



**IPNLF**

INTERNATIONAL POLE  
& LINE FOUNDATION

# Annual Report 2024

*Indonesia © Stuart Hablutzel, IPNLF*

# For one-by-one fishers

*Indonesia © Stuart Hablutzel, IPNLF*



# Contents

<b>From our Chair</b>	<b>4</b>
<b>Impact</b>	<b>6</b>
<b>Social responsibility</b>	<b>13</b>
<b>Plastic neutral fisheries capture filmgoers' imagination</b>	<b>20</b>
<b>Policy and advocacy</b>	<b>23</b>
<b>Climate change mitigation</b>	<b>27</b>
<b>A model for community upcycling in the Maldives</b>	<b>32</b>
<b>Fisheries development</b>	<b>35</b>
<b>Moving forward</b>	<b>37</b>
<b>Funding and finance</b>	<b>42</b>



## From our Chair

I am pleased to present IPNLF's Annual Report for 2024, a year marked by progress, innovation and renewed strategic focus.

Across our global network, we continued to champion one-by-one tuna fisheries as a model of environmental responsibility and community resilience. From hosting our first think tank event in Bali, bringing together over 40 experts from 14 countries, to providing technical support to coastal delegations at the Indian Ocean Tuna Commission (IOTC) and the International Commission for the Conservation of Atlantic Tuna (ICCAT).

In 2024, we saw more progress on the ground. In the Maldives, women fish processors strengthened their skills through digital literacy and business training, supported by the launch

of our Dhivehi training platform. In Kenya, Indonesia and Tanzania, practical workshops improved fish handling and product quality, directly supporting small-scale fishers.

Innovation remained central to our approach. Our solar-powered ice maker project was nominated as a finalist in the Outstanding Project category at the Smarter E AWARD at Intersolar Europe in Germany. Meanwhile, our film *A Truly Plastic Neutral Fishery* highlighted both the urgency of ocean plastic pollution and the leadership shown by one-by-one tuna fishing communities.

This year also marked the development of our next five-year

strategic plan, shaped through consultation with members and partners. It sets a clear direction across three key levers of change: on the water, in the market and ocean-wide policy.

I extend my sincere thanks to our members, partners, donors and staff for their continued commitment. Together, we are building a future where responsible fisheries are not the exception, but the norm.

**Rahim Hoosen**  
*Chairman, Board of Trustees*



### 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

2024 proved a pivotal year for IPNLF as we consolidated our global footprint, expanded our innovation work, shared our message at some of the world's most influential forums and amplified our voice with key audiences.

This year we cemented our reputation as an impact multiplier, forging close alliances between international and local collaborators to make change happen. One of our most high profile achievements was the rollout of the solar ice maker prototype in eastern Indonesia.

A collaboration between IPNLF, the United Nations Development Programme (UNDP), the German Corporation for International Cooperation (GIZ) in Indonesia, local private sector partners and local government. Mobilising the right stakeholders was critical to the project's success.

We also saw key developments in terms of engaging audiences through fresh approaches to strategic communications. Our film, a Truly Plastic Neutral Fishery, premiered at seven international film festivals and was the recipient of *Best Environmental Awareness Award* at the San Sebastián International Film Festival.

Our first ever think tank event on re-designing the future of pole-and-line fishing vessels again showed the value of international collaboration, bringing together 40 participants from 14 countries in Bali. From vessel engineers and manufacturers to producers and financiers, it was the first time this combination of global expertise had been mobilised in Indonesia. As we look back on 2024, we feel on firmer footing than ever before.



## Our key achievements

- Launched solar ice maker
- Ran three quality improvement training projects
- Hosted first international think tank on vessel innovation
- Launched eDhumashi, a Maldivian e-commerce platform
- Received Environmental Awareness Award for A Truly Plastic-Neutral Fishery
- Published six articles in Fish Bytes and INFOFISH
- Gained four new members
- Expanded into new regions (Sri Lanka, Malaysia and Tanzania)
- IPNLF video racked up 70K views on Instagram
- COFI committed to considering the needs of SSFs with respect to FAO Ecolabelling Guidelines
- Developed and refined new strategic plan
- Made progress on innovating live-bait alternatives

## IPNLF IMPACT 2024

ONE HOOK, ONE LINE, ONE FISH AT A TIME



## ON THE WATER



WORKING TO SUPPORT WOMEN IN SEAFOOD



A TRULY PLASTIC NEUTRAL FISHERY PREMIERED AT FILM FESTIVALS



11 YEARS INFLUENCING POLICY AT RFMOS



SOLAR-POWERED ICE MAKER GENERATING 1 TONNE OF ICE A DAY



4,290 LITRES OF DIESEL FUEL SAVED ANNUALLY

AVOIDING 40 TONNES OF CO2



FULLY ALIGNED WITH 12 SDGS AND CONTRIBUTING TO THE OTHERS



IPNLF  
FOR ONE-BY-ONE FISHERS





*Sri Lanka (c) IPNLF Nadheeh*

# Expanding into new geographies

IPNLF has been an implementing partner under the FAO Common Oceans Tuna Project since 2019, focusing on advancing one-by-one fishing methods to reduce bycatch and improve the livelihoods of small-scale fishers.

In phase two of the Common Ocean Program, which started in 2022 and is due to run until 2027, our work directly support the project “Sustainable Management of Tuna Fisheries and Biodiversity

Conservation in the Areas Beyond National Jurisdiction” which seeks to achieve responsible, efficient, and sustainable tuna production and biodiversity conservation in the face of a changing environment.

Our work with the FAO is focused on strengthening traceability and monitoring, promoting alternatives to destructive fishing gear and capacity building and best practices. It has also allowed us to extend our footprint to Sri Lanka, Malaysia and Tanzania.

## **Traceability and monitoring to promote market access**

The project aims to develop and test electronic systems to improve fisheries monitoring and traceability for possible upscaling.

Using innovative tools like Pelagic Data Systems (PDS) and vessel trackers to evidence that small-scale fleets are complying with regulations at sea. By implementing these technologies, the project helps small-scale fisheries meet the increasing “blanket” demands for electronic monitoring from international markets, preventing them from being excluded by industrial-scale standards.

### **Promoting alternatives to destructive gear**

A major pillar of this project is demonstrating and promoting alternatives to large-scale gillnets, which often result in high bycatch. In countries like Oman, the project funds the retrofitting of vessels to convert them from

gillnets to one-by-one methods like pole-and-line and handline. The project establishes “pay-per-grade” systems and value-chain improvements to ensure that fishers are financially rewarded for the higher-quality tuna produced by these sustainable methods.

### **Capacity building and best practices**

This work facilitates the global dissemination of best practice through direct interaction with harvesters. We train skippers as technical leaders in fish handling from the moment the tuna is caught, along its cold chain journey.

### **Driving quality improvement at scale**

Quality improvement is a key tenet of the work we do at IPNLF and an area where we continue to scale our impact. As we develop our training and resources in this area, we’ve codified a 7-step programme into a practical, user-friendly manual designed for small-scale artisanal fishers to protect the quality of their catch during the critical first few minutes after capture.

### **Why these steps are “make or break” for fishers**

The training covers the end-to-end process of handling tuna from the water to the factory, from the moment the fish is caught to the cold chain at processing facilities.

## Why training skippers works

Value-added processing techniques that focus on maintaining high standards from the moment of capture through to the final product are vital to maximise market value and reduce waste. Our scope of work for this programme includes skipper workshops that drive improvements to fish quality and cold chain management, support with converting boats to low impact fishing gears and improving vessel efficiency. Targeting skippers is critical because they serve as the primary decision-makers and technical leaders on fishing vessels. Their role is critical for the practical implementation of quality standards and improvements.

These trainings provide everything fishers need to know to maximise the quality of their catch (and their earnings). These steps are the “make or break” window for fishers: The way a tuna is handled in the first three to five minutes after being caught determines the quality of the flesh and the final market price. Implementing these steps allows fishers to sell “higher-grade” tuna.

In places like Pemba Island, Tanzania, fishers who followed these practices were paid a 100% price premium. IPNLF produced a professional tutorial video in June 2024 demonstrating these seven steps to be used for global training and education. As part of this work, we’re also developing

a best practice handling guide for handline and rod and reel fisheries which will be disseminated by the FAO. This guide will provide a lasting and invaluable resource for fishers around the world and will be translated into multiple languages.

### Kenya

Kiwayu is a small island in the eastern part of the Lamu Archipelago in the Kiunga Marine National Park. IPNLF provided skipper training and quality training. In August 2024, training was provided to over 100 fishermen in Lamu town and Kiwayu Island on handline tuna quality, followed by at-sea training sessions. IPNLF visited the processing facilities of local partner

and member Kumbatia Seafoods in Nairobi to advise on value-added processing techniques in their processing facilities. Kumbatia Seafoods subsequently delivered follow-up training sessions to the fishers using IPNLF's workshop format. A 2023 site report indicated improvements in 10 out of 11 best practice areas, including a 100% improvement in methods to enhance harvest quality and value.

### **Sri Lanka**

In Sri Lanka, we focused our activities primarily on the southern and eastern coasts, where traditional one-by-one fishing is most prevalent. IPNLF is in early negotiations to collaborate on fishing vessel modifications to improve practices within the

pole-and-line fleet. The Sri Lankan government has actively requested assistance with gillnet conversion, leading IPNLF to select it as a secondary location for pilot trials once a private sector partner is identified.

### **Tanzania (Pemba Island)**

Pemba Island is part of Tanzania's Zanzibar Archipelago, off the coast of East Africa. This will be the location for IPNLF's traceability and safety at sea technology pilot with Zeal Industries. The pilot will test "Uptime" technology, a cost-effective system providing traceability and a wearable "safety at sea" device for fishers. Installation and testing are planned for 2025. Local partner and IPNLF member Samaki Blu

has developed plans for a Hazard Analysis and Critical Control Point (HACCP)-compliant facility with IPNLF technical support to enable international exports. Fishers were paid a 100% price premium in January 2024 for successfully implementing best handling practices taught during IPNLF workshops.





*Mabul, Malaysia © IPNLF Roy Bealey*

# Social responsibility

## Upskilling and digital literacy for Maldivian women

Women in the Maldives play a key role in the preparation, processing and production of a range of products, including fish products.

But many are not able to harness the economic benefits of the food they produce. Increasing *Economic Benefits to Women Fish Processors in the Maldives*, a project supported by UNDP's Ocean Innovation Challenge, aims to increase the economic benefits for local women by providing them with

the digital tools and professional skills necessary to scale their small businesses.

In 2024, the project concluded its primary phase by launching eDhumashi e-commerce platform, marking a significant milestone in improving the economic empowerment of female fish processors in the Maldives.

## Key achievements in 2024

- Developed, tested and launched eDhumashi, the first e-commerce mobile application in the Maldives featuring full bilingual support in English and Dhivehi.
- Integrated the platform with the Bank of the Maldives, to allow for automated, secure mobile payments.
- Completed training for 25 women across six modules, including financial literacy, digital literacy, and business management.
- Expanded the project scope to include specialised food hygiene and safety training, helping local producers move towards certification from the Maldives Food and Drug Authority (MFDA)
- Assisted several women in transitioning from informal home-based setups to officially registered businesses, followed by the process of signing up on eDhumashi platform.



© IPNLF Stuart Hablutzel

As the project reached its closure at the end of 2024, a strategic shift was made to ensure long-term viability. Rather than allowing the platform to lapse due to a lack of ongoing grant funding, the project outsourced operations to the lead developers. A licensing agreement was established between UNDP and IPNLF to allow the platform to continue operating under the project's banner while seeking private sponsorship and independent collaborations. By partnering with developers who possess both the technical expertise and a personal passion for the mission, the project has successfully moved beyond the "funding cycle".

While early adoption faced hurdles, such as island-to-city logistics and the digital learning curve for older demographics, the model has proven resilient. By the end of the reporting period, the platform began seeing a transition toward a younger demographic of suppliers and an increase in repeat customers with higher order values.

### **Educating fisheries workers on rights and grievance mechanisms**

Indonesian fisheries workers often lack awareness of their rights and how to document grievances effectively. IPNLF has been working with Destructive Fishing Watch (DFW), an Indonesian NGO that takes a holistic, human centered

approach to fishery governance issues, for several years to provide fishers training on their rights and helping establish a national grievance mechanism.

In July 2024, we partnered with DFW to host a three-day paralegal training session in Bitung, Sulawesi for members of the Sahabat Perlindungan Awak Kapal Perikanan dan Nelayan (SPAN), community-based organisations which literally translated means Friends for Fisher Protection, and Serikat Awak Kapal Perikanan Bersatu, Sulawesi Utara (SAKTI-SULUT), a fisher union led by former fishers.

Collaborating with paralegal training helps to build a

community-based support system where workers can access basic legal assistance and mediation for cases they might otherwise be unable to navigate. The programme focused on equipping fisheries workers with the legal tools necessary to navigate the complexities of labour rights, mediation, and case documentation. By training these workers to act as first-line legal responders within their own communities, the initiative addressed the immediate need for basic legal assistance and the protection of workers' families.

### **Standardising socio-economic data in Indonesia**

The collection of socio-economic (SoSec) data is essential for

sustainable fisheries management that takes into consideration the vital human element of the industry. We've played a leading role in the standardisation and analysis of socio-economic data within Indonesia's archipelagic waters as an integral member of the Phase III Tuna Consortium.

The consortium, funded by the Walton Family Foundation (WFF), is a multi-stakeholder initiative designed to support the implementation of the Tuna Harvest Strategy in Indonesia's archipelagic waters. In 2024, we participated in the socio-economic working group, overseeing the critical development of sampling strategies and data collection methodologies in close

collaboration with the Ministry of Marine Affairs and Fisheries (KKP).

A primary focus of this work involved identifying and mitigating risks within the tuna supply chain by conducting comprehensive baseline workforce assessments.

These studies specifically examined the prevalence of migrant labour, the nature of employment contracts, and gender dynamics to ensure a more equitable industry. By establishing robust analysis methodologies and centralised databases, IPNLF is providing the foundational evidence required for the Indonesian government to implement effective, informed harvest strategies. These efforts are further bolstered by community-level engagement,

including safety-at-sea and financial literacy training, designed to foster socio-economic resilience amongst fishing communities.

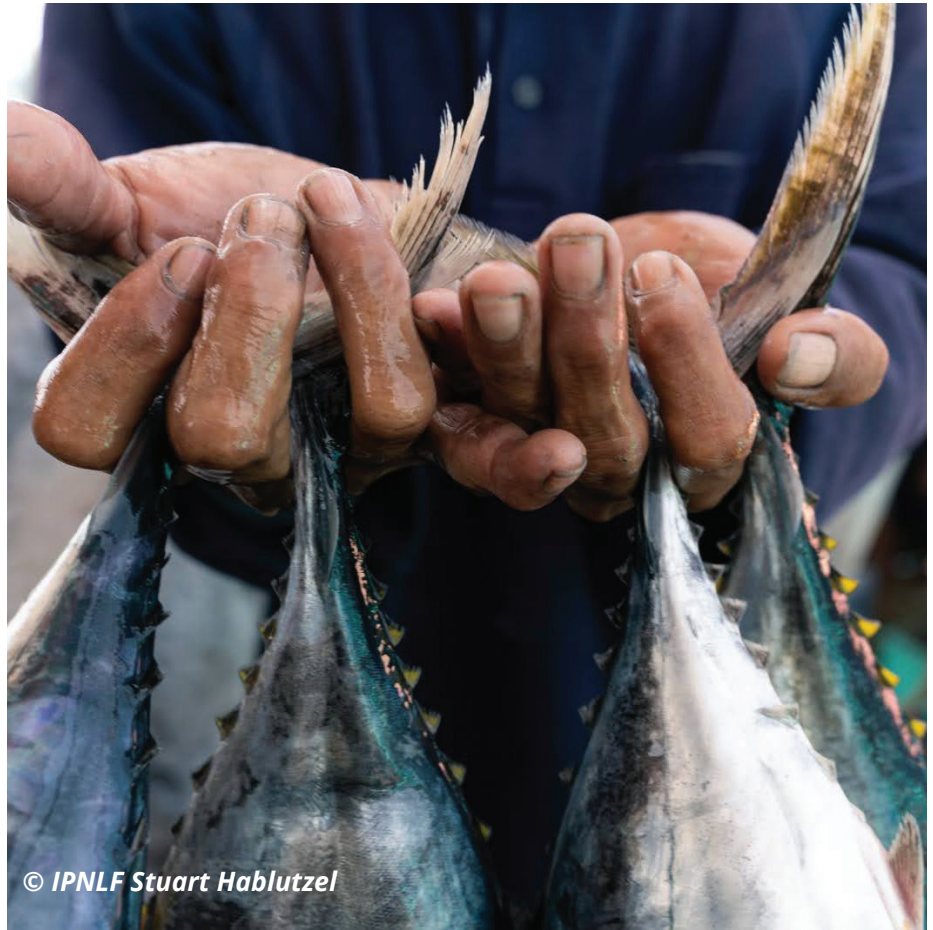
### **Using thought leadership to highlight social responsibility issues**

In 2024, we penned an article for INFOFISH on understanding and addressing fairwashing challenges in the seafood industry. The article defined fairwashing as a facade of ethical labour practices, distinct from its sibling concept, greenwashing.

While greenwashing typically involves exaggerated claims regarding sustainability, such as mislabelling tuna as line-caught when it was harvested using

longlines with high bycatch, fairwashing specifically targets social responsibility. It involves the misrepresentation of wages, equality, and worker treatment through the use of vague, meaningless language like “made with care” or “thoughtfully crafted”. These tactics are often employed to maintain a positive brand reputation and increase margins by avoiding the actual costs of fair labour.

Our initiatives to highlight fairwashing focus on the specific structural challenges within the seafood sector that allow these misleading practices to flourish. A primary concern is the lack of transparency, particularly as much of the industry’s activity occurs at



sea and beyond the reach of land-based regulatory authorities.

This isolation exacerbates the vulnerability of migrant labourers who may already face significant language barriers and limited legal protections. Furthermore, we are drawing attention to the broken economic model where the demand for affordable seafood creates a race to the bottom, pressuring suppliers to minimise production costs at the direct expense of worker welfare. To transition from awareness to meaningful action, the movement is prioritising worker voices and authentic representation over mere administrative compliance.

## Stories from the field: How solar ice and best practice fish handling changed the game

**Yadi, handline tuna fisher, Kawa, eastern Indonesia**



In 2024, the IPNLF team met with Yadi Bustan, a local handline fisherman in Maluku, eastern Indonesia, to discuss the real-world impact of the community's new solar-powered ice maker. For fishers like Yadi, the transition from domestic ice to industrial-grade solar ice represents a big change and an opportunity to boost their livelihoods.

Previously, the Kawa fishing community relied entirely on ice frozen in home refrigerators, a method that Yadi explains was both inefficient and restrictive. "The challenge is that the homemade ice melts quickly and only lasts for a short time during our fishing trip," he noted. "So, whether we like it or not, we must return home regardless of whether or not we caught something." This reliance on the domestic grid also meant that a single power outage would mean no fishing trips and no income. "When the electricity goes out, we have trouble getting ice because it all melts in our refrigerators at home. Without ice, we can't go fishing."

Beyond the logistical challenges, Yadi highlighted the hidden costs of the old system, including high household electricity bills and the constant need to purchase single-use plastic bags to freeze the ice. Through the introduction of the solar ice maker and accompanying Cara Penanganan Ikan yang Baik (CPIB) training in good fish handling, the community is now seeing a path toward better fish quality and reduced overheads.

Yadi envisions a future where the quality of the catch is consistently maintained, meeting the daily needs of the fleet while significantly reducing plastic waste. By lowering their daily outlays on ice and energy, Yadi and his fellow fishers are not just preserving fish, they are building a more resilient and profitable way of life.





PRODUCTION: INTERNATIONAL POLE & LINE FOUNDATION  
 SCRIPT, DIRECTION AND EDITING: PEPE BRIX. CAMERA: PEPE BRIX, RUI PEDRO LAMY  
 STORY IDEAS (ARTIST): JONATHAN STUTZ, LIDR PATEL, GILLES CHARVET,  
 OLIVIER SAUTET, STOCKBUSTERS, ALFREDO BARROSO, FEELM  
 MUSIC (ARTIST): SASHA DANIEL, ALEXGROHL, C.K. MARTIN  
 VOICE OVER: ISABEL AREOSA

AZORES

A TRULY  
 PLASTIC  
 NEUTRAL  
 FISHERY



# Plastic neutral fisheries capture filmgoers' imagination

Ocean plastic is a leading threat to biodiversity and ecosystems and abandoned fishing gear is a major contributor. It's estimated that more than 700,000 tonnes of plastic are produced annually and up to 30% of new ocean plastic comes from fishing fleets. Seiners, surface longliners, and trawlers produce roughly 50,000 tonnes of the plastic that enters the sea.

But there is hope. Our 2024 film, A Truly Plastic Neutral Fishery directed by acclaimed National Geographic photographer and videographer Pepe Brix, premiered in June 2024 at the Pacific Whale Foundation's World Whale Film Festival. The film followed a ghost gear competition project in the

Azores, Portugal. The project started as a pilot in 2021, and led to the removal of 452.1 kg of plastic litter. In 2022, the fleet removed 1,500 times more plastic from the ocean than it lost, officially securing plastic neutral status.

- Just 300g of plastic is lost for every 1,000 tonnes of tuna caught in this fishery
- 800 years of plastic-positive status due to the massive volume of “ghost gear” recovered (over 2 tons in three years)
- 7 film festivals
- Winner of the Environmental Awareness Award at the San Sebastián International Film Festival



联合国粮农组织宪章序言

粮农组织章程第 2 条第 1 款规定，本组织应通过其成员国的共同努力，实现以下目标：

1. 提高营养水平和生活标准；

2. 改善农村人口的生活；

3. 改善世界农村的发展；

4. 通过合作，使各国人民能够享受农业发展的成果；

5. 通过合作，使各国人民能够享受农业发展的成果；

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PREAMBLE TO THE CONSTITUTION OF FAO

THE NATIONS ACCEPTING THIS CONSTITUTION BEING DETERMINED TO PROMOTE THE COMMON WELFARE BY FURTHERING SEPARATE AND COLLECTIVE ACTION ON THEIR PART FOR THE PURPOSES OF:

1. RAISING LEVELS OF NUTRITION AND STANDARD OF LIVING OF THE PEOPLES UNDER THE RESPECTIVE JURISDICTIONS;

2. SECURING IMPROVEMENTS IN THE EFFICIENCY OF THE PRODUCTION AND DISTRIBUTION OF FOOD AND AGRICULTURAL PRODUCTS;

3. BETTERING THE CONDITION OF RURAL POPULATIONS;

4. AND THIS CONTRIBUTING TOWARD AN EXPANSION OF THE WORLD ECONOMY.

HEREBY ESTABLISH THE FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS THROUGH WHICH THE MEMBERS WILL PROMOTE ONE ANOTHER ON THE MEASURES THAT PROGRESS ACHIEVED IN THE FIELDS SET FORTH ABOVE.

ON THE OCCASION OF THE 50TH ANNIVERSARY OF THE PREAMBLE OF THE CONSTITUTION OF FAO, THE MEMBERS OF THE ORGANIZATION HAVE FORMALLY AMENDED THE PREAMBLE OF THE CONSTITUTION OF FAO TO REFLECT THE ULTIMATE OBJECTIVE OF THE ORGANIZATION, WHICH IS TO ENSURE FREEDOM FROM HUNGER FOR ALL PEOPLE OF THE WORLD. THE AMENDED CLAUSE NOW READS: "AND THIS CONTRIBUTING TOWARD AN EXPANSION OF THE WORLD ECONOMY AND ENSURING FREEDOM FROM HUNGER."

PRÉAMBULE DE L'ACTE CONSTITUTIF DE LA FAO

LES ÉTATS QUI ADHÈRENT AU PRÉSENT ACTE, DÉTERMINÉS À DÉVELOPPER LE BIEN-ÊTRE GÉNÉRAL PAR UNE ACTION PARTICULIÈRE ET COLLECTIVE AFIN:

1. D'ÉLEVER LE NIVEAU DE NUTRITION ET LES CONDITIONS DE VIE DES POPULATIONS PLACÉES SOUS LEUR JURISDICTION RESPECTIVE;

2. D'AMÉLIORER LE RENDEMENT DE LA PRODUCTION ET L'EFFICACITÉ DE LA RÉPARTITION DE TOUS LES PRODUITS ALIMENTAIRES ET AGRICOLES;

3. D'AMÉLIORER LA CONDITION DES POPULATIONS RURALES;

4. ET DE CONTRIBUER AINSI À L'EXPANSION DE L'ÉCONOMIE MONDIALE.

CONSTITUENT PAR LES PRÉSENTS L'ORGANISATION DES NATIONS UNIES POUR L'ALIMENTATION ET L'AGRICULTURE (INTERMÉDIAIRE DE LA QUELLE LES MEMBRES PROMOUVENT MUTUELLEMENT LE BIEN-ÊTRE DES PEUPLES) DANS LES CHAMPS D'ACTIVITÉS ÉNUMÉRÉES CI-DESSOUS.

À L'OCCASION DU 50<sup>ÈME</sup> ANNIVERSAIRE DE L'ACTE CONSTITUTIF DE LA FAO, LES MEMBRES DE L'ORGANISATION ONT MODIFIÉ FORMELLEMENT LE PRÉAMBULE DE L'ACTE CONSTITUTIF DE LA FAO POUR RÉFLECTER L'OBJECTIF ULTIME DE L'ORGANISATION, À SAVOIR ASSURER LA LIBERTÉ DE FAUCON POUR TOUS LES PEUPLES DU MONDE. LA CLAUSE MODIFIÉE LIT À PRÉSENT: "ET CE QUI CONTRIBUE À L'Élargissement DE L'ÉCONOMIE MONDIALE ET À L'ASSURANCE DE LA LIBERTÉ DE FAUCON POUR TOUS LES PEUPLES DU MONDE."

PREAMBULO DE LA CONSTITUCIÓN DE LA FAO

LOS ESTADOS QUE ACEPTAN ESTA CONSTITUCIÓN DECIDEN PROMOVER EL BIENESTAR GENERAL INTENSIFICANDO POR SU PARTE, LA ACCIÓN INDIVIDUAL Y COLECTIVA A LOS FINES DE:

1. ELEVAR LOS NIVELES DE NUTRICIÓN Y VIDA DE LOS PUEBLOS BAJO SU RESPECTIVA JURISDICCIÓN;

2. MEJORAR EL RENDIMIENTO DE LA PRODUCCIÓN Y LA EFICACIA DE LA DISTRIBUCIÓN DE TODOS LOS PRODUCTOS ALIMENTICIOS Y AGRÍCOLAS;

3. MEJORAR LAS CONDICIONES DE LA POBLACIÓN RURAL;

4. Y CONTRIBUIR ASÍ A LA EXPANSIÓN DE LA ECONOMÍA MUNDIAL.

CONSTITUYENDO POR ESTOS MEDIOS LA ORGANIZACIÓN DE LAS NACIONES UNIDAS PARA LA ALIMENTACIÓN Y LA AGRICULTURA, POR LA CUAL LOS MIEMBROS SE PROMOVERÁN MUTUAMENTE EL BIENESTAR EN LOS CAMPOS DE ACTIVIDADES REFERIDAS EN ESTE PREAMBULO.

EN OCASIÓN DEL 50<sup>º</sup> ANIVERSARIO, EL PREÁMBULO DE LA CONSTITUCIÓN DE LA FAO FUE MODIFICADO PARA RECONOCER QUE EL OBJETIVO ULTIMO DE LA ORGANIZACIÓN ES ASEGURAR A LA HUMANIDAD LA LIBERTAD DE ALIMENTARSE. LA CLAUSELA MODIFICADA AHORA DICE: "Y ESTO CONTRIBUYENDO A LA EXPANSIÓN DE LA ECONOMÍA MUNDIAL Y A LA LIBERTAD DE ALIMENTARSE PARA TODOS LOS PUEBLOS DEL MUNDO."

دستور منظمون الألفية والأزراعة

الدول التي تقبل هذا الدستور، وقد تحددت الأهداف العامة بتعزيز الرفاهية العامة من خلال العمل الفردي والجماعي من أجل:

1. رفع مستويات التغذية والحياة للشعوب الخاضعة لسلطتها القضائية;

2. تحسين الإنتاجية وتوزيع جميع المنتجات الغذائية والزراعية;

3. تحسين ظروف السكان الريفيين;

4. وتساهم بذلك في توسيع الاقتصاد العالمي.

وبالتالي، فإنها تأسس من خلال هذا الدستور منظمة الأمم المتحدة للتغذية والزراعة (الفاو) التي سيعمل الأعضاء فيها على تعزيز بعضهم البعض في المجالات المذكورة أعلاه.

في الذكرى السنوية الخمسين من اعتماد ميثاق المنظمة، تم تعديل ميثاقها لتعكس الهدف النهائي للمنظمة، وهو ضمان الحرية للجميع في الغذاء. النص المعدل هو: "وتساهم بذلك في توسيع الاقتصاد العالمي وضمان الحرية للجميع في الغذاء."

ПРЕАМБЛА УСТАВА

ПРИМАЮЩИЕ ЭТОТ УСТАВ ГОСУДАРСТВА ОПРЕДЕЛИЛИ ОБЩУЮ ЦЕЛЬ - ПРОМОТИРОВАТЬ ОБЩЕСТВЕННОЕ БЛАГОПОЛУЧИЕ СРЕДСТВОМ ОТДЕЛЬНЫХ И КОЛЛЕКТИВНЫХ ДЕЙСТВИЙ:

1. ПОВЫСИТЬ УРОВЕНЬ ПИТАНИЯ И УРОВНЯ ЖИЗНИ НАСЕЛЕНИЯ ПОД СВОЕЙ ЮРИДИКЦИЕЙ;

2. УЛУЧШИТЬ РЕНДИМЕНТ ПРОИЗВОДСТВА И ЭФФЕКТИВНОСТЬ РАСПРЕДЕЛЕНИЯ ВСЕХ ПРОДУКТОВ ПИТАНИЯ И СЕЛЬСКОХОЗЯЙСТВЕННЫХ ПРОДУКТОВ;

3. УЛУЧШИТЬ УСЛОВИЯ ЖИЗНИ НАСЕЛЕНИЯ В СЕЛЬСКОЙ РАЙОНАХ;

4. И ЭТОМУ СПОСОБУЮЩИМ К ЭКСПАНЗИИ МИРОВОЙ ЭКОНОМИКИ.

СРЕДСТВОМ ЭТОГО ДОКУМЕНТА ЧЛЕНЫ ОРГАНИЗАЦИИ ОБЪЕДИНЯЮТСЯ НА ПУТИ СОДЕЙСТВИЯ ДРУГ ДРУГУ В ОБЛАСТИ МЕРОПРИЯТИЙ, КОТОРЫЕ УКАЗАНЫ В НАСТОЯЩЕМ ПРЕАМБУЛЕ.

ПО СЛУЧАЮ 50-ЛЕТНЕГО СОБЛЮДЕНИЯ ПРЕАМБУЛЫ УСТАВА ОРГАНИЗАЦИИ ОБЪЕДИНЯЮТСЯ НА ПУТИ СОДЕЙСТВИЯ ДРУГ ДРУГУ В ОБЛАСТИ МЕРОПРИЯТИЙ, КОТОРЫЕ УКАЗАНЫ В НАСТОЯЩЕМ ПРЕАМБУЛЕ С ЦЕЛЬЮ ОБЕСПЕЧЕНИЯ СВОБОДЫ ПИТАНИЯ ДЛЯ ВСЕХ ЛЮДЕЙ.



# Policy and advocacy

Our policy work is centered around using the collective IPNLF voice to advocate for improved domestic and international management of global tuna fisheries. We aim to protect against overfishing, reduce bycatch of vulnerable species, and improve governance by strategically engaging IPNLF members in key national, regional, and multilateral negotiations.

In 2024, IPNLF actively engaged with global fisheries governance, focusing on social equity, plastic neutrality, and the management of tuna stocks through various Regional Fisheries

Management Organisations (RFMOs). IPNLF actively participates at three of the five tuna RFMOs; International Commission for the Conservation of Atlantic Tunas (ICCAT), Western & Central Pacific Fisheries Commission (WCPFC), Indian Ocean Tuna Commission (IOTC), and has observer status at the Inter-American Tropical Tuna Commission (IATTC).

## **Calling for more equitable ecolabelling guidelines**

We also maintain observer status at the Committee on Fisheries (COFI), where we continue to advocate for small-scale fisheries. In July 2024 at the 36th COFI Meeting in Rome, IPNLF issued a joint statement calling for improved market access for small-scale fisheries.

The statement, which was read out during the plenary session at COFI, was endorsed by a total of 16 organisations.

## **The key points of the intervention included:**

- Challenges with ecolabelling barriers to entry: while intended to promote sustainability, current ecolabelling schemes often marginalise small-scale fishers due to high costs, complex standards, and stringent data requirements.
- Economic inequality: these barriers restrict market access for small operators, exacerbating economic disparities and failing to align with global sustainable food production visions.

**It also called for the following:**

1. The statement urged COFI to initiate a review of the FAO Ecolabelling Guidelines, which have not been updated since 2009.
2. A revision is necessary to reflect significant developments in global frameworks for sustainable fishing and to better support the Sustainable Development Goals (SDGs), specifically Target 14b.
3. Any update must investigate and integrate the specific management practices and varied contexts of small-scale fisheries into certification requirements.
4. The overarching goal of the statement is to ensure the full implementation of the

Voluntary Guidelines for Small-scale Fisheries. By creating equitable opportunities in global markets, the FAO and COFI can help improve living standards for the world's most vulnerable fishing communities.

**Side event mobilises issues concerning small-scale fisheries**

The FAO COFI 2024 organising committee selected our joint side event with Pakistan and Somalia to be featured at COFI's "Speakers' Corner". The event titled, "Aligning the FAO Eco-labelling Guidelines with current sustainability frameworks: addressing market access challenges facing small-scale fisheries", served as a vital platform to build consensus among government representatives.

The event helped raise awareness of the market barriers facing small-scale fishers and served as an important platform for governments to raise issues faced by their fleets . A big thank you to Mr Umar Zafar Sheikh, Additional Secretary, and Mr Muhammad Farhan Khan, both from the Ministry of Maritime Affairs, Government of Pakistan, along with Abdullahi A. Addow, from the Ministry of Fisheries and Blue Economy, Government of Somalia who joined IPNLF's Managing Director, Martin Purves to highlight these issues.

Official FAO documentation from the event captures our team leading these technical discussions, highlighting our role as a key driver of the policy narrative.

## **IOTC**

We maintained a significant presence at the IOTC throughout 2024 to support coastal state interests and low-impact fisheries. A primary focus was providing both in-person and virtual technical and strategic guidance to the “like-minded coastal states” group during critical meetings on data collection, statistics, and Fish Aggregating Device (FAD) working groups.

IPNLF provided suggestions to guide the development of Resolution 24/02, a new FAD measure that introduced innovative monitoring systems and marking requirements, including a register on drifting FAD ownership. To ensure decisions were based on robust science, IPNLF commissioned an

independent report by a fisheries stock assessment scientist, the results of which empowered coastal states to challenge the transparency and quality of data used in the 2024 Yellowfin tuna stock assessment. Additionally, the team assisted country delegations in improving their formal data submissions to the Commission and participated in the inaugural IOTC Working Party on Socio-Economics to establish better parameters for understanding the economic importance of these fisheries.

## **ICCAT**

IPNLF's 2024 technical support centered on advocating for equity and precautionary management within ICCAT. We worked closely with regional experts to



© *FAO, COFI 36 - Committee on Fisheries, 36th Session - Flickr*

support developing coastal state delegations, specifically fighting for more equitable tuna quota allocations during the 2023 Annual Session and subsequent 2024 meetings. Strategic advice was also channeled through the European Commission's Outermost Regions Advisory Council (CCRUP), resulting in five collaborative recommendations that addressed conservation measures and long-term management directions. These efforts were complemented by direct engagement with artisanal fisher organisations in Madeira, Cabo Verde, and the Azores to better understand their specific policy needs and the challenges they face regarding EU quota distributions.

## WCPCF

In the Pacific Ocean, we provided technical support particularly in collaboration with the Indonesian government. A significant achievement during this period was the progress made toward a binding measure on labour standards for crew on fishing vessels, a process that involved technical workshops and email consultations following a proposal co-led by Indonesia. IPNLF provided technical expertise throughout this consultation and directly supported the Indonesian delegation in its efforts to improve standards for crew members. We also provided technical assistance to government delegations to resolve specific data gaps. For Indonesia, this work extended to supporting the National Harvest

Strategy to ensure that social and equity metrics were fully integrated into the country's fishery structures. Through participation in the technical and compliance committee and various preparatory meetings, the team continued to work to support improved labour and safety standards across the region's tuna fisheries.





# Climate change mitigation

Before the installation of the solar ice maker, small-scale handline fishers in Kawa, eastern Indonesia, faced significant challenges when it came to keeping their catch fresh in tropical conditions. Remote areas often lack reliable access to the electrical grid or industrial refrigeration, forcing fishers to rely on ice made in home freezers.

This homemade ice melts quickly and is expensive to produce due to electricity costs and the need for plastic bags. Furthermore, frequent power outages disrupt ice production, making it difficult for fishers to maintain the freezing temperatures required for high-value export markets. Improving the cold chain is vital to reduce waste and maximise incomes, high-quality yellowfin tuna sold internationally can earn fishers nearly three times more than lower-quality catch.

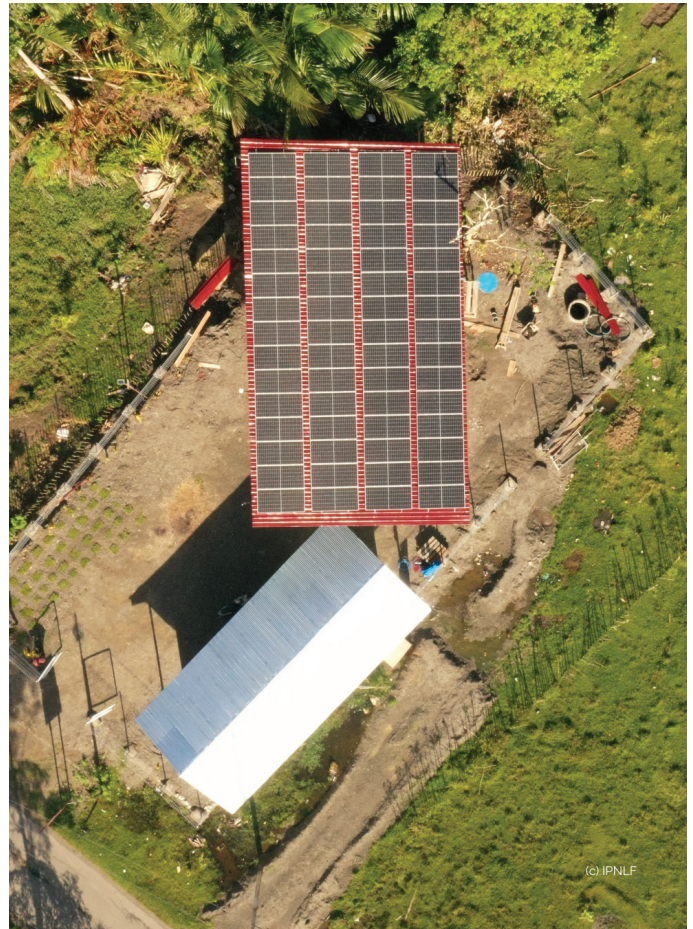
IPNLF has been lead implementation partner on the solar ice maker project since 2022. The project was a collaboration between local communities and several international and domestic partners, alongside Indonesian government authorities. GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit) provided the technical cooperation to introduce innovative green cooling solutions, with additional support and funding facilitated by the UNDP Ocean Innovation Challenge and local private sector partners. Beyond the technology itself, the initiative focuses on upskilling community members in Kawa to run and maintain the equipment, ensuring the project remains viable for the long term.

### **A novel solution**

The solar ice maker is a completely off-grid solution designed for rural areas where power cuts are common. It uses a solar photovoltaic system to power a cooling unit that produces between 1 and 1.2 tonnes of block ice daily. Instead of using expensive batteries, the system stores energy in salt water cooled to zero degrees, which allows the facility to store up to five tons of ice. The resulting ice blocks are of higher quality and last longer than homemade versions, helping to preserve the quality of the fish and increase fisherman income. It also reduces plastic pollution by eliminating the need for the plastic bags used in domestic ice making. The project was also nominated as a finalist in the Outstanding Project category at the Smarter E AWARD at Intersolar Europe in Germany.



© IPNLF — Launch day ceremony



© IPNLF

## Impact



AVOIDING  
**4,290 litres**  
OF DIESEL FUEL

AVOIDING **40 TONNES**  
OF CO2



## Mobilising blended finance and technical expertise

### Local government



### International development



### National government



### Local producers



### Research institute



*"The solar ice maker project is a true lighthouse initiative, one that not only points the way forward for Indonesia but also for fisheries around*

*the world. It demonstrates how we can genuinely decarbonise cold chains using clean energy, strengthen supply chains, and make sustainable fishery products more competitive in the market, all while supporting small-scale fisheries."*

**Frank Stegmüller**

**Lead Industry Decarbonisation & Energy: Island Solutions - GIZ Indonesia**

*"My vision is that we can replicate this in other remote areas where artisanal fishers can fish in a way that's much more harmonious with the ecosystems—not just in Indonesia but across*

*the Pacific, the Caribbean, and Africa. It's been absolutely wonderful working with IPNLF because they're really working very much like UNDP, with local communities."*

**Mary Matthews**

**Global Water Lead - UNDP**

"First, we want the Kawa fishing community to enjoy premium prices from the fish they sell. Because with this solar ice maker, they can automatically preserve the quality of their fish."

**Kuntoro Kusno**

**Director of PT. Aneka Sumber Tata Bahari - (ASTB)**



© IPNLF Stuart Hablutzel

# A model for community upcycling in the Maldives

In the northern Maldives lies the island of Lhohi, inhabited by fewer than 1000 people. Inspired by the success of the Joanna Toole Ghost Gear Project, where we worked with fishermen from the island of Gemanafushi to retrieve ghost nets from the ocean, IPNLF set out to replicate the model on the island of Lhohi.

Partnering with the Olive Ridley Project (ORP), Zero Waste Maldives (ZWM), and Lhohi Council we planned to galvanise the island's fishers to remove nets they encountered. However, the fishermen of Lhohi did not come across many ghost nets at sea. Additionally, many fishers had begun moving to other jobs as handline fishing became less profitable due

to declining catches. As the first year passed with no ghost net retrievals and the number of active fishing vessels on the island dwindled from four to one, it became clear that the project's focus needed to shift.

In collaboration with Lhohi School, the Women's Development Committee, and local NGOs, we organised a beach-combing initiative. Our team, alongside dedicated volunteers, set out to clean the pristine shores of "Hunandhumaa Vattaru," a beautiful uninhabited island in Noonu Atoll. The cleanup was a resounding success, with over four large bags of trash collected and two ghost nets retrieved from the island's vulnerable coastline. The team was inspired by the enthusiasm and environmental stewardship demonstrated by the Lhohi community.

Following the beach cleanup, we convened a meeting with all stakeholders to chart the next steps for the evolving project. Recognising the potential of Lhohi's supportive community, we decided to continue the environmental journey and increase our impact



by upcycling. We envisioned a space where waste materials could be transformed into something new and valuable. This space would reduce waste and foster creativity and love for the environment.

The grand opening of the Lhoi Upcycling Workspace was a moment of pride for the entire community. In a ceremony held at the school hall, attended by students, stakeholders, and council members, the project partners introduced the workspace and the concept of upcycling to the island. After the opening,

spirits were high as everyone made their way to the newly established facility, where they were treated to an information session about ghost gear and its impacts, finishing the day with a bracelet-making session crafting pieces from the very ghost nets that threaten their reefs.

The journey in Lhoi is far from over. With the community's support and the dedication of the project partners, the upcycling workspace is set to inspire even more projects, ideas, and solutions.



# Fisheries development

## **Innovating bait fish for pole-and-line fishers**

A fisher throwing handfuls of live bait into the water is a common sight in pole-and-line skipjack tuna fisheries. These small fish draw skipjack tuna to the surface, within catching distance of the vessel, putting the tuna into feeding frenzy state, allowing it to be caught one-by-one with specialised unbaited hooks.

But sourcing this kind of bait can be time consuming and expensive for fishers. Reducing reliance on live bait would reduce fuel usage and the carbon footprints of pole-and-line fishing fleets, leading to cost savings and operational efficiencies and raising living standards.

As part of our Innovation of Bait Fisheries for Livebait Conservation initiative, funded by the Department for Environment, Food & Rural Affairs (DEFRA's) Darwin

Innovation Project, we've been running experiments to source alternatives to livebait.

The project's experimental design focused on using a combination of visual, auditory, and olfactory stimuli to simulate live bait, normally used in pole-and-line fishing operations to trigger tuna feeding. These stimuli included visual cues from programmable LED lights, auditory cues from the playback of underwater soundscapes, and olfactory cues from the byproducts of fish processing.

Thanks to an existing MoU that IPNLF has with the Indonesian Ministry of Marine Affairs and Fisheries (MMAF), IPNLF partnered with MMAF's Marine and Fisheries Human Resources Extension and Development Agency (BPPSDM), who operate aquaculture fish cages in the North of Bali, with capability and experience in keeping tuna.

The cages provided the opportunity to test tuna's responses to individual stimuli (such as different

sounds and frequencies and light settings) under a controlled environment. This experimental process will help IPNLF and other interested researchers to narrow down the experimental stimuli for future at-sea trials.

In 2024, we achieved our proof of concept and conducted more experiments in Indonesia to find alternatives to live bait used in tuna pole-and-line fisheries.

## In total we



## Think Tank; the future of vessel design

Innovation in Indonesia's pole-and-line fleet is vital to make sure the sector remains competitive. In 2024, IPNLF organised a think tank in Indonesia bringing together over 40 participants from 14 countries, including South Africa, Canada and the US and Portugal, to discuss the future of pole-and-line vessel design.

Key focus areas included data capture for compliance, operational efficiencies, safety at sea, vessel stability, and crew living conditions and integrating Electronic Catch Documentation and Traceability (eCDT) and Electronic Monitoring (EM), and other innovations into small-scale vessel design.

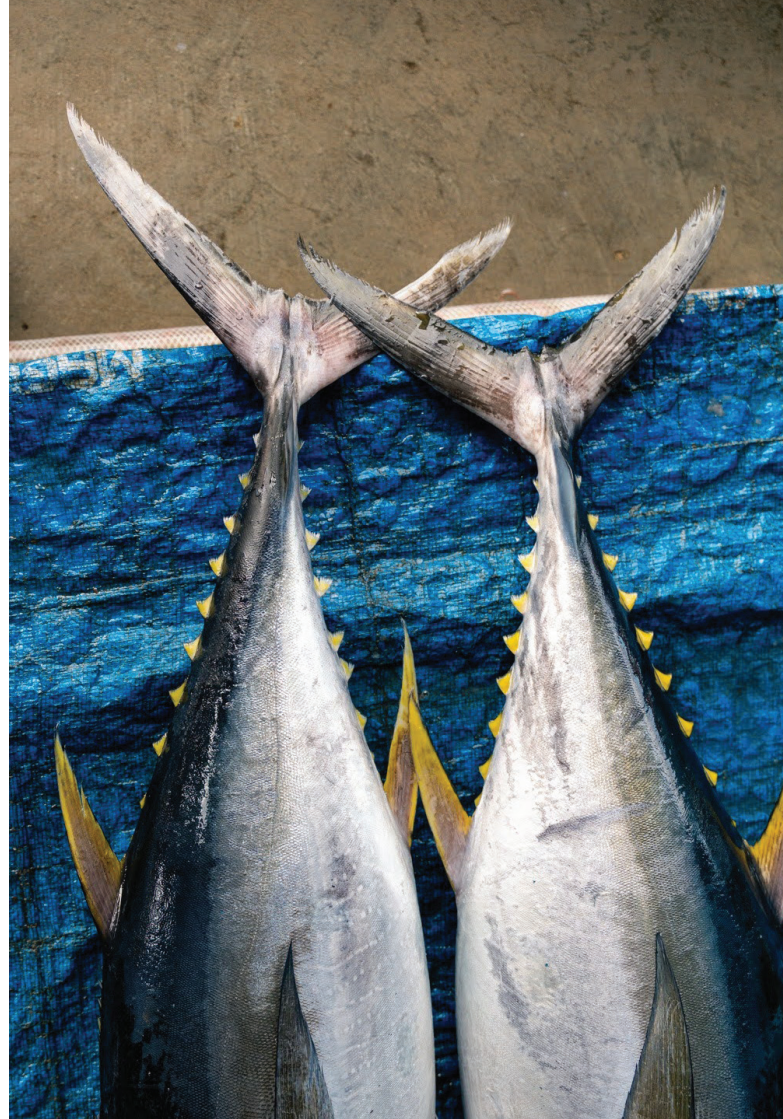
Vessel engineers and manufacturers from South Africa joined the event. The think tank marked the first time such diverse sector expertise had been brought together in Indonesia. The result was forming a solution-focused community and plans for follow-up discussions with engineers to advance the draft designs.

# Moving forward

## The new strategic plan for 2025

We are actively evolving our vision of the future of the organisation. 2025 marks the start of our five-year strategic plan, which will be launched in early 2025, after extensive consultation and collaboration with staff members, trustees and members of our advisory structures. As we evolve towards our 2030 vision, we plan to work towards:

- Encourage market commitments to source pole-and-line tuna and developing these fisheries as part of corporate portfolios.
- Develop guidelines and teaching tools for better post-harvest management and tracking global demand.
- Engage in global scientific research, sharing best practices across regions, and advancing third-party certification of fisheries.
- Continue to develop new vessel designs and “smart fishing” innovations in consultation with stakeholders to modernise fleets.



# IPNLF Supporting Members



## Partners

ABALOBI

Advisor to the High Level Panel for a Sustainable Ocean Economy (Ocean Panel)

AIREF

Azores Ocean

Observatory (OMA)

Azores Fisheries Observer Program (POPA)

Blue Marine Foundation

Break Free From Plastic Conservation Alliance for Seafood Solutions (CASS)

Climakers

Department for Environment, Food, and Rural Affairs (DEFRA)

Destructive Fishing Watch (DFW)

Deutsche Gesellschaft

für Internationale Zusammenarbeit (GIZ) Earthworm

Fair Trade USA Futuristic Aviation and Marine Enterprises (FAME)

Global Dialogue on Seafood Traceability (GDST)

Global Fishing Watch Indonesian Ministry of Marine Affairs and Fisheries (MMAF)

Human Rights at Sea (HRAS)

INFOFISH IPB University (Institut Pertanian Bogor, Indonesia)

Kenya Department of Fisheries

Long Distance Advisory Council (LDAC)

Masyarakat dan Perikanan Indonesia (MDPI)

Destructive Fishing Watch (Indonesia)

Maldives Fishermen's Association

Maldives Ministry of Fisheries, Marine Resources & Agriculture

Maldives Ministry of Economic Development

Maldives National University

Maldives Marine Research Institute

Maldives Ocean Plastics Alliance (MOPA)

NGO Tuna Forum Olive Ridley Project

Outermost Region Advisory Council (CCRUP)

Resonance

Rise Up For The Ocean

SEA Alliance

Seafood and Gender Equality (SAGE)

Small-Scale Fisheries Hub (SSF Hub)

South Africa Department of Fisheries

Standards and Trade Development Facility -

World Trade Organisation (WTO)

Transform Bottom Trawling

UN Conference on

Trade and Development (UNCTAD)

UN Food Systems Summit

UN Global Compact

UN Development Programme (UNDP)

UNDP Ocean Innovation Challenge

Walton Family Foundation

World Cetacean Alliance



## IPNLF Team

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Stuart Hablutzel  
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Jamie Briscoe  
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Shannon Hardisty (Social  
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John Burton  
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Honorary Lifetime  
Ambassador

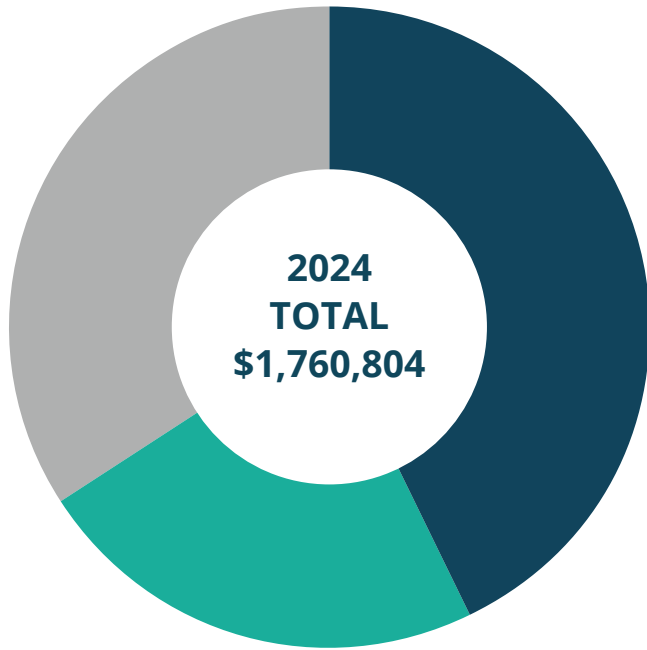


# Funding and finance

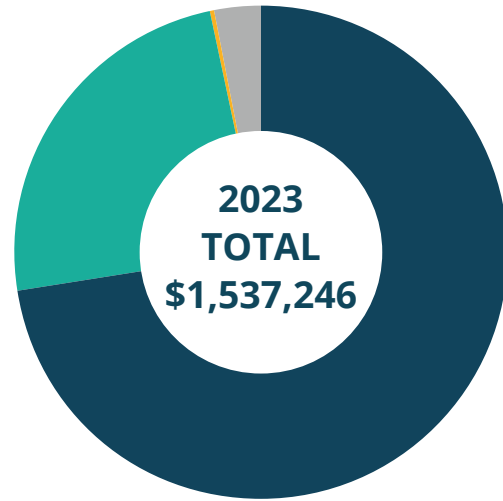
## **2024 Financial overview**

The total income for 2024 saw a significant increase to \$1,760,804, up from \$1,537,246 in 2023. This growth was primarily driven by a surge in unrestricted grant funding.

IPNLF acknowledges the valued contributions of its key donors in 2024. We grew our total funding and in particular, those received from corporate donations and new members over the twelve month period.



- 42.8% Philanthropic foundation funding
- 23.1% Annual IPNLF membership fees
- 0.0% Member project sponsorship
- 34.1% Corporate donations



- 72.6% Philanthropic foundation funding
- 24.2% Annual IPNLF membership fees
- 0.2% Member project sponsorship
- 3.0% Corporate donations



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INTERNATIONAL POLE  
& LINE FOUNDATION

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