

Hosted by the WWF European Policy Office (EPO), Brussels

# Fish-X Conference

**Digital traceability: Boosting  
sustainable seafood  
consumption in the EU**

10 April 2024





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# Welcoming remarks

**Dr. Antonia Leroy**  
Head of Ocean Policy  
WWF EPO





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## Panel discussion 1:

New Monitoring Control Surveillance (MCS)  
measures enforced by the EU Fisheries Control  
Regulation: what innovation on traceability?



Moderated by Louis Lambrechts,  
Ocean Policy Officer, WWF EPO

## Panelists:



**Huw Thomas**  
Market Development Lead  
Europe, Middle East, and Africa  
Global Dialogue on Seafood  
Traceability



**Anne Gautrais-Le Goff**  
Policy Officer  
DG Mare, D4 Control and  
Inspection Unit



**Rita Sá**  
Oceans & fisheries  
Coordinator ANP|WWF  
Portugal



**Esben Sverdrup Jensen**  
President  
European Association of Fish  
Producers Organisations  
(EAPO)



**Margreet Brinxma**  
Senior Supply Chain  
Innovation Manager  
Marine Stewardship Council  
(MSC)



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# Let's take a break

Please be back at 11:45 for the technical sessions

- **Technical session 1:** How to combine sustainability ranking, certification and labeling of seafood products?
- **Technical session 2:** Challenges of digital traceability along the supply chain



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## Technical session 1:

How to combine sustainability ranking, certification and labeling of seafood products?

*The discussion is moderated by Laure Guillevic from WWF. It will take place in the small meeting room.*

## Technical session 2:

Challenges of digital traceability along the supply chain

*The discussion is moderated by Sylvie Giraud from CLS. It will take place in the big meeting room.*

**Please finish your discussion by 12:40**



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# Lunch break

The lunch is vegetarian with vegan options!

Please be back by 14:00



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# Welcome back to plenary

## What did we learn from the breakout sessions?

- Raquel Pereira, Technical session 1
- Immanuel Viridi, Technical session 2



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## Part 2

**Dr. Antonia Leroy**  
Head of Ocean Policy  
WWF EPO







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## Panel discussion 2:

How can a digital traceability system  
ensure sustainable seafood consumption?



Moderated by Vanya Vulperhorst,  
Campaign Director Illegal Fishing  
and Transparency, Oceana

## Panelists:



**Catherine Vogler**  
Senior Manager Seafood Market  
WWF-Switzerland



**Immanuel Viridi**  
Project Management Lead  
OURZ/Fish-X Project



**Dr. Başak Babaoğlu**  
Manager of EU Affairs, Corporate  
Responsibility & Public Policy  
Metro Brussels Representation Office



**Charles Guirriec**  
Founder  
Poiscaille.fr



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## *QR codes from Metro - SALMON*





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## *QR codes from Metro - MEAT*





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## *QR codes from Metro - CHICKEN*





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# What's next with the EU elections?

**Laure Guillevic**  
Ocean Policy Officer  
WWF EPO




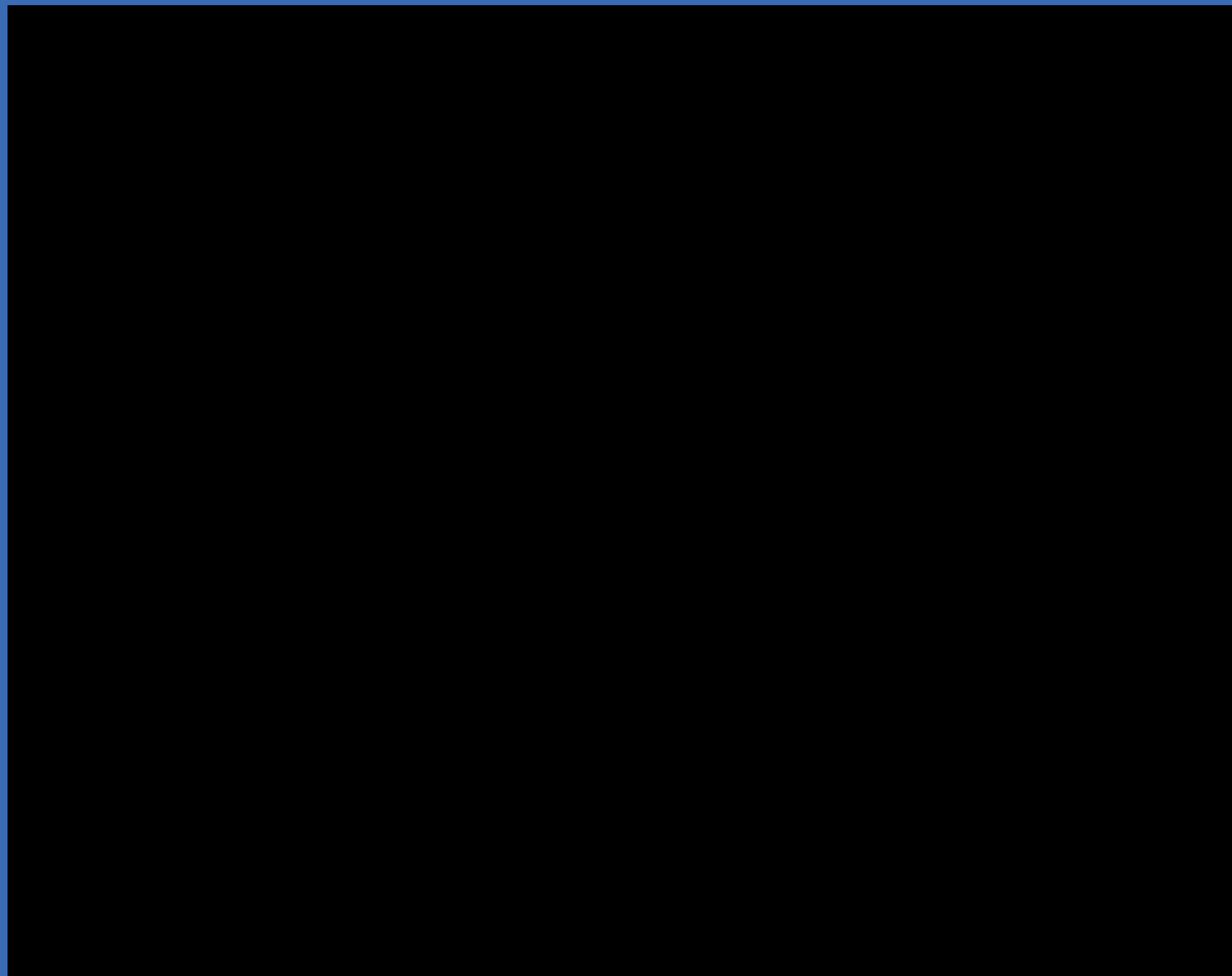


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European Commissioner for the  
Environment, Oceans and  
Fisheries, **Virginijus Sinkevičius**

Press conference after EU  
fisheries ministers meeting in  
Bruges, 25 March 2024 





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# European Parliament elections

6-9 June 2024

450 million EU citizens to vote

720 Members of the EU  
Parliament to be elected



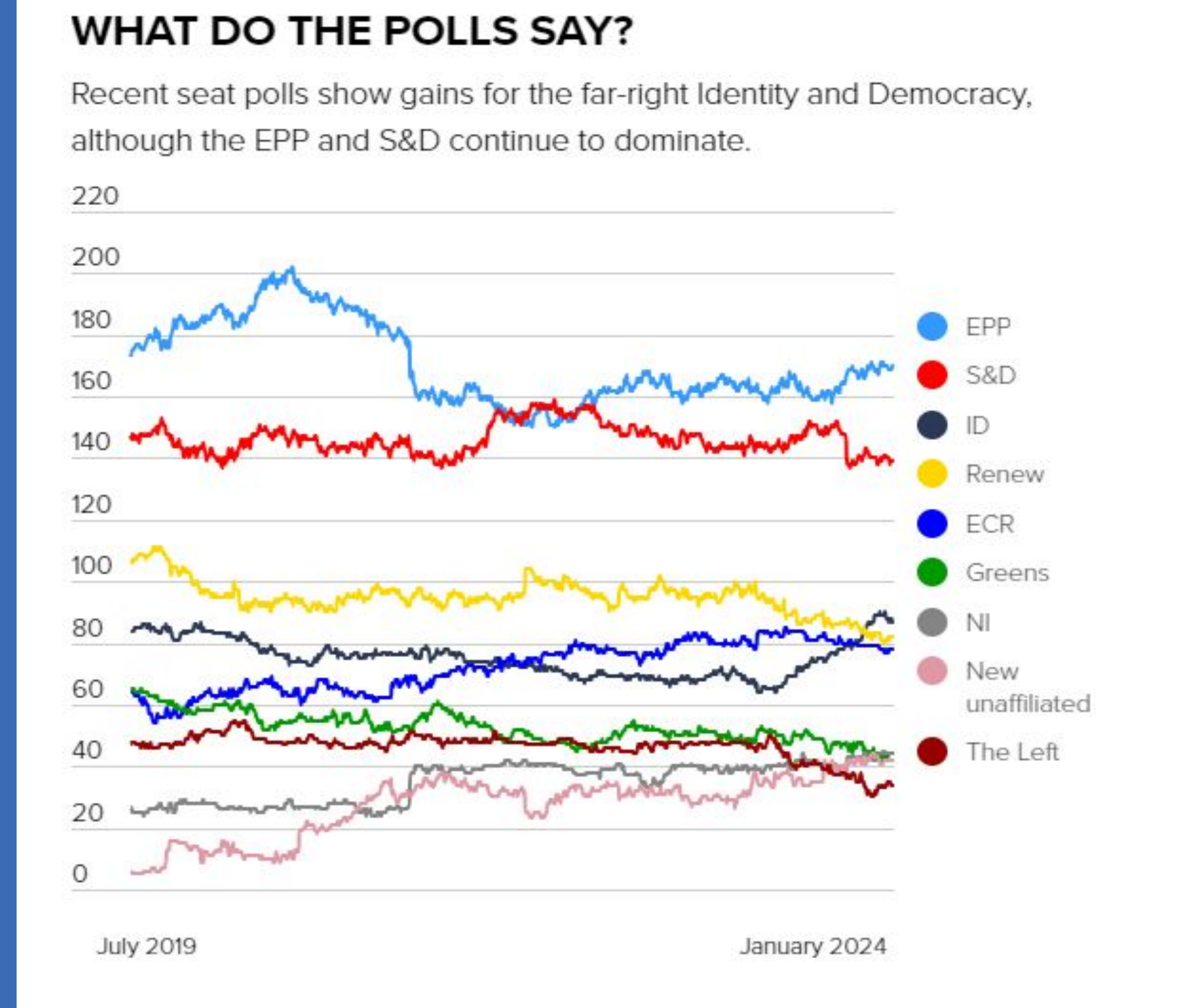
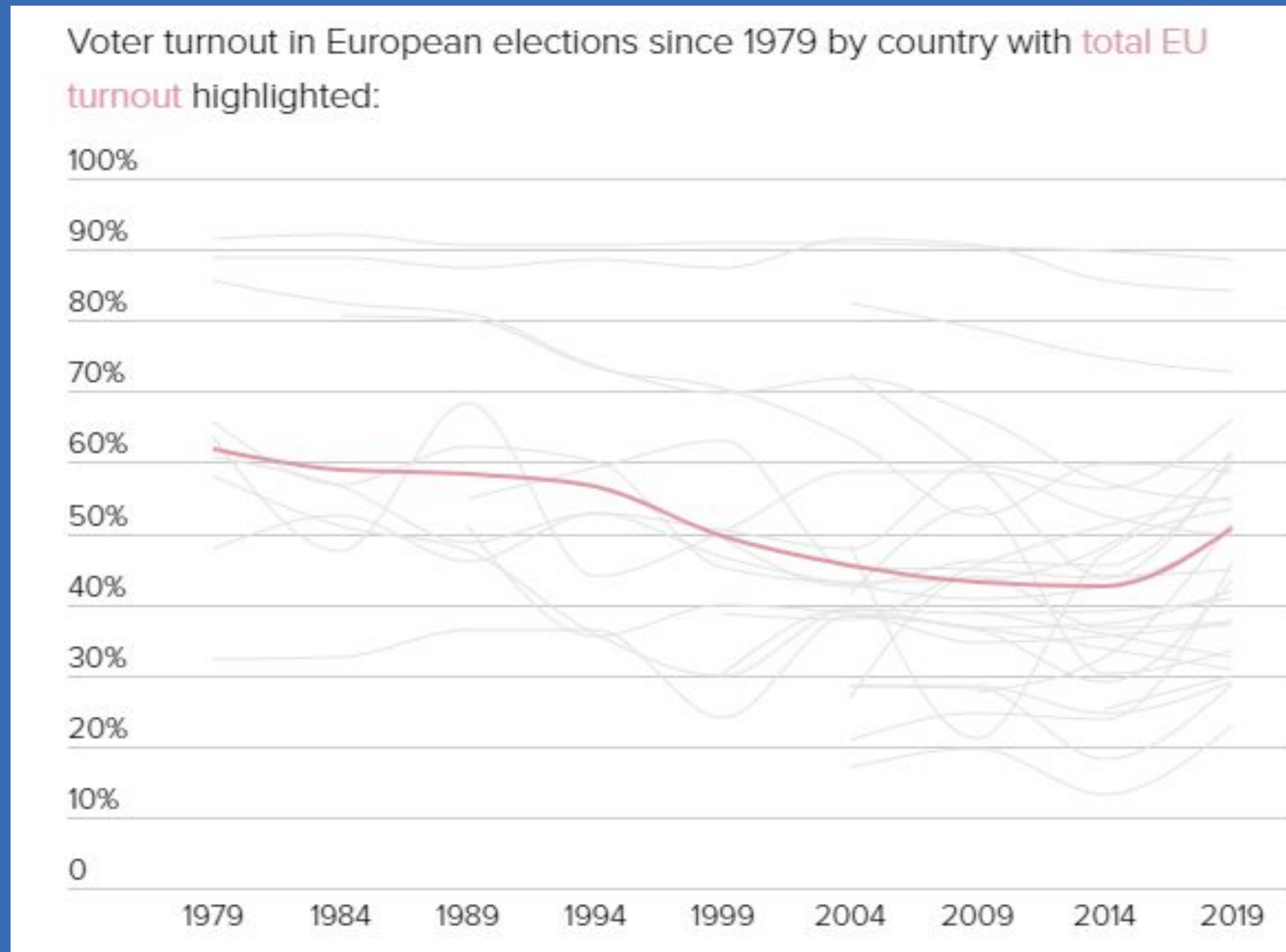
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# EU 2024 elections







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# WWF EU elections check

Shows where EU political parties stand on critical climate and environmental issues affecting EU citizens.

Questionnaire sent to all EU political parties

2 EU political parties (EPP and EFA) do not support the ending of overfishing by fully implementing the Common Fisheries Policy (CFP).

The PES, the EGP, the ELP, and the EFA all endorse new legislation aimed at fostering a more sustainable food system.

Source: <https://wwfeu.awsassets.panda.org/downloads/wwf-2024-eu-elections-check.pdf>

## 1. All responding parties support the EU Green Deal

**ON THE EUROPEAN GREEN DEAL:**

	EPP	PES	ALDE	EDP	EGP	EFA	PEL
Maintain and strengthen the European Green Deal as a top priority.	!	✓	✓	!	✓	✓	✓

✓ Aligns with WWF demands    ! Partially aligns with WWF demands    x Does not align with WWF demands    ? Declined to select answer from questionnaire

EPP: European People's Party    PES: Party of European Socialists    ALDE: Alliance of Liberals and Democrats for Europe    EDP: European Democratic Party  
 EGP: European Green Party    EFA: European Free Alliance    EU Left: European Left

All EU parties were invited to complete our questionnaire. Parties not present on the table did not submit responses.  
 Note: The responses attributed to EPP in this table were inferred from the party's manifesto and resolutions. They do not represent direct answers provided by the EPP, and thus should not be directly equated with the commitments made by the other responding parties.

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## 4. European parties must step up their reaction to the farming and food crisis

**ON SUSTAINABLE FOOD & FARMING:**

	EPP	PES	ALDE	EDP	EGP	EFA	PEL
Transition towards sustainable food systems by setting clear targets for the food supply chain.	?	✓	?	?	✓	✓	✓
Reform the EU's agricultural policy to support farmers in adopting sustainable practices.	x	?	!	?	✓	!	✓
End overfishing by fully implementing the EU's fisheries policy.	x	✓	?	✓	✓	x	✓

✓ Aligns with WWF demands    ! Partially aligns with WWF demands    x Does not align with WWF demands    ? Declined to select answer from questionnaire

EPP: European People's Party    PES: Party of European Socialists    ALDE: Alliance of Liberals and Democrats for Europe    EDP: European Democratic Party  
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# WWF ocean asks for the EU elections

- 1. Adopt an EU Ocean Package**
- 2. Reform the governance of ocean policies**
- 3. Strive for low-impact, transparent and sustainable fisheries**
- 4. Adopt binding targets to protect 30% of marine areas by 2030**
- 5. Ensure nature-friendly deployment of offshore renewables for People**

Source: <https://wwfeu.awsassets.panda.org/downloads/safeguard-ocean-health-for-people-and-planet.pdf>



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# Why is this important?

**Table ES.1 Assessment of major risks**

Climate risks for 'Ecosystems' cluster	Urgency to act	Risk severity			Policy characteristics		
		Current	Mid-century	Late century (low/high warming scenario)	Policy horizon	Policy readiness	Risk ownership
Coastal ecosystems	Urgent action needed	Critical	Critical	Critical	Medium	Medium	Co-owned
Marine ecosystems	Urgent action needed	Critical	Critical	Substantial	Medium	Medium	EU
Biodiversity/carbon sinks due to wildfires (hotspot region: southern Europe)	Urgent action needed	Critical	Substantial	Substantial	Medium	Medium	Co-owned
Biodiversity/carbon sinks due to wildfires	More action needed	Critical	Substantial	Substantial	Medium	Medium	Co-owned
Biodiversity/carbon sinks due to droughts and pests	More action needed	Critical	Substantial	Substantial	Long	Medium	Co-owned
Species distribution shifts (*)	More action needed	Critical	Substantial	Substantial	Medium	Medium	Co-owned
Ecosystems/society due to invasive species	More action needed	Critical	Substantial	Substantial	Medium	Medium	Co-owned
Aquatic and wetland ecosystems	More action needed	Critical	Substantial	Substantial	Medium	Medium	Co-owned
Soil health (*)	More action needed	Critical	Substantial	Substantial	Medium	Medium	Co-owned
Cascading impacts from forest disturbances	Further investigation	Substantial	Substantial	Substantial	Long	Medium	Co-owned

**Legends and notes**

<b>Urgency to act</b>	<b>Risk severity</b>	<b>Confidence</b>
Urgent action needed	Catastrophic	Low: +
More action needed	Critical	Medium: ++
Further investigation	Substantial	High: +++
Sustain current action	Limited	
Watching brief		

(\*) Wide range of evaluations by authors and risk reviewers.



Source: European Environment Agency, *European 2024 climate risks assessment*, 11 March 2024 <https://www.eea.europa.eu/publications/european-climate-risk-assessment>



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# With the EU elections, let's walk the talk!



mepassistant @mepassistants · Apr 8  
When national media cover the European elections.



DG MEME @meme\_ec

Have a joyful Easter lunch.  
[#UseYourVote](#) [#VoteForEurope](#)

*My family sending me back home  
after I started talking about  
the European Elections*





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## Closing remarks

**Jana Stünkel**  
Fish-X Coordinator  
Trans Mar Tech





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*The cocktail is waiting for you next door!*

*Thank you for attending the conference.*



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Get in touch: [www.fish-x.eu](http://www.fish-x.eu) | [info@fish-x.eu](mailto:info@fish-x.eu)



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