

## Seafood Eco-Certifications: Critical Improvements Needed to Ensure Credibility

**We invite** scientists and NGOs engaging in or interested in the certification of sustainable fisheries to join us for this discussion of urgently required improvements. **Let's see how we can drive those forward together.**

The discussion will be followed by a roundtable discussion with retailers and seafood processors.

*Lunch and drinks provided after the discussion*

Date: 12:30 pm to 2 pm,  
**Wednesday 25th April**  
Venue: **Brussels Seafood Expo**  
Room: To be advised upon registration  
Registration: Please RSVP to  
[info@make-stewardship-count.org](mailto:info@make-stewardship-count.org)

## Overview and Background

Sourcing seafood responsibly is complex. Buyers and consumers must either build their own expertise, hire independent experts, or rely on eco-labels to identify responsibly fished or farmed seafood. Eco-labels are valuable when they provide independent and rigorous verification of responsible fishery practices and strong chain of custody guarantees. However, challenges in the implementation and application of their standards can arise.

Certification standard holders must continually monitor, evaluate, and adjust their requirements and processes in order to ensure sustainability goals are being met. Similarly, stakeholders committed to sustainable seafood sourcing, play a critical role in ensuring certifications uphold their rigour and credibility.



Customers throughout seafood chains must be able to rely on the credibility of an eco-label.

NGOs and scientists are increasingly raising concerns about the performance of eco-labels - from forestry to fisheries - and their role in helping to protect our environment and people.

The discussion will focus on improvements needed in the mayor eco labels for sustainable seafood and how we can speed up together that these critical improvements needed, will be implemented by the certification brands like MSC before the trust of consumers will be lost irretrievably.

Following a 1 hour group discussion the session will be opened up for retailers and seafood buyers to join us at 12:30 pm.



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[www.make-stewardship-count.org](http://www.make-stewardship-count.org)

IMAGES: Martin Danison (sharks), Daniel Brinckmann

Then we will release the results of a multi-country consumer survey, present interviews with scientists, and fisheries experts, as well as recent research reports analysing seafood certifications.

**It's time for stakeholders to come together to ensure that the credibility of seafood eco-labels, and the future of sustainable seafood are protected.**



**Please note:** This discussion is for invited participants only. If you would like to bring along a colleague or forward the invitation to them, please do let us know their name, affiliation, and e-mail address, so we can extend the invitation to them.