Guidance for Importers, Brands, and End Buyers to Engage in Jurisdictional Initiatives for the Seafood Sector

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This guidance document will be updated as additional information, knowledge, and implementation experience lead to learnings in the field.

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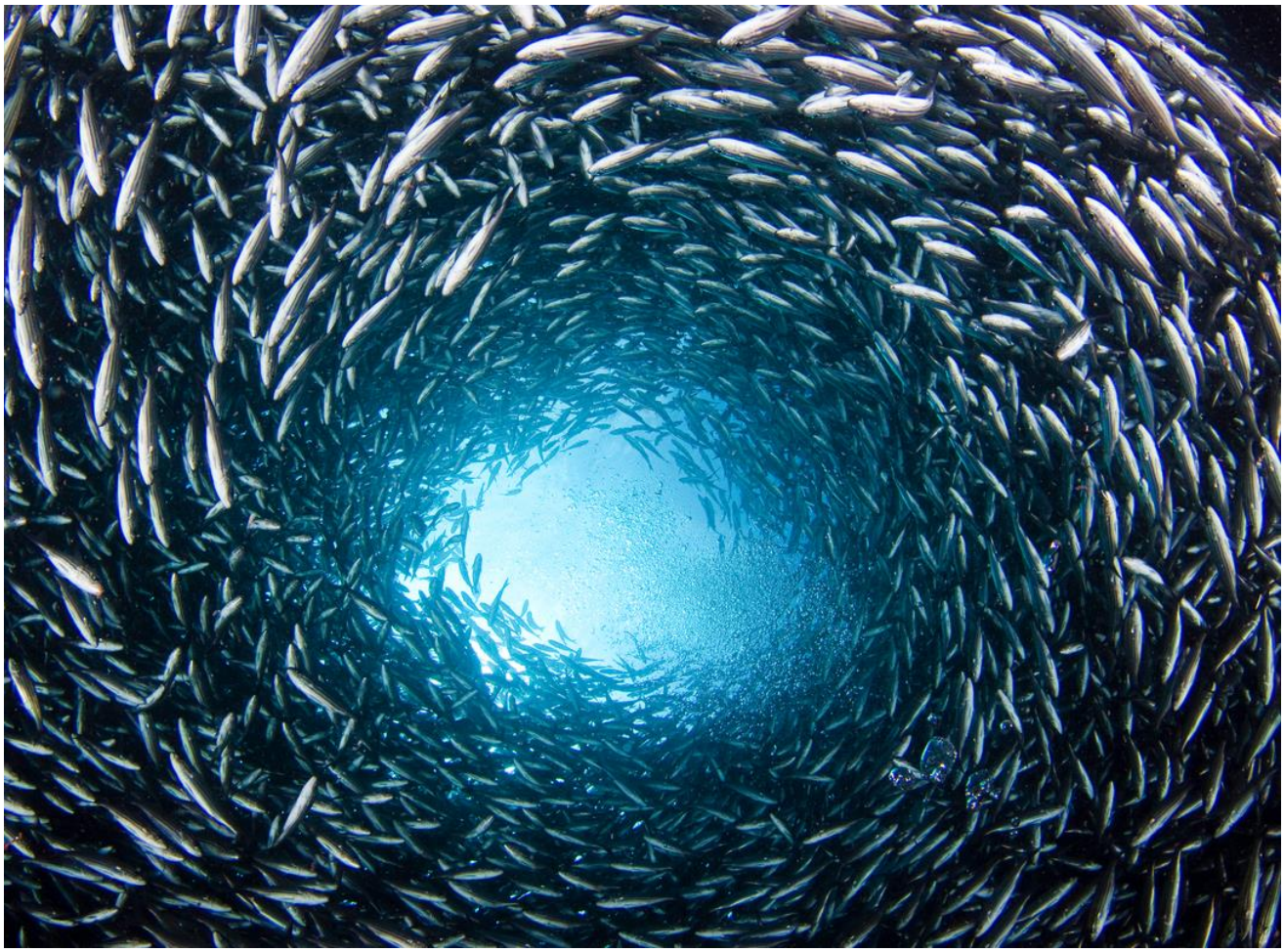

Glossary

Blended finance: Blended finance can be broadly defined as the combination of public, concessional, official development assistance with private or public resources, generally with the aim of mobilizing or leveraging development finance from other actors (Oxfam 2017).

Contextual analysis: Identifies key systemic environmental and socio-economic challenges in the seafood production system of the jurisdictional initiative site and against which improvements and performance claims will be measured, as well as providing insights into whether key enabling conditions are in place, or could be created, to support the successful co-design of the jurisdictional initiative. This analysis is completed during the co-design phase.

Credible: Having rigor and a strong likelihood of success; worthy of belief and confidence.

Market partners: Seafood businesses, including end buyers, mid-supply chain suppliers, and local exporters.

Monitoring: An ongoing function that uses the systematic collection of data on specific indicators to assess and document the extent to which actions, progress, performance, and compliance are being carried out or achieved.

Scoping assessment: An assessment conducted in the Scoping phase to evaluate whether the key enabling conditions are in place, or could be created, to support the successful co-design of a jurisdictional initiative.

Site: The specific location/area of the jurisdictional initiative.

Triple bottom line: Improvement of a fishery/farm's environmental, social, and economic performance.

Verification: An assessment and validation of compliance, performance, and/or actions relative to a stated commitment, standard, or target. It utilizes monitoring data and other information sources as input to the verification process.

List of Acronyms

AIP: aquaculture improvement project
ASC: Aquaculture Stewardship Council
BAP: Best Aquaculture Practices
CBD: Convention on Biological Diversity
CI: Conservation International
CoC: chain of custody
CRI: certification, ratings, and improvement
EAA: ecosystem approach to aquaculture
EAF: ecosystem approach to fisheries
EBM: ecosystem-based management
EEZ: exclusive economic zone
EFT: ecological fiscal transfer
ETP: endangered, threatened, and protected
FAD: fish aggregating device
FAO: Food and Agriculture Organization
FFIA: Fiji Fishing Industry Association
FIP: fishery improvement project
FISH: Fairness, Integrity, Safety, and Health
FISHE: Framework for Integrated Stock and Habitat Evaluation
FMP: fishery management plan
FPI: fishery performance indicator
GDP: gross domestic product
GDST: Global Dialogue on Seafood Traceability
GTA: Global Tuna Alliance
IMT: Implementation Monitoring Tool
IPs: Indigenous peoples
IUCN: International Union for the Conservation of Nature
IUU: illegal, unreported, and unregulated
JA: jurisdictional approach
JI: jurisdictional initiative
KDE: key data element
KPI: key performance indicator
MPA: marine protected area
MSC: Marine Stewardship Council
MSP: marine spatial planning
MSP: multistakeholder process
MOU: Memorandum of Understanding
NGO: nongovernmental organization
PNA: Parties to the Nauru Agreement
RAT: rapid assessment tool
RFMO: regional fishery management organization
SDGs: Sustainable Development Goals

SIDS: Small Island Developing States
SRA: Social Responsibility Assessment Tool for the Seafood Sector
UN: United Nations
UNCLOS: United Nations Convention on the Law of the Sea
VDS: vessel day scheme
WCPA: World Commission on Protected Areas
WCPO: Western Central Pacific Ocean
WWF: World Wildlife Fund/Worldwide Fund for Nature

Overview

Over the past 25 years, seafood certification, ratings, and improvement (CRI) efforts have been effective at bringing awareness to environmental and social issues in seafood production (i.e., wild-capture fisheries and aquaculture) and improving their sustainability performance in many parts of the world. While CRI approaches are impactful and critical to continue, their current framework of working with individual fisheries or farms is not designed to achieve the scale of improvement needed in global seafood production, nor do they effectively engage many of the world's small-scale fisheries and farms and local communities who may not be incentivized by export market demand or cannot afford the costs associated with certification. In addition, these market-focused interventions alone are proving insufficient to fully address critical systemic issues that can be barriers to long-term environmental sustainability and social responsibility, such as cumulative environmental impacts, labor rights, climate change impacts, and biodiversity loss, which often can only be achieved through policy changes. Therefore, there is an opportunity for new approaches that aim to address systemic barriers at scale while engaging seafood sector stakeholders broadly in improvement efforts, as complementary to CRI approaches.

Frameworks for jurisdictional initiatives (JIs) have been developed by the nongovernmental organization (NGO) community in recent years to drive improvements at scale for environmental challenges in terrestrial commodities such as soy, palm oil, and timber (often called jurisdictional approaches (JAs)). These initiatives have provided added value to credible certification efforts by addressing not only environmental but also additional social and economic barriers to sustainability at a jurisdictional level or within the boundaries of a management system. Noting the successes in applying JAs to terrestrial commodities, recent efforts have focused on evaluating the applicability of these approaches to seafood commodities.

The JI concept is still nascent for fisheries and aquaculture, and there is a need for greater clarity around the key elements of successful JIs for seafood. Guidance for practitioners or companies is also needed to clarify what makes these initiatives for fisheries and aquaculture impactful and credible, and how to measure progress. For JIs to become more mainstream, it is critical to define what a credible JI for seafood should encompass to help ensure the greatest impact on aquatic ecosystem health and human well-being. This guide aims to provide some clarity on the rationale and importance, the process and key elements, and the engagement of key stakeholders for the establishment of a robust seafood JI.

We define seafood JIs as place-based initiatives in key seafood commodity-producing regions that utilize policy and market-based approaches to drive holistic improvements in seafood production at relevant ecological and political scales (Kittinger et al. 2021, Figure 1). JIs aim to achieve positive environmental, social, and economic outcomes in seafood production, such as achieving environmentally sustainable harvesting practices, promoting equity and safe and decent working conditions, and enhancing the economic profitability of

those involved. Through the application of ecosystem-based management (EBM), JIs also seek to manage, restore, and/or protect critical habitats, threatened species, and biodiversity by addressing cumulative impacts, as well as to increase ecosystem and climate resilience. The success of JIs relies on a robust and inclusive multistakeholder dialogue and collaboration to align goals and incentives among government, market, and producer actors, and with local communities and Indigenous peoples (IPs).

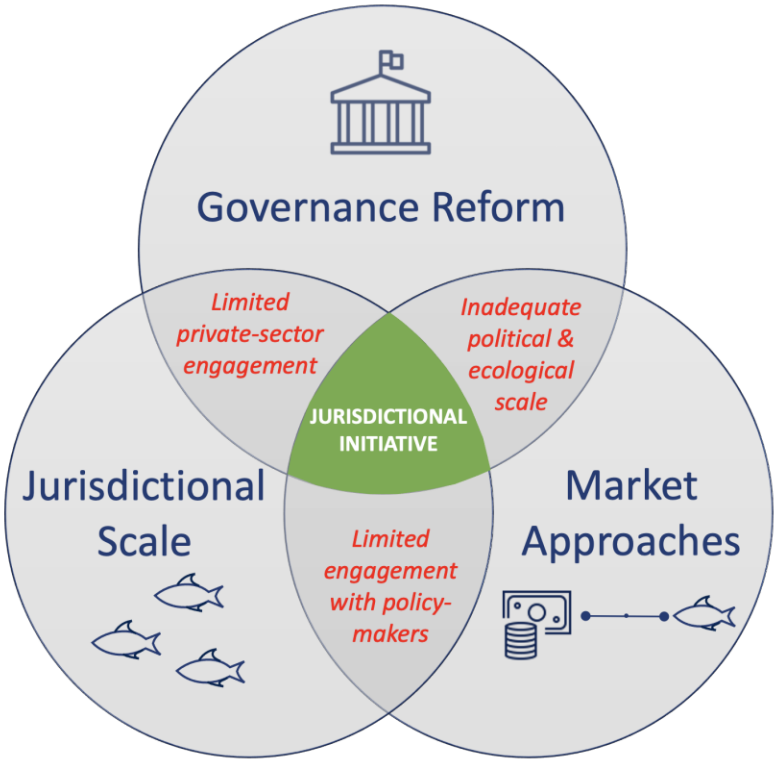

Figure 1. Jurisdictional initiatives (JIs) simultaneously utilize governance reform and market-based approaches to drive holistic improvements in seafood production at a jurisdictional scale. By combining these approaches, JIs can deploy the considerable resources and innovation of the private sector and the regulatory authority of governments to drive seafood sustainability across entire production geographies.

These initiatives are designed to be long-term engagements that drive systemic changes at ecologically and politically relevant scales, and rely on long-term efforts such as policy reform, public-private partnerships, and trust-based community engagement. As such, JIs can be particularly effective at driving alignment and collective action by government, IPs, local communities, the private sector, and civil society groups toward a shared vision and agenda for seafood production across a seascape. Locally driven and locally defined through a multistakeholder forum, JIs provide an opportunity to improve inclusivity and democratize planning and management. This allows for engagement of smallholders who might not participate in certification due to cost and capacity constraints.

We recommend developing a JI if stakeholders desire to increase the resilience of the ecosystem or tackle more systemic social and environmental drivers rather than focusing solely on the sustainability of a single fishery, farm/group of related farms, or supply chain. This would mean tackling issues that are not often or not fully addressed in established CRI efforts, such as ecosystem-level biodiversity, climate resilience, regional social issues (such as lack of decent work or equity), and industry/cross-industry cumulative impacts. Seafood JIs are complementary to CRI efforts and may occur before or after application of other mature and credible market-based tools, depending on political will and economic conditions. A JI could help address risks around the continued effectiveness of traditional CRI efforts, such as lack of government engagement at all levels.

Elements that help ensure success of a JI include setting the appropriate political and ecological scale, enabling legal frameworks, strong engagement and commitment from the government at relevant levels (e.g., national, regional, or local), strong commitment from other critical stakeholders (e.g., research institutions, local communities, producers, producer groups, and supply chain companies), a public reporting framework, traceability and transparency, and a viable pathway for financing the initiative.

JIs have the capacity to benefit many stakeholders throughout a region. Participation may benefit producers by addressing risk to their livelihoods (e.g., decline in fish populations and poor water quality), providing opportunity to organize into a more cohesive collective, promoting dialogue to resolve disputes and reach agreements regarding management of resources, helping ensure safe and decent work and community well-being, reducing reputational risks by demonstrating industry-wide progress in an ecosystem, obtaining equitable distribution of benefits, and obtaining a market incentive from suppliers and end buyers who are investing in these initiatives. The major benefits that these initiatives are meant to create for local communities and IPs are platforms to engage and eventually secure improved socio-economic equity, continued dialogue with policy-makers and private actors (ensuring full and equitable participation and democratizing planning and management of resources), and potential access to financing through public-private partnerships. Governments can address risks from climate change, biodiversity loss, environmental degradation, and unethical human rights and labor practices that threaten the long-term health of marine and aquatic resources, thereby increasing the stability of nationally important food products for domestic consumption or export. Governments can also meet their national and international commitments and increase their reputations as ones that manages their ocean and aquatic resources in ways that improve biodiversity, increase climate resilience, and protect the rights of fishers, farmers, and local communities. Similarly, suppliers and end-buyer partners can reduce potential local community risks, operation risks, and supply chain volatility. Participation in JIs can also help businesses deliver on their sustainability commitments, reduce leakage issues, and improve value-chain efficiency. When supported by robust monitoring and evaluation systems, JIs may also provide companies with a way to credibly claim positive impacts as part of larger-scale improvements.

All credible seafood JIs seeking to drive change need to have a strong monitoring framework in place, with metrics relevant to the jurisdiction that will enable stakeholders to assess progress against the initiative's targets and milestones. The most effective metrics will be tied directly to performance against environmental, social, and economic outcomes at the jurisdictional level. However, given that a JI can span 20 years, it is also recommended to include some pathway indicators that are not direct conservation outcomes but capture important initial steps believed to lead to measurable outcomes over time as well as process indicators that capture progress in JI development. The appropriate metrics for each specific initiative will depend on the local context but should tie to overall biodiversity, climate, social, and economic goals of the effort (e.g., fish stock biomass) and pathway goals focused on better management/policies and information to support effective implementation of those policies (e.g., precautionary management, effective enforcement).

There are a variety of claims that participants can utilize to communicate with internal and external stakeholders, including claims about process, objectives of the initiative, risk management, investment, actions being implemented, current performance status, and trends over time. To the extent possible, claims should have associated objective and measurable criteria so they can be verified. Stakeholders making claims should make the information publicly and easily accessible (e.g., on their website, in sustainability reports, or through public reporting by the JI itself). No single stakeholder group should make attribution claims (i.e., we are responsible for a specific performance outcome), as it is often difficult to show a direct cause-and-effect relationship, and it disregards the influence of others in achieving the outcomes. However, stakeholders can make claims about their specific contributions. It is important to note that seafood buyers and other stakeholders participating in a JI should not claim premature or augmented successes. These initiatives span a significant timeline, and associated claims should appropriately reflect the improvement journey over time. In addition, claims made by seafood companies or by producers to obtain market access will require strong traceability systems in place to ensure the integrity of products across the supply chain and reduce the risk of greenwashing in some marketplaces.

All effective JIs will have a progress framework with impact outcomes and an action plan with time-bound targets and milestones, as well as a monitoring and reporting framework to monitor and report on processes followed (including processes to ensure inclusivity) and progress against the time-bound milestones and performance improvements within the jurisdiction. Effective JIs will also have adequate capacity to manage and analyze the data. ISEAL has developed best practice guidance for these frameworks that should be followed.

Credible seafood JIs must also have sound verification frameworks that can assess the validity of different aspects of the JI's progress. These include validation of structural outcomes, action claims, and performance claims. To drive credibility of JIs, it is important to manage the expectations of stakeholders about their inability to make performance/outcome claims for

quite some time, given the long timeframe of JIs. Stakeholders will need to focus first on structural claims, which highlight the progress in establishing the structures and systems for an effective JI, and action claims, which relate directly to actions companies may take to support development and progress in a JI. Different levels of verification are required for each type of claim due to the nature of the respective claims. Verification of the performance data and of the monitoring process helps build trust in the quality and reliability of the claim. The degree and level of independence of verification needed will depend on the claims being made, the track record of the JI, the level of transparency of the data, and the trustworthiness of the data providers. ISEAL has also developed guidance for verification that should be followed. (See *Section 1.6: Claims* and *Section 1.7: Monitoring, Reporting and Verification* in *Guidelines for Developing Jurisdictional Initiatives for the Seafood Sector: Overview* for examples of claims and other additional information.).

Learnings from relatively early-stage JIs (primarily terrestrial) show the following:

- Geographic boundaries need to align with the scope of environmental degradation and decision-making authority, capacity, and local frameworks.
- A coordinating backbone organization is necessary.
- A strong common vision and multiple, balanced objectives matter.
- Strong community engagement and stakeholder participation are critical.
- Meaningful engagement with Indigenous populations and local communities is key.
- Government engagement is a key driver.
- Private-sector actors are crucial for success.
- Strong partnerships with producer cooperatives or associations can boost success.
- Robust, transparent, and collaborative multistakeholder development processes and decision-making platforms are needed.
- Technical partners are needed to support blended finance.
- Transparency and traceability are crucial for verification of market claims.

Incentives to Participate in Jurisdictional Initiatives for Seafood

There are several reasons for seafood importers and end buyers to participate in a seafood JI. The following list includes incentives for importers, brands, and retailers to potentially incorporate JIs into their overall sustainability portfolio.

- Long-term supply: Improved production practices, technical training support, engaged communities, and enhanced conservation areas can help increase productivity and secure the long-term health of a given geographic production area, stabilizing supply. In addition, engagement in JIs can open new sourcing opportunities that may not have been previously available, adding shock-absorbing redundancy within sourcing geographies.
- Proactive engagement in policy and regulations: Engagement with policy-makers and government agencies as part of the JI process can provide industry members a way to proactively help shape environmental management and labor policies and their

subsequent enforcement. In a world where many industries face increasing scrutiny, proactive engagement can help improve laggard performance and industry-wide reputational risks. In addition, buyer engagement may be an important and necessary tool in some geographies to encourage subsequent participation by policy-makers.

- Reduction of leakage issues: Leakage issues can be reduced through a JI. Traditional CRI efforts may avoid or limit harm locally, but the harm may be displaced nearby or transferred to other entities rather than eliminated. Working at a jurisdictional scale may reduce leakage; however, some pressures may move to other jurisdictions. Appropriate regional, national, and/or international policies will likely be necessary to eliminate issues altogether.
- Scaled versions of systems needed for certification: JIs can deliver a scaled version of the systems individual companies need in place to obtain certification. For example, if a certification standard requires that a company demonstrate zero bycatch from supplier vessels, a JI could develop a jurisdiction-wide system to monitor bycatch, which would obviate the need for companies to do so within their own supply chains and thus make it easier to meet certification requirements.
- Cost-sharing: Through the multistakeholder collaboration, companies can share costs with the public sector and other private-sector partners to complete essential actions that would likely be prohibitively expensive for any individual company to complete on their own (UNDP 2019).
- Commitments beyond the supply chain: Via JIs, companies can tackle issues that must be addressed beyond individual supply chains, such as climate resiliency and biodiversity loss. Seafood JIs provide a framework to contribute meaningfully to restoration, protection, and sustainable production that can address these larger, systemic challenges while simultaneously supporting individual corporate social responsibility and sustainability targets. A combination of CRI efforts and JIs can help demonstrate that seafood suppliers and buyers care about *both* the immediate impacts of seafood production and the long-term sustainability of seafood supply chains, decent work, and the inclusiveness of local communities and IPs in setting goals and decision-making.
- Claims: When supported by robust monitoring and evaluation systems, JIs can provide companies with a way to credibly claim positive impacts as part of larger-scale improvements.

It is important to note that JIs should not be a replacement for direct, individual supply chain initiatives and/or continued work with seafood suppliers. Rather, JIs provide a complementary, value-add framework to support jurisdiction-wide environmental, social, and economic improvements that go beyond the sustainability of a single commodity or product. Given issues such as climate resilience, multi-industry impacts, biodiversity loss, and human rights, JIs can be incorporated as a critical framework to help support and strengthen long-term surety of supply.

Role of Importers, Brands, and End Buyers within Jurisdictional Initiatives for Seafood

The primary goal of a JI is facilitating and promoting effective governance at a jurisdictional level by utilizing synergies, maximizing use of resources, and bringing positive incentives through market drivers. Government efforts alone to reduce ecosystem impacts are significant and immediate and can be politically costly. By contrast, economic benefits (i.e., increased profits) to governments that commit to environmental sustainability and social responsibility can be uncertain, particularly in the short term. Therefore, retailers and other seafood buyers play an important role in incentivizing environmental and socio-economic improvements through strong commitments and preferential sourcing via long-term contracts and other mechanisms.

Where governments have made strong commitments to reduce ecosystem impacts and drive environmental sustainability and social responsibility with clear, time-bound plans and are adhering to those plans, directing purchases and other business to these jurisdictions will create important and positive incentives for market participants at the producer and trader levels. This involvement and public support for efforts can lower perceived “costs” and barriers to addressing key challenges to sustainable development.

On the flip side, companies who are losing business because governments in their production areas are not seriously addressing environmental sustainability and social responsibility can engage governments to advocate for improvements in that jurisdictional area. In some instances, involvement of buyers within a JI may act as an important lever to drive participation of policy-makers. Seafood buyers can clarify market requests through direct engagement with governments or through precompetitive, multistakeholder platforms involving direct and indirect suppliers.

A buyer’s commitment to supporting JIs means they are committing to the transformative potential of a JI by rewarding positive change with purchases, better understanding and taking responsibility for company supply chains and their local and cumulative effects, using influence and advocacy to bring together various parts of government with local communities and stakeholders to address systemic issues at jurisdictional scales, and becoming involved with the production of products fundamental to a company’s portfolio. Table 1 highlights two case studies of how retailers are incorporating JIs into their purchasing practices and sustainability goals.

Table 1. Case studies illustrating two ways in which retailers are incorporating seafood jurisdictional initiatives (or similar) into their purchasing practices and sustainability goals.

Tesco	Walmart, Inc.
In 2021, the UK supermarket chain Tesco introduced a new "Seascape" sourcing approach to marine sustainability (a very similar concept to JI) to ensure whole marine ecosystems are maintained in a healthy and productive way. Through this new approach to tuna sourcing, developed in partnership with WWF, Tesco will work with suppliers and others across the industry to implement a road map that leads to sourcing only from fisheries with an ecosystem-based management (EBM) approach by 2030. The new approach, which mirrors the landscape approach adopted in the Tesco UK Zero Deforestation Soy Transition Plan (2021), has been specifically designed to align with and build on existing tools and guidelines already widely used by the industry, including the guidelines of the Global Tuna Alliance (GTA), the Nongovernmental Organization (NGO) Tuna Forum, and the Marine Stewardship Council (MSC) (Seafood Source 2021).	Under Walmart, Inc.'s Project Gigaton™, the company's initiative to engage suppliers in climate action, suppliers report on progress toward emissions reduction across six areas: energy use, nature, waste, packaging, transportation, and product use and design. Suppliers, including seafood suppliers, are encouraged to share their efforts through Project Gigaton™ in three ways, including via sourcing commodities using Walmart's Basic, Better, Best framework. Suppliers that source from a credible jurisdictional initiative (JI) linked to positive environmental, social, and economic impacts are classified as utilizing best practices (Walmart, Inc., 2022). The Basic, Better, Best framework is intended to help suppliers continuously improve from early to more advanced efforts that are transparent, traceable, and impactful and that deliver environmental, economic, and social outcomes across entire landscapes.

How Importers, Brands, and End Buyers Can Engage in Jurisdictional Initiatives for Seafood

ISEAL (2022a) provides suggested steps for how seafood importers and end buyers can prioritize where and to what extent to engage in a JI:

1. Buyers should prioritize which jurisdictions to engage in based on where they are potentially well-placed to have positive impacts. Determination of where to engage can consider the following, among other factors:
    a. the company's sourcing footprint
    b. current and future sourcing risks
    c. presence of high social or environmental values and threats to these values
    d. priority issues or regions for the company's broader strategy and with its buyers
    e. existence of collective action initiatives
    f. the company's potential to drive positive outcomes beyond its supply chain

2. Buyers should refer to environmental sustainability and social responsibility assessments to determine which issues are critical to address in each prioritized jurisdiction:
    a. the assessments consider the relevance of different issues based on status, trends, drivers, risks, specific vulnerabilities, etc.
    b. the assessments include a participatory process to consider the views of a variety of jurisdictional stakeholders, including producers, community and Indigenous groups, local NGOs and civil society, local government, funding partners, and supply chain companies.

3. Total buyer investment in a jurisdiction is determined per commodity and should be commensurate with the company's total global volumes sourced of that commodity:
    a. companies can target their investment (financial or in-kind) or actions to specific regions and do not need to invest in every jurisdiction from which they source.
    b. investments can be financial or in-kind and can support
        i. direct, issue-focused actions in prioritized jurisdictions
        ii. actions that influence the enabling conditions in the jurisdiction
        iii. structural outcomes related to JI, such as co-developing action plans or implementing collective monitoring frameworks
    c. for buyers to engage in a JI, a traceability system must be in place to understand where products are coming from. (See *Section 1.8: Traceability and Transparency* in *Guidelines for Developing Jurisdictional Initiatives for the Seafood Sector: Overview* for additional information.)

Determining the relationship between volumes sourced and the scale of investment is challenging, but ideally, buyers sourcing a specific commodity can align on what constitutes a proportionate investment. Sustainability investments or in-kind support in a jurisdiction can complement actions, financing, or preferential sourcing the company is implementing through its direct supply chain, as well as any broader investments it is making to support better practices within the seafood sector (ISEAL 2022b).

The form of company engagement will vary according to the specific circumstances of each JI. It is important to note that seafood buyers should not be tasked with leading JI efforts but rather should empower local teams to facilitate a collaborative approach and help provide necessary resources as dictated by local stakeholder needs. JI activities must be community-led to build the trust needed for any improvement to be lasting and successful. (See the *Handbook for Developing Jurisdictional Initiatives for the Seafood Sector* for specific details on who leads JIs and how to develop and implement a JI). The following are examples of ways that importers and end buyers can support JIs (ISEAL 2022b, Tropical Forest Alliance 2020; UNDP 2019):

- Participate in the multistakeholder development of a JI (as detailed above).
- Precompetitively align seafood companies operating in the same geography to effectively participate in a JI.
- Lead a coalition of companies to participate in public-private collaborations that address specific challenges identified through the JI process.

- Encourage companies, suppliers, and industry associations to participate.
- Provide technical assistance and/or financial support for the process and implementation of the action plan.
- Use advocacy and communications to provide public support for the process.
- Align procurement specifications and supplier contract terms with goals and targets of the JI (e.g., longer-term sourcing contracts).
- Incentivize suppliers to engage in JIs through preferential sourcing based on demonstrated progress in the initiative.
- Incentivize governments to engage in JIs.
- Support fisher/farmer training on best management practices.
- Collaborate on traceability for the jurisdiction.
- Provide feedback on documents published for consultation.

Key factors to consider when engaging in a JI include the time scale and funding. Appropriate time frames of successful JIs often range from eight to 20 years due to the focus on policy change, participatory and MSPs, and ecosystem-level outcomes reliant on collective impact. In addition, long-term financing strategies are critical to cover the multimillion-dollar costs associated with large-scale environmental, social, and economic improvements. Seafood buyers may view JI investments as added costs to current sustainability efforts; however, individual supply chains currently absorb costs in the form of product traceability, verification, certification, and improvement projects. By leveraging activities already being undertaken within specific supply chains and geographies, investments can be utilized as springboards to kick-start larger-scale initiatives that support the stability of seafood sourcing over the long term.

Seafood buyers should also consider supporting JIs in regions where governments have demonstrated commitments to sustainable production, environmental protection, and comprehensive stakeholder engagement. As key JI partners, importers and end buyers can provide external validation and market-based rewards to governments willing to tackle such extensive and complicated projects (CI 2018).

Integration with Current Sustainability Targets

Seafood JIs are complementary to conventional CRI efforts and can be used to build off initiatives already underway to improve the environmental sustainability and social responsibility of seafood supply chains and sourcing geographies. As JIs aim to address sustainability issues across their full political and ecological ranges, encompass human and labor rights considerations, and incorporate broad and deep stakeholder engagement, JIs also create enabling conditions that help CRI efforts be more readily achieved, impactful, and/or expanded. Sourcing policies that already incorporate CRI targets can be augmented to also include objectives of JIs, amplifying (but not replacing) targets already set for specific geographies and/or commodities. In this way, companies can expand the reach of their sustainability commitments, setting targets that apply across production systems and not simply related to specific products or commodities.

Similar to CRI efforts, JIs must include a strong monitoring and evaluation framework and associated, relevant metrics. (See *Section 1.5: Metrics* in *Guidelines for Developing Jurisdictional Initiatives for the Seafood Sector: Overview* for additional information.) Any claims made by engaged stakeholders should be consistent with best-practice guidelines, and verification of claims made is crucial for buyers to ensure transparency and maintain credibility. (See *Section 1.6: Claims* and *Section 1.7: Monitoring, Reporting and Verification* in *Guidelines for Developing Jurisdictional Initiatives for the Seafood Sector: Overview* for examples of claims and other additional information.).

Conclusion

As governments, seafood companies, and civil society organizations around the world seek opportunities to improve seafood production systems and commit to place-based ecosystem approaches, opportunities for seafood JIs are greater than ever. Initiatives that tackle systemic barriers to sustainable production are an important tool for working toward a future where ocean ecosystems can continue to support the people and businesses who depend on them. By bringing stakeholders together (such as IPs and local communities, government representatives, civil society organizations, and seafood supply chain companies) to implement and support these initiatives, we can deliver significant conservation outcomes by addressing environmental, social, and economic barriers to environmental sustainability and social responsibility at relevant political and ecological scales. We hope this guide will help you join these efforts.

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