



# Sourcing Transparency Platform

A world with thriving fisheries that work in balance with  
nature by catching one fish at a time.

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# What is the STP?

The Sourcing Transparency Platform (STP) is a tool that drives greater transparency in one-by-one tuna supply chains. It's a world-first that publicly promotes and showcases the changes that businesses can make in their journey to sourcing tuna responsibly.

**The STP is a highly visual and dynamic digital platform that makes understanding the journey of tuna products from deck to dish more accessible for consumers.**

- The public-facing front-end connects consumers with the fisheries that supply their tuna products, enabling them to gain the knowledge and insights required to make a more informed purchasing decision.
- The 'Open Access Area' is designed to educate consumers and industry on the social and environmental sourcing credentials of one-by-one tuna fisheries; creating increased trust, and showcasing responsible one-by-one fisheries throughout the globe in a fully transparent manner.
- The secure area of the platform is exclusively accessible to the companies on-boarding information onto the STP. It facilitates additional brand exposure, highlights important industry insights, and offers direct marketing support.

## Introduction

The STP allows companies to highlight the important contribution one-by-one tuna fisheries make to the global development agenda by improving livelihoods, contributing to food security and strengthening local economies.

Using the STP, companies are able to showcase the alignment of their sourcing strategies with the UN's Sustainable Development Goals (SDGs), thereby also demonstrating how their business operations help contribute to lasting benefits to the environment and society.

## Storytelling and Due Dilligence

Responsibly-sourced tuna requires:

- **Safe and fair working environments**
- **One-by-one fisheries** that have a **minimum impact on marine ecosystems**
- **Transparency of supply chain operations** that genuinely enables market partners and consumers to make **well-informed purchasing decisions**.

The STP allows companies to display Corporate Social Responsibility (CSR) actions and **due diligence** when mitigating environmental and social risks throughout their supply chains. Use of the STP alongside **harmonised communications** with IPNLF's refreshed marketing team will give businesses a competitive edge. Commercial efforts in bringing responsible one-by-one caught tuna to the market will be promoted through storytelling that's strategically aimed at conscious consumers and the global seafood industry.

**In short, the STP is the first platform to facilitate the differentiation of responsible one-by-one tuna. It celebrates and promotes best practice implemented by companies to both consumers and the industry.**

## 2025 Commitment

The STP is a crucial component of IPNLF's broader **2025 Commitment**. The IPNLF aims to collaboratively drive a range of improvements among one-by-one tuna fisheries and connected supply chains by the end of 2025. The STP supports this process by **tracking and showcasing** historic and ongoing **improvement trends** among IPNLF members, presenting highly valuable insights for all parties.

To ensure easy and adequate data management for partner companies, IPNLF will co-manage data entry with its members on an individual case-by-case basis. The STP also strives to help identify and frame the areas where IPNLF can offer assistance to members through the **Fisheries Improvement Toolbox (FIT)**.

**Under the 2025 commitment**, IPNLF members will commit to improve the transparency of their supply chains by displaying information of Member supply fisheries on the STP. This would ensure that the IPNLF would:

- Lead a strong, collective, hand-in-hand statement of support for the one-by-one tuna sector in helping to address the issue of data paucity in small-scale fisheries
- Promote effective pursuit of the Sustainable Development Goals (SDGs)
- Support one-by-one fisheries to excel in evidencing their environmental and socially responsible operations.

Under the IPNLF 2025 Commitment, adding company sourcing information onto the STP will be a prerequisite to carrying the **IPNLF logo** on products. This improves the marketing positions of companies that choose to engage with the STP, as it showcases their commitment to ensure complete transparency of the supply chain operations that produce responsible one-by-one products.

# How does the STP work?



The STP operates with data provided by individual members. IPNLF will offer close consultation and appropriate resources to members throughout the initial STP onboarding process. From there, IPNLF will be on-hand to co-manage data entry and dashboard management as required.

## Alignment with International Initiatives

The components of the STP are purposely aligned with various sustainability initiatives, such as:

- Sustainable Development Goals (SDGs),
- FAO Voluntary Guidelines for Securing Small-Scale Fisheries in the Context of Food Security and Poverty Eradication (the SSF Guidelines)
- Global Dialogue on Seafood Traceability (GDST)

Aligning with these initiatives and other important industry standards ensures that the STP is well positioned to help companies evidence the performance of their operations in relation to criteria that is already widely endorsed within the seafood sector.

## Custom Fit

The STP accommodates the diverse types of companies that collaborate with IPNLF. The type of data requested from companies

is tailored to their role within tuna supply chains, and allows them to demonstrate their best practices on the STP within the context of their businesses' operations.

## Audiences

The STP serves two main audiences: the **sustainable seafood sector**, and the **conscious seafood consumer**. It provides a space where end-consumers can become more informed about fisheries issues, technology solutions, and proactive innovations in general.

Informing end-consumers in this way results in broader public acknowledgement of what constitutes a sustainable and responsible tuna product. The STP will support conscientious procurement decision-making by industry partners, while also driving and informing consumers to re-imagine what responsibly-sourced tuna products should look like today, as well as in the future.





## Free

The STP is part of the new value offering associated with IPNLF membership, and is free for IPNLF Members to use. The STP will have a secure login portal for companies, where they can manage commercial data entry and customise their bespoke company dashboards.

## Assisting Improvements

Seafood supply chain challenges can be unpredictable and dynamic. In response, the STP acts as a key resource for accounting and addressing commercial risks over time. The secure login portal allows members to start managing their dashboard and data entry, and provides companies with a framework to easily identify key areas of improvements throughout their supply chains, and engage directly with IPNLF to address these as appropriate. Current and past performance can also be tracked against STP indicators and data requirements.

## Control

All companies will have a choice over what information is displayed from their private dashboard to the public-facing area of the STP. This ensures companies using the platform can rest assured knowing they have full control of their public-facing data and brand visibility.

## Strategy, Communication & Storytelling

Increased transparency is key to building trust. Providing information publicly not only increases brand confidence, but sparks opportunities for potential market partners seeking sustainable seafood products. The information on the private dashboard can also help support marketing decisions, providing Members with a real competitive advantage.

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# Goals of the STP

**Ultimately the aim of the STP is to ensure companies sourcing tuna responsibly are recognised for their excellency.**

## **The time is now**

With approximately 800 million people depending upon fisheries and aquaculture for their livelihoods around the world, the global seafood industry has a clear responsibility to deliver upon the 2030 Agenda for Sustainable Development.

Within the sustainable seafood sector, increasing attention is - quite rightly - focussed on meeting the growing demand for more socially-responsible and environmentally-sustainable seafood. As a result, all fisheries are increasingly pressured to improve both the transparency of their supply chain operations, and the products they produce.

Through their sustainable fishing methods and support of local communities, one-by-one fisheries are intrinsically aligned to the Sustainable Development Goals (SDGs). This makes companies sourcing from these fisheries well-positioned to lead by example in the seafood transparency space, and utilise the STP to better communicate the positive stories about their responsible seafood sourcing practices.





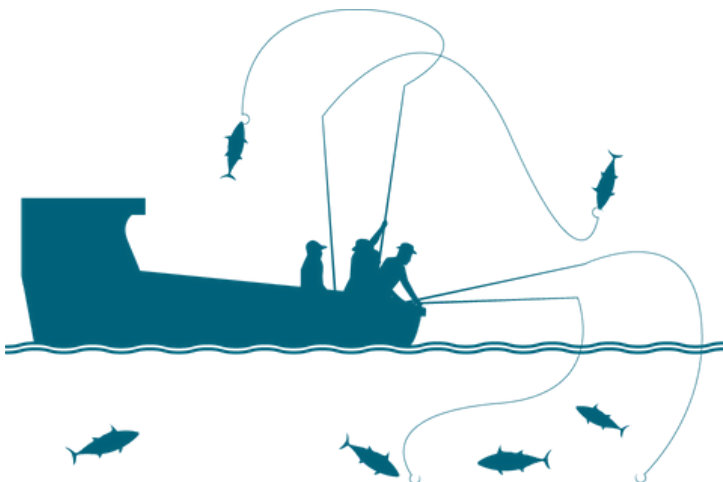
## Combat market marginalisation

Proactively improving the transparency of seafood products is highly desirable to both consumers and producers. However, one-by-one and small-scale tuna fisheries often lack the financial resources required to effectively tell the story of the premium, sustainable seafood they produce, and can be marginalised in certain seafood markets as a result.

IPNLF aims to change this dynamic by suitably informing consumers and offering a cost-effective solution to its commercial partners to evidence the benefits of the one-by-one fisheries they source from. This will be vital in ensuring that the one-by-one tuna sector innovatively keeps pace with ever changing market demands in order to flourish and continue supporting coastal fishing communities.

The STP is a complimentary service provided to IPNLF Members, in accordance with IPNLF's overarching goal to support:

1. **Safe & fair working environments**
2. **One-by-one fisheries that have a minimum impact on marine ecosystems**
3. **Transparency of supply chain operations**







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# Facts & Figures

- The STP **accommodates** diverse types of businesses working throughout tuna supply chains, and allows for bespoke dashboard customisation that **enables companies to differentiate the products they produce**.
- The STP is a **cost-effective solution** that **reduces the risk of market exclusion**.
- The STP is a **cost-effective solution** regarding time and staff capacity for:
  - **Evidencing commercial due diligence actions**
  - **Marketing strategies, storytelling, and reaching consumers**
  - **Identifying key areas of supply chain improvements**
- Active engagement on the STP will provide a **competitive advantage, increase brand visibility, and enable branding by association**.
- As an IPNLF member on the STP, you will become part of a **growing global community** currently made up of **43 industry leaders** and **23 fishery organisations**.
- Companies will be able to track and evidence a **history of improvements** in their own supply chains.
- The STP effectively collates and communicates **extensive supply chain data and pre-existing fishery information**.
- The STP improves **access to markets for small-scale fishers**.

# STP

Sourcing Transparency Platform



## KEY FACTS

### 43 INDUSTRY LEADERS

Become part of a growing global community. We currently have 43 industry leaders...



### FISHERIES

## 23

...and 23 fishery organisations.

### \$\$\$ COST EFFECTIVE

The STP not only reduces the risk of market exclusion, but is a cost effective solution for:  
Due diligence, marketing strategies, storytelling, and reaching consumers.



### FREE FOR MEMBERS

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The STP is a complimentary service from IPNLF to its Members.

The STP accommodates a diverse range of businesses working throughout tuna supply chains, offering custom features that help to differentiate them and the products they produce.

### CUSTOM



## IPNLF: POISED TO DELIVER CHANGE

Sign up and join us! Visit [www.ipnlf.org/stp](http://www.ipnlf.org/stp)  
email us at [info@ipnlf.org](mailto:info@ipnlf.org)