



# IPNLF RESPONSIBLE TOURISM VALUE OFFERING

## WHAT IPNLF DO

The [International Pole & Line Foundation \(IPNLF\)](#) works to develop, support and promote socially and environmentally responsible fisheries around the world. IPNLF's ambition is to contribute to thriving coastal fisheries, including the people, communities, businesses and seas connected with them.

IPNLF work with artisanal coastal tuna fisheries known as one-by-one fisheries; by this we mean one fisher using one hook to catch one fish at a time. This includes pole-and-line, handline and troll. They are widely regarded as the most ecologically responsible fisheries due to their minimal impact on the environment. Further, these fisheries are very people-centric, supporting comparatively high employment compared to industrial fisheries, while still providing a model on sustainability and fishery dependent livelihoods into the future. Due to these attributes, one-by-one fisheries are lauded as a responsible choice across international consumer guidelines.

To meet the growing global demand for sustainable and socially responsible seafood, IPNLF works with its growing Member network to forge change and enhance supply for the benefit of responsible one-by-one fishing communities. Allied with our network of [Members](#) we implement practical fishery projects, advocate for responsible policy and management measures, advance our scientific understanding and promote the ecological and social benefits of one-by-one fisheries.

## WHAT IPNLF CAN DO FOR YOU

IPNLF works with businesses to improve and communicate the social and environmental sustainability of their local supply chains by strategically applying resources to fishery improvements, educational outreach, science and policy. We go beyond the capabilities of any one business or fishery to evidence, support and advocate on behalf of the one-by-one fishing communities and the resources that they depend upon.



## SECURE YOUR SUSTAINABLE SUPPLY

Connect to responsible fisheries that meet international standards for quality, sustainability and social responsibility and safeguard the long-term social and environmental wellbeing of communities connected to the fisheries through collaborative evidence building, practical fishery projects and policy improvements.

- *Use IPNLF's expertise to verify your local seafood supply chains through traceability and certification initiatives*
- *Engage in meaningful improvements to enhance responsible fisheries and supply chains through IPNLF's practical fishery improvement projects*
- *Improve the policy landscape for the responsible fisheries and the connecting coastal communities*

## ENHANCE YOUR GUEST EXPERIENCE

Connect your guests and staff with the environment around them to enrich global understanding of sustainable fisheries and responsible seafood choices.

- *Satisfy your guests with recognisable sustainable choices and the story behind the seafood you source*
- *Increase staff and guest interaction through knowledge of the local sustainable produce*
- *Celebrate and share your sustainability stewardship by holding events on internationally recognised days*

## AMPLIFY YOUR BRAND

Be recognised for your commitment to social and environmental stewardship, championing small-scale traditional fishing practices and supporting the communities connected to them

- *Enhance your brand credibility and value in sustainability efforts*
- *Amplify your global voice within and outside of IPNLF's media network*
- *Participate in expanding the research base to further evidence benefits of one-by-one fishing*