

*Our mission is to use our ecolabel and fishery certification program to contribute to the health of the world's oceans by recognising and rewarding sustainable fishing practices, influencing the choices people make when buying seafood and working with our partners to transform the seafood market to a sustainable basis.*



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Our distinctive MSC ecolabel makes it easy to choose sustainable seafood products, confident that they are traceable and have been sourced from independently certified sustainable fisheries.

To find out more about how fisheries are certified, see who supplies certified sustainable seafood to restaurants, universities, schools and supermarkets, or where to buy MSC certified seafood, visit [www.msc.org](http://www.msc.org)

## A snapshot of the MSC

The Marine Stewardship Council (MSC) is an independent, global, non-profit organisation. Our fishery certification program and seafood ecolabel recognise and reward sustainable fishing practices.

*“As a company really entrenched in Fishery Improvement Projects (FIPs), to have a tool that we can use to consistently benchmark and track our projects, report on the milestones and gauge the FIPs performance is phenomenal.”*

**Mark MacPherson, Anova Food LCC**

### Connect with the MSC

Get involved and keep up to date with the MSC.

[www.msc.org](http://www.msc.org)

[fb.com/MSCecolabel](https://www.facebook.com/MSCecolabel)

[developingworld@msc.org](mailto:developingworld@msc.org)

[@MSCecolabel](https://twitter.com/MSCecolabel)

[www.msc.org/developingworld](http://www.msc.org/developingworld)

[www.msc.org/go/FIP-tools](http://www.msc.org/go/FIP-tools)

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CERTIFIED SUSTAINABLE SEAFOOD

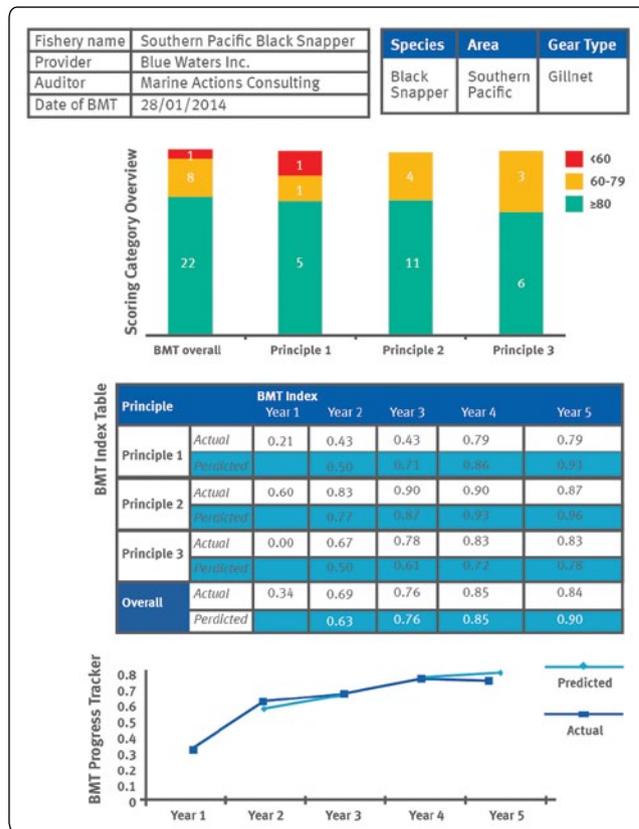
Marine Stewardship Council

## Benchmarking and Tracking Tool (BMT)



The BMT provides a method of consistently reporting information about the status and progress being made in Fishery Improvement Projects as they move towards sustainability and MSC certification.

## Improving towards MSC



© MSC Benchmarking and Tracking tool (BMT) dashboard.

Globally, retailers and seafood suppliers are committing to sourcing seafood from sustainable fisheries. As market demand for sustainability increases, more fisheries have become interested in achieving MSC certification and accessing these markets.

Before certification, fisheries may need to make some changes to improve their environmental performance towards a sustainable level. These efforts are often called Fishery Improvement Projects (FIPs).

*Fisheries can use the MSC's standard for sustainable fishing as a framework to help them identify and prioritise improvements.*

## BMT index and report

Due to the wide variation that exists among FIPs, there is an increasing demand from stakeholders for information on FIPs. There is interest in information that reflects the status of a fishery against the MSC standard, particularly the progress made on planned improvements in achieving environmental sustainability and MSC certification.

The MSC Benchmarking and Tracking tool (BMT) was created in response to these identified needs. The BMT provides a consistent and transparent method of comparing and tracking the environmental performance of a fishery against the MSC standard for sustainable fishing.

The BMT is used to generate BMT indices for a FIP. The BMT index is a measure of the status of a FIP. It is determined as an average of the BMT scores of each of the 28 MSC performance indicators. As the BMT index of a FIP progresses from 0 to 1, it indicates that the fishery is closer to meeting the MSC standard.

A BMT index and report can be generated through the following steps:

- Step 1:** Undertake an MSC pre-assessment to identify gaps in the fishery's environmental performance.
- Step 2:** Develop an action plan with measurable indicators of progress.
- Step 3:** Use the information from the pre-assessment and the action plan to determine the current BMT index and expected BMT indices over the period of the FIP.
- Step 4:** As the FIP progresses, benchmark the fishery's improved performance against the MSC standard.

For more information on MSC's FIP tools visit [www.msc.org/go/fip-tools](http://www.msc.org/go/fip-tools)

## How to use the BMT

*The BMT report can help all interested stakeholders to understand the current status of a FIP as well as the rate and type of improvements required to become sustainable. It also provides answers to the following:*

- When will the fishery be likely to meet the MSC fisheries standard and be ready for certification?
- Is the fishery making actual improvements in terms of environmental performance?
- Are improvements on track?
- How does the fishery compare against the MSC fisheries standard?

It can help specific stakeholder groups that work with FIPs to understand what is going on in the fishery:

### Funders

To track how funding is improving the environmental performance of a fishery as it improves towards sustainability.

### Markets

To assist businesses when making decisions about supporting or sourcing from FIPs.

### Governments

To track how efforts and resources are being used to improve the fishery as it moves towards sustainability.

### FIP stakeholders

To track how stakeholder efforts are contributing towards improvement in the fishery in terms of sustainability.

### FIP co-ordinators

To help track projects as they improve towards sustainability and MSC certification.