



Steering Committee Meeting Minutes

Date: 29 August 2022

Location: Zoom

Attendees: 9

1	HKSSC Chair	1	Technical Advisor (TA)
1	Secretariat	4	Steering Committee (SC)
2	Guest speakers		

Agenda:

1. GSSI / Seafood Map presentation (55 mins)
2. Monterey Bay Aquarium / Seafood Watch meeting summary (5 mins)
3. Mozambique sea cucumber meeting summary (5 mins)
4. Recap and next steps for GSA / SFP squid RT (5 mins)
5. Protocols for signing off policy campaigns (5 mins)
6. Member recruitment updates (5 mins)
7. Secretariat for 2023 and role of Technical Advisor (5 mins)
8. AOB (5 mins)

Summary of discussion:

1. GSSI / Seafood Map presentation

- a. TA introduced the SC members and secretariat to *Herman Wisse (Executive Director) and Eva Mudde (SDG Impact Manager) from the Global Sustainable Seafood Initiative (GSSI)*.
- b. Herman W. introduced himself and gave a brief overview of the work of GSSI.
- c. Eva M. recapped the work and goals of GSSI - a global public-private partnership addressing seafood sustainability, to aim to build clarity, confidence and choice in the industry to achieve more sustainable seafood provision to everyone.
- d. Eva M. delivered a presentation on the following items about [Seafood Map](#) and a demonstration on the Seafood Map platform:
 - i. why Seafood MAP is needed;
 - ii. how Seafood MAP works, what Seafood MAP does;
 - iii. the Seafood MAP implementation roadmap.
- e. Eva M. emphasized the need for a common language across the seafood industry to describe efforts and further the impacts on sustainability. It helps increase investments, supply and demand for sustainable seafood, improve livelihoods and enhance the transparency of work.
- f. George W. shared the work on the Trusted Seafood Platform - a digital tool (yet to be built) for buyers to facilitate the procurement of sustainable seafood.
- g. Herman W. recapped that Seafood Map connects solution providers e.g., NGOs and government bodies with producers and buyers. This helps the market understand the issues and develop improvement plans to achieve sustainability.



He likened it to a LinkedIn for seafood producers, whereby even a beginner (in terms of sustainability journey) can have a profile.

- h. TA saw a need for this platform especially given the Hong Kong market importing from many data poor countries and getting access to information is key. TA asked GSSI about the revenue model of Seafood Map.
- i. Herman W. explained that GSSI steering committee will discuss the need for launching service fee(s) close to the launch of Seafood Map. Currently the advocacy work is supported by the annual contribution to GSSI from about 80 partnerships.
- j. TA agreed with Herman W. on the need to develop a platform for education and information exchange, and shared the work of HKSSC Seafood Risk Assessment (SRA) website - which aims to fill the gaps in terms of species profiles relevant to the Hong Kong market
- k. Eva M. expressed her interest in future collaboration with HKSSC on a strategic level to enhance the value of Seafood Map in the regional market.
- l. Secretariat to share the SRA website with Eva M. and Herman W.

2. Monterey Bay Aquarium / Seafood Watch meeting summary

- a. The call with Monterey Bay Aquarium (MBA) went well.
- b. TA explored the opportunity to work together on Chinese cuisine species.
- c. MBA pointed out that they prioritise species imported to the U.S. in terms of their assessment work and these products do not include most of the typical Chinese cuisine species consumed in Hong Kong.
- d. MBA recommended that we reach out to the Asian based members of the Global Seafood Ratings Alliance to see what work they are doing on Chinese cuisine species, but they remain open to further discussions once we know what species we will focus on.

3. Mozambique sea cucumber meeting summary

- a. TA with the support of WWF Mozambique managed to identify a local consultant in Mozambique that is an expert on local sea cucumber. The SRA assessment team had a meeting with Stan S., Prof. Yvonne S. The consultant is a very valuable contact point given his knowledge of sea cucumber and his work on piloting the farming of sea cucumber with local communities in Mozambique, raising awareness of conservation and trading these species in a sustainable way.
- b. Current progress: consultant introduced the SRA team to the Oceanographic Institute of Mozambique (government institute) and following a call they agreed to support further data collection. A formal letter has been submitted to the Institute.
- c. All agreed that this is a great case study on how SRA work can support local improvements in data collection and fisheries management, with government engagement being key to promoting a sustainable market for sea cucumber.
- d. HT suggested publishing this case study on the HKSSC website to illustrate impact, TA to do so once the data from the government is shared.

4. Summary and next steps for GSA / SFP squid Roundtable



- a. TA proposed organising an internal webinar for HKSSC members at the end of September for the Global Seafood Alliance to present their new wild capture certification standard and sending invitation emails after the upcoming SRA WG meeting.
- b. TA mentioned Indoguna Lordly / Singapore will attend the Seafood Expo in Singapore and will connect with the SFP to discuss the squid Roundtable. TA / Secretariat will share information about the roundtable with all members following the SRA WG meeting on 5 Sept.

5. Protocols for signing off policy campaigns

- a. TA recapped the reason and the need for developing protocols for members to sign off policy campaigns supported by our steering committee.
- b. SC members agreed on the following steps, subject to discussion and agreement by members of the Outreach & Comms WG:
 - i. To circulate the details of any policy campaigns with all members in an invitation email for comment and endorsement.
 - ii. If no objection is received from members, the campaign will be signed off at a designated date.

6. Member recruitment updates

- a. TA highlighted member recruitment will be our focus moving forward and would need help from members to bring HKSSC into the local market. The new Chair of the O&C WG will be helpful for this.
- b. TA proposed asking for suggestions in the upcoming O&C WG meeting on how to follow up with retailers

7. Secretariat for 2023 and role of Technical Advisor

- a. TA raised the need for starting the recruitment for a full-timer who will take up the work of both secretariat and technical adviser.
- b. Huw T. agreed that longer term the capacity needs to be built locally in Hong Kong to support members and help drive the HKSSC.
- c. George W. brought up the difficulty of HKSSC and all members in the midst of an economic downturn in the domestic market, as economic activities have remained limited due to the pandemic.
- d. All agreed it was a positive sign that the HKSSC is still in operation despite the challenges over the past two years.
- e. TA asked SC about the best approach to recruiting a full-time Secretariat other than LinkedIn post.
- f. Huw T. suggested connecting with the UK SSC to identify opportunities to collaborate regarding the Secretariat role.
- g.

8. AOB

- a. Secretariat to add the HKSSC and ADMCF logo to the statement for supporting the development of a mechanism to enhance data capture on fishers' safety and welfare across the world, and send it to Huw T.

Hong Kong Sustainable Seafood Coalition



Next meeting: 7th November (Monday) at 3pm [secretariat to schedule]