



Marine Stewardship Council (MSC) US: Ocean Champion Award Criteria

Overview

The MSC US Ocean Champion award acknowledges and celebrates commercial and fisheries partners who have gone above and beyond the MSC commitment to demonstrate their dedication to healthy oceans and a transparent supply chain. The custom-made glass award recognizes partners for “ensuring an ocean full of life now and into the future.” Award recipients are evaluated twice every fiscal year, with 1-5 partners being selected and recognized annually.

Nominations are internal only, and awardee selections are made by an MSC US committee.



Award criteria

Criteria for being awarded an Ocean Champion award

Ocean Champion awards will be considered for US commercial and fishery partners who have gone above and beyond MSC requirements, reached a notable milestone, and that have exceeded expectations in some way. Each nominated company must have an internal champion, which can be a person and/or team that has been the catalyst for change inside the partner company or their greater industry/category.

Commercial partner criteria *(must meet a minimum of **four**)*

1. 100% MSC certification and labeling of a product line, restaurant chain, or sites.
2. The company has reached a key milestone like recertification, anniversary of partnership or their commitment to the MSC with active engagement throughout our shared history that expands the MSC mission. ~ 9 years of commitment to the MSC (3 cycles of recertification).
3. Innovative and transformative company that has used the MSC as a tool for positive change. This company is a first mover or has a unique application in the market.
4. The company has demonstrated an expanding commitment to the MSC through ecolabeled product offerings.
5. The company has demonstrated leadership within a category over a period of time that stimulates competitors to become certified.
6. The company has established marketing campaigns or has developed messaging designed to empower and educate customers about certified sustainable seafood that has been proven to create change in attitudes and behaviors.

Fishery partner criteria *(must meet a minimum of **three**)*



1. The fishery has reached a key milestone such as recertification or a notable anniversary of partnership with the MSC such as a 10-year commitment to the MSC program. The fishery has been actively engaged with us throughout our shared history in a way that expands the MSC mission.
2. The fishery is an iconic first mover with a demonstrated, long-term commitment to continuous improvements.
3. The fishery is innovative and transformative and has demonstrated use of the MSC certification as a tool for positive change. The fishery has adapted their business model to include the MSC with the aim to grow current markets and expand to new markets.
4. The fishery has demonstrated leadership in a species category over a period of time that stimulates competitors to become certified.

Have questions? Contact your local MSC representative or info@msc.org.