

# Slides for SEG AGM 12 September 2024..

The running order Andrew leading

- **The AGM Written Report**

with thanks to Emily and David

- **The Holistic Approach**

- SERP shows the way forward with the Social Agenda
- Film Clip from CNN News broadcast today!
- SEG Std V7 – the consultation
- CAB experience from Control Union
- Green Claims Directive from Greenpartner
- SEG Governance
- HIFI Report into Trafficking
- MEL Report for ISEAL CC
- Science and SEG Recommendations
- Going Forward and Conclusion
- Plans for SEG15Y

Andrew and Vanessa

Andrew

David

Eerik

Andres

Andrew

Richard / Andrew

David

Willem

Andrew

Andrew

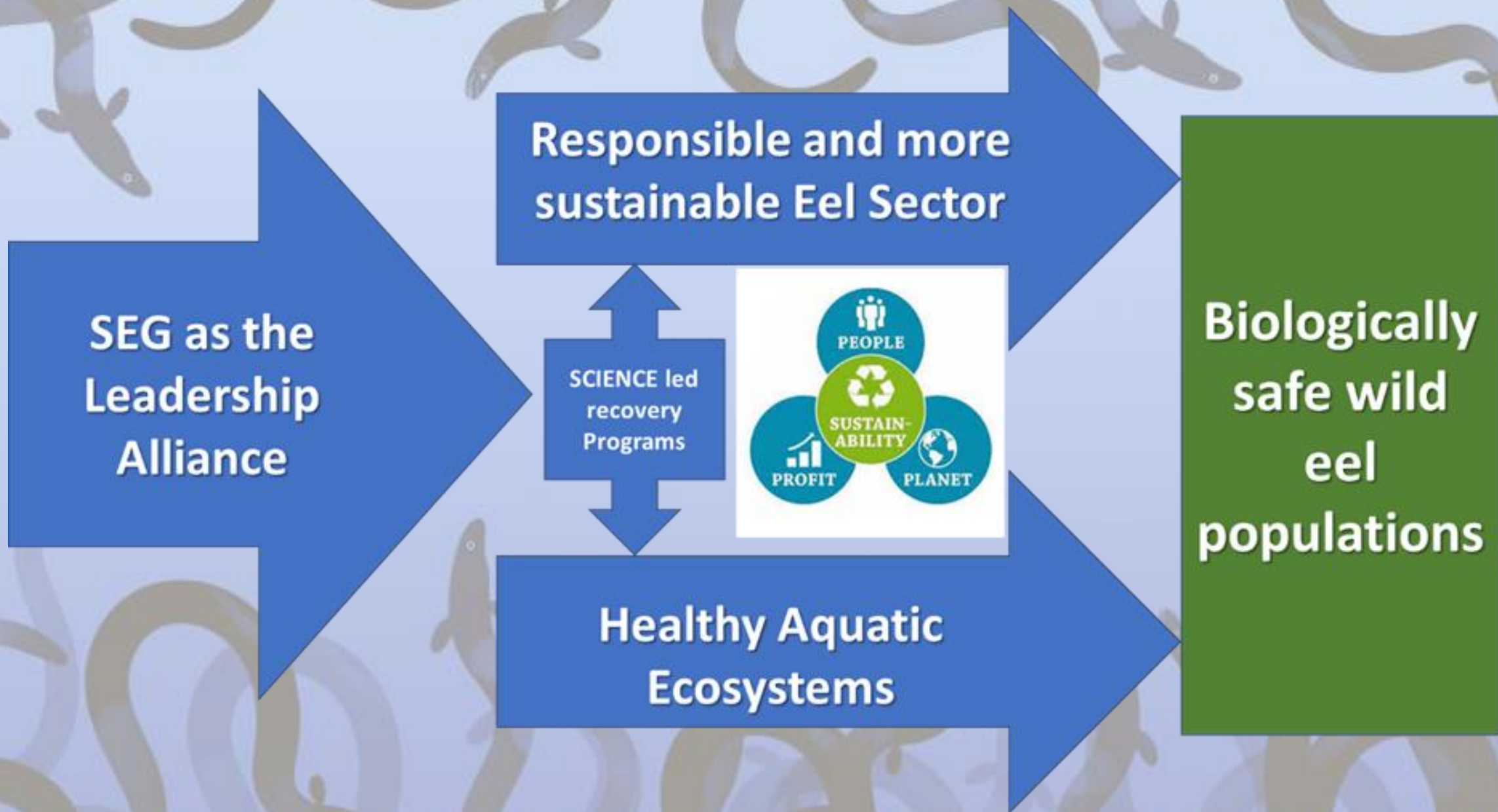
- **Financial Report**

Norbert and David

- **The 2025 French Glass Eel Fishing Season Dates**

Valentin and Alexis

- **Meeting Close**



**Within A Cycle of Monitoring – Evaluation - Learning**

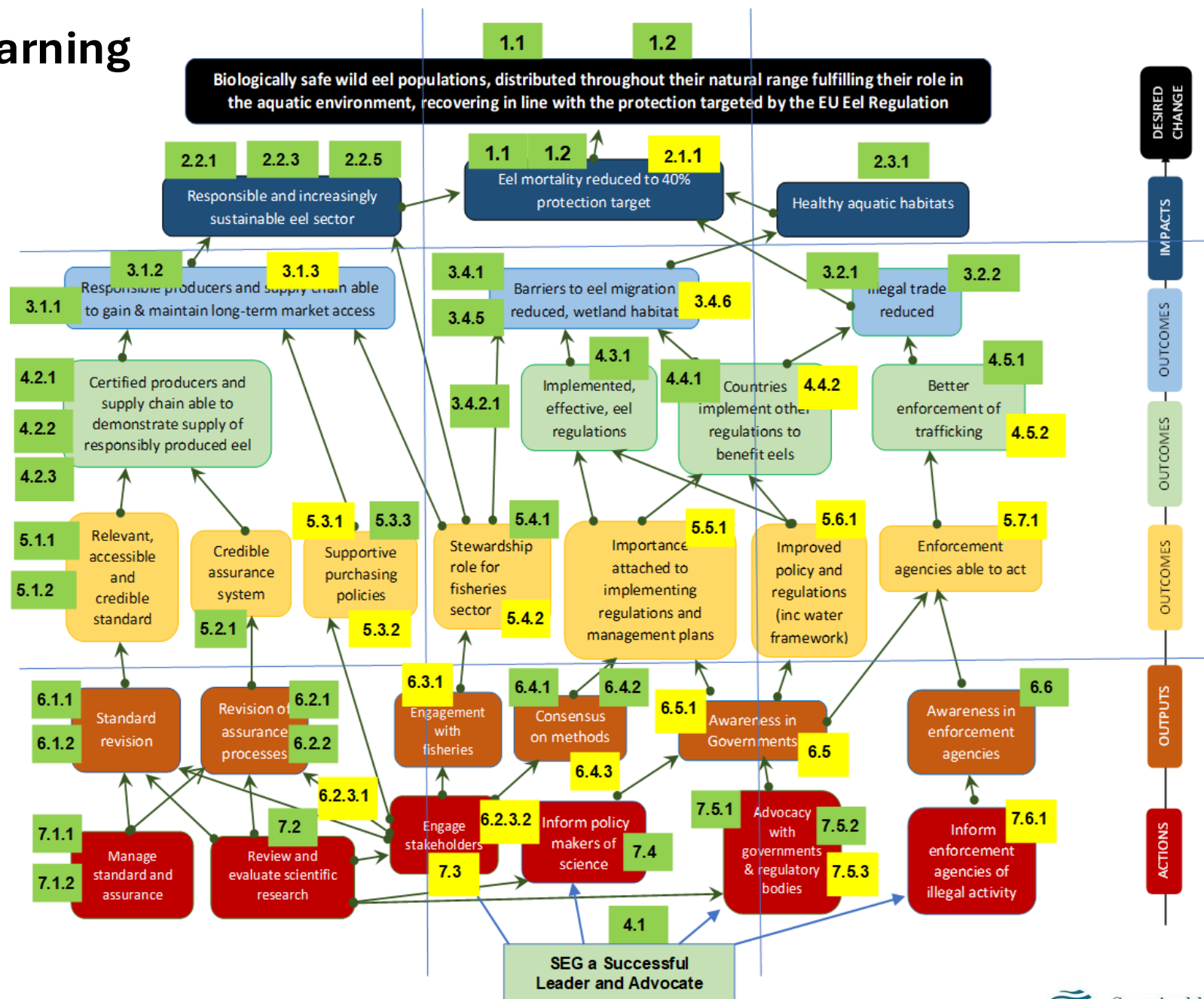


**AGM 12 September  
2024**



# Monitoring, Evaluation and Learning (MEL)

- From ISEAL Impacts Code
- Allows understanding our effectiveness, learning, adapting & **improving**
- This diagram is expanded Theory of Change: Actions → Outcomes → Impacts
- Each box/step can be measured to understand effectiveness
- A subset prioritised for annual reporting
- **This report based on those**







# Tonight....EELS! COUNTRYFILE

BBC 1 at 7pm



**BBC News (UK)** 📌 @BBCNews · 2d  
Wildlife group to release millions of eels into rivers



BBC NEWS

bbc.com  
Somerset wildlife group to release millions of eels into rivers

👍 24

❤️ 85

👁️ 100K

59 Somerset levels Classrooms Simultaneously







## CNN Film: Call to Earth: Somerset Eels

<https://f.io/vaUHeCQR>

***“our credibility and reputation are everything”***

# SEG, the Standard and Legitimacy

*In political science, legitimacy is the right and acceptance of an authority, usually a governing law or a régime. Whereas "authority" denotes a specific position in an established government, the term "legitimacy" denotes a system of government —wherein "government" denotes "sphere of influence"*

## EXISTENCE

Early stages of establishing the logic and thinking - often runs against the mode and existing authorities

## ACCEPTANCE

Many stakeholders accept & some support. Some institutions recognise the value and growing authority

## LEGITIMACY

Stakeholder active support including national & international governments & institutions

**ISEAL**



# Eel a POLITICAL issue



*“For eel recovery - Think long term - half centuries”*

Grand Strategy

Strategy

Tactics

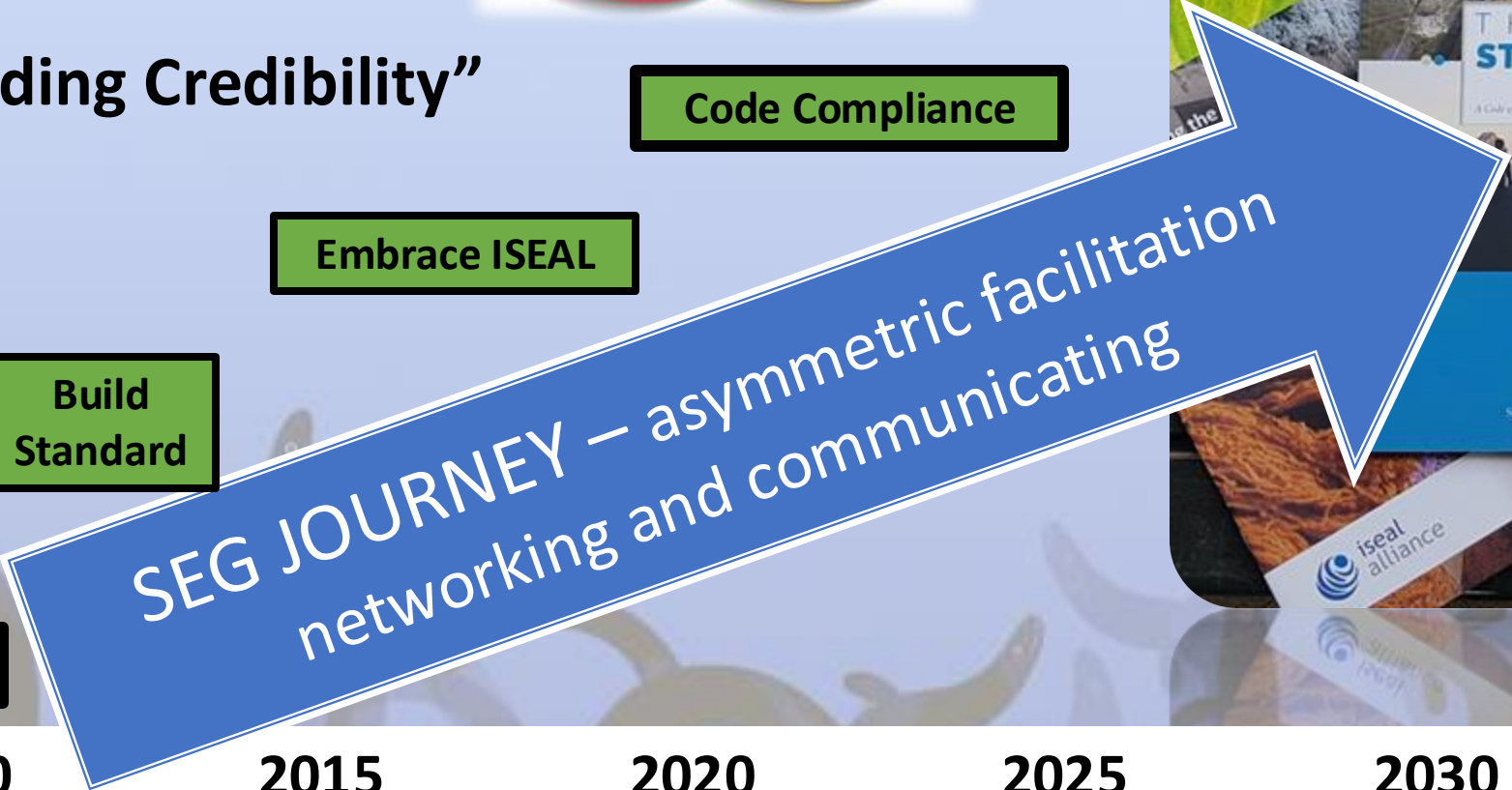
“Building Credibility”

Code Compliance

Embrace ISEAL

Build Standard

Create SEG



2010

2015

2020

2025

2030

Promoting the Eel Regulation, Sustainability & Responsibility



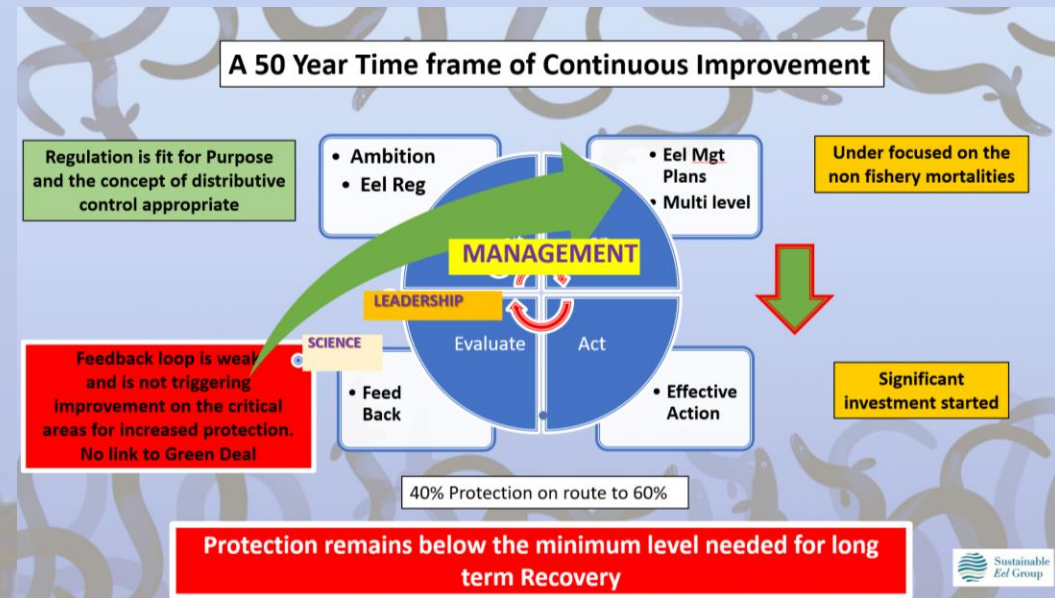


# #EelDeal2030

Hosted by MEP Annie Schreijer-Pierik

Wednesday 13.07.2022 – 10:30-12:00  
SPINELLI BUILDING – ROOM 5E3

- After 15 years to 'Recommit' to FULL implementation of the Eel Regulation – deliver 40% protection by 2030





2022



EP Event 2019



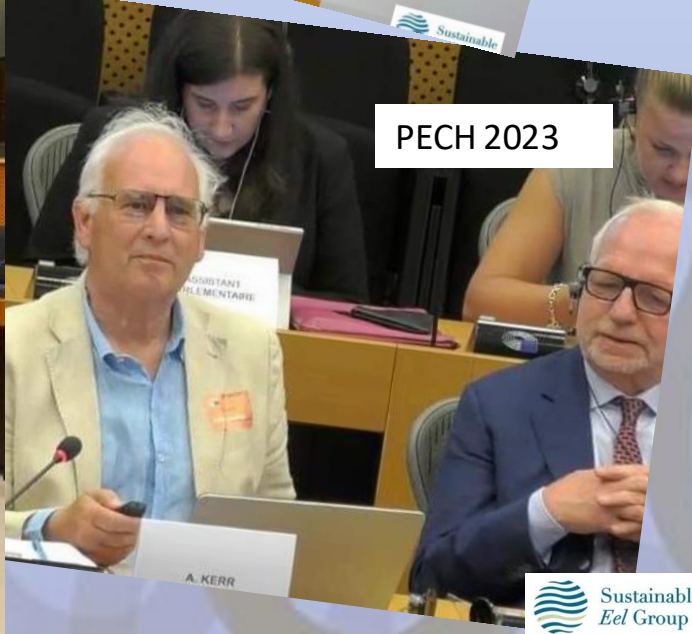
## ‘Eel Regulation is slowly working’

- Events in European Parliament
- Supporting EU Trafficking Action Plan
- Working Closely with EU-COM
- OCEAN Documentary
- Building support with PECH



2022 Event at EP

PECH 2023





# Working with EU-COM, European Parliament and the Council of Ministers

Parlement européen

2019-2024



Commission de la pêche

2023/2030(INI)

20.6.2023

## PROJET DE RAPPORT

sur la mise en œuvre du règlement (CE) n° 1100/2007 du Conseil instituant des mesures de reconstitution du stock d'anguilles européennes (2023/2030(INI))

Commission de la pêche

Rapporteur: Bert-Jan Ruissen

**487 in favour  
19 against  
89 abstentions**

PR\1280712FR.docx

PE749.918v01-00

FR

Unie dans la diversité

FR



## The PECH Committee Report to European Parliament



# The major political lines running to shape Eel 2024 -2028

August  
September  
October  
November  
December

EU-COM	PARLIAMENT	COUNCIL
Proposal Letter to MS	The Ruissen Proposal	Proposed Eel should be managed through CFP
Replies to EU-COM	Negotiation in PECH	
Proposal Outline to Council	Vote in PECH 23 Oct Parliament vote 20 Nov	Member States Ministers



How did Council Respond ?

Defeated  
26 to 1

*New EU Parliament forms mid 2024 and gathers from September and the Commissioner appointments made – the outcome of this autumn eel thinking will shape the next four year cycle*



**SEG Std Version 7  
launched  
20 Nov 2023** after  
one years development  
and 3 large consultations

The SEG Standard Version 7.1, valid from 20 November 2023.



This working version is currently the only version available.

Better quality versions, in Dutch, English, French, German and Spanish will be available in January 2024.



# The Division of Responsibilities



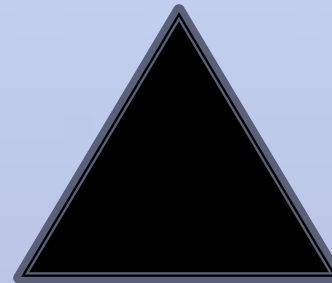
**SEG owns and sets the Standard**



CODE for Standard  
Setting, Assurance and  
Impacts



**The CAB 'Control Union' to assess  
and award certificates**



**Three Way  
Governance**



to farm



to smokery



to retail

**Reinventing a whole sector with fully traceable supply chain**



**Compatible with  
ISEAL Code**

**SEG Standard Owner  
and Standard Setter.**

**CAB - Independent Role  
Assess /Certify and then  
maintain the Register**



**Full Self Evaluation  
before Audit**

**Independent qualified  
Auditors appointed by  
CAB to **verify**  
**performance** and claims**



# **EU Green Claims Directive: a Quick Summary**





## **EU's New Green Claims Law Gets Green Light**

17 januari 2024:

The European Parliament has approved the text for a new European Union directive aimed at "empowering consumers to engage in the green transition" by banning the use of certain unsubstantiated generic environmental claims in the EU, such as "environmentally friendly", "Eco", "Green", "Sustainable" as well as claims such as "climate neutral" based on emission offset schemes, etc.

It also regulates the use of sustainability labels and bans certain practices related to premature obsolescence of consumer products.



## The main reforms of the directive are:

1. A ban on the use of unsubstantiated generic environmental claims such as "environmentally friendly", "natural", "biodegradable", "eco", etc.
2. A ban on the use of claims such as "climate neutral" that suggest that a product or service has a neutral, reduced or positive impact on the environment due to emissions offsetting schemes.
3. Regulated use of sustainability labels, given the confusion caused by their proliferation and lack of appropriate comparative data - under the new rules, only sustainability labels that are based on certification schemes audited by official accredited certification bodies are the only ones allowed in the EU.





**Committees**  
European Parliament





# CERTIFICATIONS

Certification is a confirmation by a “Third-Party” that the requirements of national or international standards have been met.



# ACCREDITED vs NON-ACCREDITED CERTIFICATIONS BODIES

There are Certifications programmes that look, feel, smell, sound, and even taste like certification, but they are not! Don't take risks, choose correctly!



**Accredited certifications bodies** are only granted by an Accredited Certification Body. The Certification Body must demonstrate compliance with all the requirements of ISO/IEC 17065.

The Certification Body is regularly assessed by an Accreditation Body included in the EA and the IAF Multilateral Accreditation Agreement.

**Non-accredited certification bodies** may not operate in line with certification requirements. They may offer certification that generates distrust or no real knowledge of an organisation's processes. They have no oversight or regulation of their activities. The value of this type of certificate is minimal and cannot provide confidence in compliance with the requirements of a standard.

# EU **GREEN** CLAIMS DIRECTIVE HOW DOES THIS APPLY TO A MY COMPANY?



- This guideline highlights the criteria and who carries out the audit.
- The certification process must be transparent and carried out only by an independent, recognised and Accredited Certification Body.
- The directive also prohibits the use of certifications with "**Aggregate Scoring**", meaning that individual points that determine the certification level to an average overall score are no longer allowed. **Gold, Silver, Bronze, Responsible, Committed**, etc.



# How can I check this myself?

Just three questions:

1. Is this certification body is officially accredited?
2. Who are the people conducting the audits?
3. Is there any conflict of interest between the consultants and the auditors?



# The control of these practices is already in the law in the Netherlands

## Oneerlijke handelspraktijken

Autoriteit  
Consument & Markt



U handelt oneerlijk als consumenten keuzes kunnen maken die zij anders niet hadden gemaakt. Bijvoorbeeld naar een winkel gaan, iets kopen of iets terugsturen. Zorg daarom dat u consumenten niet misleidt. Verkoop niet op een agressieve manier. En handel als 'goed ondernemer'.

### Misleiding

Bij misleiding geeft u de gemiddelde consument een verkeerd beeld over uw aanbod. Hierdoor kunnen zij een verkeerde keuze maken:

- Uw informatie klopt niet.
- Uw informatie klopt wel, maar kan verkeerd begrepen worden.
- U laat belangrijke informatie weg of u verstoort het.

### Bronnen

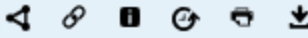
[wetten.nl - Regeling - Burgerlijk Wetboek Boek 6 - BWBR0005289 \(overheid.nl\)](https://wetten.nl - Regeling - Burgerlijk Wetboek Boek 6 - BWBR0005289 (overheid.nl))



Geraadpleegd op 25-03-2024.

Geldig van 01-01-2023 t/m 30-04-2023

448



## Afdeling 3A. Oneerlijke handelspraktijken


48



### Artikel 193d

198



- 1 Een handelspraktijk is bovendien misleidend indien er sprake is van een misleidende omissie 
- 2 Een misleidende omissie is iedere handelspraktijk waarbij essentiële informatie welke de gemiddelde consument nodig heeft om een geïnformeerd besluit over een transactie te nemen, wordt weggelaten, waardoor de gemiddelde consument een besluit over een overeenkomst neemt of kan nemen, dat hij anders niet had genomen.
- 3 Van een misleidende omissie is eveneens sprake indien essentiële informatie als bedoeld in lid 2 verborgen wordt gehouden of op onduidelijke, onbegrijpelijke, dubbelzinnige wijze dan wel laat verstrekt wordt, of het commerciële oogmerk, indien dit niet reeds duidelijk uit de context blijkt, niet laat blijken, waardoor de gemiddelde consument een besluit over een overeenkomst neemt of kan nemen, dat hij anders niet had genomen.
- 4 Bij de beoordeling of essentiële informatie is weggelaten of verborgen is gehouden worden de feitelijke context, de beperkingen van het communicatiemedium alsook de maatregelen die zijn genomen om de informatie langs andere wegen ter beschikking van de consument te stellen, in aanmerking genomen.

# MAKE THE LABEL COUNT





# The Correct certification and you are properly certified!

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- SEG owns the programme and criteria.
- SEG guides eel companies related in interpreting the criteria, without going into "consulting".
- SEG does not conduct audits.
- SEG audits are managed by Control Union Certifications B.V. as the official "Conformity Assessment Body" (CAB) in Europe according to ISO/IEC 17065-1 Conformity Assessment.
- Control Union Certifications carries out the audits completely independently of SEG.
- Control Union Certifications provides the SEG Certificate to eel related companies.
- Control Union Certifications is an accredited certification body, accredited by the Dutch Council for Accreditation (RvA) and included in the IAF MLA.
- Control Union Certifications' auditors are professional auditors who must meet strict quality standards and professionalism and conduct audits in line with the level required by the Dutch Accreditation Council (RvA) according to ISO 19011:2018.
- Your company complies with the EU Green Claims Directive | ESGD | CSRD
- SEG is a ISO14024 Type I Certification in compliance with EU Regulations.
- Your company uses the appropriate accredited certification body.
- Your company cannot be accused of Greenwashing because of the incorrect level of accreditation of your certification body.

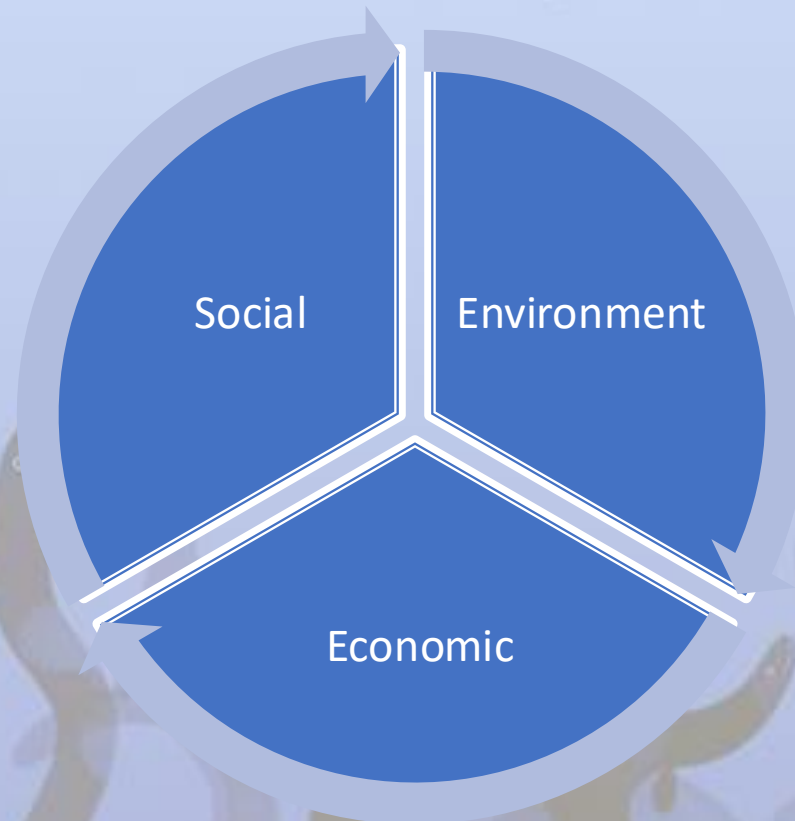


# SEG Standard Revision Team

**The purpose** of the SEG Standard Revision team is to bring a balance of different sector views to review the comments from stakeholders, to draft and recommend the most appropriate improvements to the next version of the SEG Standard – one that represents a noticeable improvement in protection for the eel, and is also realistic for the commercial sector to achieve

## TOR Set by SEG Board

- *Chaired by SEG Standard Systems Manager*
- *All three themes of sustainability are equally covered*
- *A Consensus Culture*
- *An International focus*
- *The team is appointed by and reports to the SEG Board*



## Joining the Team

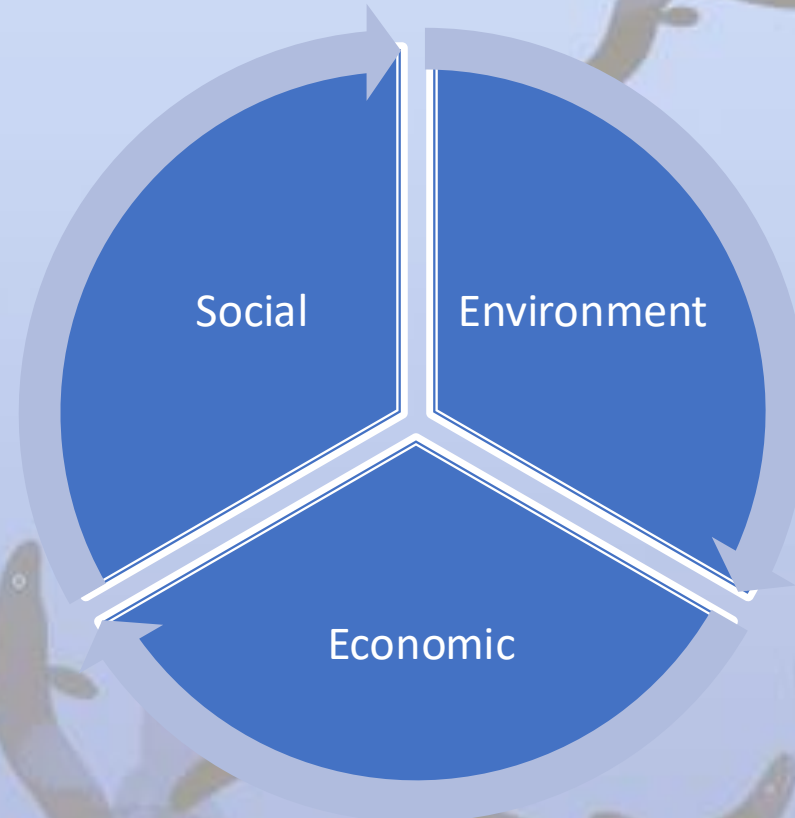
- *Standards Revision Team annually determines its composition and competence plans and submits these to the SEG Board*
- *Search for suitably qualified person(s) by introduction and or advertised recruitment*
- *All applicants will need to demonstrate their commitment and alignment to SEG Goals*



# SEG a Balanced Board with Consensus based Leadership

## ASBL Structure

- *Board minimum of 4 members*
- *All three themes of sustainability covered*
- *International focus*
- *Succession Planning*
- *Consensus Culture*



## Joining the SEG Board

- *Board determines its composition and competence needs annually*
- *Search for suitably qualified person(s) by introduction and or advertised recruitment*
- *Selection is by the Board on recommendation of a board panel*

## Consensus Governance

### The Eel Regulation



### SEG ASBL

#### Directors

Full voting Members

### CSDDD and GCD



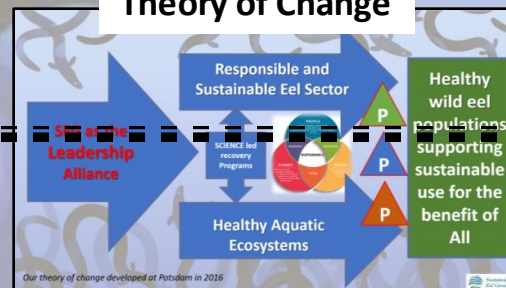
#### ADHERENT Members

Non-voting Members and Advisers

# SEG Certificate Holders within an Voluntary Standards System



### Theory of Change



## Collaborative Operation

## Collective Outcome



## Introducing Emily, Mike and Alex







**Reinventing a whole sector**



**125 million SEG Certified eel  
for farming / restocking supply  
chains in both 2024**



to retail



# The widely adopted SEG voluntary Standard is making huge Impacts

SEG Certified 110m in 2022 & 2023 season 125m in 2024 for eel farming and restocking

Influence building –  
the SEG Platform

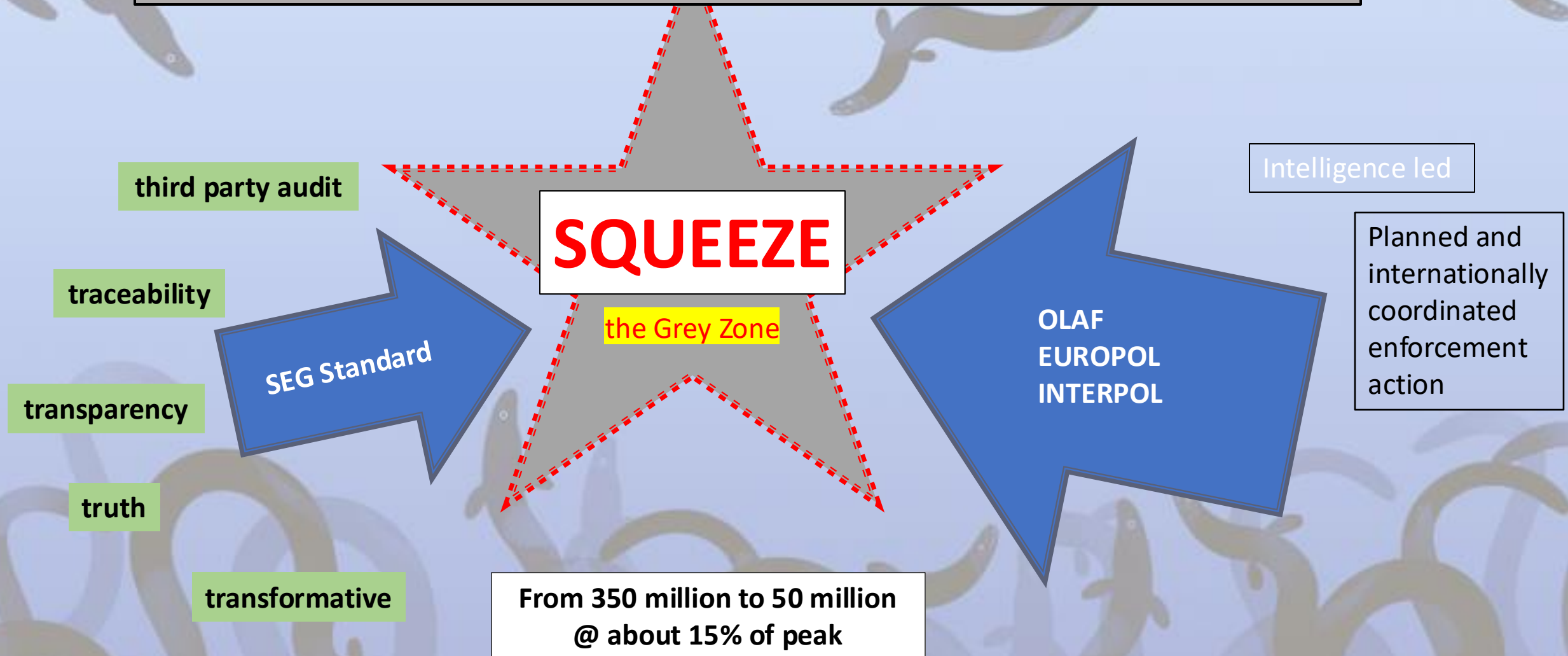
First  
Certificates  
Spain 2023

88% of French  
Fishermen



The Reinvention is taking place - the sector takes on the  
“Stewardship Role”

# Counter Trafficking





# SEPRONA / EUROPOL

18<sup>th</sup> April 2018

MADRID

**“100 tons / 300 + million  
Glass Eels a year”**



## Reported Seizures

26 Tons or 80 million

last 6 years

8 tons 25 million in 2023



## Reported Arrests

750 last 6 years

256 in 2023

2 x Kingpins

50 close associates

In France 3 years Prison Sentences



**EUROPOL 2023 estimates  
incidents are at 50%**

SEG 2023 estimate trafficking  
was over 50 million fish

# 2024 Guess?



**2023 Some Images...all non SEG Certified  
– in 2023 the greatest number of seizures**



**"27 people arrested during the operation on 10 May, 20 people taken into custody the following days, ten now prosecuted. Justice has put an end to the vast operation"**



**Arrested and jailed likely invoking his 18 months suspended sentence  
10 May 2023**



**On behalf of the reinvented sector SEG  
congratulates the Enforcement Agencies**

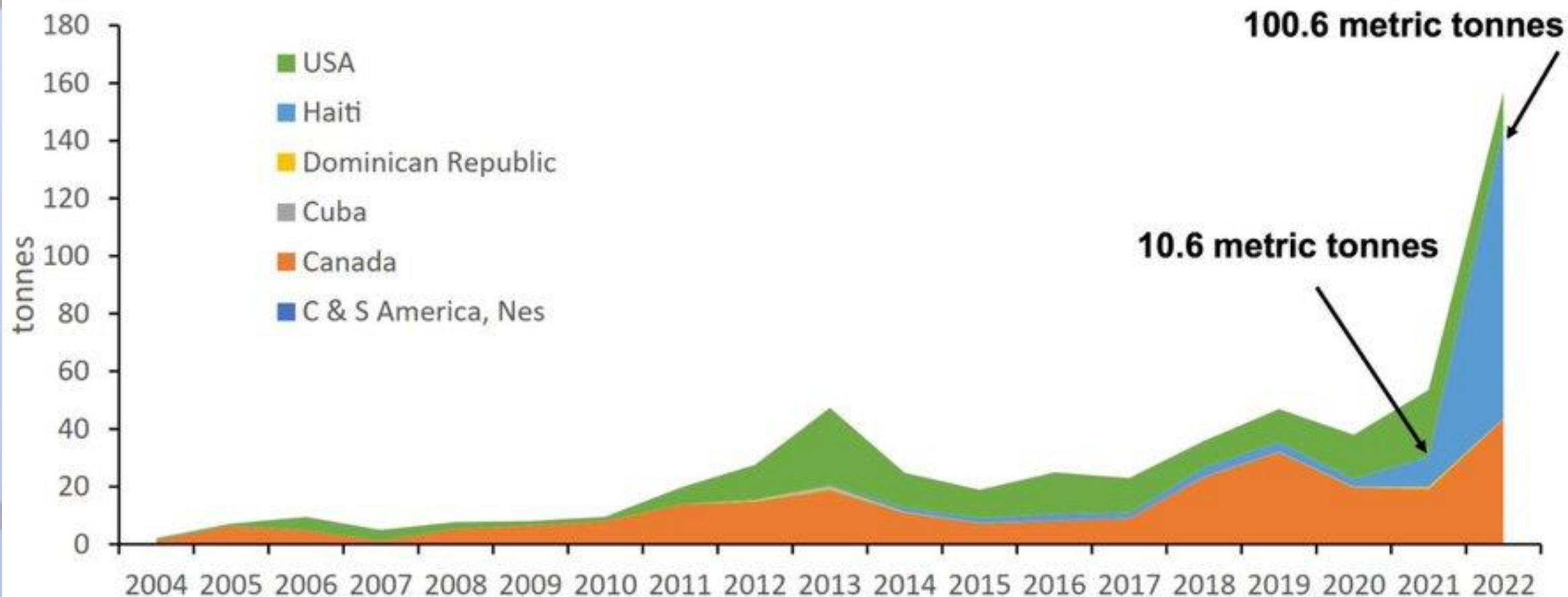


# Spain and Portugal



**A major organised gang broken up with 21 arrests and 2.5 million glass eels seized**

## Trade in Rostrata the American Eel



Source: Shiraishi H & Kaifu K (2024) Early warning of an upsurge in international trade in the American Eel, *Marine Policy* (159) 105938

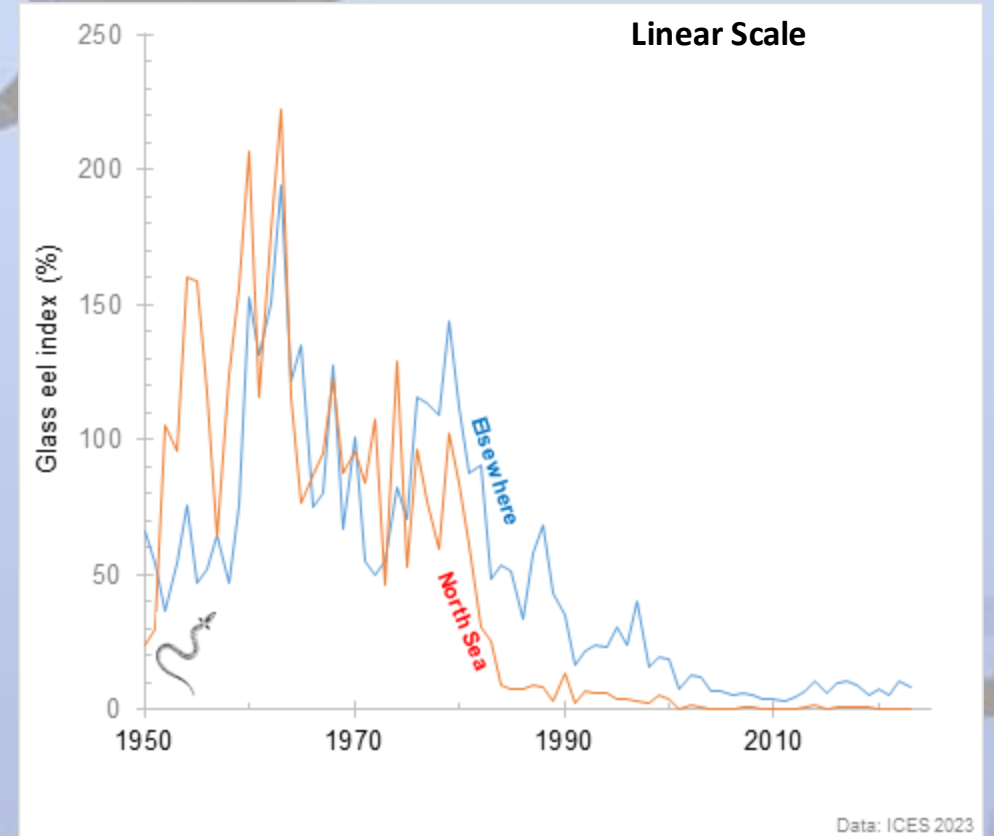
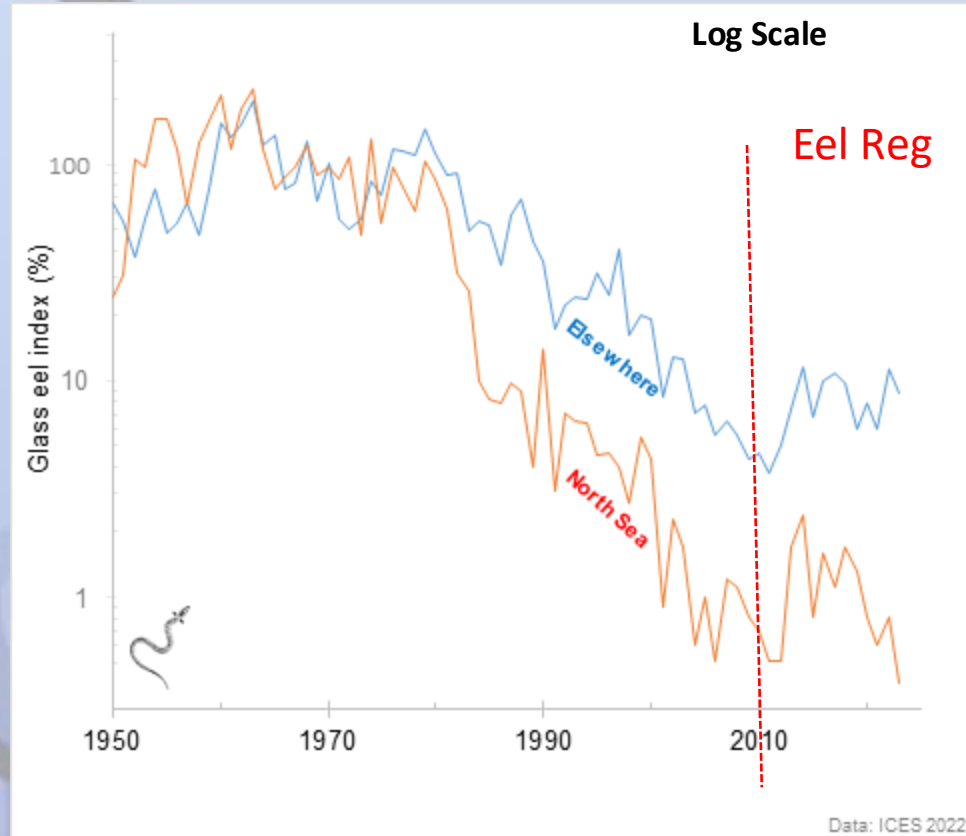




# SEG Recommendations Report 2024

Willem Dekker

# The ICES 2023 Glass Eel Timeseries Recruitment Index

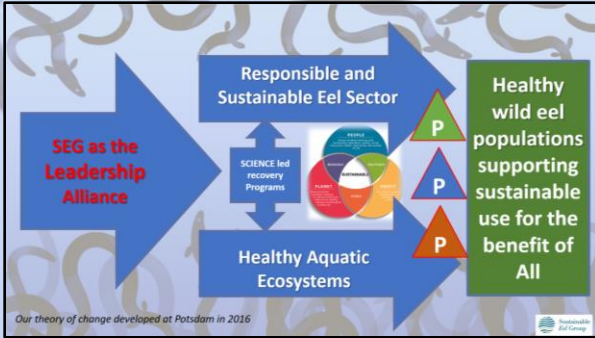


Please note that '**Elsewhere**' accounts for over 90% of the recruitment. Around 1.3 billion is an indicated arrival volume from earlier ICES studies



# The Eel Regulation retains Primacy

**"EEL FATIGUE"**



SEG EelDeal 2030 / EU GreenDeal 2030

ICES Advice

fade

XG Agenda

## SEG ACTION to INFLUENCE

EU-COM - New Parliament – Dec Council

## New OPPORTUNITIES

MS Revised EMPs / MAP Coord Meetings / EMFAAF £££

*"The Convening and facilitation role for SEG as the Leadership Alliance bringing the PPP parties together to work on and improve their MS EMPs"*

**TARGET KEY EMP's**  
SEG Convenes PPP meetings



### Counter Trafficking





## Accounts

All figures EUR

Profit & Loss	2023		2022	
	Total debit	Total credit	Total debit	Total credit
<b>Core ESF &amp; Similar contributions</b>		<b>199,449.87</b>		<b>212,647.06</b>
Denmark		0.00		5,000.00
Germany		38,663.53		41,882.40
Netherlands		160,786.34		165,764.66
Sweden		0.00		
UK		0.00		
<b>Donations</b>		<b>56,264.07</b>		<b>4,755.06</b>
<b>Grants/ projects Income</b>		<b>11,311.89</b>		<b>12,669.45</b>
<b>Total Income</b>		<b>267,025.83</b>		<b>230,071.57</b>
<b>Personnel and Finance Office</b>	<b>213,632.38</b>		<b>162,957.60</b>	
<b>Partner funding (Wetlands International)</b>	<b>100.00</b>		<b>2,966.52</b>	
<b>Office, Phone, Travel &amp; Accommodation</b>	<b>19,641.65</b>		<b>9,221.00</b>	
<b>Professional Fees</b>	<b>66,883.05</b>		<b>43,319.24</b>	
Accountancy costs	6,273.56		5,842.70	
ISEAL membership fees	6,844.34		7,885.05	
Standard Certification	15,864.40		1,036.92	
ISEAL consultancy	36,862.61		14,022.27	
Legal fees	1,038.14		14,532.30	
<b>Project costs</b>	<b>16,195.68</b>		<b>14,086.14</b>	
<b>Public affairs &amp; PR</b>	<b>1,372.29</b>		<b>567.51</b>	
<b>Other / Misc / Meetings/ Bank charges etc.</b>	<b>5,482.41</b>		<b>3,228.23</b>	
<b>Total</b>	<b>323,307.46</b>	<b>267,025.83</b>	<b>236,346.23</b>	<b>230,071.56</b>
Balance		<b>-56,281.64</b>		
Creditors payment - Restructuring		<b>45,637.31</b>	<b>42,931.18</b>	
<b>Total including restructuring</b>	<b>323,307.46</b>	<b>312,663.14</b>	<b>279,277.41</b>	<b>230,071.56</b>
<b>Balance</b>		<b>-10,644.32</b>		<b>-49,205.85</b>