



# guide

for the implementation of the  
environmental responsibility standard  
for the commercialization of sea fish



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# INTRODUCTION

The belief that fisheries resources are somehow unlimited has declined in recent decades. Excessive demand for fish and seafood has put enormous pressure not only on commercial fisheries resources, but also on many other species that are caught incidentally, causing populations of some species to decrease dramatically.

It is common knowledge that these resources are a fundamental component of food and employment generation, so they must undergo adequate planning in order to ensure their long-term preservation.

MarViva Foundation's Environmental Responsibility Standard for the Commercialization of Sea Fish is a framework utilized to certify restaurants, supermarkets, fish distributors and other organizations that market fresh sea fish. This Standard is a tool for promoting the implementation of responsible fishing criteria by those who offer fish, and it also seeks to improve the practices of the companies that buy it in order to foster the conservation of fisheries resources and responsible consumption.

This guide contains instructions for companies wishing to apply the Principles of the Environmental Responsibility Standard for the Commercialization of Sea Fish.

Its key objective is to present the criteria comprising it and how to implement them.

## **This guide is thus intended for:**

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- Companies initiating the implementation process in order to comply with the Principles of the Environmental Responsibility Standard for the Commercialization of Sea Fish.
- External auditors and inspectors who will verify compliance with the standard and certify its users at a certain level of environmental responsibility.

# CHAPTER

# 1





GUIDE FOR DEFINING AND MEASURING  
CONTROL POINTS OF THE

# SEA FISH SPECIES CONSERVATION PRINCIPAL



# INTRODUCTION

The objective of this principle is to contribute to the conservation of marine fish species, preventing and mitigating their overexploitation and the consequential negative impacts on the habitat, fishers and trading companies.

This principle will be evaluated only on species of fish caught at sea by artisanal fishers. Fishery products such as shellfish, fish caught by semi-industrial or industrial fleets, imported fish, river or freshwater fish and cultivated species (domestic or imported) will not be evaluated within the framework of this standard.

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## The Sea Fish Species Conservation Principle consists of seven criteria:

1		Certainty of the identity of the species sold
2		State of threat of the captured species
3		Sizes at first maturity of individuals of commercialized species
4		Type of gear or method used to capture the product
5		Respect for close-season species
6		Fishing areas
7		Implementation of a product traceability program

## CRITERIA AND ACTIONS RELATED TO THE PRINCIPLE

Restaurants, supermarkets and fish distributors must comply with all the criteria included in the Sea Fish Species Conservation Principle. Given that this is the principle that guarantees responsible fishing, all criteria related thereto must be met.

CRITERIA	REQUIRED ACTIONS
Certainty of the identity of the species	The company must know and keep a log or record of the common and scientific names of all the species that it sells.
State of threat of the captured species	Sales should only include species that are in Category 2 of the threat status.
Size at first maturity of the species	The size of the species they sell must be above their size at first maturity.
Type of gear or fishing technique used to capture the product	Ensure that the species sold are caught with fishing gear having a low impact on the ecosystem.
Respect for closed seasons while fishing	The company must not acquire closed-season species or fish from banned or closed areas established by the National Fisheries Authority.
Fishing area	The species sold must not have been caught in marine areas where fishing is prohibited.
Product traceability	The company must implement a program to ensure the traceability of the product from its origin to its arrival in the hands of the final consumer.

# CRITERIA

RELATED TO THE PRINCIPLE FOR THE  
CONSERVATION OF SEA FISH SPECIES



## CRITERION 1.1 | Certainty of the identity of the species sold

This criterion seeks to ensure that companies have clear knowledge of both the common and the scientific name of each species that they commercialize in order to provide customers with accurate information about the species being offered.



The most important element within this criterion is to know, at least, the specific common name of each of the species. Fish are typically known by their common names, for example Pargo (snapper), Sierra (Pacific sierra) or Cherna (grouper). However, these names tend to correspond to various genera of fish within the same family. This is why restaurants, supermarkets and distributors applying for the standard must know the specific common name of each species (for example, Pacific red snapper, Yellowfin Tuna, Mahi-Mahi/Dolphinfish).

By knowing the specific common name, it is possible to know the scientific name of the species and therefore have certainty about the rest of their characteristics, which allows for evaluation of whether they should continue to be offered to the public or not.



## MEASURING THE CRITERION

### Certainty of the identity of species sold

The evaluation of the criterion related to the certainty of the identity of species being sold is conducted with the information provided by the restaurant, supermarket or fish distributor.

- For this criterion it is necessary to know at least the specific common name of the species marketed by the company.
- In the case of the scientific name, one must have access to the Guidelines for the Identification of Fish Species of Commercial Importance, for the corresponding country (Costa Rica, Panama or Colombia), which can be found on the website: [www.marviva.net](http://www.marviva.net). Not knowing the specific common name of the species being sold is considered a breach or violation of the criterion.

In many cases the suppliers only provide information about the general names of the species: all species of snappers are known as snapper, and the same goes for groupers, sierras, croakers, tuna, and so on. However, the company's duty is to require its fish suppliers to provide the specific common names of the species. In addition, suppliers may not provide the scientific name of the species, but they do provide the specific common name. If there is no information about the scientific names of the species, through the assistance provided by the MarViva Foundation, this information could be completed. The following table shows an example of the information that the company should keep in order to comply with this criterion.

COMMON NAME	SCIENTIFIC NAME
Yellowfin tuna	<i>Thunnus albacares</i>
Dolphinfish	<i>Coryphaena hippurus</i>
Berrugate	<i>Lobotes pacificus</i>

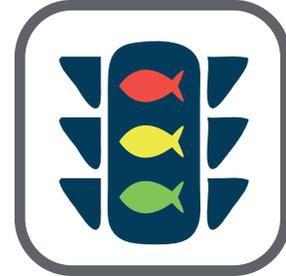


## Coquí fishers

Colombian Pacific coast's, Choco region

## CRITERION 1.2 | State of threat of the species captured

Several fish populations in the world are threatened by overexploitation and by lack of respect for their size at first maturity and fishery closures; therefore, it is necessary to take measures for their conservation. Some species of fish are no longer registering the same catch volumes. Thanks to a multitude of research, various lists have been developed worldwide where fish are categorized according to their threat status.



The Red List of the International Union for the Conservation of Nature (IUCN) categorizes species according to different degrees of threat, issuing recommendations on which species should be preserved and not captured. This list is based on criteria for evaluating the extinction risk of thousands of species and subspecies. Due to its solid scientific basis, the IUCN Red List of Threatened Species is regarded as one of the sources for classifying the species evaluated within the Standard.

Another aspect taken into account for this classification was resilience, which refers to the capacity of a certain group of sea fish species to recover their population size once fishing pressure ceases. This capacity is estimated based on the ratio between the growth rate and the fertility of the species. The information on the resilience of each of the species was taken from FishBase. Fisheries vulnerability is obtained from the same source and is defined as the capacity of a fish population to cope with fishing pressure.

These factors allow classifying the species into two groups.

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Category 1: Species that CANNOT be sold by companies. 

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Category 2: Species that CAN be sold by companies. 

## MEASURING THE CRITERION

## State of threat of the species captured

To establish the threat status of the species sold by restaurants, supermarkets and fish distributors, MarViva Foundation has established two measurement categories based on the status contained in the IUCN Red List, and the resilience and vulnerability of the species (see the Responsible Consumption Traffic light).

### CATEGORY # 1

Non-recommended species 

### CATEGORY #2

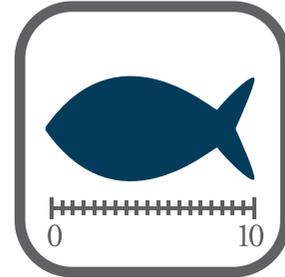
- Broadly Recommended Species 
- Recommended Species 
- Acceptable Species 
- Acceptable Species with Reservations 

For this criterion, an evaluation and classification is carried out for each of the species offered by the companies within one of the proposed categories, according to their threat status. The company will not market Non-Recommended Species (Category 1). To comply with the criterion, the company must only market species that are classified in Category 2.

## CRITERION 1.3 | TallaSize at first maturity of individuals of commercialized species

The size at first maturity is the size at which the fish has reached sexual maturity and has reproduced at least once, leaving their offspring in the environment they inhabit and ensuring the presence of more individuals of their species.

Respect for this size is a basic criterion for the conservation of species, which is why it is of great importance within the Standard. Difficulties relating to the immediate application of this criterion are noted due to the lack of information regarding this aspect. Nevertheless, it is possible to apply precautionary criteria in cases where information is unavailable, as proposed by the Food and Agriculture Organization of the United Nations (FAO). MarViva Foundation will provide interested companies with an updated list of commercial species detailing their first maturity sizes (see Species Guide).



## MEASURING THE CRITERION

### Size at first maturity of the individuals of the species being sold

Because restaurants, supermarkets and distributors must keep a record of the species and of all their characteristics at the time they purchase and receive the product, the companies will perform, in order to meet this criterion, a random measurement of the size of 30% of the individuals of all the species received in each fish delivery. The total number of individuals of each species that makes up each lot will be recorded. In order for the company to comply with this criterion, the average size of the individuals measured per species must be above the size at first maturity of the species in question.

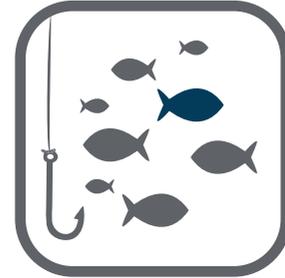
The Standard will accept that, for its initial implementation by a restaurant, supermarket or distributor, the average size of 30% of the individuals be below the size at first maturity of the species for 10% of the cases. However, in the next measurement conducted for the Standard - after the two-year duration of the certificate - said average must exceed, in all cases, the size at first maturity.

It should be noted that the measurement of the individuals within each species will be made by the supplier. The company must issue a warning notice to the supplier in case of non-compliance with the size at first maturity, so that it can make the necessary corrections in future deliveries. In the event that deliveries from two different suppliers are submitted at the same time, random measures for 30% of the individuals of the species received must be done independently.



## CRITERION 1.4 | Type of fishing gear and method used to capture the product

Fishing gear or methods vary in their level of selectivity, in terms of the species captured and their level of impact on the marine environment. Responsible fishing seeks to capture products using highly selective and environmentally friendly methods. Fishing gear such as handline, angling, pole and line, set bottom longline or troll are all low-impact selective gears. On the other hand, trawl nets, purse seine nets or some gillnets are not selective enough and severely impact the marine environment. Various types of fishing gear (such as small mesh gillnets, dredges and explosives) are prohibited (see Fishing Gear, Methods and Implements).



For the purposes of the Standard, fishing gear is classified in three categories (high, medium, low), in relation to their degree of selectivity. The company must market products captured only with highly selective gear.

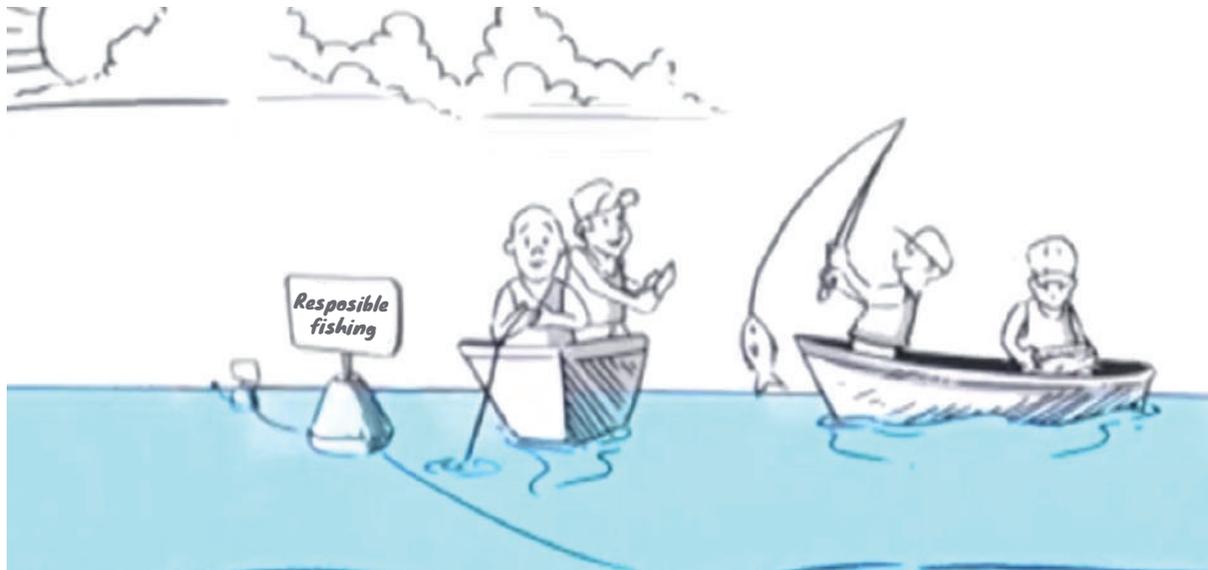


## MEASURING THE CRITERION

Type of fishing gear or method used to capture the product

The evaluation of this criterion is based on the records and controls that companies must have when receiving the product and the technical specifications requested from their suppliers. The information provided by the traceability program should show the fishing gear used to capture the different species. Lack of evidence demonstrating that the fishing gear used to catch the different species is legal, selective and of low impact will be considered a breach of this criterion.

Restaurant, supermarkets or fish distributors selling products caught with nets that, in addition to not being selective, harm the ecosystem, must replace them with others product caught with selective fishing gear. Through their traceability program, they must demonstrate that the suppliers from whom they buy marine fish use responsible fishing gear to catch the product.



## CRITERION 1.5 | Respect for closed-season species

The closed season or fishery closure is a period of time or a defined geographical space in which fishing is prohibited. The purpose of fishery closure is to prevent capture during breeding season or from sensitive or protected areas. Products caught during these periods of closure or from prohibited fishing zones should not be marketed. A responsible fish trader varies the species he or she offers throughout the year or obtains product from different fishing areas in order to adjust to fishery closures.



### MEASURING THE CRITERION

### Respect for closed-season species

Compliance with this criterion will be verified through the information that the companies hold regarding the date and place of capture of the species. The product supplier must furnish this data for it to be recorded in commercialized species information table. Subsequently, the information will be reviewed and the company will be evaluated on whether or not it complies with this criterion.

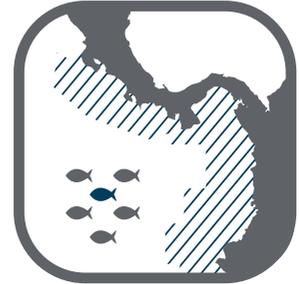
The restaurant, supermarket or fish distributor must show that it does not buy banned or closed-season species within the periods or places where the ban is applicable. The company must replace these with other options during closed seasons and inform the consumer that within the closed season, that particular species is unavailable.

## CRITERION 1.6 | Fishing areas

Fishing or catch areas are chosen by fishers depending on the type of fish they wish to catch. Nevertheless, there are cases where fishers fish in protected areas or in areas where fishing is prohibited.

A protected marine area is "any geographical area which, in order to conserve biodiversity or conduct fisheries management, is subject to a level of greater protection than the waters surrounding it" (FAO, 2012). Within these protected areas there are recommendations and prohibitions. In many of them, fishing is fully prohibited or restricted to a specific zoning defined in a Management Plan. In others, subsistence fishing or fishing for scientific purposes is allowed.

This criterion evaluates whether the person implementing the Standard commercializes species captured in marine protected areas or where fishing is prohibited.



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## MEASURING THE CRITERION

### Fishing areas

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To evaluate this criterion, the place where the species was caught and the records that companies keep on these areas will be taken into account.

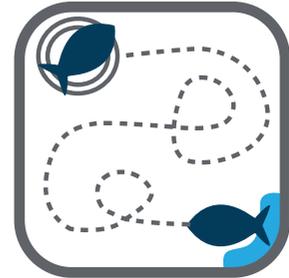
If the product that is being sold comes from a marine area where fishing is prohibited, the company cannot be certified, it must inform its supplier accordingly and require him to change the catch area or, in extreme cases, change to a more responsible supplier.

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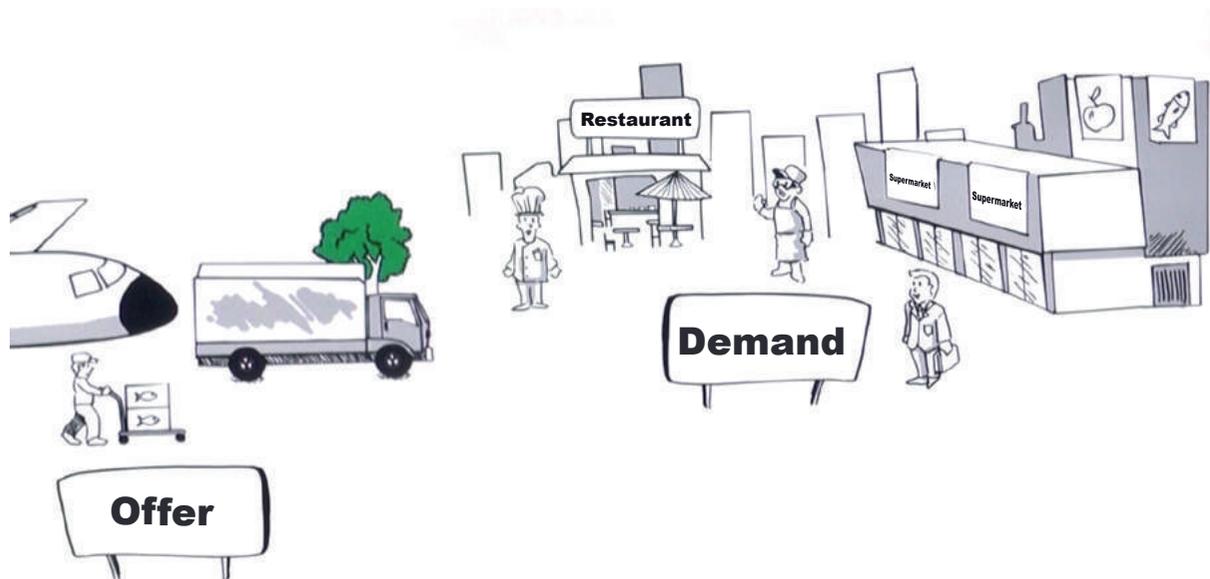


# CRITERION 1.7 | Implementation of a product traceability program

Among the most important elements to promote the conservation of fish species is the ability to trace or track the product from the moment it is caught until it is delivered to the final consumer. The company must implement a procedure enabling the provider to indicate the information necessary to verify the application of the criteria contained in this principle.



This procedure will allow restaurants, supermarkets and/or fish distributors to inform consumers about all aspects related to the species they sell, with assurance and certainty.



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## MEASURING THE CRITERION

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### Implementation of a product traceability program

The traceability program must indicate:

1. The common and scientific name of each species

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2. Fishing gear

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3. Fishing area

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4. Capture size

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5. Quality and organoleptic properties of the product such as temperature, gill color, complete body, firmness, muscular consistency, skin mucus, absence of parasites.

The criterion is met as long as a system that collects all the information on the species is applied, and records and backups are kept, including the information that is transmitted to the final consumer. To meet this criterion, restaurants, supermarkets and/or fish distributors should require all those participating in the distribution chain (from fisher/storage center to processor) to keep these records. For verification purposes, these records, formats and any other evidence of its implementation will be reviewed.

MarViva Foundation has developed a traceability plan and can provide technical support for its implementation. The program developed allows the supplier to identify the product by lot number, capture site, fisher identity, quantity caught, common and scientific name, fishing gear used, etc. In this way, consumers can be informed, with certainty and assurance, about the origin and characteristics of the fish being sold.

# REFERENCE DOCUMENTS

MarViva Foundation has the following reference documents:

- Guide for the Identification of Commercially Important Fish.

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- Responsible Consumption Traffic Light Guide

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- Map of Restricted Fishing Areas

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- Fishing Gear, Methods and Implements

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- Fishery Closure Season chart

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# CHAPTER 2





GUIDE FOR DEFINING AND MEASURING  
THE CONTROL POINTS OF THE

# RESPONSIBLE INTERNAL PROCESSES PRINCIPLE



# INTRODUCTION

The objective of the Principle for Internal Responsible Processes is to ensure that within the structure of the companies that wish to apply the MarViva Foundation Standard, conservation and protection of the fishery resources on which commercial activity depends is taken into account.

This Principle encourages the company to issue and generate policies, practices and documentation that ensure the proper application of the Standard. The company must also carry out activities that encourage environmental responsibility and raise awareness among the staff and the suppliers, requiring the latter to comply with the Species Conservation Criteria. The Internal Processes Principle guarantees that the company will take an active role in the construction of a value chain based on responsible fishing.

## The Responsible Internal Processes Principle consists of five criteria:

- |   |   |   |
|---|---|---|
| 1 |   | Compliance with national and international legislation for the commercialization of fish.   |
| 2 |  | Existence of a corporate environmental policy aimed at the conservation and sustainable management of the fishery resources on which the company depends. |
| 3 |  | Staff and supplier training   |
| 4 |  | Internal audit / periodic evaluation program to determine environmental and social responsibility in the commercialization process.                       |
| 5 |  | Requirement for fish suppliers to comply with responsible fishing criteria.   |

## CRITERIA AND ACTIONS RELATED TO THE PRINCIPLE

Restaurants, supermarkets and fish distributors must comply with all the criteria included in the Principle for Responsible Internal Processes.

CRITERIA	REQUIRED ACTIONS
Compliance with national and international legislation for the commercialization of fish	The company must have all proper documents certifying it as an establishment engaged in the sale and preparation of fishery products, and it must be informed and ensure compliance with legal requirements, including those related to consumer protection.
Corporate environmental policy for the conservation of fishery resources	The company will draft and publish its environmental policy and disseminate it widely among its employees, customers and suppliers.
Staff and supplier training	Employees and suppliers receive training related to the General Component of the MarViva Foundation Training Manual.
Internal audit / periodic evaluation program	The company must have an internal audit / periodic evaluation program to determine compliance with the criteria for each of the four principles.
Requirement for fish suppliers to comply with responsible fishing criteria	Through the traceability program, the company must demonstrate that it meets the criteria for responsible fishing.

# CRITERIA

FOR THE RESPONSIBLE INTERNAL  
PROCESSES PRINCIPLE



## CRITERION 2.1

Compliance with national and international legislation for the commercialization of fish

Companies applying the Standard must have in place all current legal documentation and processes required by law and regulations governing the commercialization of fish. The company must ensure the rights of the consumers in terms of information on the products they consume.



### MEASURING THE CRITERION

Compliance with national and international legislation for the commercialization of fish



Measuring compliance with national and international legislation for the sale of fish is dependent upon current regulations and will be evaluated with the support of a chart summarizing the existing legislation.

## CRITERION 2.2 | Existence of a corporate environmental policy

Restaurants, supermarkets or fish distributors that apply the Standard must have a formal, written environmental policy clearly demonstrating their commitment to the preservation of resources and the promotion of responsible consumption.

With the requirement for the company to have an environmental policy, actions are expected to last over time, that is, they should not depend only on the current company staff and their views, but must be part of the essence and permanent philosophy of the business and its day to day activities.



## MEASURING THE CRITERION

### Existence of a corporate environmental policy

Within the policy there must be clarity about the company's commitments regarding the minimum maturity sizes of the species, the techniques for responsible capture, the degree or level of threat of the species caught, respect for closed seasons and other elements related to the principles of the Standard, with consumer awareness and support for responsible artisanal fishing communities.

This policy should express, in a simple and clear manner, the guidelines followed by the company with respect to environmental responsibility in the marketing of fishery products. In addition, the company must communicate this policy and commitments to its suppliers, employees and customers. In this sense, the criterion is met when there is an environmental policy explicitly indicating at least:



**Responsible Internal Processes**



The long-term commitment of the company with the implementation of responsible fishing criteria and its requirement for suppliers to respect the size of species, their threat status, closed seasons and capture zones.



**Consumer awareness**



The commitment and existence of programs in connection with consumer awareness for the aspects described.



**Social responsibility**

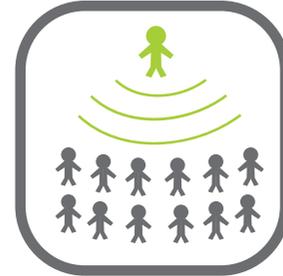


Its commitment to the direct involvement of the artisan fishers or suppliers that work directly with it, in order to guarantee economic benefits for these responsible fishers.

## CRITERIA 2.3

### Staff and supplier training

With the implementation of the Standard, companies can be recognized as entities that work toward the conservation of resources and the promotion of responsible consumption. For this, it is necessary for personnel working in these organizations to have the necessary knowledge in order to convey to clients the importance of the initiatives aimed at preserving resources.



In addition, the goal is to strengthen these principles throughout the entire fishing chain, not only raising awareness among the final consumer and the employees of restaurants, supermarkets or fish distributors, but also among their suppliers. This is done so that all those participating in the fish marketing chain take into account respect for the conservation criteria of wild fish species, the promotion of responsible consumption and the establishment of relationships with artisanal fishers.



Therefore, both the employees of the company and their suppliers must receive detailed training in the General and Technical Components of the MarViva Foundation Training Manual, which focuses on raising awareness among staff about the importance of applying criteria for the conservation of resources, and on aspects related to the identification of species and their essential characteristics.

# MEASURING THE CRITERION

## Staff and supplier training

MarViva Foundation proposes a training program made up of two components:

1. A general component where employees and suppliers are sensitized about the importance of applying criteria for the conservation of resources.
2. A technical component where knowledge of the personnel so requiring it is strengthened regarding species recognition and the review of conservation criteria, such as size, threat to the species, capture modes and closed seasons, among others. In addition, they will be given a detailed description of the documents, measurement procedures and criteria related to the Standard in order to implement audit programs and be able to respond to certifying entities.

To determine compliance with this criterion, the company must have attendance records for training sessions and the structured contents of its programs, which should contemplate the possibility of iterative inductions for new and veteran employees and periodic training sessions for suppliers. In addition, the structure of the training sessions carried out by the organizations and their content are expected to be strongly connected to the three components proposed by MarViva Foundation.



## CRITERION 2.4

Internal audits/periodic evaluations program to determine environmental and social responsibility in the commercialization process

The company must have a program or timetable of internal audits / periodic evaluations that can determine compliance with the criteria for each of the four principles and prepare the company for external audits every two years, thus enabling certifying bodies to determine how far or what level the company has reached with regard to the Standard or if it has not reached any level at all.



These periodic evaluations should enable companies to evaluate:

- The quality and organoleptic conditions of the product
- Environmental aspects of sea fish species
- The existence of awareness-raising processes
- Relations with artisanal sea fish suppliers
- The accurateness of the traceability system



## MEASURING THE CRITERION

Internal audit / periodic evaluation program to determine environmental and social responsibility in the commercialization process

The criterion will be met to the extent that the procedures contained in formal documents exist and are complied with, which should be in alignment with the legislation existing in each country that regulates basic hygiene conditions for food manufacturing and handling or manipulation of food. Measures for ensuring quality control, hygienic conditions for transport and distribution, and general sanitary conditions of establishments working in the preparation and consumption of food will also be taken into account.

Reviewing compliance with this criterion will be based on the records that the company keeps on the results and the application of the periodic evaluations where the following is assessed:



- > Good manufacturing practices, in terms of location and access of facilities, their design and construction, forms of water supply, disposal of liquid and solid waste, lighting and ventilation.

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- > General and specific conditions of equipment, tools and utensils used for handling products.

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- > Personnel handling products, taking into account their health status, education and training.

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- > State of the raw materials, containers, and operations or procedures carried out with products. This includes issues relating to prevention of cross contamination, temperature control and guarantees related to the cold chain.

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- > Assurance, quality control and sanitation processes.

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- > Storage, distribution, transport and marketing procedures.

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- > Environmental criteria: size, threat status of the species, capture area, date of capture and fishing gear.

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- > Follow up on consumer awareness actions.

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- > Follow up on training for staff and suppliers.

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- > Follow up on programs or processes developed with artisanal fish suppliers.

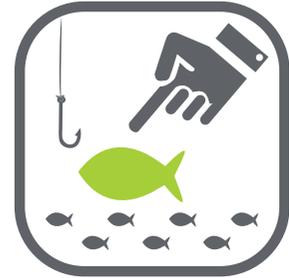
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- > Follow up on the traceability program based on at least four (4) product return drills to verify the origin and the characteristics of the sea fish.

## CRITERION 2.5

### Requirements for fish suppliers to comply with responsible fishing criteria

MarViva Foundation's Standard was created as a tool to enable companies that market fish to make demands on those who offer it by using their purchasing power. The demands that are raised are of an environmental nature, that is, respect for the minimum size of species at maturity, closed seasons and endangered or threatened species, the use of responsible fishing gear, authorized fishing zones and the existence of a traceability program.



This is expected to have an effect on the practices of fish suppliers, guaranteeing improvements in the activities of several actors throughout the chain. Through the documentation generated by the traceability program, the company must demonstrate compliance with responsible fishing criteria.



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## MEASURING THE CRITERION

### Requirements for fish suppliers to comply with responsible fishing criteria

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The criteria will be measured in accordance with the company's purchasing policy where the following will be established or indicated:

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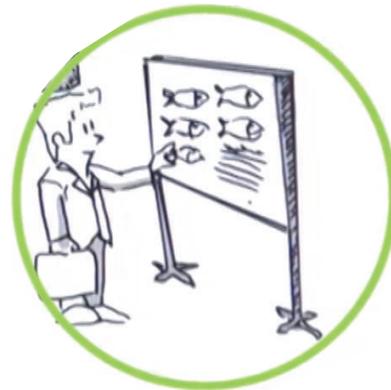
- The requirements for product receipt, according to the species conservation criteria.

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- The procedures applicable in case the product does not meet the conservation criteria (return of the product, non-payment of the product, warnings, among others).

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It is not enough for the company to have a written purchasing policy. It must also have evidence of its implementation. In addition, for measuring the criterion, the existence of a formal agreement with the fish supplier will be taken into account, this document that must contain the marketing conditions, together with the requirements in terms of the environmental criteria applicable to the restaurant, supermarket or distributor.



## REFERENCE DOCUMENTS

MarViva Foundation has the following reference documents:

- Checkpoint format to verify compliance with the Standard's control points.

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- Training guidelines/manual.

# CHAPTER

# 3





GUIDE FOR DEFINING AND MEASURING  
THE CONTROL POINTS OF THE

# CONSUMER AWARENESS PRINCIPLE



# INTRODUCTION

The objective of the Consumer Awareness Principle is the implementation of strategies, campaigns or communication actions that integrate promotional and educational activities in order to generate consumer awareness on the importance of preserving sea fish species through responsible consumption and marketing.

## CONSUMER AWARENESS



The Principle of Consumer Awareness consists of three criteria:

- 1  Diagnosis on consumer or client level of knowledge and attitudes.
- 2  Implementation of a communication strategy that includes customer awareness actions.
- 3  Measurement of implemented strategy results.

## CRITERIA AND ACTIONS RELATED TO THE PRINCIPLE

Restaurants, supermarkets and fish distributors must meet all the criteria included in this principle.

### CRITERIA

### REQUIRED ACTIONS

Diagnosis of the target group identified

The company must perform a baseline diagnosis on the level of knowledge and attitudes of its customers or consumers regarding the responsible consumption of fish.

Implementation of a communication strategy that includes customer awareness actions

Based on the results of the diagnosis, the company will define a communication strategy that allows it to increase the level of knowledge, and to sensitize or modify the attitudes or behavior of its target audience, with a view to promoting responsible consumption or marketing of fish among them. This strategy will include, for example, holding educational and/or awareness-raising events (talks, workshops, etc.), and producing informational materials (videos, leaflets, publications, etc.), among other communication efforts.

Measurement of implemented strategy results

The company must achieve a significant increase in the degree of awareness or succeed in modifying the attitudes or behavior of the selected target group in comparison to the results of the initial diagnosis or analysis.



# CRITERIA

FOR THE CONSUMER  
AWARENESS PRINCIPLE



## CRITERION 3.1 | Diagnosis of the identified target group

This criterion is used to evaluate if the restaurant, supermarket or fish distributor has carried out an analysis or survey to identify the degree of knowledge of their clients about responsible fishing and consumption (species sizes, gear, closed seasons, endangered species, fishing zones). All this is used to design a communication strategy that can facilitate a substantial and measurable change over time.



Where no action has been taken to determine the level of knowledge of consumers or clients, MarViva Foundation can provide the company with a survey to diagnose the level of knowledge or awareness about responsible fishing and consumption of the target group concerned.

### MEASURING THE CRITERION

### Diagnosis of the identified target group

To determine compliance with this criterion, the company must have the results of the diagnosis applied to the target group in order to identify the level of knowledge about responsible fishing and consumption. The sample selected must be statistically representative and the instrument used (survey) must be replicable over time.

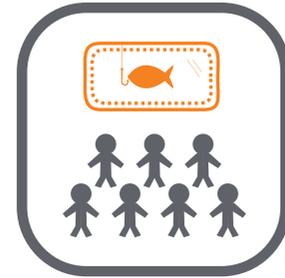


## CRITERION 3.2

### Implementation of a communication strategy including awareness actions for customers

The communication strategy starts from the current level of knowledge and attitudes of the client, and defines the behaviors that are expected from that audience in the future. Integrating these aspects benefits not only the commercial strategy, it also allows for the measurement of company image perception.

The communication strategy must contemplate an implementation period. The development of a campaign can be continuous for some communication actions and periodic for others, depending on the objectives and the audience targeted by the message. It is necessary to bear in mind that the ultimate goal is for consumers or customers to contribute to the wellbeing of the environment, through their decision to purchase responsibly sourced fish, and for this message to be clear and timely.



**MarViva Foundation recommends that the company have a communication strategy aimed at a specific target group, which may include:**

- > Promoters with brochures at different outlets or points of sale.
- > Information in the menu.
- > Responsible fishing workshops aimed at customers.
- > Tasting events.
- > Publications on social media.
- > Actions conducted in digital media: messages related to responsible consumption, virtual events on responsible consumption, etc.
- > Actions directed at mass media: communication actions or efforts where the company mentions responsible consumption and/or the importance of preserving marine and coastal resources (interviews, news articles on radio, press and/or television, advertising campaigns on radio, television, print media or billboards, etc.)
- > Non-traditional advertising: promotional/advertising activities or initiatives conducted in a creative way for a specific audience, always seeking to strengthen the central message of responsible fish consumption or marketing.

The communication strategy must have indicators that allow measuring the scope of the objectives and, consequently, the effectiveness of the strategy. For example, it could include one of the following indicators:

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Scope of the message: increase in followers in social networks, increase in visits to a page, number of people who viewed an advertisement, amount of material distributed, and number of people who participated in talks, workshops or other spaces created within the strategy.

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Increase in knowledge: measurement of the essential concepts of responsible fishing and consumption through online games, questionnaires, focus groups.

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Commercial improvement: increased sales of responsible products, increase in the number of customers who consume responsible products, preference of customers for responsible products or dishes.

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The company must establish an activities timetable and choose a person to be in charge of implementing these actions.



## MEASURING THE CRITERION

### Implementation of a communication strategy including awareness actions for customers

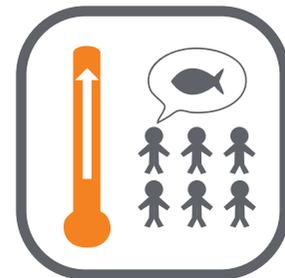
Evaluating compliance with this criterion will be carried out based on a review of the communication strategy defined by the company and the awareness actions implemented.

Based on the degree of knowledge identified, the strategy should contemplate:

- Audience or audiences of interest to which the strategy will be directed.
- Objective(s) it intends to achieve.
- Goals to be achieved and their respective compliance indicators.
- Key messages to be communicated.
- Communication materials that will be used (radio ads, posters, web page, social media, drop-down lists or menus, flyers, among others).
- Activities and awareness actions to be implemented.
- Timetable.
- Cronograma.

## CRITERION 3.3 | Measuring the results of the strategy implemented

After the implementation of awareness actions, increase in the level of knowledge of the target group regarding responsible consumption and fulfillment of the objectives and goals established in the communication strategy must be measured.



## MEASURING THE CRITERION

### Measurement of the results of the strategy implemented

To determine compliance with this criterion, the company must re-apply the instrument or tools initially used (survey) to a sample equally representative of its identified target group, with the purpose of measuring the increase in the level of knowledge regarding responsible consumption.

In addition, the criterion will be met to the extent that the company has achieved at least 80% of the goals established according to the compliance indicators of its communication strategy.

## REFERENCE DOCUMENTS

MarViva Foundation has the following documents available:

- Survey to assess the level of knowledge about responsible consumption

# CHAPTER

# 4





GUIDE FOR DEFINING AND MEASURING  
THE CONTROL POINTS OF

# THE SOCIAL RESPONSIBILITY PRINCIPLE



# INTRODUCTION

The objective of the Principle of Social Responsibility is to generate practices within companies that facilitate the development of relationships, agreements or activities to strengthen responsible artisanal fisher communities facing infrastructure, social organization or product commercialization problems.

In this sense, the Social Responsibility Principle refers to the existence of relationships between companies and groups of artisanal fishers or suppliers who enter into purchase-sale agreements based on cost transparency, fair trade and the application of responsible fishing criteria.




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## Hence, the principle has two main criteria:

- 1  Support for strengthening of artisanal fishing communities and suppliers with whom there is a direct or indirect commercial relationship.
- 2  Existence of formal commercial agreements with artisanal suppliers that require responsible purchasing criteria from fishers.

# CRITERIA AND ACTIONS RELATED TO THE PRINCIPLE

Restaurants, supermarkets and fish distributors must comply with all the criteria included in the Social Responsibility Principle.

## CRITERIA

Support for strengthening of artisanal fishing communities and suppliers with whom there is a direct or indirect commercial relationship.

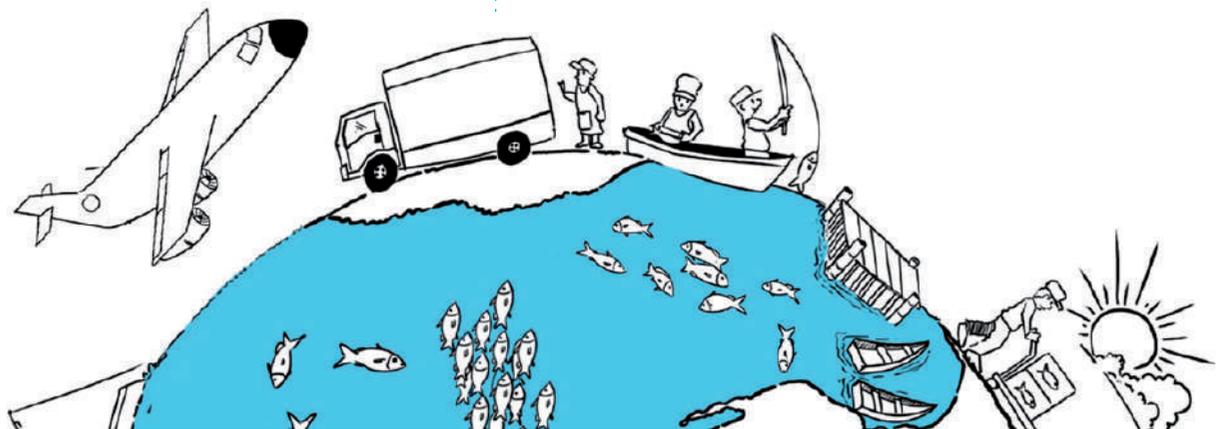
Existence of agreements or letters of commitment or intent with suppliers, requiring responsible purchase criteria from fishers.

## REQUIRED ACTIONS

There must be direct or indirect commercial relationships with artisanal fishers.

The company must carry out activities to strengthen the communities of artisanal fishers.

The company will formalize agreements or letters of intent with fish suppliers requiring artisanal fishers to comply with fish conservation criteria.



# CRITERIA

FOR THE SOCIAL  
RESPONSIBILITY PRINCIPLE



## CRITERION 4.1

Support for strengthening of artisanal fishing communities and suppliers with whom there is a direct or indirect commercial relationship

This criterion seeks to have restaurants, supermarkets and fish distributors establish commercial relationships with artisanal fishers who can guarantee the application of responsible fishing criteria in order to protect the productivity of species, including threatened species.

Existing relationships with these types of suppliers should be based on recognition of the fact that companies make efforts to apply responsible fishing and quality criteria in the management of fish species. This recognition must be visible in the purchase prices and payment policies, which is expected to help support vulnerable communities improve their socioeconomic conditions.

The Standard encourages restaurants, supermarkets and fish distributors to go beyond the mere fulfillment of their legal obligations and to establish commercial relationships in order to support the strengthening of the first link in the responsible fishing chain: the fisher. MarViva Foundation hopes that efforts to strengthen various responsible fishing initiatives will be supported by companies from the private sector that benefit from the work of these small suppliers who engage in responsible artisanal fishing. Thus, the Social Responsibility Principle seeks to support the establishment of relationships and the strengthening of artisan suppliers.

The aspects that MarViva Foundation has identified as fundamental within the strengthening of artisanal suppliers are:

1. Training in good manufacturing practices, ice and product handling (in vessels and receiving centers), as well as during filleting and packing.
2. Support in administrative, accounting, quality and organizational matters.
3. Support that can contribute to improvements in infrastructure, facilities, ice machines, fishing gear endowments, among others. This can refer both to logistics and to purchase financing aspects.



**Companies should not necessarily carry out strengthening programs that include all the aforementioned elements. The above are categories towards which activities can be focused in order to meet the criterion.**

## MEASURING THE CRITERION

Support for strengthening of artisanal fishing communities and suppliers with whom there is a direct or indirect commercial relationship.

To measure this criterion, the restaurant, supermarket or distributor must establish direct commercial relationships with artisanal fishers or fish suppliers.

For its measurement, the volume of fish purchased from these communities and the frequency with which they are purchased will be taken into account. For this, a review of records, dispatch or delivery documents or any other documents that allows the evaluation of the purchase-sale relationship will be carried out.

MarViva Foundation proposes to keep records that contain:

- 1 Volumes purchased from artisanal fish suppliers**
- 2 Purchase date**
- 3 Species purchased**

The information contained in the dispatch document sent by the provider is attached to this record. MarViva Foundation can support the process in terms of consolidating and strengthening the commercial relationship, as long as these are suppliers who respect responsible fishing criteria.

Additionally, MarViva will be able to provide technical support in order to implement a registration program indicating volumes, dates and species purchased within the commercial relationship with responsible artisanal fishers.

With the strengthening of artisanal fish suppliers, support provided by those who apply the Standard to fishing communities from where they buy fish will be measured. Existence of projects started by company with these communities in order to strengthen them will be also evaluated. This support can occur on different levels:



**Administrative:** several artisanal suppliers may need support and training in preparing invoices, defining strategic plans, accounting records, etc.



**Quality and good manufacturing practices:** not all suppliers have the knowledge necessary to best meet quality criteria, since many are handcrafters and have no technical knowledge in handling ice or good manufacturing practices on board their vessels and in receiving centers. The company can support and provide training using its own quality department staff. The valuable assistance provided by the company applying the Standard is the capability and skills that it leaves in the communities.



**Environmental:** MarViva Foundation's support is essential in this component because not all suppliers take into account responsible fishing and conservation criteria in their commercial relations. Thus, the company should support training suppliers in this aspect, accompanied by MarViva Foundation. Along with trainings and workshops, there may be other types of activities.



**Equipment or infrastructure:** several artisanal suppliers may require support to acquire equipment necessary in order to implement responsible fishing gear and good practices, or perform certain improvements to their facilities to maintain product quality, among other initiatives.

**To the extent that such support projects exist, the applicant to the Standard will have met this criterion.**

## CRITERION 4.2

Existence of agreements or letters of commitment or intent with suppliers, requiring responsible purchase criteria from fishers

This criterion seeks to guarantee the companies' commitment with the application of responsible fishing criteria and with the artisanal fish suppliers that provide the product. Its aim is to ensure that commercial agreements include company support for suppliers, and also that specific requirements regarding the application of environmental conservation criteria are met. In addition, these agreements are expected to be formalized and strengthen the basis for lasting and constant commercial relationships where the guiding principles are responsible fishing, transparency in the cost structure, equitable distribution of benefits and fair trade.



## MEASURING THE CRITERION

Existence of agreements or letters of commitment or intent with suppliers, requiring responsible purchase criteria from fishers

Compliance with this criterion will be verified based on review of agreements signed with the organization, containing characteristics such as:

- 1 Fair prices, payment terms and ways to review and update prices
- 2 Compliance with conservation criteria
- 3 Deliveries or dispatches associated with traceability programs
- 4 Projects and support for the strengthening of artisanal fishers



## **MARVIVA FOUNDATION**

is a non-profit, non-governmental, regional organization whose action area is located in selected areas of the Eastern Tropical Pacific. Its objective is to promote the conservation and sustainable use of marine and coastal resources in the Tropical East Pacific so that it remains biodiverse, healthy and generates welfare and benefits for present and future generations.

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