

# Workshop on sustainability in seafood production

Sauðárkrókur, 14 June 2007



# Objective

- **To obtain commitment from all key stakeholders in the seafood industry**
  - For further collaboration on sustainability
  - In the North West Atlantic Region
- **To build a coalition among the key stakeholders**
  - In order to mobilise resources for reaching targets agreed upon



# Outcome of today

- **Answers to following main questions:**
  - Do key stakeholders in the Faroese/ Icelandic seafood industry regard sustainability as an important issue?
  - If so, are the key stakeholders willing to **work seriously with the issue** by building a coalition with sufficient resources?



# Sustainability in seafood

- **Definition and resources**
  - environmental sustainability?
- **What are the industry costs and benefits**
  - economical sustainability?
- **Impact on the coastal communities**
  - social sustainability?
- **Timing for the market**
  - consumer perception of sustainability?



# Environmental Sustainability

BURÐARDYGG FISKIVINNA · Helgi Jacobsen

## Mugu semjast um veiðiskipan

Ein snávingarsteinur hjá færoyingum í málinum um burðardygga fiskiveiðu eru samd um, hvussu vit stýra fiskivinnuni.

Í Færoyum hava vit eina lóu í sum Marine Steward- starstu reiðarunum heldur. færoyeiki fiskur titel r oe met it ei sokj ti all

FISKIRANNSÓKNIR · Helgi Jacobsen

## ICES trupult við at vinna trúvirði

Ein tann størsti trupulleikin í færoysku veiðiskipanini er, at sera fáir politikarar og næstan ongir fiskimenn hava álit á ICES, tá tað snýr seg um fiskifrøðiliga ráðgeving. Skal skipanin hanga saman í framtíðini, má meira samsvar vera millum fiskidagaskipanina og fiskifrøðingar.

6 VINNUVITAN

19. APRIL 2007

FISKIVINNA · Helgi Jacobsen

## Vit dumpa hóast fremst í fiskiveiðu

Umvørvisfelagsskapir og tess sterku fíggarliga sameindu seta framvegis ikki Føroyar á hvíta listan. – Tað er ikki nóg at færoyingar vita ella halda, at fiskidagaskipanin er burðardyg og umhvørvisvinarlig. Tey, sum ávirka marknaðin, mugu vita hetta, men eingin fortelur teimum tað, sigur Meinhard Jacobsen, stjóri á Faroe Seafood.

Føroyar hava næstan alt sum skal til fyri at lúka krøvini um umhvørvisvinarliga og burðardygga fiskiveiðu. Men Føroyar eru litlar og gerast lætt offur fyri sterkum umhvørvisfelagsskapum.

Hetta kom fram á kjakfundum, sum veitarafelag Sambandsríkisins, Føroya Væl, skipaði fyri í Miðlahádsinum týskvöldið.

At Føroyar ikki hava nakra gløriu hangandi yvir sær í stóru veru, gjørdi formaðurin í Føroya Væl, Bjarti Thomsen, vart við frá byrjan. Hann nevndi millum annað, at felagsskapir heilt ískiliga arbeiða fyri at stóga allari botntrøling frá 2010, men at Føroyar eru millum tey skjý londini á svartalistanum sum destroyers.



um enn at halda hvørt Menachem Hjalte úr Føroyum úr Íslandi vóru kós.

– Tað hevur stíng at vit semjast vit marknaðarfon við, segði Meinhard Jacobsen og sípaði til, kandi hava nóg men at tað avgera prógva, at færoyskapurin er burðardygur. Hann helt til dem alt eigan at vera kant fyri eina óser ein lítlan broknum lighet millum í Fiskidagaskipanin Hji Meinhardi og fleiri øðrum v ívi um, at krøvini MSC hava á færoyska fiskitíli Færoyska fiskur

6 VINNUVITAN

24. MAI 2007

BURÐARDYGG VEIÐA · Helgi Jacobsen

## Burðardygga fiskiveiðu, JA – MSC-góðkenning, IVASAMT

Alsamt fleiri lond og fiskivinnufyrirtekur geva eftir fyri trústinum frá stórum handilsketum og náttúruverndarfelagsskapum sum Marine Stewardship Council um eina felags merking av fiskavørnum sum burðardyggar. Fiskavørur, sum ikki geva seg undir reglurnar frá handlum sum til dømis Sainsbury, Lidl ella Wal-Mar, sleppa ikki á fremstu hillarnar. Krøvini frá MSC fyri at fáa bláa stemplið minna nóg um krøvini, sum verða sett til burðardygga fiskiveiðu. Tey flestu av teimum krøvnum heldur færoyska fiskivinnan. Men eingin torir at taka avgerð um, antin Føroyar skulu ganga undir MSC-krøvini ella Føroyar kanska saman við Íslendingum og óheftum serfrøðingum skulu boða frá, at vit longu halda treytirnar.

Fyri 10 árum síðani vóru Ísland, sum hevur boðað

Kjakið um burðardygga



# Environmental Sustainability

Berlingske · onsdag 30. maj 2007

17

## Britisk strid om forurenende økologi

**DILEMMA:** Hvad nytter det, at varerne er økologiske, hvis de skal flyves over lange strækninger og forurener mere end et gennemsnitslandbrug?

Af Susanne Bernth

Soil Association – en af Storbritanniens mest indflydelsesrige organisationer, der certificerer trefjerdedele af landets økologiske frugter og grøntsager – meddelte i går, at de vil se nærmere på de miljømæssige omkostninger ved at fragte økologiske frug-



Friske og fristende økologiske frugter og grøntsager i Storbritannien, hvor briterne har taget fat på debatten om, at man også bør tage de store mængder brændstof i betragtning, når varerne skal flyves til lan-



Mediterranean Seafood Exposition, 10-13 February, Rimini

## Quality, sustainability are the focus at MSE

Co-organised by Rimini Fiera and Diversified Business Communications, organizers of European Seafood Show in Brussels, the MSE is held in conjunction with three other food related events, the MIA International Food Show, the Pianeta Birra Beverage & Co which highlights beers, beverages and snacks, and the Food and Beverages Logistics Expo, a logistics exhibition. This year the four events attracted almost 88,000 visitors an increase of 10% over 2006.

At the MSE 170 companies representing both the under EUR2m in 2005 and both imports and exports increased. for the Brand" and announced that certified Northern Adriatic

## Comments for MSC

Menakhem Ben-Yami



Recently the Marine Stewardship Council (MSC) asked for public comment on the main criteria of its environmental standards for sustainable fishing. This was a good thing to do and I sincerely hope that many people responded. No doubt, the MSC is feeling

I believe, those recommendations, a selection of which I published in the July 2004 issue of SAMUDRA Report, are still relevant, particularly with respect to three important and inter-related issues: its public image; the certification process; and MSC Principles and Criteria (P&C).

increasing the market appeal of fish from large and rich fisheries and the related producers, processors and suppliers, which made the MSC, at least in the eyes of the people affected, a pro-big-business enterprise favouring the rich and strong by giving their fish a better market

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# Economical sustainability

Meinhard Jacobsen á kjakfundi í Miðlahúsinum:

## Kappingarførið má betrast

Sera nógv ferð er á búskapinum í lötuni, og við einum afturlatnum arbeiðsmarknaði er rættiligur vøkstur komin í kostnaðin. Hetta merkir, at vanlig útlutningsvinna fær trupulleikar við at fáa lønsemi í, tí keyparin vil ikki gjalda meiri enn neyðugt fyri vøruna, førdi Mein-



tryggari veiði.

Burðardygg veiða er í grundini krøv frá keyparunum í sambandi við fiskiveiði, og hetta eru krøv, sum bara vinda upp á seg.

Og har er ikki nóg mikið, at vit halda okkum veiða burðardygt. Neyðugt er, at ein triði partur metir um, hvørt skipanin er burðardygg, segði Meinhard Jacobsen.

Fleiri felagsskapir bjóða seg fram at meta um hesar skipanir, og teir størstu og eisini teir, sum vit kenna best, eru MSC (Marine Stewardship Council), RFA (Responsible Fisheries Alliance) og FOS (Friends of the Sea). Av hesum er MSC hin størsti.

### Fara varliga fram

Neyðugt verður, at vit fyrr ella seinni gerast góðkendir av einum av hesum felagsskapum. Og tess fyrr tess betur. Men tað krevur sjálvandi fyrireiking.

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LOGISTIKK

7. JUNI 2007

ALTJÓÐA LOGISTIKKUR · Helgi Jacobsen

## Loysir seg best at flyta dýra vøru

Shin Nihon Global ella SNG-Europa man ivaleyst vera tað føroyskt skrásetta felagið, sum hevur størst heimshandil. Felagið flytur fiskavørur millum tiggjutas lond og hevði í fjór útvíð 500 mió. kr. í umsetningi. Seks fólk burturav standa fyri logistikkinum og størsti parturin av flutninginum verður stýrdur úr Føroyum. Hóast flutningurin úr upprunalondunum til Kína og aftur á marknaðin bara liggur um 2,50 krónur kilo, so loysir tað seg nærum ikki at flyta bíligar fiskavørur sum upsa. Størsta skiftisavlopið kemur frá dýru fiskasløgnum. Stjórin Carl á Lag sigur, at reglusemi, tænaustuðði og kostnaður er límið, sum fær heimshandiin at hanga saman.



# SUSTAINABLE BANKING

FINANCIAL TIMES SPECIAL REPORT | Thursday June 7 2007

## FUND MANAGEMENT

# Ethics gain weight with clients and managers

Investors are becoming more aware, says  
**Kate Burgess**

tions, climate change and other environmental and social issues.

According to Michael Liebreich of New Energy Finance, more than \$70bn of new money was invested globally last year in clean or renewable energy or clean technology and in more than 1,246 private equity funds targeting environmental projects. The UK Social Investment Forum estimates that more than £780bn has been invested in socially responsible investments and funds.

Some of the UK's largest fund managers such as Standard Life Investments (SLI), F&C and Morley claim that sustainability and socially-responsible investment (SRI) analysis is factored into almost every investment decision they make. "It is a hygiene issue," says George Walker, head of institutional business at SLI.

The trend is most advanced in Europe. Eurosif, the European Social Investment Forum, estimates SRI accounts for up to 15 per cent of total European funds under management.

Eurosif attributes the

spend 5 per cent of their brokerage commissions with companies that focus on extra-financial indicators. Its membership, which has expanded to include the likes of ABP, Europe's largest pension fund, UK activist Hermes and recently Axa Investment Managers, the French-owned asset manager, now speak for more than \$2,000bn of assets.

That one initiative is said by its supporters to have encouraged large numbers of international investment banks - including the likes of Goldman Sachs, UBS and Citigroup - to set up their own teams of analysts looking at sustainability.

Last year, the United Nations added its weight to

a dominant theme in asset management."

Sustainability is also gaining credence, albeit more slowly, in the US.

Since 2004, Al Gore, former US vice president, has led the parade. His *An Inconvenient Truth* film is helping to push climate change on to US mainstream agendas. In 2004 he joined forces with former Goldman Sachs banker, David Blood, to create Generation Investment Management (GIM). The company aims to deliver good long-term returns by picking stocks based on the principle of sustainability.

It uses research on sustainability to assess a company's quality, management and whether it is valued by

the market correctly. Mr Gore told the FT recently: "In the last year, we have sensed a tremendous change in the level of awareness throughout the financial services industry in how important sustainability is and is likely to be." He argues sustainable development will drive industrial and economic change over the next 50 years.

At the end of last year, ABP of the Netherlands, and

'We have sensed a tremendous change in the level of awareness throughout the industry'

the debate by forming its "Principles for Responsible

# Costing the earth

European businesses are finding it pays to tackle climate change now, reports Sarah Morris

## Business Guide to Sustainable Seafood



ALLIANCE FOR ENVIRONMENTAL INNOVATION  
A PROJECT OF ENVIRONMENTAL DEFENSE



e  
ENVIRONMENTAL DEFENSE  
finding the ways that work

George W. Bush was criticised for abandoning the Kyoto Protocol - the international climate change treaty - in the European countries have common with the 'Toxic Texan' to admit. In 2004 both Spain and the United States, for instance, have allowed their greenhouse gas emissions to climb above their Kyoto commitments, even though the US has a 5% US increase. According to the Kyoto Protocol, the US is supposed to reduce its emissions to a 15% rise over 1990 - the base year - but is pumping out 49% more. The UK has pledged 27% and is on track to meet its target.

"Sustainability" - managing a company for the long term may be commonsense to many people but it is a term that has only recently started to gain traction in the investment world. However, institutional investors are steadily being moved over to the idea that ethical, environmental or economic sustainability has investment power and is a valuable tool in portfolio management. It is not mainstream but increasing numbers of people are looking at sustainability in its own right," says Julie Thomas, manager of the fund's ecology funds. It is driven both by consumers and companies. More investors are turning ethical", insisting their portfolios reflect their concerns about, say, climate change. A few years ago no more than 7 per cent of the UK population was deemed "eth-

# Social Sustainability

INTERNATIONAL BUSINESS

## Miljøhippier indtager erhvervslivet

**GRØNNE JOB.** Fra traditionelle job inden for det offentlige og nonprofit-sektoren er miljøuddannede begyndt at søge mere og mere over i det private erhvervsliv.



**IntraFish**  
FIRST IN SEAFOOD NEWS

June 6, 2007

IntraFish Industry Report

### The Sustainable Seafood Movement: The Next Phase

By John Fiorillo and Ben DiPietro, June 2007

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# Market trends



North Atlantic Seafood Conference

## Focus on sustainability and eco-labelling

The second North Atlantic Seafood Conference took place on 27-28 February in Lillestrøm, Norway. This time too the conference attracted some 400 participants creating a solid platform to make this event a key meeting place for the seafood industry in Europe in the years to follow. The most likely dates for the next Nordic Atlantic Seafood Conference are 19-20 February 2008.



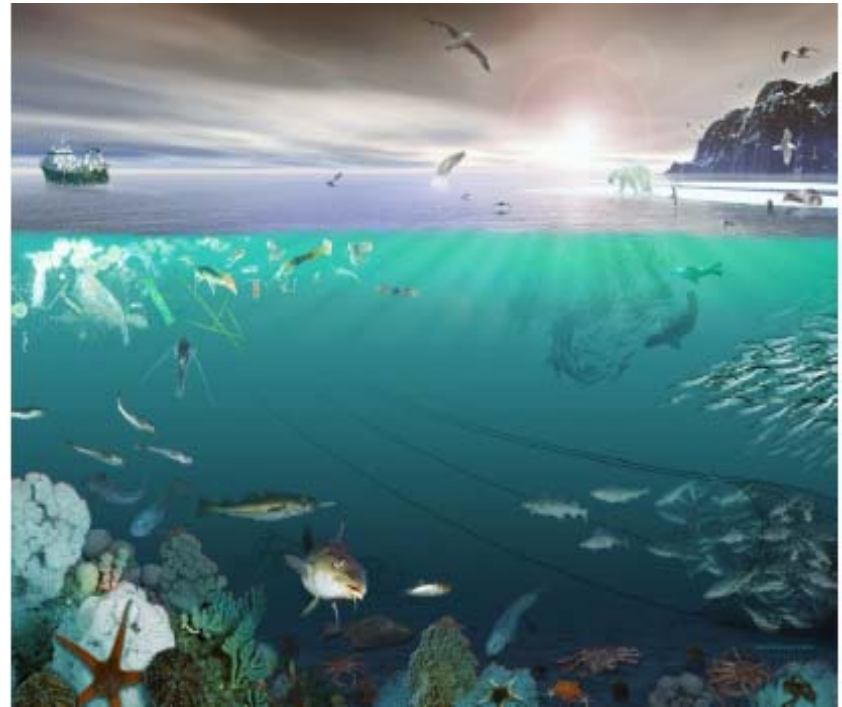
# Consumer perception

- Ethical *handling* has **NO** effect on product perception
- Ethical *information* has positive effects on product perception

Source: Seafood Plus, June 2007:

“Do consumers like unstressed farmed cod better than stressed cod?”

Rian Schelvis, Adriaan Kole, Kolbrun Sveinsdottir and Emilia Martinsdottir



# Structure of the day

- 
- 9:00: Presentations**
  - 12:00: Thematic Discussions & Lunch**
  - 14:45: Plenum**
  - 15:15: Panel Discussion**
  - 16:15: On site demonstration at FISK Seafood**
  - 19:00: Work-shop dinner**



# Acknowledgements

- **Sponsors of the workshop:**
  - Fiskivinnugransking (Faroe Island)
  - FISK Seafood (Iceland)
  - NORA (Inter West Nordic)



# Summary of presenters

- **Catch/Processing:**
  - Verification of sustainability is a “must”!
    - Focus on how to do it
- **Logistics:**
  - Type of transport is a significant factor in sustainability
- **Marketing:**
  - Information is a valuable parameter when used and managed extensively



# Summary cont.

## • Definition

- Faroes: The fishday system provides reliable information, but is not approved by 3. parties
- Question: Can we make use of the present verification authorities? Or can we influence their definition on sustainability?
- Icelandic/Faroese have many areas of mutual interests and few/none in conflict.
- Iceland: Production of White Paper
  - Verification on sustainability must be legal and scientific – not only PR.
- One issue is the organisation of verification authority (e.g. MSC)
- Will information systems replace costly verification organisations such as MSC?



# Summary cont.

- **Tools for information management:**
  - Life Cycle Assessments
  - Material, energy and waste flow from cradle to grave
- **TracePlace**
  - System on chain traceability to be used by independent organisations
    - Focus in cost saving for the industry and consumer benefits from the information
  - Pilot test in the Faroes



# Thematic Discussion



# A: Definition of sustainability

- **How should Nordic Fish Industries collaborate on development in sustainability?**
  - Kick off speech: Hjalti í Jákupsstovu, Fiskirannsóknarstovan
- **Objective: Commitment to the project objectives and organisation**
  - Facilitator: Sveinn Margeirsson

***Seats available***



# B: Market orientation

- **How to use information about sustainability in seafood marketing?**
  - Kick off speech: Gisli Svan Einarson, Verið Visindagarðar
- **Objective: Analysing how Nordic seafood industry can use sustainability to increase value**
  - Facilitator: Gisli Þorsteinsson

***No Seats available***



# C: Stakeholder analysis

- **Costs and benefits of sustainability; which parties are involved?**
  - Kick off speech: Skúli Skúlason, Háskólinn á Hólum
- **Objective: Finding pros and cons of sustainability for the Nordic seafood industry**
  - Facilitator: Marita Rasmussen

***Seats available***



