



Marine resources play an essential role in human well-being and social and economic development worldwide.

The global increase in demand for seafood coupled with an increase of the number of fisheries that are poorly managed, overfished, or negatively affected by Illegal, Unreported and Unregulated (IUU) fishing, poses a significant threat to the sustainability of fish stocks, to ocean biodiversity, and to the livelihoods of fishermen and women across the world.

The United Nations Development Programme's (UNDP) inter-regional initiative **Global Sustainable Supply Chains for Marine Commodities (GMC)** is led by the fisheries and planning authorities of Costa Rica, Ecuador, Indonesia and Philippines, and financed by the Global Environmental Facility (GEF). This initiative establishes multi-stakeholder dialogue roundtables (platforms) for the development and implementation of sustainable fisheries management policy (National Action Plans).

The project also harnesses the market power of sustainability certification mechanisms (eco-labelling) to engage seafood retailers and private sector actors in the supply chain. GMC assists the private sector in transitioning to responsible seafood sourcing and thereby generates investment for improving the management of target fisheries.

The GMC project contributes to the **transformation** of the seafood market by mainstreaming **sustainability** in the **value chain** of fishery commodities from developing countries. This initiative achieves this goal by employing and strengthening emerging tools such as corporate **purchasing policies**, sustainable marine commodity **platforms**, and fisheries improvement projects (FIPs).

Dialogue roundtables for sustainable fisheries

By adapting the methodology of the **UNDP-Green Commodities Programme** to the seafood value chain, the project designs Sustainable Marine Commodity Platforms and develops national capacities for effective co-management of target fisheries.

The national platforms bring together government, fishers, civil society, private sector and other key stakeholders in participatory dialogue to identify and tackle the root causes that impede the sustainable management of the targeted fisheries. Ultimately, the national platforms will support the adoption of National Action Plans to improve fishery management.

Lessons learned, new knowledge and best practices generated from the implementation of national platforms will be shared globally with the intention to encourage replication in other countries.

The project's public-private partnership model for funding implementation of National Action Plans and FIPs has generated rich synergies among the industrial and artisanal sector, civil society, development partners and fishery management authorities.

Platform emphasis:

- National governance improvements.
- Public access to information.
- Effective law enforcement.
- Public-Private partnerships.
- Science-based decision-making processes.
- Link sustainable fisheries to international markets.

Opening doors to international markets

As consumers become increasingly aware of overfishing and poor labor practices in the fishing sector, the demand for seafood that is responsibly sourced is increasing in major international seafood markets (US, Europe, China and Japan).

“Sustainable certifications ensure transparent practices, including making sure the catch is legal and the fishing methods will not quickly deplete the stock.” – **Marine Stewardship Council**.

To meet this demand, eco-labelling schemes (such as the Marine Stewardship Council [MSC] and International Fish Meal and Fish Oil Organization [IFFO]) provide consumer assurance that seafood products meet sustainability and social responsibility criteria.

The GMC project uses market-based tools to promote resource conservation. To improve the sustainability of the project's targeted fisheries, the **Sustainable Fisheries Partnership (SFP)** facilitates the development of FIPs, promotes sustainable sourcing among major importers and retailers, and helps the fisheries gain access to international markets willing to pay premium for sustainable seafood products.



Targeted fisheries

Costa Rica: Large Pelagics

Ecuador: Mahi mahi, Tuna and Small Pelagics

Indonesia: Tuna and Blue Swimming Crab

Philippines: Octopus and Blue Swimming Crab



Global alliances:



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