

The SEG Standard and ISEAL



Sustainable
Eel Group

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***Dedicated to sustainable fisheries
management in all its forms***

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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?

- ❧ Sustainable Eel Group Standard
- ❧ Code of Conduct for a Responsible Eel Sector
- ❧ Covers all parts of the supply chain:
- ❧ Fishery → collector → trader → restocking or aquaculture / processing / consumption
- ❧ 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

- ∞ Enable 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

2007. EU Eel Regulation

- For 'sustainable use of the stock'
- Eel Management Plans
- 60% Glass eels for restocking

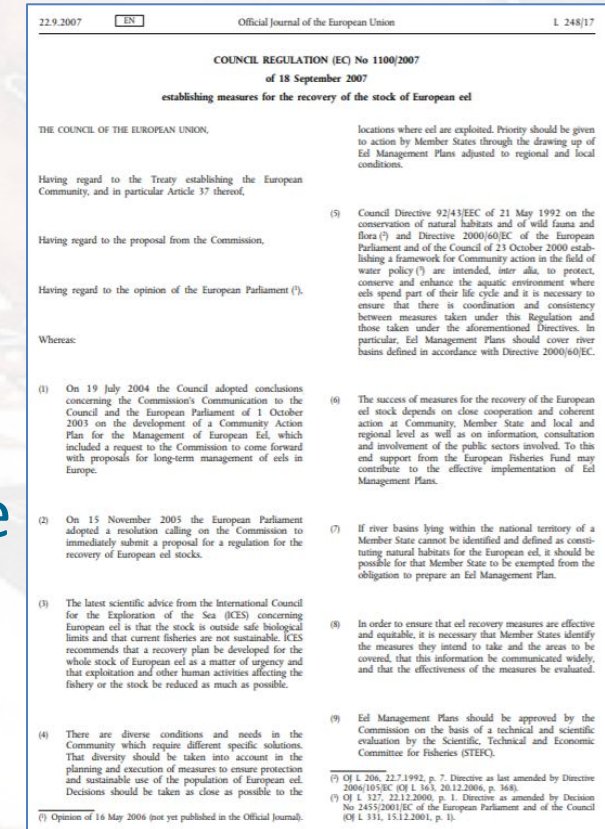
2008. IUCN. 'Critically endangered'

- 'Well regulated trade can contribute positively to the conservation of some threatened species, and may be essential for human livelihoods'

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)



Features

- ⌚ **Components:**
 - ⌚ General: Legality, Traceability
 - ⌚ Glass eel fishing
 - ⌚ Yellow eel fishing
 - ⌚ Trading
 - ⌚ Aquaculture
 - ⌚ Restocking
 - ⌚ Processing
 - ⌚ Contribution to Healthy Aquatic Ecosystems
- ⌚ **Tests for each**
- ⌚ **Scores for 'Responsible' / 'Aspiring'**
- ⌚ **> 50 % Responsibility to pass. No fails**
- ⌚ **% responsibility score**
- ⌚ **Improvement requirements**
- ⌚ **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

- ∩ 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
- ∩ Restocked to places of low recruitment
- ∩ Fishing and handling >95% survival. Has been 50% in some places
- ∩ 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
- ∩ Full and assured traceability, fiving confidence to customers and consumers



Positive contribution. Examples

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

Component (part of Supply Chain)	Non-SEG Standard. Legal (Eel Regulation)	SEG Standard. Positive Contribution
Glass eel fishing	<ul style="list-style-type: none">• No standard. Often 50% mortality• No restriction	<ul style="list-style-type: none">• > 95% survival• RBD achieving eel escapement targets
Yellow eel fishing	<ul style="list-style-type: none">• No restriction	<ul style="list-style-type: none">• Catchment achieving eel escapement targets
Trading	<ul style="list-style-type: none">• No requirement	<ul style="list-style-type: none">• 60% provide for restocking
Aquaculture	<ul style="list-style-type: none">• No requirement	<ul style="list-style-type: none">• 10% for restocking
Restocking	<ul style="list-style-type: none">• Eel Regulation target: 60%.• Currently 21%	<ul style="list-style-type: none">• Must demonstrate > 60%
Processing & wholesale	<ul style="list-style-type: none">• Eel regulation traceability. Not enforced	<ul style="list-style-type: none">• Must demonstrate full traceability
Healthy aquatic ecosystems	<ul style="list-style-type: none">• No requirement	<ul style="list-style-type: none">• Contribution to Eel Stewardship Fund

ISEAL membership

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



Standard setting code

- ∩ V6. £200,000.
- ∩ 3 years
- ∩ £1M investment since V1
- ∩ 9 years

- ∩ 15% of the sector using the standard
- ∩ Sector valued at €500M per year in the EU (legal trade)



Assurance

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



The SEG Standard Assurance System

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Version 2.1
September 2018



Monitoring and evaluation system

- ∞ System requirements
- ∞ Stakeholder engagement
- ∞ Defining the intended change
- ∞ Monitoring and evaluation system
- ∞ Learning and improvement
- ∞ Transparency and public information



The Sustainable *Eel* Group

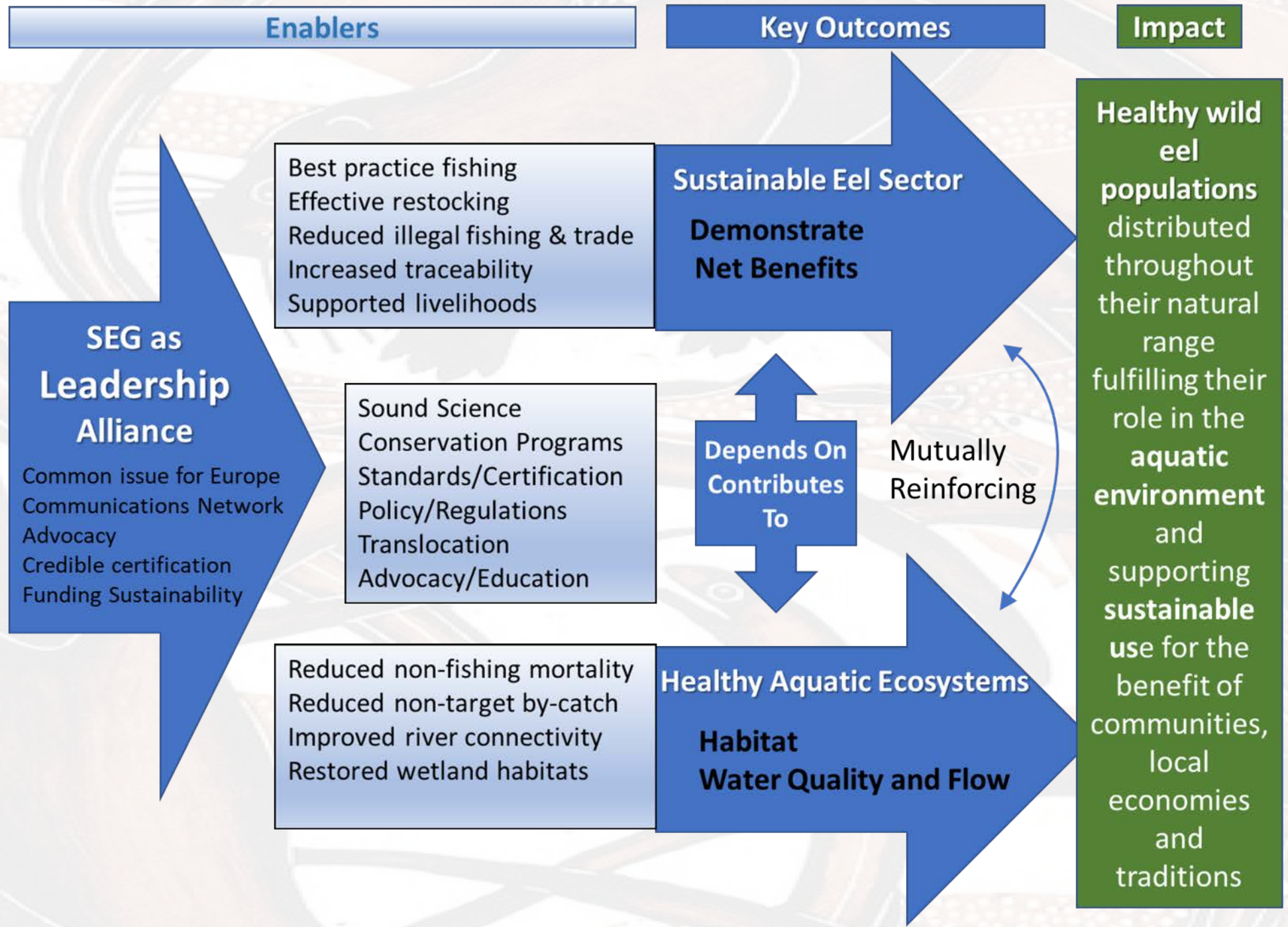
**Monitoring and Evaluation
System**

Outcomes and measures (impacts)

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 	<ul style="list-style-type: none"> Illegal trafficking reduces to 10% of current levels by 2028
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 	<ul style="list-style-type: none"> 90% of businesses in the eel sector achieve the SEG standard by 2029
3. Traceability	<ul style="list-style-type: none"> Amount (tonnes) and proportion (%) of sales that are certified traceable from a responsible source 	<ul style="list-style-type: none"> 90% of eel being traded is SEG certified by 2029
4. Biosecurity & Welfare	<ul style="list-style-type: none"> Number and % of suppliers with a high quality, effective, bio-security plan 	<ul style="list-style-type: none"> 100% of certified clients have an 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 	<ul style="list-style-type: none"> 90% of glass eels being traded is SEG certified by 2029 Glass eel survival rates across the sector exceeds 95%
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 	<ul style="list-style-type: none"> 50% of yellow eels being traded is SEG certified by 2029
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 	<ul style="list-style-type: none"> 90% of eel being traded is SEG certified by 2029
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 	<ul style="list-style-type: none"> 90% of cultured eel being traded is SEG certified by 2029 10% of eels in SEG certified farms for consumption are provided for restocking
9. Restocking	<ul style="list-style-type: none"> The % (number) of all glass eels caught provided for restocking 	<ul style="list-style-type: none"> The Eel Regulation target of 60% is achieved by 2024, from the rate of 21% in 2018
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 	<ul style="list-style-type: none"> 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
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 	<ul style="list-style-type: none"> 10% annual increase to ESFs from €1M in 2018 to €2M in 2028

SEG Strategy

‘Theory of Change’



Certified traceable supply chain



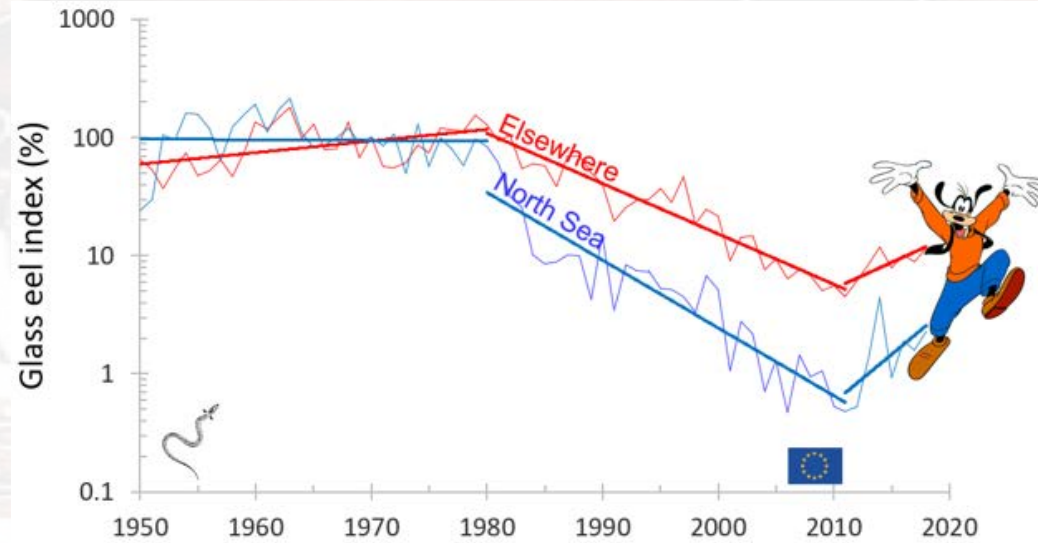
‘Responsibly sourced’

‘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

Willem Dekker

- Signs of improvement
- 'Protection must continue'.



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


Kim Friedman

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

Our message

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



A stylized, light-colored illustration in the background of the top half of the slide. It features a fish on the left and a turtle on the right, both rendered in a simple, almost tribal style with geometric patterns. The fish is facing right, and the turtle is facing left. They are set against a background of wavy lines and dots.

Thank you for listening
and for helping our recovery !

