



Global Sustainable Seafood Initiative

# Confidence in Certified Seafood

*July 2020*

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*Vice President Product Integrity, Ahold Delhaize*



**10**  
Countries



Local,  
Personal &  
Convenient

Dependable  
Value

Best  
Own Brands

Fresher & healthier

Leading in  
sustainable retailing:  
Proud member of DJSI



**~380,000**  
associates

Great  
Local  
Brands

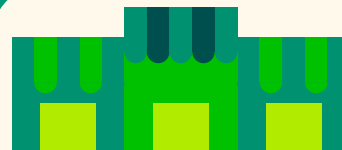
Sustainable



Leading  
in  
eCommerce



Strong  
financial  
profile



**~6,967**  
stores



Shopping  
anytime  
anywhere



**top 10**  
International  
food retailer



Weekly customer visits  
**>54m** in stores  
**>20m** online

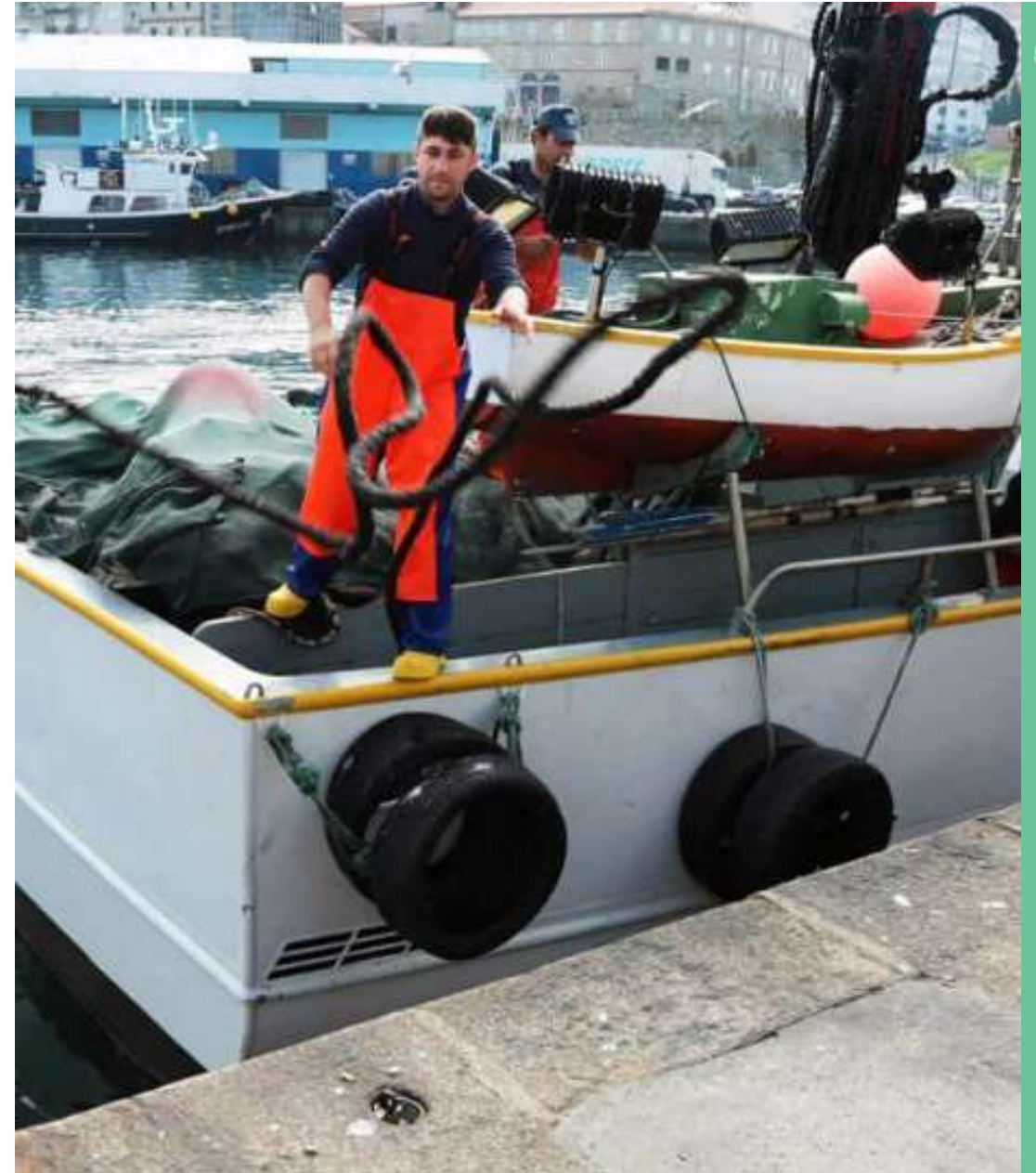
**150** years  
experience  
in food  
retailing

## About GSSI



# Our mission

Ensure confidence in the supply and promotion of certified seafood as well as to promote improvement in the seafood certification schemes.

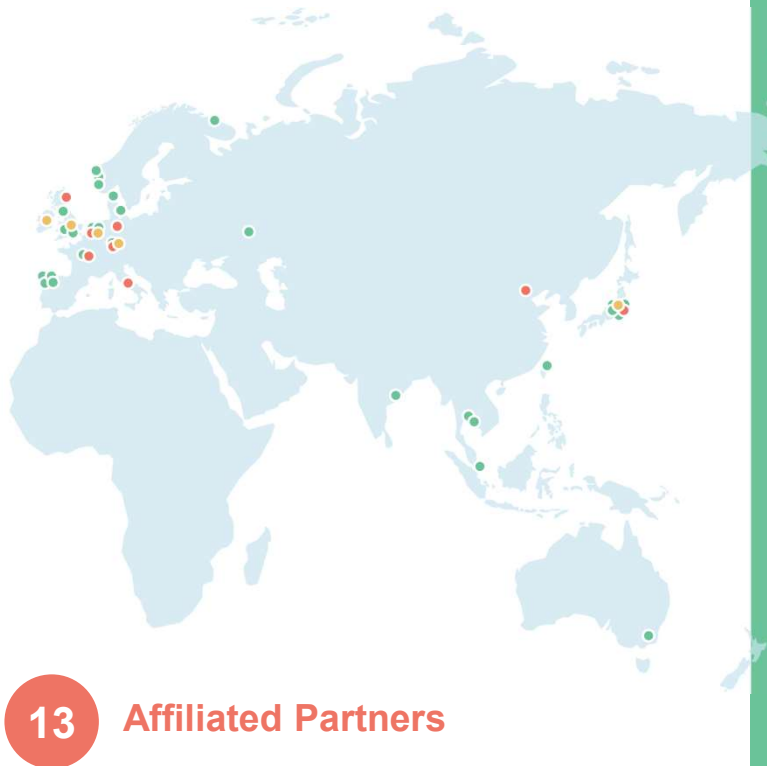




# Our Global Network

77 Funding Partners

24 Countries



9 Recognized Schemes



13 Affiliated Partners



# What we do

## PROGRAMS AND PROJECTS



### Global Benchmark Tool

- Based on FAO Guidelines
- 9 GSSI recognized Schemes
- Norm for sourcing policies globally

Target Release Date:

ONGOING



### SSCI-GSSI Social Benchmark Tool

- Joint project with Consumer Goods Forum
- Developing social criteria
- Expert Working Group

Target Date to Finalize Criteria:

Q4 ..... 2020



### Seafood MAP Proof of Concept

- Supporting non-certified seafood
- Developing joint roadmap and common language
- Accelerating sustainability

Target Evaluation Date:

Q4 ..... 2020



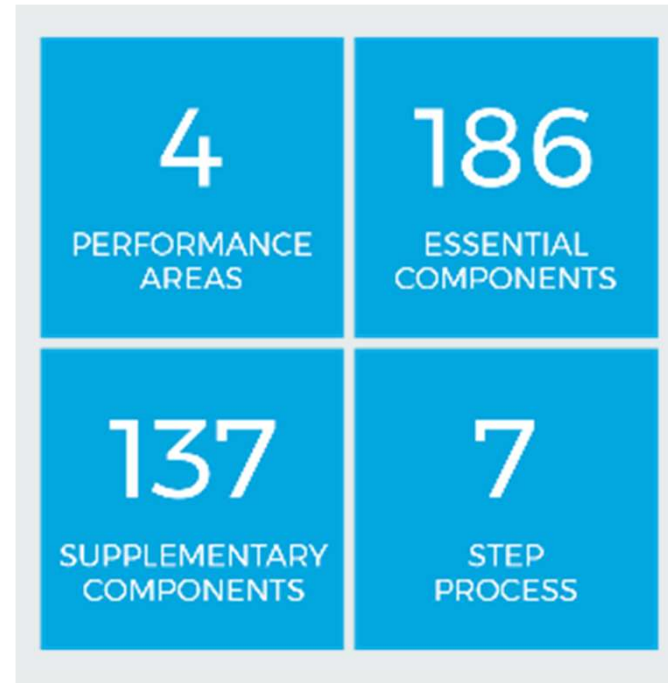
# Benchmark Tool

GROUNDED IN INTERNATIONAL GUIDELINES

**1** INTERNATIONALLY ACCEPTED  
REFERENCE DOCUMENTS



**2** GSSI BENCHMARK TOOL



# GSSI Benchmarking Process

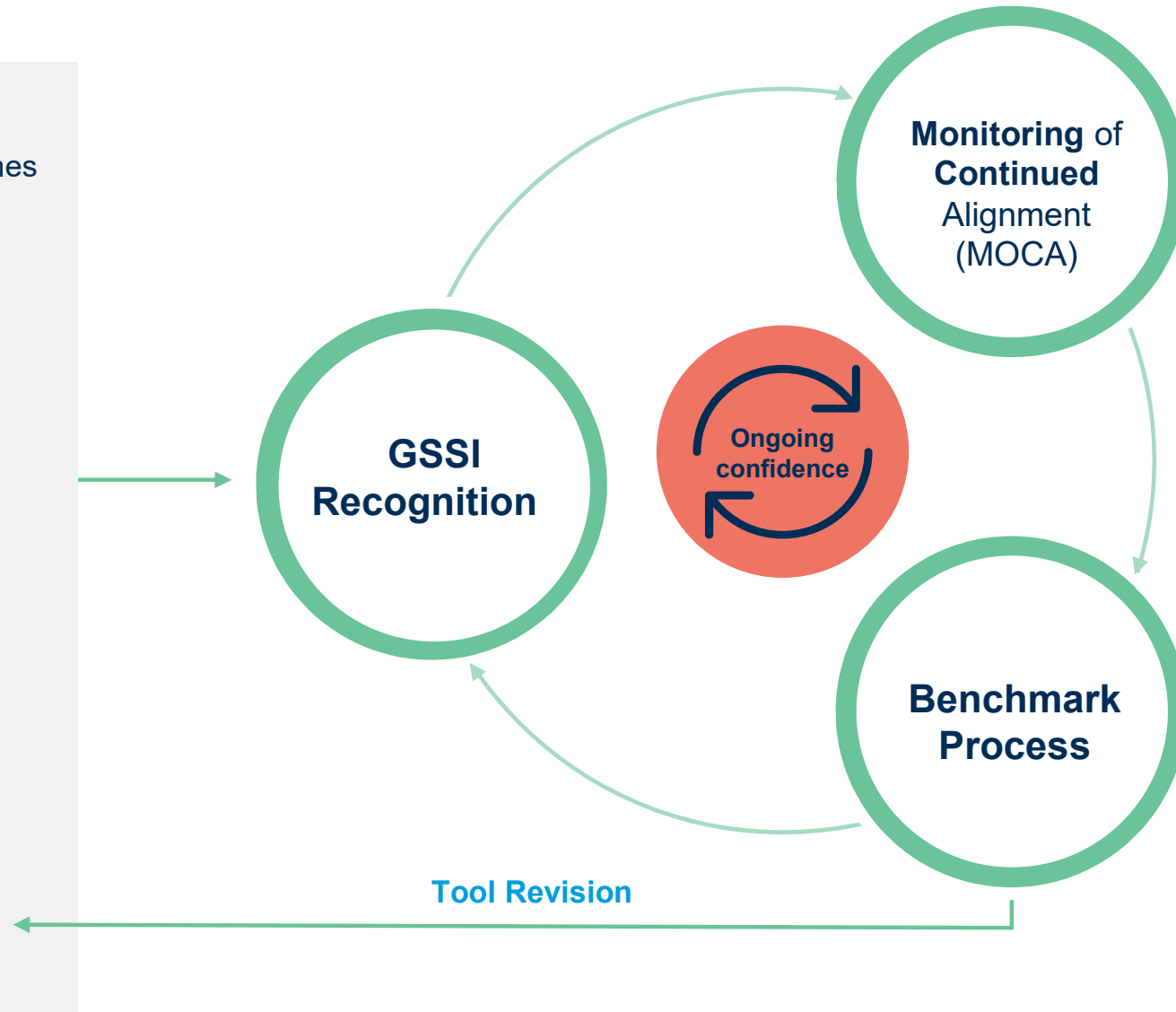
CONTINUOUS AND DYNAMIC

## Global Benchmark Tool for seafood certification schemes

- Based on internationally accepted reference documents



- Rigorous and transparent framework



# Confidence, Clarity, Choice

IN YOUR OPERATIONS FROM GSSI

**CLARITY:**  
Simplify policies  
and messaging



9 GSSI-Recognized  
Schemes



**CHOICE:**  
Diversify harvesting, production, and supply chain





# Global Benchmarking Landscape



Food Safety



Social



Environment

Governance and Operational Management | Scheme Management

# Sustainable Supply Chain Initiative Social Benchmark Tool



## A. Scheme Governance

## B. Operational Management

## C. Social Criteria Standard

- Management Systems (Human Rights)
- Legislation
- Freely Chosen Labour
- Minimum Age
- Freedom of Association
- Fair Treatment
- Worker Remuneration
- Work & Rest Periods
- Grievance Mechanism
- Occupational Health & Safety
- Emergency preparedness
- Business Ethics

Supported by 

# GSSI Seafood MAP

Measuring and Accelerating Performance of global **seafood** supply

**International Guidelines  
to Align Commitments**



**Leverage Global  
Industry Partnership**



**Institutional  
Engagement**



**Scale and Accelerate  
Change**





## Seafood MAP can be used to:



- **CLOSE THE KNOWLEDGE GAP**

on the sustainability of fisheries, aquaculture and governance systems



- **MAKE COMMITMENTS**

in sourcing non-certified seafood coupled with continuous improvement



- **INFORM**

Development, investment and capacity-building programs based on local needs and priorities



- **COLLABORATE**

with other stakeholders using the same common language

# Seafood MAP development







# Thank you!

For more information, visit [www.ourgssi.org](http://www.ourgssi.org)

