Hong Kong Sustainable Seafood Coalition

Marketplace Working Group Minutes
Date: 6 October 2022
Location: Zoom
Attendees: 13

7	Members	1	Technical Advisor
1	Secretariat	2	Steering Committees
2	Observers		

Agenda

1. Welcome to new members
2. Assessment of our findings (concerning issues of seafood procurement) so far
3. Summarising the features of the solution
4. Progress report on our search for partners and financing
5. Defining how we can develop the solution interactively with this Working Group
6. AOB

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1. **Welcome to new members**
- The chair welcomed and introduced new members and observers to this Working Group.

2. **Assessment of our findings (concerning issues of seafood procurement) so far**
- The chair identified 6 different stakeholder groups who are connected to the purchase of seafood, namely: chefs, procurement, ESG and finance (on the buyer's side) as well as suppliers and auditors.
- In the process of transacting a seafood order, communication between these groups is complicated by the following:
    - Identification and naming of seafood; and
    - Documentation of seafood products.
- Both issues affect communication along the supply chain.
- Members acknowledged they have come across both challenges and suggested procuring seafood with sustainable seafood certification is important.

3. **Summarising the features of the solution**
- The Chair proposed developing Trusted Seafood platform, a web application, to be the solution to the challenges aforementioned.
- The platform provides a common language for buyers and sellers, helps minimise confusion about seafood names, and enables auditing and reporting.

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- *Key features:*
    - Each stakeholder has a login
    - Depending on the login stakeholder group, the platform highlights the information that is most relevant
        - This keeps the platform simple and easy to operate.
    - The platform enables the storage, organisation, retrieval and summarisation of documentation
        - Documentation is important for seafood traceability and sustainability and also business administration.
    - Feedback loops
        - Audits of documentation feedback into ratings on products and suppliers. Ratings ultimately depend on the accuracy and completeness of documentation proffered by suppliers.
- The Chair suggested breaking documentation goals into several milestones to facilitate progress and empower better management of the issues.

4. **Progress report on our search for partners and financing**
- Pitching the platform to potential funders.
- Working on developing and maximising the security of Trusted Seafood.
- Exploring a suitable procurement system for Trusted Seafood.

5. **Defining how we can develop the solution interactively with this Working Group**
- Form expert subgroups in this Working Group that represent the different stakeholders involved in seafood procurement (chefs, procurement, ESG etc)
- Develop features and interfaces within the platform in close consultation with these subgroups so that the final platform more closely reflects their needs overall.
- Invite more stakeholders to this Working Group to populate the expert subgroups (ideally 4-6 people in each group)

6. **AOB**
- Members agreed developing Trusted Seafood is a good initiative to address challenges in sustainable and responsible sourcing of seafood.
- A member suggested Trusted Seafood can be added to the best practices of businesses.
- Trusted Seafood team clarified the development would take at least one year before launch, including about 8 months of development followed by testing.
- Development can start anytime once funding is received.
- The Chair suggested inviting members of this Working Group to join the testing phase.

- Technical adviser emphasized Trusted Seafood is not a certification but a platform to provide information about the sustainability and legality of seafood products and suppliers. The end buyers have to verify and made the final decision on whether the product is sustainable and legal.