

**To "influence the influencers" by providing a strong and diverse, evidence-based, voice that will promote and protect interests of one-by-one fisheries and associated environments and communities**

**To increase the supply from, value of, and sustainability of one-by-one tuna fisheries in global markets**

**To scientifically demonstrate the beneficial attributes of one-by-one fisheries and experiment to refine best-practice further, guided by STAC advice**

**To optimise the efficiency and efficacy of IPNLF's mission delivery, internal/external confidence, and to support and sustain a culture of strategic focus and mutual accountability**

**To bring value to IPNLF members and fisheries by promoting the benefits of our work and one-by-one fisheries, in order to increase support for and demand for both IPNLF services and the fisheries we work with**

