

# Sea Pact

## 2023 Annual Work Plan



## Introduction

In 2022, Sea Pact launched its first-ever public work plan to guide and inform the collaborative efforts of Sea Pact members and the organization in pursuit of Sea Pact’s mission of driving stewardship and continuous improvement of social, economic, and environmental responsibility throughout the global seafood supply chain. The 2023 Work Plan builds off of the progress of the previous year’s efforts and outlines specific activities in support of the organization’s strategic priorities while addressing gaps in activities and outcomes from the previous year. Sea Pact is committed to transparency and a [full progress report of 2022 efforts can be found here](#) along with the [2022 Pilot Work Plan](#).

## Strategic Priorities

Sea Pact’s strategic priorities remain unchanged in 2023 and include the following:

1. Sector-Based Sustainability Improvements
2. Responsible Aquaculture Education and Advocacy
3. Social Responsibility

Sea Pact is focused on multiple sustainability priorities given the members’ diverse sourcing and wide-range of seafood products. Sea Pact aims to apply a comprehensive approach to addressing these priorities through a diversity of incremental and transformational efforts that are refined annually based on lessons learned and accomplishments. Please review the [2022 Work Plan](#) for additional details on Sea Pact’s strategies, context, and lenses.

## Strategic Priority Activities

### 1. Sector-based Sustainability Improvements

The sector-based sustainability improvement strategy aims to address issue(s) that hinder sustainability progress across a specific seafood sector. Sea Pact members have identified fresh/frozen tuna and global squid as their top two priority sectors, with the following goals:

Fresh/Frozen Tuna: Identify and address endangered, threatened, protected (ETP) species bycatch risks in tuna sourcing. Advocacy efforts result in improved tuna management measures, including harvest strategies, at the RFMO level.

Global Squid: Enhance and support efforts seeking to eliminate illegal, unreported, unregulated (IUU) fishing in global squid fisheries.

Additionally, Sea Pact aims to ensure strong seafood industry engagement in collaborative sector-based efforts resulting in credible and impactful improvements in priority fisheries and



aquaculture sectors. Engagement includes taking actions, providing financial support, leveraging supplier participation, informing strategies, and other activities.

Sea Pact members have identified the following activities in support of sector-based sustainability improvements for 2023:

<b>ACTION PLAN ACTIVITIES – Sector-based sustainability improvements</b>	<b>Measurement or KPI</b>	<b>Timeline</b>	<b>Outcomes</b>
Sea Pact members collect ETP species bycatch data associated with fresh/frozen tuna sourcing. Data will be used to identify and inform actions addressing ETP bycatch. This can be done through bycatch audits or other robust bycatch data collection approaches.	Number of Sea Pact members that conduct ETP species bycatch data collection in fresh/frozen tuna sourcing.	End of 2023	Sea Pact members identify ETP bycatch risks in tuna sourcing and develop a plan for 2024 to collectively act on improvements as needed.
Sea Pact members continue to advocate RFMOs and delegates to address improved tuna management measures, including harvest strategies. Sea Pact members will also encourage relevant suppliers to do the same.	Number of advocacy efforts Sea Pact participates in. Number of industry stakeholders engaged in advocacy as a result of Sea Pact encouragement.	End of 2023	Greater alignment across supply chains on tuna sustainability priorities. RFMOs move to adopt stronger management measures, including harvest strategies as a result of advocacy.
Fund a minimum of two projects focused on sector-based sustainability improvements.	Number of projects funded.	End of 2023	Sea Pact funded projects are aligned with strategic priorities.
Sea Pact members support and engage funded projects beyond financial support.	Actions members take in support of funded projects.	Ongoing	Funded projects successfully achieve objectives and projects receive greater industry engagement (if needed) and stakeholder awareness.



Sea Pact will engage SFP’s supply chain roundtables (SRs) and apply collective leverage to address relevant SR actions and asks of industry members.	Number of asks addressed by Sea Pact.	Ongoing	Engagement from collective Sea Pact members contributes to SR’s achieving sustainability objectives.
Sea Pact members will encourage supplier participation in collaborative sustainability efforts including, but not limited to, Supply Chain Roundtables and Global Tuna Alliance.	Number of industry stakeholders that join collaborative efforts.	End of 2023	Increased industry stakeholder engagement in aligned sustainability efforts.
Sea Pact members adopt <a href="#">SFP’s Global Squid SR’s squid procurement recommendations</a> in individual public sourcing commitments/policies.	Number of Sea Pact members that adopt procurement recommendations.	December 2023	Reduced risk of sourcing products associated with IUU fishing activities.

**2. Responsible Aquaculture Education and Advocacy**

Sea Pact’s Responsible Aquaculture strategic priority consists of two focus areas; 1) North American Responsible Aquaculture Advocacy and 2) Responsible Aquaculture Education with the focus for Sea Pact actions predominantly on education. Additional context on Sea Pact’s aquaculture strategy can be found in the [2022 Work Plan](#).

Responsible Aquaculture Education goal: Increase the level of awareness and education internally (within and among Sea Pact members) and externally with Sea Pact members’ customers to counter misinformation and misperceptions about aquaculture through utilizing clear, credible messaging about farmed-raised seafood. Address consumer awareness and understanding about farm-raised seafood, debunk myths, and create an enabling environment to position responsible aquaculture as a sustainable and healthy food source.

Responsible Aquaculture Advocacy goal: Along with continued strong support for U.S. and Canadian wild fisheries, Sea Pact advocacy results in the expansion of responsible domestic (US and Canada) aquaculture production and increased volumes of responsibly produced aquaculture in the North American market.

Sea Pact members have identified the following actions in support of responsible aquaculture:



<b>ACTION PLAN ACTIVITIES – Responsible Aquaculture</b>	<b>Measurement or KPI</b>	<b>Timeline</b>	<b>Outcomes</b>
Members publicly adopt Sea Pact <a href="#">Guidelines for Supporting Responsible Aquaculture</a> in individual public sourcing commitments/policies. <i>(Future work plan activities will explore publicly reporting on volumes that meet Guidelines)</i>	Number of Sea Pact members that adopt Guidelines.	December 2023	Greater industry alignment and support for responsible aquaculture.
Fund at minimum one project focused on aquaculture education and advocacy.	Number of projects funded.	December 2023	Sea Pact funded projects are aligned with the organization’s strategic priorities.
Sea Pact members support and engage funded projects beyond financial support.	Actions taken by members in support of funded projects.	Ongoing	Funded projects successfully achieve objectives and projects receive greater industry engagement (if needed) and stakeholder awareness.
Maintain Sea Pact Aquaculture Sub-committee including monthly meetings.	Number of meetings held.	Monthly	Aquaculture work plan is successfully implemented.
Highlight and share positive stories from responsible aquaculture producers.	Number of Sea Pact communications.	Ongoing	Increased market awareness of responsible aquaculture producers, further incentivizing other producers to adopt similar practices.
Continue to support Stronger America Through Seafood and Eat Seafood America efforts.	Number of supporting Sea Pact actions/efforts.	Ongoing	Aligned efforts on consumer and stakeholder awareness around the benefits of responsible aquaculture.

### 3. Social Responsibility

In 2022, Sea Pact engaged FishWise to support Sea Pact members’ collaborative efforts on addressing social responsibility through the development of a social responsibility action plan for Sea Pact members. A full report on the activities and recommendations from that effort can



be [found here](#). At the recommendation of FishWise, Sea Pact now aims to address gaps in social responsibility approaches before adopting the collective action plan.

In 2023, Sea Pact will concentrate on addressing the following areas related to social responsibility:

- Secure commitments from all members' leadership on social responsibility action plan activities to enable full member participation.
- Improve transparency and communication from all of members regarding roadblocks, challenges, and concerns for social responsibility work.
- Address ability to confidentially share data related to social responsibility efforts with other Sea Pact members and/or allow for aggregated information collection with support of third-party consultants (e.g., covered by NDAs).
- Dedicate resources and ongoing individual participation beyond intermittent working group meetings.
- Ability to navigate individual company concerns and constraints to advance the collective mission and harness the power of the collective.

To address these, Sea Pact members and NGO advisors will focus 2023 monthly meetings on these topics, seek funding for added capacity around social responsibility, and coordinate educational webinars for members' buying teams, leadership, and vendors on key social responsibility topics.

Willing Sea Pact members will further engage FishWise to develop a modified Self-Assessment Questionnaire based on member and importer feedback in order to continue individual supply chain risk assessments. Sea Pact members that have previously used the Self-Assessment Questionnaire will continue to do so and share their experiences with the remaining members.

Additionally, some Sea Pact members will continue to support Sea Pact's former grantee, [Seafood and Gender Equality](#), through participation in the Gender Equality Dialogues in 2023.

## Sea Pact Project Funding

Since its inception, Sea Pact has regularly funded innovative sustainability projects that align with Sea Pact industry members' sustainability priorities. In 2022, Sea Pact moved to bi-annual funding cycles to streamline project funding efforts and improve efficiency. This process will remain in place for 2023 and complete details on Sea Pact's project funding timeline and criteria can be found in the organization's [Project Funding Assessment and Selection Process](#). Sea Pact members will continue to support funded projects beyond financial grants through supply chain engagement, industry/market feedback and other in-kind efforts whenever relevant or necessary.

## Collaboration and Shared Learning

Sea Pact is committed to collaboration with other global seafood industry stakeholders in



support of aligning global sustainability priorities while increasing Sea Pact’s impact and reach beyond the North American market. Sea Pact will continue to work with and learn from industry-engaged sustainability collaborations and NGOs while sharing Sea Pact knowledge, strategies and lessons learned with other efforts in other markets/countries.

In 2023, Sea Pact will continue to collaborate with Global Dialogue on Seafood Traceability (GDST), Global Sustainable Seafood Initiative (GSSI), Global Tuna Alliance (GTA), International Seafood Sustainability Foundation (ISSF), Seafood Business for Ocean Stewardship (SeaBOS) and other stakeholders through the platform commonly referred to as the meta-coalition. Activities related to the meta-coalition will be developed during a meeting in March, 2023.

Sea Pact will also continue their collaboration with Seafood Legacy, and explore further collaboration opportunities with COMEPESCA. These collaborations are focused on aligning sustainability efforts and goals, information sharing, and increased impact. Specific activities related to these collaborations will be announced in quarter 2 of 2023.

March 2023 update: Sea Pact and COMEPESCA have outlined the following areas of collaboration for 2023:

- Explore joint funding of sustainability efforts in Mexico that are relevant to both Mexico and US markets through Sea Pact’s project funding program.
- Shared industry approaches to implementing and meeting individual members’ sustainability commitments/policies.
- Shared learnings and approaches of each organization around managing a pre-competitive collaboration.
- Ensure regular communication between organizations with regards to each organization’s response to relevant sustainability asks or positions.

Finally, one of the greatest values of Sea Pact is the collaboration and shared learning between members. This is demonstrated through members collectively engaging and supporting Sea Pact funded projects, but also members commonly sharing updates on individual member’s sustainability approaches. Sea Pact will continue to serve as a platform for members to exchange learnings from their own sustainability efforts to further advance Sea Pact’s collective sustainability efforts.

## Increased Industry Engagement

Sea Pact recognizes the benefit of increased industry engagement on various sustainability efforts and offers the following opportunities for industry to engage in Sea Pact-related efforts:

### 1. New Members

For the first time since 2019, Sea Pact will explore adding new industry members to the organization in 2023 and beyond. Prospective members must have a public sustainability



commitment or policy, and adhere to [Sea Pact's guiding principles](#). Additional considerations for new member companies:

Company type: Existing Sea Pact members are open to accepting companies that are in different supply chain positions than traditional Sea Pact members (i.e. Distributors, importers), but new members should have a diverse sourcing portfolio and be willing to engage in a variety of sustainability efforts aligned with Sea Pact's strategic priorities.

Region/market: Member participation is limited to North American companies. Sea Pact aspires to increase representation in the Mexican and Canadian markets, but is not opposed to adding additional representation from the U.S. market.

Company Size: There are no constraints or requirements on company size for potential members and all Sea Pact members are required to pay the same amount in membership annual dues regardless of size, revenue, etc.

Process: Sea Pact members will adhere to the following process when considering a new member:

- Prospective members must be nominated and introduced by an existing member.
- Prospective members must submit a formal application for admission or have personal interviews with the Executive Director and/or Member Board Chair, including vetting of membership criteria fulfillment and commitment to the rights and responsibilities of Sea Pact membership, including annual dues commitment.
- Prospective members must have a pre-existing and publicly posted sustainable seafood policy.
- Prospective members shall be of like mind and agree to the responsibilities and commitments presented above.
- The Advisory Board will vote on new members. A unanimous vote is required to add a new member.

It's expected that Sea Pact will add one to two members by the end of 2023 and reassess the approach before additional members in future years.

## **2. Sea Pact Supporter Program**

To further Sea Pact's mission and impact, the Sea Pact Supporter program was launched in 2022. This sponsorship program provides industry members with an opportunity to financially support Sea Pact's industry-led sustainability efforts, such as grant funding and collective action, which contribute to improving the sustainability of globally produced seafood.

Sea Pact Supporters receive several benefits, including acknowledgement on the Sea Pact website, quarterly newsletter, and social media that reaches a mixed audience of NGOs, seafood industry, consumers, and other stakeholders, as well as regular updates on Sea





Pact-funded projects and efforts. Sea Pact members will utilize their own networks to identify and engage potential supporters.

