Global Marine Commodities
for sustainable fisheries

Empowered lives.
Resilient nations.

GLOBAL ENVIRONMENT FACILITY
INVESTING IN OUR PLANET

The GMC Project
Our Model and Early Results

Global Marine Commodities
for sustainable fisheries

GMC Project Implementation Report
February 2020

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Working together for sustainable fisherie

The Global Marine Commodities Project is funded by the **Global Environment Facility (GEF)**. The Project contributes to the GEF's commitment to assist developing countries in meeting the objectives of multilateral environmental agreements and is part of the GEF's International Water and Oceans portfolio.

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Resilient nations.

The United Nations Development Programme (UNDP) is the implementing agency of the GMC project and provides project cycle management services, quality assurance and oversight of project facilitation.
UNDP Ecuador is the lead country office and is responsible for the monitoring and evaluation of project interventions, achieving project outputs, and for ensuring the effective use of GEF resources. The GMC Project adapts the UNDP Green Commodities Programme's methodology to the fishery value chain.

The Sustainable Fisheries Partnership (SFP) is the GMC Project **Facilitating Partner** and its actions focus on engaging and catalysing global seafood supply chains in rebuilding depleted fish stocks and reducing the environmental impacts of fishing. SFP improves the access to information to guide responsible seafood sourcing and enhances the ability of seafood companies and partners to influence policies and management practices to improve the sustainability of target fisheries.

In **Costa Rica**, national GMC Project implementation is coordinated by the Ministry of Agriculture and Livestock (MAG).

In **Ecuador**, national GMC Project implementation is coordinated by the Ministry for Production, International Trade, Investment and Fisheries (MPCEIP).

In **Indonesia**, national GMC Project implementation is coordinated by the Ministry of National Development Planning (BAPPENAS).

In the **Philippines**, national GMC Project implementation is coordinated by the Bureau of Fisheries and Aquatic Resources (BFAR).

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Content

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GMC Project: Fish for Today and Tomorrow

Marine fisheries have long been recognized as complex social and ecological systems that generate food, livelihoods, economic development and strong cultural identities for coastal communities. However, increasing global population and demand for seafood has put significant stress on fishery resources.

Overfishing, Illegal Unregulated, Unreported (IUU) fishing, as well as the emerging impacts of climate change on marine habitats and fish distribution, are increasingly threatening the sustainability of global fisheries. To address these challenges, national authorities of Costa Rica, Ecuador, Indonesia and the Philippines with the technical and financial support of the United Nations Development Programme (UNDP), Sustainable Fisheries Partnership (SFP) and The Global Environment Facility (GEF) are collaborating to generate solutions for the long-term sustainability of fishery resources and seafood supply chains.

Historically, coastal and oceanic waters, including those of Large Marine Ecosystems (LMEs), have been critical sources of wild caught seafood, supporting the food security of millions and serving as the basis for hundreds of distinct commodity supply chains. However, a significant proportion of these fisheries are still not effectively managed at both regional and national scales.

Recognizing that fishery resources are shared, and that many fisheries are still "open access" (anyone who wishes to fish can do so freely), a strong State presence coupled with effective stakeholder engagement is essential to prevent overexploitation and collapse of these resources. Building consensus-based fisheries management policies increases stakeholder buy-in and can improve industry compliance with management measures.

This is why the Global Marine Commodities (GMC) Project focuses on improving fisheries governance by bringing governments, the private sector, civil society and multi-lateral cooperation partners together to design science-based fisheries management and action plans.

After two years of implementation, the GMC Project has produced compelling results. The project has facilitated new fisheries policy consultation forums in Costa Rica, Ecuador, and Indonesia and has strengthened the fisheries management Technical Working Groups in the Philippines. These forums have generated the Costa Rica Large Pelagic National Action Plan (NAP) and are currently building or updating another eight national action and management plans in the other three countries.

In addition, thanks to the GMC project partner SFP, international seafood buyers and retailers are taking an active role in supporting sustainability improvements in the project's target fisheries. By employing emerging market tools such as sustainable seafood purchasing policies, Supply Chain Roundtables with seafood importers, and

Fishery Improvement Projects (FIPs), SFP is helping the private sector in both producing and consuming countries make direct contributions to the integration of sustainability into seafood supply chains.

The UNDP strongly believes that the GMC Project offers an effective model to promote sustainable fisheries for the Blue Economy. On behalf of the GMC Project staff and partners, it is our intention that this report may serve as a first public presentation or the model and early results of the GMC Project, and that it may open a door for collaboration and sharing with institutions and stakeholders working to promote systemic change in the fisheries sector.

Matilde Mordt
Resident Representative of UNDP-Ecuador.

Photo: © UNDP Indonesia

The GMC Project principally **contributes to:**

About the **GMC Project**

The Global Sustainable Supply Chains for Marine Commodities (GMC) Project is a Global Environment Facility (GEF)-funded interregional initiative implemented by the Ministries and Bureaus of Fisheries, Production and Planning of Costa Rica, Ecuador, Indonesia and Philippines, with technical support from the United Nations Development Programme (UNDP) and facilitated by the Sustainable Fisheries Partnership (SFP).

The GMC Project contributes to the transformation of international seafood markets by mainstreaming sustainability in seafood supply chains originating in developing countries. The project harnesses the power of emerging market-based tools such as seafood ecolabelling programs, international retailer corporate purchasing policies, Sustainable Marine Commodity Platforms (SMCPs), and Fishery Improvement Projects (FIPs) to, together, integrate sustainability in fishery management and supply chain operations.

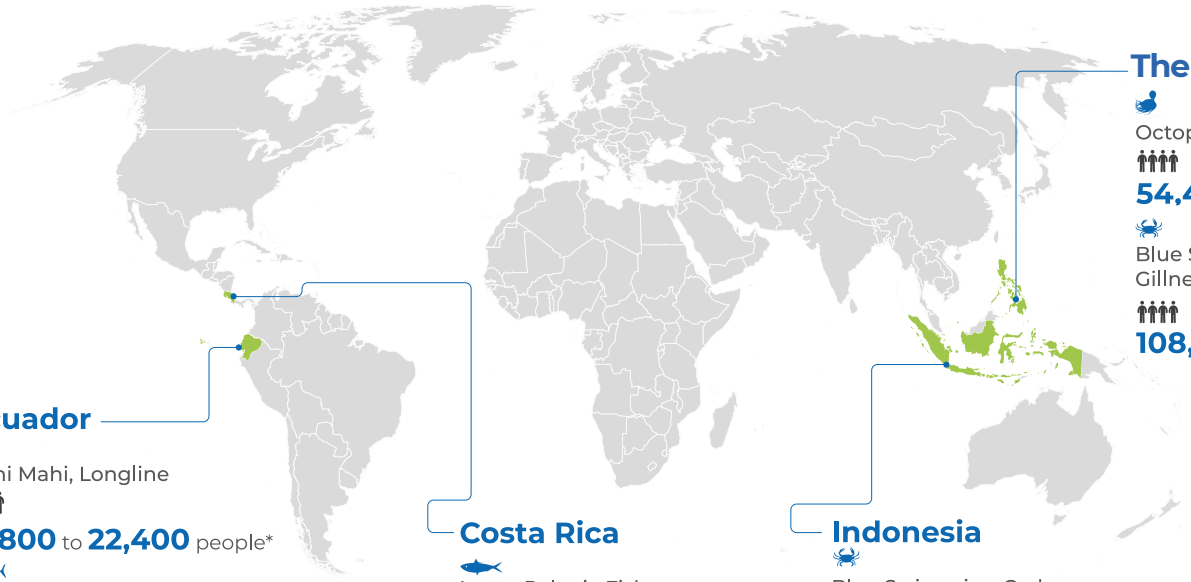
The project develops the capacities of national regulatory authorities to more effectively manage priority fisheries and it will generate lessons learned to be shared worldwide with fisheries management practitioners.

The project's principal objective is to mainstream sustainability into **seafood supply chains by employing market mechanisms and tools, and** by facilitating **multi-stakeholder dialogue to craft science-based and consensus-driven policies.**

Photo: © UNDP Ecuador

The Sustainable Marine Commodity Platform model has been used to develop **new fisheries policy consultation forums in Costa Rica, Ecuador, and Indonesia and to strengthen the fisheries management Technical Working Groups in the Philippines.**

Targeted **fisheries** and **direct** beneficiaries



The Philippines

Octopus jigs and spears

54,400 people*

Blue Swimming Crab, Gillnets and pots

108,000 people*

Ecuador

Mahi Mahi, Longline

16,800 to **22,400** people*

Tuna, Pole and Line

840 to **1,120** people*

Small Pelagic Fish, Purse Seine

24,563 people*

Costa Rica

Large Pelagic Fish, Longline and Greenstick

5,000 to **8,000** people*

Indonesia

Blue Swimming Crab, Gillnets and Traps

97,623 people*

Yellowfin and Skipjack Tuna Pole and Line and Handline

73,500 people*

*Approximate estimates of direct beneficiaries based on available data

Photo: © UNDP Indonesia

GMC Project **Theory of Change**

GMC Project **Components and Outcomes**

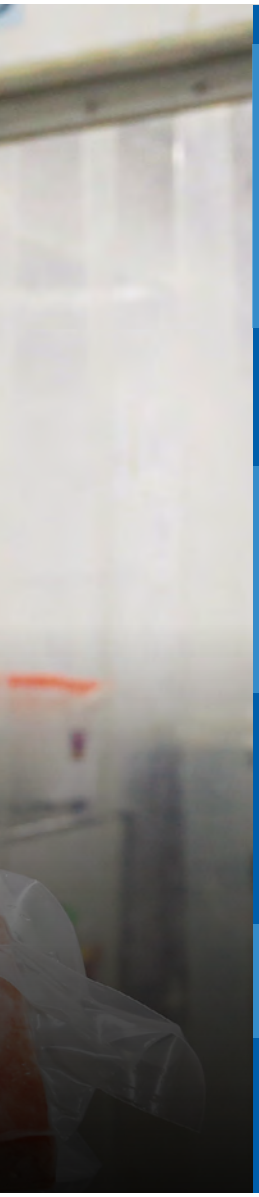
Component 1
Promotion of global demand for sustainable marine commodities

Outcome 1
Increased global market demand for sustainable certified marine commodities and associated reduction of Illegal, Underreported and Unregulated (IUU) fisheries.

Outcome 2
Increased pressure on Regional Fishery Management Organizations (RFMOs) and their Contracting Parties to adopt more sustainable and science-based practices for shark and tuna conservation and management measures through engagement of international value chains.

Component 2
Enabling environments for sustainable marine commodities supply chains

Outcome 3
Increased synergy and involvement of national and international players (i.e., retailers, traders, processors, fishermen and fisheries authorities) in sustainable seafood value chains.



If there is an increased international and national demand for sustainable seafood and fish-derived products (by retailers and suppliers) and these actors have the interest and necessary information to source seafood and products from fisheries that are certified sustainable or making regular verifiable improvements toward certification; and

if national governments enable multi-stakeholder dialogue to drive consensus-driven, gender balanced, science-based fisheries management policy; and

if national and local seafood producers and supply chain actors collaborate in participatory decision-making for fisheries management policy ***and*** these actors are keen to fund or co-fund the improvements needed to integrate sustainability into their fishing activities;

then public governance systems for fisheries management will be characterized by women and men actively managing fisheries and ecosystems to promote the resilience of fish stocks and the production of seafood that is making verifiable improvements toward sustainable use;

which will then result in secure natural capital and improved social and economic performance for fishery supply chains;

and in turn will reduce overexploitation of fisheries, thereby generating long-term and cascading ecosystem benefits.

Component 3
Demonstration fisheries improvement projects (FIP)

Outcome 4 Increased sustainability scores of marine commodities purchased from project fisheries.

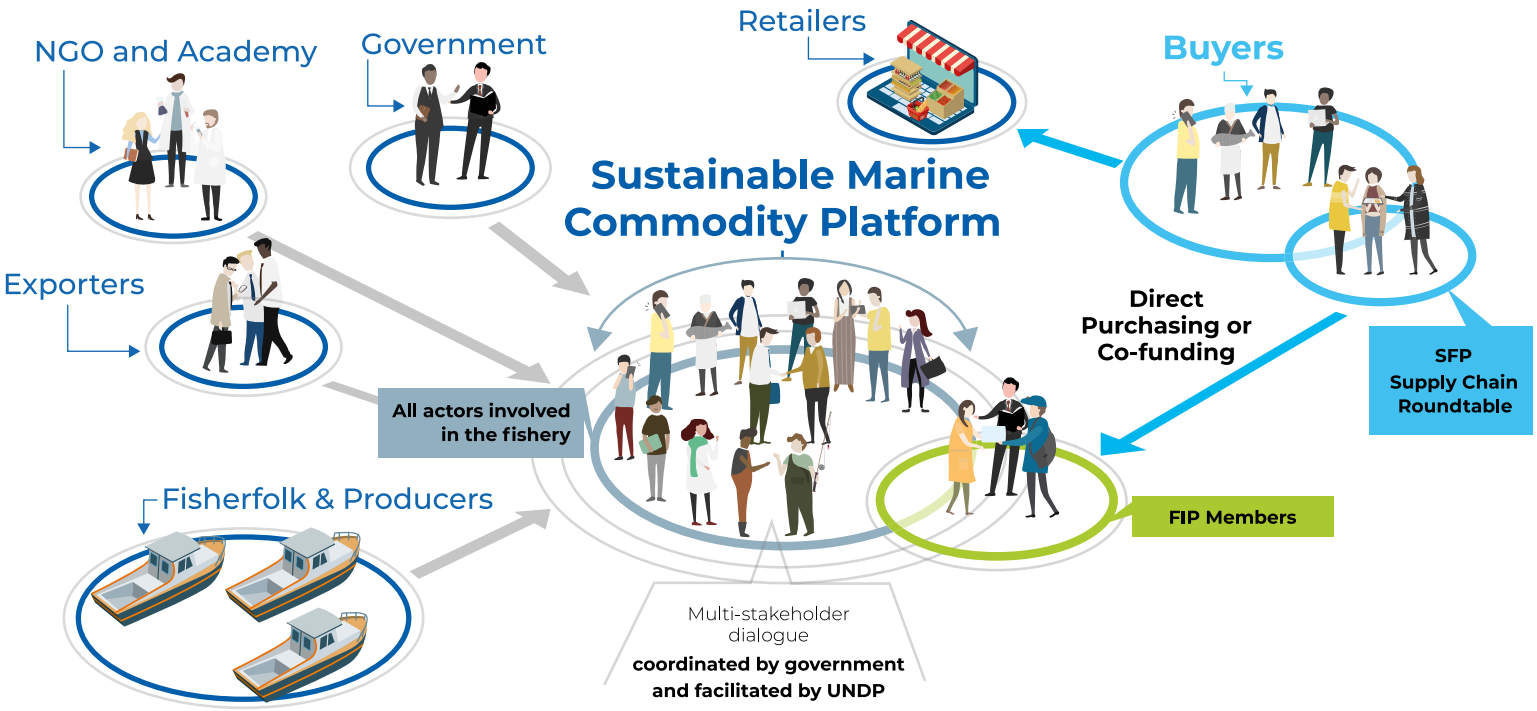
Component 4
Sustainable marine commodities information and knowledge management systems

Outcome 5 Reliable and verifiable information of target marine commodities is publicly available and is used by value chain stakeholders for decision making and engagement in fishery improvement projects.

Outcome 6 Better knowledge management on mainstreaming sustainability into seafood value chains.

GMC Project model:

Creating synergy between national fishery **stakeholders and international markets**



How the Sustainable Marine Commodity Platforms merge with **FIPs and SRs?**

The GMC Project harnesses both top-down market-driven incentives, and a bottom-up public governance model to effectively drive sustainability to "meet in the middle" of fishery supply chain interface. What do we mean by this?

First, the project helps establish or strengthen **Sustainable Marine Commodity Platforms (SMCPs)** as overarching policy dialogue spaces where Government, NGOs and academia, exporters, fisherfolk and producers come together to debate and formulate national policy and plans for the sustainability of the target fishery commodities. The SMCP is the "bottom-up" consultative body that seeks to empower multiple groups of stakeholders to formulate management strategies aimed at promoting shared objectives for the long-term sustainable use of fishery resources.

Simultaneously, the project helps build "top-down" incentives from international **seafood buyers** and **retailers** to encourage producing countries to take necessary actions so that

they can achieve "verified improvements" or "certified sustainable" fisheries. For example, through their **Supply Chain Roundtables (SRs)**, SFP hosts fora for international **seafood buyers** who source directly from a specific seafood sector so that the buyers can work together in a pre-competitive environment to foster improvements in fisheries or aquaculture. Members of the SRs often prioritize sourcing seafood from **Fishery Improvement Projects (FIPs)** and can even provide financial contributions to FIPs, ensuring adequate market support for the implementation of the incremental improvements needed to achieve sustainability.

SFP also helps large **international retailers** craft sustainable seafood purchasing policies, in which these companies make commitments to increase their seafood sourcing from certified sustainable or improving fisheries. To date, eight companies have updated their seafood purchasing policies with assistance from the GMC Project. When large retailers commit to purchase sustainable seafood, the market influence generated helps drive home the importance of sound fisheries governance and management systems in producing countries. Meanwhile, SMCPs provide government authorities with a mechanism to improve fisheries governance and meet market requirements.

Auchan RETAIL ESPAÑA

US. FOODS

JEALSA

WOFCO five oceans seafood

Sainsbury's

GRUPO NUEVA PESCANOVA

TESCO PLC

Publix.

Photo: © UNDP Indonesia

Another area of complimentary overlap in the GMC project design is in the **participation of the FIPs in the SMCPs**. While FIPs have specific priorities and work plans designed to achieve identified improvement goals, achieving improvements (and ultimately sustainable certification for some FIPs) often depends upon the State enacting science-based management measures to prevent overexploitation of fisheries. The GMC-supported FIPs have contributed in several ways to the SMCPs, for example by helping to collect and share fishery data, contracting technical experts to lead stock assessment analysis and by presenting concrete policy recommendations for consideration in the SMCP deliberations.

The Sustainable Marine Commodity Platforms (SMCPs) are coordinated by national government authorities and seek to improve the regulation and management of target fisheries by developing and updating fishery management plans or national action plans.

Fishery Improvement Projects (FIPs) are multi-stakeholder efforts, often led by the private sector, to improve the sustainability of a given fishery. Under the project model, FIPs participate in the SMCPs, and provide in-kind, technical or financial support to the government to assist in crafting science-based policies for the sustainability of the target fishery.

Philippines Case Study:
Promotion of global demand for sustainable Octopus at the Seafood Expo North America.

In March 2019, GMC project stakeholders attended the Seafood Expo North America event in Boston, United States of America and participated in a series of side events facilitated by SFP, including a Global Octopus Supply Chain Roundtable (GOSR) meeting. At the SR meeting, Romel Sotto, the President of the Philippine Cephalopods Producers and Exporters Association, Inc. (PCPEAI) presented to major octopus buyers from the US and Europe the Association's interest to create an industry-led Octopus FIP. Members of the Philippine Bureau of Fisheries and Aquatic Resources (BFAR) were also invited to present the work that the government is doing to activate the participatory Technical Working Groups to formulate the nation's first National Management Plan for the Octopus Fishery. SR members also heard from delegations from the Moroccan and Mauritanian octopus producers regarding their own interest in creating FIPs in their respective countries.

At the GOSR meeting, the Filipino delegation had the opportunity to interact directly with potential buyers who are interested in sourcing octopus from sustainable and improving fisheries. The delegation was able to gain first-hand knowledge about the priorities of international buyers, gather knowledge on the sustainability status of global octopus fisheries at the global level, and better understand market trends and opportunities for networking and opening new business relationships within the sustainable seafood market. As part of the process to facilitate the launching of the Philippines Octopus FIP, the GOSR members sent a letter to the PCPEAI encouraging them to move forward with the planned FIP initiative and mentioned their enthusiasm for future collaboration with a Philippine Octopus FIP. A representative from Panapesca, one of the largest octopus importers in the United States sent PCPEAI a similar message in a video statement.

After the meeting, Mr. Sotto spoke of the positive takeaways from the GOSR meeting, and in particular highlighted the importance of building relationships with the members of the SR to seek their continued support in the creation and implementation of the Philippine Octopus FIP.

Photo: ©UNDP/GMC Project

GMC **Country Summaries**

Costa Rica

The Costa Rica component of the project began in late 2016, well before the other three GMC countries. The Costa Rica Large Pelagic Sustainable Fisheries Platform held its first plenary session in May 2017 and its last session in November 2018. The platform is comprised of four technical working groups that discussed the root causes of a series of identified problems in the fishery and identified solutions that were formalized in a National Action Plan.

- The GMC project capped a successful process of multi-stakeholder engagement and dialogue with the publication of the

Timeline

Large Pelagic - Costa Rica

Photo: ©UNDP Costa Rica

[Large Pelagic Fishery National Action Plan for 2019-2029] in November 2018.

- The Platform process to create the **National Action Plan** was led by the Ministry of Agriculture and Livestock (MAG), alongside the Costa Rican Institute of Fishing and Aquaculture (INCOPESCA) and the Ministry of Environment and Energy (MINAE), and was driven by participants, and enabled by UNDP Costa Rica.
- A variety of stakeholders from the value chain participated in the platform including those from the private sector (producers/fishers, sport-fishing, exporters), government authorities, NGOs

and academia, domestic and international retailers and restaurants, among others. The government has fully assumed the leadership of the Platform and the private sector has been empowered as a key actor in the dialogue towards constructing the National Action Plan.

- The principal goal of the Large Pelagic National Action Plan is to respond to the factors limiting the sustainability of the Costa Rican Large Pelagic Fishery, thereby transforming the fishery, ensuring environmental and marine sustainability, improving the wellbeing of those working along its supply chain, and boosting the competitiveness of Costa Rican seafood originating from the Large Pelagic Fishery. The platform development process is fully documented on the Large Pelagic Platform website.

- In order to advance the efforts of the FIP Working Group in the platform, the GMC project financed the pre-assessment of the fishery against the MSC Standard and the resulting FIP's 5-year work plan and budget. The FIP was officially launched at the Seafood Expo North America event in Boston, Massachusetts in March 2019.

Photo: ©UNDP Costa Rica

Costa Rica Case Study
Leadership,creativity and patience: **lessons from the development of a national FIP.**

Photo: ©UNDP/GMC Project

In March 2019, at the Seafood Expo North America (SENA) in Boston, Massachusetts and with support of the GMC Project, the Costa Rican Large Pelagic Platform launched the Costa Rica Large Pelagic Sustainable Fisheries Platform as an initiative to achieve Marine Stewardship Council certification by 2023. A key characteristic of this FIP is that it represents a comprehensive, nation-wide effort in which all Costa Rican private sector stakeholders in the supply chain are working together in an innovative way to advance the sustainability of the large pelagic fisheries in the country. This FIP is making a strong case to open and maintain international markets that prefer seafood products that originate from sustainably managed fisheries.

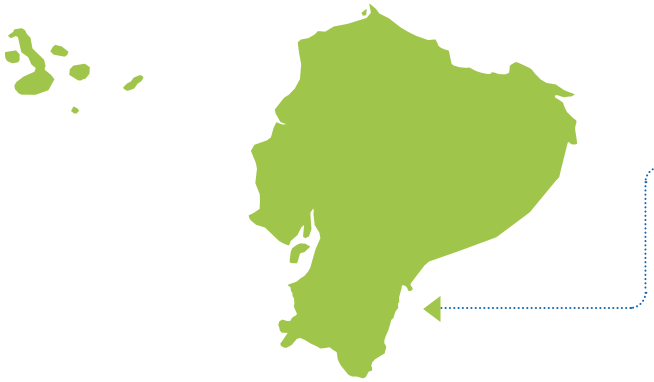
During SFP-facilitated Boston SENA side event, representatives of the FIP, Costa Rican government and UNDP presented the advances of the Sustainable Fisheries Platform and engaged in a panel discussion to share the lessons learned from the development of the national-scale FIP. The panel included the participation of Mr. Chris Wirges, CEO of Chef Trading and member of the Global Mahi Supply Chain Round Table, which has supported the FIP development process.

"Currently, there are no certified fisheries and no active fishery improvement projects in the country," said Mauricio Gonzalez, Director of the of National Federation of Fisheries Organizations during the panel discussion. "Most large pelagic species are destined for the export market, with 95 percent of mahi going to the US. So, the aim of this FIP is to fulfill the international demand for sustainable products while contributing to the fulfillment of Costa Rica's commitment to the 2030 Sustainable Development Goals."

The lessons shared at the Boston SENA event provide important recommendations applicable to other GMC-supported FIPs in Ecuador, Philippines and Indonesia so that these FIPs, particularly those that are being newly developed, may be more successful and efficient.

GMC **Country Summaries**

Ecuador



Small **Pelagic platform**

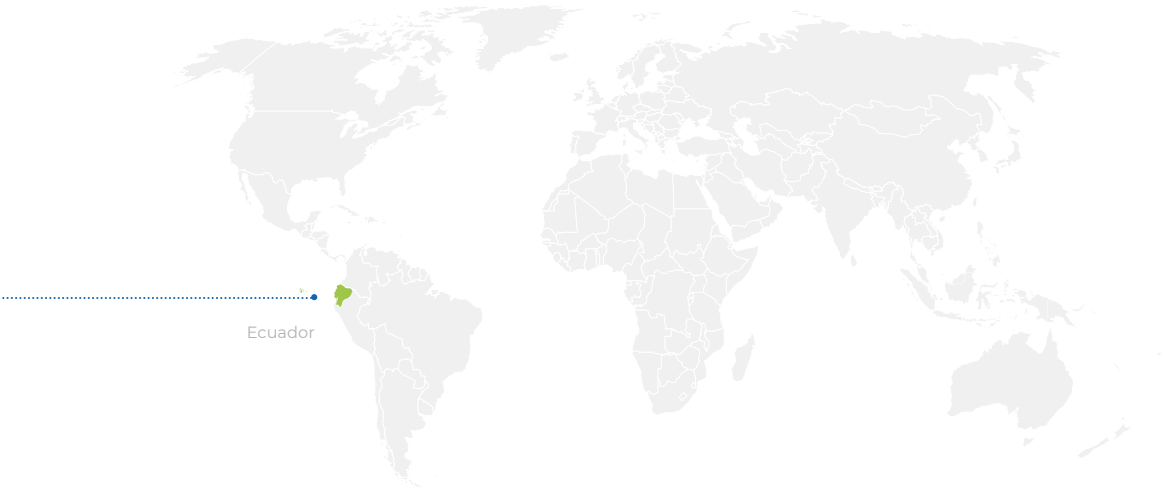
Since the "Launching of the Sustainable Small Pelagic Fishery Platform" on November 26, 2018, the Ecuador national component of the GMC project laid important groundwork for the creation of the Ecuadorian Small Pelagic Platform. The objective of this platform is to construct the Small Pelagic Fishery Action and Management Plan that will aim to improve the management, governance structures and long-term sustainability of the fishery. The national component has carried out a thorough stakeholder engagement process and has carried out several field visits and meetings with key participants from the public, private, NGO and academic sectors.

- On December 3, 2019, UNDP and the Undersecretary of Fisheries and Aquaculture hosted the **first plenary session of the Small Pelagic Fishery Platform**. Public, private, NGO and academic sectors participated in the session and were provided an opportunity to share their expectations and commitments about the dialogue and policy creation process. A team of international consultants will facilitate technical discussions in the platform, guide the analysis of fishery data, perform modelling of ecological outcomes based upon different management scenarios, and ultimately construct the consensus-based National Action and Management Plan for the fishery.

- Thanks to the catalyzation role of the SFP, the GMC project supported the creation of the **Ecuadorian Small Pelagic**

Time**line**

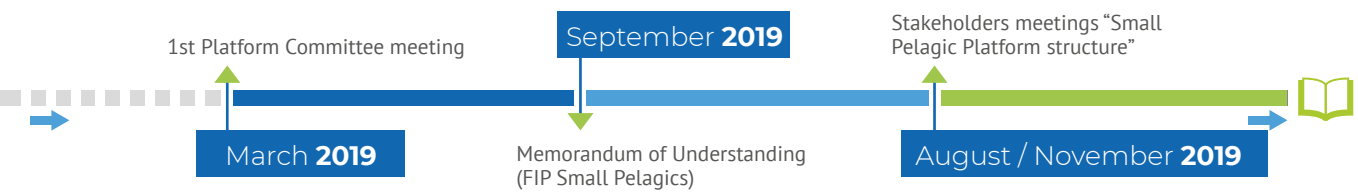
Small Pelagic Commodity Platform- **Ecuador**



Fishery Improvement Project (SP-FIP), an industry-led FIP led by the Ecuadorian Cámara Nacional de Pesquería and co-funded by companies involved in the production and processing sectors. **With initial co-funding from FIP** participants, the project carried out the pre-assessment of the fishery against the IFFO certification standard, and in return **FIP participants committed a total investment of $1.5 million dollars** for the implementation of the FIP workplan to help move the fishery toward sustainability. In July 2019, the SP-FIP passed a 6-month evaluation check by the IFFO-improvement program and was lauded by IFFO as a great example of how a FIP can build and strengthen public-private partnerships.

- On September 22, 2019, the **SP-FIP signed an agreement with the Vice Ministry of Aquaculture and Fisheries (VAP) and Under-secretary of Fisheries Resources (SRP)** to jointly implement activities for the long-term sustainability of the fishery. For example, the SP-FIP signed an inter-institutional cooperation agreement with the Ecuadorian National Institute of Fisheries (*National Fisheries Institute of Ecuador, INP* which sits under the VAP) for the execution of research surveys to evaluate fishery resources, perform hydro-acoustic studies, examine fishery population dynamics, and perform physical and biological oceanography studies.

As a result of the new research and information produced on the status of the small pelagic stocks from the collaboration between the FIP and the VAP, various ministerial agreements with fisheries management measures have been established:



AGREEMENT No. MAP-SRP-2018-0240-A: (November 22, 2018): Extension of the seasonal closure for the harvest of small pelagic fish for 15 additional days, from November 24 to December 8 2018.

AGREEMENT No. MPCEIP-SRP-2019-0007-A: (January 11, 2019): Establishment of the seasonal closure from February 17 to March 25, 2019, and Suspension of Pacific Anchoveta (Cetengraulis mysticetus) seasonal closure.

AGREEMENT No. MPCEIP-SRP-2019-0151-A: (September 24, 2019): Establishment of the seasonal closure from November 15 to December 31, 2019.

AGREEMENT No. MPCEIP-SRP-2019-0211-A: (December 27, 2019): Extension of the seasonal closure for the small pelagic fishery until January 13, 2020 and establishment of the next seasonal closure from March 5 to April 10, 2020.

Support for Large Pelagic **Platforms**

The GMC project is also planning to provide technical and financial support to on-going processes to update and implement National Action Plans for the Ecuadorian mahi-mahi and tuna fisheries.

- In coordination with the GEF-funded Coastal Fisheries Initiative (CFI), the GMC project will assist in the process of updating, implementing and monitoring the mahi-mahi national action plan. Based on the project's experience creating the foundations for a consultative fisheries policy creation process, the Under-Secretary of Fisheries Resources requested that the CFI and GMC project work together to create a consultative process similar to that being implemented with the small pelagic fishery. The GMC project is currently accompanying the team of specialists hired to draft the mahi-mahi governance model so that they can incorporate the most relevant aspects to ensure a fair and participative decision-making process. In addition, the GMC project plans to provide support in efforts to socialize, validate and implement the governance model and the national action plan.
- Similarly, a draft national action plan for the Ecuadorian tuna fishery has now been developed by the TUNACONS FIP, and the GMC Project plans to provide a space for the plan to be socialized amongst relevant stakeholders. The intention is that this consultative space be institutionalized in Ecuadorian law and will serve to bring stakeholders together in the future to discuss and agree upon refinements or revisions of national action plans and management measures for the tuna fishery.

Ecuador Case Study:
Pole and Line Tuna Association meets international buyers in the United States.

Photo: ©UNDP/GMC Project

Pole and Line fishing is a method used to capture different species of tuna one at a time from a fishing vessel. This fishing technique is widely considered a more sustainable alternative than other tuna fishing methods because of its selectivity, with lower bycatch levels and lower environmental impacts. In Ecuador, the Tuna Pole and Line fishery is considered an ancestral and artisanal fishery. The Ecuadorian "Cañeros de Manta" Pole and Line Association has 4 active boats and provides direct employment to at least 90 people, most of them, older fishers who have dedicated their careers to this fishery.

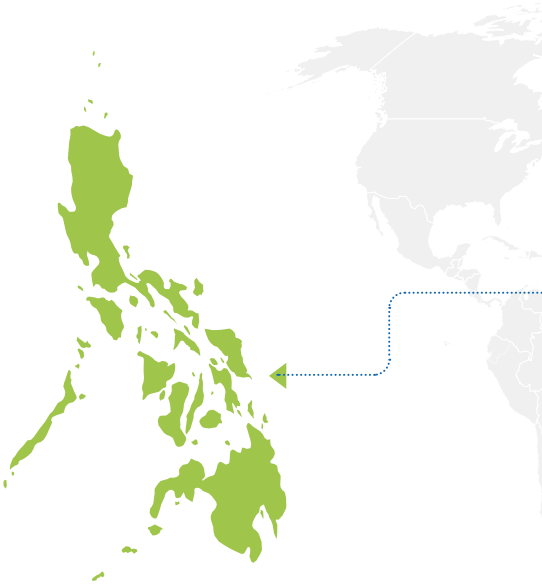
In February 2019, the GMC project invited the president of the Ecuadorian Pole and Line Association, Augusto Lopez, to participate in the SFP-led Target 75 Global Forum. At the forum, Mr. Lopez presented the Pole and Line Association's plan to initiate a FIP in order to achieve certified sustainable Yellowfin and Skipjack Tuna, ready for sale to international buyers. The Forum was a great opportunity for Mr. Lopez to gain insights on product requirements and quality standards requested by international buyers, better understand market trends and find new business opportunities and relationships.

"I appreciate the opportunity to attend this forum and meet representatives from different companies that import tuna," Lopez said. "The Cañeros de Manta Pole and Line Association is committed to achieving sustainability in our fishery, and we look forward to future engagement with the buyers who purchase sustainable seafood."

The Cañeros de Manta participation in the T75 conference was part of the GMC strategy to introduce artisanal fisheries to international buyers and help them gain first-hand knowledge of and connections with sustainable seafood markets.

GMC **Country Summaries**

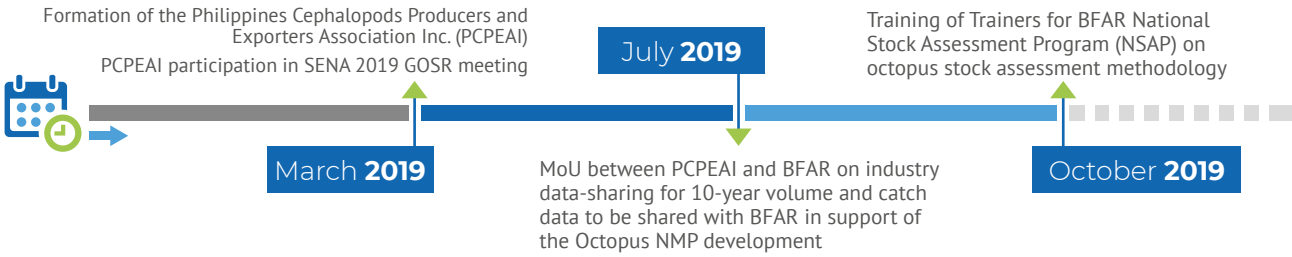
The **Philippines**



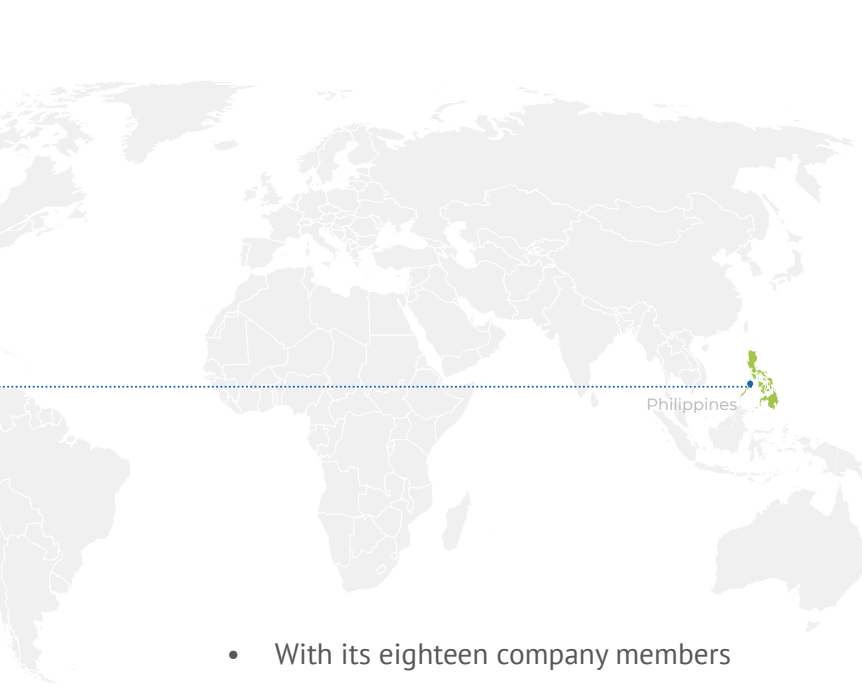
The GMC Project began implementing activities in the Philippines in March 2018, and to date has made significant contributions to improving both public and private fisheries governance and management mechanisms. Namely, the project has facilitated the formation and/or strengthening of Filipino business associations for the blue swimming crab (BSC) and octopus fisheries, helped advance the creation and implementation of industry-led Fishery Improvement Projects (FIPs), and has provided the space for stakeholders to collaborate on updating and designing the BSC and Octopus National Management Plans (NMPs). The following are a series of highlighted results from the 21 months of GMC project implementation in the Philippines:

Timeline

Octopus Marine Commodity Platform - **The Philippines**



BSC Marine Commodity Platform - **The Philippines**



- With its eighteen company members representing over 90% of total Philippine export volume of octopus, the Philippine Cephalopods Producers and Exporters Association, Inc. (PCPEAI) was created with technical support from the GMC Project and SFP. SFP will continue to support the Association in its goal to implement a FIP to improve the sustainability of the octopus fishery and thereby improve access to international markets.

Photo: ©UNDP Philippines

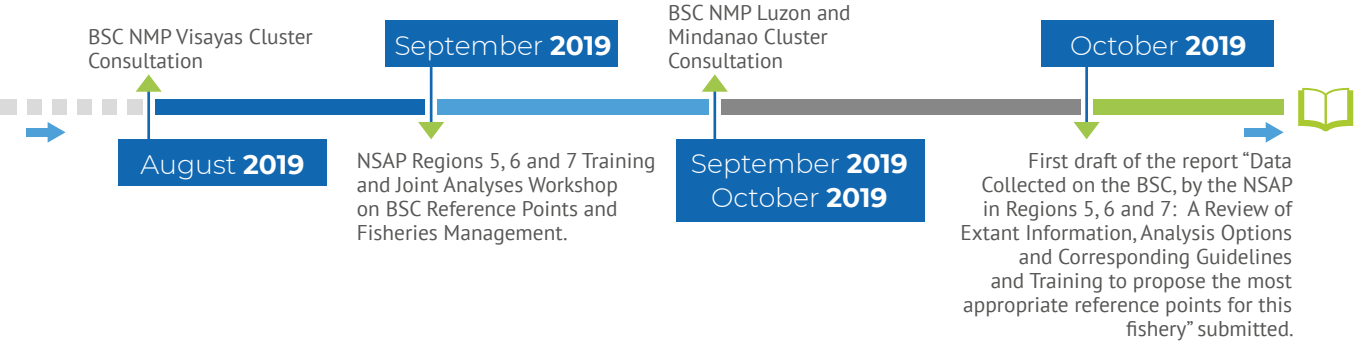


Photo: ©Stanley Gajete

- The **multi-stakeholder Technical Working Group (TWG)** for octopus has been activated with the passing of Fisheries Office Order (FOO) No. 269, s. 2018. The NMP development process, which began in the last quarter of 2019 following the presentation of the Octopus FIP budget to PCPEAI members, is being steered, monitored, and managed by the TWG.

- With the support of the project, PCPEAI signed a Memorandum of Understanding (MoU) **with the Bureau of Fisheries and Aquatic Resource (BFAR)** to provide 10-year octopus volume purchase data for the specific purpose of supporting the formation of the Octopus NMP. This form of data sharing agreement for sustainability is unprecedented in the Philippines. A data reconciliation workshop was thereafter conducted to compile and compare industry data with data from the Philippine Statistics Authority (PSA), export commodity clearances, the National Stock Assessment Program (NSAP) and other data sources for use in the Octopus NMP.

- The project developed guidelines and organized a training session for NSAP personnel that are tasked with carrying out blue swimming crab and octopus stock assessments on new approaches to data collection, assessment methodologies and analysis.

- With the passing of FOO No. 269, s. 2018, an octopus industry representative will serve as a co-chairperson for the octopus commodity platform, a significant positive step forward toward inclusive decision-making for the management of the fishery.

- In its support to the BSC fishery, UNDP supported the BFAR in strengthening and **expanding the role of its multi-stakeholder TWG for BSC** with the passing of FOO No. 166, s. 2018. Chaired by the BFAR Regional Fisheries Office VI in the Visayan Sea (the largest BSC sourcing area of the country),

the platform is now tasked with leading the management plan development process. Under the plan, the TWG is expected to transition to a National BSC Governing Council to continue the monitoring and steering of the plan once it reaches its implementation phase.

- The project is supporting the **pre-existing Philippine Association of Crab Processors, Inc. (PACPI)** as it takes an active role in the development process for the update to the BSC NMP, specifically in terms of socio-economic components. PACPI's participation in the BSC commodity platform facilitated by the GMC Project has been officialized with the passing of FOO No. 166, s. 2018.

- In August 2019, the USAID-funded Fish Right (FR) Program and the Monterey Bay Aquarium (MBA) engaged the Philippines' BSC TWG for collaboration on the implementation of the BSC NMP. Thereafter, FR facilitated the signing of a MoU between BFAR, USAID, University of Rhode Island, Thai Union Group, Philippine Association of Crab Processors Inc. (PACPI), Saravia Blue and MBA to support the implementation of the BSC NMP in the Visayan Sea. The specific goal of this partnership is to elevate the Philippines' red rating (avoid) of MBA Seafood Watch program to a yellow rating (good alternative).

Photo: ©Stanley Gajete

GMC **Country Summaries**

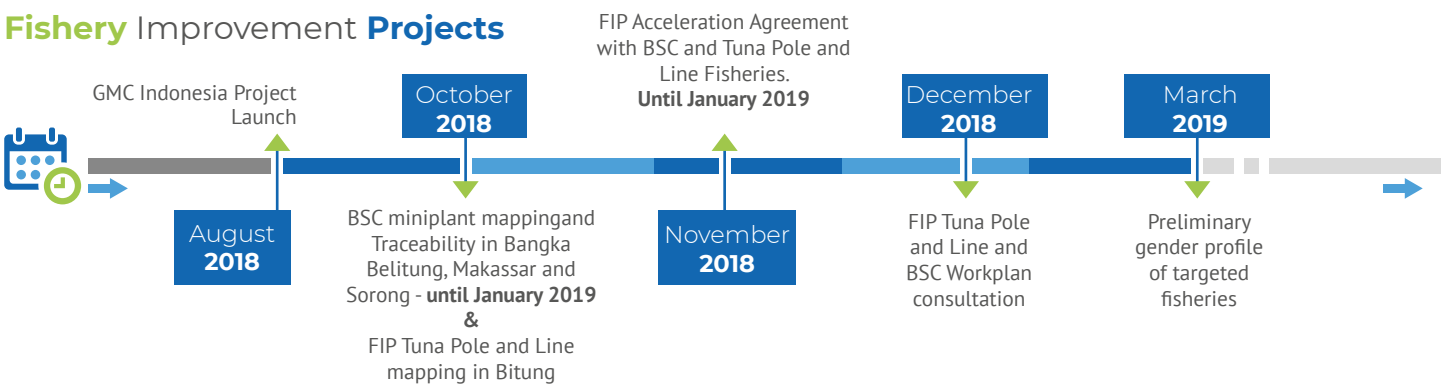
Indonesia

Following the GMC-Indonesia project launch in August 2018, the project has supported the Ministry of National Development Planning (BAPPENAS) with the implementation of the Multi-stakeholder Platform for Sustainable Fisheries (MPSF) and has assisted the Yellowtail tuna, Skipjack tuna and Blue Swimming Crab FIPs advance toward Marine Stewardship Council (MSC) full assessment.

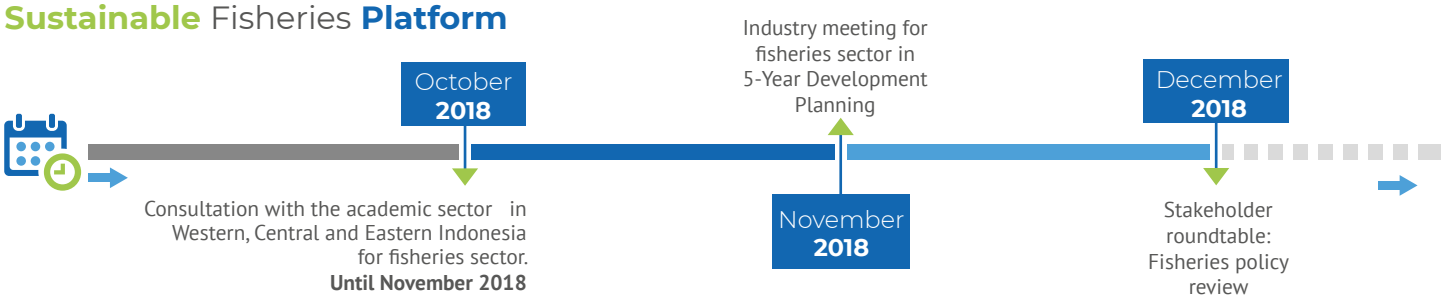
- The Multi-Stakeholder Platform for Sustainable Fisheries (MPSF) officially launched in August 2019 and is chaired by the Director of Marine Affairs and Fisheries in BAPPENAS. The platform is aligned with the country's commitment to working towards the achievement of Sustainable Development Goal #14, Life Below Water. The MPSF will inform strategic planning for the use and management of fishery

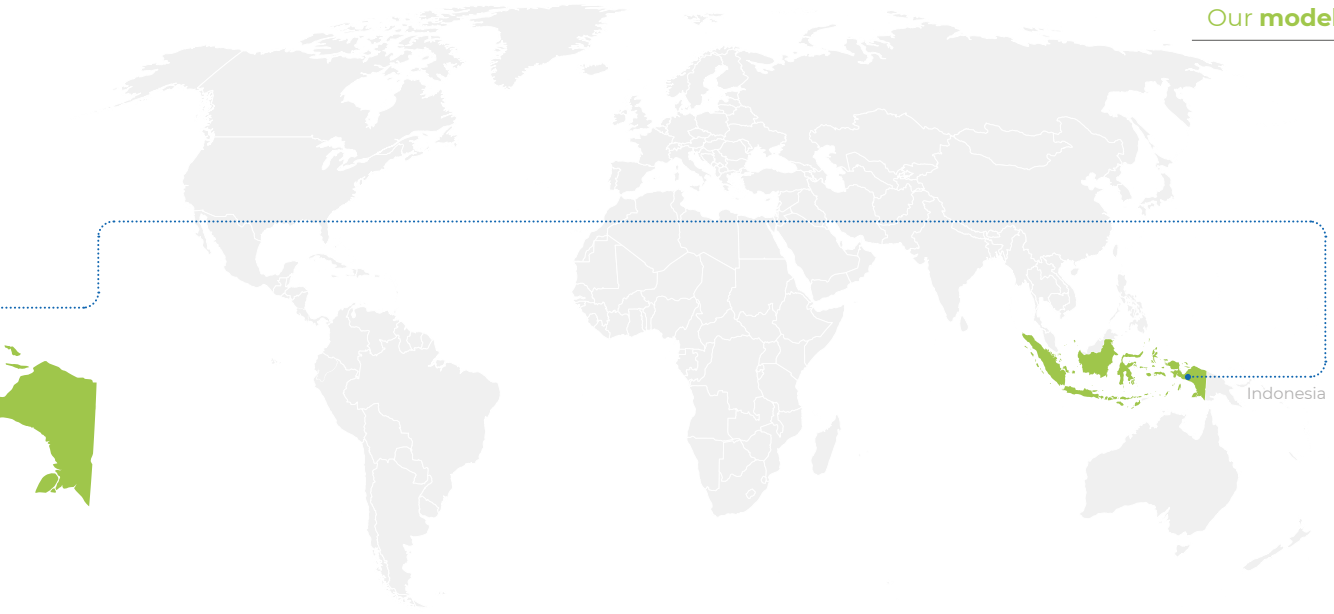
Timeline

Fishery Improvement **Projects**



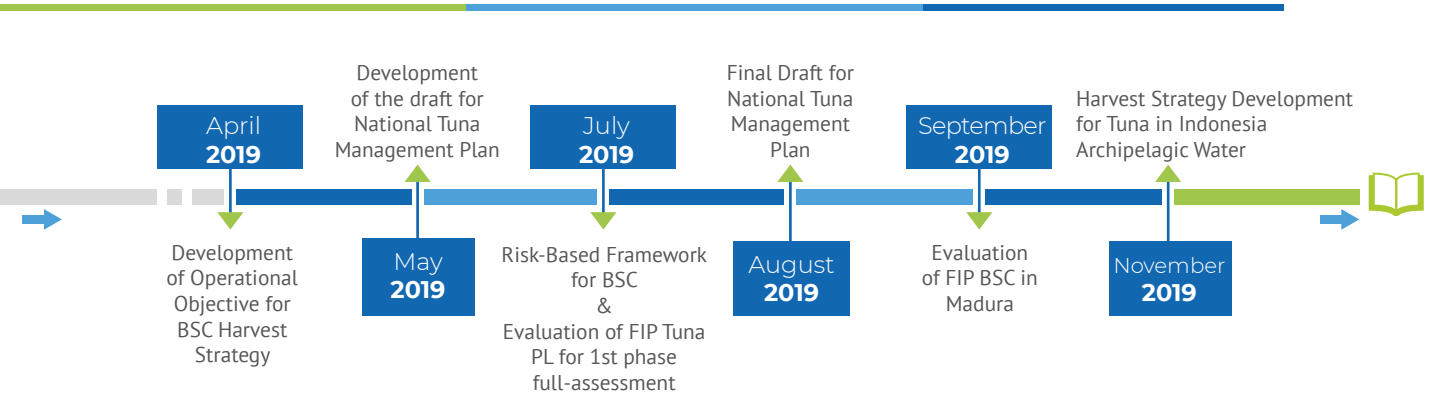
Sustainable Fisheries **Platform**





resources in Indonesia as targeted in the 5-Year National Development Plan and will be operated under the Indonesian SDG 14 Working Group, providing solid institutional footing for the contribution of the platform to Indonesian fisheries for years to come.

- The platform provides a forum to collect input from public, private, academic, NGO and civil society stakeholders interested in the sustainability of Indonesian fishery resources. With GMC Project support, the platform will produce a **2020-2024 National Strategic Plan for Sustainable Fisheries** detailing how the distinct platform participants will contribute to resolving selected root problems inhibiting the ecological, social and economic sustainability of target fisheries.



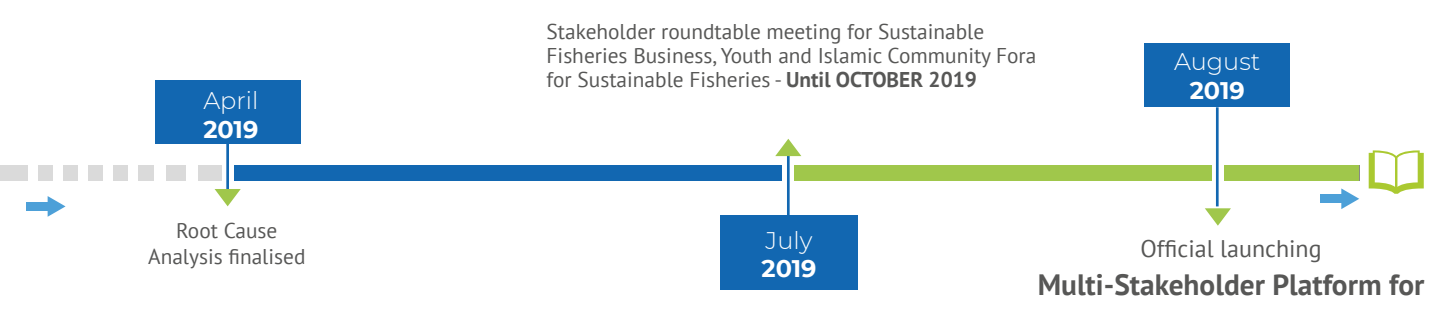


Photo: ©UNDP Indonesia

- GMC Indonesia has contributed with the collection of significant stakeholder input for the update to 2020-2024 National Development Plan. **Three regional meetings have been conducted in central, west and east Indonesia** to determine challenges and opportunities in the fisheries sector specific to the three regions. In coordination with the Indonesia Chamber of Commerce, the project gathered industry input regarding the sustainability of fisheries. The series of **industry and stakeholder roundtable** meetings, including youth and community, reviewed existing fisheries policy and identified priorities for policy action to support the sustainability of fisheries and implementing Fisheries Management Area-Based Management.

- With the expiration of the **National Management Plan (NMP)** for Tuna at the end of 2019, the GMC project has helped facilitate the updating and drafting of a new NMP. After undergoing a series of stakeholder inputs resulting in refinements and revisions, the plan is expected to be officially adopted as national policy in 2020.

- As per commitments made by the Indonesian government at the Western and Central Pacific Fisheries Commission (WCPFC), the Ministry of Maritime Affairs and Fisheries (MMAF) is developing a **Tuna Harvest Strategy and Harvest Control Rules (HS/HCRs) for Indonesia Archipelagic Waters**. The GMC Project, in coordination with the Indonesian government, has agreed to build knowledge and awareness of local Indonesian government counterparts on the critical importance of the harvest strategy, and thereby generate support from all national tuna stakeholders to dedicate resources for data collection.

- The GMC project facilitated a workshop in which central and local governments, fishing associations, industry and private sector stakeholders along with the MMAF agreed to recommend implementation of a series of precautionary management measures until the HS/HCR for the

Indonesian Tuna Fishery is better defined based upon target reference points. Management measures included a control on the use of Fish Aggregating Devices, specific closures to protect nursery grounds and spawning seasons, as well as control on fishing effort and total allowable catch.

- The **National Management Plan (NMP)** for BSC will expire at the end of 2020 and will assist the government in the process of carrying out the update of the NMP and is also helping to implement the existing plan by channeling targeted financial and technical assistance to the BSC FIP.

- Through an agreement with the Indonesian Blue Swimming Crab Association (APRI), the GMC project is providing support for the implementation of Indonesian Blue Swimming Crab (BSC) Fisheries Improvement Project. This FIP is in rating A (highest progress rating) and is expected to enter full assessment for Marine Stewardship Council ecolabel certification in 2021.

Indonesia Case Study
Pole and Line fishery goes for MSC full assessment.

As a result of strategic prioritization and intervention of BAPPENAS, the GMC project supported the efforts of the Indonesian Tuna Pole and Line and Handline Industry Association (AP2HI) alongside IPNLF and its partners to accelerate the Indonesian Yellowfin and Skipjack Tuna Pole and Line Fishery Improvement Project to enter MSC full assessment. The GMC project provides resources to AP2HI to coordinate FIP activities such as placement of an on-board observer in tuna vessels to record catch, mapping use of fishing aggregating device, minimalizing bycatch, improving efficiency of use of live bait, improving compliance, strengthening organisation capacity and mainstreaming gender. In addition, the GMC project has also supported the updating of Tuna Management Plan and 2nd Stakeholder Workshop for Tuna Harvest Strategy in Archipelagic Waters of Indonesia. As a result of this and other forms of assistance, 8 out of 16 Units of Assessment that are prepared through this FIP have entered into full MSC assessment in December 2019.

Photo: ©UNDP Indonesia

GMC Project International: Component Achievements

Engaging international seafood suppliers in fishery **improvement efforts**

The GMC Project has engaged a total of **29 new supplier companies** in the four relevant Supply Chain Roundtables to date. By joining the SRs, companies receive relevant information and advice on prospective and ongoing seafood sustainability efforts that help guide their purchasing decisions. Furthermore, through their participation in the SR, suppliers have helped catalyze the creation and implementation of the GMC Project FIPs.

For example, the Global Octopus SR sent a letter of support to the Philippine PCPEAI Octopus Producer's Association in support of their efforts to establish an Octopus FIP. In the letter, suppliers expressed their high degree of interest in sourcing octopus from the PCPEAI association should their FIP get off the ground and demonstrate regular and verifiable improvements toward sustainability.

The suppliers who have been newly engaged in SRs thanks to GMC project support are:

1. Arista Industries
2. D&E Import LLC
3. Discefa/Ditusa
4. FonCasal
5. Fortune International
6. Fortune International (Formally Fortune Fish & Gourmet)
7. Global Sea Foods (Pvt) Ltd
8. Inland Seafood Corporation
9. Japanese Consumers' Co-operative Union
10. Luen Thai Fishing Venture
11. Mitsui Foods/D&E/Mar/Galicia
12. Netuno USA
13. New England Seafood International
14. Orca Bay Foods
15. Organic Oceans
16. Panapesca USA
17. Pescados de Playa
18. Pesfasa
19. Quirch Foods, LLC
20. Rema Foods, Inc.
21. Royal Hawaiian Seafoods
22. Santa Monica Seafood
23. SeaDelight
24. Stavis Seafoods
25. True Worlds Group
26. The Tuna Store
27. Union Martin
28. Wild Fish Direct
29. Viveros Merimar

Photo: ©UNDP Indonesia

Targeted Advocacy **for Regional Fisheries Management**

Mahi-mahi is a key seafood commodity traded and consumed throughout the Americas, particularly in the United States. Recently reported annual catch volumes in the three largest producing countries in the Eastern Pacific Ocean (EPO) total 60,909 Mt in Peru, 11,407 Mt in Ecuador and 4,792 Mt in Costa Rica[1]. The fishery also represents an important livelihood activity in the region, where it employs over 4,200 fishers in Peru and in Ecuador where it is the largest artisanal fishery with at least 1,500 small boats (fibras) dedicated to mahi-mahi fishing[2].

The robustness and effectiveness of national mahi-mahi fishery management measures varies by geographic location. However, in most mahi-mahi fisheries, there are issues with monitoring, control, and surveillance, as well as with proper data recording and reporting. Furthermore, considering the highly migratory

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nature of the mahi-mahi stock, the lack of regional management measures has been a major constraint for the MSC certification of these fisheries in the EPO. Lack of regional management has also been hampered by the fact that the stock structure of mahi-mahi is still unknown.

To help address these sustainability issues in the mahi-mahi fishery in the Eastern Pacific Ocean (EPO), SFP facilitated the creation of the mahi-mahi producers and processors regional committee (COREMAHI) in February 2019 as part of the GMC Project and with co-funding from the Walton Family Foundation. Comprised of some of the largest mahi-mahi producing and processing companies from Peru, Ecuador, Costa Rica and Mexico, COREMAHI was founded with the intention to coordinate regional actions to promote the sustainability and responsible management of mahi-mahi fisheries in the EPO.

To date, COREMAHI has carried out two in-person regional workshops and a series of online follow up meetings in which the group has analyzed sustainability challenges in the fishery at a regional level, consulted with scientists regarding the state of knowledge of mahi stocks and the impacts of Fish Aggregating Devices (FADs) on the fishery, and produced position statements shared with national Inter-American Tropical Tuna Commission (IATTC) delegates requesting that mahi-mahi be incorporated into the IATTC research plans as a priority species and stocks be routinely studied and assessed.

Since the management of the mahi-mahi fishery is considered beyond the immediate mandate of the IATTC, COREMAHI has decided to develop a code of best practices for the fishery, which will be adopted on a voluntary basis by members and will serve as the first regional approach to mahi-mahi management. COREMAHI hopes that this code of best practices will eventually be adopted by other mahi-mahi producers, and potentially serve as the starting point to create legally binding fishery management measures to be adopted at the regional level.

[1] FishStatJ, FAO Statistics

[2] MRAG Report, 2010.

Support to Select **Fisheries Improvement** Projects (FIPs)

The GMC Project provides direct assistance to **7 FIPs** and indirect assistance to **2 FIPs**. Direct support to FIPs encompasses the provision of a limited amount of seed funding to unite interested private sector supply chain companies to initiate the FIP, and in some cases, carry out the Pre-Assessment against a given certifying entity's sustainability criteria, draw up the FIP's 5-year work plan and develop a strategy for the sustainable financing of the FIP work plan.

Indirect support to FIPs is defined as support from the GMC project to activities that have positive impacts on FIP organization, implementation or progress, but do not entail direct implementation or support to FIP activities (i.e. engaging FIP participants with international buyers, providing spaces to develop and socialize management plans, or promoting regional agreements among seafood producers and processors).

FIP	Country	Stage	Progress Grade (FisheryProgress.org)	Estimated Annual Landings (Mt)	Target certificatio
Direct Support					
Small Pelagic Fish	ECU	n/a	This FIP aims for **IFFO RS** certification. To date, there are not IFFO RS FIPs on fisheryprogress.org.	160,000	IFFO RS
Large Pelagic Fish	CR	2	Rating not yet available	3,935	MSC
Yellowfin Tuna Pole & Line (Western Central Pacific)	IND	4	A	28,000	MSC
Skipjack Tuna Pole & Line (Western Central Pacific)	IND	4	A	28,000	MSC
Blue Swimming Crab / gillnet-trap	IND	5	A	78,200	MSC
Blue Swimming Crab / bottom-set gillnet and box trap	PHI	4	A	32,500	MSC
Octopus	PHI	n/a	Not yet listed	4,006	To be determined
Indirect Support					
Mahi-Mahi - Longline	ECU	Completed	A	9,672	MSC
Tuna Pole and Line	ECU	n/a	Not yet listed	n/a	Fair Trade
			Total Estimated Annual Landings in GMC supported FIPs	**344,313**	

Publication of technical **information on sustainability status of global fisheries**

To help seafood buyers, academics, NGOs and governments access up-to-date and publicly available information on the sustainability and management status of fisheries, fish stocks and aquaculture, the GMC project funds the development and updating of profiles on the FishSource online database.

FishSource was created in 2007 by SFP to provide major seafood buyers with impartial and actionable information on the sustainability of fisheries and the improvements they need to make to become more sustainable. To do so, FishSource compiles and summarizes publicly available scientific and technical information and presents it in an easily interpretable form. By assembling essential information, interpreting data with an easy-to-understand ranking system, and making it publicly available, FishSource lowers the key entry barrier to for companies to engage in sustainable and responsible seafood sourcing. Companies, thus, save time and resources by accessing FishSource for sustainability information and fisheries status. Although the primary intended audience of FishSource is seafood businesses, other audiences – such as academics, researchers, and non-profit organizations – have also become frequent and welcomed users of FishSource.

With GMC Project assistance, SFP has developed **41 new FishSource Gear-Flag profile**, with another **6 currently under development**. In addition, the project has contributed to the **updating and maintenance** of another **29 FishSource profile** with another **9 currently being updated**.

FISHSOURCE

Photo: ©Nick Kashenko

Scientific **Working Groups**

Implemented by the SFP in close collaboration with state research authorities, GMC's scientific working groups (SWGs) aim to advance science-based fisheries management in key fisheries undergoing improvements. The SWG's provide targeted technical or coordination support from scientists and experts on specific topics related to the work of national fisheries research authorities. SWGs, while led with the support of scientists and technical specialists, place a strong focus on building the capacity of national stakeholders so that continued fisheries monitoring, data collection and future decision making can be carried out without extensive external support.

In total, the GMC project will formulate and support four SWGs: 1) Ecuador Small Pelagics, 2) Eastern Pacific Ocean mahi-mahi, 3) Philippines Blue Swimming Crab and 4) Philippines Octopus. The following are brief updates on the progress to date of the project's four SWGs.

Scientific support provided **to Ecuador's Small Pelagic Fishery**

In early 2019, the GMC Project contracted an international stock assessment specialist to provide technical and scientific support to the Ecuadorian National Fisheries Research Institute (INP) in fine tuning the sampling and modeling design for a stock assessment of the Small Pelagic Fishery. This work was made possible as a result of an unprecedented agreement between the Ecuadorian Small Pelagic FIP (led by the *Cámara Nacional de Pesquería* and comprised of leading companies involved in the value chain) and the INP, in which the FIP invested more than $300,000 to conduct hydro-acoustic sampling cruises to assess the biomass of small pelagic fish stocks. This data, as well as historical catch and effort data from INP records, was utilized by the Stock Assessment Specialist in close coordination with the INP in order to conduct the Ecuadorian small pelagic stock assessment.

The team produced estimates of recruitment, biomass and annual fishing mortality for the fishery, and determined that small pelagic populations in Ecuador are overexploited, principally due to the overfishing of immature individuals and by changes in recruitment rates in response to environmental variability. To recover these populations, the stock assessment recommended performing modelling exercises to determine which set of management measures would most effectively help the Ecuadorian fisheries management authorities achieve the target reference point for the fishery established by the stock assessment. The complete report has now been officially published by the INP.

The results from the work carried out by this SWG will feed directly into the Small Pelagic Platform discussions, where the national fishing authorities, in conjunction with public, private, academic and civil society stakeholders, will make decisions regarding the management of the small pelagic fishery to ensure its long-term sustainability.

Photo: © INP Ecuador

Scientific support provided to **Philippine's Blue Swimming Crab Fishery**

In the second quarter of 2019, the GMC project hired a scientist who worked with the Bureau of Fisheries and Aquatic Resources' National Stock Assessment Program (NSAP) to design new data analysis approaches to assist in the formulation of appropriate reference points for the blue swimming crab fishery. The establishment of appropriate biological reference points for BSC is a critical issue that the government has prioritized in order to improve the Monterrey Bay Aquarium Seafood Watch program criteria rating. Initial results, which have now been produced, with inputs and revision from SFP's Science Division, will be published in early 2020. In summary, results from the BSC stock assessment carried out in the Visayan Sea point towards the significant overfishing of the BSC species. The consultant determined that between 1991 and 2018, fishing effort on BSC in the Visayan Sea increased considerably, and overfishing worsened during this period, requiring effort reduction by about half (49%) to return to catch rates to those at maximum sustainable yield. Moreover, results from the analysis show that there is a need to increase captured BSC length from 9.75 cm to 11.5 cm (the length at first maturity) to optimize yields and be risk-averse to recruitment overfishing.

Scientific support provided to **Philippine's Octopus Fishery**

In close coordination with BFAR and UNDP, SFP hired the scientific consultant who supported BFAR and PCPEAI to define a robust data gathering and assessment protocol to perform an octopus stock assessment. The consultant has produced a thorough review of research and available data on octopus fisheries in the Philippines and designed an octopus fisheries data collection and assessment protocol. This review and protocol were revised and finalized with inputs from SFP's Science team, BFAR, the National Fisheries Research and Development Institute (NFRDI) staff and National Stock Assessment Program (NSAP) staff during a training-of-trainers event. The document establishes the steps to gather octopus catch and effort data needed to conduct the octopus stock assessment as well as methods to conduct the stock assessment itself. It also includes instructions on how to collect biological information to inform decisions about closure seasons and areas for the octopus fishery.

The consultant also prepared a budget to estimate the cost of running the octopus data gathering program in the five primary octopus producing regions in the Philippines. This budget was used as an input to calculate the total octopus FIP budget, as one of the FIP's main objectives is to support the process of conducting the Philippines' first octopus stock assessment.

Scientific support provided to **the Eastern Pacific Ocean Mahi-Mahi Fishery**

In order to assist regional stakeholders in identifying the stock structure of mahi-mahi in the EPO, SFP has coordinated with research authorities of Costa Rica (INCOPESCA), Ecuador (INP), Peru (IMARPE) and independent researchers from Mexico (CICIMAR) to develop a joint research program to carry out a genetic analysis of mahi-mahi.

First, SFP engaged researchers from the CICIMAR to coordinate the development of a methodology to perform genetic analysis of mahi-mahi in the EPO over the course of two meetings. In the first meeting, scientists from the INP and IMARPE met with Dr. Sofia Ortega (CICIMAR) and another international specialist in mahi-mahi. In the second meeting in Salinas, Ecuador on November 27 – 29 2019, Ecuadorian and Peruvian stakeholders agreed on genomic study protocols and shared details with the Costa Rican fisheries and aquaculture research institute INCOPESCA.

As most mahi-mahi catches occur in Peru, where the GMC does not have operations, SFP has secured important co-funding from other donors to carry out this important assessment that is key to improve the level of certainty of regional stock assessments for the resource. The sampling of tissues from mahi-mahi catch in Ecuador, Peru and Costa Rica has now initiated, and analysis of this genetic material is underway

Photo: ©Teddy Escarabay

Photo: ©UNDP Indonesia

GMC Gender Strategy

In 2019, the GMC International Project Coordination Unit developed the project's Gender Strategy with the assistance of an international development gender specialist. In close coordination with the IPCU, the consultant performed an in-depth literature review as well as online and email consultations with key government and private sector stakeholders in the four GMC project countries to analyze and evaluate three principal aspects relevant to the Gender Strategy:

i. **The legal and regulatory framework related to gender issues and gender equality;**

ii. **The current situation, status and participation of both men and women in the project-supported fisheries; and**

iii. **The institutional capacity of implementing and facilitating partners to mainstream the gender approach in GMC project-supported activities.**

Based upon the results of these analyses, the consultant identified opportunities and specific actions that the GMC Project's implementing and facilitating partners can take to contribute to reducing the barriers that lead to gender inequality in the value chains of the target fisheries supported by the project.

These specific actions, which, among others, include capacity building for project stakeholders, development of an index to measure gender equality in fisheries, and the development of communication products that highlight the role of women in project supported fisheries, were captured in the GMC Project Gender Mainstreaming and Monitoring Plan. The consultant has now finalized and presented the plan to the IPCU and GMC national project counterparts, and the project performed a budget review and allocated funds to cover the implementation and monitoring of the plan.

Photo: ©UNDP Ecuador

Implementation of the **Gender Strategy** will **contribute to:**

- Strengthening the gender mainstreaming capacity of GMC project implementers and partners to thereby increase the promotion of gender equality and women's empowerment in target fisheries and associated supply chains.
- Ensuring compliance with the national legal frameworks and international agreements on gender equality by contributing to reducing gender gaps in the fishery sector.
- Giving greater visibility to women's real contribution in the sector and the contribution of the GMC project to gender equality and women's empowerment in the four target countries.

The strategy proposes ways in which the UNDP, SFP, and national authorities can

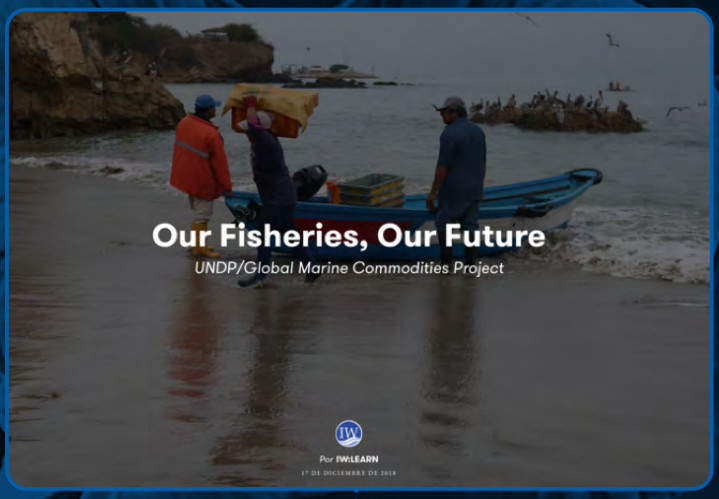
contribute to reducing barriers for women's participation and influence over policy-making spaces during the remainder of the GMC Project. The strategy also includes concrete recommendations for how a second phase of the project could dedicate specific resources to address gender gaps and challenges.

The GMC Project has already began supporting additional fishery-specific gender analysis through its work with the Blue Swimming Crab and Tuna Pole and Line FIPs in Indonesia. Both FIPs have conducted research on the role of women in their fisheries and have published Gender Profiles for their fisheries (Blue Swimming Crab Gender Profile, and Tuna Pole and Line Gender Profile).

The result of this research and analysis will be that the FIPs adopt specific actions in their work plans to address the interests and needs of women in the national supply chain.

Photo: ©UNDP Indonesia

GMC
Project Stories




Schooling together: knowledge exchange on fisheries management
GEF/UNDP/GMC Project


Public and Private-led Initiatives for the Sustainability of Indonesian Tuna Fisheries
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