



## **New Responsibility Guidelines to Engage Seafood Industry Leaders**

(January 27, 2008 – Barcelona, Spain) A two year project partnership has been launched between Seafood Choices Alliance and the Global Reporting Initiative (GRI) to ensure that guidelines on sustainability reporting for the Food Processing Sector will address the unique needs of the global seafood industry (worth some US\$180bn worldwide).

The aim of the project is to enable companies and stakeholders to better measure and communicate progress on sustainability (i.e. economic, environmental and social performance). This is based on the principle that good measurement supports good management and is a prerequisite for good communication.

*‘We are honoured to be partnering with the GRI, on this important initiative.’ said Mike Boots, Seafood Choices Alliance director. “This project will ensure the delivery of a global tool to support positive responsible management in the seafood processing sector. It will help celebrate the leaders of best practice, guide those beginning that journey and ultimately contribute to a more sustainable seafood industry. And that’s got to be good news for our oceans’.*

The project was initiated at the Seafood Choices Alliance’s Business Roundtable at the European Seafood Exposition in April 2007 in response to industry demands for a harmonized set of guidelines. GRI had already taken steps towards developing a Food Processing Sector Supplement to its existing Sustainability Reporting Guidelines, which will be developed with input from companies such as Nestlé, General Mills, Danisco and the Foodvest Group, as well as WWF and IUCN.

An agreement between GRI and Seafood Choices Alliance has now been formalized-. Together they will create a series of global GRI Seafood Workshops to run alongside the GRI Food Processing Sector Supplement Working Group. Stakeholders of the seafood processing industry will explore, and provide feedback on, the indicators under development with specific reference to their own industry needs. Seafood workshops will be held around the world and are open to all interested parties, with virtual and video conferencing available for those unable to attend in person.

The Foodvest Group (Young’s Seafood and Findus) has seconded Anna Roslund to the Seafood Choices Alliance to lead the project. Anna - a key initiator and developer of the project – will work on a part-time basis with the SCA, to facilitate workshops and work with the Food Processing Sector Supplement Working Group on the outcomes. The project is expected to last for up to two years.

Mike Parker, deputy CEO of Foodvest, says, *“This is exactly the kind of project which the seafood industry needs in the drive for internationally recognized standards for environmental sustainability. We are delighted to be able to lend it our support through Anna’s secondment.”*

*'I am convinced that the seafood industry will benefit from the GRI sector specific sustainability reporting guidelines and greatly welcome the support of the Seafood Choices Alliance.'* says Maaïke Fleur, sector supplement manager at GRI.

If you are interested in learning more about the project or workshops in your region, please contact Anna Roslund, project manager. Email: [aroslund@seafoodchoices.org](mailto:aroslund@seafoodchoices.org)

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## Notes for editors

### **1. About GRI**

GRI's vision is that reporting on economic, environmental, and social performance by all organizations becomes as routine and comparable as financial reporting. GRI accomplishes its vision by continually developing, improving, and building capacity around the use of its Sustainability Reporting Framework. A network of tens of thousands of individuals from over 60 countries worldwide coming from business, civil society, labor, and professional institutions governs the organization and creates the content of the Reporting Framework through a consensus-seeking process. This network is open to those who wish to use the Reporting Framework, access information in GRI-based reports, or contribute to the GRI mission in other ways, both formal and informal. The GRI framework is the most widely used sustainability reporting framework in the world.

### **2. About GRI Sector Supplements**

GRI Sector Supplements capture the unique set of sustainability issues faced by different sectors such as mining, automotive, banking, public agencies and the telecommunications industry.

Sector specific reporting indicators are developed by a multi-stakeholder working group of 18-20 individuals over a two year process. The working group consists of 50% sector and 50% non-sector stakeholders (e.g. fair-trade, labor, social and environmental, and health organizations) and the participants reflect a range of constituencies, expertise, and global geographic regions. The public are given two opportunities to provide feedback on the draft versions of the Sector Supplement drafts before the guidance is finalized.

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### **3. About the Seafood Choices Alliance**

Seafood Choices Alliance is an international association for the issue of ocean-friendly seafood. Founded in the United States in 2001, the Alliance helps the seafood industry – from fishermen and fish farmers to distributors, wholesalers, retailers and restaurants – to make the seafood marketplace environmentally and economically sustainable. Seafood Choices Alliance mobilizes and connects the world's leading voices in support of a sustainable supply of seafood choices.

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### **4. The Foodvest Group**

The Foodvest Group is one of the largest frozen food and seafood companies in Europe with a turnover of £1.1BN. Its main businesses are Young's in the UK and the Findus frozen food group in Scandinavia and France.

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