

## SEG Review of 2010 – *the founding year*

It has happened - the need for an organisation to promote the eel that was first identified at the Bridgwater Conference in April 2009 has completed its first year of its life.

The table below is a brief run-through of progress against the planned actions for 2010.

### Headlines:

- SEG has become formally established and gained sufficient income to operate
- We have attracted a large, diverse and representative membership to help develop our views, including valuable membership from continental Europe
- SEG has been lobbying hard and influencing effectively – particularly where it matters most - eg in Europe and France in particular. At present we have been effective (working with other partners) in achieving a ban on exports from Europe
- We have developed several position statements on what is meant by “Sustainable Eel”.
- We have developed a Sustainable Eel Standard which will hopefully become pivotal in developing and enabling sustainable eel fisheries across Europe
- We have launched our first habitat project with EA and NRT funding and plan to start a programme to open up migratory pathways also with EA and NRT

### Sustainable Eel Group (SEG) Forward Planning Headlines 2010

<b>Quarter One</b> (Jan to March)	<ul style="list-style-type: none"> <li>• Bring together the leaders of the UK Eel Community</li> <li>• Establish a not for profit Ltd Co and Bank Account</li> <li>• Introduce a modus operandi (five working groups)</li> <li>• Win 10k of launch funding</li> <li>• Build a web site</li> <li>• Raise profile</li> <li>• Agree SEG Aims and Objectives</li> <li>• Develop Plan for the Year</li> <li>• Develop SEG position(s)</li> <li>• Apply for grant funding from EFF</li> </ul>	<ul style="list-style-type: none"> <li>yes</li> <li>yes</li> <li>yes</li> <li>yes</li> <li>yes</li> <li>yes</li> <li>yes</li> <li>yes</li> <li>v slow</li> <li>not yet</li> </ul>
<b>Quarter Two</b> (April to June)	<ul style="list-style-type: none"> <li>• Choose SEG Logo and create stationary, cards etc</li> <li>• Collect in the promised fund of support</li> <li>• Seek to widen SEG to Europe (Hamburg 12 /13<sup>th</sup> May)</li> <li>• Review EMP and seek to accelerate recovery</li> <li>• Develop Sustainable Eel Standard (SES)</li> <li>• Seek funding for the development of the standard</li> <li>• Introduce SEG Scientists to RN Hydrographical Department</li> <li>• SEG to seek to influence CITES and DG Mare on exports</li> <li>• SEG to raise funds with EA to support EMP(s) from EFF</li> </ul>	<ul style="list-style-type: none"> <li>yes</li> <li>On going</li> <li>Two meetings</li> <li>Not yet</li> <li>yes</li> <li>yes</li> <li>yes not followed up</li> <li>some</li> <li>not yet</li> </ul>
<b>Quarter Three</b>	<ul style="list-style-type: none"> <li>• Form a European Body to lead the separate national SEG's</li> </ul>	Started

(July to Sept)	<ul style="list-style-type: none"> <li>• Review IUCN listing</li> <li>• SEG to approve and publish the SES</li> <li>• SEG to create an independent governance process for the SES</li> <li>• Identify actions from SEG members in support of EMP(s)</li> <li>• Develop Campaign that it is OK to eat Sustainable Eel</li> <li>• Review Web site and SEG / Eel publicity</li> </ul>	PW and BK Yes Yes  Not yet Not really Not yet
<b>Quarter Four</b> (Oct to Dec)	<ul style="list-style-type: none"> <li>• Pilot or lead organisations to begin assessment to SES</li> <li>• Review First 12 months of operation</li> <li>• Complete Governance Review of SEG</li> <li>• Develop Plan for 2011</li> <li>• Consider Financial Implications of Plan</li> <li>• Create a SEG review of progress on Eel Recovery for DG Mare</li> <li>• Elect a Chairman for the year (2011)</li> <li>• Organise a Europe Wide SEG coordination event</li> <li>• Promote the eating of Sustainable Eel</li> </ul>	Not yet This is it PK leading Action now Action now Consider  For Action For Action
<b>2011</b>	<ul style="list-style-type: none"> <li>• Hold an AGM for members including latest science updates</li> <li>• Achieve a Sustainable Eel Supply Chain with SEG logo</li> </ul>	March 2011 Decision
<b>2012</b>	<ul style="list-style-type: none"> <li>• Influence Eel thinking for the June 2012 (EU 3 year review)</li> </ul>	Plan action