

INTERNATIONAL POLE & LINE FOUNDATION *FOR ONE-BY-ONE FISHERS*

Annual Report 2017/18



ONE HOOK, ONE LINE, ONE FISH AT A TIME

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MESSAGE FROM THE CHAIR



‘We want the people, communities and businesses connected to these fisheries to have confidence in their futures, which is why making a meaningful contribution to social responsibility is one of our foremost priorities.’

Reflecting on the International Pole & Line Foundation’s (IPNLF) achievements over the past 12 months, I can safely say that 2017 was an exceptional year; one in which we built on our past achievements to accelerate progress for one-by-one tuna fisheries further, exceeding our strategic targets and ambitions.

IPNLF is a focused non-profit organisation with the clear mission to develop, support and promote one-by-one tuna fisheries to safeguard the wellbeing of the many coastal communities that are connected to them. We want the people, communities and businesses connected to these fish-

eries to have confidence in their futures, which is why making a meaningful contribution to social responsibility is one of our foremost priorities. Indeed, it’s this commitment that led to the launch of our **Social Sustainability Manifesto in 2017**.

Our fields of activity are guided by sustainable actions. As such, we launched an important **two-year partnership project to accelerate reform in Indonesia’s coastal tuna fisheries** through improvements in the one-by-one sector, and to demonstrate the value that a well-managed fishery can bring to the world’s largest tuna fishing nation.

It has also been a year for innovation. Working closely with our partners in the **Maldives**, we have trialled innovative technology such as the bird radar, and taken the Fisheries Information System, a data collection and traceability platform, to the next level with a mobile application for fishers. Similarly, in **St Helena**, we have helped establish new measures to create the world’s first one-by-one only tuna fishing zone, enhancing management measures and safety at sea, as well as best-practice traceability, transparency and data recording.

Our endeavours received public recognition when IPNLF was honoured with the **SeaWeb Seafood Champion Award for Advocacy** for the leading role that we played in ensuring that the Indian Ocean Tuna Commission adopted a harvest control rule for skipjack tuna in 2016.

In another world-first, IPNLF co-hosted the inaugural One-by-One Tuna Fisheries Conference with the Azores Government, bringing together over 200 fishery stakeholders to, among other

things, explore collaborative ways to progress the sector.

At the same time, alongside our **Members**, we further demonstrated the importance of one-by-one tuna to markets globally and used this influence to drive further change. By the end of 2017, our membership network had grown to more than 50 active companies and associations.

Undoubtedly our successes are directly attributable to the efforts of our team, which we expanded in some key areas last year. I thank them for their dedication and commitment to our vision and mission. I also thank our **Members** and **funders** for their continued, generous support of our work. I look forward to embracing the opportunities and overcoming the challenges in the year ahead.

John Burton, IPNLF Chairman

Our journey

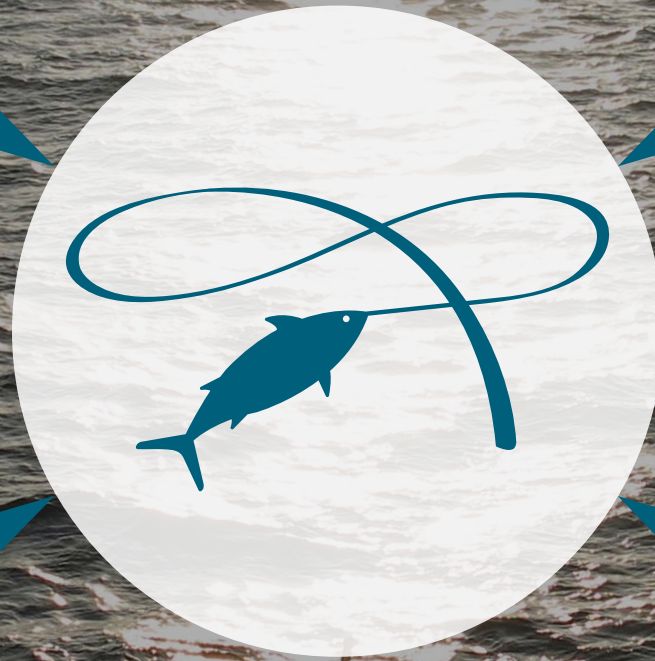




TO SEE COASTAL TUNA FISHERIES, AND THE PEOPLE, BUSINESSES AND SEAS CONNECTED TO THEM, THRIVE

WHY

One-by-one tuna fishing is about one fisher, using one hook, to catch tuna one at a time. The fishing gear is actively tended, meaning as soon as a tuna is hooked, it is hauled in and landed. One-by-one methods include techniques such as pole-and-line, handline and troll, practices that date back centuries and are widely lauded as the most socially and environmentally responsible way to catch tuna.



WHAT

IPNLF believes that responsible one-by-one tuna fisheries should be recognised and rewarded for their environmental stewardship, which is why we work to develop, support and promote them around the world. To do this, we work across the supply chain, from fisheries to consumers, acting as a hub for sustainably-minded organisations and using the influence of the market to create change through practical fishery projects and stakeholder cooperation.

Sunrise over the Indian Ocean as this Maldivian pole-and-line dhoni steams out to rich tuna fishing grounds. 2014 © IPNLF

IPNLF & THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS



In 2015, the United Nations adopted the Sustainable Development Goals (SDGs), a set of targets that provide a holistic framework, applicable to all countries, with the vision of eradicating poverty and deprivation, growing economies, protecting the environment, advancing peace and promoting good governance. The SDGs guide and influence the International Pole & Line Foundation's (IPNLF) work, enabling us to make a positive contribution and support universal progress towards sustainable development. This graphic illustrates how IPNLF core activities align with the targets set out under the 11 most applicable of the 17 SDGs.



IPNLF and its **Members** are aligning their work with the SDGs and are innovating to solve many sustainable development challenges to create shared value for the seafood sector and for society in general.”

Dr Megan Bailey, Assistant Professor, Dalhousie University (IPNLF STAC Member)

IPNLF Activities

- 1 Post-harvest improvements
- 2 At-sea operational efficiency & commercial viability
- 3 Maintain and increase one-by-one supply
- 4 Environmental and social certification
- 5 Form strategic alliances

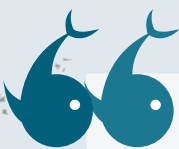
- 6 Influence policy and fisheries management
- 7 Advance best-practice and innovate
- 8 Demonstrate social and economic benefits
- 9 Strengthen fisheries research

These activities relate directly to IPNLF's **three-year strategic focus** that was approved in 2016.





GLOBAL PRESENCE



Over the course of the past year, we have continued to expand our reach throughout the one-by-one sector, enhancing our impact in key fisheries, gaining Members in new geographies and reaching new audiences at international events. Our dedicated team continues to grow, enabling us to bring tangible benefits where they are most needed.”

Martin Purves, Managing Director at IPNLF



SOCIAL SUSTAINABILITY

SOCIAL SUSTAINABILITY MANIFESTO

One-by-one tuna fisheries are people-centric; they support livelihoods in coastal communities throughout the world, providing jobs, nutrition, and a model to sustain tuna fisheries and the marine environment. This year the International Pole & Line Foundation (IPNLF) published two key documents on the [Social Benefits of One-by-One Tuna Fisheries](#) and [The Role of Women in Maldivian One-by-One Tuna Fisheries](#). To further demonstrate its commitment to taking a holistic approach to sustainability in its work with one-by-one tuna fisheries, IPNLF developed its [Social Sustainability Manifesto](#). Using this framework, IPNLF aims to take its fisheries work to the next level, building these commitments into a roadmap to social sustainability.

UNITED NATIONS OCEAN CONFERENCE

In support of the social attributes of seafood and the ambitions of SDG 14, Life Below Water, IPNLF also rallied support for a seafood pledge ahead of the [UN's first-ever Ocean Conference](#), (5-9 June 2017, New York City), to demonstrate commitment to the "Monterey Framework" for social responsibility. Through this initiative, IPNLF and its Members – [ANOVA Food](#), [American Tuna](#), [American Albacore Fishing Association](#), [Asosiasi Perikanan Pole & Line dan Handline](#), [Migros](#), [New England Seafood International](#) and [World Wise Foods](#) – committed to adopt effective policy and regulation to protect vulnerable populations, establish best-practice among businesses and incorporate social responsibility into existing fisheries initiatives, thus strengthening the support for improved wellbeing for seafood producers.



THROUGH ITS COLLECTIVE VOICE IPNLF WILL RAISE THE PROFILE OF THESE FISHERIES TO ENSURE THEY THRIVE FOR GENERATIONS TO COME.



Current: Maldivian women prepare tuna loins for canning at the Horizon Fisheries processing factory. 2013 © Monika Flueckiger

Background: One-by-one tuna fishers unload their catch in Indonesia. 2014 © Paul Hilton & IPNLF



We are raising the bar for what seafood sustainability means. While remaining committed to environmental sustainability, we also place the social and economic wellbeing of fishing communities at the heart of our work by ensuring that one-by-one caught tuna has a valid place in the global marketplace and at the same time supporting the socio-cultural heritage of the fisheries.”

Alice Miller, Social Research & Programmes Director at IPNLF



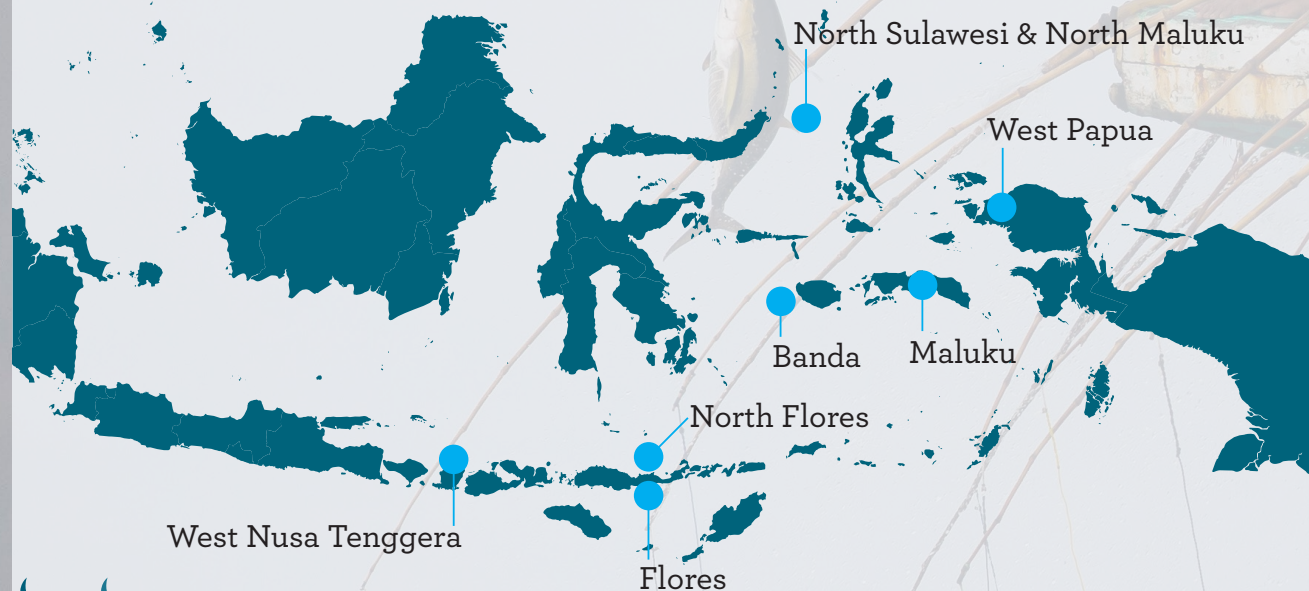
POWER OF PARTNERSHIPS

INDONESIA

Collaboration is crucial to drive change in complex fisheries, such as the Indonesian pole-and-line and handline tuna fisheries. In 2017/18, the International Pole & Line Foundation (IPNLF) affirmed its fishery stakeholder alliances and established new partnerships, with a shared goal of driving fisheries reform in the Indonesian pole-and-line and handline tuna sector, in order to enter a number of fisheries into full assessment against the Marine Stewardship Council (MSC) standard. In collaboration with the Indonesian Ministry of Marine Affairs and Fisheries (MMAF), [Asosiasi Perikanan Pole & Line dan Handline \(AP2HI\)](#) and Yayasan Masyarakat dan Perikanan Indonesia (MDPI), IPNLF will demonstrate the concept of how market-based incentives can lead to improved management and long-term sustainability.

FISHERIES IN FOCUS

Improvement initiatives will be focused on a total of 14 fisheries in seven key areas, North Sulawesi & North Maluku, West Papua, Banda, Maluku, North Flores, Flores and West Nusa Tenggara.



Through MMAF, the Government of Indonesia has embarked on a strategy to promote and expand our small-scale fisheries and to tackle IUU fishing to provide a long and sustainable future for Indonesian fishers and fishing communities. IPNLF has been instrumental in progressing the management and governance of our one-by-one tuna fisheries.”

Trian Yunanda, Deputy Director for Fish Resource Management in IEEZ and High Seas, MMAF, Indonesia



Through our work with one-by-one tuna in Indonesia, we are demonstrating the benefits that a well-managed fishery can bring to fisheries and coastal communities.”

Jeremy Crawford, Southeast Asia Director at IPNLF

HIGHLIGHTS



Driving fisheries reform - initiating a new partnership project that will drive improvements in a number of pole-and-line and handline tuna fisheries in order to achieve Marine Stewardship Council certification

Building capacity - increasing on the ground technical expertise, strengthening engagement with local industry and developing organisational strategies

Traceability - utilising vessel tracking systems on one-by-one vessels to verify spatio-temporal usage and support fishery traceability

Baitfish sustainability - supporting a risk-based assessment for small pelagic baitfish species and introducing best-practice for baitfish handling



Social contributions - developing research programmes to determine the social and economic contributions of one-by-one tuna fisheries to local communities



Harvest strategy - collaborating with Indonesian government, Commonwealth Scientific and Industrial Research Organisation (CSIRO) and other stakeholders to define a tuna harvest strategy

International policy - capacity building to increase engagement in international policy and management meetings



International exposure - raising the profile of Indonesian tuna at global trade shows and conferences



INNOVATION ON THE WATER

THE MALDIVES

The Maldives is a world leader in the promotion and protection of its one-by-one tuna fishery. The International Pole & Line Foundation (IPNLF) has been working beside the Ministry of Fisheries & Agriculture (MoFA) to enhance the global recognition of this socially and environmentally responsible fishery. To strengthen one of the world’s leading suppliers of one-by-one caught tuna, IPNLF supported MoFA to ensure the pole-and-line skipjack tuna fishery was recertified by the Marine Stewardship Council in 2017; led fisheries and social research; created a [web-enabled traceability platform](#) that meets international standards; and increased fishing efficiency and best-practice through innovative solutions.



With IPNLF’s support, Ensis is working closer than ever with local communities to bring positive change. In addition to operating our own one-by-one fishing boats, we have contracts in place with many other vessel owners that enable us to ensure a continuous supply of high-quality Maldivian tuna while providing employment for hundreds fishermen, most of which come from small island areas.”

Mohamed Waseem, Managing Director at Ensis Fisheries

Current: Maldivian one-by-one tuna fisher trials Keyolhu mobile app for the Fisheries Information System. 2017 © Adam Ziyad

Background: Maldivian pole-and-line tuna fishing in action. 2016 © Woolworths SA



HIGHLIGHTS



Traceability & transparency - developing the web-enabled Fisheries Information System (FIS) for data capture and a mobile app, Keyolhu, to allow fishers to submit fishing activity records daily and remotely

Concept vessel - trialling innovative technology such as the bird radar and nano-ice machines to increase fishing efficiency



Fisheries research - expanding its fisheries observer programme to include handline vessels, conducting 150 research trips; examining the role of women in one-by-one tuna fisheries

Scientific publications - publishing a study on women in one-by-one tuna fisheries and two scientific peer reviewed reports that provide an objective assessment of fisheries bycatch and fuel-use efficiency



International advocacy - supporting the Maldivian delegation to champion fair and equitable management measures that protect and promote the needs of one-by-one tuna fishery supply chains at the international level



Sharing the story - increasing fishery exposure at international events and through new digital media platforms

Outreach - engaging the tourism industry to communicate the benefits of one-by-one fisheries with new stakeholders



One-by-one tuna fisheries have supported livelihoods and provided essential protein for Maldivian coastal communities for more than 800 years. IPNLF continues to work very closely with local and international stakeholders to ensure that appropriate and practical systems are in place to protect the future of these vital fisheries.”

Dr Shiham Adam, Science & the Maldives Director at IPNLF



A NEW PHILOSOPHY

ST HELENA

In 2016, IPNLF partnered with the St Helena government, the [St Helena Fisheries Corporation](#) and the local fishers to establish a unique one-by-one only tuna fishing area in the island's 172,439 square mile maritime zone, shielding a vast ocean area from harmful fishing activities and providing valuable protection for the local community's low-impact, socially responsible fishery. This initiative continues to build momentum, trialling innovative techniques to enhance best-practice, traceability and safety-at-sea, while bringing better returns to this remote island community.



Current: St Helena's one-by-one tuna fishers, Peter and Colin, load their catch onto ice. 2017 © IPNLF
Right: Handline tuna fishing in St Helena. 2016 © Martin Collins
Background: Birds eye view of Jamestown harbour, St Helena. 2017 © IPNLF

HIGHLIGHTS



Fisher training – sharing best-practices and handling techniques to enhance the quality and value of tuna catches

Quality and traceability – working with the local processing plant to ensure that the highest quality tuna receives the best price in international markets, while meeting the highest traceability standards



Policy - working with local policymakers to adopt legislation and implement measures to establish St Helena's one-by-one only tuna fishing zone that extends to 200 nautical miles



Sharing the story - launching a [short documentary](#) to increase the support for St Helena's tuna fishery throughout the island community as well as to build its reputation abroad



One hook, one fish at a time, St Helena fishermen have long-caught high-quality, fully traceable tuna. This project and IPNLF's on-the-ground support will raise the international profile of our fishery and bring greater long-term security for the local seafood industry while protecting our marine environment.”

Waylon Thomas,
St Helena fisher



TURNING THE TIDE

INTERNATIONAL RECOGNITION

In 2017, IPNLF was honoured with the [Seafood Champion Award for Advocacy](#), in recognition of the leading role it played in ensuring that the Indian Ocean Tuna Commission (IOTC) adopted a Harvest Control Rule (HCR) for skipjack tuna. The adoption of the HCR was a defining moment for tuna fisheries management, setting the bar for proactive, preventative management measures. This Seafood Champion Award was both a great honour for IPNLF and an important milestone in its policy engagement.



IPNLF recieved the Seafood Chamion Award for Advocacy. Adam Baske celebrates with other champions at the SeaWeb Seafood Summit, Seattle. 2018 © Azzura Photography, SeaWeb



The Seafood Champion Award goes way beyond recognition for the IPNLF team. It’s a testament to our **Member network** – our very own champions of change. Together, we are addressing some of the supply chain’s most pressing challenges while advancing the aspirations of one-by-one tuna fisheries.”

Adam Baske, Policy & Outreach Director at IPNLF

THE AZORES DECLARATION

In 2017, IPNLF co-hosted the world’s first [One-by-One Tuna Fisheries Conference](#) with the Azores Government. For the very first time, stakeholders from across the world had the opportunity to come together to discuss best-practice, to facilitate market opportunities and to explore ways to collaboratively progress the one-by-one tuna sector. The conference concluded with the Azores Government issuing the [Azores Declaration in Support of One-by-One Tuna Fisheries](#) that calls for six key principles to be supported throughout all one-by-one tuna fishery supply chains.

In signing the Declaration, the conference participants agreed to actions that support a sustainable and equitable future for these fisheries. These principles include taking a holistic approach to sustainability, that respects the social and cultural values of the fisheries and the rights of women, as well as an agreement to pursue increased access to markets and fair representation within fisheries management.

REGIONAL FISHERIES MANAGEMENT ORGANISATIONS

While being essential to the wellbeing of many coastal communities due to the employment, income and food they provide, one-by-one tuna fisheries are still marginalised at international negotiations. To reverse this trend, IPNLF works at local and international levels to strengthen the voice of one-by-one tuna fisheries and communities.

International Commission for the Conservation of Atlantic Tunas (ICCAT) meeting. Positive outcomes from these meetings include:

IOTC - Agreement on a harvest strategy work plan, further demonstrating the IOTC’s commitment to pre-agreed management procedures for the primary tuna fisheries, and further limitations on the use of supply vessels and drifting fish aggregating devices (dFADs) to reduce pressure on yellowfin tuna.

ICCAT - Adoption of a Harvest Strategy for North Atlantic Albacore, and increasing momentum to restrict catches of juvenile tunas and other bycatch driven by fisheries using dFADs.

In 2017, IPNLF continued its strategic approach to engage with the Regional Fisheries Management Organisations (RFMOs), to push for the adoption of key measures that promote and protect the interests of one-by-one tuna fisheries. By working with its Member network and RFMO member countries, IPNLF galvanised support for a number of key policies.

Key events in addition to the RFMO annual meetings included the **tuna RFMO FAD working group** (Madrid, April 2017), the UK Tuna-RFMO Working Group (London, April/September 2017) and the Indian Ocean Tuna Commission (IOTC) coastal state working group meetings.

On the ground, IPNLF focused efforts on engaging with the member country delegations on key issues impacting small-scale tuna fisheries, hosting a panel discussion during the Indian Ocean Tuna Commission (IOTC) meeting and presenting the Azores Declaration at the



OUR NETWORK

MEMBERS

The International Pole & Line Foundation’s (IPNLF) continued success owes a lot to the support and engagement of its Member network. These organisations, from all over the world and representing all stages of the one-by-one tuna supply chain, share our vision: to ensure a sustainable source and supply of seafood, while safeguarding and enhancing livelihoods in coastal communities. IPNLF’s achievements would not be possible without the valuable, ongoing support of its Member network.

In 2017/18, IPNLF’s membership expanded in both size and geographic range, with key European commercial partners including Conservas Imperatriz and Sea Delight Europe LLC, as well as technology company Tuna Solutions, and fisheries associations in Senegal, South Africa, Ecuador and New Zealand joining - welcome!



PARTNERSHIPS & ALLIANCES

IPNLF partners with many organisations to promote sustainable seafood messaging. Through these collaborations, IPNLF increases the strength of its messages, contributing to wider seafood sustainability goals. Partners include:

- [Conservation Alliance for Seafood Solutions](#)
- The Centre for Environment, Fisheries and Aquaculture Science (Cefas)
- [Seafood Watch, Conservation Partner](#)
- [Fish Choice Sustainable Seafood Affiliate](#)
- [Azores Fisheries Observer Program \(POPA\)](#)

IPNLF has representation on a number of international advisory structures and industry associations that drive the sustainable development of fisheries, including:

- Fair Trade USA Fisheries Advisory Council
- Association of Sustainable Fisheries
- Responsible Fishing Scheme International Working Group
- International Association for Women in Seafood Technical Advisory Group



Troll tuna fishing in New Zealand, 2017
© New Zealand Tuna Management Association



OUR FUNDING & FINANCES

FUNDERS

The International Pole & Line Foundation (IPNLF) would like to highlight the contributions from its three largest donors, the Walton Family Foundation, the David & Lucile Packard Foundation and Oceans 5, whose generous support has enabled IPNLF to accelerate fisheries reform in Indonesia and establish a one-by-one only tuna fishing zone in St Helena.

IPNLF is incredibly grateful to the Marisla Foundation for its ongoing support, as well as for the contributions from the Global Communities Research Fund UK and the Global Fisheries Sustainability Fund that have supported the expansion of IPNLF’s fisheries and social-economic research. IPNLF also thanks the U.S Agency of International Development (USAID) Oceans programme for its commitment to support capacity building and market outreach for Indonesia’s one-by-one tuna fisheries.

- Global Communities Research Fund UK
- Global Fisheries Sustainability Fund
- Marisla Foundation
- Oceans 5
- The David and Lucile Packard Foundation
- U.S. Agency of International Development (USAID) Oceans
- Walton Family Foundation

FINANCES

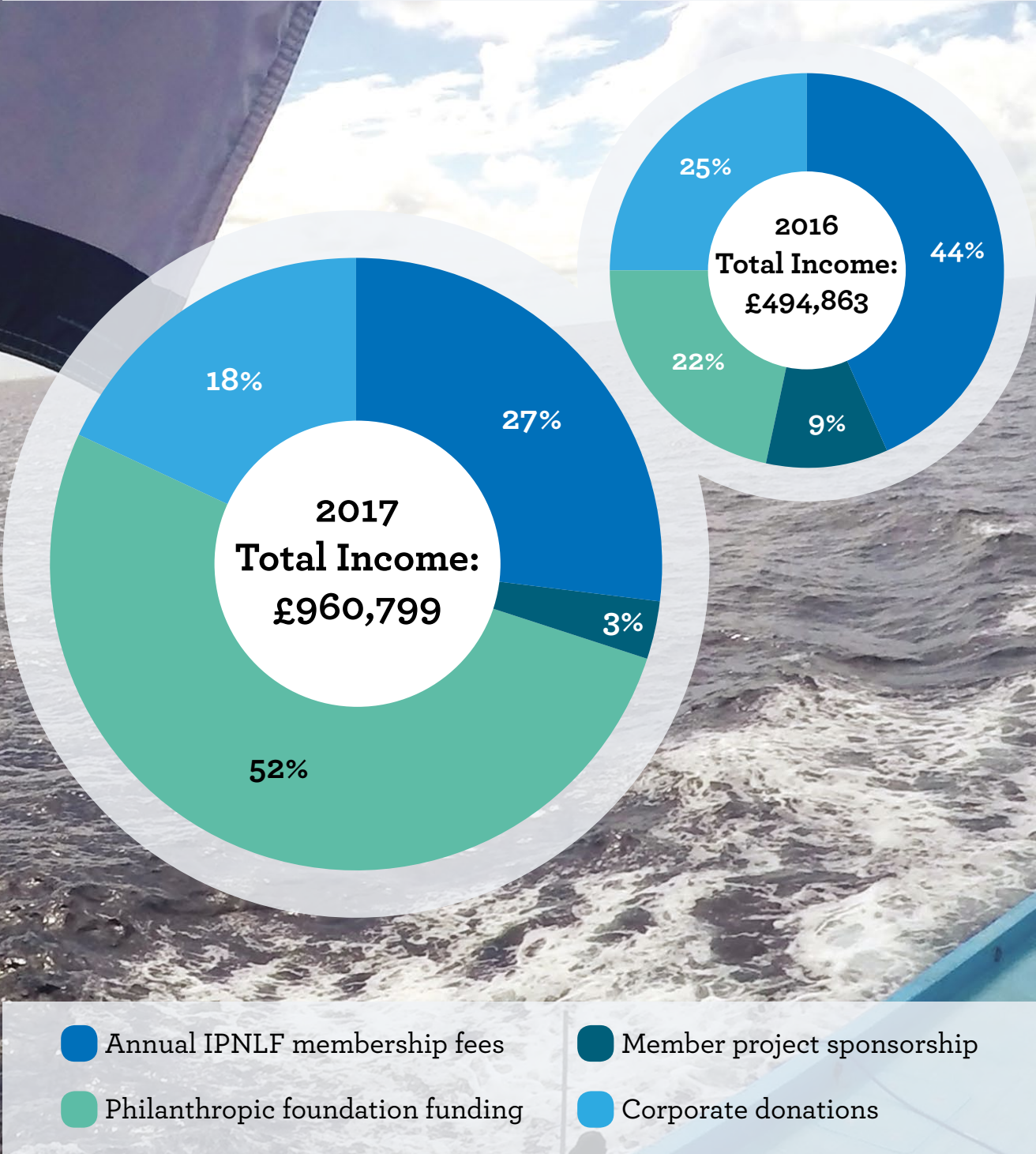
IPNLF’s work is funded by its Member organisations, philanthropic grants and corporate project sponsorship. IPNLF continues to be extremely grateful to all those that have supported its work through 2017-18.

Full accounts are available online via the UK Charity Commission: www.charitycommission.gov.uk.



Current: Flying the IPNLF flag - one-by-one tuna fishers in Sorong, Indonesia. 2016 © IPNLF

Background: Flying the IPNLF flag - one-by-one tuna fishers in Kadhdhoo, Maldives. 2016 © IPNLF



OUR TEAM



Current: IPNLF staff and STAC at the annual meeting. 2017 © IPNLF
Background: Handline tuna fisher, Indonesia. 2016 © MDPI

Trustees

- John Burton – Chair
- Natalie Webster – Deputy Chair
- Adnan Ali
- Andrew Bassford
- Dr Alasdair Harris
- Duncan Leadbitter
- Dr Antony Lewis
- Ali Wibisono

Scientific & Technical Advisory Committee

- Dr M Shiham Adam – Chair
- Dr Antony Lewis – Co-chair
- Dr Charles Anderson
- Dr Haritz Arrizabalaga
- Dr Megan Bailey
- Dr Kate Barclay
- Dr Laurent Dagorn
- Robert Gillett
- Duncan Leadbitter
- Dr Lida Pet-Soede
- Craig Proctor
- Dr Dale Squires

Staff

- Martin Purves – Managing Director
- Dr M Shiham Adam – Science & the Maldives Director
- Adam Baske – Policy & Outreach Director
- Jeremy Crawford – Southeast Asia Director
- Dr Ingrid Kelling – Market Outreach Director
- Dr Alice Miller – Social Research & Programmes Director
- Juliette Tunstall – Communications Manager
- Yaiza Dronkers Londoño – Policy & Outreach Officer
- Joanna Eames – Communications & Outreach Engagement Officer
- Nur Suri Hapsari – Project Manager, Indonesia
- Jason Holland – Media & Communications Advisor
- Ali Manzooom – Software Engineer
- Ibrahim Nadheeh – Fisheries Research Officer
- Tania Taranovski – Strategic Advisor
- Julie Thomas – Project Manager, St Helena
- Adam Ziyad – Projects Coordinator, Maldives

FOR THE PEOPLE,
BY THE PEOPLE



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