



# Ocean Wise™

A Vancouver Aquarium Conservation Program

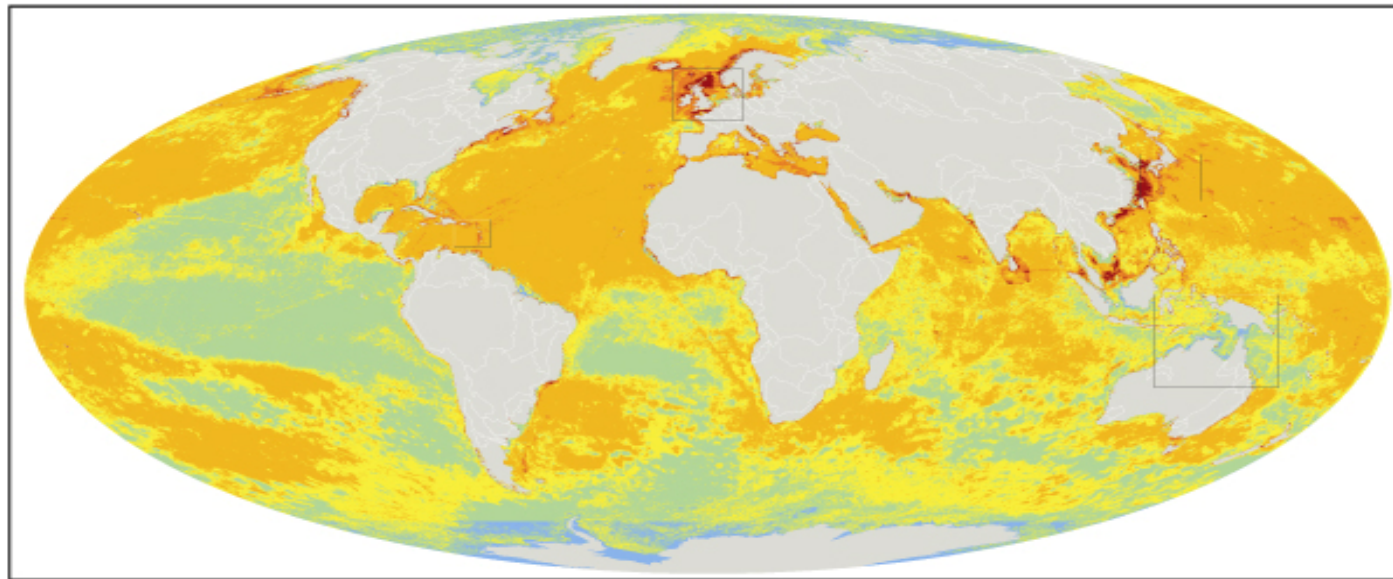
*Creating a market for sustainable  
seafood.*

Mike McDermid  
Ocean Wise Program Manager  
Conservation Department  
Vancouver Aquarium

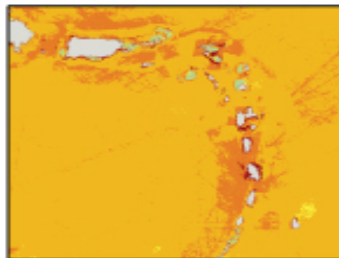


# The Problem

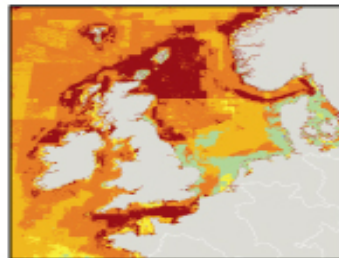
## Human Impact on the Oceans



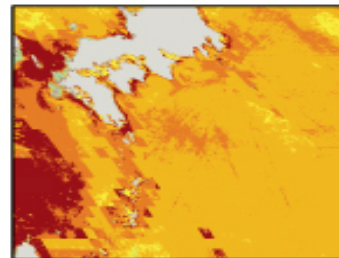
Very Low Impact (<1.4)    Medium Impact (4.95–8.47)    High Impact (12–15.52)  
Low Impact (1.4–4.95)    Medium High Impact (8.47–12)    Very High Impact (>15.52)



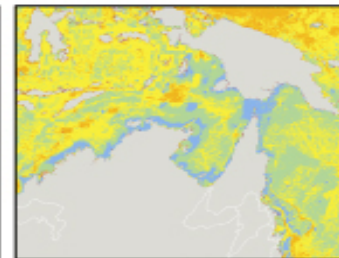
Eastern Caribbean



North Sea



Japanese Waters



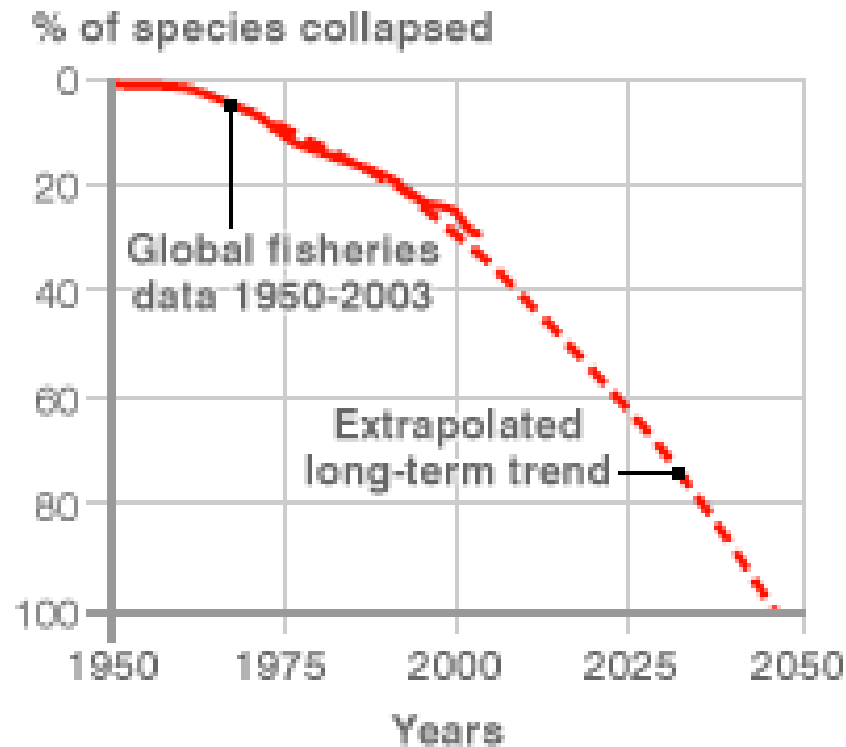
Torres Strait

National Center for Ecological Analysis and Synthesis

# The Problem

The current rate and manner in which we are extracting resources from the oceans is not sustainable.

## GLOBAL LOSS OF SEAFOOD SPECIES



SOURCE: Science/FAO

- Worm *et al.* (2006) – complete collapse by 2048.

- UN FAO – 90% of all large fish gone.

- Good news? Worm *et al.* (2009) – 5 of 10 ecosystems improving!

# The Solution?

We need to change the way we are exploiting the oceans.





How do we go about this?

- Regulatory reform; lobby government
- **Market transformation; consumer education and empowerment and industry engagement**
















# Eco-labels and certification

- Eco-labels are a voluntary method of environmental performance evaluation conducted by an impartial third party where products are assessed against a set of standards taking into account life cycle considerations.

Figure 1: ISO Definitions and Other Classifications of Eco-Labels

ISO	Definition	Label Examples
Type I (ISO 14024)	A voluntary, multiple-criteria based, third party program that awards a license authorizing use of environmental labels on products for overall environmental preference within a particular product category based on life cycle considerations.	
Type II (ISO 14021)	Informative environmental self-declaration claims	"100% Recycled Content"
Type III (ISO 14025)	Voluntary programs that provide quantified environmental data of a product, under pre-set categories of parameters set by a qualified third party and based on life cycle assessment, and verified by that or another qualified third party.	

# Eco-labels and certification

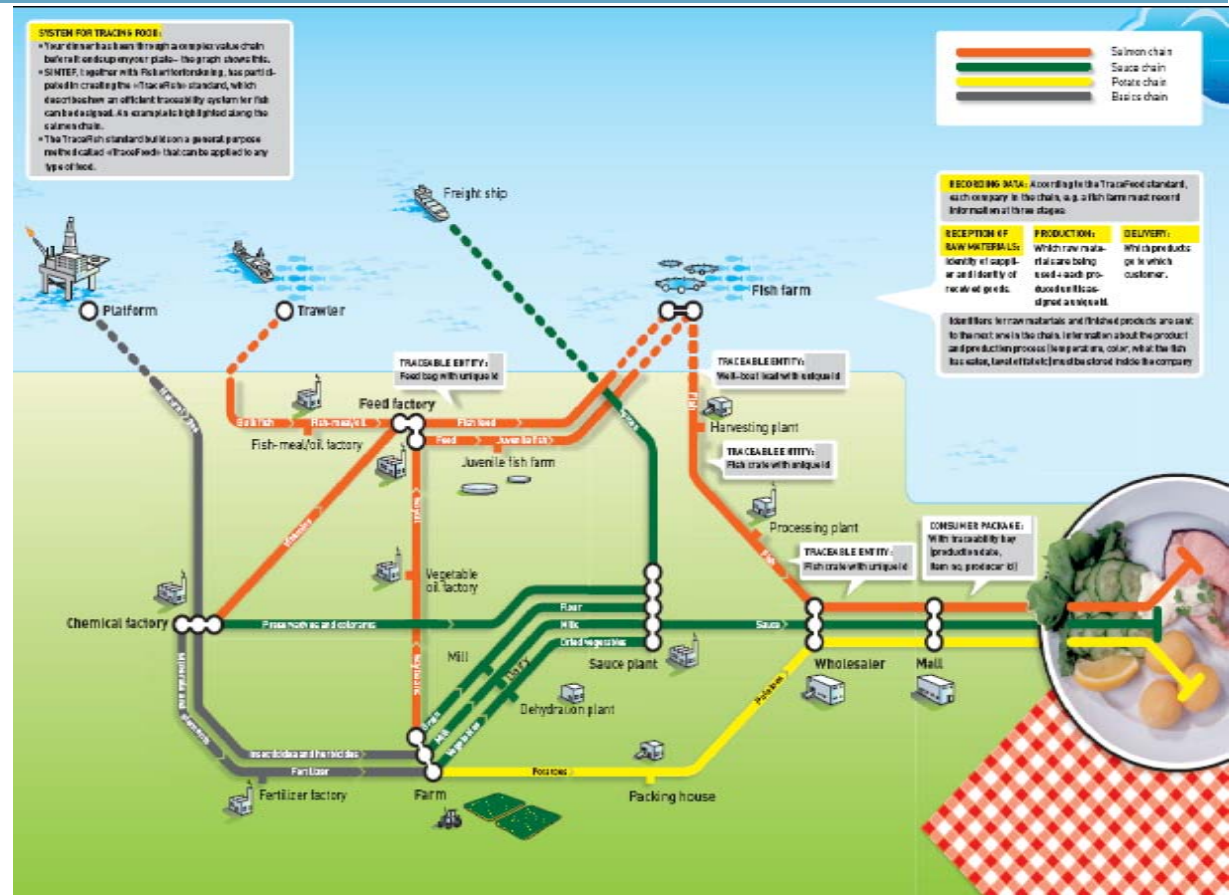
Non ISO	Eco-Labels	Label Examples
Rating Guides	Provide a checklist or a guide with one or more specific criteria with which to make 'greener' product choices. Not verified by an independent third party.	  
Registration Program	Single attribute or multi-attribute, environmental attributes based on manufacturer declaration. Not verified by an independent third-party	
Partner Program	Organizations that help licenses/partners improve environmental performance	  
Certification, Single Attribute	Single attribute, third-party certified.	 
Certification, Multi-Attribute	Multi-attribute, does not consider lifecycle, third-party certified.	  
Certification, Multi-Attribute, LifeCycle	Multi-attribute, lifecycle and third-party certified but does not cover enough product categories to be considered under ISO Type I eco-labeling.	  

- Many eco-labels, although credible, do not fit perfectly into the three ISO designations, so other categories are necessary.

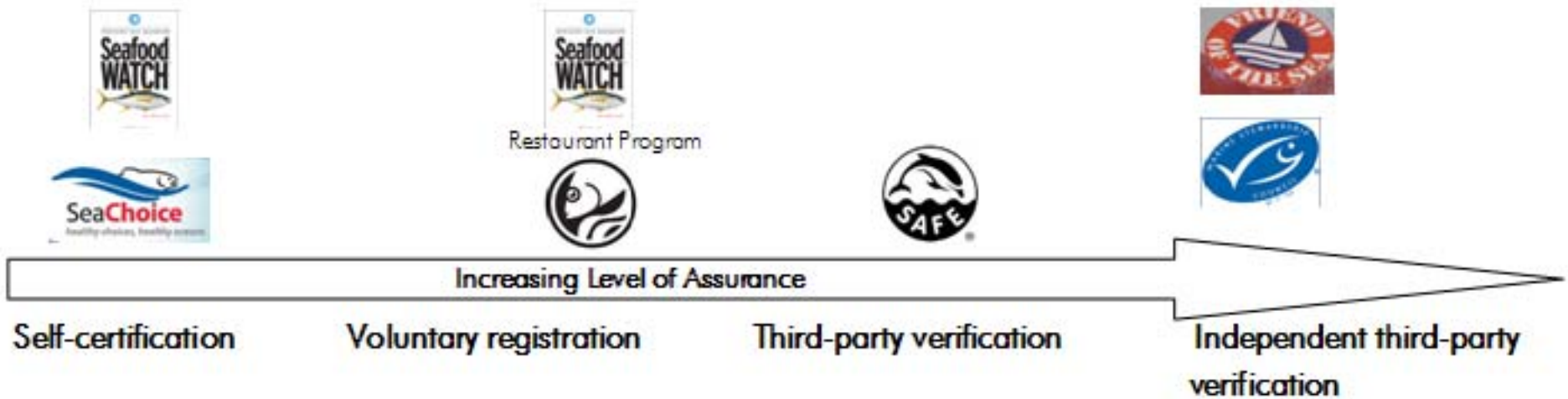


# Eco-labels and certification: challenges

- Standard setting:
  - Ecosystem complexity
  - lack of knowledge
  - Farmed vs wild
- Accountability:
  - Don't know what happened out at sea
- Traceability:
  - Complexity of seafood industry
- Consumer buy-in
  - Creating a market
- Cost



# Eco-labels and certification: approaches



Due to the complexity a variety of approaches to dealing with sustainable seafood have been developed – many of which are complimentary.

However, having a number of different standards does run the risk of confusing consumers.

# Ocean Wise

*seafood tonight?*



**Ocean Wise**

A Vancouver Aquarium Conservation Program

## History:

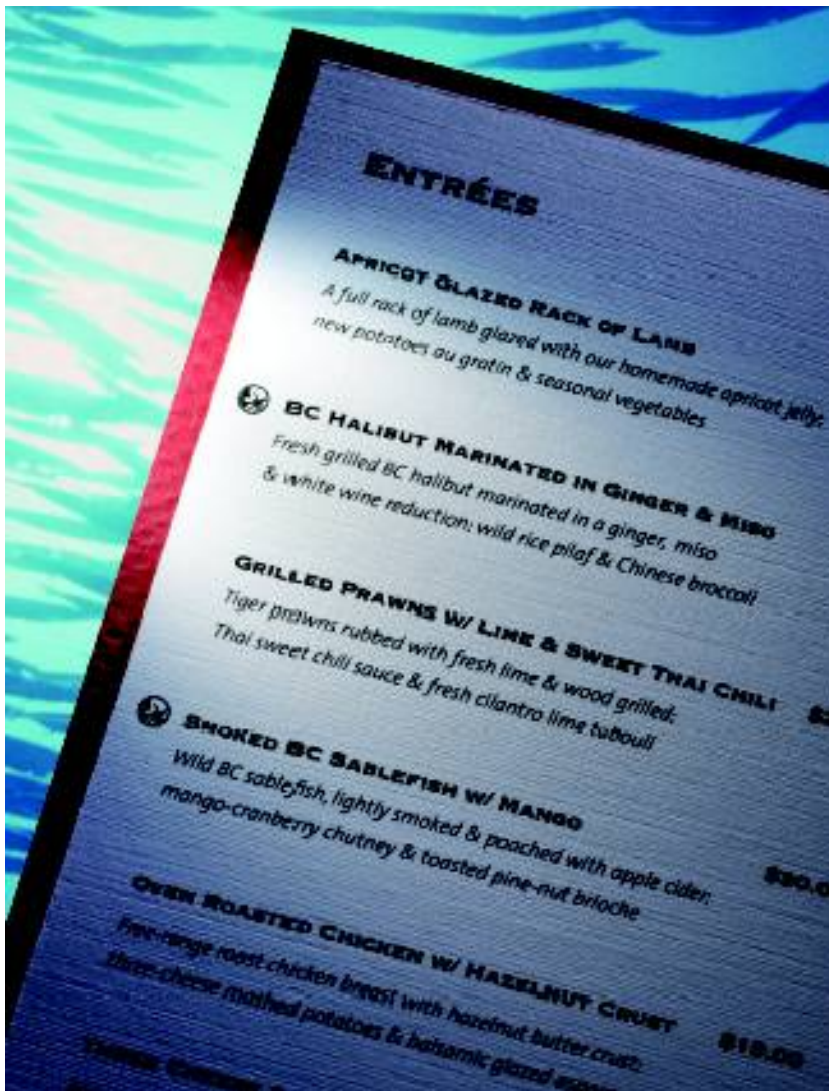
- Launched 2005
- April, 2005 – first 16 restaurants join

## Today:

- 300+ partner businesses, with a over 2,700 locations from Victoria to Halifax
- Nation-wide program
- Partners are as diverse as our marine ecosystems! From restaurants and retail outlets to supply companies, fishers and farmers.



# Consumer empowerment – The Ocean Wise Logo



Many environmental issues can be overwhelming. However, the health of the oceans is one issue people can affect every time they buy seafood.

- Convey sustainable seafood options
- Change traditional tastes
- Makes it easy
- Logo gives the consumer confidence in their choice

# Industry engagement



A conservation program that works *with* businesses to affect change.

'Our' goal: to create a demand for sustainable practices

# What are the results?



**Engagement from all sections of the supply chain: 'fish to plate'**

**Chefs have helped to engage suppliers, fishers and farmers with their buying power**

**Chefs have aided in educating and engaging the consumer**

**Overall improvement –  
Average of 47.50% sustainable  
to 75.26% sustainable**

Thank you!

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