



Consultation Dates: 1st April-3rd May, 2011

MSC Contact: Maylynn Nunn

FOR CONSULTATION

Purpose

To seek stakeholders' views about the core elements of the proposed monitoring and evaluation (M&E) framework for assessing the impacts of the MSC certification programme.

Background

The MSC has been developing a framework to assess the impact of its work. The framework aims to facilitate the collection of evidence to assess whether the MSC is achieving its mission and to ensure the MSC conforms with the ISEAL Alliance Code of Good Practice for Assessing the Impacts of Social and Environmental Standards (the ISEAL Impacts Code).

The purpose of the ISEAL Impacts Code is to provide voluntary standard-setting organisations like the MSC with a common, credible and robust framework for assessing their impact in the world, particularly their contribution to the long-term environmental or social impacts their programmes seek.

Assessing a programme's contribution to impact will help organisations: understand how effective, or otherwise, their programme is in achieving its stated objectives; build capacity by learning from experience; make decisions about future standards and strategies; be accountable to stakeholders; earn credibility by being transparent about impact assessment results; and contribute to wider understanding of the cumulative impacts of voluntary standards systems.

Consideration

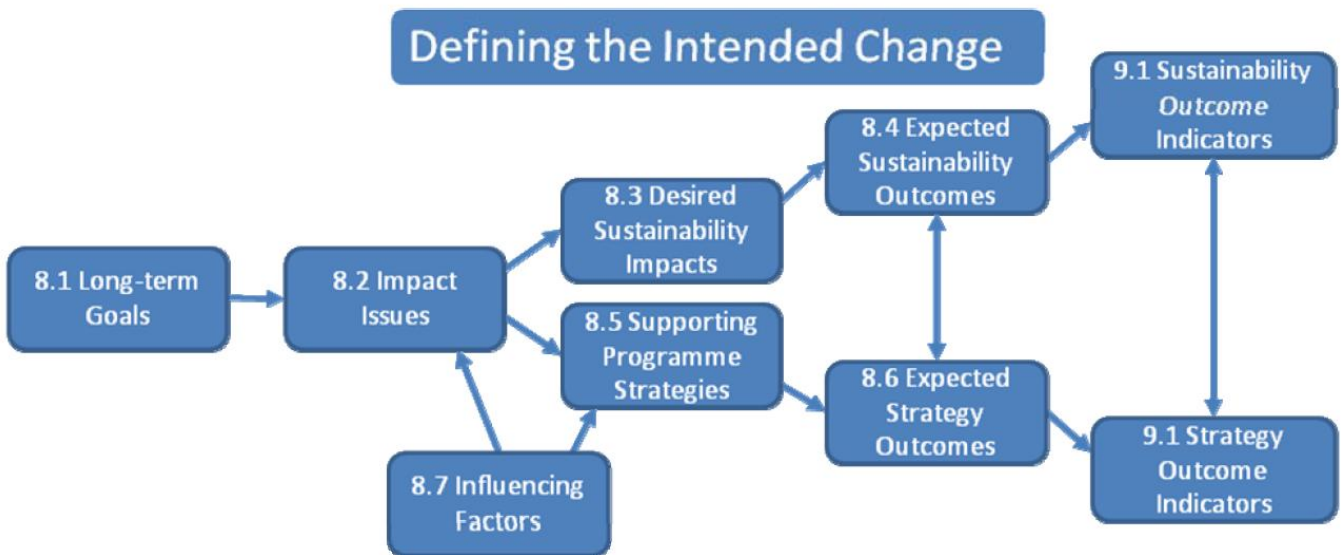
In accordance with the ISEAL Impacts Code, establishing an M&E framework for the MSC involves:

- Defining the scope of MSC's impact assessment aspirations by articulating the long-term goals to which the MSC seeks to make a contribution.
- Ensuring the M&E programme has a practical focus by setting out a realistic description of the intended changes the MSC seeks.
- Incorporating effective indicators of change or impact that are consistent with the MSC's capacity to monitor and evaluate them.
- Ensuring the M&E programme is based upon consistent and credible foundations, including transparent and participative processes where appropriate, so the MSC can meet its own impact assessment objectives and understand its wider contribution to the collective impact of voluntary standards systems towards healthy ecosystems or societal well-being.
- Allocating adequate resources to implement MSC's M&E programme credibly.

Core elements of MSC's proposed M&E framework

The ISEAL Impacts Code sets out the core elements of a credible M&E framework:

- The first step is to define the changes the MSC certification programme intends as a result of its activities. The following diagram maps the components required by the ISEAL Impacts Code, with each numbered box corresponding to a section of the ISEAL Impacts Code.
- The MSC's definition of its intended changes are the subject of this consultation.



- Having worked through the logical sequence defining the MSC's intended change, one arrives at one of the most crucial elements of the MSC M&E framework: the indicators that will enable systematic collection of data (monitoring), which in turn will enable the MSC's contribution to, or achievement of, its mission to be assessed and reported upon (evaluation).

On the next pages you will find:

- The MSC's definition of intended changes (also referred to as the MSC's theory of change).
- A comprehensive set of indicators that will help to measure progress towards the sustainability and strategy outcomes articulated in the definition of intended change.
- The proposed units of measurement which in turn suggest the sort of data that will be collected.

Consultation questions:

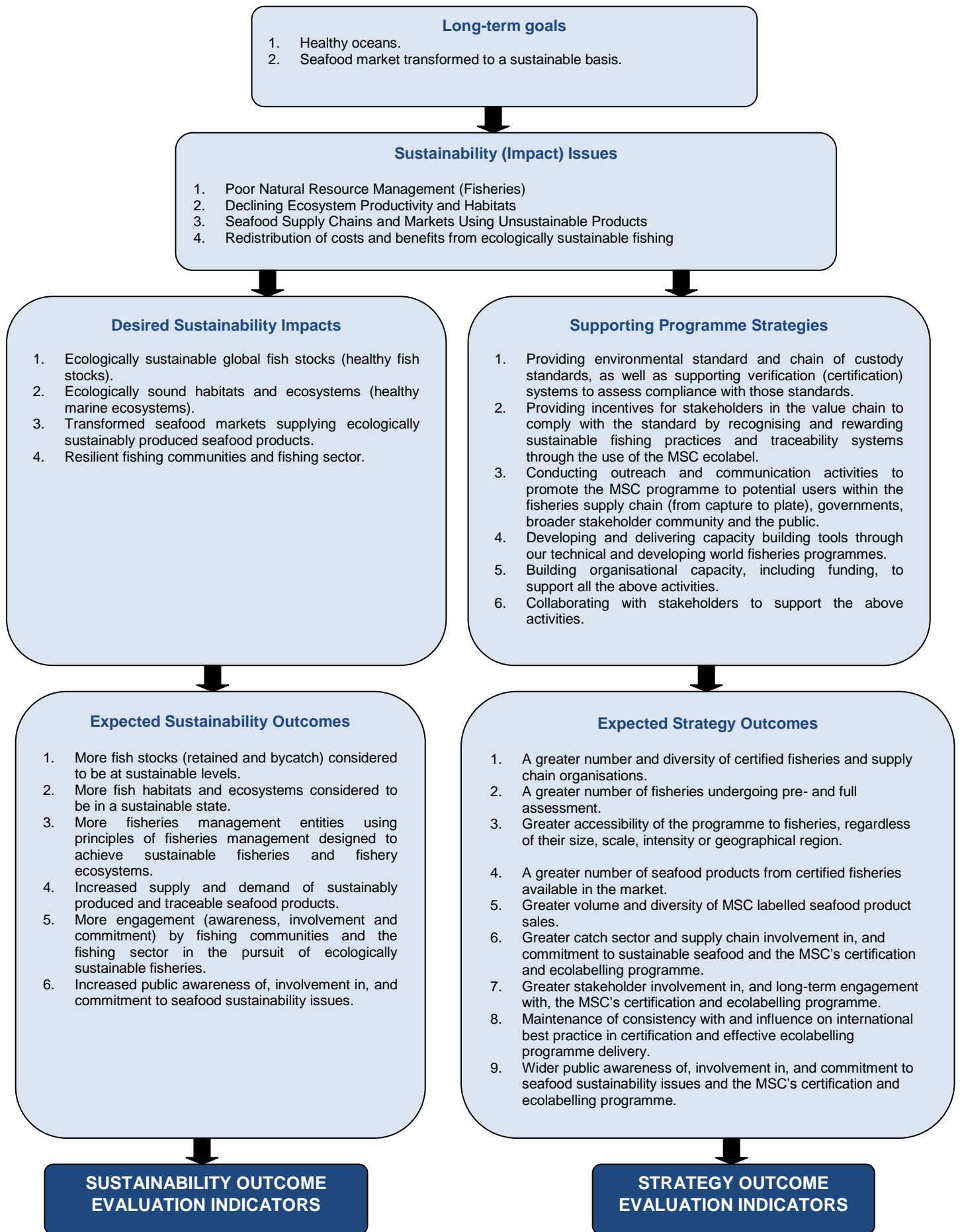
One of MSC's intentions is to collect as much data as possible through normal certification and surveillance activities conducted by fisheries and chain of custody certification bodies, and through its logo licensing and communications programmes. As such, stakeholders are invited to comment upon any aspect of what is proposed, particularly in relation to the data that is routinely collected in certification and surveillance auditing processes.

Next steps

Your comments, along with those of other stakeholders, will be considered together by the MSC Executive, with a view to finalising the master document setting out the M&E programme as an internal quality management scheme (QMS) document. This will be presented to the MSC's Technical Advisory Board and the MSC Board of Trustees meetings in July 2011 for sign off.

Once signed off, the M&E programme will be implemented by establishing appropriate data management and storage protocols, and the input of data coming in from routine certifications, surveillance audits, MSC's logo licensing and communications activities.

Any potential changes to scheme documents as a result of the implementation of the MSC M&E programme will be subject to normal policy development consultation protocols.



Evaluation Indicators

SUSTAINABILITY OUTCOME EVALUATION INDICATORS

Status Indicators

Principle 1 & 2 stock status.

Applicable to target & main retained and/or main bycatch stock

1. Number of fish stocks at / above / fluctuating around B_{MSY}
2. Number of fish stocks rebuilding
3. Number of fish stocks outside sustainable limits
4. Number of data deficient fish stocks

Principle 2 Non-fish Bycatch Interactions, Status or Impact

Applicable to fisheries that take Birds (B), Mammals (M) or Reptiles (R) as bycatch

1. Number of fisheries with interactions with B, M or R species (Interaction)
2. Number of species above biologically based limits (BBL) (status)
3. Number of species below BBL (status)
4. Number of species that are data deficient (status)
5. If 3 or 4 above, then number of fisheries with acceptable impact on non-fish bycatch species

Principle 2 Habitat status

1. Number of fisheries with acceptable or no impact
2. For fisheries interacting with bottom habitat, number of fisheries reducing impact on bottom habitat
3. Number of fisheries causing serious or irreversible harm to habitat

Principle 2 Ecosystem Status (structure and Function of Ecosystems)

1. Number of fisheries with acceptable/no impact
2. Number of fisheries reducing impact on ecosystems
3. Number of fisheries causing serious or irreversible harm to ecosystems

Management Indicators

Principle 3

1. Number of fisheries with precautionary and explicit HCRs and harvest strategies
2. Number of fisheries with a system to provide incentives for good behaviour by fishers
3. Number of fisheries with participatory decision-making processes
4. Number of fisheries applying ecosystem-based considerations to fisheries management
5. Number of fisheries evaluating the effectiveness of fisheries management systems

STRATEGY OUTCOME EVALUATION INDICATORS

Quantitative Indicators

1. Number of MSC certified fisheries
a. By geographic region and country (coverage)
b. By species and species groups or sectors (coverage by gears and/or size and/or scale and/or intensity)
c. By tonnage (catch volume)
d. % of total wild capture fisheries/species/sectors production
2. Number of fisheries in assessment
a. By geographic region and country (coverage)
b. By species and species groups or sectors (coverage by gears and/or size and/or scale and/or intensity)
c. By tonnage (catch volume)
d. % of total wild capture fisheries/species/sectors production
3. Number of pre-assessed fisheries (estimates)
a. By geographic region and country (coverage)
b. By species and species groups or sectors (coverage by gears and/or size and/or scale and/or intensity)
c. By tonnage (catch volume)
d. % of total wild capture fisheries/species/sectors production
4. Number of MSC Chain of Custody certified organisations
a. By country
b. By key markets
c. By product scope
d. By activity (e.g., retail, wholesale, harvest, processing, etc).
5. Number of MSC certified fisheries and Chain of Custody organisations that apply for and achieve recertification.
a. By geographic region and country or by key markets (coverage)
b. By species and species groups or sectors (coverage by gears and/or size and/or scale and/or intensity) or by product scope
c. By tonnage (catch volume)
d. By activity (for CoC)
e. % of total wild capture fisheries/species/sectors production
6. Number, volume and value of MSC labelled products
a. By country of distribution (or point of sale)
b. By product
c. By category (e.g., sectors such as retail, seafood brands, foodservice providers, fishmongers)
d. % of total seafood sales by category (sector)
e. % of total global seafood sales
f. % of certified product that bears the MSC label
g. Awareness, involvement and commitment to the MSC label

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h. Recognition and recall of the MSC label by country
i. Number of people who value the MSC label as something important by country
j. Number of people making purchasing choices by country

Qualitative indicators

7. Public commitment statements by stakeholders in seafood supply chains (e.g., retailers, government procurement policies)
8. Outcomes of external evaluations of the MSC programme against international best practice (represented by ISEAL and/or FAO guidelines)

Units of measurement

Some examples of Information on the units of measurement is provided below, to give further context on what will be measured for the evaluation indicators.

Status Indicators

Indicator 1	Number of fish stocks in certified fisheries that are at/above or fluctuating around Bmsy	
Unit of Measure	Number	Number of analytically determined fish stocks in which the target reference point is set at Bmsy and in which the fishery is at, above or fluctuating around the target reference point.

Quantitative Indicators

Indicator 1	Number and volume of fisheries that are certified to the MSC standard by geographic region, country, species, species groups, gear type, and scale	
Unit of Measure	Number	An MSC fishery is defined as one or more Units of Certification, each defined with reference to a fish stock, fishing area, fishing method, gear, practice and/or vessel type, and also by client groups.
	Volume	TAC or annual catch for the client/client group certified to the MSC standard.

Indicator 2	Number and volume of fisheries that are being assessed against the MSC standard at any point in time by geographic region, country, species, species groups, gear type, and scale	
Unit of Measure	Number	An MSC fishery is defined as one or more Units of Certification, each defined with reference to a fish stock, fishing area, fishing method, gear, practice and/or vessel type, and also by client group.
	Volume	TAC or annual catch for the fishery targeted by the client/client group that applied for certification to the MSC standard.

Indicator 3	Estimated number and volume of fisheries that are in pre-assessments (or Fishery Improvement Phase) by geographic region, country, species, species groups, gear type, and scale	
Unit of Measure	Number	An MSC fishery is defined as one or more Units of Certification, each defined with reference to a fish stock, fishing area, fishing method, gear, practice and/or vessel type, and also by client group.
	Volume	TAC or annual catch for the client/client group in pre-assessment (or Fishery Improvement Phase) certified to the MSC standard.

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Indicator 4	Number of MSC Chain of Custody certified organisations, by country, key markets, product scope, and activity.	
Unit of Measure	Number	An MSC Chain of Custody certified organization, or the number of Chain of Custody certificates, as listed in the MSC Chain of Custody and Ecolabel Licensing databases.

Indicator 5	Number of MSC certified fisheries and Chain of Custody organisations that apply for and achieve recertification, by region/country/key markets, species/sectors/product scope, tonnage, activity, or % wild capture fisheries/species/sector production.	
Unit of Measure	Number	An MSC fishery is defined as one or more Units of Certification, each defined with reference to a fish stock, fishing area, fishing method, gear, practice and/or vessel type, and also by client group. An MSC Chain of Custody certified organization, or the number of Chain of Custody certificates, as listed in the MSC Chain of Custody and Ecolabel Licensing databases.

Indicator 6	Number, volume and value of MSC labelled products, by country, product, category, % total seafood sales, % total seafood sales, % certified product, or awareness, involvement and commitment to the MSC label.	
Unit of Measure	Number	The number of products that a licensee (i.e. company that has license agreement with the MSC and physically applies the ecolabel to the packaging) sells and declares in the turnover declarations submitted to the MSC.
	Volume	Volume is weight of the total package and product (e.g. the weight of the entire product being sold).
	Value	Net value of sales of products by licensees.

Indicator		Awareness, involvement and commitment to the MSC label
Unit of Measure	Percentage	Proportion of sampled population that can recall the MSC label by country
	Percentage	Proportion of sampled population that value the MSC label as important

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