

Who developed this Toolkit?

This Toolkit is an initiative of a partnership between WWF and Rabobank Chile to mitigate impacts and promote environmental and social improvements in the salmon industry. It was developed by the Consensus Building Institute (CBI), a non-profit organization with over two decades of experience helping communities, companies, governments and other actors address differences and work together through constructive dialogue processes.

The tools and guidance reflect upon the experience of CBI and WWF, based on a review of local and internationally available guidance and resources, as well as interviews with companies, community leaders and other stakeholders in Puerto Montt, Hornopirén and the surrounding areas.



For more information about the Toolkit:

Cristina Torres,
Coordinator, Marine Conservation Program, WWF Chile
cristina.torres@wwf.cl



Photo: Salmon farming site in Calbuco, Los Lagos, Chile © Kevin Chater - WWF Chile



Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

www.wwf.cl

© 1986. Panda symbol WWF – World Wide Fund for Nature (Formerly World Wildlife Fund).
© "WWF" is a WWF Registered Trademark. WWF
General Lagos 1355. Valdivia, Chile – Tel. +56 63 2272100
For contact details and further information, visit our website at www.wwf.cl

ASC CERTIFICATION IN CHILE: TOOLKIT AND GUIDANCE FOR RESPONSIBLE
COMMUNITY ENGAGEMENT BY SALMON COMPANIES

wwf.cl



Rabobank

PARTNERS IN
SUSTAINABLE
FOOD & AGRICULTURE
BUSINESS



ASC CERTIFICATION IN CHILE:
TOOLKIT AND GUIDANCE FOR
RESPONSIBLE COMMUNITY
ENGAGEMENT BY SALMON COMPANIES

ASC CERTIFICATION IN CHILE: TOOLKIT AND GUIDANCE FOR RESPONSIBLE COMMUNITY ENGAGEMENT BY SALMON COMPANIES

Chile is the world's second largest producer of farmed salmon, with a 30% share of the global market. The industry has a history of explosive growth and unsustainable social and environmental practices which raised concerns from WWF Chile about the biodiversity impacts and social responsibility of this industry.

WWF Chile has used a range of strategies to reduce and mitigate impacts related to the salmon industry in southern Chile, including promoting the Aquaculture Stewardship Council (ASC) certification. The ASC standard is a rigorous international standard that promotes best practices for aquaculture, working toward environmentally and socially responsible production. In addition, WWF has strengthened its support for the communities that have received salmon producers as "neighbors", providing them with guidance and tools for engaging with the industry.

What is the Toolkit?

This "Toolkit" seeks to help companies and communities address the social challenges associated with salmon production in southern Chile, in line with the social requirements of the ASC salmon standard. The Toolkit offers concrete ideas for improving the relationship between companies and communities, working together, and generating sustainable relationships.

Who is the Toolkit directed towards?

The guidance and tools provided in the Toolkit are directed at salmon companies that are interested in generating a long-term involvement in the development of the territories in which they operate, grounded in the requirements of the ASC standard.

The guidelines and tools refer typically to individual salmon farms, as this is the scale utilized for ASC certification. Nevertheless, the guidance provided in the Toolkit can also promote broader scale initiatives, with a focus on landscapes, to address territory-wide impacts and promote collective initiatives that involve multiple companies.

What does the ASC standard say about social issues?

Principle 7 of the ASC standard, which seeks to promote environmentally and socially responsible production, requires that salmon farms "be a good neighbor and conscientious citizen." To comply with this principle, farms must demonstrate that they interact proactively with communities, do not restrict access to resources needed by communities, and also respect indigenous communities.

What is in the Toolkit?

The Toolkit describes a transformation toward a state of improved practices that support the type of community-company interaction contemplated in the ASC standard. This transformation involves 6 dimensions that push the industry to become more participatory, more collaborative and more systematic in its engagement with communities. In order to help companies make progress on each of these 6 dimensions, the Toolkit offers guidance and/or concrete tools, as well as links to additional resources.

Transformation toward a state of responsible practices

DIMENSIONS				GUIDANCE AND TOOLS
	CRITICAL	IN PROGRESS	OPTIMAL	
1. SELF-DIAGNOSIS AND INTERNAL CAPACITY	There is little reflection and/or internal capacity within the company to address social issues	There is an internal diagnosis and improved internal capacity	There is specialized capacity and professionals in the field to address social aspects; creation of new specialized roles and site managers are aligned with the company's social policies	<ul style="list-style-type: none">- Guidelines for identifying area of influence, impacts and actors.- Guidelines to analyze the company's internal capacity.- Guidelines to analyze a company's internal capacity.- Links to additional tools.
2. WORKING TOGETHER TO IDENTIFY AND MONITOR IMPACTS	There is little interaction between companies and communities to understand the negative impacts from salmon farming	There is more transparency around the impacts of salmon farming; open and/or participatory meetings are held with stakeholders	There are alliances between communities, the company and other actors, to identify, monitor, and manage impacts and opportunities	<ul style="list-style-type: none">- Guidance: Guiding principles for public participation.- Tool: Stakeholder assessment.- Tool: Joint fact finding (including participatory monitoring).- Links to additional tools.
3. WORKING TOGETHER TO PRIORITIZE SOCIAL INVESTMENT	Only reactive investments are made	Investments are prioritized and teams are professionalized; measurable efforts exist	Social investment priorities are jointly defined and are aligned with the local vision for sustainable territorial development; move towards collaborative efforts	<ul style="list-style-type: none">- Guidance: Guiding principles for public participation.- Guidelines for supporting sustainable local development.- Tool: Life plans for communities.- Links to additional tools.
4. GRIEVANCE MECHANISMS	There are few channels for addressing complaints/issues	Communication channels are open	There are mechanisms, recognized by communities, that permit a systematic approach to addressing disputes	<ul style="list-style-type: none">- Tool: Grievance mechanisms.- Links to additional tools.
5. BUILDING AGREEMENTS	The are no mechanisms in place to reach agreements with communities	Ad hoc initiatives by the company	Structured processes for co-constructing and generating formal agreements to resolve conflicts	<ul style="list-style-type: none">- Framework for building agreements.- Links to additional tools.
6. IDENTIFYING INDIGENOUS COMMUNITIES AND GENERATING SOCIO-CULTURAL UNDERSTANDING	There is little interaction due to a lack of knowledge of intercultural aspects	There are established criteria for understanding impacts on indigenous communities, which are recognized as a key stakeholder	Capacities are in place to develop a responsible interaction with indigenous communities, based on agreed upon criteria and cultural conditions that are recognized by both parties and seek to ensure the appropriateness of actions taken	<ul style="list-style-type: none">- Additional considerations for Indigenous Peoples- Guidance: Free, Prior and Informed Consent