

WORLD SUSTAINABILITY ORGANIZATION



Annual Report 2019 • 2020

REV. 06/2019

PROTECTING OUR OCEANS



PROTECTING OUR PLANET





Expanding the Scope of Certification for Sustainability

As we add new seafood and agriculture companies to the ranks of our certified sustainable producers, we have also begun the process of expanding our reach to include industries like shipping, public aquaria and ornamental species. Our community is growing. We are re-certifying existing companies while we increase our reach into new areas that affect the global ecosystem.

Our partners, both new and old, are actively embracing our certification standards. This comes, I think, from a growing realization that human beings must change their approach to nature if we are to survive as a planet. We ourselves need nature, animals and plants. Slowly, we are making an historical U-turn in our behaviour and relation with our surrounding natural environment.

We will continue until problems are solved and we can find an equilibrium. Sustainability certifications like Friend of the Sea and Friend of the Earth can help in the process. After working on these goals for over three decades, we now routinely see companies selecting their suppliers based on certifications from Friend of the Sea or Friend of the Earth. These businesses are also proactively dedicating parts of their budgets to conservation and social projects.

At the same time, not all the companies are so environmentally and socially aware. We will never stop advocating for environmentally and socially sustainable production—and for it to be economically viable for the future. There has to be an economic and financial rationale for sustainability or it will be a very difficult objective to achieve.

As businesses, seafood and agriculture companies are now recognizing that overexploitation of resources, from fish stocks and soil to water, is a existential threat. Choosing the sustainable path is a wise business choice as much as it is the right thing to do for the planet and humanity. We have made progress, but there is much work yet to be done.

*Paolo Bray, Founder and Director of
Friend of the Sea and Friend of the Earth*



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Sustainable Use of the Oceans: A Goal for the Future



Every part of the global oceans presents a human influence and almost the entire ocean experiences multiple pressures.

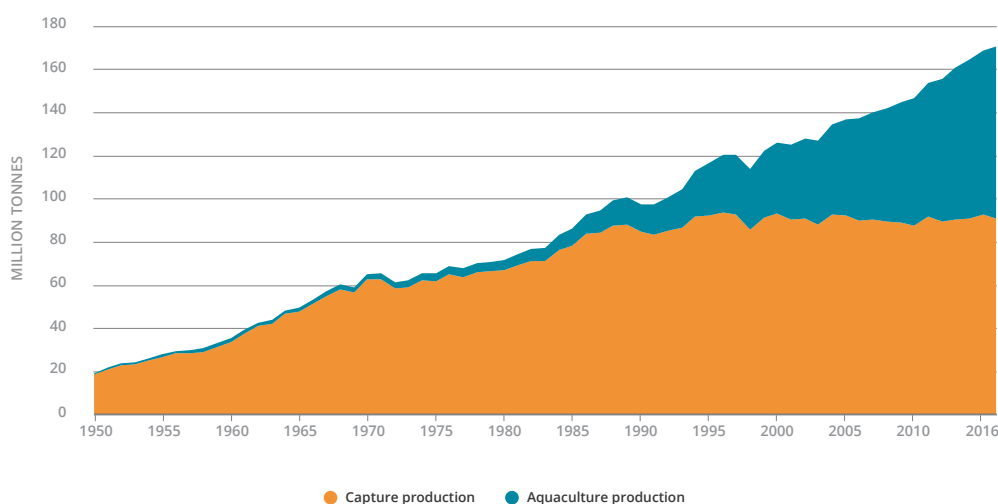
Habitat destruction, over-fishing, pollution, unsustainable maritime trade, ocean acidification: human pressures on the oceans have led to a serious decline in oceans health globally. The population continues to grow, with 60 percent living in coastal areas.

Increasing demand for seafood globally has continued to put pressure on fish stocks, with an estimated 88 percent of fish stocks being either fully exploited or overexploited. Aquaculture growth has compensated the demand for seafood but sometimes impacted habitats such as mangrove forests, wetlands and coastal waters.

Around 80 percent of the volume of international trade in goods is carried by sea, with impacts in terms of pollution and whales ship strikes. Oceans are polluted also by uncontrolled sewage from agricultural and urban areas.

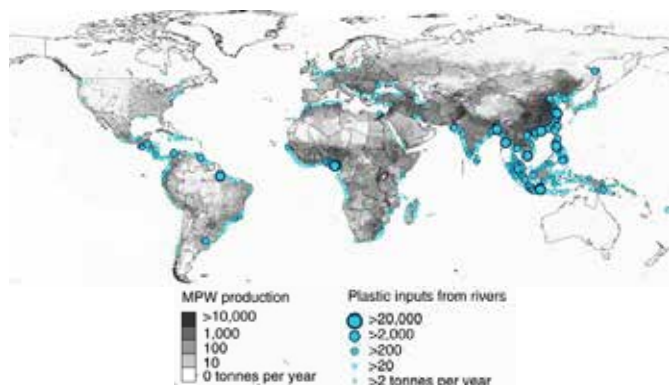
Since 2008, Friend of the Sea works globally with States, the sea-food and shipping industry, scientists, NGOs and the public to promote the sustainable use of the oceans and the conservation of the aquatic habitat, playing a fundamental role in the global sustainable movement.

World capture fisheries and aquaculture production



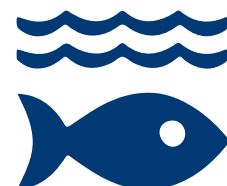
NOTE: Excludes aquatic mammals, crocodiles, alligators and caimans, seaweeds and other aquatic plants.
FAO. *The State of World Fisheries and Aquaculture 2018*

Mass of river plastic flowing into oceans in tonnes per year.



River contributions are derived from individual watershed characteristics such as population density (in inhab km⁻²), mismanaged plastic waste (MPW) production per country (in kg inhab⁻¹ d⁻¹) and monthly averaged runoff (in mm d⁻¹). The model is calibrated against river plastic concentration measurements from Europe, Asia, North and South America.

Friend of the Sea's mission, in line with the United Nations 2020 Sustainable Development Goals, is to protect the oceans by means of promoting sustainable fisheries, aquaculture and shipping.



SUSTAINABLE DEVELOPMENT GOAL 14

Conserve and sustainably use the oceans, seas and marine resources for sustainable development

Sources

Halpern, Benjamin et al. (2015) "Spatial and temporal changes in cumulative human impacts on the world's ocean" *Nature Communications*.

Nature Communications 8, Article number: 15611 (2017)



Pioneers of Independent Sustainability Certification

95% of the tuna industry participates in the Dolphin-Safe project, which has saved millions of dolphins since 1991.



Friend of the Sea was started by Paolo Bray, the European Director of the Earth Island Institute Dolphin-Safe tuna project **the precursor of the sustainable seafood movement**. Founded and managed by environmentalists, FOS is rightly perceived by the industry and NGOs as a truly independent program.



FOS is a Member Associate of FAO/ INFOFISH. Its criteria follow the UN FAO - Guidelines for the Eco-labelling of Fish and Fishery Products from Marine Capture Fisheries. In particular, only products from stocks which are not overexploited can be certified.

The only seafood certification program recognized by National Accreditation Bodies



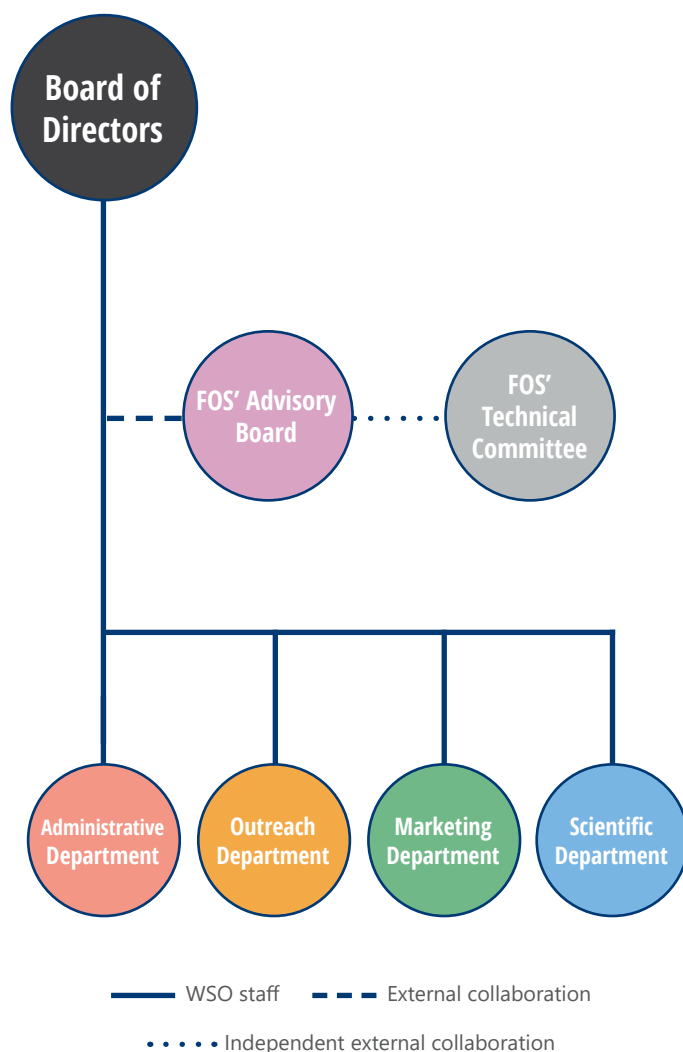
- Friend of the Sea certification requirements have been recognized as **top performers** by several international benchmark studies. (Pew Charitable Trusts, Sea Ecology, Food & Water Watch, University of Tier/Froese and Proelss*).
- The **European Commission** lists Friend of the Sea among the main certification ecolabels for sustainable seafood in its "How do you choose your fish?" report.

Governance

Friend of the Sea Project's governance structure is composed of: the Board of Directors; the Advisory Board; the Technical Committee and four Departments.

A wide range of stakeholders is invited to participate in public consultations on **Friend of the Sea** seafood standards, and they are encouraged to provide their inputs at any time. Therefore, Friend of the Sea decision-making and decision implementation processes are participatory, transparent and consensus-driven.

WSO's Governance Structure for Friend of the Sea project



Global Growth

1000+

COMPANIES NOW CERTIFIED
UNDER FRIEND OF THE SEA FROM
FARMED AND WILD SOURCES



72

COUNTRIES



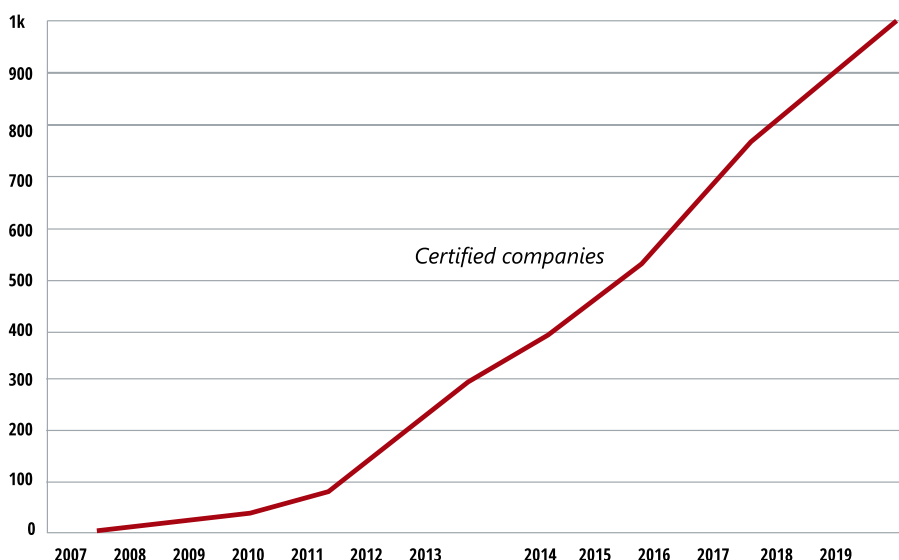
Consumers around the world
have more choice than ever



170

COMMERCIAL SPECIES

FOS CERTIFIED COMPANIES GROWTH



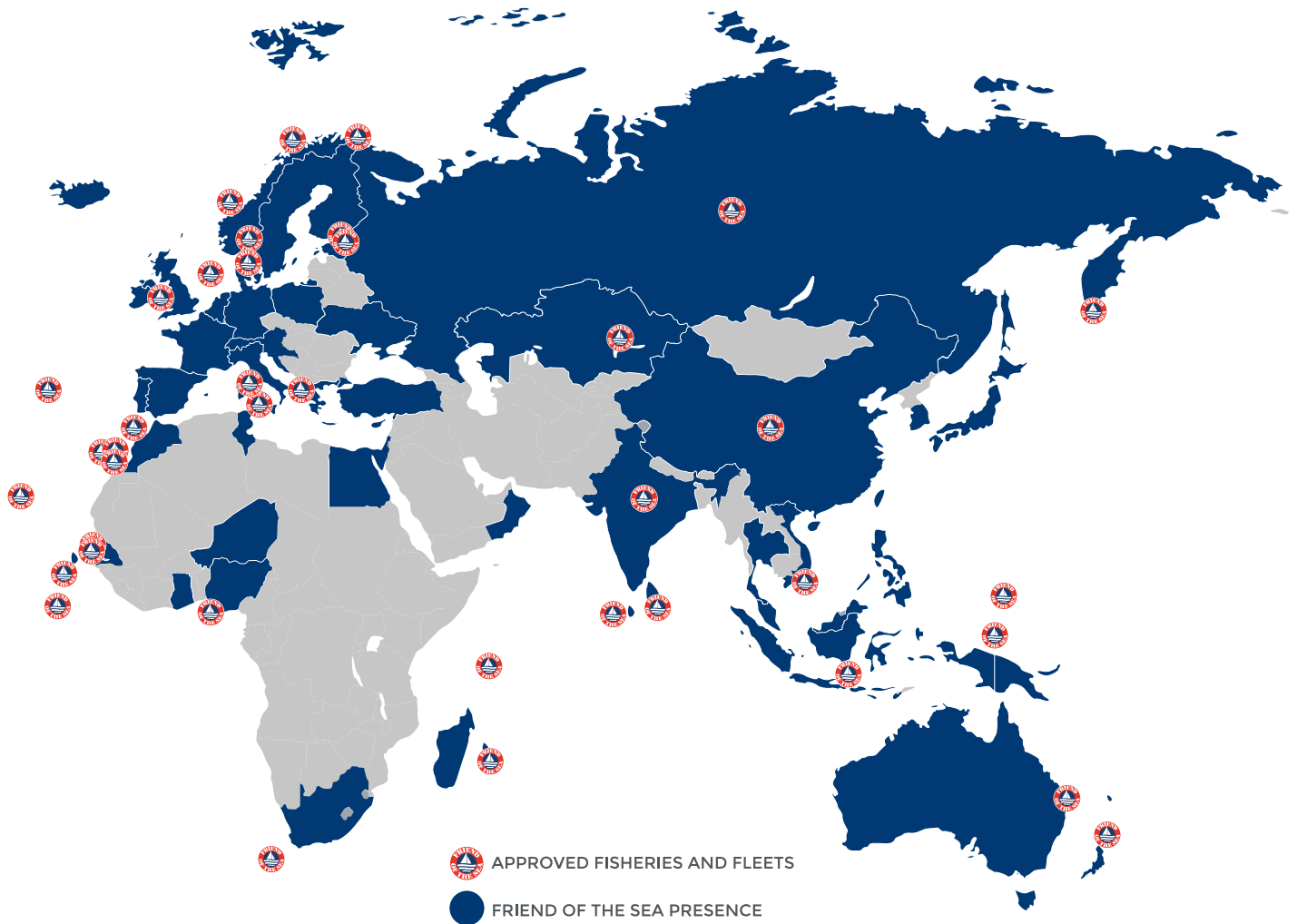
58

APPROVED FISHERIES
AND FLEETS

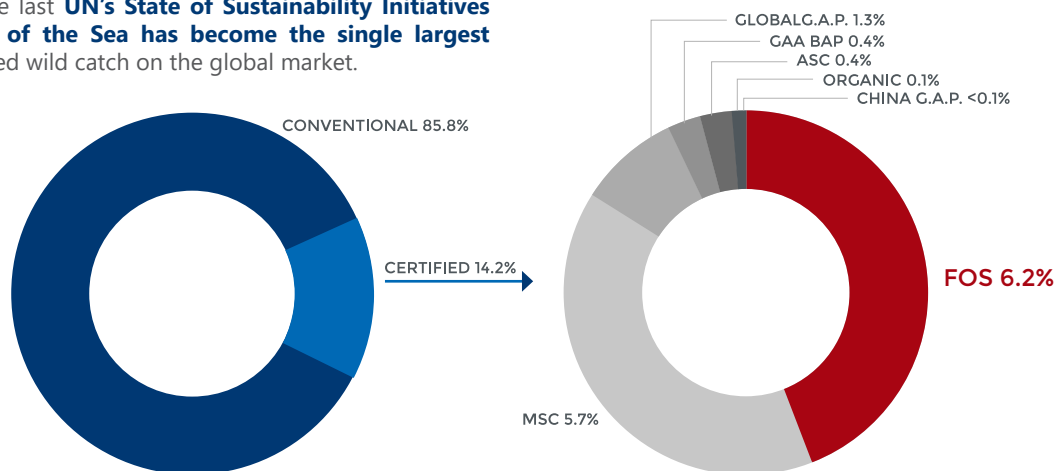
3,550

PRODUCTS





According to the last **UN's State of Sustainability Initiatives Review**, **Friend of the Sea** has become the **single largest source** of certified wild catch on the global market.

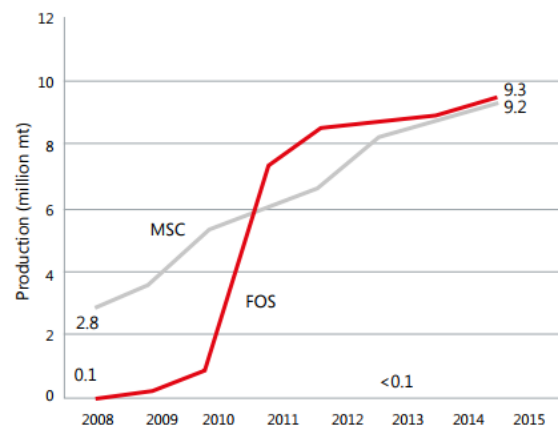


FOS production has grown at a rate of 91% per annum between 2008 and 2015, reaching 9.3 million metric tons of FOS-certified wild catch seafood in 2015 (5.7% of global, 10.1% of total wild catch) making it the single largest source of certified wild catch on the global market.



Sources

State of Sustainability Initiatives Review: Standards and the Blue Economy, International Institute for Sustainable Development (IISD), 2016



Compound annual growth rates (2008–2015): FOS: 91 percent; MSC: 18 percent; Total: 1 percent. Source: FAO Fishstat, 2015; FOS, MSC, personal communication, 2015.



Friend of the Sea Criteria

Environmental and Social Benefits from Audits



Friend of the Sea Criteria

Sustainable products and their origins are audited onsite by independent certification bodies against FOS criteria

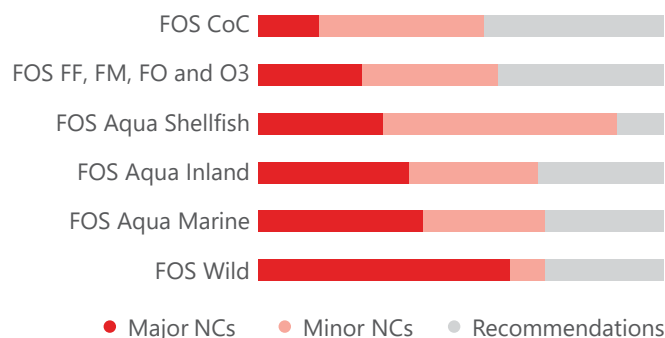
Wild-Caught Products

- ☒ TARGET STOCK NOT OVEREXPLOITED
- ☒ MAXIMUM 8% DISCARDS
- ☒ NO BYCATCH OF ENDANGERED SPECIES
- ☒ NO IMPACT ON SEABED
- ☒ FUEL EFFICIENCY
- ☒ WASTE MANAGEMENT
- ☒ COMPLIANCE WITH REGULATIONS (TAC, NO IUU, ETC)
- ☒ DOLPHIN SAFE
- ☒ SOCIAL ACCOUNTABILITY
- ☒ CHAIN OF CUSTODY

Farmed Products

- ☒ NO IMPACT ON CRITICAL HABITAT (MANGROVES, WETLANDS, ETC)
- ☒ ESCAPES AND BYCATCH REDUCTION
- ☒ COMPLIANCE WITH WATER QUALITY PARAMETERS
- ☒ NO GMO, NO GROWTH HORMONES
- ☒ FUEL EFFICIENCY
- ☒ WASTE MANAGEMENT
- ☒ SOCIAL ACCOUNTABILITY
- ☒ CHAIN OF CUSTODY

Friend of the Sea audits benefit the oceans and workers, reducing bycatch, waste and environmental impact and improving crews' working conditions.



According to a recent assessment of more than ten years of Friend of the Sea audits, equivalent to almost 1000 audits, 1260 non-conformities have been raised by the Certification Bodies and corrected by the audited companies. Correction of major and minor non-conformities and recommendations led to the implementation of several environmental and social impact improvement measures, which in turn provided important benefits for the environment, crews and workers.

Among the most memorable initiatives generated by the corrective actions are:

- The installation of Turtle Excluder Devices (TEDs) on several vessels;
- The introduction of independent on-board observers and CCTVs to monitor sustainable fishing practices
- Saving and release of thousands of bycaught sharks
- Implementation of waste recycling systems at unloading harbours
- Introduction of training courses for crew and workers on appropriate salary management.



The Flexgrid during fishing operations and detail of a rigid TED used in sea trials.

Sustainable Nutraceutical Products

Friend of the Sea has become the leading international standard for producers of fish oil, fish meal and Omega-3 supplements.

421+

COMPANIES HAVE RELIED ON
FRIEND OF THE SEA'S ASSESSMENT
TO VERIFY THE SUSTAINABLE ORIGIN
OF THEIR PRODUCTS

32+

COUNTRIES

Some of Friend of the Sea certified Omega-3 products originate from selected seafood processing by-cuts or trimmings, thus optimizing use of marine resources and avoiding production of waste.

Environmental sustainability is a relevant issue for the Omega-3 industry, which is facing some consumers concerns. Friend of the Sea Omega-3 producers verify their suppliers are listed as approved and thus implement sustainable fisheries practices. This way they can provide a third party assurance to consumers worldwide.

USA, Scandinavia, Central Europe and Australia are the markets with the highest presence of Friend of the Sea labelled Omega-3 supplements. Antarctic krill, menhaden and the Peruvian anchovies' fisheries and fleets are approved according to Friend of the Sea sustainability requirements.



Aquaculture

Fish Welfare: The New Challenge

Friend of the Sea and the Fair-Fish International association have been awarded a grant from the Open Philanthropy Project to promote animal welfare principles among Friend of the Sea's aquaculture certified companies.

As part of the two-year project, the Fish EthoBase-research team of Fair-Fish International will assess the welfare of fish on most of Friend of the Sea's aquaculture certified companies by direct observation of their current practices. Findings from these assessments will then be used to create farm-specific improvement recommendations and to develop animal welfare criteria for possible inclusion in Friend of the Sea's standards. Additionally, Friend of the Sea and Fair-Fish plan to share their research through formal presentations at academic and industry conferences.

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**AQUACULTURE
COMPANIES CERTIFIED
FRIEND OF THE SEA**



Friend of the Sea Certified Aquaculture Species

<i>Acipenser baerii</i>	<i>Huso dauricus</i>	<i>Pangasianodon hypophthalmus</i>
<i>Acipenser baerii x Acipenser gueldenstaedtii</i>	<i>Huso huso</i>	<i>Penaeus monodon</i>
<i>Acipenser gueldenstaedtii</i>	<i>Lates calcarifer</i>	<i>Perca fluviatilis</i>
<i>Acipenser naccarii</i>	<i>Litopenaeus vannamei</i>	<i>Rachycentron canadum</i>
<i>Acipenser naccarii x Acipenser baerii</i>	<i>Lutjanus argentimaculatus</i>	<i>Salmo salar</i>
<i>Acipenser ruthenus</i>	<i>Lutjanus erythropterus</i>	<i>Salvelinus alpinus</i>
<i>Acipenser schrenckii X Huso dauricus</i>	<i>Lutjanus johni</i>	<i>Salvelinus fontinalis</i>
<i>Acipenser stellatus</i>	<i>Meretrix meretrix</i>	<i>Sander lucioperca</i>
<i>Acipenser transmontanus</i>	<i>Mytilus chilensis</i>	<i>Scophthalmus maximus</i>
<i>Argopecten purpuratus</i>	<i>Mytilus edulis</i>	<i>Seriola lalandi</i>
<i>Argyrosomus regius</i>	<i>Mytilus galloprovincialis</i>	<i>Solea senegalensis</i>
<i>Crassostrea gigas</i>	<i>Oncorhynchus mykiss</i>	<i>Solea solea</i>
<i>Dicentrarchus labrax</i>	<i>Oreochromis niloticus</i>	
<i>Epinephelus malabaricus</i>	<i>Ostrea angasi</i>	

Friend of the Sea Continuous Growth

The Friend of the Sea aquaculture requirements have been benchmarked as the strictest and best performing among international standards. Since the beginning, they also included Social Accountability requirements, waste, water and energy management. All aspects of the production chain are included and have to be covered by an appropriate Chain of Custody: from broodstock to farming, harvesting and processing. Recently seaweeds standards and requirements for fishmeal from insects have also been introduced.

Covering 30 countries, Friend of the Sea certified companies represent large and small scale producers and a wide range of species. FOS aquaculture standards cover a diversity of species, from Peruvian scallops to Adriatic sturgeon, both fresh and salt water.

New Friend of the Sea Fish welfare standards to be introduced, following results from the major international study carried out by Friend of the Sea on Fish Welfare.

**Aquaculture
sector's
contribution
to the supply
of seafood
for human
consumption
overtook that of
wild-caught fish.**



Friend of the Sea Widens the Scope of its Certifications



Dolphin and Whale Watching

Dolphin and Whale watching represents an important contribution to the economy of many countries in the developed and developing world. It consists of boat trips to see a range of marine life including cetaceans, seals, birds and sharks. The rapid growth of the number of whale watching operators is known to potentially change cetaceans' behaviour and, migratory patterns. Friend of the Sea standard helps operators assess threats, promote best practices and support a responsible and sustainable industry.



Seaweeds

Seaweeds are an important component of the oceans and deserve attention and protection. More than 95 percent of global seaweed production is farmed. Several studies have highlighted small-scale seaweed farming can provide social and economic benefits to local communities and at the same time have a positive impact in terms of carbon footprint. Friend of the Sea requirements aim to promote those farms having a sustainable environmental and social impact.

UV Creams

In line with Friend of the Sea's mission to promote sustainable practices and reduce anthropic impact on the oceans, six new certification standards have been introduced all a first of their kind.



Shipping

With 90% of the world's international trade travelling by sea, and the industry accounting for 3 to 4% of global CO2 emissions, shipping has the potential to reduce its environmental impact. FOS has developed a new certification, with the aim to increase the responsible practices of the shipping industry. The criteria included in the certification scheme range from pollution prevention to fuel efficiency, from waste management to social accountability.



Ornamental Species

Ornamental species are tropical marine and freshwater species kept at home and public aquaria and include fish, corals, crustaceans, mollusks and live rock. Friend of the Sea sustainability certification of ornamental species makes consumers aware about conservation measures undertaken by suppliers to reduce their potential environmental impact.



New Standards



Sustainable Aquaria

As public aquaria develop, the need for correct politics with the animal welfare arises. The right animals and techniques can serve as a channel to reach the population by promoting sustainable attitudes and behaviours. The Friend of the Sea certification contributes to conservation and sustainability of aquariums by certifying the animal welfare and promoting the environmental policy.



South America's largest aquarium gains Friend of the Sea certification

AquaRio - Rio de Janeiro Marine Aquarium, in Brazil, is the first aquarium to obtain this certification, which is the first of its kind. A list of prerequisites needed for the certification, which include requirements on sustainable sourcing, corals, animal welfare and waste management, etc., are available on Friend of the Sea's website.



Sustainable Beach

Every year millions of people cause marine impacts. For that, Friend of the Sea has established requirements to safeguard beaches. FOS criteria for sustainable beaches require: environmental awareness; proper waste disposal; no disposable plastic; water quality; respect for the natural ecosystem.



Free App



Sustainable Restaurants

The Sustainable Restaurants project has been created by Friend of the Sea to help people find the nearest restaurants serving sustainable certified seafood. The project selects and rewards those restaurants, take-away and catering chains that serve Friend of the Sea certified sustainable seafood products.

Download the app at Google Play or Apple Store for free.



Fishmeal from Farmed Insects

Some companies have developed new kinds of feed for aquaculture farms that could help the environment: they have developed fishmeals which are based on insects. In order to promote and monitor this new solution, Friend of the Sea has launched new sustainability requirements.



Stronger Awareness for Sustainable Seafood

From digital tools to educational activities and instore promotion, Friend of the Sea has been working with partners to raise the awareness of responsible consumers on ocean conservation and the beneficial effects of a sustainable choice.



Engaging Consumers In-Store

Through their ability to influence consumers at point of sale, retailers play a vital role in promoting the Friend of the Sea ecolabel. Partnerships with retailers who share Friend of the Sea's mission and the presence of products in stores are an important incentive for fisheries and aquaculture producers to become certified.



Marketplace App

Building Global Relations + Marketplace

Friend of the Sea promotes its certified products across the world by hosting events, attending conferences and building support through an ever-growing range of networking platforms. One to One meetings have been held in Venice, Milan, Pordenone and Bangkok. Representatives of major retailers and catering chains have had the chance to meet Friend of the Sea certified international seafood suppliers from around the world. **Free downloadable app for Marketplace purposes.** The World Sustainability Organization launched a Sustainable Marketplace. The online markets, one for Friend of the Earth and Friend of the Sea, enable businesses with FOE and FOS certifications to buy and sell certified products on a worldwide basis.



School Awareness Days

(Italy, Hong Kong, Switzerland)

Since 2015, Friend of the Sea has organized a series of awareness lessons at different schools and grades levels around the world. Hundreds of students have been introduced to the world of fishing and aquaculture through key topics of biodiversity, overfishing, sustainable fishing methods and aquaculture techniques, and the responsibility of consumers. Lessons included interactive videos, multiple choice and role-playing games. At the end of the day, informative material and gadgets are distributed to the students so that they can share the message among their friends and families.



MASTER UNIVERSITARIO DI II LIVELLO

Management of processing and quality of fish and food products

Friend of the Sea has taken part in a prestigious University Master's degree in Genova, to train future workers in the field of Sustainability. The Master is organized by the Università degli Studi di Genova.



Friend of the Sea Conservation Projects and Campaigns

As an NGO with a mission to conserve the marine environment, FOS has donated, over the years, a significant part of its revenue to selected conservation initiatives. More recently, it has developed its own projects and campaigns to save endangered species.



Sturgeon Rescued from Extinction

In recent decades, the anthropization of rivers, pollution and illegal fishing have threatened the existence of sturgeons worldwide. Most species are critically endangered of extinction.

Friend of the Sea supports and participates, in collaboration with the Italian Sport Fishing Association (FIPSAS), in a project to recover the Adriatic Sturgeon from extinction. Over 15,000 micro-chipped sturgeons, from the Friend of the Sea certified caviar company Storione Ticino, have been introduced into the main rivers in Northern Italy. Reports of sighting of juveniles from reproduction in the wild confirm the success of the project. Friend of the Sea has produced a professional documentary available on FOS YouTube page.



Save the Whales from Ship-strikes Campaign

In 2015, Friend of the Sea launched a campaign focusing on the increasing numbers of whales being killed or affected by ship strikes. Pigmy blue whales and other whales feed and breed in the area of the Indian Ocean just south of Sri Lanka. The same area is the location of some of the busiest cargo ship traffic in the world. Aside from the potential lethal strikes, the "wall of noise" ships create negatively impacts whales' feeding and breeding behaviour.

Friend of the Sea has urged the World Shipping Council and the Sri Lankan Government to submit a proposal to the International Maritime Organisation to shift the shipping lanes 15 miles south, thus reducing the risk of strikes by 94%. Additionally Friend of the Sea has proposed the WSC a global project to assess similar risks and introduce impact reduction measures.



Friend of the Sea Leads Just Eat and Deliveroo to Take Shark Fin Soup off the Menu

Friend of the Sea announces victory.

An online petition campaign, signed by over a thousand people, has led the major global food delivery company, Just Eat, to take shark fin soup off their menu.

Trade and sale of shark fins are banned in many countries. **Shark finning on board is banned** in the EU, USA and several other nations. It's a cruel fishing practice leading some shark species to extinction.

"This is a major achievement for Friend of the Sea" explains **Paolo Bray**, Founder and Director at Friend of the Sea "Hopefully this will impact hard the shark fins market and trade as it will greatly reduce global online shark fin soups sales."



Genetic Identification of Fish Products

In the fishing industry, fraud is one of the most widespread problems that is difficult to identify. Genetic analysis of fish species is currently the only useful method in recognising, identifying and ascertaining different specimens, particularly in the case of morphologically similar species or following the loss of distinctive characteristics due to processing.

Friend of the Sea, in collaboration with FEM2-Ambiente, has decided to use the method of DNA Barcoding to avoid frauds and to promote sustainable fishing.



Friend of the Sea Supports and Donates to the Following Projects



Whale Shark Conservation in the Maldives

The Maldives Whale Shark Research Program (MWSRP), a research-based conservation charity dedicated to whale shark studies and fostering community-focused conservation initiatives in the Maldives and the greater Indian Ocean.



Reef Propagation in Fiji

The Aquaculture Development for the Environment Organisation (ADE), is a non-profit organisation that develops coral reef conservation and research projects in Fiji, such as reef rehabilitation with the involvement of the local community.



RSPB Save the Albatros

Save the Albatross, a global campaign of the Royal Society for the Protection of Birds achieves tangible results in the conservation of these endangered sea birds. The project educates fishermen and the industry stakeholders in seven seabird bycatch hotspots worldwide, including Argentina, Brazil, Chile, Ecuador, Namibia, South Africa and Uruguay.



Tartalife project

Friend of the Sea is actively collaborating with Tartalife project, introducing a rewarding TurtleSafe logo to motivate fishermen and shipowners to introduce Turtle Excluder Devices (TEDs) and other turtle bycatch reduction measures.



Monk Seal Project

LIPU (the Italian major bird conservation organization) has developed a project for the protection and conservation of habitats in the Venice lagoon hosting monk seal and marine birds. The LIPU project aims at assessing how monk seal populations could be better protected and how they move in the Northern Adriatic.

Find more at: www.friendofthesea.org



COMMITMENT TO THE ENVIRONMENT



Loggerhead Sea Turtle (Caretta caretta)



International Media

Rai Italia

Forbes

INFOFISH

theguardian

DIE ZEIT

CNBC

TIME

AARP

GLOBO

la Repubblica



110 Amazônia: potencial econômico e respeito à biodiversidade



FRIEND OF THE SEA: INTRODUCING SUSTAINABLE FISHING

the guardian

"We make sure only sustainable seafood and Omega-3 supplements carry this logo"



"Make sure products YOU choose carry it too"

la Repubblica



Friend of the sea: il marchio italiano per la pesca sostenibile

Forbes

Temakinho: A Japanese-Brazilian Chain Is the First to be Awarded Friend of the Sea Certification



The Sea of Green



CORRIERE DELLA SERA

MILANO

25-11-2014

Il caviale di storione prodotto nel Bressano. Una scelta sostenibile e amica del mare. Qui gli allevamenti rispettano l'ambiente

25

La riproduzione di caviale è un'attività che si svolge in Italia da molti anni. Ma solo in alcune zone, come quella del Bressano, si può produrre caviale di storione. E solo in alcune zone, come quella del Bressano, si può produrre caviale di storione.

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THE TRUTH ABOUT OIL

Asdomar is a Friend of the Sea. Are you?



Joe Klein

Why Tehran Might

are actually not

are actually not

are actually not

are actually not

are actually not

are actually not

are actually not

are actually not

are actually not

are actually not

are actually not

are actually not

are actually not

are actually not

are actually not

Bis zum letzten Fisch

Die Meere sind fast ausgeplündert, trotzdem wird so viel Lachs und Thunfisch gegessen wie nie. Aber es gibt Lösungen: die sind einfacher, und frische, die man ganz Gewissens kauen kann

10.000 FISH

10.000 FISH

10.000 FISH

10.000 FISH

10.000 FISH



The World Sustainability Organization: your partner for a better world

**Scientific support.
Improvement program.
Webinars.**



**Contribute and be involved in WSO
conservation projects, campaigns
and school awareness.**



**Consumers' App.
Supplier's network.**



**Access sustainable companies.
Marketplace and database.
One to One with potential buyers.**



**International Press Release.
Global social media promotion.
Joint marketing.**



Benefits from Friend of the Sea and Friend of the Earth Certifications



A RELIABLE PARTNER

— **+30 yrs experience.**
Independent.
Accredited audits.



INTERNATIONAL

— **+70 Countries.**
+1000 companies.
+3000 products.



MULTIPRODUCTS

— **Seafood and agro,**
hydroponics; other
products and services.



STRICT but AFFORDABLE

— **Best performing benchmarked**
requirements.
Accessible by small-scale
and artisanal.



SOCIAL ACCOUNTABILITY

— **Requirements include**
social standards.

WORLD
SUSTAINABILITY
ORGANIZATION

Friend of the Earth: A Must for the Future

Friend of the Earth is an International Certification Program for products from sustainable agriculture and farming.

Its mission is to promote sustainable agricultural practices by means of certification and consumer awareness.

The exponential increase in the global population and growth in food demand, can potentially cause significant environmental impacts if sustainable agricultural practices are not properly followed.

SOIL erosion, soil sealing, contamination by harmful substances, compaction, desertification.

WATER pollution by harmful substances, eutrophication and overexploitation. Agriculture accounts for 70% of the world's water usage

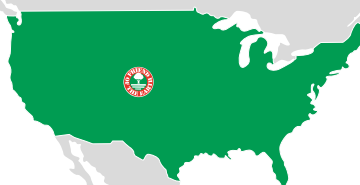
BIODIVERSITY loss, ecosystem degradation, endangered species.

CLIMATE change, GHG emissions, in particular carbon dioxide and methane.

It is clear that sustainable practices in agriculture and farming have to take the lead to ensure meeting future demands on agricultural and farming production.

With clear standards and a rigorous audit, Friend of the Earth certification is a credible and effective way for farmers and food companies to demonstrate their commitment to sustainable management practices.

The Friend of the Earth logo and standard provide consumers with a guarantee for both agribusiness and farmed products.



Friend of the Earth Criteria

The certification standard has been developed based on the FAO's SAFA (Sustainability Assessment of Food and Agriculture Systems) guidelines. Its principles are based on:

Agricultural and Farming Products

- ☒ THE PRESERVATION AND PROTECTION OF THE ECOSYSTEM
- ☒ USE OF INTEGRATED PEST MANAGEMENT PRACTICES
- ☒ IMPROVED ENERGY EFFICIENCY
- ☒ RESOURCE OPTIMIZATION
- ☒ REGULATORY COMPLIANCE
- ☒ CORPORATE SOCIAL RESPONSIBILITY

Companies Supplying Friend of the Earth Certified Products



Friend of the Earth is growing rapidly, and it aims to become the main International Certification Program for sustainable agricultural production.

At the end of 2017, Friend of the Earth had more than 20 certified companies based in Italy, Costa Rica, France, Greece, Ecuador, Peru, South Africa, Sri Lanka, Turkey and the USA.

Friend of the Earth promotes, throughout its certification standards, "best practices" for sustainable farming.



Friend of the Earth Conservation Projects

In 2016 Friend of the Earth launched two important conservation projects in line with its mission to protect endangered species and habitats.



Save the Butterflies

According to the International Union for Conservation of Nature (IUCN), Italy is the European country that counts the largest number of butterfly varieties, about 60% of all the species on the continent, of which 4% are unfortunately at risk of extinction due to intensive agricultural practices that threaten their natural habitats and to the consequences of climate change.

Friend of the Earth, along with the Polyxena Association, has started "Save Italy's butterflies". The project consists of protecting some vulnerable butterfly species via their ex-situ reproduction and the subsequent reintroduction to nature. The ex-situ reproduction takes place at Farfalia, the butterfly house located inside the "Lama degli ulivi" ('olive blade') botanical garden in Monopoli (Bari), where the whole cycle is carried out, from the deposit of the eggs on plants to the first flap of wings and to the consequent release into nature. Visitors to Farfalia are involved in educational activities and can participate actively in monitoring the state of the project and the release of the butterflies. Since its opening in June 2016, Farfalia has hosted several species of butterfly, among which: *Zerynthia cassandra*, *Melanargia arge*, *Hipparchia sborodonii* and *Charaxes jasius*.



Snails Conservation Projects

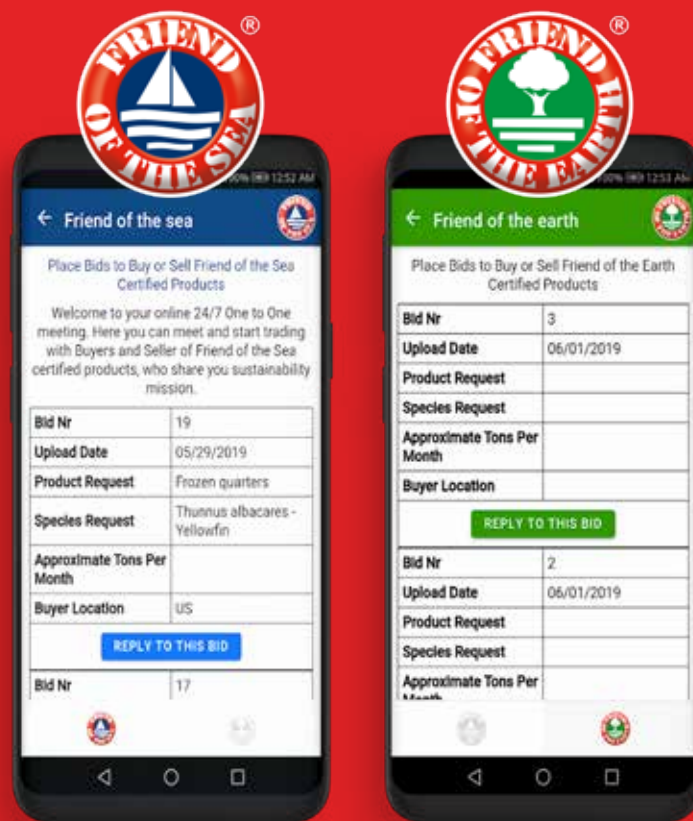
In the animal kingdom, the phylum of molluscs is the second in size, after that of the arthropods, with about 100,000 species from fossil (40,000) and living (60,000) varieties. Snails are part of the group of lunged gastropods, that is terrestrial molluscs, which do not have gills, but a lung structure that has allowed them to colonize air environments.

As is the case with many other animal and plant species, snails have been overwhelmed by the consequences of human actions. The causes of the threat are many: the use of harmful pesticides, rampant urbanization, regimentation of river banks, uncontrolled water extraction or introduction of alien species are all factors that together have caused the gradual destruction of habitats.

In some cases, natural disasters, climate change and taking for collection purposes have exacerbated the overall picture even more.

Friend of the Earth, with the cooperation of the "La Specola" Florence University Natural History Museum, has activated a three-year research project for the study, protection and conservation of two species of molluscs endemic to Tuscany that are endangered and at serious risk of extinction: The *Melanopsis etrusca* and the *Xerosecta giustii*.





SUSTAINABLE MARKETPLACE

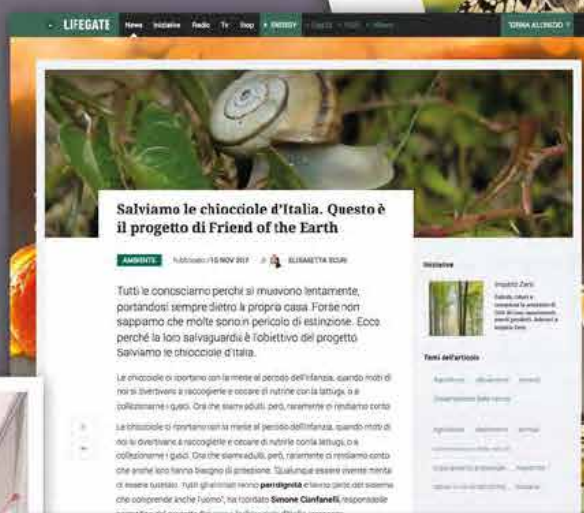
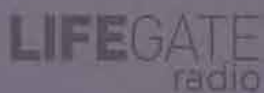
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**WORLD
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International Media

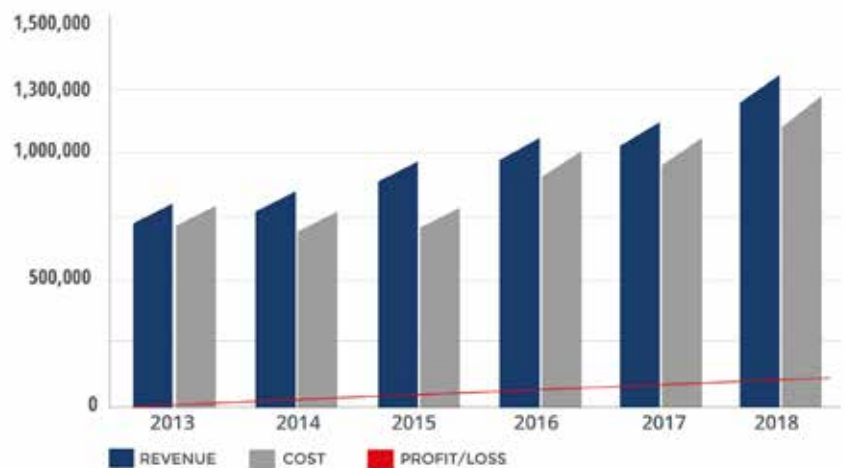




Healthy Growth

Our financial year results for 2018 reflect the growth of Friend of the Sea and Friend of the Earth. By means of a cautious and effective use of resources, Friend of the Sea's revenues of € 1.338.079 were more than adequate to meet costs of € 1.288.000.

Revenues originate mainly from royalties to use the registered Friend of the Sea and Friend of the Earth logos and partly by donations from foundations. Friend of the Sea marketing costs are mainly directed towards awareness programmes and conservation projects.



Social Media

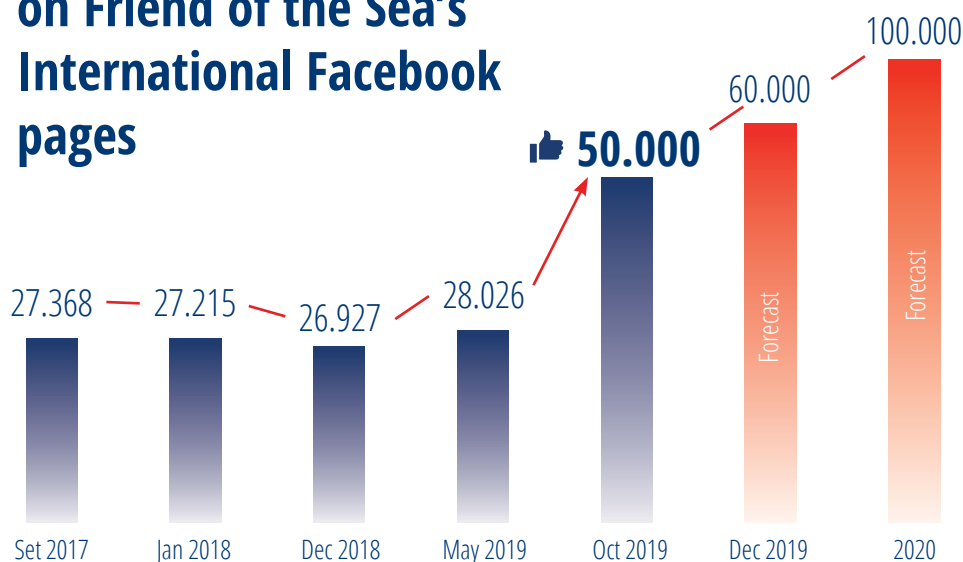
World Sustainability Organization has expanded its global reach and impact.

The move includes the launch of new websites for its **Friend of the Sea** and **Friend of the Earth** certifications along with social media points of presence in multiple languages. Has now published 14 new Facebook pages.



FOLLOW US
and become a
SUSTAINABLE FRIEND!

Evolution of followers on Friend of the Sea's International Facebook pages



**IN MANY
LANGUAGES!**



Webinars

Friend of the Sea and Friend of the Earth offer the opportunity to follow webinars to deepen the technical knowledge related to the world of sustainability.



Fish welfare and Aquaculture -
Billo Heinzpeter Studer



Dolphin-Safe Label Final Victory at
WTO - Dave Phillips



The role of restaurants in promoting
sustainable food - Temakinho - Selene Feige



The Global market trends of Farmed
Insects - Maye Walraven



Sustainable public aquaria and
ornamental fish - Marcelo Szpilman



Sustainable Rice production - Cascina
Oschiena - Alice Cerutti



Olive Oil Production Webinar -
Olio Roi - Paolo Boeri





WORLD SUSTAINABILITY ORGANIZATION

www.wsogroup.org

www.friendofthesea.org
www.friendoftheearth.org

