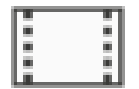


# SUSTAINABLE FISHING MEANS MORE...



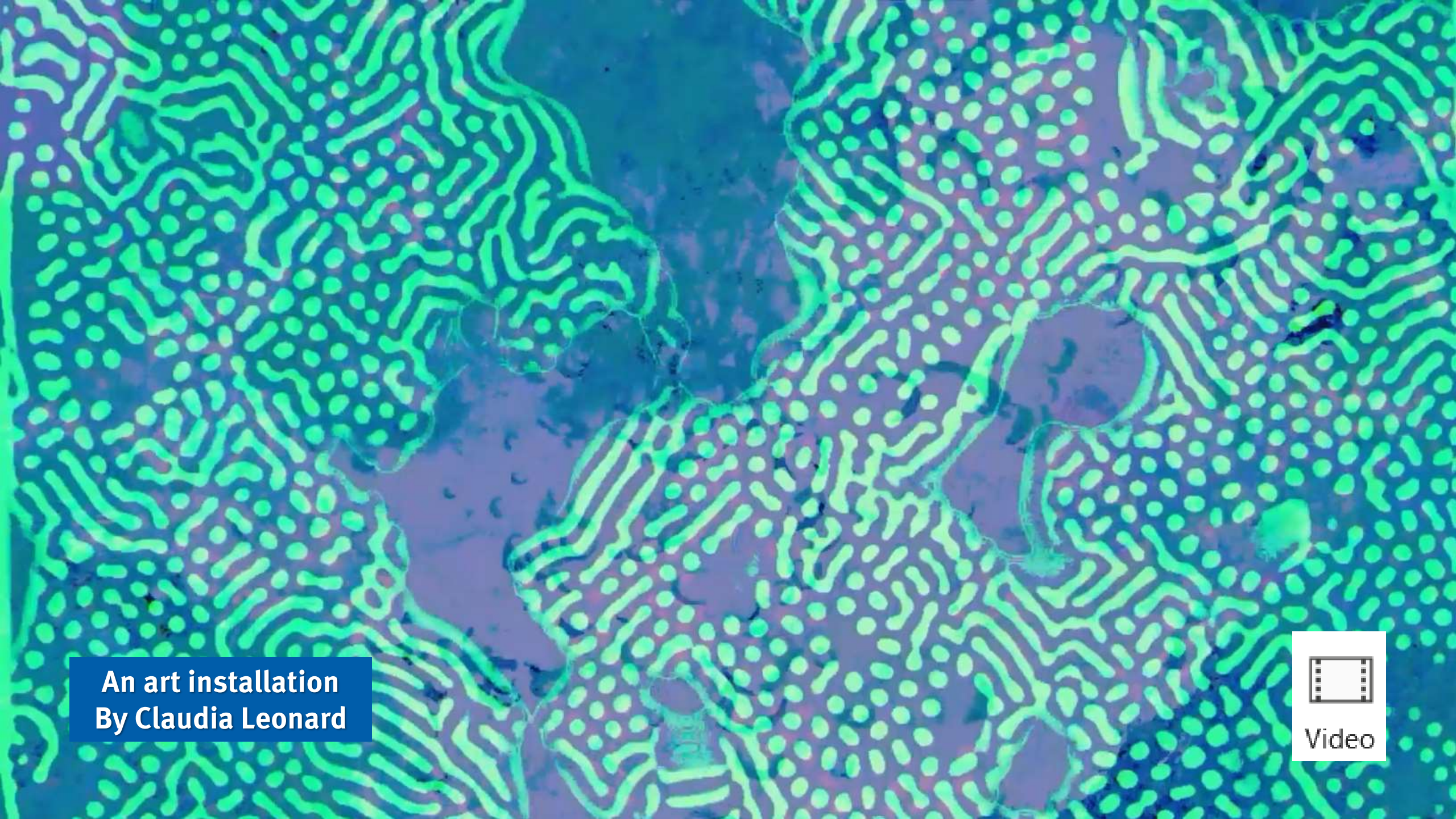
7 June 2024



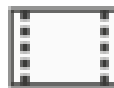
Video

Watch  
the event  
recording





**An art installation  
By Claudia Leonard**



Video



# NAU MAI HAERE MAI WELCOME



**Katherine Short**  
**F.L.O.W. Collaborative Ltd**



# Ko wai au? / Who am I?



Ko Te Ipu a Mataaho i tōku maunga / Mt Eden is my mountain

Ko Te Waitemata i tōku moana / The Waitemata is my sea

Ko Lord Burleigh i tōku waka / The Lord Burleigh is my ship

Ko Grove of the Summer Stars i tōku Iwi / The Grove of the Summer Stars is my tribe

Ko Short i tōku whanau / Short is my family

I te taha o tōku Papa i Ōpōtiki / My father's side is from Ōpōtiki

I te taha o tōku Mama i Ingarangi / My Mother's side is from England

I tipu ake au i Singapore me i noho au rāwāhi mō marea tau / I grew up in Singapore and have lived overseas for many years

I Whanganui-a-Tara e noho ana inaianei / I live in Wellington now

Ko kaiarahi kaitiakitana o te moana i tōku mahi i F.L.O.W. Collaborative Ltd /

Caring for the ocean is my work in F.L.O.W. Collaborative Ltd



**F.L.O.W. Collaborative**

Fisheries.Livelihoods.Oceans.Well-being.



# AGENDA



- **Sustainable Fishing Means More...**
  - Our Ocean, Our Future
  - Responding to Consumer Insights

## NETWORKING

- Strength in Diversity and Inclusion
  - Ocean Literacy For All
  - Panel Discussion

## NETWORKING



# SUSTAINABLE FISHING MEANS MORE...



**Patrick Caleo,  
MSC Asia Pacific Director**







**OVERFISHING**



**POLLUTION**



**CLIMATE CHANGE**



**MISINFORMATION**





## OUR MISSION...

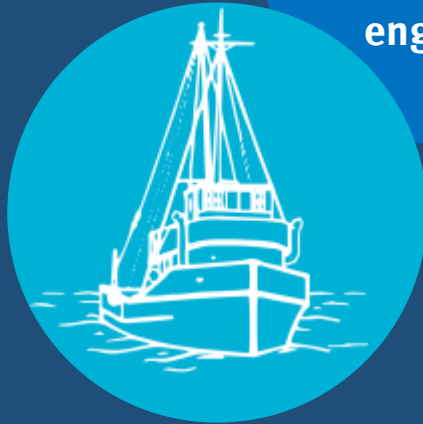
is to end overfishing by transforming the seafood market to a sustainable basis.



# OUR COLLECTIVE PROGRESS



**19%**  
of wild marine  
catch engaged



**713**  
fisheries  
engaged

**+54**  
new fisheries  
engaged



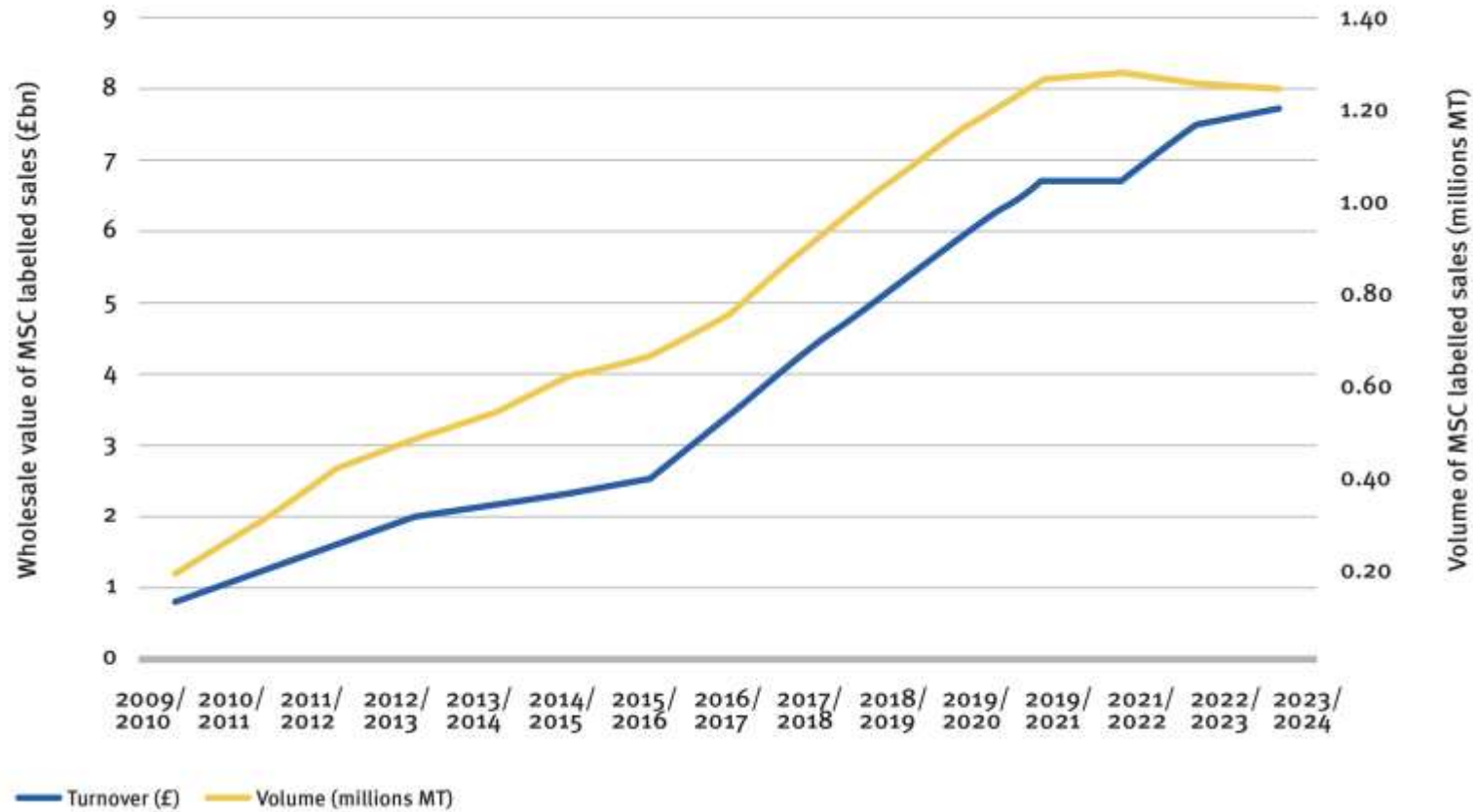
**2225**  
improvements made

Data correct as of 31 March 2024. \*engaged = certified, suspended, in assessment, and in transition to MSC; certified includes suspended fisheries; data: fishery data March 2023 and FAO 2022, improvement data as of March 2023





# MSC LABELLED SALES



**20,000** products  
with the blue MSC label

**70+** nations  
where consumers can buy  
MSC labelled products

**1,242,000 tonnes**  
2023- 2024 volume of sales

**£7.7 billion**  
2023-2024 wholesale value

\*Actual data correct to 31 March 2023, with forecasts for 2023/2024



# PRODUCT DIVERSITY IN NZ





# MSC'S STRATEGIC PLAN 2023 - 2030



## OUR VISION

For the world's oceans to be teeming with life, and seafood supplies safeguarded for this and future generations

## 2030 GOAL

Over one-third of global marine catch comes from MSC certified or engaged fisheries, supporting productivity and resilience in the world's oceans

Recognising and rewarding sustainable fisheries and incentivising improvement globally

Ensuring MSC Standards and certifications are highly credible and reflect global best practice

Cultivating and expanding sustainable seafood markets

Building public awareness and support and demonstrating science and impact

Amplifying policy advocacy activity and deepening engagement with stakeholders



# STRATEGIC FOCUS IN NEW ZEALAND



**Building public awareness  
and support and  
demonstrating science and  
impact**



# MSC MARKETING ACROSS THE WORLD



Over  
60 marketing  
campaigns in  
24 markets

Marketing  
campaigns that MSC  
ran with partners in  
2023

Over  
695k  
followers

The number of users  
following an MSC  
profile

Over  
232 million  
impressions

The number of times  
MSC content was  
displayed to users



**WORLD  
OCEAN  
DAY**

8 JUNE  
2024

# Sustainable fishing means more fish\*

\*16 million tonnes more wild seafood  
could be fished each year if global  
fisheries were sustainably managed



Together we protect  
our ocean through  
sustainable choices

#MoreFish



**Sustainable  
fishing  
means...**



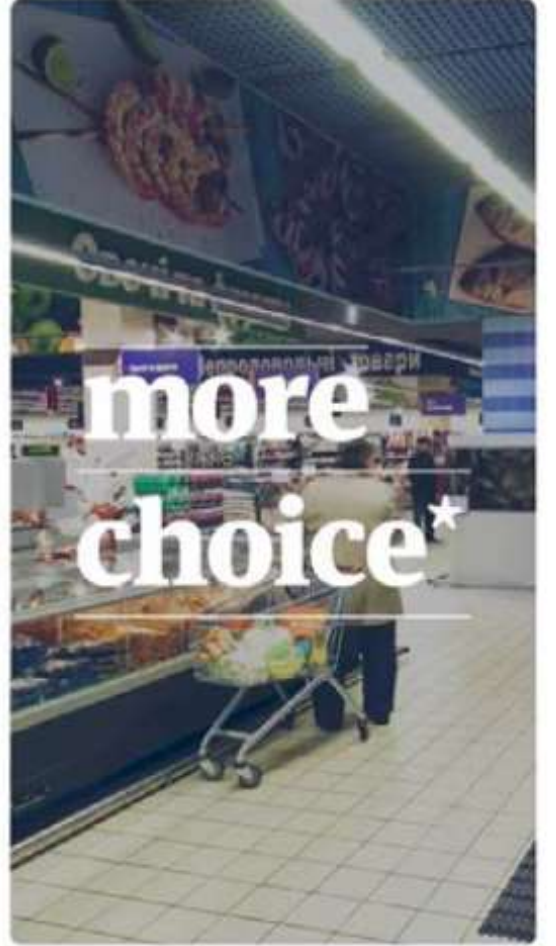
**more  
fish\***



**more  
colour\***



**more  
choice\***



# GENERAL PUBLIC

Targeted adverts across:

- Facebook
- Instagram
- YouTube

Partner videos  
Website





# TEACHER ADS

Full page adverts in:

- Education Gazette
- Starters & Strategies
- Interface

Google digital display  
and search


New teaching resources



**Sustainable fishing  
means more  
discovery\***

\*Ocean literacy equips our future leaders  
with the knowledge to protect our ocean.

TE KAWA O  
TANGAROA  
OCEAN CENTRED LEARNING



Download free  
teaching resources  
[msc.org/tangaroa](https://msc.org/tangaroa)



# MINECRAFT COMP

In partnership with  
Interface Magazine and six  
NZ Zoos and Aquaria

Students create a  
biodiverse sustainable  
marine habitat in Minecraft



**INTERFACE**  
SUPPORTING THE LOVE OF ALL THINGS

# STUDENT MINECRAFT COMPETITION 2024

Supported by

- NATIONAL AQUARIUM OF NEW ZEALAND
- HAMILTON ZOO
- ORANA WILDLIFE PARK
- Willowbank wildlife reserves
- WELLINGTON Zoo
- Auckland ZOO

Create a  
Biodiverse  
Sustainable  
Marine Habitat.

Go to [interfaceonline.co.nz/minecraft2024](https://interfaceonline.co.nz/minecraft2024)

In association with 





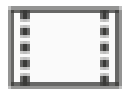
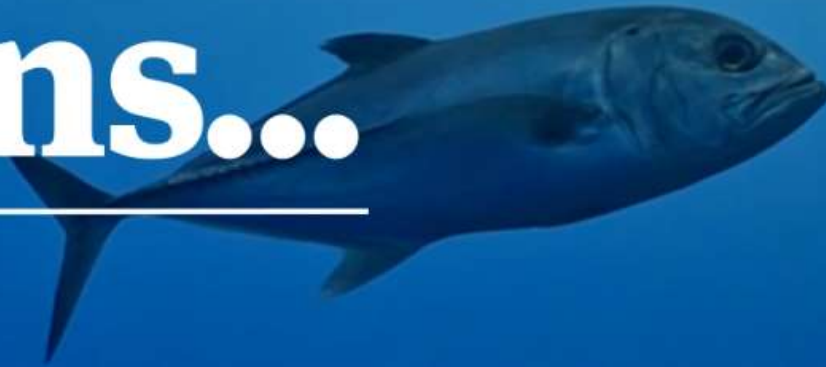
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**Sustainable fishing**

---

**means...**

---



Video

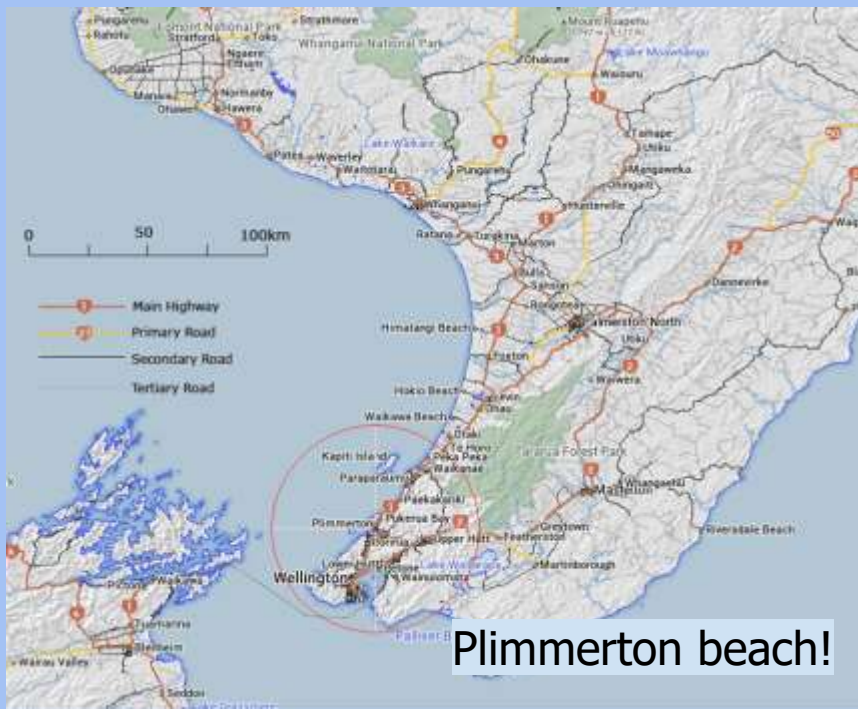
# **OUR OCEAN OUR FUTURE**

## **A youth perspective**

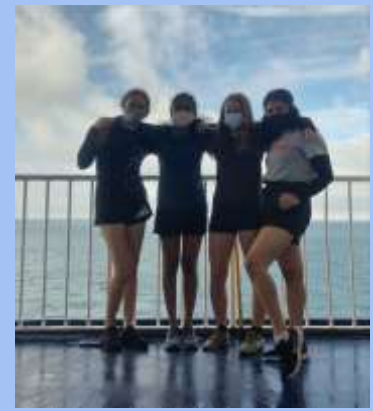
**Agus Mazur and Lucy Nixon**















**SUSTAINABLE FISHING MEANS MORE FOR THE FUTURE.**





**SUSTAINABLE FISHING MEANS MORE DISCOVERY.**





# RESPONDING TO CONSUMER INSIGHTS



**Alex Webb**  
**MSC Senior Marcomms Manager**



# MSC THEORY OF CHANGE

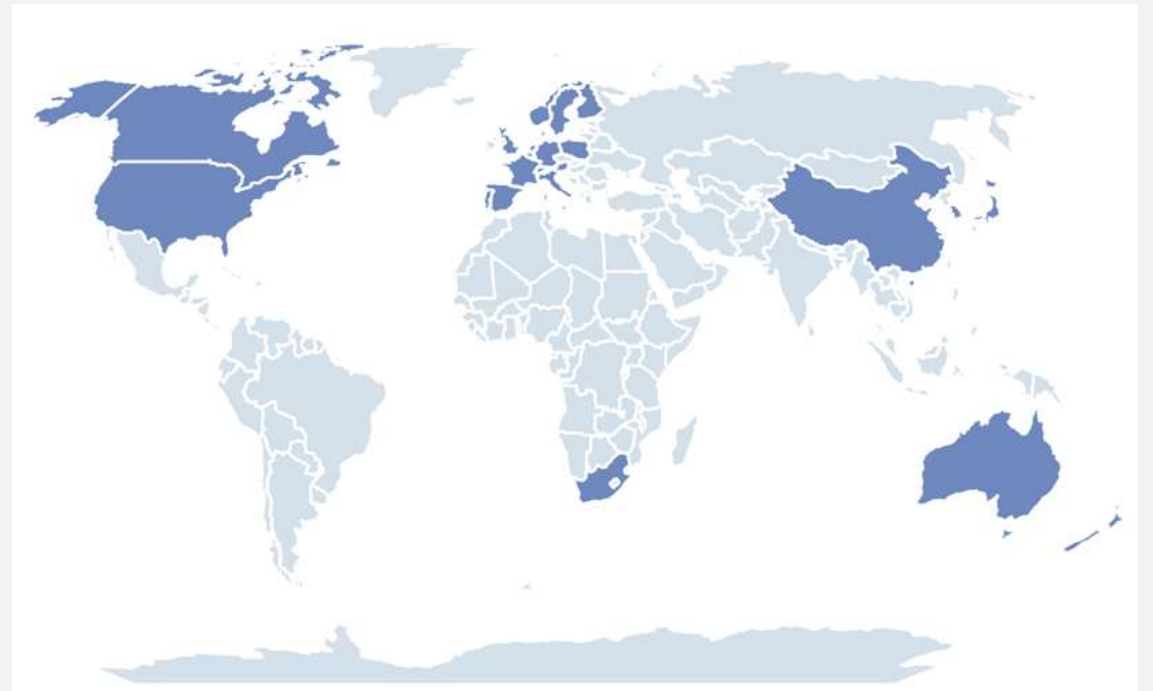






**Know your world.  
Lead the future.**

**The Marine Stewardship Council has partnered with GlobeScan to conduct five waves of a global research study into consumer perceptions. These took place in 2016, 2018, 2020, 2022, and 2024.**



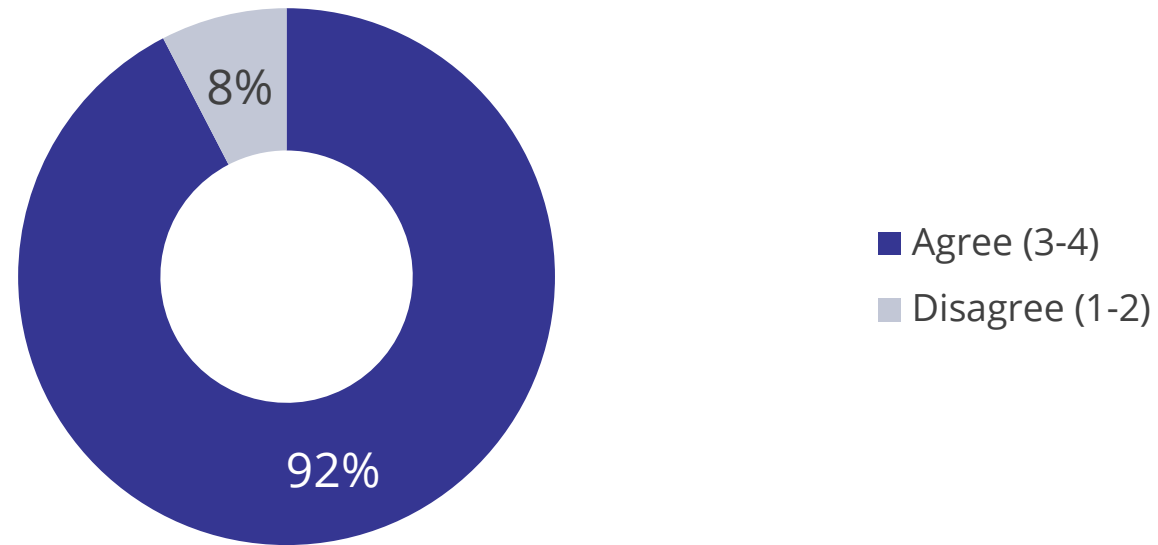
**1 - OCEAN CONCERN IS HIGH**



# Ocean Concern

Worry and level of optimism/pessimism about the oceans, 4-point scale, 2024

## I feel worried about the state of the world's oceans



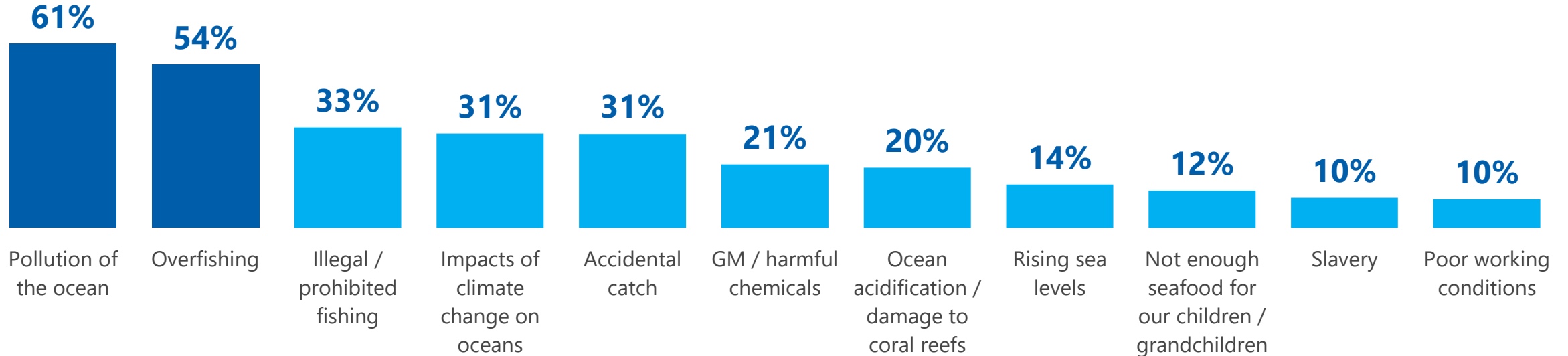
Base: Country Filter and 2024 - Seafood consumers: n=600

Q105: To what extent do you agree or disagree with the following statements? \*Due to modifications to the questionnaire, this question was relocated to the beginning rather than its original placement closer to the end, potentially impacting tracking results

Q5: How well does each of the following statements describe your opinion?

# Most Concerning Threats to Oceans

Issues (each respondent selected three issues), 2024



Base: Country Filter, 2024 and Status is Completes - Seafood consumers: n=600

Q11.2: There are many different potential threats to the world's oceans, the wildlife living there and the people who work there. Which of these potential issues worries you the most?

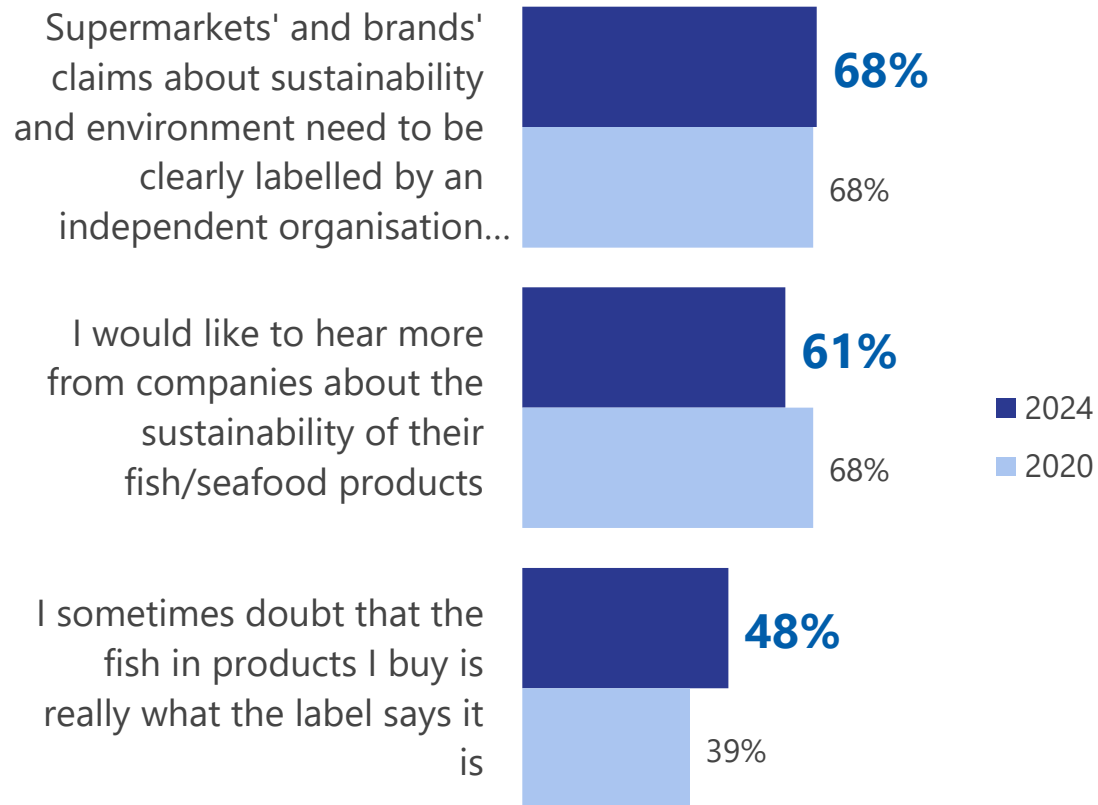


**2 - EXPECTATIONS ARE HIGH**

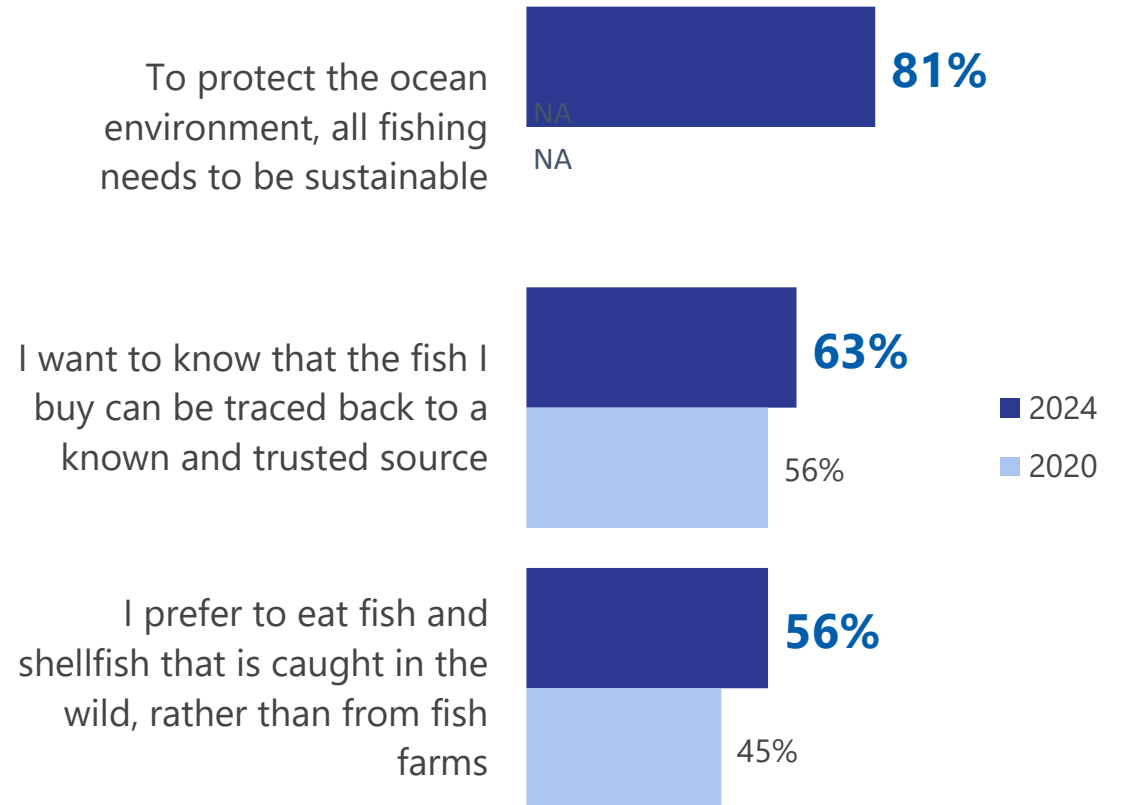
# Attitudes toward Source and Sales of Seafood

Attitudes toward ocean sustainability issues, "describes opinion well," top three (5+6+7 on a 7-point scale), 2020–2024

## Supermarkets and companies



## Source of seafood



Base: Country Filter and 2024 - Seafood consumers: n=600

Q5.1: How well does each of the following statements describe your opinions?





Third party  
verified



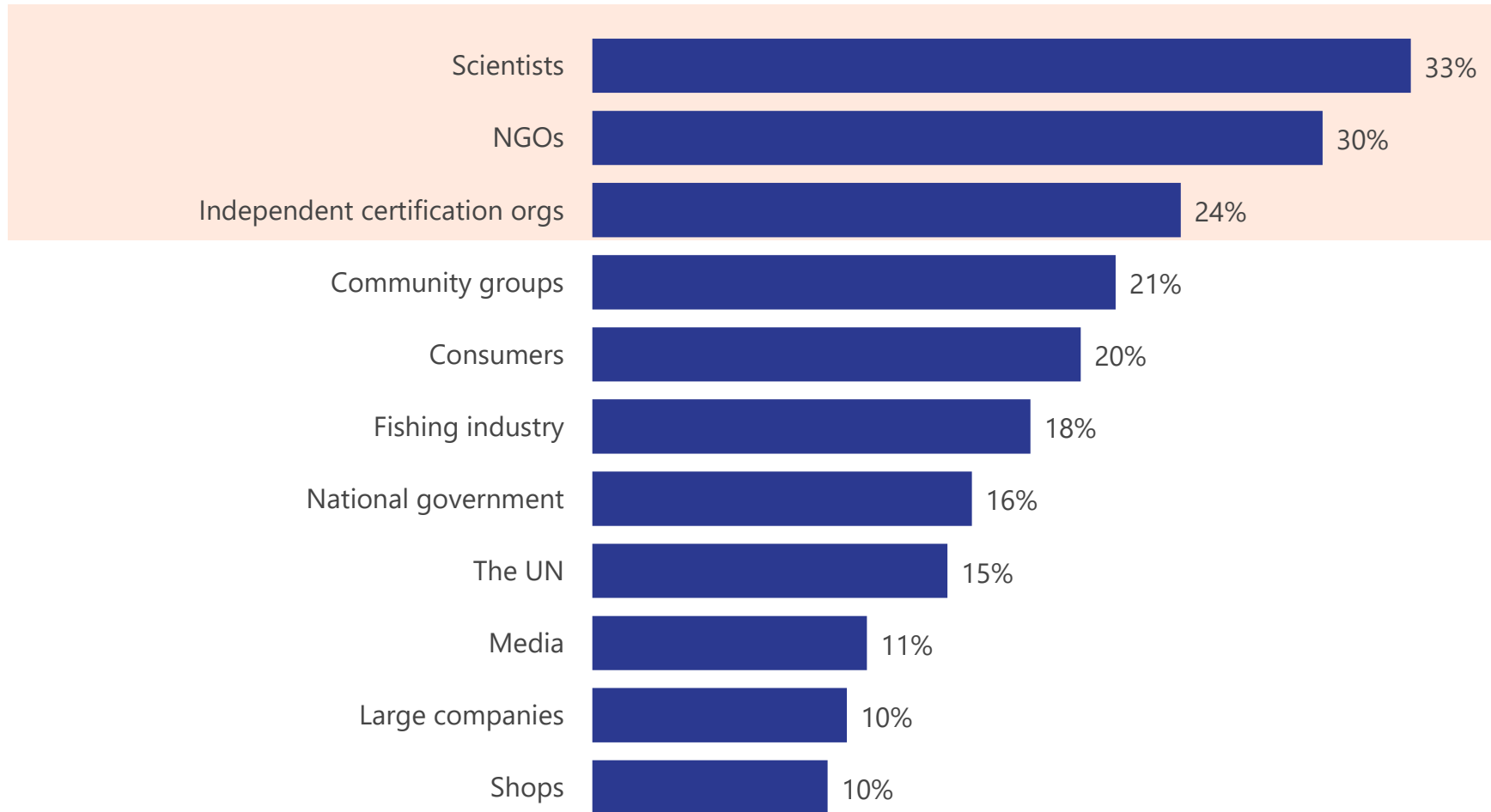
Self made  
claims

# **3 - TRUST IN SCIENCE STEADY**



# Performance of Different Groups in Protecting Oceans

Contributing "very well" to protecting oceans, top two (6+7 on a 7-point scale), 2024



Base: Country Filter and 2024 - Seafood consumers: n=600

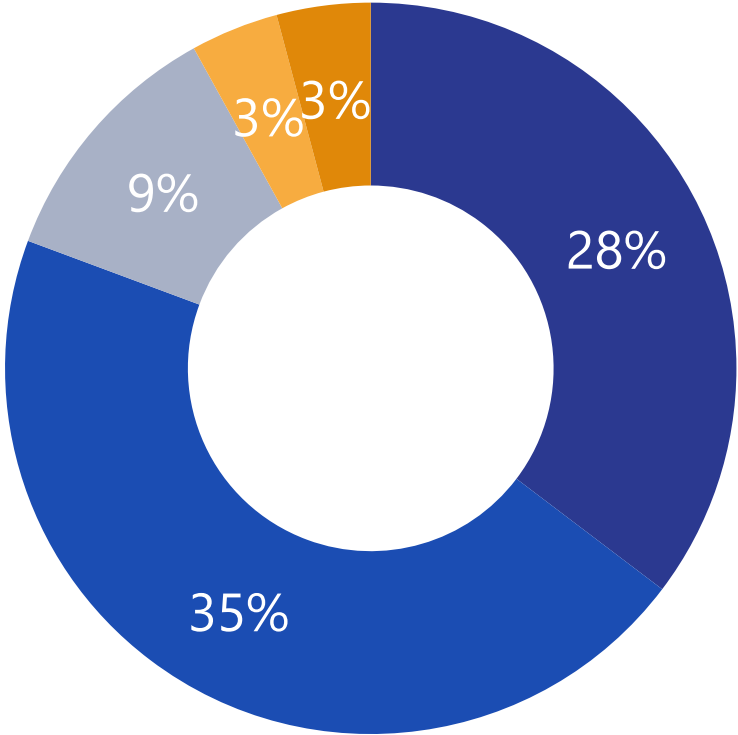
Q3.1: How well do you think the following institutions are contributing to protecting the ocean environment?

# **4 - LOVE OF SEAFOOD DECLINING**



# Consumer Love for Fish and Seafood

Personal enjoyment of eating fish/seafood, 5-point scale, 2024



- Really like eating fish/seafood
- Like eating fish/seafood
- Neither like nor dislike
- Dislike eating fish/seafood
- Really dislike eating fish/seafood

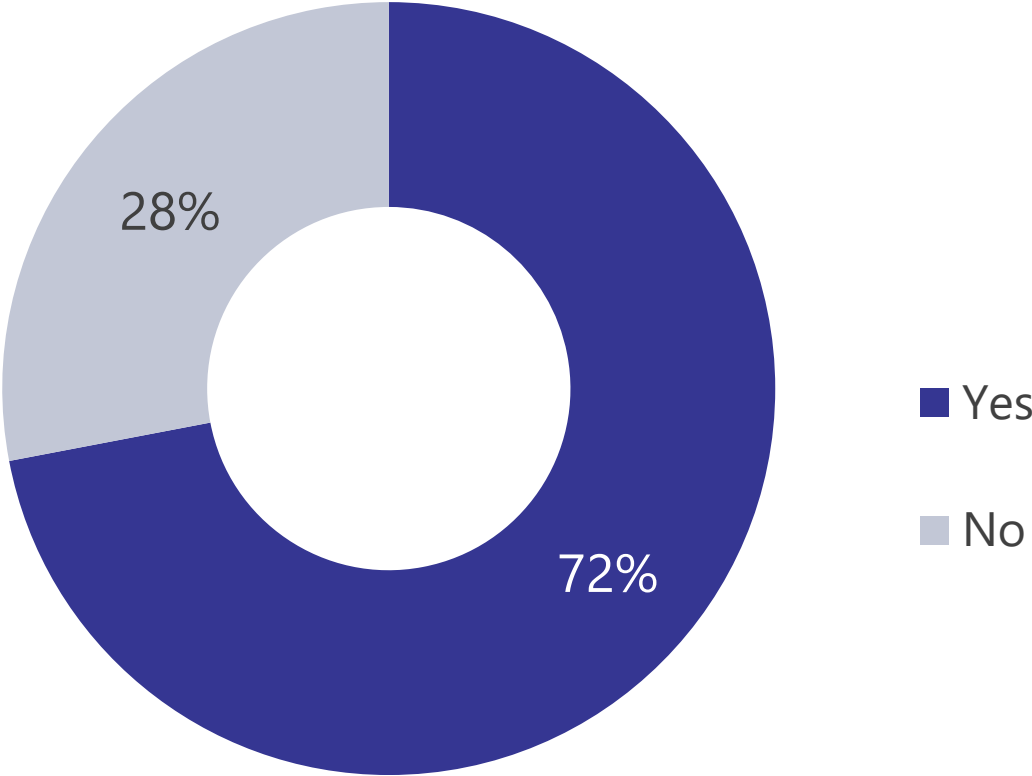
**63% vs 70%**  
**in 2020**

Base: Country Filter and 2024 - General public: n=852, figures may not equal 100% as we have not included those who do not eat seafood  
Q2.7: How much would you say you personally enjoy eating fish and seafood?



# Claimed Household Purchase

Claimed purchase of fish/seafood in past two months, 2020 vs 2024



**72% vs 81%**  
**in 2020**

Base: Country Filter and 2024 - General public: n=852

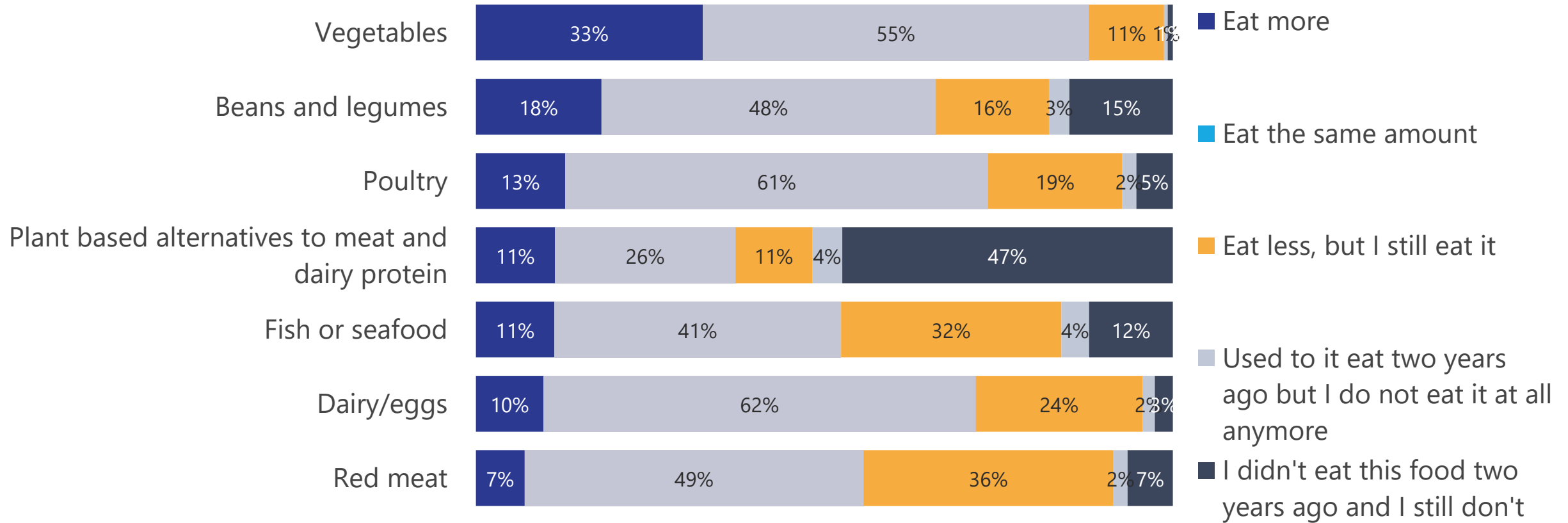
Q2.1: Have you or anybody in your household purchased fish or seafood products in the past two months?



# **5 - DIETS ARE SHIFTING**

# Diet Changes

## Diet changes among general public, 5-point scale, 2024



Base: Country Filter and 2024 - General public: n=852

Q101: Do you eat more or less of the following foods than you did two years ago?

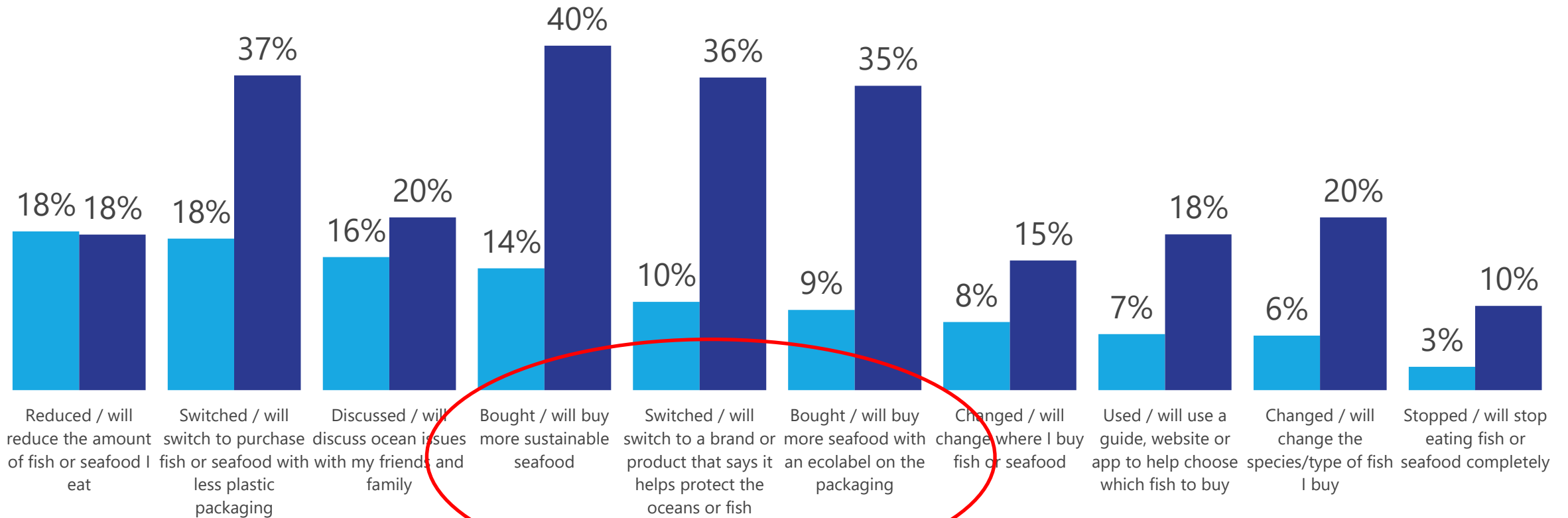


# **6 - ACTION INTENT GAP AN OPPORTUNITY**

# Current and Future Consumer Actions to Protect Seafood

Actions consumers have taken and would be willing to take to protect the fish and seafood in our oceans, multi-select, 2024

■ Actions taken in the past year ■ Actions willing to take in the future



Base: Country Filter and 2024 - Seafood consumers: n=600

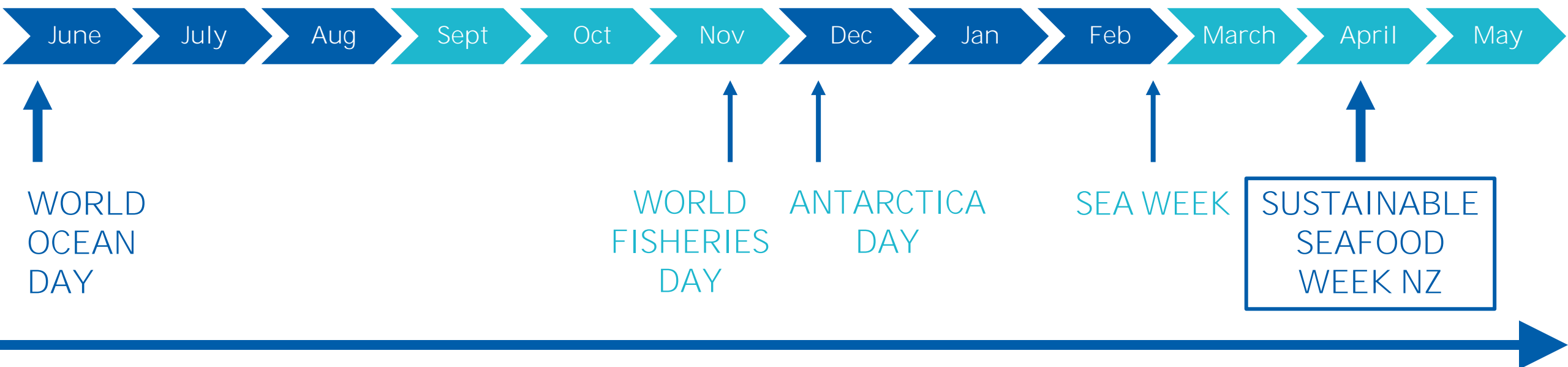
Q11.4a: Which, if any, of the following actions have you taken in the last year to help protect the fish and seafood in our oceans?

Q11.4b: And which other actions would you also be willing to take in the future to protect the fish and seafood in our oceans?

# COMMUNICATIONS APPROACH



## THEME: BIG BLUE FUTURE



ALWAYS ON:

Explainer content; partner toolkits; media relations, outreach



# IN STORE POINT OF SALE



# PAID EDITORIAL



## Sustainable fishing

02

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi quis diam in mauris a mauris volutpat, nec volutpat quam malesuada. Phasellus cursus mauris in,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi quis diam in mauris a mauris volutpat, nec volutpat quam malesuada. Phasellus cursus mauris in,



# OUT OF HOME ADVERTISING





# OCEAN LITERACY FOR ALL



**Perya Short**  
**MSC Strategic Partnership Consultant**



# OCEAN LITERACY

an understanding of the ocean's influence on you and your influence on the ocean

UN goal new generation ocean leaders by 2030



**1** The Earth has one big ocean with **many features**

**2**

The ocean and life in the ocean **shape the features of Earth**



**3**

The ocean is a major influence on **weather and climate**



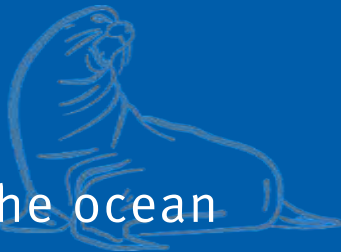
**4**

The ocean made the Earth **habitable**



**5**

The ocean supports a great **diversity of life** and ecosystems



**6**

The ocean and humans are inextricably **interconnected**



**7**

The ocean is largely **unexplored**





TE KAWA O  
TANGAROA

OCEAN CENTRED LEARNING

[www.msc.org/tangaroa](http://www.msc.org/tangaroa)



# OCEAN LITERACY RESOURCES

## Big Blue Future Teaching Kits

- House of Science
- Hands on kit
- Level 1-4  
(Years 1 – 6)

## Te Kawa O Tangaroa

- Online
- Level 4-8  
(Years 7 – 10)

## Seafood Qualifications

- Microcredentials
- Environmental Sustainability
- Post School training

**LAUNCHING TODAY!! HOUSE OF SCIENCE ANTARCTIC & SOUTHERN OCEAN KIT**

**80,000 STUDENTS  
REACHED VIA KEY  
PARTNERS AND  
THE NATIONAL  
SCHOOL SYSTEM**



**HOUSE OF SCIENCE • TE WHARE PŪTAIAO**



**MUKA TANGATA**  
People, Food and Fibre  
Workforce Development Council

**Auckland  
ZOO**

**Wildlife  
Conservation  
Science *at work***



**NIWA**  
Taihoro Nukurangi



**unesco**  
New Zealand  
National Commission  
Te Kōmihana Matua o Aotearoa





# ENABLING DIVERSE DISCUSSIONS



**Tamar Wells**  
**Seafood New Zealand**







## A BIT ABOUT ME

- Education in marine science, ecology and biodiversity
- Work in Fisheries Policy for industry
- Love for the seafood sector and our people



## WHY ARE WE HERE?

- Shared vision/objectives
- All rely on healthy a marine environment

However, we do have:

- Differences in values and approaches
- Natural tendency to avoid conflict



## WHY PROMOTE DIVERSITY?

“IF YOU WANT TO GO QUICKLY, GO ALONE. IF YOU WANT TO GO FAR, GO TOGETHER.”

Working environments with a **diverse range of views** have been shown to:

- increase creativity,
- foster innovation,
- and improve decision making processes







## NOT A TICK BOX EXERCISE!

- Open discussions require facilitation

“Research shows that **over 50% of people don't regularly seek out views that are different to their own** and we are nearly four times as likely to **ignore information that doesn't support our own views.**”

- Leads to group polarisation



## WHAT IS GROUP POLARIZATION?

Psychological tendency to gravitate to others with similar mindsets leading to:

- Increased identity
- Camaraderie

**But also:**

- Intensified opinions
- Increased confirmation bias
- Greater conflict





## HOW DO WE ACCOMMODATE EXTREME OPINIONS?

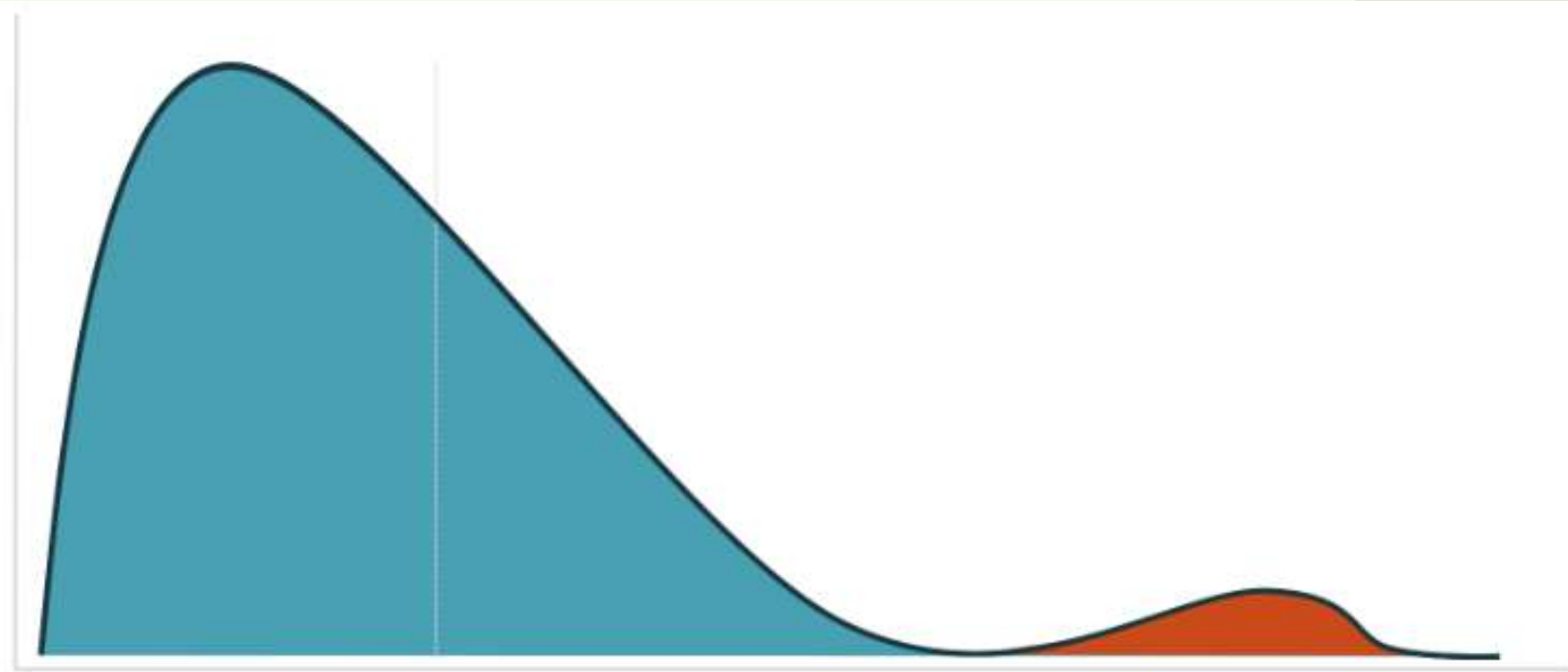
Extreme views/positions can:

- Drown out other points of view
- Draw disproportionate attention

Need to ensure extreme positions aren't overstated in relation to other views presented



# HOW DO WE ACCOMMODATE EXTREME OPINIONS?



Need to acknowledge outliers and their potential to *overly* bias the general view

## ACTIONS FOR MANAGERS/FACILITATORS:

- Encourage open and equitable communication
- Create diverse teams
- Demonstrate through leadership





## ACTIONS FOR CONTRIBUTORS/TEAMS:

- Demonstrate active listening and empathy
- Challenge your own status quo
- Be open to new approaches







# SUMMARY

- Everyone has a role to play
- All opinions are valid
- Extreme positions should be accounted for equitably
- Polarisation should be recognised and managed



NGĀ MIHI

# PANEL DISCUSSION



**Richard O'Driscoll**  
**NIWA**



**Rika Milne**  
**MSC**



**Katherine Short**  
**F.L.O.W. Collaborative Ltd**



**Aaron Irving**  
**Deepwater Council**



**Anita Lee**  
**MSC**



**What narrative should we  
have to build public support  
for sustainable fishing?**

**How do we overcome the  
challenges we face?**

**Are organisations  
responding fast enough to  
the consumer insights  
shared?**



# MSC SPECIAL RECOGNITIONS



**Anita Lee**  
**Senior Commercial Manager**



**BRAND TRAILBLAZER**





**RETAIL TRAILBLAZER**



**Foodstuffs**  **NZ**

The logo for Foodstuffs NZ, featuring the word "Foodstuffs" in a bold, black, sans-serif font, followed by a green circular icon containing a stylized map of New Zealand, and the letters "NZ" in a bold, black, sans-serif font.

# LIFETIME RECOGNITION





# **GEORGE CLEMENT**





**WHAKAWHETAI KOE  
THANK YOU**