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

Why this 'Success Strand'?

To work towards a longer-term target of at least 50% of global one-by-one catches marketed as one-by-one, and to broaden engagement with handline and troll fisheries for fresh market

of one-by-one fisheries is loud,

To optimise benefits realised through one-by-one fisheries and help to

ENHANCING FISHERIES

of one-by-one tuna fisheries in global markets

Why this 'Success Strand'?

To support the communities and fisheries IPNLF care about: and contribute to sustainable organisational income

Strategic Focus

Broaden & Deepen Membership Engagement

Internal Integrity

Financial Sustainability

ORGANISATIONAL EFFECTIVE HES

Why this 'Success Strand'?

To increase and diversify income in order to continue and grow delivery of IPNLF mission

Why this 'Success Strand'?

To drive policy reforms that promote and protect interests

of one-by-one fisheries, and the resources on which they depend

PROMOTING BENEFITS

3 year

Rationale

To increase benefits to IPNLF fisheries and to

Why this 'Success Strand'?

To showcase members and have IPNLF as a trusted expert/go-to organisation for one-by-one tuna issues Why this 'Success Strand'?

To lead and co-create an efficient, adaptive, and accountable culture; living IPNLF values

To provide evidence in support of IPNLF claims about one-by-one fisheries' low

on IPNLF mission/3 year strategy

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

Why this

support and grow demand for their one-by-one tuna

'Success Strand'? To have the IPNLF name widely recognised and our profile as one-by-one

Why this

champions strengthened

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