



THEORY OF CHANGE

HOW DOES THE MSC WORK?

SUSTAINABLE FISHING



Science-based Standard that meets international best practice

Third-party assessments

Voluntary program using market incentives

TRACEABILITY



Traceable supply chain

Third-party assessments

DNA Testing

CREDIBILITY



Research and training

International best practice

Long-term partnerships

ACCESSIBILITY



Assessment process available to all

Tools to improve accessibility

Capacity building program

ENGAGEMENT



Explaining the science

Promoting sustainable seafood

OUTCOMES

More fisheries achieving sustainable best practice

The MSC label provides assurance that products originate from an MSC-certified fishery

Increased credibility in the Standards

Improve access to sustainable fishery practices and MSC-certified products for all

Increased fishery and public commitment to MSC-certified sustainable seafood

IMPACTS

Global fisheries are sustainably managed

Marine habitats and ecosystems remain healthy and productive for today and future generations

Increased supply and demand of sustainable and traceable seafood products

GOALS

SUSTAINABLE SEAFOOD MARKET



HEALTHY OCEANS

