

# Eco Labelling and Sustainability Situation in Iceland

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# Contents of the lecture

- Why sustainability?
- Present situation and what to do?
- How to inform?
- The situation

# Sustainability

- To manage the fisheries in a sustainably way is a must!
- We all agree on that.
- We might disagree on how to read into available (biological) information.
- We do have the market increasingly involved in looking at the situation.

# The source of present discussion

- Fisheries management in the North Sea is a mess.
- The authorities are responsible.
- NGO's says: "You are not able, we have to take it over".
- Industry and NGO's cooperates i MSC.

# What do we have to do – three questions

- How is the situation – what do we do right and what do we do wrong?
- How to improve where improvement is needed?
- How to bring the message further on what we are doing?

# Alternatives – in case of Iceland

- “White paper” – declaration on the situation.
- Certification on fishery under Icelandic management.
- Certification on legal fishery.
- Certification on fishery based on scientific information.
- Working with present eco-label bodies.

# Marine Stewardship Council

- We do not think MSC is even and we do support the objectives for the future fisheries.
- We would like more professionalism in their work (not only be professional in PR!).
- We do not want MSC to have a monopoly in the market.
- We do think it is a reason for being sceptical to how MSC is organized.
- We do not think MSC does any use.

# “Ownership” of MSC

- MSC was established by initiative of Unilever in cooperation with WWF.
  - Unilever – one of the biggest buyers of seafood.
  - WWF has often been a critic of wild fisheries in general.
- Although it has been announced MSC is now independent the “parent problem” still is in place.





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# Future of Information Technology

- Transparency and traceability will increase in developed world fisheries in the years to come..
- It will be easy to give buyers and consumers all information needed in easy and cheap way to avoid “wrong” fish.
- Will there be a place for costly operation as MSC in the future?

# What we in Iceland are doing

- Making a declaration on Icelandic Fisheries Management System.
- Preparing for a certification system on Icelandic Fisheries Management System.
- Informing buyers of how we manage our fisheries.

# How to continue?

- What will be the future of eco-labelling in our neighboring countries?
- How strong will the pressure from buyers be?
- Will those who participate in MSC programme get refund for the cost?
- How will the market react in the future?