HKSSC MAY WEBINAR:
Traceability, transparency and disclosure

Panellists:
- Susan Roxas, APAC Coordinator for the GDST, WWF
- Blake Lee-Harwood, Director of Programs Division, Ocean Disclosure Project, Sustainable Fisheries Partnership
- Tania Woodcock, Project Manager, Sustainable Fisheries Partnership

Moderator:
- Jacqui Dixon, Technical Advisor (Independent consultant)

Administrator:
- Julia Whitney, Secretariat (ELEVATE)

Details:
Date: Tuesday 5 May
Time: 4:00-5:00PM HKT
Platform: GoToWebinar
More information: julia@hksustainableseafoodcoalition.org
HONG KONG SUSTAINABLE SEAFOOD COALITION
WEBINAR RUNDOWN

Introduction:
• Housekeeping
• What is the Hong Kong Sustainable Seafood Coalition?

Webinar: Traceability, transparency and disclosure
• Ocean Disclosure Project
• Global Dialogue on Seafood Traceability
• Q&A
HOUSEKEEPING

• Slides will be shared upon request

• All HKSSC meetings and webinars are run with Chatham House Rules

  • **For today:** To protect identity of any individual attending, please type your question into the webinar platform, the Secretariat will read questions out to the panellist without disclosing identity (so please don’t be shy to ask your questions)
HONG KONG SUSTAINABLE SEAFOOD COALITION
HONG KONG SUSTAINABLE SEAFOOD COALITION

A coalition of industry members aiming to advance the sustainable seafood market in Hong Kong through good sourcing practices.

The HKSSC offers a practical and collaborative way to demonstrate good sourcing practices by its members committing to voluntary codes on responsible seafood sourcing.

VISION:
For all seafood imported into Hong Kong to be legal, traceable and biologically sustainable.
MEMBER SNAPSHOT

Joining the HKSSC offers a risk free way to start improving your seafood supply chain.

For more information, please contact the Secretariat. 

julia@hksustainableseafoodcoalition.org
TRACEABILITY, TRANSPARENCY AND DISCLOSURE

Panellists:

Susan Roxas,
APAC Coordinator for the GDST
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Blake Lee-Harwood
Director of Programs Division

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Project Manager

Ocean Disclosure Project, Sustainable Fisheries Partnership

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Jacqui Dixon
Technical Advisor
(Independent consultant)

Hong Kong Sustainable Seafood Coalition
Ocean Disclosure Project

Hong Kong Sustainable Seafood Coalition: “traceability, transparency and disclosure”

5th May 2020
The importance of transparency
An introduction to the Ocean Disclosure Project
What is transparency?
Communicating information to:
• Customers
• Suppliers
• Investors
• Other interested stakeholders

Why is transparency important?
• Allows customers, investors etc. to make informed decisions.
• Increases accountability within supply chains.
• Encourages companies to achieve their sustainability goals.
What is the Ocean Disclosure Project?

A reporting platform for voluntary disclosure of seafood sourcing

Our aim:

To work towards 100% sustainably produced seafood by coordinating efforts to deliver greater transparency in global seafood supply chains.

Our approach:

The ODP provides a reporting framework for seafood-buying companies to voluntarily disclose their seafood sourcing alongside environmental information.
Creating an ODP profile
Sharing other disclosures

HOW TO DISCLOSE
What is typically reported?
Reporting through the ODP is varied and has included disclosure of:

• Wild-caught species and origin
  • Vessel lists (Asda)
• Farmed species and origin

As well as information on:

• Seafood policies and sustainability commitments
• Engagement with initiatives like SSC
• Supporting fisheries improvement projects
• Traceability
Developing an ODP disclosure
Participation is simple, we ask companies to:

- Share the list of main wild-caught and/or farmed seafood species sourced.
- Review the draft profile.
- Approve the profile.
What does an ODP profile contain?

A company profile includes three key areas:

1. A highlights summary of your seafood sourcing information.
What does an ODP profile contain?

2. A visually engaging global map of your seafood sources.
What does an ODP profile contain?

3. An item-by-item table of your sources with corresponding environmental information.
# Five main elements in the table of sources

<table>
<thead>
<tr>
<th>Species and Location</th>
<th>Production Methods</th>
<th>Certification or Improvement Project</th>
<th>Stock Status and Management</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Antarctic krill</strong></td>
<td>Midwater trawl</td>
<td><strong>Certified</strong></td>
<td><strong>FishSource</strong></td>
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<td><em>Euphausia superba</em></td>
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<td>Atlantic Southern</td>
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<td>Eco-Certification Recommended</td>
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<td>Fishery countries:</td>
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<td><strong>Ocean Wise</strong></td>
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<tr>
<td>Norway</td>
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<td>Recommended</td>
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</tbody>
</table>

**Environmental Notes**
- This fishery is unlikely to have direct impacts on PET species.
- Bycatch for this fishery is considered low.
- This fishery is unlikely to have a significant impact on the sea bed.

**General Notes**
- This fish plays an important role in the marine food web and so potential impacts on the wider marine ecosystem must be monitored.
Companies that choose to prepare their own disclosure reports are invited to share them through the ODP.
THE BENEFITS OF DISCLOSURE

Why participate in the ODP?
What others are saying about the ODP
Why become a participant?

Show leadership

• Demonstrate your commitment to transparency and responsible sourcing.
• Communicate good practices.
• Facilitate collaboration.
• Support progress towards SDGs.
Why become a participant?

- Capture sustainability information.
- Evaluate your position regarding sustainable procurement.
- Better understand and manage environmental risks.
- Push for improvements.
What others are saying about the ODP

“...It’s a great resource and we’d encourage companies to use it and to critically engage with improving their sustainability.”

Will McCallum, Head of Oceans, Greenpeace UK

“...The Ocean Disclosure Project allows investors to understand the sustainability performance of individual companies...”

Abigail Herron from Aviva Investors
What participants are saying about the ODP

“We see the Ocean Disclosure Project as an important mechanism for stakeholders to judge our progress. We believe in transparency in how we source our fish and shellfish to enable consumers to make informed purchasing decisions.”

Chris Brown, Sustainability Director for Asda

“Any company that cares about maintaining a profitable business and the long-term promotion of a sustainable resource needs to join this project and help us create a transparent tipping point of change.”

Guy Dean from Albion Farms & Fisheries
Thank you!

To learn more about the ODP, please visit:

www.oceandisclosureproject.org

If you would like to participate, we invite you to contact us at:

info@oceandisclosureproject.org
GDST 1.0 Standards and Guidelines
For Interoperable Seafood Traceability Systems

Webinar Presentation to The Hong Kong Sustainable Seafood Coalition

Speaker: Susan Roxas
Asia Pacific Lead, Global Dialogue on Seafood Traceability
The GDST is a global, precompetitive, business-to-business platform launched in 2017

Primary Goal:

Voluntary industry standards for interoperable seafood traceability
Transparent supply chains helps combat illegal, unreported and unregulated fishing.

Product traceability removes opportunities for fraud and mislabeling.

Harvest data collection helps verify corporate sustainability policies and commitments.

Identifies areas of risk and provides opportunities for engagement and improvements.

Image credit: FishWise
Traceability is Happening

Drivers are Evolving

Companies

Retail level purchasing policies continue to evolve to meet regulations or policies for risk management.

Regulators

Regulations are becoming more defined and demanding as are trade controls, domestic laws requiring traceability & data.

Consumers

The demand for traceable & responsible products continues to grow. For the first-time consumers are driving what products are on the shelves.

Fishers

Fisheries want to gain access to new markets. Believe that a premium will flow down by adopting responsible practices. Transference of data directly to government for reporting purposes.

The demand for traceable & responsible products continues to grow. For the first-time consumers are driving what products are on the shelves.
To realize global responsible supply chains we must:

Enable **full supply chain transparency** (without mandating it)

Promote **data reliability** and verification from all trading partners

This will help drive down costs and raise the returns for investments in **digital data capture and data exchange**

➤ **Focus on interoperability and verifiability**
GDST has grown into a significant, powerful "B2B" platform.

70 companies have joined or endorsed GDST

7 of top 10

> USD $35B/year

+ SeaBOS endorsement
**Canada**
- Intercity Packers Meat & Seafood
- Seacore

**USA**
- Anova Food USA
- Bumble Bee
- Culinary Collaborations LLC
- Evisible
- Fishin Company
- Orca Bay
- Publix Super Markets, Inc.
- Santa Monica Seafood
- Sea Delight
- Stavis Seafoods
- Sysco Corp
- Target
- Taylor Shellfish
- Tri Marine
- Wegmans
- Whole Foods

**UK**
- Co-op UK
- LDH (La Doria) Ltd.
- Lyons Seafood
- Morrisons Supermarkets
- New England Seafood
- Sainsbury’s Supermarkets Ltd
- Tesco
- Young’s Seafood Ltd

**France**
- Les Halles de Boulogne

**Germany**
- Aldi Nord
- Lidl Stiftung & Co, KG
- Metro

**Italy**
- Bolton Foods

**Netherlands**
- Ahold Delhaize
- Pacificial

**Turkey**
- Eciens

**South Africa**
- Karoo Catch

**Australia**
- Woolworths Group

**China**
- China Aquatic Products Processing & Marketing Alliance (CAPPMA)
- Hong Kong Exhibition Centre
- Luen Thai Fishing Venture

**Hong Kong**
- 178 Degrees

**India**
- Silver Coast Foods LLP

**Indonesia**
- AP2HI
- Bomar (PT. BOGATAMA MARINUSA)
- PT Bumi Menara Internusa (BMI)

**Japan**
- Ajinomoto Co., Inc
- Japanese Consumers’ Co-operative Union
- Nissui

**New Zealand**
- Mt Cook Alpine Salmon

**Philippines**
- Citra Mina
- General Tuna Corporation (Century Pacific Tuna)
- Socsargen Federation of Fishing and Allied Industries, Inc.
- World Tuna Purse Seine Organization

**Thailand**
- Asian Alliance International Company
- Charoen Pokphand Foods Public Company Limited (CPF)
- Southeast Asian Packaging and Canning Ltd
- Thai Tuna Industry Association
- Thai Union

**Vietnam**
- Vietnam Association of Seafood Exporters and Producers
- Vinatuna
GDST has representative members across the supply chain spectrum

[lists are illustrative, overlapping, and not fully inclusive]
Over 50% of members joined WG3; consider engagement with governments as a critical GDST role.
What does “interoperability” mean in practice?

• Interoperability means
  • Systems speaking the same language, understanding the same words
  • Answering the same questions
  • Sharing information without re-inventing the wheel

• Require data needs
  - Demanded uniformly
  - Named consistently
  - Provided verifiably

• IT connections are created
  - Predictable formats
  - Based on a globalized standard
  - Flexibility among platforms

• Interoperability does NOT mean
  - “One size fits all” solution
  - Open access to data (allows for sharing)
  - Loss of confidentiality or control

Brings us to the “What, Who, How and Where”
The “What” GDST KDEs (wild-capture list shown)

<table>
<thead>
<tr>
<th>VESSEL MASTER DATA</th>
<th>TECHNICAL</th>
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<tr>
<td>Vessel Name</td>
<td>Event ID</td>
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<td>Vessel Registration</td>
<td>Event Date, Time &amp; Time Zone</td>
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<tr>
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<td>Event Read Point (Geo Location)</td>
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<td>Catch Area</td>
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<td>Transshipment Vessel Unique Vessel Identification</td>
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<td>Dates of Landing</td>
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<td>Human Welfare Policy Standards</td>
<td>PROCESSING DATA</td>
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<td>TRACEABLE OBJECT INFORMATION</td>
<td>Expiry / Production date</td>
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<td>Unit of Measure</td>
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</table>

Chosen to ensure legal origin and support CSR policies on sustainability and human welfare
## Key Data Elements (KDEs): More than just a list

<table>
<thead>
<tr>
<th>KDE No.</th>
<th>KDE Name</th>
<th>KDE Definition</th>
<th>Standard Data Options</th>
<th>Standards Org.</th>
<th>List Link</th>
<th>Authoritative Data Source</th>
<th>Authoritative Data Document</th>
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</thead>
<tbody>
<tr>
<td>W02</td>
<td>Vessel Registration</td>
<td>standardized number or identifier for distinguishing vessels registered under the same flag nation.</td>
<td>Free-entry Field</td>
<td>N / A</td>
<td>N / A</td>
<td>Flag state regulatory body with oversight of the nation's fishing fleet</td>
<td>Respective Flag state fishing vessel registry</td>
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<tr>
<td>W03</td>
<td>Unique Vessel Identification</td>
<td>identifier associated with a vessel for the duration of its existence that cannot be re-used by any other vessel with a permanent physical marking on the craft.</td>
<td>IMO Number registry managed by IHS Maritime (For eligible vessels)</td>
<td>International Maritime Organization</td>
<td><a href="https://gisis.im.org/Public/SHIPS/Default.aspx">https://gisis.im.org/Public/SHIPS/Default.aspx</a></td>
<td>IHS Maritime on behalf of the International Maritime Organization</td>
<td>The IHS Maritime registry of valid IMO numbers</td>
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<tr>
<td>W05</td>
<td>Gear Type</td>
<td>equipment used to extract seafood from water for capture.</td>
<td>The International Standard Statistical Classification of Fishing Gear (ISSCFG) Revision 1</td>
<td>UN-FAO's Coordinated Working Party on Fishery Statistics (CWP)</td>
<td><a href="http://www.fao.org/3/a-bt987e.pdf">http://www.fao.org/3/a-bt987e.pdf</a></td>
<td>Fishing vessel captain</td>
<td>Captain's logbook / harvest records</td>
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</table>
The “Who and Where”

Key Data Elements (KDEs) + Critical Tracking Events (CTEs)

(CTEs assign responsibility for data capture)

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<tr>
<th>Wild Caught KDEs</th>
<th>CTEs</th>
<th>Transshipment</th>
<th>On-Vessel</th>
<th>Processing</th>
<th>Landing</th>
<th>Packaging</th>
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To enable “event-based” linked unbroken traceability
IT Guidance: Digital Interoperability

Designed for Multiple Use Cases:

- Enabling interoperable digital data capture on small scale vessels and farms
- Linking case/pallet identifiers with downstream systems
- Non-GS1 based identification
- Blockchain interoperability (non-siloed)
- Linking legacy systems and new web and blockchain systems
- Enabling digital Chain of Custody certification
- Matching labeling requirements with inputs from suppliers
ROI Opportunities

• **Cost savings** on full chain traceability systems

• **Operational efficiencies** and re-allocation of labor

• **Improved business intelligence**

• **Risk reduction and brand differentiation**
34 BRANDS & 4 INDUSTRY ASSOCIATIONS COMMIT to “implement these standards ourselves over time and recommend their widespread adoption and implementation by the entire seafood industry globally.”

GDST 1.0 Online Launch Event RESULTS
Support from major stakeholders

**GDST 1.0 Online Launch Event**

**RESULTS**

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**Statement of Support from the Seafood Alliance for Legality and Traceability (SALT)**

March 16, 2022 - The Seafood Alliance for Legality and Traceability (SALT) today issued the following statement in support of GDST.

SALT and the Global Dialogue on Seafood Traceability (GDST) share a mutual interest in supporting work that promotes electronic catch documentation and traceability (ECDT) systems around the world, and both initiatives are now taking steps to make traceability the new norm for the seafood industry. SALT and GDST have been working collaboratively since 2017, and SALT is now working with GDST to promote the rollout of the GDST Standards and Guidelines for Interoperable Seafood Traceability Systems, v.0.0.

"SALT is pleased to continue our work with GDST and support electronic traceability globally by endorsing the first edition of the key data elements," says Jenny Barker, Chief of Party, Fisheries. "These standards are an important step forward for the industry."

**About SALT**

In 2017, SALT awarded FishWise a five-year cooperative agreement to be the implementing partner for SALT. SALT is a global alliance for collaboration and learning to promote legal and sustainable fisheries through improved transparency in seafood supply chains. SALT brings together the seafood industry, governments, and non-governmental organizations (NGOs) to accelerate learning and support collaboration on innovative solutions for legal and sustainable seafood.

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**SeaBOS calls GDST Standards “Urgently Needed”**

On March 16, 2020, SeaBOS Managing Director Martin Ensl issued the following statement:

"SeaBOS is proud to have collaborated with GDST to help bring forward these global industry standards to improve the quality, efficiency, and cost-effectiveness of seafood traceability. The GDST Standards and Guidelines for Interoperable Seafood Traceability are urgently needed to eliminate costly and unnecessary barriers between the many (often incompatible) proprietary traceability systems and/or data requirements in supply chains that exist today, and to equip the seafood sector for the 21st Century’s, globalised, information-based economy. SeaBOS companies are already helping pioneer innovative technology and novel approaches to improve transparency and traceability in our own operations. We believe adoption of these Standards and Guidelines will provide for substantial improvements in fisheries sustainability, help with elimination of IUU fishing, and improve seafood provenance and branding throughout the seafood supply chains."

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**Global Tuna Alliance Endorses GDST Standards**

March 16, 2020 - The Global Tuna Alliance has today announced our endorsement of the GDST Standards and Guidelines for interoperable Seafood Traceability as an important step towards achieving our mission to support implementation of the Tuna 2050 Traceability Declaration.

At the United Nations Ocean Conference in 2017, our 60 global companies, including retailers and other tuna supply chain businesses, signed the Global Tuna Alliance’s Tuna 2050 Traceability Declaration, with the aim of stopping illegal, unreported and unregulated (IUU) fishing and providing improvements in a measurable, sustainable and transparent global tuna value chain. As the same suggests, transparency – or tracing products from vessel to final buyer – is a key component of the Tuna 2050 Traceability Declaration.

The Tuna 2050 Traceability Declaration asks signatories to commit to ensuring “all fish products in our supply chain will be fully traceable in the vessel to final sale, and that this information will be disclosed upon request at the Point of sale other than on the packaging or as we adhere policy.”

To achieve this, it is needed a globally agreed set of key data elements related to seafood production that meet the needs of processors, traders and retailers across geographies and market segments. In addition, the seafood industry needs to adopt shared data communication standards that are widely understood, can be easily used and are interoperable enabling businesses unable to communicate with each other even if standardized key data elements are in use.

Fortunately, over the last few years an initiative called the Global Dialogue on Seafood Traceability has worked with supply chain members to achieve global alignment on a suite of IT architecture for seafood interoperability in addition to a universal set of basic key data elements.

The Global Tuna Alliance, an inclusive council of companies with a major interest in improving the sustainability of the blue economy, is working to implement the objectives laid out in the Declaration. We are pleased today to announce our endorsement of the GDST Standards and Guidelines for interoperable Seafood Traceability and will fully embrace recommending Declaration signatories do the same, as well as taking a time-bound commitment to implement the GDST Standards.
18 SYSTEMS PROVIDERS endorsed the GDST and are already working to provide GDST-compliant traceability products.
Q: Does adopting and implementing the GDST 1.0 Standards mean a company has to comply with all of them immediately?

A: No – Adopting the standards now means agreeing that these are the standards that should be applied across the seafood sector, but adopting GDST 1.0 will not commit companies to any specific timeline or specific action for implementation.
FAQs

Q: Do GDST standards support compliance with SIMP and EU IUU Regulation?
   A: Yes – both EU and US import controls were considered in developing the KDE lists

Q: Does completion of GDST 1.0 mean the GDST is done with its work?
   A: No – GDST members have expressed the desire to see important elements of GDST work continue, including:
      • Formulating best practices for KDE verification
      • Promoting government policies and regulations that support interoperability and verification
      • Determining the institutional future of the GDST

Q: How is the GDST verifying compliance claims?
   A: The GDST Secretariat and the Steering Committee are currently exploring options for verification of supply chain GDST compliance claims and will be addressing this work in the coming months
Thank you for your attention!

https://traceability-dialogue.org/
GDST standards, webinars, resources...

sroxsas@wwf.org.ph
QUESTIONS?

Panellists:

Susan Roxas, APAC Coordinator for the GDST
WWF

Blake Lee-Harwood
Director of Programs Division
Ocean Disclosure Project, Sustainable Fisheries Partnership

Tania Woodcock
Project Manager

Moderator:

Jacqui Dixon
Technical Advisor
(Independent consultant)
Hong Kong Sustainable Seafood Coalition
Thank you!

Joining the HKSSC offers a risk free way to start improving your seafood supply chain.

For more information, please contact the Secretariat.

julia@hksustainableseafoodcoalition.org