

# Transforming The Global Fishing Industry: The Marine Stewardship Council At Full Sail?

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### Taking Sustainability in today's world

Make the right choice in sustainability. Sustainability is not just a buzzword. It's a business strategy. It's a competitive advantage. It's a way to build a better future for ourselves and the planet.



### MSC Financing

The MSC received approximately £1 million in 2015. The MSC also received a loan from the UK government.

### MSC Current Fisheries

The MSC currently manages 10 fisheries. The MSC also manages 10 fisheries in the UK.

### Current Status of MSC

The MSC is still fighting for marine sustainability. The MSC is still fighting for marine sustainability. The MSC is still fighting for marine sustainability.

### Challenges Ahead

Challenges ahead. Challenges ahead. Challenges ahead.

### What needs to come first, The market or the supply?

Unilever, the largest frozen seafood purchaser, announced they will only buy from sustainable sources. TheCaseSolutions.com. Different stakeholders, and conflict.

### TheCaseSolutions.com The launch of the MSC

WWF - Conservation organization. Unilever.

### Crisis Triggered

Crisis triggered. Crisis triggered. Crisis triggered.

### Reform and Change in Leadership

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### Challenges Ahead

Unilever's market goals from 1995-2005. Reason why they fell short of reaching their goal. Growth of the company.

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Logo

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## The launch of the MSC

WWF -Conservation  
organization

-Unilever



- Set fish quotas
- Marine ecosystems depleted, demand for commercial fishing rose.
- Catch as much as you can, "neighbors."

- Principals 1, 2, and 3.
- Marine Stewardship Council- 2006 Wal-Mart agreed to only sell MSC certified fish.
- Stakeholders, and stocks.

# **What needs to come first, The market or the supply?**

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Different stakeholders, and conflict.

# Crisis Triggered

- Report of a "crisis of credibility for 'green fishers'.
- Confidence in the MSC declined
- Bridgespan and Wildhavens Reports

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## Reform and Change in Leadership

- Howes joined as CEO, and Will Martin (WWF-US) became chairman.
- Howes assessed the situation:
  - Supporters stopped funding and credibility was damaged.
  - A third of the workforce was lost.
  - Had to cope with “daily Business”

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# Bluer Skies

- MSC certification gaining credibility with Pollock Fishery
- Partnerships and connections worldwide
- Funding sustainable growth
- Strengthening from within

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- MSC support from WWF and other NGO's
- UN Food & Agriculture Organization's guidelines on minimum requirements
- MSC certification benefits for fisheries
- Encouraging sustainable fisheries

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# Challenges Ahead

[https://www.unibas.ch/fileadmin/www/redaktion/  
Summer\\_School/2012/  
Marine\\_Stewardship\\_Council\\_A\\_10.pdf](https://www.unibas.ch/fileadmin/www/redaktion/Summer_School/2012/Marine_Stewardship_Council_A_10.pdf)

- Unilever's market goals from 1996-2005
- Reason why they fell short of reaching their goal
- Growth of the company

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