

Objective	Measures	Targets
Impacts		
Healthy wild eel populations distributed throughout their natural range	<ul style="list-style-type: none"> • Glass eel recruitment (as measured and reported by ICES WGEEL) • Number of Catchments or Eel Management Units meeting their Silver eel escapement targets (as measured and reported by ICES WGEEL) 	<ul style="list-style-type: none"> • The European eel population recovers to at least 40% of its 'pristine' (B0) level by 2080, and • 40% of 'BBest' by 2050
Healthy Aquatic Ecosystems	<ul style="list-style-type: none"> • % of European Rivers achieving the Water Framework Directive target of Good Ecological Status • No. of barriers to eel migration unblocked • Km of rivers accessible to eels • % of habitats associated with wetland ecosystems showing a Favourable Conservation Status under EU Habitats Directive 	<ul style="list-style-type: none"> • Targets to be developed, but an increase from 53% in 2015 • Targets to be developed • Targets to be developed • Targets to be developed, but an increase from 13% in 2012
Sustainable use	<ul style="list-style-type: none"> • Number and proportion of businesses achieving the SEG standard • Amount and proportion of SEG standard certified eel being traded 	<ul style="list-style-type: none"> • 90% of businesses in the eel sector achieve the SEG standard • 90% of eel being traded is SEG certified
Thriving local communities, economies and traditions	<ul style="list-style-type: none"> • Number of people employed • Total value of sector (sales) • Traditional methods of eel fishing maintained • Traditional forms of eating eel maintained 	<ul style="list-style-type: none"> • No decrease • Sustainable modest increases • Traditional methods of eel fishing maintained • Traditional forms of eating eel maintained
Outcomes		
Best practice fishing	<ul style="list-style-type: none"> • % of the sector that meets the SEG standard • % of eels traded that are SEG certified • % mortality of Glass eels during fishing and handling 	<ul style="list-style-type: none"> • 90% of the sector meets the SEG standard in 2028 • 90% of eels traded are SEG certified in 2028 • Mortality reduced to less than 5% across the sector
Illegal trade reduced	<ul style="list-style-type: none"> • % of reported European catch which is unaccounted in European sales 	<ul style="list-style-type: none"> • Illegal trafficking reduces to 10% of current levels by 2028
Effective restocking	<ul style="list-style-type: none"> • % of the Glass eel catch that goes for restocking 	<ul style="list-style-type: none"> • 60% of Glass eels caught go for restocking by 2023
Accredited credibility of SEG strategies and standard	<ul style="list-style-type: none"> • SEG Membership of ISEAL 	<ul style="list-style-type: none"> • Associate membership by end 2018 • Full membership by end of 2019
Increased traceability	<ul style="list-style-type: none"> • % of eels caught being fully traceable • Tele-declaration systems increasingly adopted • Otolith microchemistry project complete 	<ul style="list-style-type: none"> • 90% of eels caught are fully traceable • 75% of sector uses Tele-declaration systems • European eels in Asia can be identified to source estuary
Eel conservation programmes	<ul style="list-style-type: none"> • Number and value of eel conservation programmes by SEG, partners, and industry via Eel Stewardship Funds (ESFs) 	<ul style="list-style-type: none"> • Numbers and value increase by 10% a year and are double in 2018 what they are in 2018

SEG Standard Components - Performance Indicators

1. Commitment to legality	<ul style="list-style-type: none"> • The level of illegal trade in glass eels (number of tonnes) measured as the unaccountable reported catch in Europe 	
2. Trading in certified eel	<ul style="list-style-type: none"> • The number and % of businesses in each part of the sector achieving the standard and by country 	
3. Traceability	<ul style="list-style-type: none"> • Amount (tonnes) and proportion (%) of sales that are certified traceable from a responsible source 	
4. Biosecurity & Welfare	<ul style="list-style-type: none"> • Number and % of suppliers with a high quality, effective, bio-security plan 	
5. Glass eel fishing	<ul style="list-style-type: none"> • The amount (tonnes) and proportion (%) of glass eels caught from each certified and non-certified fisheries • % survival rates 	
6. Yellow & silver eel fishing	<ul style="list-style-type: none"> • The amount (tonnes) and proportion (%) of adult eels caught from each certified and non-certified fisheries 	
7. Eel buying and trading	<ul style="list-style-type: none"> • The amount (tonnes) and proportion (%) of eels from each certified and non-certified fisheries 	
8. Eel Farming	<ul style="list-style-type: none"> • Amount (tonnes) and proportion of certified eels passing through eel farms • % of eels from farms provided for restocking 	
9. Restocking	<ul style="list-style-type: none"> • The % (number) of all glass eels caught provided for restocking 	
10. Wholesale & retail	<ul style="list-style-type: none"> • Number and proportion of businesses, and proportion of sales using the relevant logo to denote product is traceable, responsibly sourced • Feedback from market surveys that suppliers and consumers have confidence that the label is credible and they understand what it means 	
11. Contribution to Healthy Aquatic Ecosystems	<ul style="list-style-type: none"> • Value (in Euros) of contributions to eel conservation and restoration projects via Eel Stewardship Funds 	