Triple bottom line =

| Environmental | -> | Social | -> | Financial |
| Assess | -> | Strategize or Build Capacity | -> | Invest |

Standardized assessments like Fishery Performance Indicators

- Comparable between fisheries and nations
- Provide constructive first engagements with fishers
- Help to define both issues and opportunities
- Metrics can assess enabling conditions for responsible investment and then track success

Suitable management demonstrated and enabling conditions are in place for responsible investment

- Strategically pursue responsible efficiency gains in fishery operations and value chain
- Invest in resultant work-plan needs and track metrics to adapt through implementation

Lacking management and enabling conditions

- Build capacity for science based fishery management, MCS, tackling IUU fishing and enforcement issues before making investment.

Environmental ->	Social ->	Financial
Assess ->	**Strategize or Build Capacity** ->	**Invest**
• Relatively good management in place • New member of ICCAT with government recognition of tuna fishery value • Eager to set good example • Type 3 fishers eager to have pension scheme and cap fleet capacity • Export market ready with room for improvement • Alternative protein sources already cheaper than tuna or billfish (minimal food security impact from billfish reductions • Opportunity for profitable business case confirmed	• Circle hooks and fishing deeper improves tuna quality while reducing billfish impacts • Real time data collection facilitates harvest planning to not exceed billfish quotas • Responsible fishing and storyline to fish can improve access to premium export markets • Improving data reporting to ICCAT and others improves quota allocation opportunities • Ice capacity improvements and training in best harvest practices can maximize tuna value	• Data system installations • Conversion to circle hooks • Management and enforcement capacity building to secure promoted value • Training fishers in best practices for tuna harvesting • Promote ice capacity and efficient use of facilities • Market needs assessment and branding (+ price & - volatility) • Branding and market penetration by forward routing data to buyers and using sustainable, small scale storyline