



# Sustainable sourcing

How will certification support the 'green transition' of seafood?

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# We are here to help you



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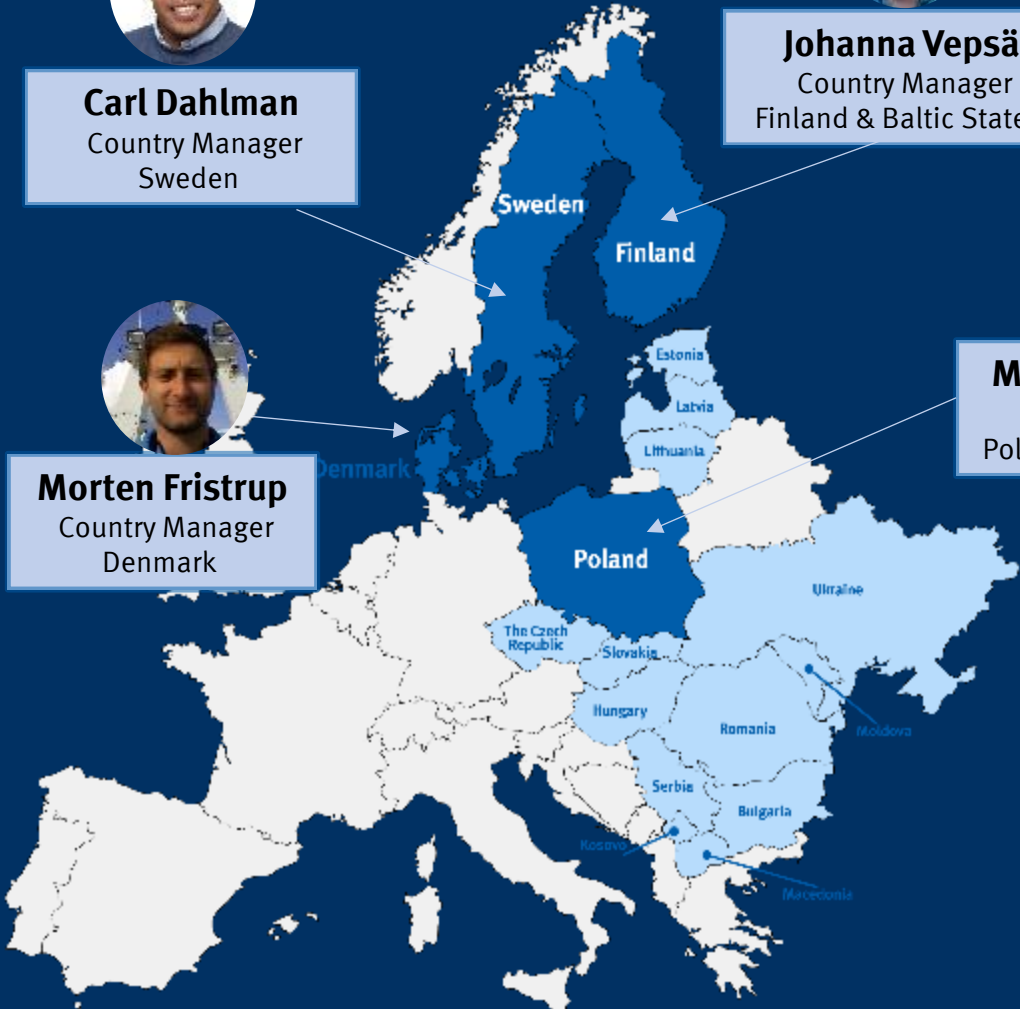
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# What can you expect from today?



## 1. Global trends - Regulatory /Consumer

## 2. EU Green Deal – *relevance to certification & impact on sustainable sourcing*

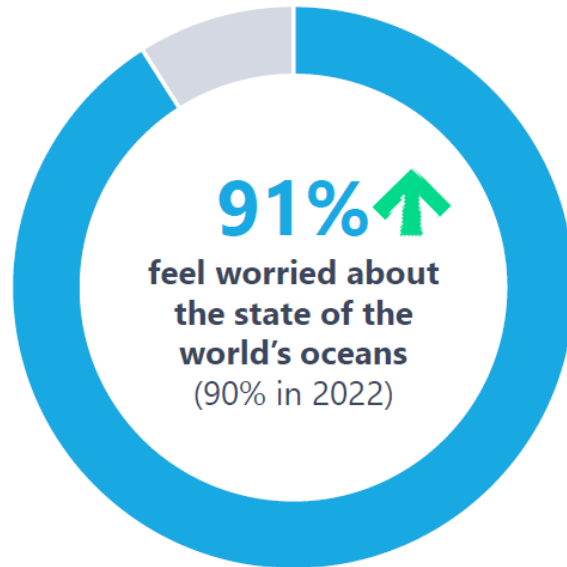
- Role of certification
- Empowering Consumers in the Green Transition (ECGT) Directive
- Green Claims Directive (GCD) (under negotiation)
- Corporate Sustainability Reporting (CSRD / ESRS / ESG)

## 3. Recap / MSC support for partners

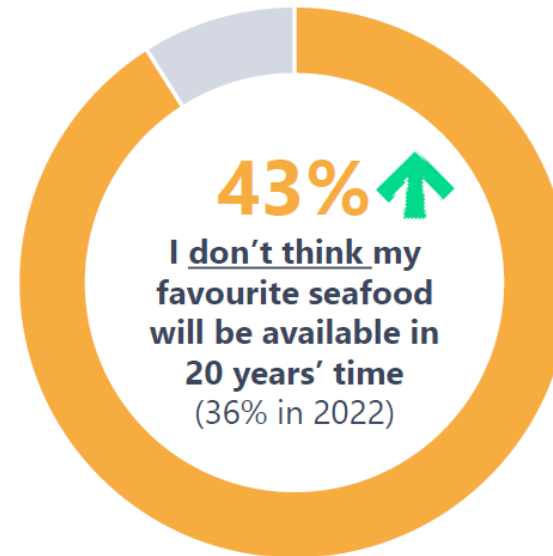
# Increased worry about ocean issues



## More worry about the oceans and increased pessimism about future availability of seafood



Perceptions of ocean health, "agree"



Perceptions of fish availability, "describes opinion well"

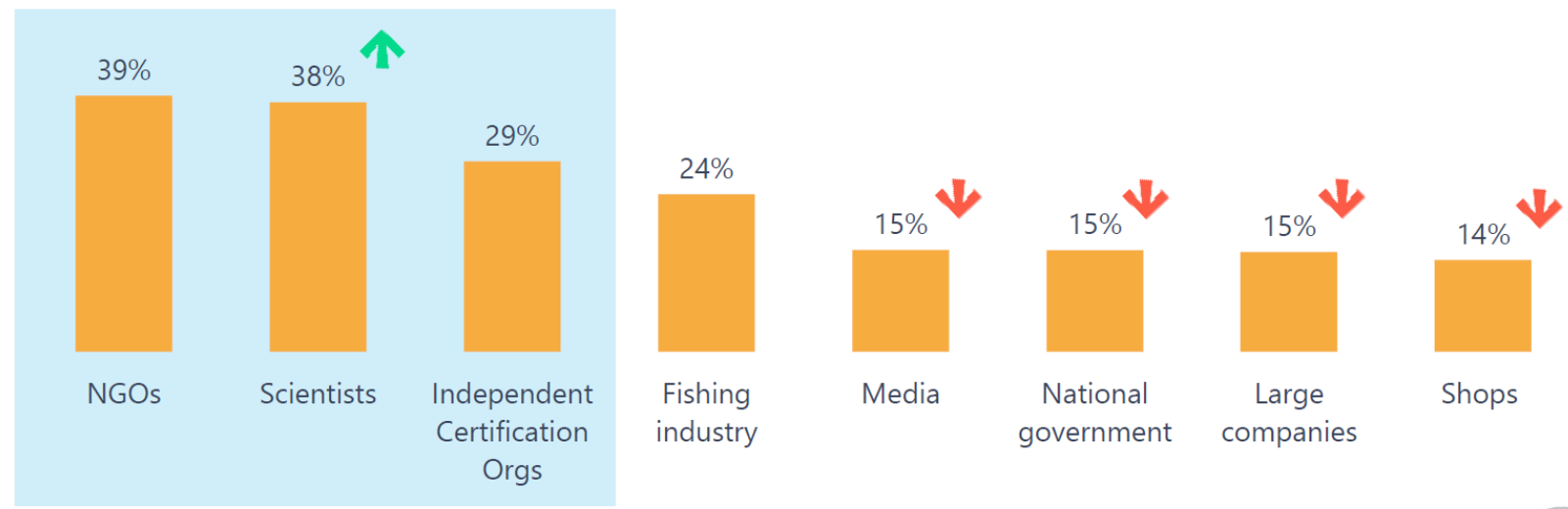
# NGOs seen as independent and leaders



## NGOs, scientists and independent certifications seen as leaders in ocean protection



Who is perceived to be contributing "very well" to protecting the ocean environment



20 Base: Seafood consumers, Europe, n=11,171



# Motivators for purchasing seafood



## When asked what would encourage them to eat more seafood, people say lower prices are key



Ways to encourage people to eat more fish/seafood per week



*Lower price*



*Fish produced without harming the ocean*



*More availability when I shop*



*Knowing it could lead to a longer more active life*



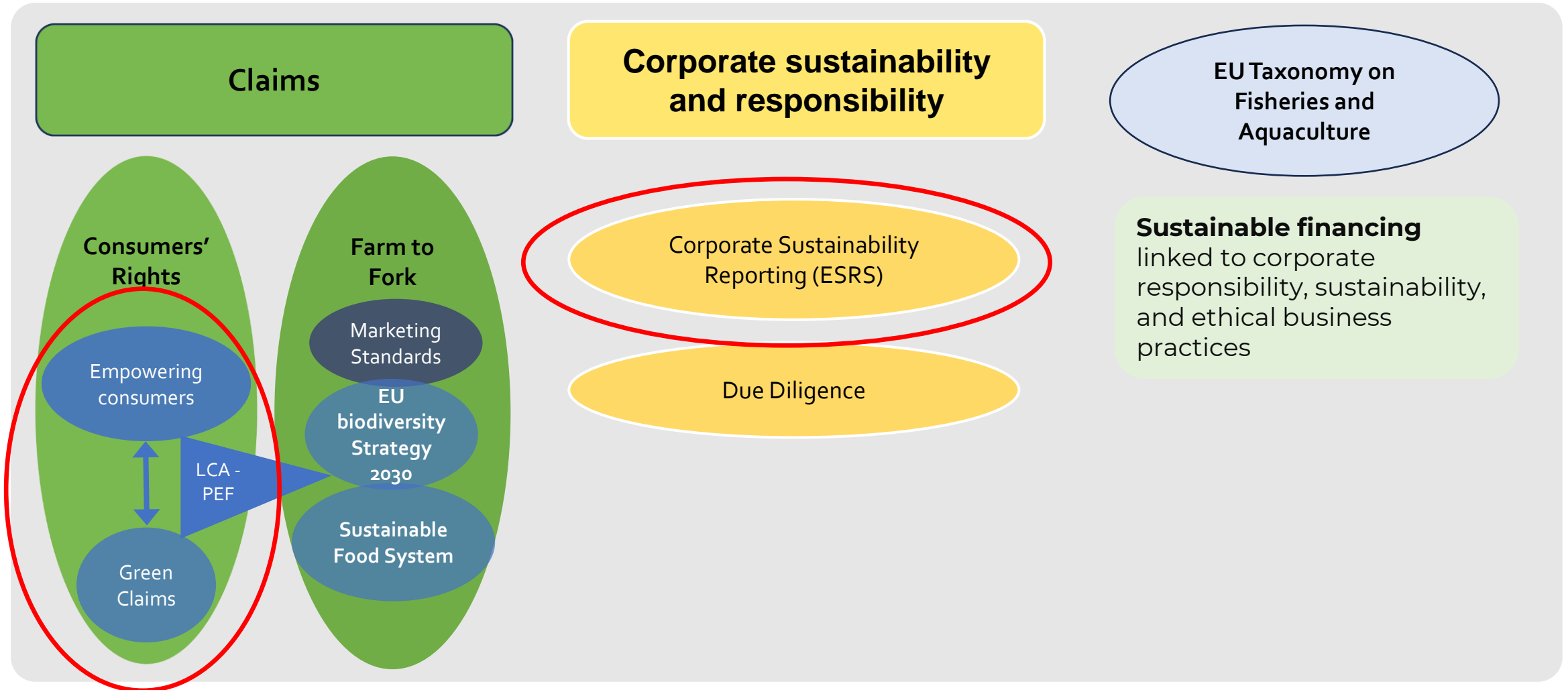
# Context: European Green Deal (EGD)



Burden  
*or...*  
Opportunity?



# European Green Deal – MSC key files





# Relevance of EU market for MSC



***EU is single largest seafood market in the world***

***EGD will impact all MSC/partner operations in EU and international supply chains***

*MSC is an independent 3rd party certification programme –*  
***supporting partners in fulfilling and verifying their sustainability claims***

# MSC supporting the green transition



*Process of certification connects primary harvesters, seafood processors, retailers, and consumers*



**Certification as tool to deliver sustainable seafood**



# Green Claims and Empowering Consumers

EU's regulatory framework  
for tackling green washing

# Greenwashing: EU Findings



- EU Impact assessment and consumer surveys (2021)
- 230 labels on EU market (proliferation of claims)

53% 

of green claims on products and services make **vague, misleading, or unfounded information**



 40%

of claims have **no supporting evidence**



 1/2

Half of all green labels offer **weak or non-existent verification**



# Empowering Consumers in the Green Transition (ECGT)



**Timeline:** Adopted and currently in transposition, in effect in April 2026 (grace period runs until September 2026)

**Scope:** All B2C claims and sustainability logos (env and social)



## Aim:

- ✓ **Ban generic claims** (eco, sustainable, responsible, natural, carbon offsetting etc.)
- ✓ A ban of generic environmental claims where **excellent environmental performance** cannot be demonstrated
- ✓ Ban sustainability labels **not based on certification schemes** or public scheme
- ✓ Certification schemes **must include third party verification**

**Objective:** Weed out all unreliable, unsubstantiated claims, tackles unfair competition and remove unreliable logos/schemes from the market

# Green Claims Directive



## ***GCD Objective:***

- ***Prevent companies from misleading consumers with false environmental claims***
- ***Set out minimum standards on making claims.***
- ***Weed out 'greenwashing'***

## ***MSC's role to support partners:***

- ***Ensure MSC meets draft minimum requirements for schemes***
- ***Verify programme and claims at national level***
- ***Secure registration for MSC license holders***

# Benefits: ECGT / GCD



## For Consumers...

- ✓ Prevention of greenwashing
- ✓ Reliable, comparable and verifiable environmental information on products accessible to everyone
- ✓ Environmental labels and claims are credible and trustworthy
- ✓ Consumers to make better informed purchasing decisions and contribute to green transition
- ✓ Stop the proliferation of environmental labels

## For Business...

- ✓ Common approach for green claims across the EU companies to compete on a level playing field
- ✓ Boosting competitiveness of economic operators who increase the environmental sustainability of their products and activities
- ✓ Increasing credibility for EU businesses trading across the EU
- ✓ More demand for greener products and solutions

# Recap: ECGT / GCD



## Certification as tool to support partners:

- ✓ **MSC meets definitions and min requirements for certification schemes in EU law**
- ✓ In wild capture seafood assurance, MSC is **only ISEAL accredited third party scheme** to meet all draft requirements
- ✓ EU team working with 'Brussels institutions' to ensure **MSC and partners positioned well in EU 'green transition'**
- ✓ **Working cross-depts and cross-outreach teams** to ensure effective support





# Sustainability reporting

Reporting on Environmental, Social and Governance criteria

# Mandatory ESG Reporting

35 nations and regions representing 56% of the global GDP are rolling out mandatory ESG reporting



# What is the Directive?

**The Corporate Sustainability Reporting Directive (CSRD) aims to provide investors, consumers, and policymakers with a clear understanding of a firm's environmental, social, and governance (ESG) performance.**

- Replaces existing Non-Financial Reporting Directive (NFRD)
- Phasing in from early 2024 to 2028.
- More companies will be subject to requirements
- Increased scope and breadth of reporting via the European Sustainability Reporting Standards (ESRS).

# Key reporting concepts



- **Double materiality**

Reporting companies must conduct a double materiality assessment, determining whether a topic and its sub-topics represent financial or impact (people and planet) materiality, or both.

- **Interoperability**

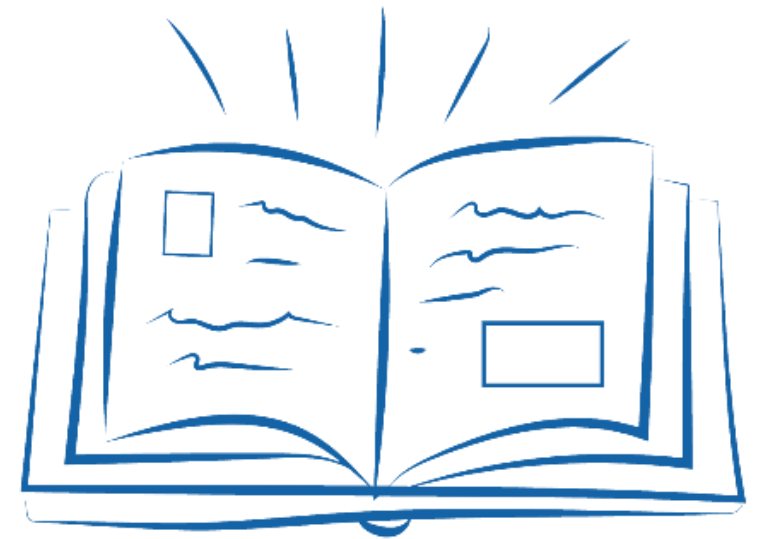
CSRD has worked closely with other reporting frameworks (e.g. GRI) to reduce the reporting burden on companies.

- **Mandatory assurance**

CSRD reports must receive limited assurance for their sustainability data, with reasonable assurance expected in later years.

- **Disclosure requirements**

CSRD is made up of 1,178 different disclosure requirements under 12 different standards. This number reduces as companies set out their materiality scope.



# European Sustainability Reporting Standards (ESRS)



## Two mandatory Standards

**ESRS 1: general reporting requirements**

**ESRS 2: general disclosures on their ESG reporting.**

Cross-cutting				
ESRS 1 General requirements			ESRS 2 General disclosures	
Environmental				
ESRS E1 Climate change	ESRS E2 Pollution	ESRS E3 Water and marine resources	ESRS E4 Biodiversity and ecosystems	ESRS E5 Resource use and circular economy
Social				
ESRS S1 Own workforce	ESRS S2 Workers in the value chain	ESRS S3 Affected communities	ESRS S4 Consumers and end users	
Governance				
ESRS G1 Business conduct				

# Recap from today



- ✓ EGD will impact MSC/partner operations
- ✓ MSC's horizon scanning of the everchanging complex EGD policy landscape
- ✓ MSC influencing to ensure
  - ✓ integrity of third-party verification systems
  - ✓ Public policy sustainability criteria raise bar and align with MSC standard
  - ✓ policy makers recognise the value of credible assurance systems in driving change
- ✓ MSC is prepared for upcoming regulatory changes
- ✓ **Being MSC certified for a high proportion of seafood turnover can facilitate compliance with emerging EU regulations**



**THANK YOU**

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