



REPORT

ZA

2016

TOGETHER, SECURING THE
DIVERSE BENEFITS OF OUR
HEALTHY OCEANS.
PICK N PAY, PROUD PARTNER
OF THE WWF SUSTAINABLE
FISHERIES PROGRAMME.

Pick n Pay

WWF-SA Sustainable Fisheries Programme



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The World Wide Fund for Nature (WWF) is one of the world's largest and most respected independent conservation organisations, with almost six million supporters and a global network active in over 100 countries.

WWF's mission is to stop the degradation of the Earth'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, and promoting the reduction of pollution and wasteful consumption.

PARTNERS WORKING TOGETHER TOWARDS A SUSTAINABLE SEAFOOD INDUSTRY



CHARL VAN DER MERWE
TRUST



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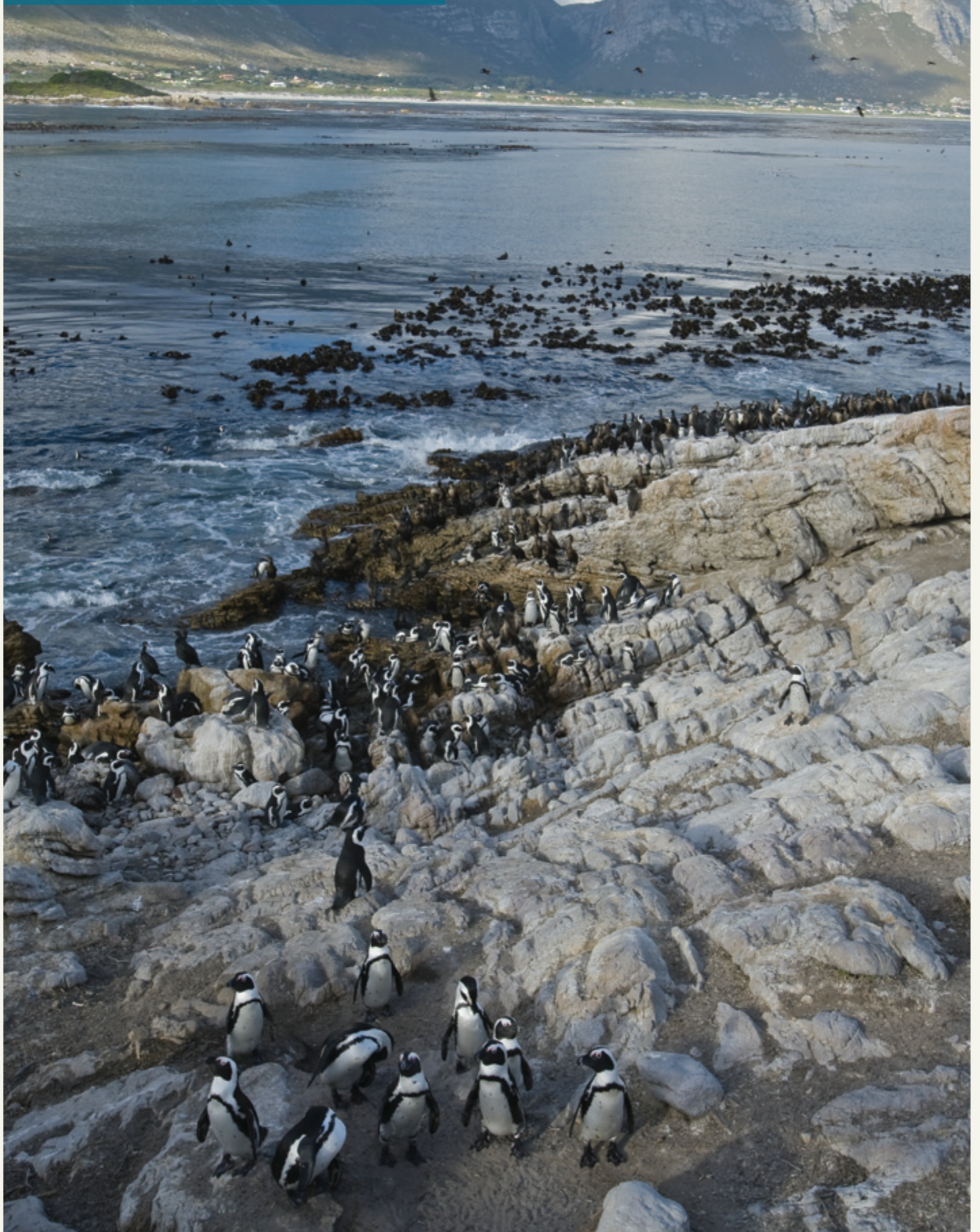
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COASTAL TREASURES

From the cold nutrient rich waters along South Africa's West Coast to the tropical reef ecosystems on the east coast, our oceans support thousands of livelihoods from commercial and small-scale fishing to tourism and transport.



INTRODUCTION

WWF South Africa's Sustainable Fisheries Programme – now in its eighth year – is maturing in its ambitions towards protecting South Africa's natural marine ecosystems and encouraging industry-wide sustainable use and good management of key fisheries.

In continuing to work towards this vision, economic and social challenges need to be incorporated into ambitions and action plans. To this end, the programme works across the entire supply chain from empowering consumers to know what they are buying to directly engaging with the fishing industry to collaboratively address the environmental challenges facing our vast marine world.

In line with WWF South Africa's (WWF-SA) objectives, the Sustainable Fisheries Programme aims to:

1. Secure the integrity of South Africa's ecological assets.
2. Ensure ecological systems and their services underpin social and economic well-being.

In striving towards these objectives the programme relies on two sister programmes, namely the Seafood Market Transformation Programme and the Consumer Awareness Programme, the WWF's Southern African Sustainable Seafood Initiative (WWF-SASSI).

MEET THE MARINE TEAM

John Duncan – WWF-SA Marine Programme Senior Manager

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Jessica Greenstone – WWF-SA Marine Programme Science and Policy Lead

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WWF-SA Aquaculture Officer

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PROGRAMME HIGHLIGHTS

At the dawn of the new WWF-SA 2025 vision, it seems appropriate to look back on the highlights of the last five years of the Sustainable Fisheries Programme.

© Roxanne Abrahams/ WWF-SA



Chris Kastern,
WWF-SA Seafood Market
Transformation Programme
Manager

As the Sustainable Fisheries Programme works towards achieving bold, revised strategic goals for a future which is sustainable and equitable, we reflect on four areas of work that have grown and delivered change:

CHANGE: BUILDING SUPPORT TO IMPROVE FISHERIES

The WWF-SASSI Consumer Awareness Programme and the WWF-SASSI Retailer/Supplier Participation Scheme continue to be effective as market mechanisms that create strong incentives for responsible fishing practices. An example in action is the recently completed three-year-long Fishery Conservation Project (FCP) between WWF-SA, the South African Hake Longline Association, CapMarine Consultants and the Department of Agriculture, Forestry and Fisheries (DAFF). This improvement project responded to a market push for the hake fishery to address specific sustainability concerns. The result was that three fish species moved from the WWF-SASSI Orange-list to the Green-list in December 2015. This is but one example of five Fishery Improvement Projects (FIPs) and FCPs that WWF-SA has initiated and is a strong indication that the Sustainable Fisheries Programme's market-based model is starting to effect positive change on the water.

EDUCATION: BRINGING CITIZENS CLOSER TO MARINE SCIENCE

Citizen science projects are increasingly gaining traction, especially amongst nature lovers. In line with this trend WWF-SA, together with the South African National Biodiversity Institute (SANBI), the University of Cape Town (UCT) and Rhodes University (RU), developed and launched the public-facing FishforLife website as a way of gathering a selection of useful citizen data from recreational fishers, divers and ocean enthusiasts. This initiative brings together three user-friendly tools: iSpot for uploading interesting marine species sightings, Fishtory as a place to share historical fishing photos so as to identify key species' trends and lastly CatchReport which enables recreational fishers to contribute to linefish research by submitting their catch data. These platforms have grown steadily with the iSpot platform having already captured more than 7 000 observations since February 2014.

RESEARCH: UNDERSTANDING THE AFRICAN PENGUIN

The African penguin is one of the most loved, yet endangered, seabirds along our coastline. Its numbers have declined drastically in the last 100 years. Over the past five years WWF-SA, along with the six other members of the Responsible Fisheries Alliance, have invested in a technical team which makes recommendations to DAFF and an external panel of international experts on the management of the small pelagic fishery with the aim of conserving African penguin populations. The research findings have increased the collective understanding of the African penguin, the challenges that it faces, and the interactions it has with the small pelagic fishery in South Africa.



1 395
NUMBER OF FISHERS,
OBSERVERS AND COMPLIANCE
OFFICERS TRAINED SINCE 2011

TRAINING: RAISING AWARENESS AND EMPOWERING FISHERS

As a means to upskill and empower those in the seafood and fishing industries to understand environmental issues, WWF-SA initiated the development and implementation of various training programmes. Three in particular have grown from strength to strength. To continually increase awareness in the seafood market, the WWF-SASSI restaurant and retailer training has been rolled out in the three major metropolises and four of the six national South African retailers have sent staff to the training over the past five years. At a commercial fisheries level, since 2011, the responsible fisheries training programme has reached 1 395 fishers, observers and compliance officers. For small-scale fishers whose livelihoods are dependent on productive oceans, a successful pilot of the small-scale responsible fisheries training was completed in 2014 through a partnership with the Transport Education Training Authority where a total of 19 facilitators in three coastal provinces were identified and trained.



© Sea Harvest

OUR INSPIRING STORIES

Working together on West Coast rock lobster

Management tools for small-scale fishers

Tackling the threats of marine mining

Working together for sustainable seafood

A call to protect our precious oceans



WORKING TOGETHER ON WEST COAST ROCK LOBSTER

Off the west coast of South Africa, an epic struggle for survival continues beneath the waves for one of the country's most iconic marine species: the West Coast rock lobster.

© Eltan Prince/WWF-SA



Jessica Greenstone, WWF-SA
Marine Programme Science
and Policy Lead

Prized for its flavourful meat and relative ease of catching, this species – scientifically known as *Jasus lalandii* – is the subject of rampant poaching which is threatening its very survival as well as the livelihoods of subsistence fishers who depend on it as a key source of income.

As one of South Africa's oldest and most important commercial fisheries, the West Coast rock lobster fishery provides direct employment to an estimated 4 100 people and has an annual turnover of around R530 million.

Largely as a result of overfishing and increasing levels of illegal harvesting, stock levels are currently sitting at only 2% of their historical size. There has been growing concern from all sides that the resource is facing a complete collapse unless we can change its current trajectory.

© Eltan Prince/WWF-SA



Monica Betts, WWF-SA
Marine Science Officer

Against this backdrop WWF-SA, the Department of Agriculture, Forestry and Fisheries (DAFF) and other concerned stakeholders have collaborated on the development of a Fishery Conservation Project (FCP) that aims to move the fishery towards healthier stock levels and create the improvements needed to support a WWF-SASSI Green-listing in years to come.

Co-created over eight months, the FCP work plan contained clear actions for various stakeholders to address challenges that range from the development of a programme to reduce fishing effort by commercial and recreational fishers as well as create a fishery management plan, to improving monitoring, control and surveillance in partnership with rights holders and coastal communities.

Sadly, despite these efforts by stakeholders to collaborate on solutions to the threats facing West Coast rock lobster, towards the end of November 2016, a decision was made by DAFF to set the total allowable catch (TAC) for the 2016/17 fishing season at levels significantly higher than were recommended by fishery scientists as ecologically and economically sustainable. In addition, DAFF failed to implement an effort control scheme for the fishery anticipated to curb illegal fishing. WWF-SA has lodged an appeal with the minister around this decision and will continue to fight for improved management of this critically important fishery.

While this is not the story we had hoped to tell, it has highlighted the importance of a responsible fishing industry and the role that seafood markets and consumers, both local and global, should play in raising their voices and using tools such as WWF-SASSI to send a message that they want to buy seafood from well-managed and sustainable sources.

MANAGEMENT TOOLS FOR SMALL-SCALE FISHERS

Technology has become a key catalyst for change among small-scale fishing communities in South Africa.

© Elian Prince/ WWF-SA



Mkhululi Silandela, WWF-SA Small Producers Manager

Through projects with WWF-SA along the Kogelberg coast, fishers are making use of electronic tools and smartphone applications to record and better manage catches. This year has also seen some positive developments regarding the implementation of South Africa's Small Scale Fisheries Policy. A major step forward in the policy's implementation process was the identification of community fishing co-operatives across coastal provinces.

In support of government's policy implementation, WWF-SA continues to work with Kogelberg small-scale fishers to implement an action plan of improvement projects. This includes developing electronic tools to strengthen the internal governance of co-operatives, as well as supporting the development of mobile-based tools that assist small-scale fishers to record and market their catches.

© Natasha Prince/ WWF-SA



Thelisa Mqoboka, WWF-SA Small Scale Fisheries Officer

One such tool is an Internal Control System (ICS), an electronic system which ensures effective product traceability and supply-chain transparency. It is tailored to meet the needs of small-scale fishing co-operatives and assists in creating transparent and equitable seafood supply chains for small-scale fisheries products. ICS demonstration workshops were held to encourage positive interactions among stakeholders in the use of this tool.

Another tool that WWF-SA is supporting is a mobile-based catch monitoring system developed by UCT known as ABALOB, which means "someone who fishes" in isiXhosa.

WWF-SA has been working closely with three government catch data monitors at the Kleinmond harbour to record landings data as well as with Kogelberg small-scale fishers using the ABALOB platform to register their catches independently of monitors. These government catch monitors submitted 46 catch reports in 2016. ABALOB also connects fishers to useful networks and information ranging from fishery regulations and maritime safety to product pricing trends and market opportunities.

These two projects have shown positive results regarding the implementation of WWF-SA's Kogelberg Small Scale Fisheries Improvement Project (KBSSFIP), but despite these results, the slow rollout of the Small Scale Fisheries Policy has caused frustration among Kogelberg fishing communities, as is evident by the reduced participation in some of the other WWF-SA small-scale projects.

INNOVATIVE PROJECTS ALONG THE KOGELBERG COAST

In 2016 four priority WWF-SA small-scale projects were initiated with local fishing communities:

1. *Creating a restaurant value chain for small-scale fishers:* An integrated ICS electronic platform was developed and piloted in Kleinmond to support the transparent trading of small-scale fisheries' catches with local restaurants and retailers.
2. *Scaling the integrated small-scale fisheries information management system:* The ABALOB mobile-based platform will be promoted amongst a larger group of Kogelberg small-scale fishers to encourage them to register their daily catches.
3. *Launching a community-driven research project in the Kogelberg:* The development of a two-year research project using Baited Remote Underwater Video (BRUV) is an innovative approach to engage coastal fishing communities in a scientific data collection process. This project will contribute to marine science relevant to the small-scale fisheries sector and aims to empower fishing communities by growing their knowledge and understanding of the scientific research process that is required to manage fisheries effectively.
4. *Developing an anti-IUU strategy:* A research survey was conducted to gather perceptions and opinions on illegal, unreported and unregulated (IUU) fishing from a variety of stakeholders will be followed by a report to inform the development of a regional strategy to address illegal fishing in the Kogelberg. This strategy will be co-developed with local fishing communities.



© Natasha Prince/ WWF-SA

TACKLING THE THREATS OF MARINE MINING

Heavyweight excavation machines dragged across the ocean floor could have a devastating impact on marine creatures and ecosystems.

© Elian Prince/WWF-SA



Junaid Francis, WWF-SA
Seafood Industry Liaison
Officer/ RFA Co-ordinator

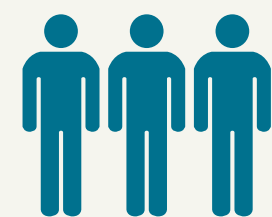
Yet, these underwater rock-crushing harvesters may become a reality for South Africa's oceans if phosphate mining is allowed. Extracted for use in fertiliser, phosphate mining would not only destroy marine environments but would also pose a threat to the fishing industry, food security and coastal communities who depend on the sea for their livelihoods.

To address this imminent threat, the Responsible Fisheries Alliance (RFA) is working with the Centre for Environmental Rights as part of the Safeguard Our Seabed Coalition to better understand the potential impacts of bulk sediment mining for marine phosphate deposits.

In 2016, the alliance adopted a more strategic approach to its project selection, with one of its key focus areas being the need to safeguard our offshore seabeds, and hence the move to prevent extensive bulk sediment marine mining.

A study funded by the RFA and undertaken by the University of Cape Town's Environmental Policy Research Unit provided a broad assessment of the socio-economic value of South Africa's commercial fisheries, small-scale fisheries and other sustainable marine uses in comparison to the prospective socio-economic value of marine phosphate mining. The assessment highlighted the stark contrast between the 27 000 direct and 100 000 indirect employment opportunities already provided by the fishing industry compared to the meagre 200-250 jobs expected to be created by bulk sediment mining operations.

This study, together with an environmental study on the impacts of phosphate mining and another assessing marine phosphate mining as a sustainable supply of phosphate, will be used by the Safeguard Our Seabed Coalition to lobby government for a moratorium on bulk sediment mining.



27 000

DIRECT AND

100 000

INDIRECT JOBS IN THE
FISHING INDUSTRY

200 - 250

JOBS EXPECTED FROM
BULK SEDIMENT MINING

FOLLOWING A RENEWED TWO-YEAR RFA PARTNERSHIP, A REVISED STRATEGY WILL FOCUS FUNDING ON FISHERIES-RELATED ISSUES

The RFA will prioritise work in the following four areas:

1. *Benthic habitats*: Safeguarding offshore seafloor or benthic habitats that are critical to biodiversity and ecosystem functionality in order to enable healthy and viable fisheries.
2. *Fisheries management*: Advocating for a fisheries management framework that is based on clear, defensible scientific evidence.
3. *Marine policy*: Ensuring that the overarching marine policy framework sets the scene for responsible fisheries practice in South Africa.
4. *EAF*: Promoting the implementation of a holistic Ecosystems Approach to Fisheries management.

OUR REMARKABLE OCEANS 🐼

South Africa straddles three oceans, the Atlantic, the Indian and the Southern oceans, and includes an exceptional range of habitats from cool-water kelp forests to subtropical coral reefs.



WORKING TOGETHER FOR SUSTAINABLE SEAFOOD

The private sector has the ability to create ripples across the seafood sector around issues of sustainability.

© Elian Prince/ WWF-SA



Stephanie Rainier,
WWF-SASSI Retail
Engagement Officer/
WWF-SA Aquaculture
Officer

However, transforming the seafood market landscape to a more environmentally sustainable model requires more than market leaders to show the way. An increased willingness for cross-sector and inter-sector collaboration is essential.

A point highlighted during open audience discussions at the 2016 Marine Stewardship Council (MSC)/WWF-SASSI Sustainable Seafood Symposium was the need to increase collaboration between government and industry to address challenges such as ensuring adequate traceability in seafood supply chains.

The concept of collaboration was a key theme at this year's symposium, which successfully brought together more than 70 seafood market leaders, government and fishing industry representatives, academics and marine scientists.

Keynote speaker Jess Schulschenk, director of the Sustainability Institute, introduced the idea of “co-opetition” – defined as “collaboration between business competitors, in the hope of achieving mutually beneficial results”. Schulschenk focused on a “Future Fit idea” – highlighting the need for environmental sustainability and social responsibility in businesses as a necessary consideration to create the stability required for business to flourish.

During a panel discussion, representatives of the nine participating companies of the WWF-SASSI Retailer/ Supplier Participation Scheme shared their experiences of transforming their seafood market operations. A major benefit of the participation scheme that was highlighted was the increased collaborations between retailers, suppliers and source fisheries. A challenge raised was the engagement of competitors that was not involved with WWF-SASSI or the MSC – a critical feature in creating a level playing field in the market.

Strength in working together was exhibited when a letter, signed by all partners of the participation scheme, had been sent to the Namibian Hake Association (NHA) earlier this year, requesting improvements in the fishery. Following this engagement, the NHA has committed to having the fishery MSC certified – an example of the benefits of collaboration to create market incentives for improvement.

The nine companies involved in the participation scheme are among the first in Africa to set sustainability goals for their seafood operations. The six that had initial end-2015 commitment deadlines showed good progress towards their targets, however they did not comprehensively meet their commitments for all species. Subsequently they have set revised target dates and continue working towards achieving sustainability across their seafood supply chains.



4
OF SOUTH AFRICA'S 6
MAJOR RETAILERS HAVE
MADE COMMITMENTS TO
SUSTAINABLE SEAFOOD AND
ARE WORKING TOWARDS A
SUSTAINABLE SEAFOOD SECTOR

A CALL TO PROTECT OUR PRECIOUS OCEANS

We often take for granted what is in front of us. Oceans provide 70% of our oxygen and absorb large amounts of carbon dioxide.

© Natasha Prince/ WWF-SA



Sue Northam-Ras,
Communications
Co-ordinator, WWF-SA
Environmental Programmes

Oceans provide jobs, food, transport and contribute to the global economy. In South Africa, coastal goods and services alone provide 35% of our gross domestic product.

This concept of an ocean economy was explored in a new WWF report launched during Marine Week in October. Titled *Oceans facts and futures: Valuing South Africa's ocean economy*, it provides a snapshot of the state of South Africa's oceans and the value they provide to our national economy.

Half of the world relies on the oceans. And yet no one "owns" them. Countries with coastal borders are allowed an exclusive economic zone, the area where they have the rights to fish and the responsibility to manage the sea space.

Working together, government must set effective annual fishing quotas and declare appropriate marine sanctuaries. Scientific organisations and conservation agencies must continue to monitor environmental management and work towards ensuring healthy ecosystems as the foundation of healthy oceans on which so many people depend. On a corporate level, retailers, restaurants and their suppliers must take action towards the responsible sourcing and supply of seafood.

© Nikki van Diermen/ WWF-SA




Trevor Manuel delivered the keynote address at the launch of WWF's Oceans facts and futures report

Trevor Manuel – South Africa's former finance minister, former head of the National Planning Commission and a former co-chair of the Global Oceans Commission – was the keynote speaker at the report launch. He raised three big areas where parliament should take more of an active and leading role, adding that government will only take these seriously if civil society speaks up.

"And we'll only make a difference if we get young people interested in the oceans," he said.

When it comes to conserving something as big as the ocean, the only way we will ensure its protection is if there is concern for action and collaboration from all levels. And given the economic value of the ocean, it seems logical that we should secure, and where possible enhance, the health of these natural ecosystems as the foundation of a healthy ocean economy.


70%
OF OUR OXYGEN IS
PROVIDED BY OCEANS

OUR LIFE GIVING OCEANS PROVIDE US WITH MANY BENEFITS

A critical life support to humanity:

1. *Providing air to breathe:* About 70% of our oxygen comes from the ocean. That's more than is provided by all of the world's rainforests combined.
2. *Climate change:* The ocean regulates our climate and an estimated 30% of the carbon dioxide released into the atmosphere from human activity dissolves into the oceans.

PROGRAMME INSIGHTS

Communication and awareness

Traditional media awareness

Social media awareness

Financial stability



COMMUNICATION AND AWARENESS

This year marked a content update and redesign of all WWF-SASSI tools – website, mobile app, FishMS, pocket card and poster.

© Elian Prince/ WWF-SA



Pavs Pillay, WWF-SASSI Programme Manager

Natasha Prince/ WWF-SA



Melisha Nagiah, WWF-SASSI Programme Officer



5 868

DOWNLOADS ON THE
NEW WWF-SASSI APP FOR
IOS AND ANDROID SINCE ITS
LAUNCH IN JUNE 2016

All digital tools have also been integrated into one database, making all the content changes seamless and simultaneously updated from a central source, ensuring accurate and up-to-date information on species' listings.

Over 216 000 new WWF-SASSI pocket cards and 6 650 WWF-SASSI posters were distributed. The Two Oceans Aquarium and uShaka Marine World distributed 10 000 pocket cards in Cape Town and Durban respectively.

Popular seafood sustainability awareness events that featured in 2016 include the Knysna Oyster Festival held in July, which combined the WWF-SASSI sustainable fish braai, the flavours evening, oyster schucking contest and oyster eating contest (which are usually hosted over three days) into one "Seafood Carnival Wednesday" activation. Participating restaurants were also asked to prepare once-off menu items with Green-listed species and were briefed on the importance of sustainable seafood. Pocket cards and posters were issued to each restaurant to display.

WWF-SASSI engaged with over 400 young chefs (350 at the InfoChef conference and 50 at Silwood Cookery School), while 15 chefs were engaged at the annual chefs convivium. Throughout the year WWF-SASSI also presented and engaged with 30 divers, 10 environmental educators, 15 Miss Earth ambassadors and regional semi-finalists, 40 Cape Peninsula University of Technology (CPUT) students on applied marine science and over 500 school children from the Western Cape area.

Four train-the-trainer courses which empowered 10 trainers, including the City of Cape Town's Blue Flag Beach Managers, were held and WWF-SASSI training was integrated into the Blue Flag beaches education programme with the City of Cape Town. WWF-SASSI is also working with WESSA to have the course accredited and integrated into chef schools.

For the first time, WWF-SASSI partnered with DSTV and Boomerang Channel on the popular children's series, Zig and Sharko, which aired during national shark week to highlight the role of sharks in the ecosystem and the impacts of removing them.

This year has also seen an increased number of consumers, predominately emanating from Gauteng and KwaZulu-Natal, reporting WWF-SASSI Red-listed species appearing on the market – an encouraging sign that more consumers are aware and speaking out about Red-listed species.

SEAFOOD SUSTAINABILITY NEWS AND OCEAN-RELATED STORIES

The WWF-SASSI newsletter is a digital bi-annual publication:

1. **Subscribers:** There are 2 018 people who subscribe to the WWF-SASSI newsletter, with subscriptions done either through the WWF-SASSI website or by requests sent to sassi@wwf.org.za.
2. **Readers:** A total of 1 044 people actively opened and read the WWF-SASSI e-newsletter that was sent to them in 2016.

TRADITIONAL MEDIA AWARENESS

The Sustainable Fisheries Programme had 130 media hits for 2016, which included broadcast (26%), print (30%) and electronic (44%) media.

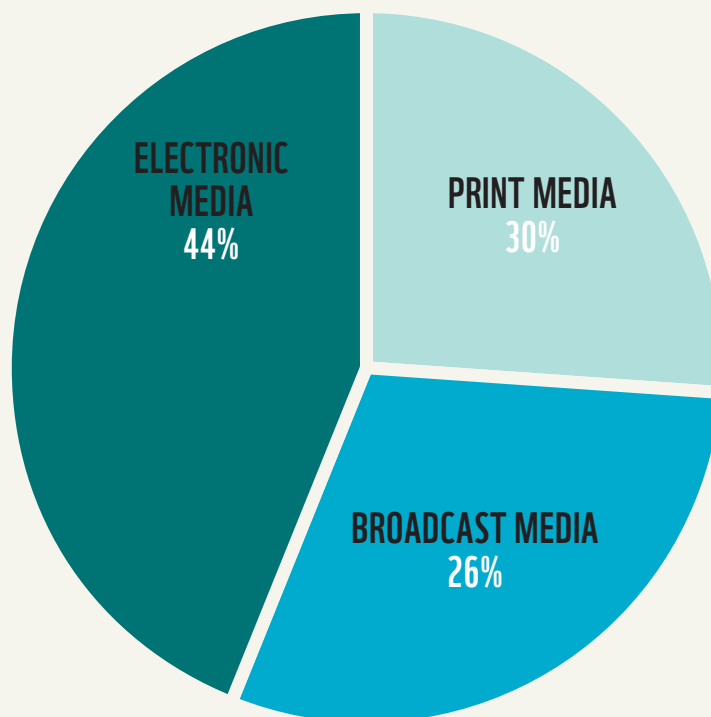
WWF-SASSI continues to be profiled in traditional print, broadcast and online media receiving coverage with the release of the WWF-SASSI retailer/ supplier report, the Green-listing of hake and kingklip from the longline demersal industry, the critical status of West Coast rock lobster, the launch of the Oceans facts and futures report and the launch of the offshore trawl bycatch FCP with SADSTIA.

The WWF-SASSI/ Boomerang Channel partnership, amongst others, contributed to an advertising value equivalent of R5 961 140 for 2016.

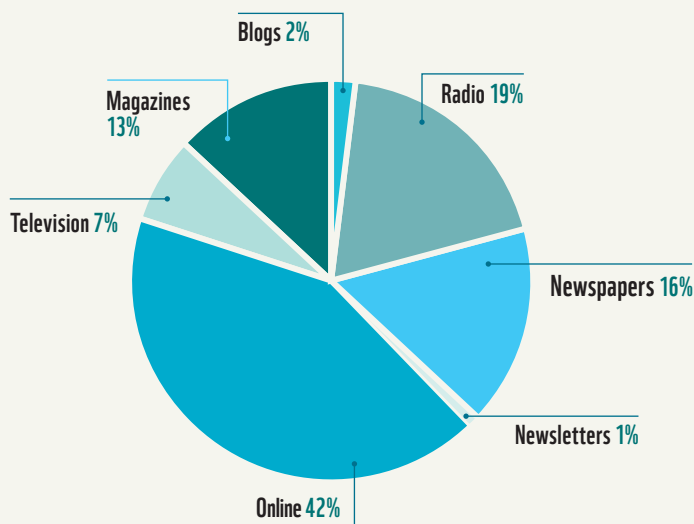
All the media channels were harnessed with electronic media being the most common communication vehicle. This channel included online articles, news items and blogs.

Broadcast media was dominated by radio interviews and the media coverage of the programme was widespread across the country including all major coastal provinces. Magazine articles continue to be a popular form of communication for the programme, particularly articles related to the WWF-SASSI programme, including using Green-listed species in food recipes.

Broad overview of total media hits



Media hits according to media type



SOCIAL MEDIA AWARENESS

SOCIAL MEDIA

TWITTER (1 January – 31 October 2016)	
Tweets	184
Tweet impressions	213 006
Profile visits	4 514
Mentions	544
New followers	101
Total followers	4 525

FACEBOOK (1 January – 31 October 2016)	
Page likes	3 309
Posts	174
Total post reach	161 147
Average daily post reach	10 080
Total post engagement	7 673
Average daily post engagement	501

INSTAGRAM (1 January – 31 October 2016)	
Hashtags	313
Mentions	106
Posts	45
Total followers	273

Although Instagram proved to have limited success, the pictures of the WWF-SASSI Trailblazer chefs and photographs of their recipes attracted enough interest for the platform to be retained by WWF-SASSI.

WWF-SASSI enjoyed overwhelming success and exposure on Facebook and Twitter, and an Instagram account was started at the end of 2015.

WEBSITE

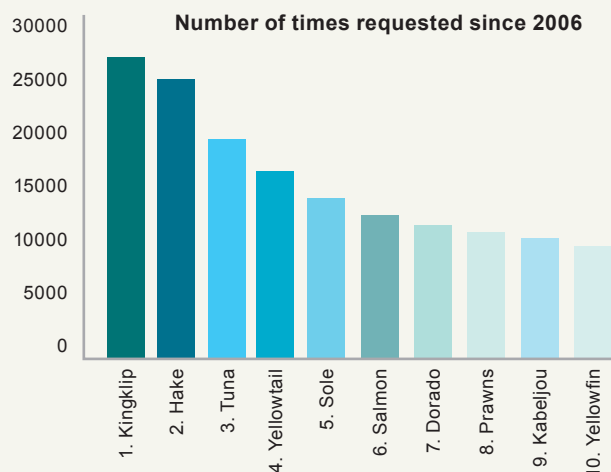
The new look of the website which was launched in June 2015, has resonated well with the WWF-SASSI audience. Overall the revised website has had 114 520 page views from 34 081 visitors, of which 73,9% are new, unique users. The species listing pages remain the most popular with an average of 139 users per day viewing them. The provinces from which the most users access the site are Western Cape (35%), followed by Gauteng (21%) and then KwaZulu-Natal and the Eastern Cape with 4,7% and 2,04% respectively.

The top 10 countries that access the WWF-SASSI website:

- | | |
|-----------------|-----------------|
| 1. SOUTH AFRICA | 6. AUSTRALIA |
| 2. RUSSIA | 7. KYRGYZSTAN |
| 3. USA | 8. GERMANY |
| 4. UK | 9. INDIA |
| 5. KENYA | 10. NETHERLANDS |

FISHMS

The FishMS service (provided by iVeri Payment Technology) was utilised by over 63 000 users during 2016, with 71 802 requests sent in the year. Below are the 10 most common seafood queries:



FINANCIAL STABILITY OF THE PROGRAMME

2016 marked the second year of a two-year funding relationship with Pick n Pay for the Sustainable Fisheries Programme.

© Natasha Prince / WWF-SA



Aneesah Reynolds,
WWF-SA Marine
Programme Administrative
Assistant

The WWF Nedbank Green Trust has also played a valuable role in contributing towards the programme's project costs through its support of WWF-SASSI and the continued support of the FishforLife online recreational fishing platform project (funding committed in previous years, therefore not reflected in financial reports below).

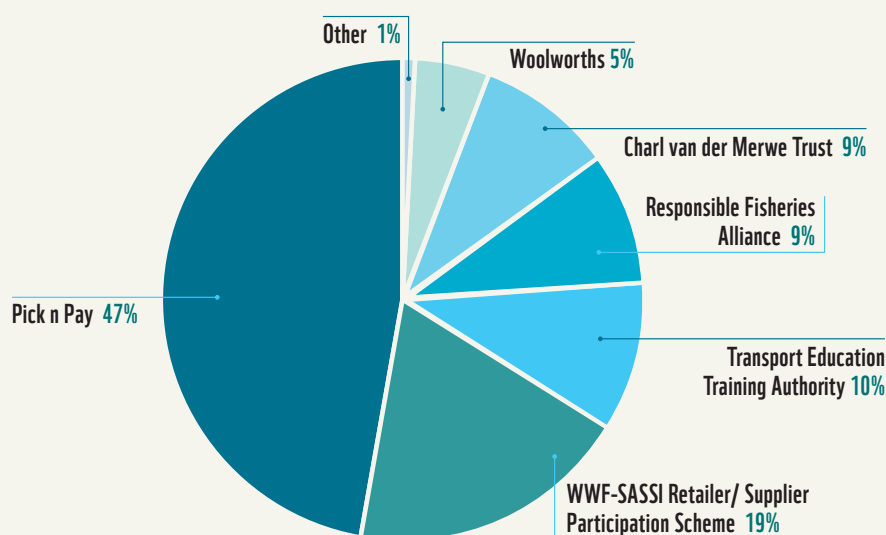
Further income of R853 590 was generated from the WWF-SASSI Retailer/ Supplier Participation Scheme which is made up of contributions from participating national retailers, restaurant franchises, hotel chains and seafood suppliers.

The RFA, of which WWF-SA is a member together with the six other alliance members, contributes R811 490 towards alliance projects, research, training and implementation of projects (a portion of these contributions were made in 2015 and are not reflected in the financial reports below).

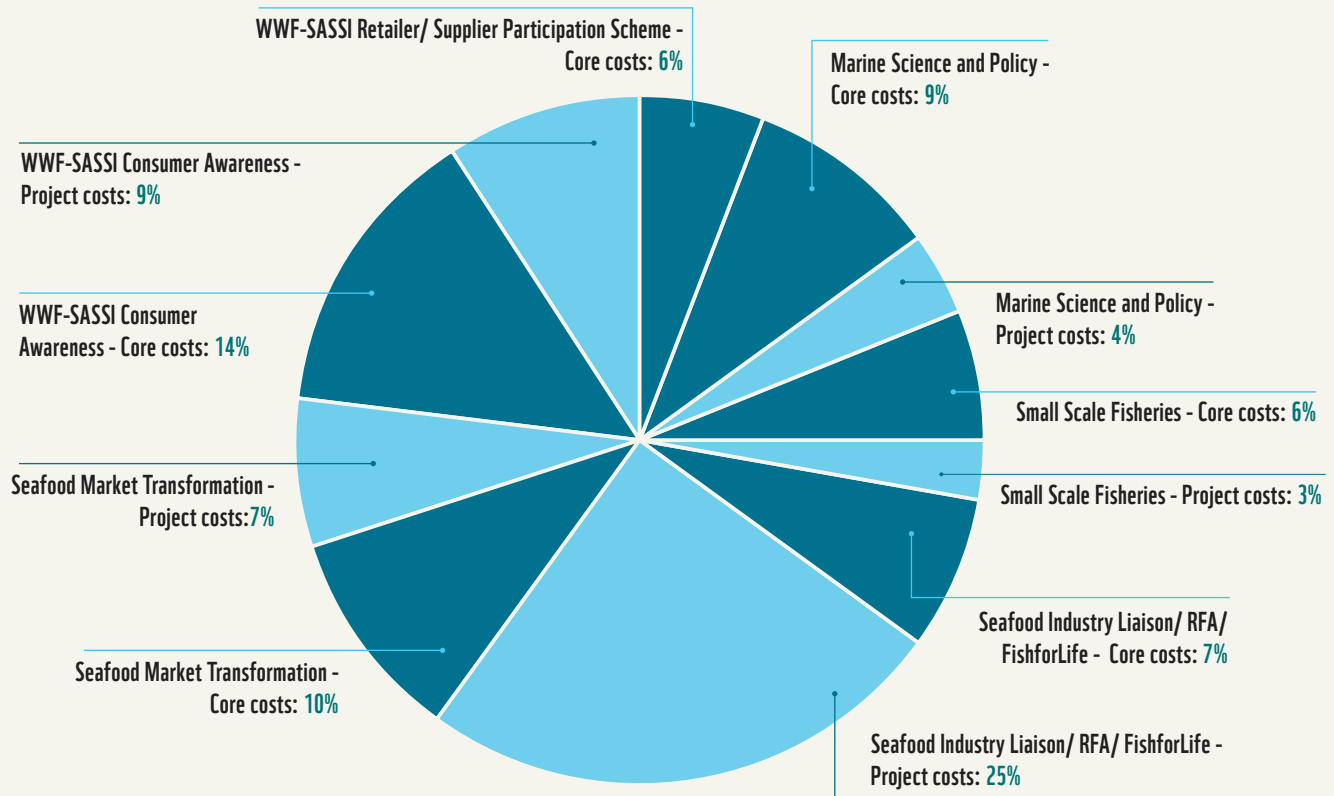
WWF-SA would also like to thank iVeri for their on-going support through their generous provision of the FishMS service and small-scale fishers SMS communication. Through the in-kind donations and generosity of companies like these, we are able to continue our work and would like to sincerely thank them for their contribution of time and skills.

TOTAL INCOME RECEIVED IN 2016	R 4 513 970
Pick n Pay	R 2 128 635
WWF-SASSI Retailer/ Supplier Participation Scheme	R 853 590
Transport Education Training Authority	R 450 000
Charl van der Merwe Trust	R 429 000
Responsible Fisheries Alliance	R 399 835
Woolworths	R 206 060
Other	R 46 850

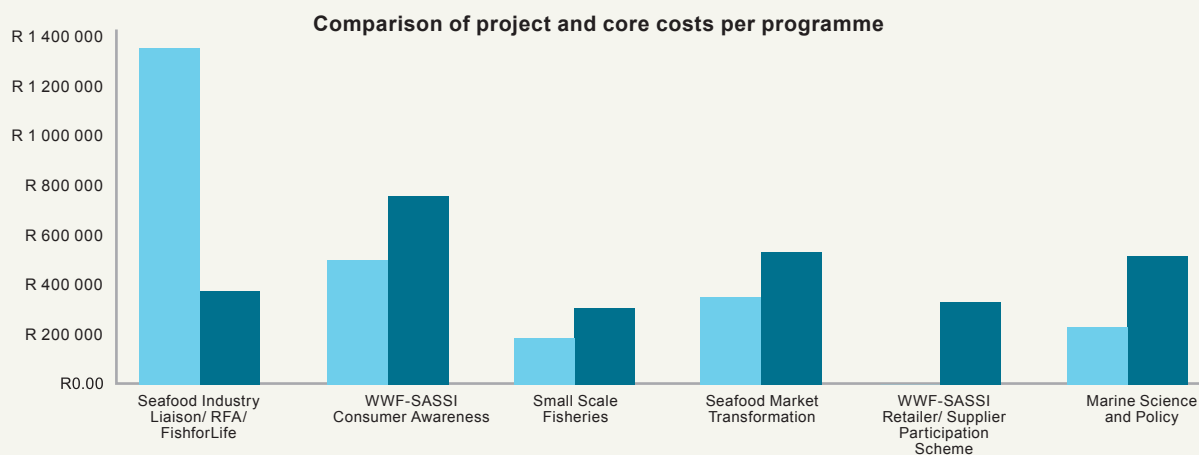
Funding sources for the Sustainable Fisheries Programme in 2016



Breakdown of project vs core costs per programme in the Sustainable Fisheries Programme for 2016



- **Project costs** refers to the activities undertaken by the Sustainable Fisheries Programme in pursuit of the Marine Programme's objectives and targets as a set of discretely funded projects.
- **Core costs** refers to financial support that covers the programme's basic organisational and administrative costs including salaries, facilities, equipment, communications, and the direct expenses of day-to-day work.



CONCLUSION

Our world is changing fast. Industries established over many decades are being wiped out almost overnight with the creation of new mobile applications while the growing array of smart devices is rewriting our understanding of what it means to be connected. Our planet is changing equally as fast.

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John Duncan, WWF-SA
Marine Programme
Senior Manager

With the top fifteen hottest years on record occurring over the last two decades, 2014 and 2015 being the hottest, it is clear that the ecosystems of the future will look very different to those that we know and rely upon today.

While climate change and its associated impacts of warming oceans, acidification and sea level rise fundamentally threaten the planet's oceans as we know them, in South Africa our oceans face a further diversity of challenges spanning increasingly intertwined and complex socio-ecological systems.

Illegal and historical overfishing have decimated many of the once abundant inshore fish stocks, the price of which is now being paid by our coastal communities who have lost not just their livelihoods but a way of life. Offshore, new threats such as bulk sediment mining of the seabed and the unchecked expansion of fossil fuel exploration pose significant and poorly understood risks to entire ecosystems and associated industries.

Against this background, WWF's Sustainable Fisheries Programme is working to secure a sustainable and equitable future for all. Given the challenges that we currently face in South Africa around access to affordable education and economic uncertainty there is a risk that we lose sight of this ambitious and inspirational goal, but we cannot afford to allow this to happen.

We need to ensure that securing the resilience of marine ecosystems is not viewed as secondary or limiting to human development but instead, that healthy ecosystems are the foundation of a healthy ocean economy.

Our world is changing fast but not always fast enough when it comes to addressing these challenges. If we are to build a resilient and prosperous future, we need to re-double our efforts and speak louder and act more strongly.

What the future looks like for all of us regardless of creed or colour will very much depend on whether we are able to move away from this false dichotomy of humanity as separate from nature and acknowledge our fundamental dependence on healthy ecological systems.

THANK YOU

We would like to thank the following parties for their contributions and support towards our work.

Programme funders

Pick n Pay
Maas Maasen Fund
Charl van der Merwe Trust

Project funders

WWF Nedbank Green Trust
Pick n Pay
Transport Education
Training Authority
Woolworths

Responsible Fisheries Alliance

I&J
Sea Harvest
Viking Fishing
Oceana Group
Pioneer Fishing
BirdLife South Africa

FishforLife partners

South African National Biodiversity
Institute
Rhodes University
University of Cape Town
South African Shark Conservancy
Oceanographic Research Institute
South African Institute for Aquatic
Biodiversity

Small Scale Fisheries partners

ABALOB
Overstrand Municipality
Local Economic Development
Kogelberg Biosphere Marine Working Group

WWF-SASSI programme supporters

iVeri Payment Technology
Brand Foundry
Eat Out
Spill Communications
Evolution Marketing
Boomerang Channel (Turner Productions)
Gambit Productions
Sunflood Studios

WWF-SASSI networking partners

Marine Stewardship Council
Explore4Knowledge
TRAFFIC
Endangered Wildlife Trust
uShaka Marine World
Two Oceans Aquarium
Save Our Seas Centre
South African Association for Marine and
Biological Research
South African Institute for Aquatic
Biodiversity
WESSA
City of Cape Town
BirdLife South Africa
South African Foundation for the
Conservation of Coastal Birds

WWF-SASSI retailer/ supplier participants

I&J
John Dory's
Pick n Pay
Food Lover's Market
Woolworths
SPAR
Ocean Basket
Sun International
Breco Seafoods

Academic institution partners

South African National Biodiversity Institute:
Marine Programme
University of Cape Town: Marine Research
Institution
University of Cape Town: Small Scale Fisheries
Governance and Research Unit
Rhodes University: Department of Ichthyology
and Fisheries Science
Nelson Mandela Metropolitan University:
Sustainability Research Unit

ABBREVIATIONS

BRUV	Baited Remote Underwater Video
CER	Centre for Environmental Rights
CGCSA	Consumer Goods Council of South Africa
CPUT	Cape Peninsula University of Technology
DAFF	Department of Agriculture, Forestry and Fisheries
DEA	Department of Environmental Affairs
ECPTA	Eastern Cape Parks and Tourism Agency
EPRU-UCT	Environmental Policy Research Unit - University of Cape Town
EKZN	Ezemvelo Wildlife KwaZulu-Natal
FCP	Fishery Conservation Project
FIP	Fishery Improvement Project
ICS	Internal Control System
IMS	Integrated Monitoring System
IUU	Illegal, Unreported and Unregulated fishing
KBSSFIP	Kogelberg Small Scale Fisheries Improvement Project
MCS	Monitoring, Control and Surveillance
MSC	Marine Stewardship Council
NHA	Namibian Hake Association
NRCS	National Regulator for Compulsory Specifications
ORI	Oceanographic Research Institute
RASA	Restaurant Association of South Africa
RFA	Responsible Fisheries Alliance
RU	Rhodes University
SAAMBR	South African Association for Marine Biological Research
SAASIE	South African Association of Seafood Importers and Exporters

SABS	South African Bureau of Standards
SACA	South African Chef's Association
SACLA	South African Commercial Linefish Association
SADSTIA	South African Deep Sea Trawling Industry Association
SAFSSA	South African Federation of Sport and Sea Anglers
SAHLLA	South African Hake Longline Association
SAIAB	South African Institute for Aquatic Biodiversity
SANCCOB	South African Foundation for the Conservation of Coastal Birds
SANBI	South African National Biodiversity Institute
SANParks	South African National Parks
SASC	South African Shark Conservancy
SAUFF	South African United Fishing Front
SECIFA	South East Coast Inshore Fishing Association
TETA	Transport Education Training Authority
UCT	University of Cape Town
WCRLA	West Coast rock lobster Association
WCRL	West Coast Rock Lobster
WCRL SMME	West Coast rock lobster Small, Medium and Micro Enterprises
WESSA	Wildlife and Environment Society of South Africa

FISHERIES

ACHIEVEMENT:	MAIN PARTNERS:
WWF-SASSI species assessments 22 assessments drafted from 7 South African fishing sectors and relevant assessments have been submitted to DAFF scientific working groups for review.	DAFF, UCT, ORI, MSC, SAAMBR, SANBI, BirdLife South Africa, SADSTIA
Inshore trawl fishery project action plan The project's progress has been tracked as a FCP, a two-year pilot with actions and timelines was developed by UCT. Discussions are underway for a new term of the FCP to be provided now that DAFF has concluded the Fishing Rights Allocation Process for the sector.	UCT, DAFF, SECIFA, RFA
West Coast rock lobster FCP The FCP collaboratively developed by WWF-SA, DAFF, and fishery stakeholders for the WCRL fishery was finalised and kicked off a four-year project period. The continued viability of the FCP is uncertain in light of recent DAFF management decisions.	DAFF, WCRLA, WCRL SMME, Masifundise, SAUFF
Offshore trawl FCP This FCP was introduced to improve the WWF-SASSI status of key bycatch species in the hake offshore trawl sector. The workplan for the project is based on the findings of an RFA report published in 2015.	UCT, DAFF, SADSTIA, CapMarine
Making Marine Protected Areas and fisheries management work Secured funding and initiated implementation of this project. Includes the development of an MPA strategy to develop a framework to assess the value of coastal MPAs and the development of a FCP to improve the WWF-SASSI sustainability status of the top 10 linefish species caught in South Africa.	SACLA, Masifundise, RU, DAFF, SECIFA, Pick n Pay, SAFSSA, DEA, UCT, SANBI, ORI, SANParks, ECPTA, EKZN, CapeNature, SPAR
Small-scale fishery project action plan The KBSSFIP action plan was revised and four priority projects initiated in 2016 including a restaurant value chain project, scaling the integrated catch data monitoring system, implementing an inclusive research and monitoring programme and the development of an anti-IUU strategy.	Kogelberg stakeholders, Pick n Pay, ABALOB, Moving Sushi
FishforLife project A website developed for recreational anglers and divers which houses three platforms: CatchReport, Fishtory and iSpot. FishforLife social media platforms are active and FishforLife communications strategy is being implemented.	SANBI, RU, UCT
Responsible recreational fishing guidelines Agreement has been reached with SASC, RU, ORI and SAIAB to develop a national set of recreational fishing guidelines.	SANBI, SASC, RU, ORI, SAIAB

SEAFOOD INDUSTRY

ACHIEVEMENT:	MAIN PARTNERS:
RFA funded study A study titled “Valuing the socio-economic contribution of fisheries and other marine uses in South Africa” compares the socio-economic value of the fishing industry and other marine uses with bulk sediment mining of phosphate.	RFA, CER, EPRU-UCT
RFA responsible fisheries training programme Hosted eight training courses with a total of 146 learners trained. Learners included fishers, fisheries compliance officers, park rangers and law enforcement officials.	RFA, DAFF: MCS, SANParks, City of Cape Town - Law Enforcement
Sustainable seafood commitments Nine WWF-SASSI Retailer/ Supplier Participation Scheme members have made public commitments to sustainable seafood. These include four of the six major retailers, two national restaurant franchises, a hotel chain, one of the largest seafood importers, and one seafood processor.	I&J, John Dory’s, Pick n Pay, Food Lover’s Market, Woolworths, SPAR, Ocean Basket, Sun International, Breco Seafoods
16 organisational assessments conducted WWF-SASSI Retailer/ Supplier Participation Scheme members carried out assessments to determine their performance in addressing key seafood sustainability focus areas.	I&J, John Dory’s, Pick n Pay, Food Lover’s Market, Woolworths, SPAR, Ocean Basket, Sun International, Breco Seafoods
Seafood naming protocol project Progress has been made on the development of South African National Standard 1647 “Approved market names for fishery products for human consumption traded in South Africa”. Draft names have been forwarded and agreed to by an industry working group for over 1 000 seafood species traded on the South African market.	SABS, DAFF, NRCS, CGCSA, FishSA, SADSTIA, SAASIE, RASA, SACLA

RESTAURANTS AND CONSUMERS

ACHIEVEMENT:	MAIN PARTNERS:
WWF-SASSI FishMS success 71 802 requests in 2016.	iVeri Payment Technology
WWF-SASSI posters and pocket cards updated 6 650 posters and 216 000 pocket cards distributed in 2016, and both the poster and pocket card were updated.	WWF-SASSI networking partners, WWF-SASSI Retailer/ Supplier Participation Scheme members
WWF-SASSI website New site and database developed, with 34 081 visitors and 114 520 page views in 2016.	Brand Foundry
WWF-SASSI restaurant and retailer training 98 people trained through the WWF-SASSI training programme.	Two Oceans Aquarium, uShaka Marine World, SPAR
InfoChef conference and Silwood Cookery School training WWF-SASSI engaged with 450 young chefs at the InfoChef event and trained 50 young chefs at the Silwood Cookery School.	Sun International, Silwood Cookery School, SACA
2016 Getaway Show Two WWF-SASSI braai ambassadors (Chris Kastern and John Grundlingh) engaged with a wide audience at the 2016 Getaway show, highlighting the use of Green-listed species when braaiing.	Getaway
WWF-SASSI ambassadors and chefs Relationships developed with 17 chefs and seven ambassadors.	Christo Pretorius, Ryan Shell, Christiaan Campbell, Brad Ball, Kobus van der Merwe, Gregory Czarnecki, Geoffrey Murray, Franck Dangereux, Claire Allen, Simon Ash, Jocelyn Adams-Meyer, Michelle Potgeiter, Vanessa Marx, Carl van Rooyen, Claire Blinkhorn- Street, Constantijn Hahndiek, Leon Coetzee, Ray Chaplin, John Lucas, John Grundlingh, Beer Country, Weskus braaiers, Tikka boys, Ryan Stramrood

WWF-SASSI TV coverage WWF-SASSI featured prominently on the Expresso show, Ultimate Braai Master as well as on DSTV's Boomerang Channel (Zig and Sharko).	Ultimate Braai Master, Justin Bonello, Cooked in Africa Films, DSTV (Turner Productions)
Explore4Knowledge expedition WWF interns joined the Explore4Knowledge group with two river clean-ups from source to sea.	Explore4Knowledge, Pick n Pay
Knysna Oyster Festival activation Created a platform to showcase WWF-SASSI, jointly hosting the WWF-SASSI sustainable fish braai competition with Pick n Pay and getting 10 Knysna restaurants to participate in the WWF-SASSI "Seafood Carnival Wednesday" activation.	Knysna Oyster Festival, Worldsport, Pick n Pay
Marine week activation WWF-SASSI launched a video highlighting the importance of knowing your seafood, called "Keep your cool!".	MSC, Gambit Productions
SANCCOB penguin festival activation As part of National African Penguin Awareness Day, WWF-SASSI hosted a sustainable seafood braai together with Pick n Pay.	SANCCOB, Pick n Pay, Beer Country
Wavescape sustainable seafood cook-off Hosted a sustainable seafood "Fish Fry" event together with Wavescape, Pick n Pay and DJ Cath Grenfell as MC.	Wavescape, Pick n Pay
WWF-SASSI Trailblazer chefs awards Co-hosted this annual chefs awards evening in Cape Town.	Spill Communications

STATISTICS SUMMARY

Core operational statistics

1. Operational statistics	2016
1.1 Number of projects	24*
1.2 Number of people employed	12**
1.3 % Diversity	62%
1.4 % Female	62%
2. Communications	2016
2.1 Media hits	130
2.2 % Media hits: Broadcast media	26%
2.3 % Media hits: Electronic media	44%
2.4 % Media hits: Print media	30%
2.5 Reports produced	4

Conservation statistics

3. Consumer awareness and seafood market transformation	2016
3.1 Number of major retailers, restaurant franchises, hotel chains and suppliers aligned to WWF-SASSI	9
3.2 Number of people WWF-SASSI trained	98
3.3 FishMS requests	71 802
3.4 WWF-SASSI website page views	114 520
4. Ecosystem approach to fisheries	2016
4.1 Number of people trained in the WWF-SA Responsible Fisheries Training course	146
4.2 Fishery Improvement Projects/ Fishery Conservation Projects underway	5

* All 24 projects include:

RFA **4**: Monitoring ETP Species Project, Seismic Survey Study, African Penguin Data Analyses Project, Socio-economic Impact of Marine Users Project.

KBSSFP Action Plan **5**: Project 1: Restaurant Value Chain, Project 2: Piloting the Integrated Catch Data Monitoring System (IMS), Project 3: Develop and implement an Internal Control System (ICS), Project 6: An inclusive research and monitoring programme for the Kogelberg, Project 7: Implement an anti-IUU strategy.

WWF-SASSI Wild-caught Species Assessments **1**: Mozambique Linefish Assessment Project.

WWF-SASSI Aquaculture Species Assessments **6**: Dusky kob (ponds and recirculating tanks), Mediterranean Blue Mussel, Black Mussel and Oysters (Raft and longline), South African Rainbow Trout (Tanks and Raceways) and Lesotho Trout (Cages).

Fisheries Improvement Projects/Fishery Conservation Projects **5**: Offshore Trawl FCP, WCRL FCP, ET FCP, Kogelberg Small Scale Fisheries Improvement Project, Making MPAs and Fisheries Management Work/ Linefish FCP.

WWF-SASSI **3**: Re-design of WWF-SASSI App, Development of Consolidated WWF-SASSI Database, WESSA 2016 Enviro Kids: Marine edition Volume 37(3).

** Sasha Sankar is included in all the Operational Statistics 2016 except for the "Number of people employed" statistic, she is employed as an intern by SPAR through funding received from the WWF-SA Environmental Leaders Programme.

LIST OF PUBLICATIONS

REPORTS PRODUCED:



Waves of Change: WWF-SASSI Retailer/ Supplier Participation Scheme Report 2015 Report compiled by Stephanie Rainier, Sue Ras, Natasha Prince and Chris Kastern. 2016.

Available at http://www.wwf.org.za/media_room/publications/?16501/WWF-SASSI-Retailer-Supplier-Participation-Scheme-Report-2015



A decade of implementing an ecosystem approach to fisheries for Southern African fisheries: Report compiled by Samantha Petersen, John Duncan, Aaniyah Omardien (Consultant), Alice Johnson (Oceana Group 2015) and Monica Betts. 2016.

Available at http://www.wwf.org.za/media_room/publications/?15581/EAF-in-Southern-African-Fisheries



The South African Hake Longline Fishery Conservation Project Final Report compiled by Jessica Greenstone, Victor Ngcongco and Clyde Bodenham. 2016.

Unpublished report, WWF-SA.



Oceans facts and futures: Valuing South Africa's ocean economy: Report compiled by John Duncan, Samantha Petersen, Jessica Greenstone, Stephanie Rainier, Mkhululi Silandela, Monica Betts, Chris Kastern, Robin Adams, Junaid Francis, Thelisa Mqoboka, Pavs Pillay, Pedzi Gozo and Sue Ras. 2016.

Available at http://www.wwf.org.za/media_room/publications/?19001/Oceans-facts-and-futures-Valuing-South-Africas-ocean-economy

Sustainable Fisheries Programme 2016

>R 5.9 million

Advertising value equivalent of WWF-SASSI's media exposure in 2016

34 000+

Visitors to the WWF-SASSI website in 2016 with 73,9% being new unique users



71 000+

Enquiries on seafood sustainability status received through WWF-SASSI FishMS service in 2016

>200 000

Tweet impressions in 2016 from tweets linked to the @WWF-SASSI Twitter handle

	<p>Why we are here To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.</p> <p>www.wwf.org.za</p>
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