



MSC Conference 2018

Sustainable fishery and seafood certification in Central Europe: good practices, opportunities, challenges

Date: 25 September 2018, 9:45-16:30

Venue: Centre for Innovation and Technology Transfer Management of Warsaw University of Technology¹, Rektorska 4, Warsaw

Moderator: Agata Gójska

Agenda

Registration and welcome coffee: 9:00–09:45

Welcome speech: 9.45–10.00

Anna Dębicka – MSC Coordinator in Poland and Camiel Derichs – Regional Director Europe – MSC

Session 1: 10.00–11:30

Sustainable Fisheries in the MSC Program – successes and challenges, plans for the future, examples of cooperation

1. **Camiel Derichs, Regional Director Europe – MSC**, *The MSC Fishery program: Where we are? Where we go?*
2. **Marcin Mak, Iceland Pelagic**, *Sustainable fishing in Iceland on the example of Iceland Pelagic*
3. **Marcin Ruciński, LIFE – Baltic Sea and North Sea Coordinator**, *Small scale fisheries in Europe. Example of cooperation with MSC – NESUfish project*
4. Discussion

Coffee break 11:30–11:45

Session 2: 11:45–13.45

The global market for certified products, specificity of Central Europe

1. **Toby Middleton, Head of Market Operations – MSC**, *Global market for certified seafood, trends and future opportunities*

2. **Anna Dębicka, MSC Coordinator in Poland**, *The market of certified fish products in Poland and Central Europe*



- MSC 2018 awards
- 3. **Marta Krasnoborska, Jan Krasnoborski, Mirko.** *Introduction of MSC products and company development opportunities*
- 4. **Hubert Iwanowski, Deputy Purchasing Director, ALDI.**
- 5. **Marzena Urbaniak, Junior Manager for Quality Control of Fresh Products, Jeronimo Martins Polska.**
- 6. **Agnieszka Kotlińska, CSR Expert, Kaufland**
- 7. Discussion

Lunch 13:45–15:00

Session 3: 15:00–16.30

Sustainable fishing in the activities of non-governmental organizations, including examples of campaigns and ongoing projects

1. **Joanna Ornoch, MSC Communication and Marketing Coordinator in Poland,** *How to talk about sustainable fisheries to get consumers' attention? Examples of social campaigns and marketing activities carried out by the MSC*
2. **Axel Hein, Marine Conservation Expert – WWF Austria,** *Fish Forward project: Legal and Sustainable Seafood – Chances and Challenges for Businesses*
3. **Sebastian Staśkiewicz, Ratuj Ryby Foundation,** *Children and fishes have a voice - the activities of the Ratuj Ryby Foundation*

¹ [Centre for Innovation and Technology Transfer Management of Warsaw University of Technology \(CZiITT PW\)](#) is the most important centre in the Mazovia region which supports technology transfer and innovations management, and conducts innovative research projects in these areas. These activities are possible using the potential of Warsaw University of Technology (WUT).

The Centre was established after the merge of the Office for Research and Strategic Projects of Warsaw University of Technology, which area of interests included strategic projects of Warsaw University of Technology implemented from Structural Funds, with the Office for the Project 'Warsaw University of Technology Development Programme'. It was the largest European Union programme in Poland aimed at improving the quality of education and adjusting educational offer of Warsaw University of Technology to the needs of labour market, which reinforced the University with new competencies.