

---

## **GreenPartner appointed as Conformity Assessment Body for SEG**

Today the Sustainable Eel Group (SEG) announced that she has appointed GreenPartner as a Conformity Assessment Body to provide third party, independent certification services to companies involved in the trade of European eel.

GreenPartner will arrange assessments by accredited assessors, make decisions on certification and issue certificates to companies that wish to be certified under the SEG sustainability standard, to show that they are operating responsibly.

Andrew Kerr, chair of SEG happily welcomes GreenPartner as the CAB for the SEG “We have appointed GreenPartner due to its excellent track record in acting as a CAB and providing certification services in the hotel- and food sector, and for its diligent and high-quality role as an independent assessor for SEG over the past 18 months. The appointment of the CAB is an important step for us. SEG is an ISEAL Community Member. [ISEAL](#) is a global membership organisation which supports ambitious sustainability systems and their partners to tackle the world’s most pressing challenges. ISEAL Community Members strive to continually improve their systems to create greater sustainability impact through participation in ISEAL’s learning, collaboration, and innovation activities.”

Andres Fellenberg, managing director of GreenPartner is confident about the added value his company can deliver for SEG: “As an experienced assessor and advisory in the field of sustainability standards, GreenPartner is very well positioned to provide certification services for SEG and operators of the SEG Standard. We are confident that we can facilitate the fast-growing need for SEG-certification amongst eel traders, aquaculture companies and processors.”

More than 75% of eel sector in Northern Europe is committed to process only SEG certified eels per 2023. With the embracement of the SEG Standard, the eel sector is taking a big step towards sustainability in eel supply within the European Union. GreenPartner will start her activities for SEG per 1 March 2022 towards both new and existing SEG Standard certificate-holders.

<end of press release>

### **About the Sustainable Eel Group**

The Sustainable Eel Group (SEG) is Europe’s leading international collaboration of scientists, conservation groups, commercial sector and advisors, dedicated to the recovery of the European eel. It is a not-for-profit, non-government organisation (NGO), with offices in the United Kingdom and Brussels and with collaborators from across Europe and beyond. SEG’s Vision is: 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.

---

SEG has developed and owns the [SEG Standard](#). This is a good practice guide, defining the standards to which those who trade in the European eel must comply if they wish to claim to be doing so responsibly.

### **About GreenPartner**

Green Partner is focused solely on sustainability, green certification, water reduction, energy efficiency, circular economy, CSR, SDGs, ESGs and green bonds. The company has “on-the-ground” experience and carried out successfully audits, evaluations, assessments and projects in several branches.

### **About ISEAL**

ISEAL is a global membership organisation for sustainability standards. Its mission is to strengthen sustainability standards systems for the benefit of people and the environment. Its membership is open to multi-stakeholder sustainability standards and international accreditation bodies that demonstrate their ability to meet the [ISEAL Codes of Good Practice](#) and accompanying requirements and commit to learning and improving.

ISEAL members cover social and environmental sustainability issues – from labour rights and sustainable livelihoods to biodiversity conservation – and are active across a diverse range of sectors. Members include Fairtrade International, Alliance for Water Stewardship, Forest Stewardship Council, Roundtable on Sustainable Palm Oil (RSPO), Rainforest Alliance and Responsible Jewellery Council.

Visit the ISEAL website for a [full list of ISEAL members](#).

Press information / further information:

Andrew Kerr  
Chairman

Mobile: +44 78 87 99 39 24  
e-Mail: [a.kerr@sustainableeelgroup.org](mailto:a.kerr@sustainableeelgroup.org)