**STOCK TAKING OF ACTIONS AND INITIATIVES FOR SUSTAINABLE FOOD SYSTEMS**

**Please fill one form for each initiative reported**

**Name of the Initiative: WWF FishForward**

* Collective

**Respondent**

Name: Sabine

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Organization: WWF Austria

Position: International Programme Manager

Are you responding?

X On behalf on the organization conducting the action/initiative

* As a member of it

**Name of the leading organization: WWF Austria**

**Type of organization:**

* National Authority (e.g. Government),
* Local Authorities
* Intergovernmental Organization
* Civil Society

X **Non-governmental organizations**

* Primary food producers (e.g. farmers, smallholder farmers, pastoralists, fisherfolk)
* Private Sector (e.g. manufacturer, retailers, industry association, private research, etc)
* Research
* Multistakeholder
* Other:

**Partners** (the case being):

8 WWF offices (WWF Austria as lead partner) in 11 countries with over 300 million citizens: Austria, Bulgaria, Croatia, France, Germany, Greece, Italy, Portugal, Romania, Slovenia and Spain

Year of the beginning of the action/ initiative: 2015

The case being, year of end: Current strategy approved until mid – 2017

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| **Geographical scope of the Initiative** | Local | National | Regional | Global |
| Indicate precisely |  | X Austria, Bulgaria, Croatia, France, Germany, Greece, Italy, Portugal, Romania, Slovenia and Spain | X – EU |  |

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| **Main Targeted Stage of Food Systems** | Input or service provision | Primary Production | Processing | Distribution | Consumption |
| If appropriate, indicate precisely | X |  | X | X | X – By 2017 consumers, corporate sector and relevant authorities in the 11 target countries have a better understanding of sustainable seafood and its impact on poverty reduction in developing countries and thereby taking responsibility as active contributors to sustainable development |

**Main dimension(s) addressed** (if several of them, please indicate order of priority)

1Environment

2 Health

3 Social

3 Economic

5 Policy

**Main issue(s) addressed** (if several of them, please indicate order of priority)

* Water
* Soil
* Land
* Air
* Climate change
* Biodiversity (including genetic resources)
* Specific ecosystems, if yes, please precise: **Marine ecosystems, in particular fisheries 1**
* **Food losses and waste 5**
* Energy
* Pollution
* **Food consumption 2**
* **Consumer behavior 4**
* **Nutrition 3**
* Animal welfare
* Fair Trade
* Rural development
* Land use rights
* Gender issues
* Youth issues
* Employment
* Workers rights and safety
* Vulnerable groups
* Poverty alleviation
* **Other**, please specify:
* **Economic case for sustainable diets and impacts of current food system**
* **Policy environment**
* **Role of business**
* **Impact Western diets**

**Main instruments used** (if several of them, please indicate order of priority)

* **Projects 3**
* **Regulations 4**
* **Policy dialogue 1**
* Capacity development
* **Research 2**
* **Knowledge dissemination 2**
* **Advocacy and awareness raising 3**
* **Data collection and sharing 2**
* Training, extension
* **Consumer information 3**
* **Voluntary standards, labels 2**
* Payment for environmental services
* Other? If so, please specify:
* **Business and stakeholder engagement 1**
* Academic outreach

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| **Description of the Initiative** (*in less than 10 lines), including, as appropriate elements on size and scale of the initiative*:  The Fish Forward project raises awareness for implications of seafood choices highlighting the global interdependencies in the context of the European Year for Development 2015. Fish Forward is being implemented by 8 WWF offices (WWF Austria as lead partner) in 11 countries with over 300 million citizens: Austria, Bulgaria, Croatia, France, Germany, Greece, Italy, Portugal, Romania, Slovenia and Spain. These countries account for 55% of all seafood imports in the EU, whereby up to 65% of the imported fish in Europe is sourced from developing countries. The majority of consumers are not aware of the global interdependencies and the negative effects of unsustainable seafood. The objective of Fish Forward is: By 2017 consumers, corporate sector and relevant authorities in the 11 target countries have a better understanding of sustainable seafood and its impact on poverty reduction in developing countries and thereby taking responsibility as active contributors to sustainable development. The project is co-funded by the EC with project duration of 3 years (Jan 2015 – Dec 2017) and a budget of EUR 5,8 Mio. |

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| **Results:**  The project has just started. The results of the FishForward project will start to become available on the following website:  <http://www.wwf.at/de/fishforward/> |

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| **References** ( *Literature, web site, reports, etc):*  In English:  <http://www.wwf.at/de/fishforward/>  In French:  <http://www.wwf.fr/nos_priorites/reduire_l_empreinte_ecologique/copy_of_privilegier_une_peche_durable_29102013_1033/fish_forward/>  In Romanian:  <http://www.romania.panda.org/ce_facem/consumatori_si_piata_de_retail/fish_forward/> |