

International Pole & Line Foundation For One-by-One Fishers

Annual Report 2021 | 2022



IPNLF

INTERNATIONAL POLE
& LINE FOUNDATION

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One hook, one line, one fish at a time



From our chair

This year saw IPNLF grow in strength and scope in arguably one of the toughest global environments we have had to face as humanity. As an organisation we had to overcome challenges across people, projects, and funding. As a response, we have emerged stronger, clearer and more resilient from the pandemic as we embraced new thinking and opportunities to remain agile and future-fit. We have increased our efforts with projects on the water, showcasing the important stories from around the globe of how sustainable fishing is helping to change lives and heal our oceans.

We have used our opportunities to attend and speak at international events and conferences, to represent the voice of sustainable fisheries, the fishers and the communities dependent on the oceans for their survival. The year 2022 has been particularly meaningful as The United Nations General Assembly has declared this the Year of Artisanal Fisheries and Aquaculture (IYAFA). This has shone a light on the industry and highlighted the value and importance of one-by-one tuna fisheries, bringing to the forefront conversations which may have been previously overshadowed.

As an organisation, we have undergone several changes and developments within our team. Some of our team have moved on to pursue new opportunities, while others stepped up to fill these gaps and grow their experience and expertise. We welcomed their new energy and perspective as we onboarded them into our organisation. We have also reorganised our resources and strengthened our focus in Indonesia and the Maldives as well as restructuring our fisheries team to deliver greater impact and presence. We have used the opportunity of time to develop the capacity of our team, broaden our collective skillset and up weight the expertise across the team through learning interventions such as; training to support work streams, learning

new languages to better engage in the communities we support and an increased human resource focus to further improve the organisation's longevity as we look to the future.

Similarly, our network has grown with much work still needing to be done. Our membership base has improved in established geographies such as St Helena and South Africa, and branched into new ones, like Brazil and Dubai. We remain committed to developing strong, collaborative relationships with all of our members and stakeholders to better represent the needs of one-by-one fisheries, supply chains, and sustainable retailers and brands. This year has seen growing support from the market and all indications are speaking to a consumer-driven shift and greater awareness in the marketplace for sustainable and ethically sourced products. The seafood market is an inherently dynamic environment, complex and topical. Covid-19 amplified the focus on tuna stocks in the Indian Ocean, while many partners are now choosing more sustainable ways of doing business, understanding the impact and benefit to the environment and local communities.

This year has presented opportunities to connect with ocean advocates, NGOs and

the donor community at events like the UN Oceans Conference, the World Ocean Summit and the 4th World Small-Scale Fisheries Congress, led by the Too Big to Ignore initiative. Other events presented opportunities to connect with market partners, such as the seafood expos in Barcelona and Boston. IPNLF have further raised their profile by speaking at a diverse range of events, including The Economist's World Ocean Summit and the UN World Trade Organisation's Global Summit on Community-based Tourism, amongst others. Allowing us the opportunity to strengthen relationships and build new ones. New ideas were born spurning on different initiatives, it has challenged our collective thinking as we advocate for the rights and needs of small-scale one-by-one fisheries to wider audiences.

We remain optimistic about the year ahead. It brings much excitement and anticipation as we continue to implement activities and strategies linked to our 2025 Strategic plan. We continue to evolve our thinking and reimagine what the IPNLF will look like in 2030 and beyond. The industry is an ever-changing environment, we have a strong set of guiding values and we are building bench strength within our team and imparting this knowledge and expertise within the industry. We continue to add value to our donors,

members, fishers and the communities we engage with while having to overcome the many challenges that we are faced with.

We are humbled and thankful to our partners, donors and members who continue to support the work of IPNLF. Without you, we would not be able to achieve our objectives and play our role in helping make a difference for future generations and the sustainability of our oceans. We remain resolute in our commitment to our vision as we pioneer, strengthen and forge new paths in our journey to support and advocate for one-by-one tuna fisheries that are, indeed, small in scale but deliver a great impact to people and planet.

Rahim Hoosen,
IPNLF Chair

Mission

Our mission is to empower responsible fisheries, which give back to the seas and the people that depend on them.

Vision

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

Impact

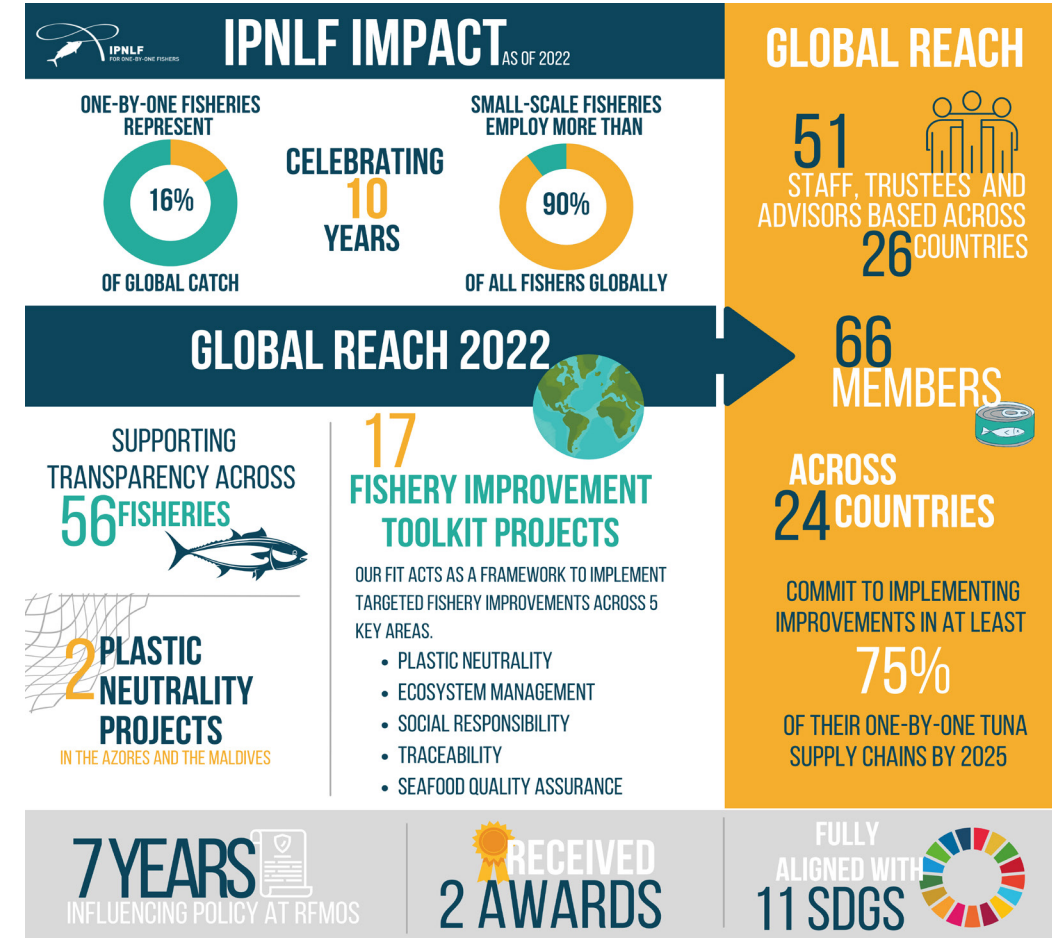
IPNLF's broad scope of work covers scientific research, policy and advocacy, marketplace relations, and fishery improvements, but the impact we have on the water to safeguard the livelihoods of fishers and their communities is the basis of all in our organisation. Supporting and empowering these communities to be responsible stewards of ocean resources and evidencing the environmental and social benefits of one-by-one methods lies at the heart of what we do.

This year, IPNLF has demonstrated an ability to surpass expectations and achieve impacts beyond the scope of our resources. By developing and building new relationships to work more closely with our international partners, we have collaborated on a number of successful initiatives, as well as having contributed to and witnessed positive steps towards the UN 2030 Agenda for Sustainable Development.



Key achievements

- Launched the Tuna Tales documentary series which was selected to be featured at four globally renowned film festivals.
- Implemented a project with partners in the Azores to develop and evidence the world's first plastic neutral fishery.
- Concluded our first Seafood Quality project in Oman to produce grade A tuna, setting a new standard for handline by using our Fisheries Improvement Toolbox (FIT).
- Supported the certification of the first pole-and-line Fair Trade fishery in Indonesia.
- Concluded our Ghost Gear Removal Project in the Maldives demonstrating the potential for one-by-one fishers to contribute to ocean plastic solutions.
- Further expanded electronic monitoring to improve traceability in Indonesian one-by-one fisheries.
- Worked with partners, like Blue Marine Foundation, and coastal states to push for yellowfin catch reductions at the IOTC Annual Session.
- Continued to push for just and equitable allocation of bigeye tuna at the ICCAT Annual Session.
- Published multi-page articles in all INFOFISH's issues this year.



SPEAKING AT



PREMIERED 4 FILM FESTIVALS

ECOSYSTEM-CENTRIC APPROACH WITH OUR FISHERY IMPROVEMENT PROJECTS (FIPS)

Social Responsibility

Ensuring that socially responsible practices are occurring throughout seafood supply chains is paramount for businesses across the globe. In response to these challenges IPNLF strives to shift the global narrative towards responsible seafood which also duly considers the local, social and economic impacts as well as human rights issues in fisheries. As such, securing, safeguarding and building opportunities for coastal communities to participate in highly competitive global seafood markets is a key area of our work.

“The seafood sector is rightly concerned with addressing human rights and labour risks in supply chains. However what is often not recognised is the acute relationship between the social wellbeing of coastal fishing communities and the bearing this has on a wide range of other human rights, including the right to work, food and an adequate standard of living. Through our social responsibility work we aspire to go beyond ensuring minimum human rights protections for workers, towards increasing human well being and improving the quality of life of the resource dependent communities we represent”

Zacari Edwards, Social Responsibility Director, IPNLF

In 2020, IPNLF outlined its new Social Responsibility workstream committing to comprehensively identify the key social challenges in the fisheries we work with, and increase our engagement with our commercial members and other partners collaboratively addressing any issues raised. IPNLF also committed to ensure that all our social responsibility work is grounded in evidence-based activities, aligned with international guidelines, and communicated transparently to all relevant stakeholders in the seafood sector. We are pleased to say, two years on, that we are well on track to honouring these commitments and have a number of new exciting initiatives underway.

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Social Responsibility Tool Update

In 2022, IPNLF refined and updated the key focus areas of our Social Responsibility Programme. As a result, social responsibility improvements will be focused on, but not limited to the following areas: Safety at Sea, Human Rights, Responsible Recruitment, Grievance Mechanisms, and Provision of Living Wage.

This year, IPNLF have been engaged in assisting the development process of grievance mechanisms in particular. An internal benchmarking tool; the IPNLF Grievance Mechanism Scorecard has been developed to assist IPNLF staff in quickly understanding how far existing grievance mechanisms are from best practice, as defined by the UN's Guiding Principles on Business and Human Rights (UNGPR). Utilising this scorecard, IPNLF staff have been actively advising stakeholders in Brazil, Maldives, and Indonesia to ensure the grievance mechanisms available to one-by-one fishers are as close to UNGP best practice as possible.



Improving practice through partnerships

Ministry of Economic Development Maldives

IPNLF-Maldives recently signed a Memorandum of Understanding (MoU) with the Ministry of Economic Development (MoED) to collaboratively enhance the protection of workers in the Maldives and explore opportunities to collaboratively engage in activities that furthers the promotion of social and economic benefits of Maldives tuna fishing.

Destructive Fishing Watch

IPNLF formalised our partnership with Destructive Fishing Watch (DFW) with the aim of integrating the existing grievance mechanism provided by DFW into our Indonesian FIPs and helping establish Fisher Information Centres in Indonesian ports. This work will help improve social safeguards in place for Indonesian fishers and enable fishers to report any labour complaints directly in-person at the fisher centres.

NGO Tuna Forum

In 2022, IPNLF enjoyed contributing to outputs of the NGO Tuna Forum’s Labour and Social Group, and contributing to the development of broad human rights and labour market

recommendations as well as the Worker Rights & Safety Practices component of the Forum’s Transhipments Guidance. IPNLF also greatly appreciated the opportunity to highlight equity and justice issues at the Forum. If NGOs, the business community and funders all considered how tuna fisheries could contribute to healthier, more sustainable and more equitable food systems we could collectively ensure a fairer world as envisioned under the Agenda 2030.

Seafood Ethics Action Alliance

IPNLF established a new partnership with the Seafood Ethics Action Alliance (SEAA) to ensure there is alignment between their work and SDG 14b- providing access for small-scale artisanal fishers to marine resources and markets. Partnering with SEAA also allows us to be involved in collaborative, industry-wide, pre-competitive initiatives that can help to identify problems and share the cost of developing and implementing solutions. A number of our commercial members are also members of SEAA, and benefit from opportunities to share knowledge and insight, learn from others, build our own understanding, share best practices, and network with others in the same situation.

Projects

Blue Communities Initiative - Indonesia

In 2022, IPNLF came to the end of a 5-year collaboration with Plymouth University through part of the Blue Communities initiative. The research took place in Ambon, Kendari, and Bitung, and identified indicators that effectively captured the key socio-economic benefits of the small-scale tuna fisheries in Indonesia. The final report has been published on the IPNLF website, and has been utilised to inform IPNLFs engagements within the Tuna Consortium to establish an approach to capture socio-economic information to inform harvest strategies in Indonesia. This year, IPNLF coordinated efforts to establish a new Socio-economic Working Group of the Tuna Consortium to take this work forward. The Blue Communities reports will be one of several research approaches that will inform discussions within this working group that is ultimately tasked with helping to define management objectives that are related to the social and economic aspects of tuna stock management.

Improving the income security of female processors in coastal communities - Maldives

IPNLF-Maldives launched a game-changing solution that will connect women fisherfolk in Gemanafushi to an exclusive digital market

platform to let them account for their own production and sales data, receive payments directly without a middleman, and conduct financial transactions online, build credit histories and access financial tools. These women, too often reliant upon potentially manipulative middlemen, will be empowered through the project providing an e-commerce platform on which they can directly promote and sell their fishery products. Key target outcomes of this project include improving local women’s business skills and digital literacy, as well as empowering women to increase their income by at least 10% through digitising their marketing and trade.





Plastics

IPNLF's ocean plastics work has focused on working with fisheries to facilitate plastic reduction or offsetting. IPNLF has been pioneering the idea of fisheries achieving "plastic neutral" status by removing as much plastic from the ocean as it loses on an annual basis to have an overall neutral, or even positive, effect.

Despite their minimal gear loss contributions, one-by-one fisheries across the world have acted as pioneers for ocean plastic solutions, with the goal of achieving plastic neutrality. IPNLF recognised this opportunity in the fisheries we work with and began to develop projects to test the feasibility of plastic neutrality in one-by-one fisheries. Pole-and-line fisheries in the Maldives and the Azores are now leading the way and have set a new standard for what it means to successfully reduce and offset their ocean plastic contributions which can, and should, be adopted and replicated throughout the fishing industry.

Maldives Plastic Neutrality project, Gemanafushi and Noonu Atoll

In December 2021, IPNLF completed its pilot ghost gear collection project in the Maldives with the Olive Ridley Project (ORP), funded by World Animal Protection's Joanna Toole Ghost Gear Solutions award, to develop a plastic neutral fishery. Twelve vessels from Gemanafushi Island took part in an at-sea collection of abandoned, lost, or discarded fishing gear (ALDFG) and recorded data on the collected gear. This collected ghost gear was then either responsibly recycled, or distributed among the community to be upcycled. By the end of the project, these one-by-one tuna fishers from 12 small vessels in Gemanafushi

Island collected enough ghost nets to offset the total weight of all gear loss contributions of half of the national Maldivian fleet (almost 350 Maldivian vessels).

This project informed an expansion of our plastic neutrality work in the Maldives into a replicated ghost net retrieval and recycling project in the Noonu Atoll. The project aims to develop the repurposing aspect of our plastic neutrality project by empowering local groups to utilise the skillsets of the community and create products which can be sold on to form a self-sustaining supply chain. This would encourage future net collection and repurposing activities to continue beyond the duration of this funding period.

Plastic Collection Competition 2021, Azores

In partnership with Azores Ocean Observatory (OMA), Azores Fisheries Observer Program (POPA), Associação de Produtores de Atum e Similares dos Açores (APASA), Federação das Pescas dos Açores (FPA), and the Institute of Marine Research (IMAR), IPNLF developed a ghost gear retrieval competition to be held among the Azores pole-and-line fleet.

The project incentivised fishers by putting them in competition with the plastic contributions of the entire fleet, to remove more in three months than they had

collectively lost throughout the year, and in competition with the other vessels to remove the most as an individual vessel.

Seven vessels of the APASA pole-and-line fleet took part in the 3-month competition from June to September, 2021. The vessels were advised to collect marine litter that they encountered on fishing trips, with a focus on removing ghost gear. Throughout the 2021 competition, these seven vessels of the APASA fleet removed 452 kg of marine plastic litter; 438 kg of this was ghost gear in the form of buoys, nylon cables, and multifilament nets. This means that in three months, these vessels retrieved 875 times more ghost gear in weight than they lost annually in their own fishing operations. These achievements by the Azores fleet far surpass plastic neutrality.





Fisheries development

Our fisheries development work aims to provide solutions to the unique challenges of one-by-one fisheries in different local contexts. These solutions are designed to ensure responsible one-by-one tuna fisheries are able to compete and thrive in a rapidly changing world. By implementing best practices, we demonstrate how one-by-one tuna fisheries can offer the greatest socio-economic benefits to communities and have minimal impact on tuna stocks and ocean ecosystems.

We take great pride in the improvements we achieve by working directly on the water to guide and train fishers as well as with onshore stakeholders. A growing and exciting piece of this workstream is the development of “for-profit-conservation” which looks at facilitating cost-effective transitions away from excessively destructive fishing gears to one-by-one methods. This work is full of win-win opportunities for people and the planet, in line with the ambitions of the UN Food System Summit’s Producers Declaration.

“Pairing our policy and markets with tangible improvements on the ground and water is critical to securing a sustainable and equitable future of one-by-one tuna fisheries and the millions of people that depend on them for livelihoods and nutrition. All fisheries have a responsibility to keep innovating while keeping the best interest of the environment and its coastal communities at heart. IPNLF takes great pride in working directly with responsible fishers and other stakeholders on site to stay informed and grounded whilst achieving our shared mission.”

Roy Bealey, Fisheries Director, IPNLF



FIT projects

IPNLF is the global small-scale tuna fishery and supply chain specialists with capacity to work on the water. Our Fisheries Improvement Toolbox (FIT) continues to strategically structure engagements between IPNLF members, local fishery stakeholders, and IPNLF's global network of technical staff and consulting partners. As such, the FIT provides a framework whereby companies can specify the project support they require and address improvement areas of most concern to them. Each project links to one of the FIT Tools mentioned below. Examples are also provided of some of the FIT projects implemented during the past year.

1. Social Responsibility

IPNLF worked with partners to achieve Fair Trade US certification in Indonesia's Bitung pole-and-line fishery. This ongoing project incentivises best practices among tuna fishers by building up their skills and knowledge regarding their working conditions and labour rights. Additionally, the project has established a Fisher Group with 51 crew members and 3 vessels to empower local fishers and develop the necessary skills to effectively negotiate with organisations which influence their livelihoods and ensure their own labour and human rights are protected.

"Fair Trade certification is very important for Fish Tales as this ensures fair working conditions for vessel crews and cannery workers. The Fair Trade premium also offers a great opportunity for fishers to invest in their communities. IPNLF has proven to be a great partner for the implementation of the Fair Trade program in Bitung and we are very happy to extend our collaboration into the coming years!"

Irene Kranendonk, Impact Manager, Fish Tales

2. Plastic Neutrality

IPNLF's plastic neutrality work has led to the implementation of a number of successful projects with members and partners, all structured by the FIT; including the Maldives Ghost Gear Retrieval Project in Gemanafushi Island, Maldives, the ongoing three-year plastic collection competition with the APASA vessels in the Azores, and the newly developed ghost gear retrieval and repurposing project in the Noonu Atoll in the Maldives. These projects have demonstrated how one-by-one fishers can contribute to the solution for ocean plastic pollution which is an increasing concern for consumers and industry alike.

3. Seafood Quality

This year, IPNLF has initiated a Seafood Quality project in Oman while also preparing installations of innovative solar ice makers to generate premium trade opportunities for one-by-one tuna fishing communities on remote Indonesian islands. We have also been supporting harvest handling training for Indonesian fishers who already supply our commercial partners, and are preparing SQ training to support alongside value chain assessment and improvement work to help the Cape Verde government achieve its Blue Economy ambitions. We also recently conducted a scoping visit to define options for similarly helping the government of Madagascar improve trade opportunities for responsible one-by-one tuna fishers. We expect to do many more SQ engagements with cofinance from the upcoming second phase of the 'Common Oceans - A partnership for sustainability and biodiversity in the ABNJ' project over the coming years.

4. Ecosystem Management

We recently started two new baitfish projects in the Maldives; one mapping baitfish use and defining opportunities to ensure sustainable use, and the other which uses cameras to monitor the feeding



response of tunas behind pole-and-line vessels to enable research into the possibility of alternatives to using livebait. Under this tool we've also continued supporting six one-by-one tuna FIPs covering 947 vessels in Indonesia, together with our local partner AP2HI. We also manage a handline FIP in Brazil and provide support to another FIP in South Africa. We have continued to engage our members in national fisheries policy developments and provide technical support to many like-minded delegations, pushing efforts to ensure tuna stocks are managed sustainably at international RFMOs globally.

5. Traceability Improvement

We have finalised efforts to support improved seafood traceability in St Helena, which were previously paired with harvest handling improvements. IPNLF guided traceability improvements in Oman and has been implementing FAME eCDT technology on Indonesian handline

vessels, which has now been integrated with the onshore traceability systems of our engaged value chain partners of that project. We have also been trialling electronic monitoring cameras on one-by-one vessels in Indonesia, evidencing the benefits of these methods and compliance with regulations.

FIT Case Study

IPNLF's Dubai-based member, Seafood Souq, engaged the Seafood Quality Assurance (SQ) Tool of the Fisheries Improvement Toolbox (FIT), to develop new sourcing avenues for handline-caught yellowfin tuna and to facilitate international trade opportunities. The project worked with traditional handline tuna fisheries in Oman to improve fish handling and cold-storage practices. This would offer the opportunity to improve the tuna to grade A quality and make it suitable for premium value exports. Practical, at-sea training was delivered by IPNLF's Fisheries Improvement Consultant, Craig Turley, alongside specialist consultancy support from Ryan Nienaber, the owner and founder of IPNLF member Greenfish SA. Craig and Ryan conducted training for at-sea handling and land-based processing techniques with the fishers. Meanwhile, Seafood Souq provided a route to market for all upgraded tuna, paying fishers a premium for the high quality tuna produced through this project. The results were beyond expectation and the landed tuna was upgraded from grade-C to grade-A, giving Omani fishers the opportunity to earn more money from catching fewer fish.

"This project was an exciting proof of concept which demonstrated that, with simple adjustments to fish-handling and onboard cold-storage practices, handline fisheries can land premium quality tuna whilst maintaining the minimal environmental impacts of one-by-one techniques. The most exciting part is that this initiative can be replicated throughout the world at a very low-cost, leading to safer, more hygienic seafood with less fish waste"

Craig Turley, Fisheries Improvement Manager, IPNLF

Policy and Advocacy

IPNLF's policy team works across the Indian, Atlantic, and Pacific Oceans where we have built strong relationships and created meaningful impact over the years. We continue to advocate alongside coastal states and small-scale tuna fishery representatives, for regulations that protect our global ocean resources and the communities that are the most reliant upon them.

In the last year, the team have pushed hard for greater recognition of the scientific advice in policy decisions as well as more equitable approaches to allocation whilst creating spaces for the voices of small-scale fishers to be heard and taken into account.

One of the ways in which we amplify the voices of small-scale fishers in the Atlantic is through our participation at the European Commission's Advisory Council for the outermost regions, CCRUP. We have collaborated with members of CCRUP to develop recommendations to the European Commission and advocate for the rights and needs of small-scale fisheries and fishing communities, as well as presenting the first three episodes of the Tuna Tales video series at their 2021 General Assembly to highlight the importance of supporting these communities. This conference directly led to a number of meaningful discussions and we look forward to developing this workstream to ensure the rights and needs of fishers in European territories across both the Atlantic and Indian Oceans are fully represented and considered.

"The tropical oceans are home to several developing, and small-island coastal states, some with thriving small-scale and artisanal fisheries. A major impediment for a fair and equitable governance regime at RFMOs is imbalance in the geopolitics between the developed economies (DWFNs) and the coastal states which creates challenges for decisions being taken by consensus. It is vital that we empower coastal states to meaningfully engage in RFMO dialogues and have their voices heard."

M. Shiham Adam, Science and Maldives Director, IPNLF

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Western and Central Pacific Fisheries Commission (WCPFC)

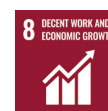
Our work in WCPFC this year has focussed on supporting work to develop a harvest control rule for tuna through data collection and to improve labour standards in fisheries. This is an increasingly important topic area, on which New Zealand and Indonesia have led efforts to address the on-board issues. As a result, a draft Conservation Management Measure (CMM) on labour issues, which outlines regulations and processes to help ensure sound labour standards on-board fishing vessels in the Pacific Ocean, was developed and submitted. IPNLF supported the Indonesian delegation in the run-up to, and during, the WCPFC Intersessional meeting on improving labour standards on-board fishing vessels in June this year to support the CMM and will continue to do so to ensure it is effective, if adopted.

International Commission for the Conservation of Atlantic Tunas

Discussions at ICCAT this year have focussed on bigeye tuna catches and allocation. Atlantic bigeye tuna was subject to overfishing until 2019, which landed the stock in an overfished state, where it remains. However, this led to the development and implementation of a 15-year rebuilding plan for the stock which reduced the total allowable catch (TAC) to 62,000t. Whilst some delegations are already pushing for an increase of up to 20% on this to meet the needs of developing states, IPNLF did, and will continue to, stress the importance of a precautionary approach. We further highlighted that equitable allocation should not mean increasing the total catch, but should instead focus on the total catch that the stock can sustainably cope with, and split that up fairly.

Indian Ocean Tuna Commission (IOTC)

Our advocacy work at IOTC this year has been dominated by the challenges around the yellowfin tuna stock, which has been overfished and subject to overfishing since 2015. An interim stock rebuilding plan was adopted in 2016 and implemented in 2017, however this has unfortunately proven ineffective thus far. IPNLF have been firm in our position that we must take a precautionary approach to significantly reduce the fishing pressure on the yellowfin stock whilst also recognising the efforts of developing coastal states like the Maldives and Kenya to push for the rebuilding of this stock in recent years. An important consideration for improving the stock condition is improving the management of drifting Fish Aggregating Devices (dFADs). Currently, more than 90% of the yellowfin tuna harvested by industrial purse seine fleets around dFADs are juveniles. Those tuna not being able to reproduce before being harvested has severe impacts upon both stock productivity and the relative yield each fish provides for food security, nutrition and trade.





The Sourcing Transparency Platform (STP)

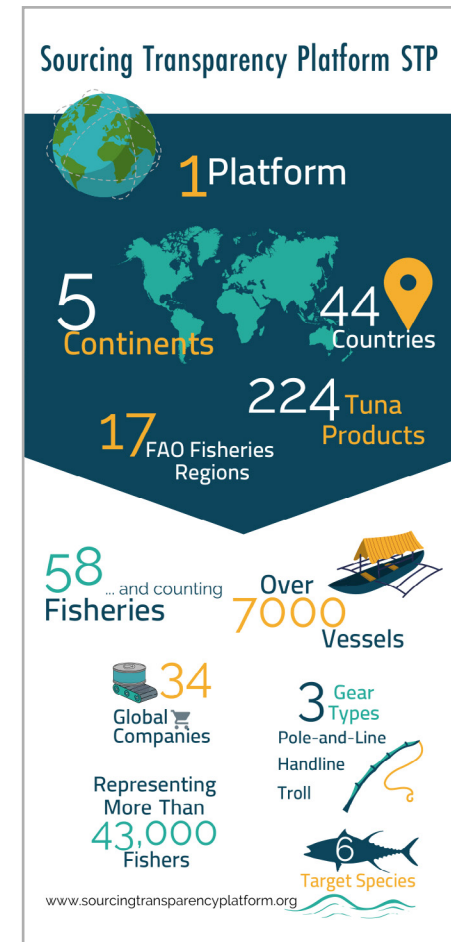
We are incredibly proud to have launched the Sourcing Transparency Platform (STP) publicly this year. As one of the important components of IPNLF's Strategic Plan 2020-2025, the STP is an online platform that has been designed to make one-by-one tuna supply chains more transparent and to create a conversation from business-to-business and from company-to-customer.

The STP allows commercial IPNLF members to publish their unique profile with information to give an in-depth insight into their sustainable operations and clearly showcase how their sourcing decisions both align with the Sustainable Development Goals (SDGs) and directly support one-by-one tuna fisheries; thereby safeguarding coastal livelihoods, contributing to food security and strengthening local economies.

We launched with 31 company profiles, which quickly rose to 34 published profiles later in the year. This number is ever growing as more companies join IPNLF as members and publish their profiles. We set up co-promotion activities within the private sector, promoting the STP and collaborating with market and NGO partners to develop social media outputs, thereby creating awareness at the consumer level. This facilitates transparency that is vital for creating conversations around how we should be sourcing and consuming tuna to be responsible, ethical, and truly support the coastal communities who provide our seafood.

"At Woolworths, we have a dedicated seafood sustainability programme called 'Fishing for the Future'. In this programme, there are 3 main focus areas; Responsible Sourcing, Responsible Consumption and Proactive Transparency. The IPNLF STP is the first platform that we are engaging with beyond our own website. We are looking to become more transparent and to disclose all of our seafood supply chains, thereby building trust. The more we tell our customers and, if you become more transparent, you are going to drive sustainability improvements. If we disclose all of that information, we are making sure all of our companies are leaders in that field"

Gert le Roux, Aquaculture and Fisheries Specialist, Woolworths Foods



Marketing and Communications

Marketing and Communications are integrated in all IPNLF workstreams; from supporting our market partners, our field staff, governments and policy work, to creating social content and achieving press partnerships, aiming to reach a larger, more diverse audience. We've had an incredibly good year in which we relaunched the IPNLF website and were able to rebrand all communication materials to set a new and higher standard for how we present ourselves – online and offline. We successfully completed three digital marketing campaigns, launched the First Movers Forum in Indonesia, had Tuna Tales selected for and shown at four international film festivals, spoke at six large international conferences, launched the STP, had eight international press articles published, and grew our social media following by 230%.

Additionally, we welcomed seven new companies into our IPNLF membership network. This has strengthened our relationships with the business community and, more importantly, has strengthened market access for small-scale tuna fisheries; the many fishers and direct communities whose livelihoods depend on their responsible fishing practices. We aim to tell the stories of these fishers and educate consumers on how their choices can ensure a better future. When consciously buying one-by-one caught tuna these consumers help to create a better world in which fisheries minimise their impacts on the ocean's biodiversity and where local livelihoods are safeguarded.

"When speaking to our members, project partners, press or even my family and explaining how these small-scale tuna fisheries operate; how the fishers catch tuna, the impressive positive effects they have on their direct communities, and how they supply the world - it should be the only way for us to enjoy wild caught tuna. One-by-one fishers are the shining example of what sustainable food production looks like and I'm incredibly proud of our team and organisation that we're able to tell these stories to contribute to a fairer, more healthier planet."

Philippine Wouters, Communications & Marketing Director, IPNLF





Maldives

The work of IPNLF-Maldives has largely focussed on projects to secure data, specifically on the social aspects of the national fishery and exploring future opportunities for the use of livebait; as seen in the current projects to develop a livebait resource map, to conduct a livebait survey, and developing best practices for catching, storing and the use of livebait in one-by-one fisheries. Through these projects, we are establishing a replicable model for improvements in fisheries management to use around the world.

IPNLF Maldives have surpassed expectations this year and we are already in the process of implementing new projects such as research on how to harvest tuna without the use of livebait, supported by the Darwin Innovation Grant and a focus on gender equality projects, supported by the United Nations Development Programme's Ocean Innovation Challenge (UNDP OIC).

"We are learning so much about the well-being of the fishers in our Social Survey - for example on equity, how revenue is fairly shared between crew, captain and the owner and on human rights, the arrangements for recruiting crew justly and their working conditions. This study, the first of its kind, will be useful to evidence social benefits as well as risks in the harvesting sector of the Maldives".
Ibrahim Nadheeh, Senior Fisheries Research Officer, IPNLF

Impacts and Achievements



Fisheries:
IPNLF Maldives are implementing a comprehensive Fishery Improvement Project (FIP) in the Maldives handline yellowfin tuna fishery as well as implementing a number of projects researching the use of livebait and how this could be improved to further minimise the environmental impacts of one-by-one fisheries whilst maximising efficiency.



Marine Plastics:
Following IPNLF's successful Ghost Gear Removal Project in Gemanafushi, the Maldives team has begun to develop a similar project on Lhohi Island, Noonu Atoll. This project will provide training to fishers on how to retrieve and safely dispose of ghost gear, as well as safely release entangled turtles which need to be rehabilitated if necessary.



Social:
The Maldives is conducting its first social assessment of its tuna fisheries to understand labour risks in the fishery. The findings of this assessment will be presented to stakeholders and address any issues and contribute towards the Maldivian handline yellowfin tuna FIP.



Data:
In the Maldives we have ongoing data collection through the observer programme, and we continue to improve data through catch and bycatch sampling, as well as the data we collect through our projects on livebait and fishery interactions with endangered, threatened or protected species. This data informs our work and contributes to the handline yellowfin tuna FIP.

Partners and donors

MOPA
MNU
Darwin Innovation Grant
Dhivehi Masverin
Joanna Toole Foundation
Maldives Fishermen's Association
Maldives Marine Research Institute
Maldives Ocean Plastics Alliance
Maldives Seafood Processors and Exporters Association (MSPEA)
Marks and Spencer
Ministry of Fisheries, Marine Resources & Agriculture
Olive Ridley Project
World Wise Foods
UNDP OIC
IUCN



Indonesia

Indonesia is a key source of responsibly caught pole-and-line and handline tuna. IPNLF's local branch organisation 'Yayasan IPNLF Indonesia' (YII), are working with industry and government stakeholders to improve sustainable fisheries management and expand the value offering of Indonesian tuna to the global market. To support this purpose, we collaboratively maintain six Fisheries Improvement Projects (FIPs) profiles to keep track and structurally document our work with pole-and-line and handline fisheries in Indonesia.

We have implemented two pilot projects to promote and support the development of electronic monitoring (EM) and electronic catch data reporting (eCDT) in one-by-one tuna fisheries. We successfully demonstrated the integration of the at-sea data collection platform with the traceability software in the processing company to provide data from the point of catch and throughout the processing stage.

Supporting the development of tuna harvest strategy (HS) through scientific data collection and engagement with regional tuna management bodies such as WCPFC were among the priorities of YII to strengthen the fisheries governance in Indonesia. Aligned with this intervention, YII in collaboration with the University of Technology, Sydney, has collected valuable social and economic data from more than 250 boat captains in North Sulawesi, Southeast Sulawesi, and Maluku provinces. This data has been highly credited and cited to develop social and economic indicators in tuna fisheries by the Ministry of Marine Affairs and Fisheries.

"To address the global need for traceability, it's very important to continue advancing implementation of these traceability initiatives and to create a user-friendly traceability platform for public dissemination. Therefore, we create strategies and take action to carry out this mission."

Berny A. Subki, Director of Logistics at the Indonesian Ministry of Maritime Affairs and Fisheries (MMAF)



Impacts and achievements



Fisheries:

YII have launched a solar powered ice machine project with our partner GIZ, to provide fishers with a means to keep fish fresh onboard and improve quality. Additionally, we have maintained MSC certification of eight one-by-one tuna fisheries as well as Fair Trade certification in Bitung's pole-and-line fishery.



Policy:

YII have supported the establishment of two Fishery Co-management Committees in South East Sulawesi and West Papua to discuss fishery data and develop policy. At an international level, YII have supported the Indonesian delegation at WCPFC to advocate the labour standard and safety at sea for fishing vessel crews.



Data:

Supported by the First Mover Forum to develop electronic monitoring on one-by-one vessels in Indonesia, our Electronic Monitoring project has been implemented across six vessels and this has been further standardised through the development of Observer Borang; an android application developed in collaboration with DG Capture Fisheries, MMAF. In addition, we have deployed 15 FAME transponders to demonstrate at-sea data collection and its integration with processing company's traceability software to create a full traceability platform from point of catch to the processing line.



Social:

In addition to advocating for the social and economic aspects of Indonesian tuna fisheries and collecting base-line data to improve our understanding, we have conducted socio-economic surveys, in collaboration with the University of Technology, Sydney and MMAF to begin to develop a socio-economic model to manage harvest strategies and environmental output.

Partners

Integrated Monitoring (IM)
PT. Megah Surya Persada
Asosiasi Perikanan Pole and Line dan Handline Indonesia (AP2HI)

Commonwealth Scientific and Industrial Research Organisation (CSIRO)
Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)
Fair Trade USA

PT. Jaya Bitung Mandiri
PT. Nutrindo Fressfood International
Samratulangi University
Halu Uleo University
Pattimura University
Destructive Fishing Watch
Global Fishing Watch
Indonesian Ministry of Marine Affairs and Fisheries (MMAF)
Masyarakat dan Perikanan Indonesia (MDPI)
Ocean Stewardship Fund
OAK Foundation
Resource Legacy Fund
University of Technology Sydney
Walton Family Foundation





Tuna Tales

The Tuna Tales Project is a documentary series which unites the stories of one-by-one fishing communities around the world. The films explore the social and economical importance of one-by-one tuna fishing from the

Azores; Canary Islands, Cape Verde, Maldives and Indonesia, through six short episodes each based on their specific region and which are followed by a longer documentary to tell the stories of these people and their local communities. It gives an insight into the beautiful lives and harsh challenges faced by one-by-one tuna fishing communities around the world who offer an alternative future – a future in balance with nature.

The purpose of these films is to raise awareness and drive change among consumers to consider the lives behind their purchases. To spread the message of these videos far and wide, IPNLF have developed a social media platform to connect with consumers directly and have shared the videos at policy conferences such as the CCRUP General Assembly in October 2021 which directly sparked conversations around the importance of considering small-scale fishing communities in international fisheries management. More recently, the films have been selected for screening at four film festivals around the world including the US, Portugal, and Iceland, thereby giving an opportunity to connect with broader audiences.

We are looking at ways to develop these films further and generate more impact by connecting consumers and policy makers with the lives behind their choices.

"I grew up surrounded by fishers and Tuna Tales gave me the opportunity to, somehow, be part of a change that I know has to come. I dove deep into the problems around the fishing industry and listened to the voices of those who feel it directly. When listening to their stories you are left with no doubt that fishing is crucial for their survival. Tuna Tales has been more than a photographic or videographic project, it has been a very strong introspective journey for Lamy and I, and we keep, printed on our hearts, each word spoken by these men and women."

Pepe Brix, Tuna Tales Producer



Moving forward

IPNLF's 10-year anniversary offers an important opportunity to not only reflect on the impact we had as an organisation but also to look ahead and decide on important next steps of action. As an international charity, we have developed and grown in the last decade as we have adapted to the ever-changing dynamics of the tuna industry. We have gone from solely representing one-by-one fisheries in the Maldives to now working with one-by-one tuna supply chains across six continents. We are confident that the next 10 years will see IPNLF develop even more within the wild caught seafood industry. We have faith that our team, network of industry and market partners, and one-by-one fisheries are able to overcome the challenges of our changing climate to establish one-by-one fisheries as the social and environmental global solution to replace the current, failing systems.

The 2030 Agenda and its Sustainable Development Goals (SDGs) are focused on poverty alleviation, sustainable resource use and improved livelihoods for all. It provides a clear pathway and targets for governments and the business community on how we can ensure sustainable development that 'leaves no one behind'. It is this aspect of our work that is most important – the main beneficiaries of our work are the small-scale tuna fishers catching tuna one at a time and the communities that depend on them.

To deliver on our commitment to build a better, more equitable future where our actions are centred around the environment and the rights and needs of communities on the front lines of the climate crisis, we will continue to increase the impacts of our projects. We will do this by engaging our partners in projects on the water through our FIT, by expanding our influence through partnerships under initiatives like Reimagine Tuna, and by cultivating an increased

understanding amongst the seafood industry and wider public about the need to safeguard livelihoods and protect biodiversity.

"Often the fisheries we work with are located in small-island developing states or coastal states where the threat of climate change is real and where the livelihoods of coastal communities are intrinsically linked to the ocean. Because of our many conversations with these communities – women traders, small processors, boat owners and the fishers that earn their daily living out at sea - we understand their concerns about the need to protect their livelihoods.

They feel threatened by large industrial fisheries with which they compete for scarce resources, left behind by decision-makers and are not always provided with equal opportunities to compete fairly in the marketplace. We undeniably need to transform our food production systems both on land and on sea. These fisheries can offer a solution and we have the opportunity here to help create a world in which no one is left behind"

Martin Purves, Managing Director IPNLF

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Stop Funding Overfishing
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UN Conference on Trade and Development
(UNCTAD)
UN Food Systems Summit
UN Global Compact
UN Development Programme (UNDP)
World Cetacean Alliance



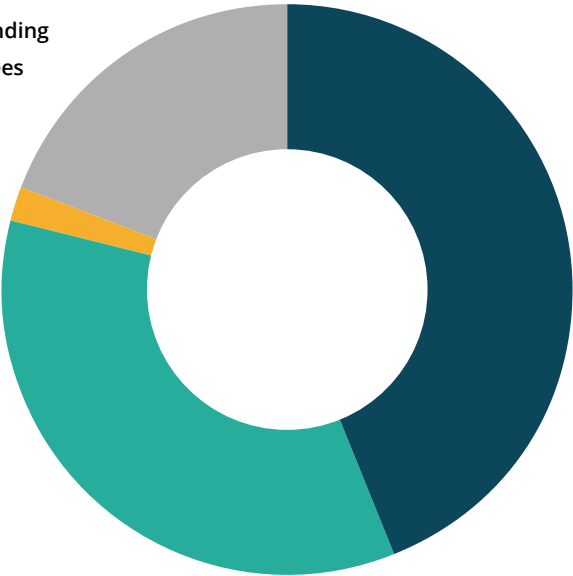
Funding and Finance

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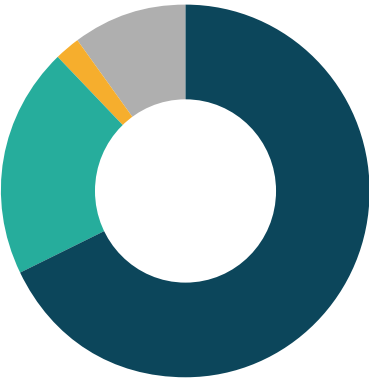
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2021 Total Income: £865 235.40

- 44% Philanthropic Foundation Funding
- 35% Annual IPNLF Membership Fees
- 2% Member Project Sponsorship
- 19% Corporate Donations



2020 Total Income: £1 587 402.52



- 68% Philanthropic Foundation Funding
- 20% Annual IPNLF Membership Fees
- 2% Member Project Sponsorship
- 10% Corporate Donations



IPNLF

**INTERNATIONAL POLE
& LINE FOUNDATION**

Registered office

1 London Street, Reading, RG1 4QW, United Kingdom

Registered charity

1145586 (England and Wales)

Maldives office

Postal address: 6th Floor BKT Building, Boduthakurufaanu Magu, Malé-20026, Maldives

Indonesia office

Postal address: Monopole Canggu, Office 1010, Jalan Pantai Batu Bolong 54 E, Canggu, Bali 80361, Indonesia

South Africa office

Postal address: G6, La Gratitude Manor House, 95 dorp Street, Stellenbosch 7600, South Africa

Netherlands office

Postal address: Linnaeusstraat 2C, 1092 CK, Amsterdam, The Netherlands

