**Alliance for Responsible Fisheries**

A Public Private Partnership for Sustainable Fisheries (ALLFISH)

ALLFISH is an emerging public-private partnership created by the seafood industry in collaboration with the World Bank, the Global Environment Facility, the Food and Agriculture Organization and other partners. Hosted at the International Coalition of Fisheries Associations (ICFA), ALLFISH's objective is to build a responsible private sector with a focus on developing countries and improved access to markets for small-scale producers.

**GOAL AND SCOPE**

The goal of ALLFISH is create opportunities for seafood industry organizations to work together with policy-makers and other key stakeholders to build responsible, sustainable and profitable capture fisheries and aquaculture.

The scope of ALLFISH is global, but its primary focus is on building the capacity for sustainable and profitable seafood value chains developing countries.

In selected countries and value chains, ALLFISH will build synergies based on common core values shared by both public and private stakeholders and foster national Industry* based initiatives aimed at improving governance and management of fisheries.

("note: the term 'industry' is considered to be inclusive of the small-scale fisheries)

**ACTIVITIES**

ALLFISH will carry out several closely linked activities:

1. **Codes of practice**
   - Develop, promote and foster adherence to codes of responsible industry practices, including anti-corruption codes and activities to exclude illicit fish from product chains.
   - At country level, promote private and public transparency, accountability and adequate public information on the state of the fisheries, the economic returns from fisheries, and the allocation of fish resources.

2. **Build global industry capacity**
   - Design and finance capacity building in developing countries to extend the partnership to key fish exporting countries with particular attention to small-scale fisher organizations and other organizations promoting good governance and transparency in fisheries.

3. **Supporting targeted governance improvements**
   - Align certification and traceability processes with markets, fostering sustainability and food safety, while excluding illicit fish from the markets.
   - Facilitate market access for sustainable fish products from small-scale fisheries (a specific focus of attention).

**KEY MESSAGES**

- Effective private sector engagement is a key to sustainable fisheries
- Core values of sustainable fisheries are shared by public and private sector stakeholders alike
- At the global level the responsible private sector needs a stronger voice, in particular the voice of the small-scale fishers and developing countries requires support
- ALLFISH provides an opportunity to build a global platform for a responsible private sector, for example by:
  - Identifying key areas of common cause, e.g. preventing illicit fish products entering value chains;
  - Fostering transparency in resource allocation (who gets fishing licenses and how are benefits shared);
  - Assisting smallholders to access markets;
  - Fostering standards of corporate social responsibility e.g. through developing industry codes of conduct; and
  - Communicating a vision of a responsible private sector, e.g. taking balanced positions on issues such as endangered species, trade barriers and subsidies.

- Identify and support product value chains where reform processes can be established and private incentives created to create sustainable value and fish wealth.
PARTNERS
The partners for the start-up phase include International Coalition of Fisheries Associations (ICFA), the Food and Agriculture Organization (FAO) of the United Nations, and the Global Environment Facility (GEF) and the World Bank (through PROFISH).

GOVERNANCE
In the start-up phase ALLFISH is an activity of PROFISH (see PROFISH briefing note) and will evolve into a stand-alone partnership with enhanced participation from developing country industry associations.

The governance arrangements call for the establishment of an Advisory Council is with broad representation from:
- fishworkers and small-scale fisher organizations;
- industry umbrella organizations, including those representing fishing, fish processing and fish distribution and retailing companies;
- the international partners and NGOs targeting sustainable seafood and fisheries-related issues in developing countries.

MANAGEMENT
ICFA hosts the Alliance secretariat and ICFA has undertaken to:
- broaden the membership of ICFA to include greater representation from developing countries;
- promote and facilitate greater inclusion of small-scale fisher representation in its member organizations;
- promote and facilitate equitable solutions to global fisheries issues (such as sustainable fish trade).

DEVELOPMENT OF ALLFISH
Pilot value chains
ALLFISH plans to target specific seafood products produced by developing countries for export markets (these are often high-end products subject to intense exploitation).

ALLFISH will link producers to markets with the objective of delivering a ‘triple bottom line’ - environmentally sustainable production, profitable trade and equitable distribution of benefits along the value chain.

INTERNATIONAL COALITION OF FISHERIES ASSOCIATIONS
The International Coalition of Fisheries Associations (ICFA) is a coalition of the national fish and seafood industry trade associations from the world’s major fishing nations. ICFA members represent countries harvesting more than 85% of the globe’s fish.

ICFA was formed in 1988 to provide decision-makers a unified voice on global fish and seafood issues.

ICFA members advocate policies for the long-term sustainable use of living marine resources for the benefit of global food security and prosperity.

ICFA members are deeply committed to science-based and fully participatory fishery conservation and management processes.

ICFA is a recognized non-governmental organization observer for United Nations agencies. For more information about ICFA and ALLFISH, contact: stinkham@nfi.org

This will include a wide range of trade-related standards, e.g. traceability, food safety, fair-trade and subsidies.

Compiling and comparing the indicators for these certification processes can provide core values, criteria and metrics for extant visions of sustainability and for trade requirements.

Similarly, compilation and review of codes of industry conduct and examination of best practices in other industries will also assist with development of codes of good practice which can be adopted by the seafood industry.

Communications and engagement
A communications strategy will articulate the core messages and foster codes of conduct, build synergies with complementary initiatives, and match buyers seeking sustainable seafood with developing country sellers aspiring to move towards sustainable production.

SUMMARY
In summary ALLFISH provides:
- first steps in a global public private partnership for sustainable fisheries
- a 3-year start-up phase to structure and pilot global codes of industry conduct
- a primary focus on developing country seafood export value chains
- a structured approach for engagement of the private sector in sustainable fisheries
- core values and common ground between public and private interests and goals
- a clear vision of a responsible private sector,
- secure buy-in by partners along selected seafood value chains; and
- the replication of successes in other value chains and fisheries.

Through ICFA, ALLFISH is able to create market links to responsible buyers. Value chains are selected on the basis of:
- synergies with other activities, e.g. MSC certification processes, fisheries which are the focus of World Bank, FAO, GEF or other partner activities; and
- where there is strong local stakeholder buy-in and the basis for creating responsible industry associations.

Bringing developing countries on board
The pilot activities will help identify developing country candidates for membership in ICFA. A study of stakeholders and consultative processes will review existing seafood partnership programs and initiatives to identify synergies and cooperative efforts.

Standards and codes
ALLFISH will first examine the architecture of fisheries sustainability along the value chain: environmental, and social in addition to measures of economic performance.