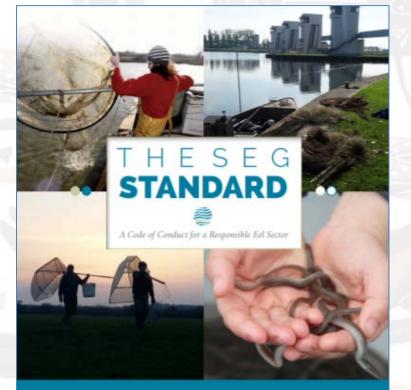
The SEG Standard and ISEAL





Sustainable Eel Group



David Bunt Director of Conservation Operations

Chairman



Institute of Fisheries Management

Dedicated to sustainable fisheries management in all its forms

Content

- ද What?
- **ର Why?**
- *δ* Vision & aims
- **ର Legal framework**
- **δ** Features
- *Q* **Positive contribution**
- දි **ISEAL**
- ව Outcomes and measures (Impacts)
- **බ** Assurance
- **බ Theory of Change**
- **බ Our message**





SEG Vision (impact of our work)

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



What is the SEG Standard?

- 𝔅 Sustainable Eel Group Standard
 𝔅 Code of Conduct for a Responsible Eel Sector
- Solution 3 Sector → Trader → Trader
- Like MSC but designed specifically for the unique circumstances of the eel
 Originally designed by a MSC standard specialist





Why is it needed?

Principal aim of the standard

- To increase the contribution of eel fishers, ranchers, aquaculturalists, traders and consumers of eel products to the restoration of healthy eel populations
- To aid the recovery of the European eel population and the re-invention of the sector towards sustainable use of the stock





Aims of the standard

- Inable operators to demonstrate high and responsible standards and their commitment to sustainability
 Drive high and responsible standards throughout the supply chain, from
 - fishery to market
- Provide confidence to retailers and consumers who wish to buy responsibly
- Define and certify higher standards of practice than just following the law
- Support and be compatible with the EU
 Eel Regulation and other legal
 frameworks.





Legal framework

ର 2007. EU Eel Regulation

- For 'sustainable use of the stock'
- Eel Management Plans
- 60% Glass eels for restocking
- ର 2008. IUCN. 'Critically endangered'
 - 'Well regulated trade can contribute positively to the conservation of some threatened species, and may be essential for human livelihoods'
- **බ 2009. Cites Listing (Appendix II)**
 - Trade controlled (uses IUCN listing)
 - Trade restricted outside the EU (e.g. to Asia, Morocco)

The SEG Standard supports these and goes beyond regulation in some cases (Eel Regulation)

	0.2007 EN Official Journal of	he Euro	pean Union L 248/1	
	COUNCIL REGULATI	DN (EC) No 1100/2007	
	of 18 Sept	ember 1	2007	
	establishing measures for the reco	wery of	f the stock of European eel	
THE	COUNCIL OF THE EUROPEAN UNION,		locations where eel are exploited. Priority should be give to action by Member States through the drawing up of Eel Management Plans adjusted to regional and loca conditions.	
	ing regard to the Treaty establishing the European imunity, and in particular Article 37 thereof,			
Hav	ing regard to the proposal from the Commission,	(5)	Council Directive $92/43$ /EEC of 21 May 1992 on th conservation of natural habitats and of wild fauna an flora (²) and Directive 2000/40/EC of the Europea Parliament and of the Council of 23 October 2000 estab lishing a framework for Community action in the field of water policy (²) are intended, intra alia, to protect	
	ing regard to the optimion of the European Parliament (*), reas:		conserve and enhance the aquatic environment when eels spend part of their life (cycle and it is necessary tensure that there is coordination and consistence between measures taken under this Regulation an those taken under the alcomentioned Directives. I particular, Eel Management Plans should cover riv basins defined in accordance with Directive 2000(60)EE	
(1)	On 19 July 2004 the Count adopted conclusions concerning the Commission's Communication to the Council and the European Parliament of 1 October 2003 on the development of a Community Action Plan for the Management of European Ed., which included a request to the Commission to come forward with proposals for long-term management of eels in Europe.	(6)	The success of measures for the recovery of the Europeze el stock depends on close cooperation and cohre- regional level as well as on information, consultation and involvement of the public sectors involved. To the consultyper to the decayopen biblenes fund and the decayopen in the decayopen biblenes fund and Management Plans.	
(2)	On 15 November 2005 the European Parliament adopted a resolution calling on the Commission to immediately submit a proposal for a regulation for the recovery of European ed stocks.	σ	If river basins lying within the national territory of Member State cannot be identified and defined as const tuting natural labitats for the European ed. it should be possible for that Member State to be exempted from th obligation to prepare an Eel Management Plan.	
(3)	The larest scientific advice from the international Council for the Exploration of the Sa (OCE) concerning European eel is that the tock is conside used biological limits and that current fisherists are not sustainable. [CEs recommends that a recovery plan be developed for the whole stock of European eel as a matter of urgency and that exploration and other human activities affecting the fabry or the tock be reduced as much as possible.	(8)	In order to ensure that eel recovery measures are effective and equitable, it is necessary that Mamber States identif the measures they intend to take and the areas to be covered, that this information be communicated wided and that the effectiveness of the measures be evaluate	
(4)	There are diverse conditions and needs in the Community which require different specific solutions. That diversity should be taken into account in the planning and execution of measures to ensure protection and sustainable use of the population of European eel.	(9) (-) C	Ed Management Plans should be approved by th Commission on the basis of a technical and scientific evaluation by the Scientific, Technical and Econom Committee for Fisheries (STER). <u>1 206, 22.7.1992, p. 7. Directive as last amended by Directi</u>	
	Decisions should be taken as close as possible to the pinion of 16 May 2006 (not yet published in the Official Journal).		(?) OJ L 206, 22.7.1992, p. 7. Directive as last amended by Directiv 2006/105/BC (0) L 363, 20.12.2006, p. 363). (?) OJ L 327, 22.12.2000, p. 1. Directive as amended by Decisio No 2455/2001/BC of the European Parliament and of the Counc (0) L 331, 15.12.2000, p. 1).	



Features

δ Components:

- ର General: Legality, Traceability
- ର Glass eel fishing
- ର Yellow eel fishing
- ର Trading
- ର Aquaculture
- ව Restocking
- ව Processing
- න Contribution to Healthy Aquatic Ecosystems
- බ Tests for each
- Scores for 'Responsible' / 'Aspiring'
 Aspiring'
 Aspirin
- ϑ > 50 % Responsibility to pass. No fails
- **ඩ** % responsibility score
- **∂** Improvement requirements
- Ω Certificate. With terms & conditions









The journey towards sustainability and recovery for the eel





Positive contribution

We believe that a well regulated commercial eel sector, operating to the highest standards, can make a 'positive contribution' to eel stocks, i.e. eel populations will improve and recover more quickly, by working to this standard than if there was no eel sector at all.

'Responsible' Level of compliance

SEG standard compliant activities, e.g. fishing, make a positive contribution to the eel population compared to if there was no eel sector – e.g. to there being no fishing or trade in eel.

'Aspiring' level of compliance

SEG standard-compliant activities, e.g. fishing, make a positive contribution to eel populations compared to non standard-compliant activities, but fall slightly short of meeting the criteria for Responsible.



Positive contribution

- 𝔅 Yellow eel fisheries only where meeting targets. Glass eels where there is a 'surplus'
 - e.g. River Parrett: 275kg needed to fully populate the catchment. Annual recruitment 2 – 4 tonnes. Rest would be mortality
- **δ** Restocked to places of low recruitment
- SEG certification requires majority (60%) for restocking. EU
 Regulation only achieved 21% in 2018.
- Aquaculture > 90% survival. 10% survival in the wild. i.e. for consumption, aquaculture is good use of the stock
- **∂** Contribution to Eel Stewardship Funds eel conservation projects





Positive contribution. Examples

A key objective for the standard is to ensure that implementation at the level of each individual certificate holder has a <u>positive contribution</u> to the eel population.

Component (part of Supply Chain)	Non-SEG Standard. Legal (Eel Regulation)	SEG Standard. Positive Contribution
Glass eel fishing	No standard. Often 50% mortalityNo restriction	> 95% survivalRBD achieving eel escapement targets
Yellow eel fishing	No restriction	 Catchment achieving eel escapement targets
Trading	No requirement	60% provide for restocking
Aquaculture	No requirement	 10% for restocking
Restocking	Eel Regulation target: 60%.Currently 21%	 Must demonstrate > 60%
Processing & wholesale	 Eel regulation traceability. Not enforced 	 Must demonstrate full traceability
Healthy aquatic ecosystems	No requirement	Contribution to Eel Stewardship Fund

ISEAL membership

- **බ Global membership association for credible** sustainability standards
- **ର** Independent recognition of sustainability standards
- **SEG in the process of seeking ISEAL membership**
- **බ** Other members include:



Setting Social and Environmental Standards ISEAL Code of Good Practice

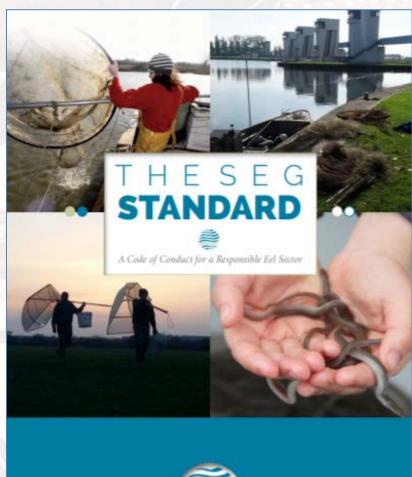
Version 6.0 - December 2014





Standard setting code

- ର V6. £200,000. ର 3 years ର £1M investment since V1 ର 9 years
- ඩ 15% of the sector using the standard
- Sector valued at €500M per year in the EU (legal trade)





Sustainable Eel Group



Assurance

Audit procedures
Certification procedures
Transgressions and investigations
Claims and Labelling
Review and improvement



The SEG Standard

Assurance System

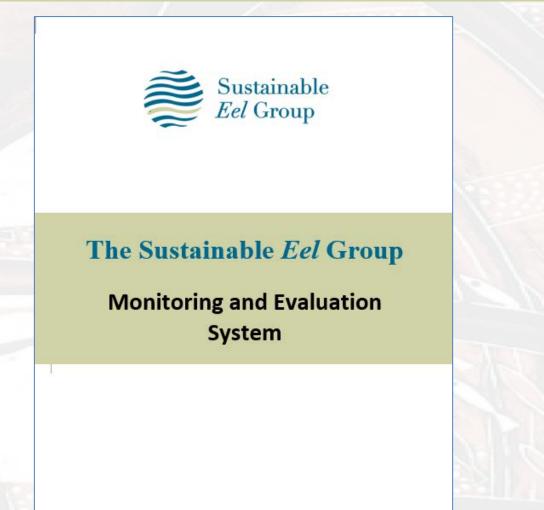
© Sustainable Eel Group www.sustainableeelgroup.org Version 2.1 September 2018





Monitoring and evaluation system

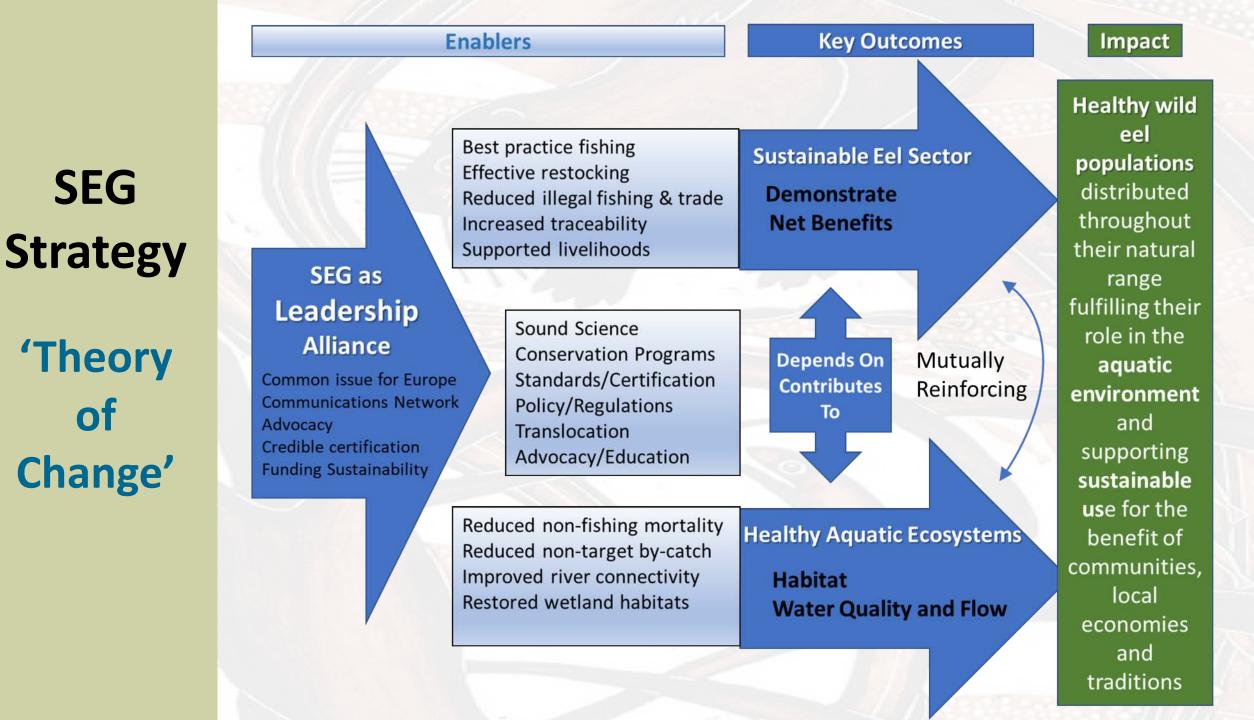
- ඩ System requirements
- ର Stakeholder engagement
- **δ** Defining the intended change
- **∂** Learning and improvement





Outcomes and measures (impacts)

Commitment to	• The level of illegal trade in glass eels (number of tonnes) measured as the • Illegal trafficking reduces to 10% of current levels by 2028
legality	unaccountable reported catch in Europe
. Trading in certified eel	 The number and % of businesses in each part of the sector achieving the standard and by country 90% of businesses in the eel sector achieve the SEG standard by 2029
. Traceability	 Amount (tonnes) and proportion (%) of sales that are certified traceable from a 90% of eel being traded is SEG certified by 2029 responsible source
. Biosecurity & Welfare	• Number and % of suppliers with a high quality, effective, bio-security plan • 100% of certified clients have an effective bio-security plan
	• The amount (tonnes) and proportion (%) of glass eels caught from each • 90% of glass eels being traded is SEG certified by 2029
	 certified and non-certified fisheries % survival rates Glass eel survival rates across the sector exceeds 95%
5. Yellow & silver eel fishing	 The amount (tonnes) and proportion (%) of adult eels caught from each 50% of yellow eels being traded is SEG certified by 2029 certified and non-certified fisheries
7. Eel buying and trading	 The amount (tonnes) and proportion (%) of eels from each certified and non- certified fisheries 90% of eel being traded is SEG certified by 2029
8. Eel Farming	 Amount (tonnes) and proportion of certified eels passing through eel farms % of eels from farms provided for restocking 10% of eels in SEG certified farms for consumption are provided for restocking
). Restocking	• The % (number) of all glass eels caught provided for restocking • The Eel Regulation target of 60% is achieved by 2024, from the rate of 21% in 2018
.0. Wholesale & retail	 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 Number and proportion of businesses, and proportion of sales using the surveys of eel being traded is SEG certified by 2029 90% of eel being traded is SEG certified by 2029 95% of businesses using the logos are doing so correctly 75% customer satisfaction rate achieved by 2029
1. Contribution to Healthy Aquatic Ecosystems	 Value (in Euros) of contributions to eel conservation and restoration projects via Eel Stewardship Funds 10% annual increase to ESFs from €1M in 2018 to €2M in 2028



Certified traceable supply chain

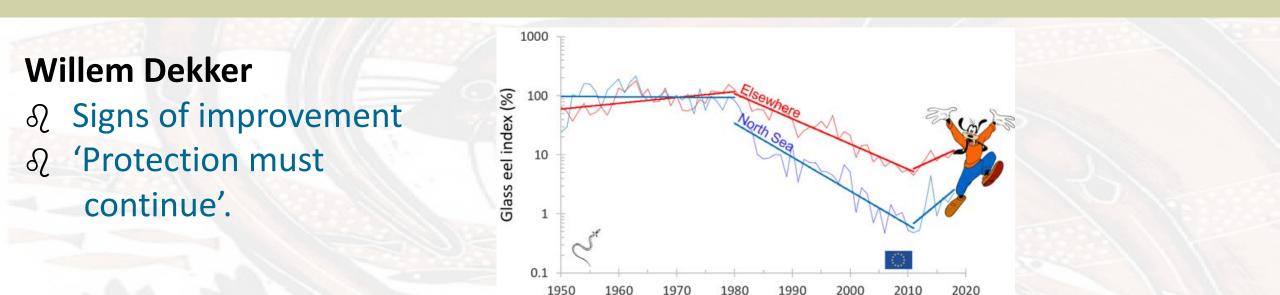


'Responsibly sourced'

'Eel that is traceable from a responsible fishery which has been caught, handled and traded using the most responsible practices by organisations that have all met the SEG standard'.



Conference messages



බ Imagine the difference if 90% of the sector was applying the standard.
 බ And trafficking reduced by 90%

Kim Friedman

- Ω Communities value their fisheries
- δ
 Ecosystem services, cultural, social and economic value
- **∂** The eel is valued. Economically worth £500M in EU (legal trade)



Our message

- 𝔅 The SEG standard enables the supply chain to show it can be responsible in its journey to sustainability
- ව It is a key tool for the recovery of the eel and sustainability of the sector
- Ne believe it is 'OK to eat eel, where it is certified as responsibly sourced, via the SEG Standard'





Brundtland Report 1987



Thank you for listening

and for helping our recovery !

