

A low-angle photograph of a sailboat's mast and rigging against a clear blue sky. A large, dark blue silhouette of a panda's head is printed on the white sailcloth. The rigging consists of various ropes and pulleys, with some red ropes visible.

Bridging sustainable fisheries policy with innovative technologies to secure healthy seas

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Why we're here



Our mission

To stop the degradation of the planet's natural environment and to build **a future in which humans live in harmony with nature**, by:

- Conserving the world's biological diversity
- Ensuring that the use of renewable natural resources is sustainable
- Promoting the reduction of pollution and wasteful consumption.



About WWF



Key facts

- Founded in 1961
- Active in nearly 100 countries
- Over 5 million supporters
- Over 30 million social media followers
- WWF in Europe : 22 National Organisations, Programme Offices and Sub-Regional offices



WWF's work to ensure sustainable fisheries



- Acting at multiple levels, from local, to regional, EU and global
- Engaging with a wide variety of stakeholders: fishers, supply chain actors, authorities, policymakers, consumers...
- Using various engagement and action channels: field projects, trainings, advocacy, citizen mobilisation...
- Operating based on a core set of values, including being science and evidence-based, and results-oriented



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WWF and Fish-X



- Four WWF offices involved:
 - Local/field level: WWF Adria and Portugal
 - Regional level: WWF Mediterranean Marine Initiative
 - EU level: WWF European Policy Office
- Field work with use cases developed in cooperation with small-scale fishers & authorities
- Stakeholder engagement, policy analysis and advocacy



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Thank you for your attention!

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Working to sustain the natural
world for the benefit of people
and wildlife.

together possible™

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