SWIOCEPH
SOUTHWEST INDIAN OCEAN OCTOPUS PROJECT
SWIOCeph is an initiative by the Marine Stewardship Council (MSC), aimed at guiding octopus fishing communities towards more sustainable fishing practices in the southwest Indian Ocean region.

**WHAT IS SWIOCEPH DOING?**

The Southwest Indian Ocean Octopus Project (SWIOCeph) uses the MSC framework and tools to engage and support stakeholders and octopus fishing communities in working towards more sustainable fishing practices. Additionally, the project provides a platform for stakeholder engagement and collaboration.

**WHY THIS PROJECT?**

Octopus is traditionally caught by communities throughout the Indian Ocean and is a valuable source of protein and income. Increased global interest in octopus product has also created export market opportunities. Fishing sustainably will help these octopus fishing communities gain access to long-term social, environmental and economic benefits.

**HOW DOES IT WORK?**

SWIOCeph follows a four-stage process. Information on fishing practices, stock status, landings and trade are used to **map** the octopus fisheries in the southwest Indian Ocean region. Selected fisheries are **pre-assessed** by independent assessors against the MSC’s Fisheries Standard and areas of improvement identified. Stakeholders use the pre-assessments to develop **action plans** by collaboratively identifying ways to improve fishery practices toward sustainability. The action plans are then **implemented** by stakeholders through fishery improvement projects (FIPs).
Important economic activity for **WOMEN**

**WIO REGION**

Over 60 MILLION people inhabit the coastal zone

KENYA TANZANIA MADAGASCAR are the largest octopus exporters

Export markets are primarily in Europe

**95% OF THE CATCH**
comprises *Octopus cyanea*

WHERE IS IT TAKING PLACE?

STAKEHOLDER COLLABORATION AND ENVIRONMENTAL IMPROVEMENTS

Collaboration between governments, regional management organisations, supply chain partners, fisheries, and NGOs plays a vital role in SWIOCeph. By bringing together supply and demand, the project aims to incentivise sustainable fishing practices.

BUILDING ON EXPERIENCE: MSC TOOLS

SWIOCeph uses tools developed by the MSC to help fisheries improve their fishing practices. These tools provide an improvement framework: the Benchmarking and Tracking Tool tracks the status and progress of fisheries against the MSC Fisheries Standard, and the Capacity Building Tool enables stakeholders to implement credible Fishery Improvement Projects towards MSC certification (see [msc.org](http://msc.org)).
THE MARINE STEWARDSHIP COUNCIL

Our vision is of the world's oceans teeming with life, and seafood supplies safeguarded for this and future generations.

Our theory of change is that a growing market demand for sustainable seafood incentivises fisheries to improve practices and become well-managed and sustainable.

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