Herman Wisse

- Since February 2013, Herman Wisse has been the program manager for the Global Sustainable Seafood Initiative (GSSI).
- Previously, he developed the project proposal for the foundation of GSSI and facilitated liaison with parties interested in becoming involved with GSSI.
- He was the lead consultant for the FAO in the Evaluation Framework of the FAO Technical Guidelines for Aquaculture.
Confidence in certified seafood
GSSI is a global platform and partnership of seafood companies, NGOs, experts, governmental and intergovernmental organizations working towards more sustainable seafood for everyone.
NON-COMPETITIVE APPROACH PROVIDES CLARITY ON SEAFOOD CERTIFICATION

INFLUENCE OF GOVERNMENT + COMMERICAL MARKET POWER = GLOBAL BENCHMARK TOOL = TRANSPARENCY LEVEL PLAYING FIELD CHANGE

CONFUSION → CLARITY
GSSI: A unique platform
BRINGING TOGETHER PARTNERS FROM ACROSS THE SEAFOOD SECTOR.

GSSI PARTNERS

AFFILIATED PARTNERS
BUILDING A PROFILE AND PRESENCE THROUGH GLOBAL OUTREACH

- FAO member state engagement
- Global stakeholder outreach through conferences and events
- Participation of certification schemes in pilot test 2015
GSSI: Where we are now
GSSI GLOBAL BENCHMARK TOOL IS UP, RUNNING, AND HERE TO STAY

LAUNCHED AT 20TH ANNIVERSARY OF THE FAO CODE OF CONDUCT FOR RESPONSIBLE FISHERIES
VIGO, SPAIN, OCTOBER, 2015
FIRST GSSI RECOGNISED SCHEME MARKS MILESTONE IN SEAFOOD CERTIFICATION

ALASKA SEAFOOD RFM BECOMES THE FIRST GSSI RECOGNISED CERTIFICATION SCHEME AT COFI 2016
“We hope to see GSSI recognition become the norm when sourcing certified seafood.”

Hugo Byrnes, Vice President Product Integrity and Regulatory Affairs, Royal Ahold

“As a founding partner of GSSI, we are committed to accept all GSSI recognized certification schemes when sourcing certified seafood.”

Suzanne Lindsay-Walker, Sustainability Director, Kroger
GSSI Global Benchmark Tool
SETTING A HIGH YET ACHIEVABLE BAR FOR SEAFOOD CERTIFICATION

FOUR PERFORMANCE AREAS BASED ON INTERNATIONAL REFERENCE DOCUMENTS

A
GOVERNANCE OF SEAFOOD CERTIFICATION SCHEMES

B
OPERATIONAL MANAGEMENT OF SEAFOOD CERTIFICATION SCHEMES

C
AQUACULTURE CERTIFICATION STANDARDS

D
FISHERIES CERTIFICATION STANDARDS
AN INDEPENDENT PROCESS FROM APPLICATION TO RECOGNITION

VOLUNTARY
SCHEME OWNER STARTS PROCESS

IMPARTIAL
LED BY INDEPENDENT EXPERTS

TRANSPARENT
30-DAY PUBLIC CONSULTATION

MULTI-STAKEHOLDER
STEERING BOARD RECOGNITION
GSSI: What happens next
DRIVING IMPROVEMENT, DELIVERING VALUE

2016+
More schemes sign up to be benchmarked.
Seafood sector (industry, NGOs, governments) uses Tool outcomes in operations.
More certification schemes adopt the Tool.

2018
Formal review of Tool to keep it updated and relevant.

TARGET BY 2020
TO ACHIEVE 30% OF SEAFOOD TO BE CERTIFIED TO A GSSI RECOGNIZED SCHEME
COMMON UNDERSTANDING
BUYING COMPANIES MAXIMISE USE OF RESOURCES
MORE EFFECTIVE CHANGE SEAFOOD SUPPLIERS
NGOs HARMONIZED APPROACH
LONG TERM IMPACT GOVERNMENTS POWERFUL
NON-COMPETITIVE PRODUCERS GLOBAL