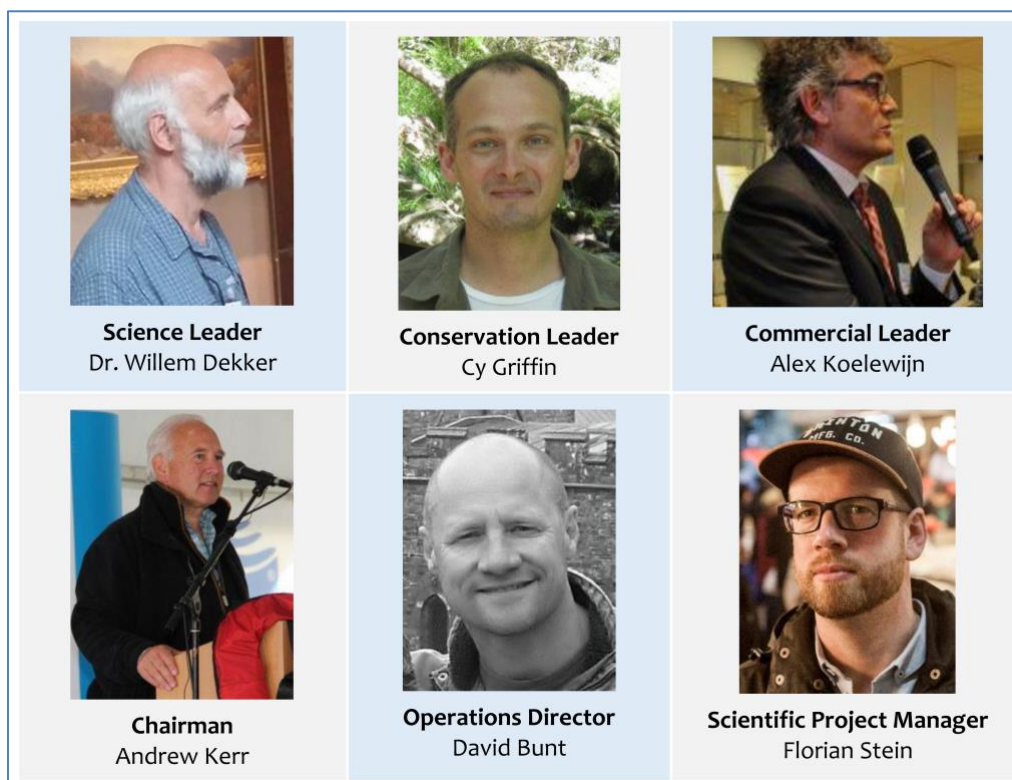


## Chairman's Report for the Annual Meeting and AGM 4th Oct 2018

The 2018 annual meeting is in Brussels at the office of Wetlands International European Association, SEG's key Conservation NGO partner and where Sustainable Eel Group ASBL office is registered.

### 1. General Report

There have been many developments since our last gathering 15 months ago at Fishmongers Hall, however SEG through the leadership team has rapidly shaped and responded. The eel continues to be a very dynamic and complex issue. The Leadership team concept, that was first developed in 2015, has continued to grow and evolve and is now the driving force for eel recovery and on a truly Europe wide basis. The Leadership Team is overseeing the transition of SEG (Sustainable Eel Development Ltd) to Sustainable Eel Group (SEG) ASBL (a not-for-profit organisation, registered in Belgium).



### 2. The Leadership Team

The scale of the eel challenge is many dimensional not the least is geography – the leadership team seeks to bridge the dispersed nature of the eel with Sweden, Belgium, Netherlands, Germany, France, Spain and the UK. As well as including the three founding elements of SEG – Science, Conservation and Commercial. The leadership team has met face to face three times in the last 12 months at Schiphol and Brussels and there are frequent conversations between the leaders with the executive group 'doing' the daily work. During the year both Alexander Wever and Norbert Jeronimus have played increasing roles supporting the executive. Communication to the Eel network has developed through extensive use of social media, like Facebook and Twitter

coupled to the redeveloped website. The website is now constantly referred to from all over Europe as a reliable source of information. At the AGM these leaders will make short presentations on their work for eel recovery.

### 3. The Eel Stewardship Association (ESA) and National Funds (ESF)

At the last AGM and before that at the SEG Commercial meeting on 2<sup>nd</sup> Nov 2016, it became and was made clear that the scale of SEG's activities could no longer be core funded through membership and the call was made to further develop the Eel Stewardship Model of raising funds for eel recovery and sustainability. Steps were taken most notably in Netherlands, Germany and to a lesser extent in Sweden. So successful have Eel Stewardship Funds become that over £1M is raised annually. Without the support of these funds SEG could not function. It is proposed to develop a Partnership agreement between SEG and the ESA. SEG will no longer seek to generate funds from membership instead donations and subscriptions will be absorbed into National ESF's as part of the ESA.

SEG believes that a responsible eel fishery and commercial sector is essential to recovery and that without their leadership as stewards progress will not be possible.



### 4. SEG in transition to Sustainable Eel Group ASBL (founded 21 June 2018)

At successive AGMs (2016 and 2017) the idea of SEG becoming Brussels based has been considered and supported. The leadership team made the decision to act at the 7<sup>th</sup> Feb meeting ratified at the 29<sup>th</sup> May meeting and announced at the SEG European Parliament event 20<sup>th</sup> June. The logic behind the decision is based on the need for SEG to be seen by all parties as the European lead body for eel – the BREXIT process, regardless of outcome, served to confirm this thinking rather than cause it.

With the help of B-M (Burson Marsteller: SEG's Brussels public affairs advisers) SEG met three Brussels based International Law Firms and selected Van Bael and Bellis. Their advice (and the

others) was to use the ASBL model for an NGO Not for Profit Organisation. The recommendation was made on the basis that much of the original Sustainable Eel Development Ltd Memorandum and Articles could transfer and that this ASBL model was credible, flexible and the administration could be kept simple.

Van Bael and Bellis drew up the Articles of association for a Belgian not for profit organisation. The Objects transferred directly over with the addition of the word sustainability in one place:-

- 3.1. To advance public awareness and knowledge of the conservations of eels of all species, in both the freshwater and marine environments;
- 3.2. To advance and promote scientific education and research in relation eels and to disseminate the same to the public;
- 3.3. To advance and promote by any legitimate means public education relating to eels;
- 3.4. To advance and promote measures, by public and private organisations, including governmental and intergovernmental bodies, for the conservation of eels;
- 3.5. To undertake, either alone or in partnership with other organisations, any practical projects to advance and promote eel conservation **and sustainability**

Under Belgian law there has to be one more Effective Member (including founders) than Directors.

So, to maintain the balance between science, conservation and commerce the following Seven SEG Leaders founded and established the Sustainable Eel Group as an ASBL under Belgium Law on the 21 June 2018.

From Science, Willem Dekker and Florian Stein. From Conservation Cy Griffin and David Bunt, From Commercial Alex Koelewijn and Jac Tijssen. Finally, and as an Independent and Chairman, Andrew Kerr.

### **Director Team / Board**

The following are appointed Directors: Willem Dekker, Cy Griffin, Alex Koelewijn, David Bunt, Florian Stein and Andrew Kerr.

### **The Leadership Team**

These the same names as Directors above and are also Chaired by Andrew Kerr. Others who are members will also be invited as needed and as SEG develops.

[we have 3 terms to describe the same group: Leadership Team, Director Team, Board]. Suggest we aim to rationalise to one to save confusion!].

### **Membership**

This has two classes: Effective and Adherent. It is managed in accordance with the articles and through the Membership Secretary and the admission process. Describe the two classes?

### **Transition next Steps for the Board / Leadership Team to Organise**

- Open bank account in Brussels

- Appoint Treasurer
- Separate the finances “SEG ASBL” and “SEG UK” (Sustainable Eel development Ltd)
- Define the supporting relationship of “SEG UK”
- Finalise the partnership agreement with ESA
- Appoint Membership Secretary

<b>EEL RECOVERY Relationship defined through a Partnership Agreement</b>	
<b>Eel Steward Ship ESA (ESFs)</b>	<b>Sustainable Eel Group SEG</b>
<b>Commercial Stewardship</b>	<b>Recovery through Sustainability</b>
Those who eat eel help pay for recovery and commerce takes responsibility	Science, Conservation and Commercial factors combine to find solutions
Creates National Stewardship Funds	SEG Standard with ISEAL Membership
Consumer Facing Brand	B to B model - support Supply Chain
Investing in Recovery	Defining the journey to Recovery
Individual Country Schemes	One International Body
Independent Governance	Independent Governance
<b>Shared complementary communication</b>	<b>Shared complementary communication</b>



## 5. The SEG Standard V6 and ISEAL

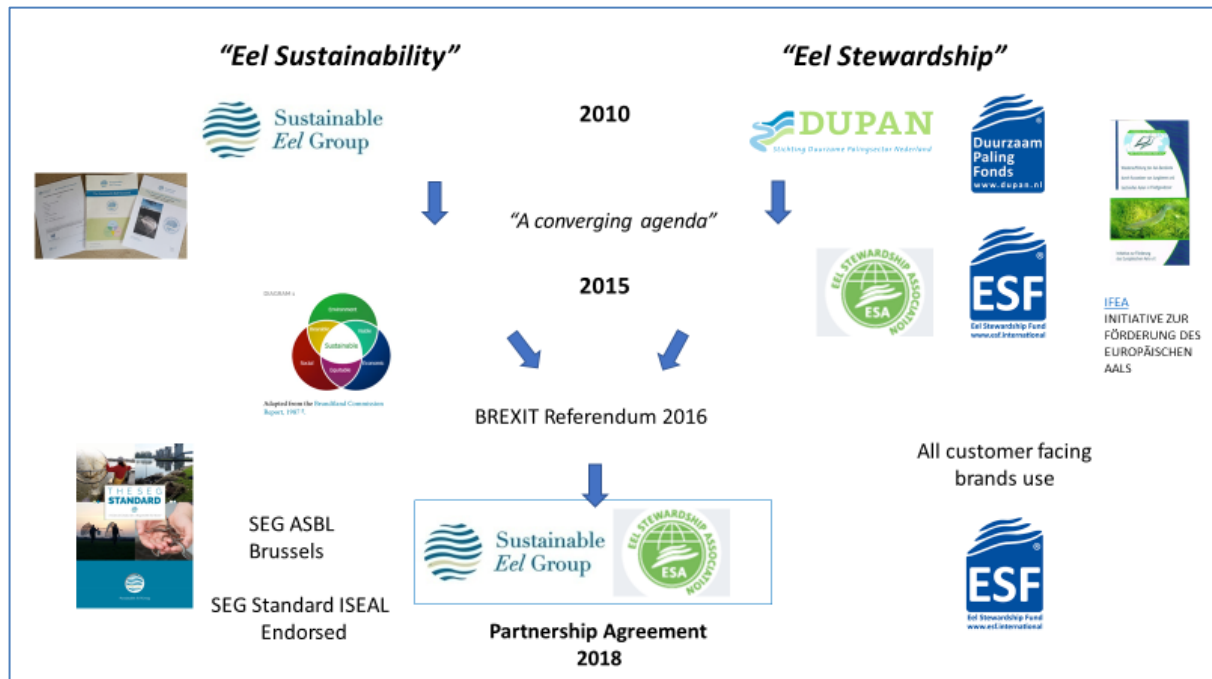
The development of the SEG Standard V6 in accordance with the ISEAL Codes of Good Practice has been a huge undertaking. It represents 4 years of work and a fundamental refresh of all that SEG believes and values. The SEG Board is very grateful to the work of David Bunt and the advisers from ‘One World Standards.’

We commend the SEG Standard along with its supporting documents like the ‘Claims and Labelling Guide’. SEG is expecting to achieve ‘Associate Membership’ of ISEAL in December 2018 and Full membership one year later. All SEG standard system documentation is available on the SEG website at: <http://www.sustainableeelgroup.org/the-seg-standard-system/>

One key outcome is the rationalisation of all logos. From the customer perspective SEG would like to see just one logo and that is the ESF one. The SEG logo will be purely for Business to Business purposes and for general communication. This has been a recommendation of One World Standards since the Berlin / Potsdam meeting of April 2016.

The continuous improvement belief of SEG is now underpinned and formalised through the ISEAL process and SEG expects further versions to develop based on the learning and knowledge gained from this internationally recognised approach.

## The Journey



## 6. Eel Trafficking

SEG recognised that eel recovery requires a fishery and industry that is totally committed to recovery and through its stewardship role gives leadership to protecting the eel.

The growing realisation of the scale of trafficking to Asia - it is now estimated to be some 350 million glass eels a year; about a quarter of the natural recruitment - represents both a massive threat to the eel and the very existence of a legal and responsible trade.

As a direct consequence SEG has taken the lead role to tell this tragic story.

Success is very difficult to measure and will likely take many years - SEG will continue to write up and publish the progress. One key headline for 2018 suggests some 200 arrests have been made worldwide and perhaps 20 jail sentences served.

A new report is being developed with the support of the UN and the link to the Trafficking theme on the SEG web site is: <http://www.sustainableeelgroup.org/illegal-trafficking/>

## 7. The Eel Regulation – its future

SEG is seeking to influence the thinking and the discussions that surround the Commission's Road Map consultation process that may lead to a new and revised Regulation. SEG has supported the Eel Regulation and has sort to get behind and make it work. In June SEG held an event in the European Parliament to highlight the plight of the eel. Going forward SEG plans to host interested parties and key people showing them the reinvented industry and fishery making the recovery journey.





## 8. SEG Financial Position

	Y/E 28.2.18	Y/E 28.2.17	Y/E 28.2.16	Y/E 28.2.15
<b>Income</b>	£213,783	£223,317	£73,008	£82,146
<b>Expenditure</b>	£218,521	£222,355	£91,047	£87,638
<b>Net</b>	(4,738)	962	(18,039)	(5,222)

Accounting and daily management has been on a cash and bank balance basis however the scale of operation is now so great that with the appointment of a Treasurer in 2018 the financial management will be developed, improved and a full balance sheet with profit and loss established.

The Chairman's fee £55,000 (53,000 in 2017).

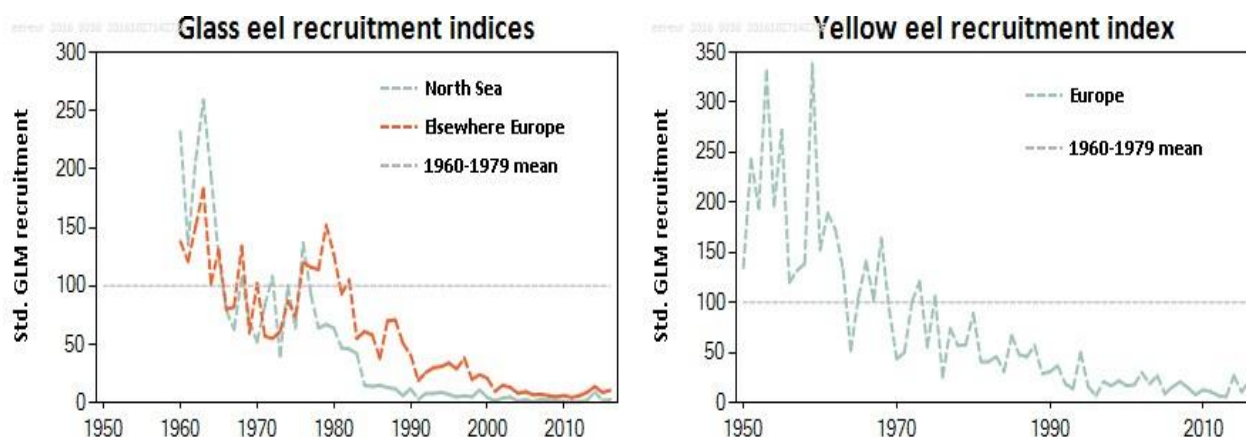
**THE SUSTAINABLE EEL DEVELOPMENT LIMITED**  
**DETAILED INCOME AND EXPENDITURE ACCOUNT**  
**FOR THE YEAR ENDED 28 FEBRUARY 2018**

	28.2.18		28.2.17
	£	£	£
<b>Income</b>			
		111,655	127,355
<b>Cost of sales</b>			
Purchases		66,642	-
<b>GROSS SURPLUS</b>		45,013	127,355
<b>Other income</b>			
Contributions ,fees & charges		168,770	95,962
		213,783	223,317
<b>Expenditure</b>			
IT Support	-		3,479
Telephone	700		420
Post and stationery	1,090		559
Advertising & marketing	5,799		6,728
Motor & travelling expenses	24,842		15,022
Sundry expenses	350		-
Accountancy	1,350		1,240
Professional & consultancy fee	183,492		194,014
Bank charges	898		893
	218,521		222,355
<b>NET (DEFICIT)/SURPLUS</b>		(4,738)	962

## SEG AGM Report June 2017

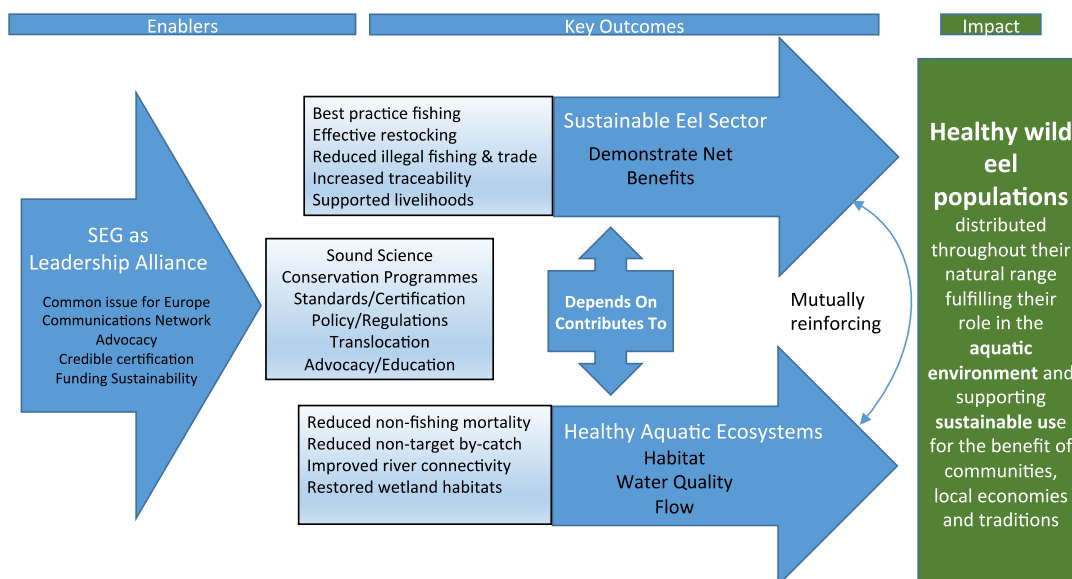
### 1. General Report

SEG continues to champion the cause of eel recovery through sustainability. Although progress has been made on many fronts the eel population remains very low and so it is unlikely that there will be any change to its critically endangered status. The best that might be said is that glass eel recruitment (the proxy indicator) has stabilized at a very low level.



### 2. The SEG Approach

The SEG Model for bringing about eel recovery has been tested thoroughly throughout its first year of operation and the leadership team has positively reviewed its contribution to the eel recovery narrative. Collaboration remains the core belief of SEG.

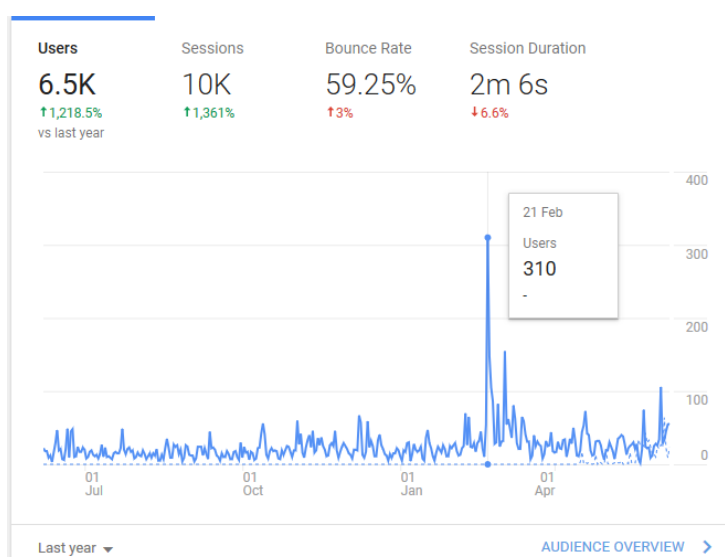


### 3. The significant developments since the last report have been:



- The maturing of the SEG International Leadership Team and its growing significance and influence in the search for solutions
- The launch of the consultation process to revise the SEG Standard using the ISEAL process a programme that will lead to full ISEAL membership in the near future
- The significance of SEG in the battle to stop trafficking of eel and the growing success of this approach
- SEG's involvement with major conservation programmes with Wetlands International European Association and in England with EDF and the RSPB
- The growth of the Eel Stewardship Fund
- SEG's growing contribution to eel understanding through wildlife programmes for TV and other media

SEG's reputation is growing and with it comes credibility and strength. Progress remains very dependent on the international network of some 1000 people who give their time and energies freely.



#### 4. Finance

The accounts for the year to 28 February 2017 are published to the members. SEG has no overdraft and is capitalised through the members' loan of £54,200. The business is run on a daily cash basis. The key headlines when comparing the last 2 years of trading are on page 7 of the annual accounts. Please also note that the increase in income and costs reflect the increase in SEG programmes including: 'Alternative Measures' programme run by SEG (David Bunt) for EDF and RSPB. The major programme to achieve ISEAL membership for which the expected grant funding from MMO has still not been concluded. Plus the vital need to stop the trafficking in eels.

	Y/E 28.2.17	Y/E 28.2.16	Y/E 28.2.15
<b>Income</b>	£223,317	£73,008	£82,146
<b>Expenditure</b>	£222,355	£91,047	£87,638
<b>Net</b>	962	(18,039)	(5,222)

The major costs are the Chairman's fees of £53,000 (£49,250 year before) and other external consultants costs, meetings, communication and travel make up the remainder.

The accounts and book keeping are prepared by Shiner, Mitchell, Fisher of Stroud for a fee of £1620 and the AGM is asked to reappoint them.

## 5. Membership

At last year's AGM Alexander Wever volunteered to be the membership secretary and is planning a review of membership and its management during 2017.

## 6. Governance

At the last AGM you, the members, voted on several minor changes that have been implemented and have been externally positively reviewed within the ISEAL membership process. You will be asked to vote by show of hands to re-elect the 15 SEG Board members from last year being composed of 5 members each from Science, Conservation and Industry constituencies. This board exists to decide upon any issue that has not be settled through consensus. No changes are proposed from previous year:

Voting Name	Science / Cons / Industry	Organisation
Andrew Kerr (no vote)	Chairman	
1. Brian Knights	Science	Independent
2. Adrian Pinder	Science (UK)	Bournemouth Univ
3. Paul Coulson	Science (UK)	IFM
4. Miran Aprahamian	Science (UK)	Independent
5. Willem Dekker	Science (Sweden)	SLU
1. Alison Debney	Conservation (Europe)	ZSL
2. Barry Bendall	Conservation (UK)	Rivers Trust
3. David Bunt	Conservation (Europe)	SEG Standard
4. Arne Koops	Conservation(Germany)	DvB restocking
5. Cy Griffin	Conservation (Europe)	(Wetlands Int EA)
1. Alex Koelewijn	Industry (Holland)	DUPAN
2. Richard Fordham	Industry (Sweden)	SSE
3. Peter Wood	Fishery (UK)	UKGE
4. Marc-Adrien	Fishery(France)	Ecology
5. Alexander Wever	Industry (Germany)	Aal Initiative

**Looking forward to a positive future for the eel**

**Andrew Kerr**  
Chairman  
10 June 2017