



## Meeting Minutes

**Date:** Wednesday 22 July 2020

**Time:** 4:00-6:00 HKT

**Location:** Zoom

### Attendees:

22 individuals, representing:

9	Member companies	1	Technical Advisor
0	Observers/ academics	4	Steering Committee organisations
3	Secretariat organisation	5	Independent consultants

## Agenda

- 1 Welcome remarks
  - Introducing of new Secretariat representative
  - Meeting objectives and agenda
- 2 Housekeeping
  - Use of the webinar platform / Who's in the room?
  - Chatham House Rules
- 3 Overview of HKSSC membership
  - Introduction of two new members: One casino and one hotel group
- 4 Review of HKSSC's Value Proposition project by independent consultant: project updates
  - Discussions and gathering input from Members
- 5 Membership discussion:
  - Membership: Producers outside region selling into Hong Kong
  - Approval of revised Terms of Reference / Invitation to Steering Committee
- 6 Choose Right Today update
- 7 Working Group Updates: Sustainability Risk Assessment and website; Marketplace; Branding and Communications
- 8 Member support:
  - Upgraded support tool;
  - Seafood policies



Proposal for seafood trade flows into and within Hong Kong

- 9 Webinars
- 10 Progress on Letter of Commitments
- 11 App-based communications
- 12 2020 Outlook



### 1. Welcome remarks

- Chairman provided welcome remarks and overview of agenda
- Introduced new representative from the Secretariat organisation

### 2. Housekeeping

- Introduced the housekeeping rules and the functions of the online meeting platform
- Reminded members of the Chatham House Rules to ensure no identity nor affiliation will be revealed

### 3. Overview of HKSSC membership and introduction of new members

- Secretariat presented the overview of current membership status
- New members introduced their background, scope of businesses and roles in the seafood supply chain

### 4. Review of HKSSC's Value Proposition project by independent consultant: project updates

- Project background and progress update. Sharing of results from previous benchmarking exercise against five similar organisations – Sea Pact, Seafood Task Force, UK Sustainable Seafood Coalition, Sustainable Supply Chain Initiative and International Seafood Sustainability Foundation
- Key areas of the exercise are around focus areas and major initiatives, member representation, membership categories, impact measurement, key partnerships and governance structure
- Independent consultant gathered inputs from members regarding the future development and priorities of HKSSC. Members had the following insights:
  - Bring more members from the retail industry could bring more impact
  - Include a local fish market, which has real desire to make change to increase transparency
    - The Aberdeen Fish Market has the desire to create a sustainable market. They are a large partner and control large seafood supplies and can impact governmental change
    - Every member has a part to play in moving the organisation forward, and the member can make use of their network to bring new members to the table
  - Focus should be put on working with the government to have rules like for the meat in terms of requirements; put more effort on local seafood suppliers and increase the public awareness of the cause; lobby at governmental level and buy in to regulate seafood import
  - Organise training with qualified authority about tender submission and product sourcing (the key of the sourcing for Hotels & Casino): there are a lot of items with wrong description, wrong certification, etc.
    - When receive tenders from hotels, there are usually wrong names – training and workshops should be offered to these stakeholders
  - Enlarge membership, help members complete self-assigned commitments, begin discussion with government on policy suggestions
    - Looking for more supports on the implementation of the Code of Conducts
  - Should we engage more with GSSI certification bodies to bridge that gap for suppliers and end users to make informed choices?
    - Many customers want to make informed choices, therefore certification schemes provide guidance
  - Create social media platforms to enhance awareness and appeal to potential partners



- Need to expand many kinds of stakeholders e.g. hotels & restaurants, together with suppliers, gov't department and other non-profit organisations. Then we could do better in promoting sustainable seafood.
- Enlarge membership by organising networking session with the chambers of commerce (e.g. Food & Beverage Community of the chambers)

## 5. Membership discussion

- Chairman led the discussion regarding the question: Should the HKSSC encourage producers from outside the region that sell into Hong Kong to join as members?
- HKSSC has received several enquiries from overseas about joining the Coalition and influencing the government policy and seafood procurement practices
- There is no objection around this issue, the Coalition will open to dialogue and keep in view
- Live poll: Do you accept the revisions to the Terms of Reference?
  - Poll results: 7 members voted "Yes"

## 6. Choose Right Today update

- Shared a current survey of sustainable seafood in Hong Kong; results showed that there is no baseline data in Hong Kong
- Introduced Choose Right Today, which offers more information on sustainable seafood in Hong Kong and will look for collaboration opportunities to reach out to consumer

## 7. Working group updates

- Risk assessment working group
  - Introduced the background, objectives and methodology of the risk assessment project
  - The assessment tool development is overseen by the peer review advisory committee comprises university professors and seafood supply chain players, and developed by the assessment team headed by independent consultant
  - Project team gave project update on the process, difference from other risk assessment tools and initial findings of the risk of fish species in Hong Kong
  - Updated the progress of website development and the future steps
  - Website should launch in August 2020
- Marketplace working group
  - Introduced the background and benefits of the marketplace, a tool to enable sustainable seafood buyers to meet sellers
  - The platform is still work in progress, but the process has been delayed by the current COVID-19 pandemic
  - More information will follow after further discussion within the working group
- Branding and communication working group
  - Worked on the design and content of the presentation slides of HKSSC
  - Progress is affected recently, will need to wait until situations are better

## 8. Member support

- Technical Advisor provided a recap on the updated self-risk assessment tool, video can be found in member portal
- Internal seafood policies are required in the Voluntary Code of Conduct, and as a support, a seafood policy database is offered to members as references



- As part of the initiative to influence seafood policies in Hong Kong, Technical Advisor introduced the current research project, which includes steps from mapping out the seafood trade flows to assessing the potential of seafood mislabelling

## 9. Webinars

- Recap of previous 2020 webinars on social issues, traceability and labour rights; recordings are available online
- Two more proposed 2020 webinars were shared; proposed topics focused on tuna and social issues
- Live poll: Are the webinars useful for the HKSSC and do you wish to continue with them?
  - Poll results: 5 out of 7 members voted “Yes”
- Live poll: Which of the proposed next webinar topics are of interest?
  - Poll results: 3 out of 7 members voted “Tuna”; 2 members voted “Other species”
- Outcome: TA confirmed that member webinars is biological sustainability, and so will focus on this topic for the next webinars

## 10. Letter of commitments

- Updates on the progress of letter of commitments
- Any questions or support needed please get in touch with the Technical Advisor

## 11. App-based communications

- Secretariat proposed introduction of additional communication channel (WhatsApp)
- Time was limited and members had to leave, initial responses to poll resulted in no conclusion
- Live poll: Do you agree to WhatsApp being the channels of communications?
  - Poll results: 1 yes, 1 no
- Members are provided with the PPT with link to WhatsApp group and can opt into this group if desired
- Communications will continue via email

## 12. 2020 Outlook

- Sustainability risk assessment website launch
- Two more new webinars will be offered, previous webinars can be view on YouTube channel
- Independent consultant will share findings and develop strategy with HKSSC Members