



A unique group of leaders who are fast-tracking solutions to the most pressing challenges facing the Ocean



Initiative on Illegal, Unreported, and Unregulated Fishing

Illegal, unreported, and unregulated (IUU) fishing undermines fisheries management, cheats legal fishers and threatens the viability of fish stocks. **In Sustainable Development Goal (SDG) 14 (Life Below Water or the 'Ocean Goal'), governments set out to end IUU fishing by 2020. Friends of Ocean Action is working with partners to accelerate action to achieve that goal, creating new momentum for transparency and solutions in the sector.**

With its partners, the Friends of Ocean Action aims to create a breakthrough in the fight against IUU fishing by accelerating progress on three fronts in tandem: action by companies to control their supply chains; action by governments to control access to their ports; and the creation of powerful new data capabilities to support them both. By moving these efforts forward in concert, we can help ensure that they reinforce each other: that governments and companies align on the data they require to monitor vessels; that corporate enforcement in supply chains reinforces government enforcement in ports; and that new data tools provide the robust information on activities on the ocean that enable both to act. We can also help ensure that, together, these efforts build momentum for the real transparency – robust data, digitally available – that is essential to ending IUU fishing.



Tuna is transhipped from an IUU purse seine fishing vessel onto a reefer, or cold storage vessel, on the high seas. © Alex Hafford/Greenpeace

Priorities

1. Supply Chains

Leading retailers and seafood companies have pledged to drive traceability and sustainability into the sector. Under the Tuna 2020 Traceability Declaration, 66 companies in the tuna sector – retailers and suppliers – made that commitment. Under the Seafood Business for Ocean Stewardship (SeaBOS) initiative, the 10 largest seafood companies have committed to advancing sustainability across the seafood industry. The Friends of Ocean Action is working with these companies, and with leading NGOs, to expand participation in those efforts and accelerate progress.

2020 Outcome: The world's largest seafood companies are taking action to establish traceability and transparency across their supply chains and shifting the sector toward sustainability.

Action Plan:

The Friends of Ocean Action works with the Global Tuna Alliance to build an alliance of leading retailers that have signed the Tuna Traceability Declaration, and NGO partners to:

- Bring on board the large retailers that have not yet signed;
- Enlist signatories to commit to a plan for full implementation of the Declaration, including commitments to: (i) collect and share data in line with the recommendations of the Global Dialogue on Seafood Traceability (GDST); (ii) ensure environmental sustainability certification; and (iii) develop a robust strategy on human trafficking; and
- Establish a mechanism for tracking implementation

The International Seafood Sustainability Foundation, representing 85% of the canned tuna sector, and SeaBOS (convened by the Stockholm Resilience Center and the Swedish Academy of Science), will take action in parallel, including making commitments to the GDST and implementing a human trafficking strategy.

2. Policy

Under the leadership of the Food and Agriculture Organization of the United Nations (FAO), UN member states have agreed to the Port State Measures Agreement (PSMA), which had been designed to prevent vessels from landing illegal catch. The Friends of Ocean Action will work with the High Level Panel for a Sustainable Ocean Economy, leading governments, the FAO, and key NGOs to forge international cooperation in implementation of PSMA, especially in the Pacific.

2020 Outcome: Governments are acting to prevent illegal fishing vessels from landing their fish by jointly enforcing the PSMA. In particular, in the Pacific:

- Major port and flag states have ratified PSMA;
- A coalition of Latin American countries, including Chile, Peru, Ecuador, and Colombia, have established a programme for joint implementation of PSMA, which is serving as a model for action; and
- The APEC (Asia-Pacific Economic Cooperation) member states have agreed to the key elements of a plan for coordinated implementation across the region (e.g. sharing of VMS data)

Action Plan:

The Friends of Ocean Action, The Nature Conservancy, The Pew Charitable Trusts, and partners, work with the Government of Chile and other High Level Panel members (Japan, Mexico, Australia, Indonesia) to build an initiative under APEC that includes:

- Ratification by key APEC members (e.g., Canada, China, Mexico, Russia, Malaysia);
- Agreement on a package of key components for robust implementation including:
 - Publication of ship registry, ownership, licences and permits, and Unique Vessel Identifiers (IMO numbers) for flagged vessels through the Global Record;
 - Sharing real-time data on vessel fishing activities, including VMS data and transshipment information;
 - Encouraging the application of complementary or equal measures to domestic fleets; and
 - Investing in capacity-building in developing countries in the Pacific that are important port or flag states.

The Friends of Ocean Action, The Nature Conservancy (TNC), The Pew Charitable Trusts, the World Economic Forum's Centre for the Fourth Industrial Revolution, and partners, will also support a coalition of Latin American countries, including Chile, Peru, Ecuador, and Colombia, in establishing a programme for joint implementation of the PSMA that uses new technological capabilities to allow for effective fisheries monitoring and communication between ports.

3. Data

The past few years have seen the beginning of a revolution in transparency in the fisheries sector, with development of new tools to monitor fishing activity on the ocean and to trace fish from the boat to the supermarket shelf. The Friends of Ocean Action will work with governments, companies and leading data platforms to increase the sharing of data that is needed to detect IUU fishing, and the development of platforms that support action in supply chains and at ports.

2020 Outcome: New data and analytics provide robust capabilities to monitor fishing activity and transshipment, detect risk of human trafficking, and support compliance with GDST requirements.

Action Plan:

- The Friends of Ocean Action and partners work together to enlist coastal and flag states and regional fisheries management organisations to share key data, including VMS data, ship registries, ownership, etc., that is required for the GDST and PSMA;
- Global Fishing Watch and REV Ocean work with the Friends of Ocean Action to:
 - Build the capability to use AIS and VMS data to provide detailed vessel tracks and basic information for every vessel on a common data platform, and
 - Develop algorithmic tools to detect illegal fishing, monitor transshipment, and assess risks of human trafficking using shared data;
- The Friends of Ocean Action works with partners to create guidelines for data collection and sharing and use them to address key data policy questions and alleviate existing concerns about the sharing of commercially sensitive data (i.e. VMS).

With vital commitments by leading companies, an international framework for government cooperation in controlling ports, and revolutionary new data capabilities, we have an unprecedented opportunity to crack the challenge of illegal fishing. Working with government, industry and NGO partners, the Friends of Ocean Action is determined to seize that opportunity.

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Aerial view of a large number of fishing trawlers operating together illegally in a marine reserve © Richard Whitcomb/Shutterstock