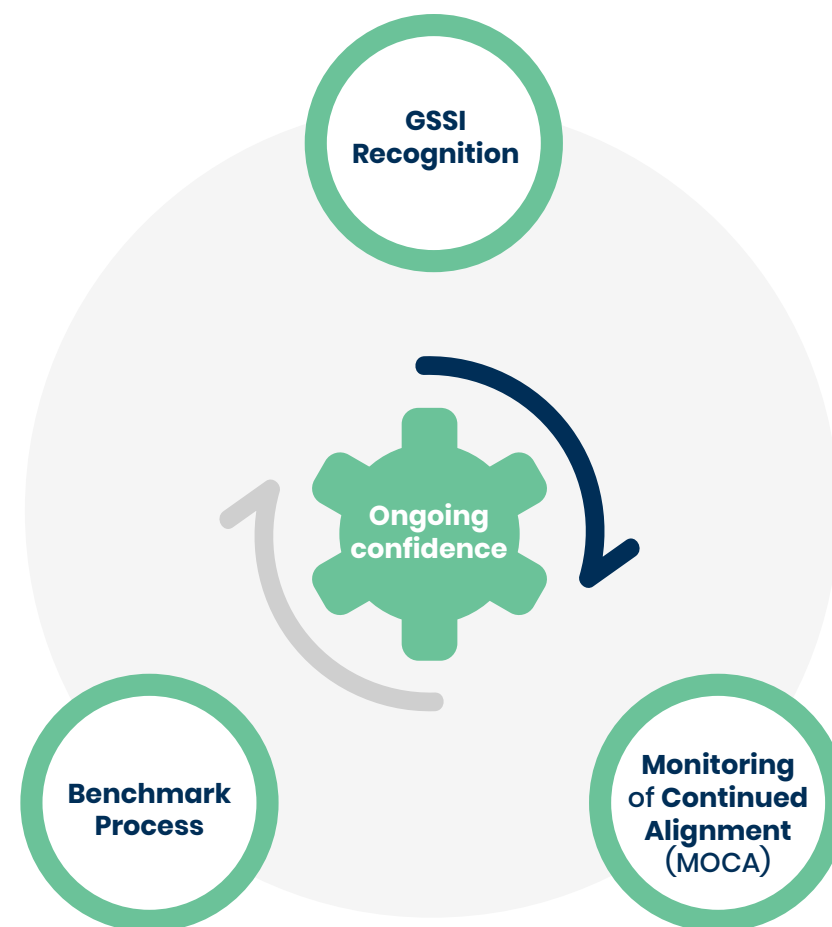
What is a MOCA?

The MOCA process is carried out on a three-year cycle – alternating with the full benchmark review.

The process is focused on:

- Verification of continued evidence of implementation;
- Identification of substantive changes in the reference documents since initial recognition, to determine continued alignment with all Essential Components of the Benchmark Tool.

The process starts with a Self-Assessment by the Scheme Owner, indicating any changes in scheme governance, scheme management or the standard itself. Following the Self-Assessment, the Independent Expert (IE) conduct a Desktop Review. In the case that the IEs recommend the continued recognition of the Scheme Owner, their conclusions are presented to the Benchmark Committee (BC) members for review. If the recommendation is supported by the Benchmark Committee, a notification is sent to the Board and a public announcement is made.



Towards the GSSI Global Benchmark Tool v2.0

At the launch of the Global Benchmark Tool in October 2015, it was agreed that the Tool would be reviewed every three years. Planning for the review began in October 2018, with the process kick-started in January 2019.

This first review aims to update and to simplify the Global Benchmark Tool while maintaining the benchmark rigor and the Tool's alignment with the FAO guidelines.

The launch of the GSSI Global Benchmark Tool v2.0 is expected during the first quarter of 2021.

Progress to date

- **In February 2019**
a survey was sent to the GSSI Global Benchmark Tool users, including Scheme Owners, IEs and BC members, to obtain their input on the practical applicability of the Benchmark Tool.

- **In May**
the GSSI Partners provided input for the development of the GSSI Global Benchmark V2.0 as part of the panel session "Kick-Off Benchmark Tool Revision", which took place during the GSSI Partners Meeting in May 2019.
- Following the GSSI Partners Meeting, GSSI launched a 30-day public consultation to review the Global Benchmark Tool and support the development of version 2.0 of the Tool.
- **In June 2019**
three Expert Working Groups (EWGs) were appointed by the GSSI Steering Board to conduct a comprehensive and impartial review process and develop version 2.0 of the Global Benchmark Framework: Governance & Scheme Management EWG, Aquaculture EWG and Fisheries EWG.
- **From July till December 2019**
a series of online EWG meetings were conducted to draft the GSSI Global Benchmark Framework v2.0.

Next steps

In 2020, GSSI will launch a public consultation to review the first draft of the GSSI Global Benchmark Framework v2.0. Following the consultation period, EWGs will carefully consider the comments received before submitting a finalized Benchmark Framework for approval to the GSSI Steering Board.

Scope of the Global Benchmark Tool Review

- Improvement of benchmark component language;
- Reduction of the number of components to reduce complexity while maintaining the benchmark standard; and
- Inclusion of new FAO guidelines as supplementary components.





■ GSSI-SSCI Collaboration for social responsibility in seafood value chains

In 2018, GSSI and the Sustainable Supply Chain Initiative (SSCI) of The Consumer Goods Forum (CGF) agreed to cooperate and align on their benchmarking activities in order to develop a seafood-specific social compliance benchmark tool.

Greater impact

The GSSI and SSCI benchmark tools have the same value proposition: providing the industry with access to a list of credible and robust auditing and certification programs. By joining forces, GSSI and the CGF will have a greater impact within the industry and help drive market alignment on sustainable seafood production and sourcing worldwide.

Addressing social issues in the seafood value chain

Great progress has been made globally to ensure seafood is produced and traded in an environmentally-sustainable manner, while the promotion of social sustainability in seafood value chains has been much slower. The need to address critical social labour issues in the seafood industry is now widely understood and acknowledged.

By joining forces, GSSI and CGF are in a unique position to achieve greater impact within the industry, to avoid duplication of work and to align environmental, social and food safety benchmarks for independent third-party schemes. Building on the success of the GSSI Global Benchmark Tool, the joint development of the SSCI benchmark tool will allow the seafood industry to have access to a list of recognized social compliance schemes operating in the seafood sector.

The seafood-specific social benchmark criteria will consider the specificities of the seafood sector and the special

nature of work in food harvesting. The criteria are underpinned by the International Labour Organization (ILO) Conventions and Recommendations, the UN Guiding Principles, and aligned with the CGF's Priority Industry Principles on Forced Labour.

The objective is to finalize the development of the benchmark criteria for social compliance in 2020 for a launch in early 2021.

For fisheries, a joint GSSI-SSCI Technical Working Group (TWG) will develop the draft Framework of the At-Sea Operations Scope. In parallel an SSCI TWG will develop the draft Framework for a Primary Production Scope.

For aquaculture, the joint development process will include an in-depth review of the applicability of the Primary Production Scope by a Joint Aquaculture Review Panel. In case the Panel concludes the Primary Production Scope cannot adequately apply to aquaculture, a separate scope for aquaculture production will be developed within the SSCI Benchmark Tool.

Progress to date

- **In March 2019**
a panel discussion on Social Sustainability in Fisheries Value Chains was held during the Seafood Expo North America in Boston, USA to highlight the recent GSSI/CGF collaboration and its progress. GSSI and SSCI were joined by industry experts from across the supply chain and FAO to discuss the role of international instruments and the importance of multi-stakeholder collaboration in safeguarding human rights throughout seafood value chains.
- **In October 2019**
a cooperation agreement was signed with CGF and IDH to share the costs for the development of the seafood specific scopes of the SSCI benchmark tool.
- **In December 2019**
the development of both the At-Sea Operations Scope (Capture Fisheries) and of Primary Production (Aquaculture) started. Both scopes

are developed by a Technical Working Group (TWG). The TWG's consist of GSSI Partners and CGF Members. They develop the criteria for the scopes. This includes both scheme management and social compliance criteria.

At-Sea Operation – TWG members

- Alex Eyfjord Fridriksson, BRIM
- Elena Finkbeiner, Conservation International
- Steve Fisher, Sea Delight
- Ernesto Godelman, CeDePesca
- Anne Vanderhoeven, Arctic Storm Management Group
- Yumie Kawashima, AEON
- Prad Kerdpaioj, Thai Union
- Mike Kraft, Bumble Bee Seafoods
- Audun Lem, FAO
- Stefanie Moreland, Trident Seafoods
- Ashton Meier, Pacific Seafood
- Sevaly Sen, Fisheries Research and Development Corporation

SEAFOOD MAP



- **Seafood MAP**
to unlock the potential of
non-certified fisheries and
aquaculture

Seafood MAP – **M**easuring and **A**ccelerating **P**erformance of global **s**eafood supply – is a new market and investment-based program by GSSI and IDH, the Sustainable Trade Initiative.

Seafood MAP supports non-certified local seafood producers and markets to become more sustainable and helps markets to supply more sustainable seafood.

Three years of scoping phase

In 2017, GSSI and IDH partnered in a strategic scoping to explore the potential role of the GSSI Partnership in addressing broader seafood sustainability issues and deliver on its vision of more sustainable seafood for everyone.

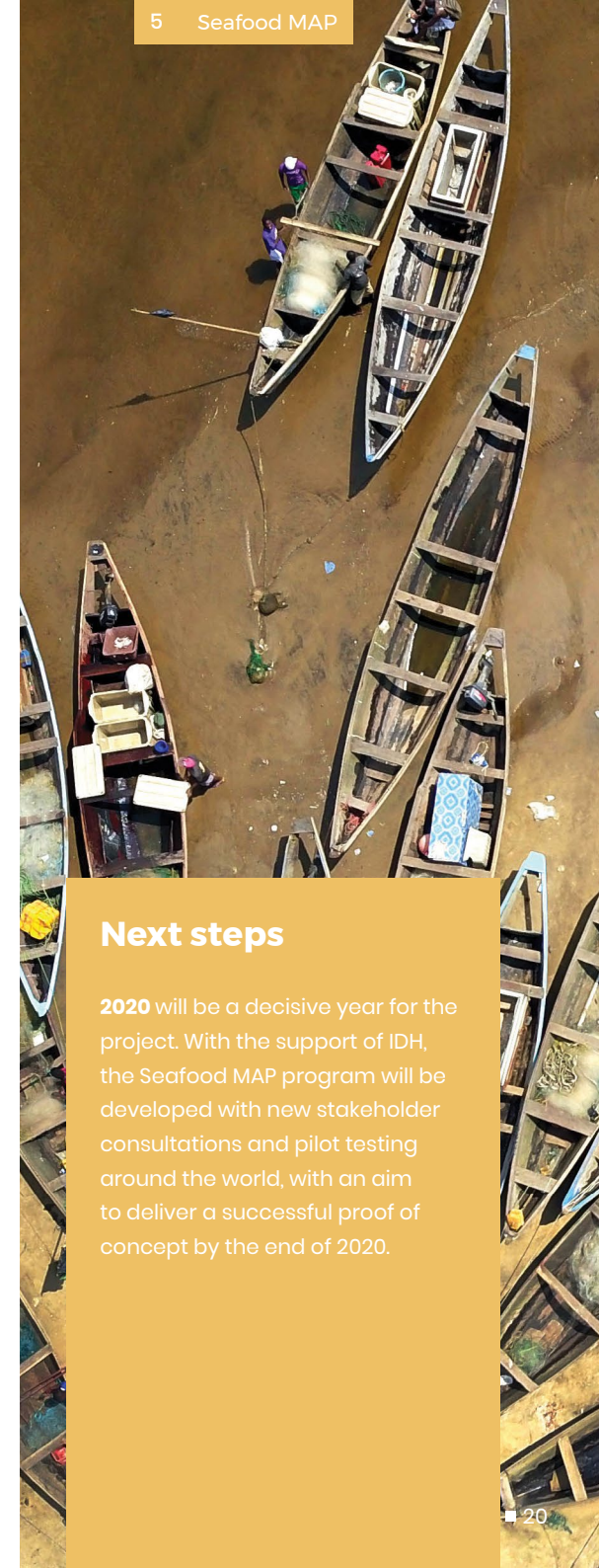
Following the outcomes of the Strategic Scoping Study, in 2018, GSSI conducted a survey across its Partnership to further inform GSSI's strategic direction. The GSSI Partners clearly indicated they saw an important role for GSSI in helping to tackle the sector's sustainability challenges. Resilience of supply - including overfishing - was identified by the respondents as the biggest sustainability risk and the main sustainability issue that could materially affect businesses.

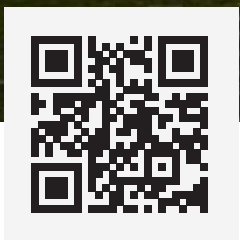
In 2019, after many fruitful consultations with our Partners and relevant stakeholders, the Seafood MAP concept was developed:

- **In January**
FAO recruited MRAG Americas to conduct a study and produce a report titled: "Promoting Sustainable Seafood Production and Trade: Global Sustainable Seafood Initiative (GSSI) and Beyond". A key focus area of the report was around a feasibility study and conceptualization of a new GSSI program, inspired by the Global Food Safety Initiative (GFSI) Global Markets Program.
- **In March**
the GSSI Steering Board decided to further develop the Seafood MAP concept following the initial feasibility study conducted by FAO. IDH and the United Nations Industrial Development Organisation (UNIDO) provided additional resource support during this conceptualization phase.
- **In April**
GSSI and MRAG Americas held in-person meetings with UNIDO officers in Vienna, Austria and with FAO officers in Rome, Italy. Both UNIDO and FAO supported the initiative.
- **In May**
the initial concept was presented to and discussed with GSSI Partners during the Partners Meeting in Amsterdam, The Netherlands. Partner input was integrated in the further scoping of the concept.
- **In June**
the Seafood MAP concept was introduced to the public during a panel on "GSSI: Benchmarking and Beyond" at the SeaWeb Seafood Summit, in Bangkok, Thailand.
- **In October**
GSSI was invited to Rome by the FAO to organize a two-day workshop bringing together 30 experts from across governments, international organizations, NGOs and the seafood industry. Identifying seafood sustainability challenges and solutions for the significant proportion of global seafood production not currently linked to a sustainability indicator were included on the agenda.
- **In November**
the GSSI Steering Board approved the Seafood MAP concept and agreed on the development of a proof of concept in 2020.

Next steps

2020 will be a decisive year for the project. With the support of IDH, the Seafood MAP program will be developed with new stakeholder consultations and pilot testing around the world, with an aim to deliver a successful proof of concept by the end of 2020.







■ A close partnership with FAO

Aligning global efforts and resources to contribute to the UN SDGs.

Since GSSI was established in 2013, GSSI and the Food and Agricultural Organisation of the United Nations (FAO) have developed a unique relationship. FAO is one of the founding partners of GSSI, and the FAO Guidelines and International Instruments are at the heart of GSSI's work.

Working in close partnership with FAO and its member states, GSSI has aligned its global efforts and resources to contribute to the UN Sustainable Development Goals (SDG).

GSSI's contribution to the SDGs



SDG 2 **Zero Hunger**

End hunger, achieve food security and improve nutrition and promote sustainable agriculture through the recognition of credible aquaculture certification schemes, which align with the FAO Technical Guidelines for Aquaculture Certification.



SDG 8 **Decent Work and Economic Growth**

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all by developing a seafood-specific social compliance benchmark tool with the SCCI.



SDG 12 **Sustainable Consumption and Production**

Ensure sustainable consumption and production patterns by providing confidence in certified seafood and promoting improvement of certification schemes.



SDG 14 **Life below Water**

Conserve and sustainably use the oceans, seas and marine resources for sustainable development by recognizing and promoting credible seafood certification schemes, which align with the FAO Ecolabelling Guidelines. In 2017, during the UN Ocean Conference, which took place in New York, GSSI was identified as a key partnership to deliver SDG 14.



SDG 17 **Partnerships for the Goals**

Strengthen the means of implementation and revitalize the global partnership for sustainable development by driving global seafood sustainability forward through a global public-private partnership of 90+ stakeholders.

Working together to promote the uptake of FAO Guidelines and International Instruments

In 2019, GSSI worked closely together with FAO to promote the uptake of FAO Guidelines and International Instruments by sharing its expertise in workshops and panel discussions globally and ensured the FAO member states continued to be informed about GSSI's progress through the official Committee on Fisheries (COFI) Sub-Committee meetings:

- **In May**

GSSI participated in an international workshop on “Chinese Seafood Sustainability Standard of Responsible Fisheries” hosted by CAPPMA and FAO in Zhuhai, China. The workshop explored how certifications and standards can help accelerate emerging sustainable seafood developments in China. In this context, GSSI shared the importance of developing credible certification schemes and how its Global Benchmark Tool can be used to ensure confidence in certified seafood.

- **In August and in November**

GSSI was invited to the FAO Sub-Committee on aquaculture in Trondheim, Norway and to the FAO Sub-Committee on fish trade in Vigo, Spain as an observer. In both meetings, GSSI informed FAO member states on ongoing benchmarking initiatives as well as new areas of work that will continue to ensure the operationalization of FAO codes and guidelines and further strengthen GSSI's relation with FAO.

- **In October**

FAO invited GSSI to organize a workshop in Rome, Italy: “*GSSI Expert Consultative Workshop on Non-Certified Seafood*”. The workshop had three objectives: discussing the challenges in scaling and accelerating sustainability improvements in non-certified seafood in the current context; identifying potential solutions that address those

identified challenges; and assessing the potential of public-private collaborations in this context. It was essential to further develop Seafood MAP.

- **In November**

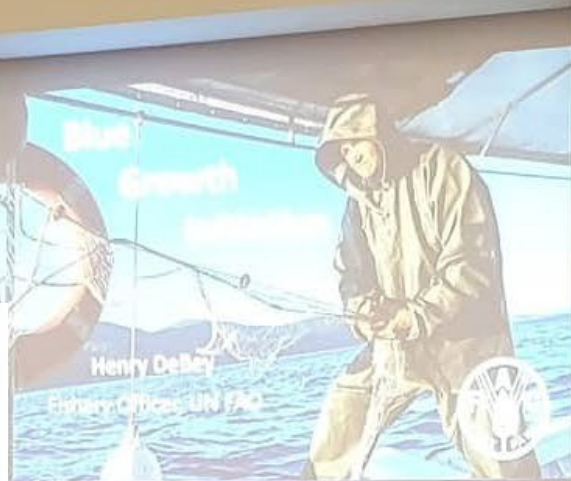
the GSSI Secretariat was present at the FAO Sustainable Fisheries Symposium held in Rome, Italy. The event gathered around 1000 participants from academia, the private sector, government, international organizations, civil society and NGOs, from around 100 countries. The main objective was to develop a new vision for fisheries' sustainability in the context of the 2030 Agenda for Sustainable Development and to promote strategies and supportive policies.



A GSSI workshop in Rome

“FAO’s engagement with GSSI began with two objectives. The first was to promote the uptake of FAO guidelines and international instruments. The Global Benchmark Tool successfully met this first objective. The second was to offer developing countries a path towards more sustainable seafood value chains. For this purpose, GSSI hosted a workshop at the FAO Headquarters. **It was a great success and helped shape the Seafood MAP program.** FAO is looking forward to continue working with GSSI on both objectives.”

Dr. Audun Lem Deputy Director of the Policy and Resources Division in the Fisheries and Aquaculture Department, FAO



■ Communication

Communication is one of the GSSI's key strategic focus areas for the period 2018 – 2020. In 2018, a communication strategy was developed and a Steering Board Communications Working Group was appointed. In 2019 the work focused on refreshing GSSI's house style and website, providing a clear and consistent structure for GSSI's communications moving forward.

In May, during the Partners Meeting, GSSI launched a [new website](#) and a [short film](#) on the value of GSSI for the seafood sector. We have received a lot of positive feedback.

The redesign of [ourgssi.org](#) has three main objectives:

- Creating a media centre to showcase all GSSI's activities and milestones;
- Highlighting the diversity of the GSSI Partnership with an interactive global network map;
- Enhancing the resources section for the Partners.

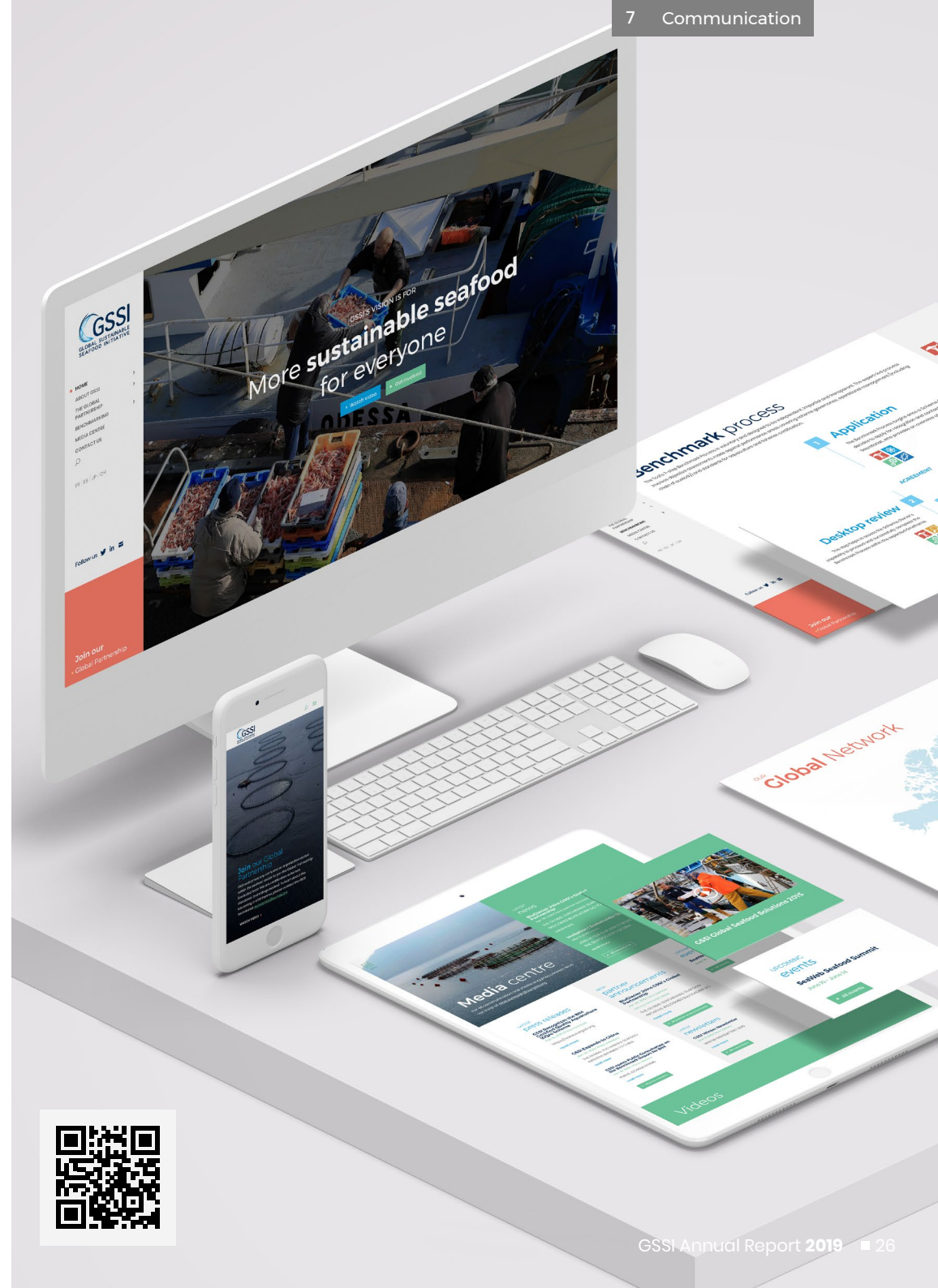
In **2020** the focus will be on maximizing our impact using the refreshed communication materials and website.

Website numbers

9,997
user visits

15,368
sessions

33,975
page views



■ Governance

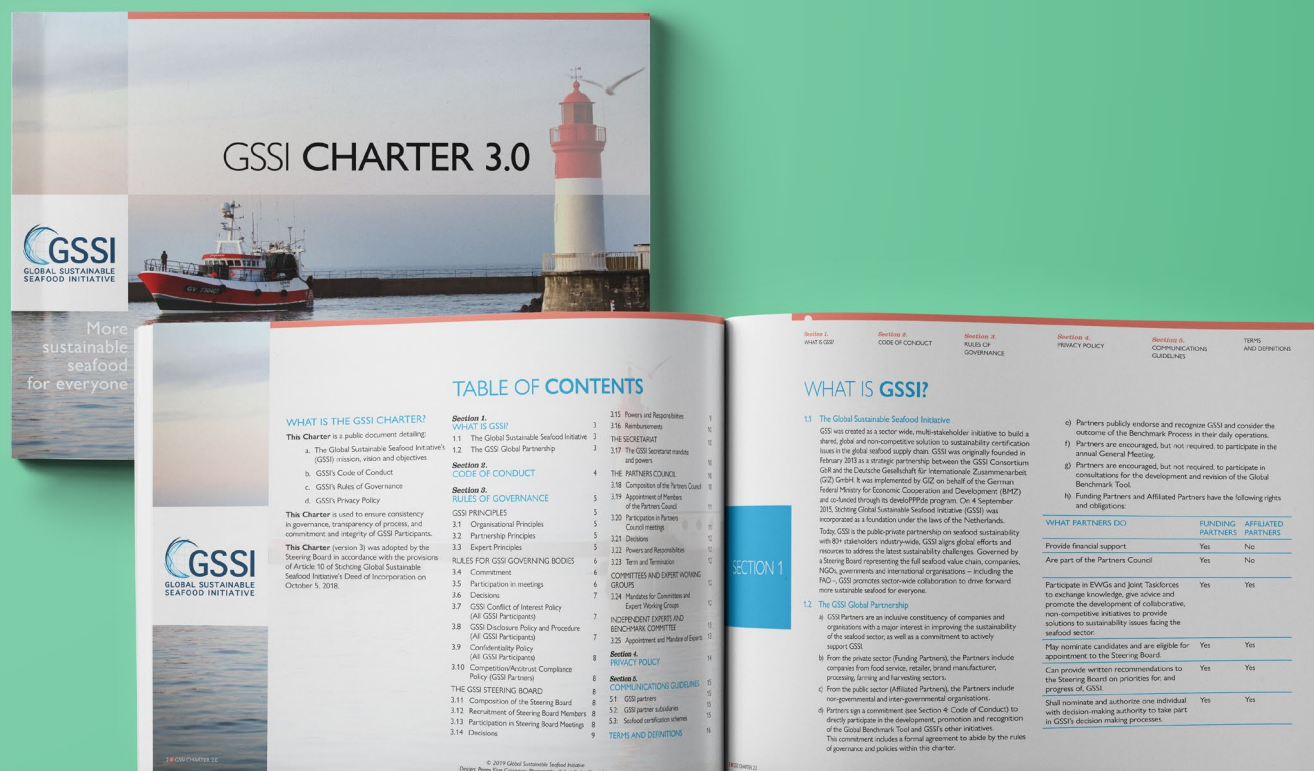
Stichting Global Sustainable Seafood Initiative (GSSI) is incorporated as a foundation under the laws of The Netherlands.

The GSSI rules of governance and code of conduct are summarized in the GSSI Charter. In November 2019 the GSSI Steering Board approved version 3.0 of the GSSI Charter for public release in early 2020. This version includes streamlined Rules of Governance, updated GSSI Communications Policy, which covers how GSSI references its Partners, and how Partners may reference GSSI, and a new Privacy Policy.

The GSSI Steering Board represents the full seafood value chain of companies, NGOs, governments and international organizations – including FAO – and it has continued to play an active role in overseeing GSSI's portfolio and strategic direction over the last two years.

In 2019, two new board members were appointed: **Annika Mackensen**, Advisor

Sustainable Fisheries and Aquaculture at GIZ and **John Garner**, a retired seafood executive with 50 years of experience in the regulating, harvesting, processing and marketing of Alaskan seafood. One board member left: Friederike Sorg, Head of Project Sustainability Standards Comparison Tool at GIZ.



GSSI Steering Board

- **Hugo Byrnes**, Vice President Product Integrity, Ahold Delhaize
- **Dr. Jason Clay**, Senior Vice President Food & Markets | Executive Director Markets Institute, World Wildlife Fund
- **Flavio Corsin**, Director, Aquaculture, Agrochemicals, IDH, The Sustainable Trade Initiative
- **Jennifer Dianto Kemmerly**, Director of Global Fisheries and Aquaculture, Monterey Bay Aquarium
- **Bill DiMento (Chair)**, Vice President of Quality Assurance, Sustainability, and Government Affairs, High Liner Foods Inc.
- **Christian von Dorrien**, Leader Fisheries and Environment Research Group, Institute of Baltic Sea Fisheries, Thünen Institute
- **John Garner**, retired Seafood Executive
- **Lisa Goché**, Vice President, Grobest
- **Peter Hajjipieris**, Global Responsibility and External Affairs, Regal Springs
- **Wakao Hanaoka**, Founder/CEO, Seafood Legacy
- **Dr. Audun Lem**, Deputy Director of the Policy and Resources Division in the Fisheries and Aquaculture Department, FAO
- **Annika Mackensen**, Advisor Sustainable Fisheries and Aquaculture, GIZ
- **Ángel Matamoro Irago**, Chief Corporate Social Responsibility and Institutional Relations Officer, Nueva Pescanova Group
- **Darian McBain**, Global Director of Sustainability, Thai Union
- **Judy Panayos**, Senior Director, Sustainability Supply Management, Sodexo
- **Elisabeth Vallet**, Director, Ethic Ocean
- **Andrea K. Weber**, Director Corporate Responsibility, METRO AG

GSSI Staff

GSSI Secretariat team

as of 31 December 2019

- **Michelle Likier**, Administration & Operations Officer
- **Eva Mudde**, Development and Innovation Officer
- **Katrina Rowley Clem**, Partnership Officer
- **Nina van Ewijk**, Head of Communications
- **Eva van Heukelom**, Technical Manager
- **Herman Wisse**, Executive Director

Team members

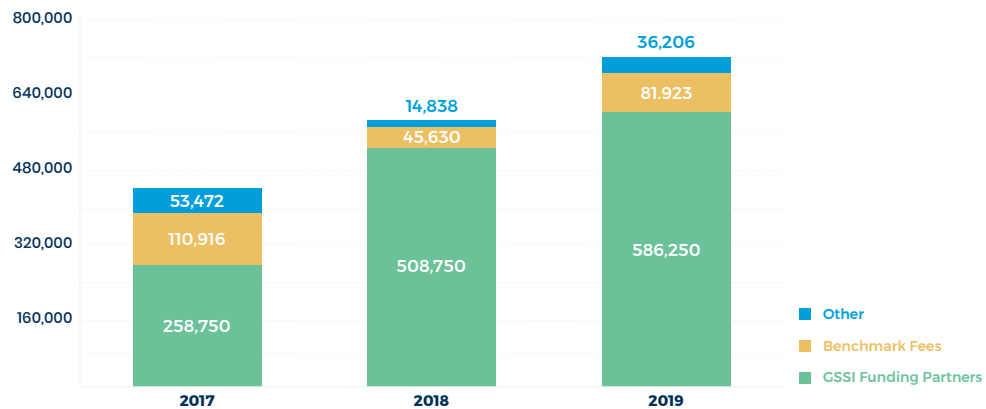
who worked for GSSI in 2019

- **Kim Bajou**, Partnership and Outreach Officer
- **Vasile Rata**, Research Intern
- **Suzette Rovers**, Office Coordinator
- **Kim Summers**, Office Coordinator
- **Marcela Vivas**, Benchmark Manager
- **Jess Wigram**, Project Manager/Head of Communications
- **Florian Zuber**, Benchmark Manager

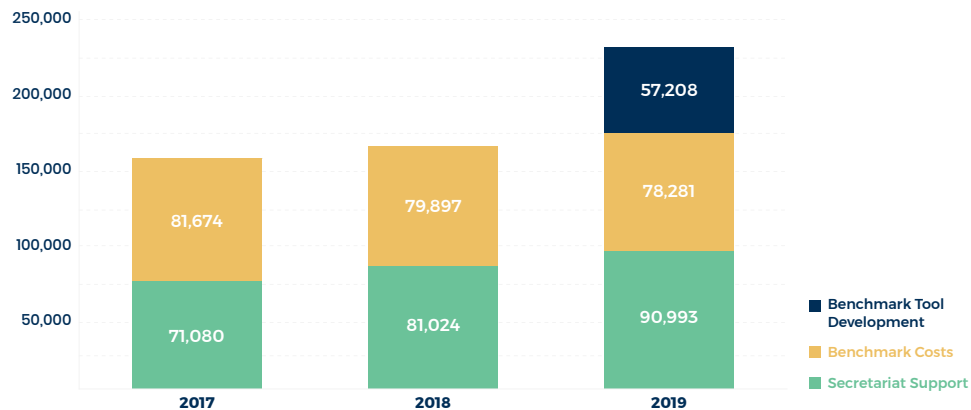
■ Finance

2019 financial statement

Income (in €)



Benchmark costs (in €)



2019 Year End

INCOME € 704,379

Partnership Income	€	586,250
Benchmark Fees	€	81,923
Other Income	€	36,206

BENCHMARK COSTS € 226,483

Benchmark Costs	€	78,282
Benchmark Tool Development	€	57,208
Secretariat Support Benchmark Activities	€	90,993

OPERATIONAL COSTS € 445,565

GSSI Secretariat Costs	€	265,853
Premises	€	11,097
Travel	€	33,643
Marketing & Communications	€	77,662
Office & Operating Costs	€	12,745
Strategic	€	25,712
Legal, Insurance, Accounting	€	18,595
Depreciation	€	258

RESULT € 32,331

In addition to the above, in 2019, FAO, IDH and UNIDO provided direct funding to specific activities and work products related to GSSI's work program.



Design: Roos Pethke, INNOPIX
Coordination : Olivier Hersperger, GSSI
Editing: WRENmedia

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www.ourgssi.org ■ secretariat@ourgssi.org