



WWF

FACT SHEET

2015



© Tatjana Gerling/WWF International

WWF 2020 GOALS

Sustainably managed fisheries and markets for global "priority" fish populations of tuna and whitefish. This means that:

- they are managed and traded sustainably
- they provide improved global food security
- they offer better livelihoods for communities depending on fish for food and income

The Smart Fishing Initiative

WWF's Smart Fishing Initiative aims to reduce the negative impacts of fishing in the world's most important marine ecoregions including the Arctic, the Indian Ocean, the Pacific and the Southern Cone. We focus our efforts on conserving important commercial fish populations such as tuna and whitefish and preventing their further collapse which will strengthen marine ecosystems and offer sustainable solutions to increasingly global market challenges.

OUR APPROACH

Engaging with governmental bodies, industries, financial institutions and local communities is crucial for WWF to succeed. We collaborate with fishermen, processors, buyers, retailers, financial institutions, investors as well as governments.

Our approach is supported by targeted research and science-driven solutions and focuses on:

- **Creating transparency at sea:** getting the right fisheries management in place and promoting technological advances such as the Automatic Identification System (AIS) to increase transparency in fishing operations, in particular on the high seas.
- **Supporting sustainable market incentives:** spurring fishers, processors, buyers and retailers to commit to MSC certified fisheries, and to purchase and sell seafood products that can be traced back to their origin.
- **Investing in responsible fisheries:** making sure money is well invested to safeguard livelihoods and secure long-term fisheries recovery



Fish processing © E. Parker / WWF-Canon

BE PART OF OUR WORK

WWF is leading the most ambitious marine conservation efforts to transform global market forces and as such, protect the future of our oceans, marine ecosystems and the key species on which we are dependent for our daily food. It is by leveraging the strengths of our collaborations that we are able to accomplish the greatest conservation successes.

With your support, we can steer a smarter, more powerful, responsible market course.

For more information on how you can engage in the Smart Fishing Initiative, please contact Alfred Schumm, SFI Leader.

Our Smart Fishing Vision and Goals:

Vision: The world's oceans are healthy, well-managed and full of life, providing valuable resources for the welfare of humanity.

2020 Goals: The responsible management and trade of four key fishery populations results in recovering and resilient marine eco-systems, improved livelihoods for coastal communities and strengthened food security for the Planet.



Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

panda.org

For more information

Alfred Schumm
Leader Smart Fishing Initiative
alfred.schumm@wwf.de

WWF Smart Fishing Initiative
 Moenkebergstr. 27
 20095 Hamburg

Tel. +49 40 530200-310

www.panda.org/smartfishing