

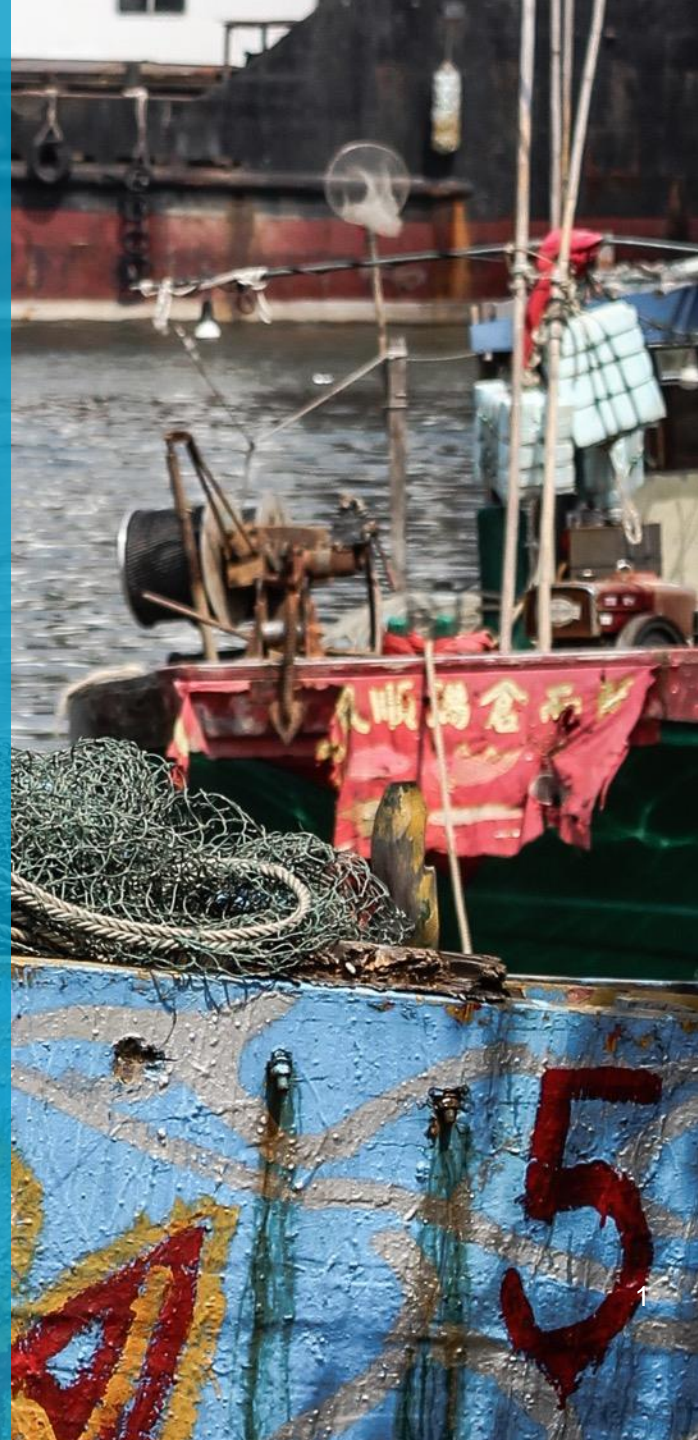


CASE STUDY

CHINA

SUSTAINABLE SEAFOOD

WEEK 2017



CO-ORGANISED
BY THE MSC,
WWF AND
CCFA. IT
BEGAN IN 2014
AND TAKES
PLACE
ANNUALLY
EACH AUGUST.

2017 theme:
“For Healthy Oceans
Forever, Choose the
Blue Fish”.

Objectives

1. To **raise consumer awareness** about seafood sustainability and the **MSC blue label**.
2. To strengthen and **create market links** between sustainable seafood **suppliers** and domestic **markets**.
3. To **strengthen relationships** between NGOs, industry and retailers in China for **to maximise future cooperation**.

Target audience



YOUNG MOTHERS



WEALTHY FAMILIES



HEALTHY LIFESTYLES

ACTIVITIES



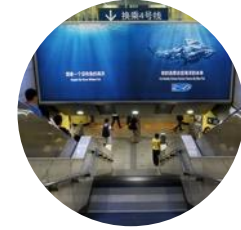
In-store promotions



Live cooking demos



Public lectures



Outdoor ads



Education events



Public interactive events



Media trip to key retailers



E-commerce promotion



Retailer social media

PARTNERS

Include



1 million
Likes for 1st live show

11x Sales
increase
for one
supplier

375 blue MSC
label
products
up from 15 in 2013

20% Of Tmall
seafood
Will carry the **MSC**
label from 2020

LIVE SHOWS & RESULTS



1. From ocean to plate

The audience took a **virtual field trip** to an **MSC certified cod fishery**, before seeing a **live cooking demo** from an acclaimed **Norwegian chef**, using cod from the same fishery.



2. The wild ones

Involved a **cooking demonstration** by the **executive chef** of the Canadian Embassy and **Mr Lee**, a social media celebrity with **2 million followers**.