

The background features a traditional wooden water wheel, a symbol of sustainability and circular economy. The wheel is surrounded by various aquatic life, including several fish of different species and a large turtle. The entire scene is rendered in a light, muted color palette, creating a soft and naturalistic atmosphere.

SEG Commercial Meeting

Brussels

2 November 2016

Building the Sustainable Supply Chain

Season starts soon





SEG International
Team
31 May 2016

1. Short Term Objectives
2. Traceability & Transparency

Enablers

Key Outcomes

Impact

SEG as Leadership Alliance

Common issue for Europe
Communications Network
Advocacy
Credible certification
Funding Sustainability

Best practice fishing
Effective restocking
Reduced illegal fishing & trade
Increased traceability
Supported livelihoods

Sound Science
Conservation Programs
Standards/Certification
Policy/Regulations
Translocation
Advocacy/Education

Reduced non-fishing mortality
Reduced non-target by-catch
Improved river connectivity
Restored wetland habitats

Sustainable Eel Sector
Demonstrate Net Benefits

Depends On
Contributes To

Mutually Reinforcing

Healthy Aquatic Ecosystems
Habitat
Water Quality and Flow

Healthy wild eel populations distributed throughout their natural range fulfilling their role in the aquatic environment and supporting sustainable use for the benefit of communities, local economies and traditions



Andrew Kerr
Chairman
SEG

Willem Dekker
Science Leader
SLU Sweden



“A Multi Stakeholder Approach”



The SEG Europe Leaders

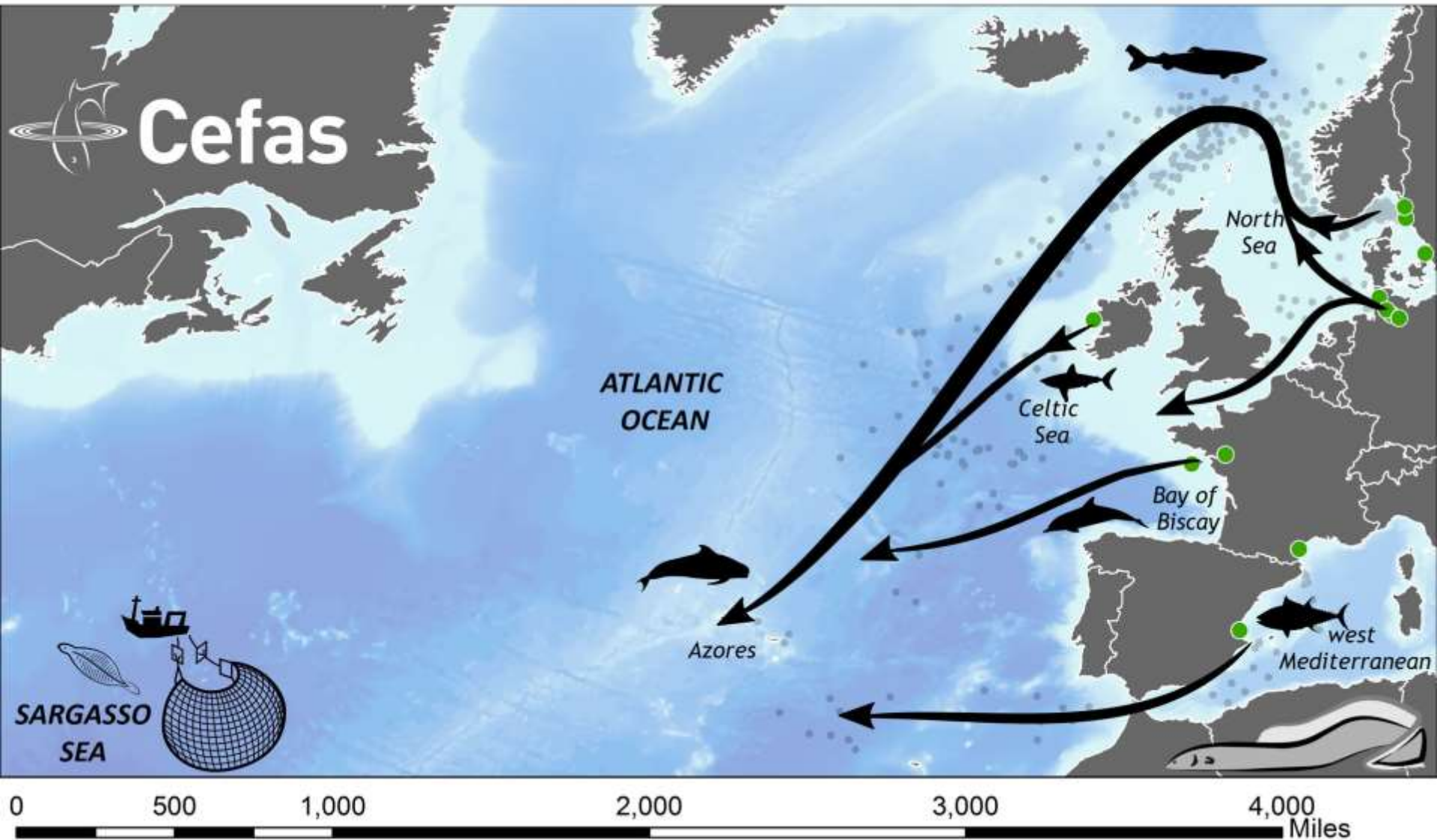


Cy Griffin
Conservation Leader
Wetlands
International

Alex Koelewijn
Commercial Leader
DUPAN NL



Eel migration routes to the spawning area in the Sargasso Sea



ICES Advice 2016

- Precautionary in the absence of good data
- Status of eel remains critical
- The EU recovery Plan has not been evaluated
- The understanding of the stock dynamic relationship is not sufficient to determine/estimate the impact any catch above zero

Stock and exploitation status

Table 9.3.8.1 European eel. State of the stock and fishery relative to reference points.

		Fishing pressure			Stock size				
		2014	2015	2016	2014	2015	2016		
Maximum sustainable yield	F_{MSY}	?	?	?	Undefined	?	?	?	Undefined
Precautionary approach	F_{PA}	?	?	?	Undefined	?	?	?	Undefined
Management plan	F_{MP}	-	-	-	Not applicable	-	-	-	Not applicable
Qualitative evaluation	-	?	?	?	Undefined	↔	↔	↔	Highly impaired recruitment

2016

All anthropogenic mortality as close to zero as possible.

2017

All anthropogenic IMPACTS as close to zero as possible.

“Harmonising scientific research to enhance Anguillid eel conservation efforts”

European Cooperation in Science and Technology (COST)

- COST funds **networking** activity only (~0.5m € over 4 years)
 - Meetings, Training Schools, Short Term Scientific Missions
- Proposal deadline 01 December 2016
- Stakeholders from **Science, Conservation and Industry**
- Currently 52 participant from 20 countries

Objectives

- Involve all stakeholders (Sci, Con, Ind.) to increase **conservation efforts**
- Support eel research in countries **outside EU** (enable **stock assessments**)
- **Assess risks resulting from contamination** in relation to stock management and food safety
- **Increase traceability** in global eel trade

Wetlands International – European Association

Brings together 8 members with strong focus on river restoration. Promoting conservation and sustainable use of wetlands for people and nature, by linking science, policy and practice



Sustainable
Eel Group



euRONATUR



NGO Partners with Wetlands International European Association



SEG NGO's UK

Rivers Trusts

ZSL

Wildlife Trusts

Salmon and Trout

RSPB

WWT

Observers

NT

WWF

MCS

Government Agencies



RRC Bulletin October 2016



RRC Bulletin
October 2016, Issue 65

Best of the Best award for RESTOFF

Events calendar

Good to know

Science for the Green Economy: Flood Resilience Free Seminar

Natural flood management video by Stroud District Council

Job opportunity for hydro-ecologist to support river management and restoration

Historic meander reconnected during Upper Wensum river restoration

TEDx talk by Galen Fulford on the Re-Integration of Nature

King's favourite fish to make comeback in River Severn project

How a sector-wide pact is protecting the world's largest wetland, Bradl's Pantanal

EU RiverWiki
Now over 1,000 projects!

RRC CONFERENCE PROGRAMME COMING SOON...

Bookings for the 18th RRC Annual Network Conference are set to be released next week. We have a fantastic programme lined up with over 40 presentations, 5 workshops and 2 site visits. **Date:** 4th & 5th April 2017 **Location:** Brighton

Sponsorship prices frozen until 31st October



RIVER RESTORATION: A STRATEGIC APPROACH TO PLANNING AND MANAGEMENT

This 200 page book has been produced following discussions between international experts led by the World Wide Fund for Nature (WWF) and a Chinese policy team. The book addresses a number of topics including the theory behind restoration, objective setting, monitoring, costs, techniques and much more. You can access the book online for free here



Support for small UK trusts, partnerships & community groups

Free technical advice

The River Restoration Centre is able to provide FREE project advice to charitable groups delivering local river restoration and catchment management projects. We can provide support in the following areas:

- Project scoping
- Monitoring and evaluation
- Design and implementation
- Volunteer training support

To find out more, view this flyer [here](#) or contact us at rrc@therrc.co.uk

ROSIE STEADMAN AND ALEXANDRA BRYDEN JOIN RRC



Rosie is RRC's new Community Engagement Officer. She will be assisting in the delivery of the Esmeé Fairbairn funded community engagement projects. You can find out more about Rosie by reading her blog post [here](#)



Alex is RRC's new Information Assistant. She will be updating key information on the National River Restoration Inventory (NRRI), the EU RiverWiki and the RRC website. You can find out more about Alex by reading her blog post [here](#)



ONEMA open RRC in France

We would like to thank **Cranfield** and our core funders for their continued support



For questions, feedback or to remove your name from our mailing list, email rrc@therrc.co.uk or call us 01234 752979.



Screening Solutions Thames Water



£3m

Atlantic Area 2016-2019

75%

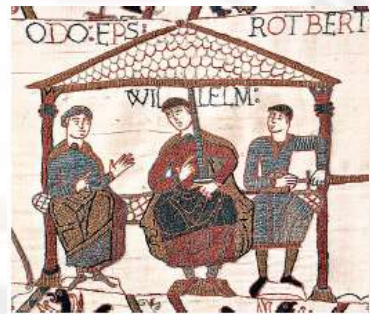
- ❖ WP1: Project management
- ❖ WP2: Silver Eel Escapement – A Non-destructive Method for Sex Determination and a Citizen Science Project
- ❖ **WP3: Improving the sustainability of the Eel Fisheries**
- ❖ WP4: Management Solutions
- ❖ WP5: Dissemination and communication

Interreg  EUROPEAN UNION



- NGO led With Science and Commercial partners

The collapse of an important Culture or Tradition



Domesday book 1086



225 fisheries, tax 400 000 eels, = 200 t
+ 400 fisheries, tax in cash, 7 300 t
Today: 39 t



**13,000 Fishermen
in 1993 (Moriarty)
A few 1000 today**



DUPAN / Aal Initiative



The Standard

The Eco-Label



SENSITIVE FISHING



COLLECTION STORAGE DISTRIBUTION



**THE SEG
STANDARD**



AQUACULTURE and RESTOCKING



PROCESS PACK and SELL



**A
S
S
E
S
S
M
E
N
T**

**DEVELOPING AND BUILDING A SUSTAINABLE
SUPPLY CHAIN**



The Sustainable *Eel* Standard

“IFM Influence”



Similar to MSC
but for eels



© Sustainable Eel Group
www.sustainableeelgroup.com

Version 5
21 June 2013

The aims of the Sustainable Eel Standard:

- Operators can demonstrate their high standards and commitment to sustainability
- Encourages high and responsible standards through the supply chain, from fishery to market
- Encourages sustainable practices and market
- Discourages unsustainable practices and market
- Provides confidence to consumers who wish to buy responsibly
- Part of the solution for sustainable management of the eel in Europe



Over 70% of the
European Industry



Reinventing the Industry

The mature Standard released at the 2013 Conference builds on the experience of 50 assessments. SEG will continue to consult, review and improve.

Note this WWF view.....

International Social and Environmental Accreditation and Labelling Alliance
Founded 2002

"Full ISEAL membership is one of WWF's key requirements for credible certification schemes"

**WWF Market Transformation Initiative Director
Richard Holland**

In the light of the latest Brand credibility issues.....



ISEAL Credibility Principles

written into the three Codes

- **Setting Environmental Standards**
- **Assuring Compliance**
- **Assessing Impacts**

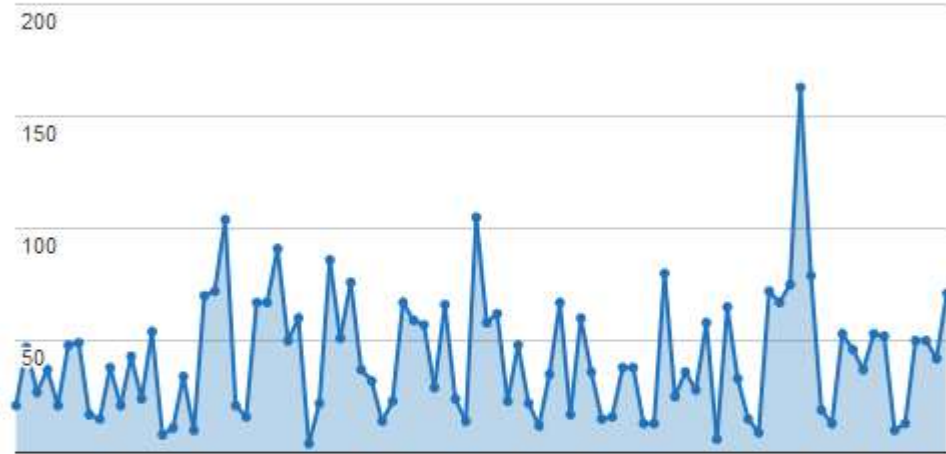


Google Analytics Dashboard



Last 90 Days

Page Views



Sessions
1,601

Users
1,195

Page Views
3,80

Bounce Rate
58.15%

Organic Search
510

Pages/Se
2.37



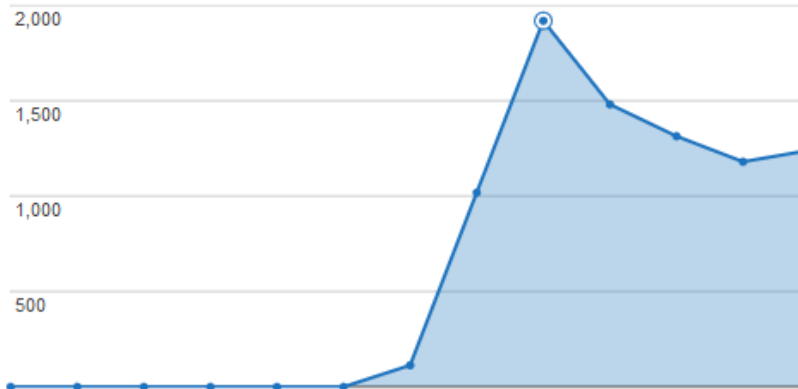
Sustainable
Eel Group

report generated by GADWP

Google Analytics Dashboard

One Year

Page Views



Sessions

3,424

Users

2,368

Page Views

8,265

Bounce Rate

58.91%

Organic Search

981

Pages/Session

2.41

report generated by GADWP

Traceability from Eel Regulation 1100 / 2007

Article 12

Control and enforcement concerning imports and exports of eel

No later than 1 July 2009, Member States shall:

- take the measures necessary to identify the origin and ensure the traceability of all live eels imported or exported from their territory,

Restocking Paragraphs 1100/2007

Article 7

Paragraph 1:

It shall reserve at least 60%

Paragraph 2:

The level of 60% shall be achieved by 31 July 2013

Paragraph 3:

Establish reporting system to ensure restocking

Paragraph 6:

in the event of price collapse.....commission may include a temporary reduction to Paragraph 2