

Continuously Improving Global Tuna Fishery Sustainability

ISSF Strategic Plan | 2023–2027

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About ISSF

In 2009, acclaimed scientists, leaders in industry, and environmental champions launched the International Seafood Sustainability Foundation (ISSF) based on shared concerns about the future of tuna fisheries and a desire to do something about it – together.

ISSF MISSION

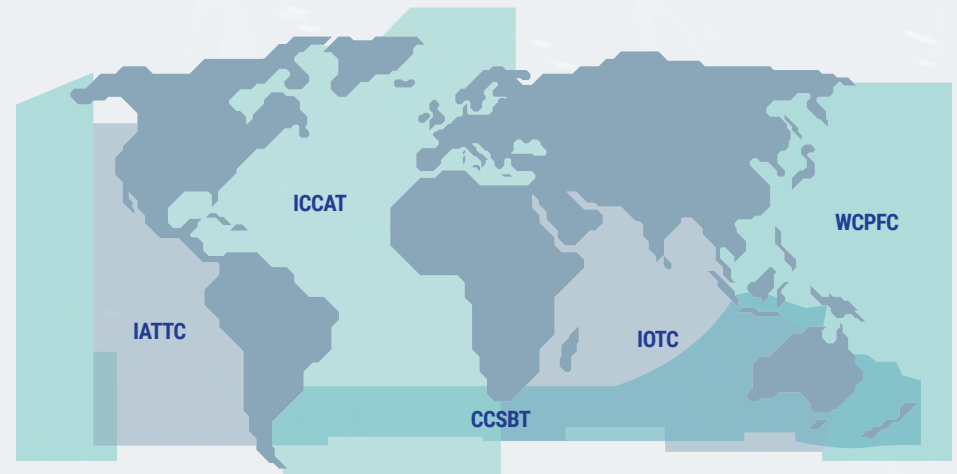
To undertake and facilitate science-based initiatives to continuously improve the sustainability of global tuna fisheries and the health of the ecosystems that support them.

ISSF OBJECTIVE

To continuously improve the sustainability of global tuna fisheries and the ecosystems that support them to result in those fisheries meeting and maintaining the MSC certification standard.

We achieve this through:

- ✓ **The development and implementation of verifiable, science-based practices, measurable commitments, and conservation management measures by participating companies**
- ✓ **Advocacy to tuna RFMOs**



RFMO: Regional Fisheries Management Organizations

IATTC: Inter-American Tropical Tuna Commission

ICCAT: International Commission for the Conservation of Atlantic Tunas

IOTC: Indian Ocean Tuna Commission

WCPFC: Western and Central Pacific Fisheries Commission

CCSBT: Commission for the Conservation of Southern Bluefin Tuna

ISSF Theory of Change

ISSF is a science-driven organization focused on the continuous improvement of global tuna fishery sustainability. We seek to achieve this by:

- **Advancing tuna fisheries science** so that efforts to improve the sustainability of global tuna fisheries are grounded in science.
- **Implementing direct industry improvements**, verifiably implemented by participating companies, via conservation management measures and voluntary actions.
- **Providing scientific guidance and tools** that support tuna fisheries in meeting and maintaining the Marine Stewardship Council (MSC) certification standard.
- **Working with, and advocating to, Regional Fisheries Management Organizations (RFMOs)** to require and implement improvements in science and management.
- **Partnering with supportive organizations and experts** to drive further action and improvement.

SUSTAINABLE MANAGEMENT REQUIRES **CONTINUOUS IMPROVEMENT**



Further, it's important to note that:

- ISSF advocacy to RFMOs is grounded in what the best current science requires.
- Simultaneously, ISSF continuously works to improve the science.
- The intended result of our efforts is the adoption & implementation of science-based management measures by industry and RFMOs.
- We recognize that comprehensive and sustainable management requires continuous improvement.

ISSF Five-Year Goal

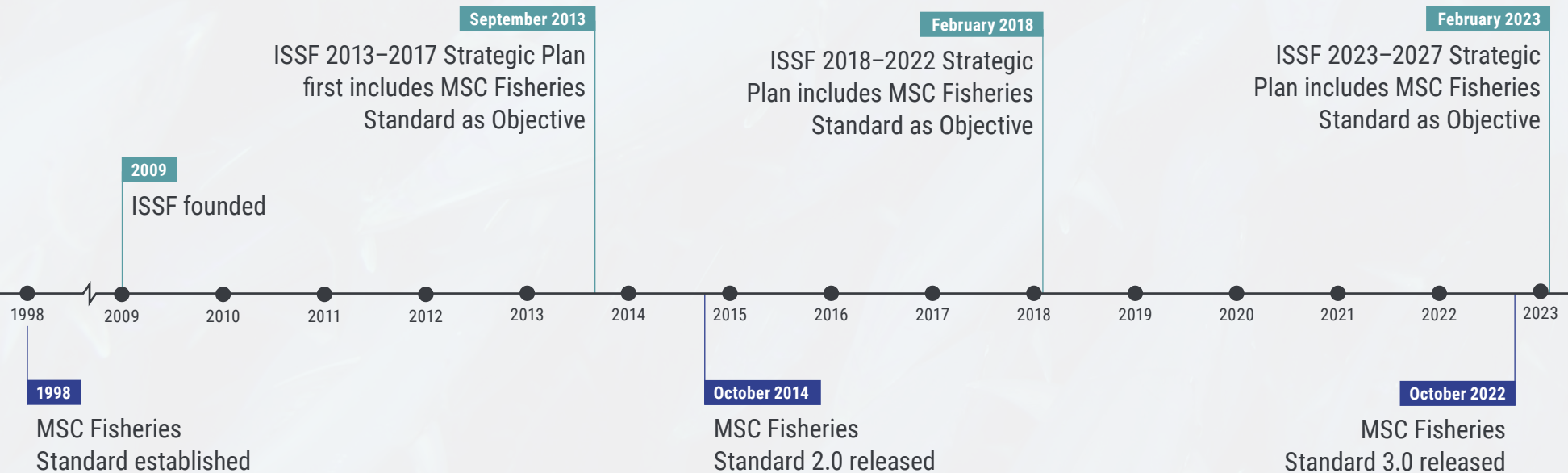
By the end of 2027, all tuna fisheries from which ISSF participating companies source can:

✔ **Meet and maintain the MSC certification standard***

or

✔ **There is a clear roadmap and timeline in place to meet this standard that is underpinned by the best-available science.**

**ISSF will seek to achieve conformance with MSC's then-current performance indicators at an 80 score level, which is sufficient for certification of a fishery without conditions.*



Strategic Pillars

The following strategic plan is designed to show how ISSF’s objective is being implemented through its strategic pillars and core areas of focus – all designed to deliver on ISSF’s mission and its five-year goal through 2027.



Science

Continuously improve the sustainability of global tuna fisheries and the health of the ecosystems that support them – measurably demonstrated.



Verification

Maintain and enhance credibility through transparency and compliance.



Influence

Exercise influence among stakeholders to promote and expedite actions necessary to continuously improve the sustainability of global fisheries and the health of the ecosystems that support them.

ISSF Supports & Enables FIPs That Seek MSC Certification

Tuna Fisheries & Stocks	Participating Company Compliance & Communication	RFMOs & Member Nations
Ecosystem Impacts	Progress Tracking	NGOs
Monitoring, Control, & Surveillance	ProActive Vessel Register (PVR)	Markets
Fishing Capacity	Vessels in Other Sustainability Initiatives (VOSI)	Vessels

Partnerships with Organizations/Experts to Facilitate Improvement/Implementation

Labor & Social Issues in Tuna Fisheries



ISSF Supports & Enables FIPs That Seek MSC Certification

Functional Objectives

ISSF seeks to expedite the achievement of MSC certification standards across global tuna fisheries.

In support of this objective, ISSF will:

- ✓ **Provide science-based guidance, data, and tools as a stakeholder in Fishery Improvement Projects (FIPs)** that seek to achieve MSC certification standards, as well as **advocacy support at the RFMO and RFMO member government levels**, to support the implementation of FIP work plans.
- ✓ **Provide support and tools to tuna fisheries that are MSC-certified with conditions** so they may close those conditions.
- ✓ **Make available ISSF verification tools to all tuna fisheries**, including tools for participating company traceability and vessel best practices, so they may transparently demonstrate progress against MSC certification standards, and progress in closing conditions if already MSC-certified.



SCIENCE

Continuously improve the sustainability of tuna fisheries and the health of the ecosystems that support them – measurably demonstrated.

Functional Objectives



TUNA FISHERIES AND STOCKS

Define, support, and promote science-based approaches to improve global tuna fisheries. Monitor and report on the status of tuna stocks and international management of global tuna fisheries against MSC performance indicators (PIs).



ECOSYSTEM IMPACTS

Define, support, and promote comprehensive, science-based approaches to addressing ecosystem impacts across global tuna fisheries, with an emphasis on continuous improvement of FADs and other fishing gear, and mitigation of associated bycatch. Explore and advance science-based approaches to addressing broader ecosystem impacts of tuna fishing.



MONITORING, CONTROL & SURVEILLANCE (MCS)

Define, support, and promote science-based efforts to improve MCS across global tuna fisheries to eliminate illegal, unreported and/or unregulated (IUU) fishing, to increase transparency across global tuna fisheries through greater monitoring and observation, and to improve the collection, reporting, and sharing of fishery data and activity to inform fisheries science, management, and compliance assessment.



FISHING CAPACITY

Facilitate the conservation and management of tuna resources through effective management measures that seek to eliminate excess fishing capacity.



VERIFICATION

Maintain and enhance credibility through transparency and compliance.

Functional Objectives



PARTICIPATING COMPANY COMPLIANCE & COMMUNICATION

Ensure participating company compliance with all ISSF conservation management measures – with an emphasis on traceability from vessel to plate. Communicate results publicly to promote transparency, and to support and enhance ISSF's credibility and influence among interested stakeholders.



PROACTIVE VESSEL REGISTER (PVR)

Track compliance with ISSF conservation management measures by fishing vessels participating in the PVR as a means for promoting and enhancing transparency; strengthen, expand, promote and leverage the PVR as a verification tool for vessels engaged in MSC-certified fisheries and FIPs as applicable.



VESSELS IN OTHER SUSTAINABILITY INITIATIVES (VOSI)

Track the public sustainable fishing commitments made by tuna vessels beyond the measures reflected on the PVR. Promote and leverage the VOSI as a transparency tool for stakeholders, including seafood companies.



PROGRESS TRACKING

Provide stakeholders with opportunities to track and report on the progress participating companies and vessels are achieving in their efforts to continuously improve global tuna fishery and ecosystem health, providing greater clarity and understanding of ongoing efforts and progress.



INFLUENCE

Exercise influence among stakeholders to promote and expedite actions necessary to continuously improve the sustainability of global fisheries and the health of the ecosystems that support them.

Functional Objectives



RFMOS & MEMBER NATIONS

Urge RFMO members to adopt and implement science-based, enforceable conservation management measures, including precautionary harvest strategies. Provide the tools that positively impact global tuna fishery and ecosystem sustainability, as well as RFMO policies and governance reforms required to ensure effectiveness, transparency, and compliance.



NGOS

Engage directly with organizations that focus on policies and tools for global tuna fishery and ecosystem sustainability, working collaboratively on topics of common concern, and where NGO efforts align with ISSF science-based approaches, information, tools and RFMO advocacy efforts.



MARKETS

Ensure awareness among market partners of global tuna fishery and ecosystem health, and of ISSF's efforts to continuously improve them over time, as well as how market partners can support these efforts through policy and purchasing decisions. Amplify awareness through coordination among engaged stakeholders. Urge markets to transparently verify implementation of their policy and purchasing decisions, including for their private label brands, thereby enhancing the credibility of their efforts.



VESSELS

Engage vessel owners and the organizations that represent them – primarily through MSC-certified fisheries and FIPs seeking MSC certification – to advance sustainability efforts in ways that can be practically implemented and verified.



Partnerships with Organizations/Experts to Facilitate Improvement/Implementation

Functional Objectives

ISSF seeks opportunities for partnership where possible with scientific institutions, researchers, non-governmental organizations, industry collaborations, academics, and content experts across all ISSF priorities, with the goal of expediting continuous improvements across global tuna fisheries and the ecosystems that support them.



Labor & Social Issues in Tuna Fisheries

Functional Objectives

Closely monitor third-party efforts to develop and implement labor and social standards for tuna fishing activities on a global scale. Explore appropriate ways for ISSF and/or participating companies to support and implement these standards.



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