

Sustainable Fish Cities pledge



SUSTAINABLE FISH CITIES is an ambitious campaign for towns and cities to buy, serve, eat and promote only sustainable fish. Starting in London, the campaign's first winning step was to help the London 2012 Olympic and Paralympic Games organisers to adopt a sustainable fish policy. Now a wide range of organisations and areas are getting on board – shops, fish suppliers, restaurants, caterers, schools, universities and colleges, large employers and tourist attractions across the UK, supported by the buying power and encouragement of consumers. Together, we can secure a sustainable fish future.

Already, the sustainable fish principles below have been adopted by national and London government including the House of Commons, HM Prisons, Armed Forces and the Greater London Authority; leading universities and nearly 5,000 schools; the National Trust; a wide range of restaurants; and several large corporations: organisations collectively serving well over 200 million meals a year!

By signing the Sustainable Fish Cities pledge for smaller companies we promise to take the appropriate steps to buy sustainable seafood, to protect precious marine environments and fish stocks, and good fishing livelihoods. Specifically we pledge to do the following:

- **Step 1 - State our commitment:** Tell our customers and the public that we are developing and implementing a policy on seafood sustainability in our business.
- **Step 2 - Gather information:** Assess and monitor the environmental sustainability of the seafood we serve. A free-to-use Sustainable Seafood Audit Template, published by Good Catch, is available at: www.sustainweb.org/goodcatch/self_audit_template/
- **Step 3 - Source sustainably:** Make sustainable seafood choices. This will include:
 - Avoiding the worst: Telling our supplier(s) or caterer(s) to remove endangered species from menus and catering – those rated as 'fish to avoid' by the Marine Conservation Society: www.fishonline.org/fish-advice/avoid
 - Promoting the best: Serving sustainably managed fish – MSC-certified fish, and those rated as 'fish to eat' by the Marine Conservation Society: www.fishonline.org/fish-advice
 - Improving the rest: Telling our supplier(s) or caterer(s) we want to serve only sustainable fish – and that there are organisations that can help them to do this, such as Good Catch: www.goodcatch.org.uk and the MSC: www.msc.org
- **Step 4 - Communicate clearly:** Spread the message with our customers, supplier(s), caterer, employees and other key stakeholders about seafood sustainability. Consider investing in Marine Stewardship Council (MSC) Chain of Custody certification to enable us to communicate the sustainability of MSC-certified seafood to our customers.
- **Step 5 - Influence wider progress:** Support positive change for fish, fisheries and marine resources; using our influence to encourage others to join our seafood sustainability journey and the Sustainable Fish Cities campaign.

Signature:

Name:

Organisation:

Job title: Date:

What significant step will you take to fulfil this pledge?

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Estimated number of meals served per year: