



Donors' Brochure

Information for potential new sponsors of
Fishing into the Future



Welcome

Fishing into the Future is a UK-wide charity. We are guided by fishermen and other like-minded stakeholders who seek innovative and practical ways to achieve sustainable and prosperous UK fisheries. We envisage a future where fishermen not only work together and with others to find long lasting industry solutions, but they are in fact a crucial part of the overall solution.



FitF Chairman—Alan Steer

Why us?

With fishermen at its helm, FitF's constitution of trustees unites the industry, scientists and managers - all of whom have wholeheartedly embraced the notion of sustainability. As a collaborative venture we have a wide constituency of supporters, and all those involved in the charity come as individuals who share our vision, they have no other agenda and this makes us unique in the UK. We leverage their collective experience and intelligence to develop unique fisher-focussed projects that contribute to delivering fisheries that maximise their environmental, economic and social benefits.

What will your donation support?

We have set a target of raising £100,000 for 2017 so that we have a solid foundation on which to build. We will use all donations to attract additional match-funding, and your support will help us deliver:

- **£50,000** = covers core funding for 6 months strategic development.
- **£25,000** = one 3-day training course for 30 fishermen in sustainable fishing practices.
- **£10,000** = one conference to support knowledge exchange for sustainable fishing.
- **£5,000** = one workshop to support fishermen deliver collaborative science and data.
- **£3,000** = 6 editions of our newsletter plus social media, education and outreach.
- **£1000** = knowledge exchange trip to help support sustainable fisheries practice in the UK.

As a charity, we rely on the commitment and generosity of others to build our programme of work. Thank you for taking the time to read this brochure: we are seeking new partners who share our vision and we hope to be able to partner with you in realising our ambitions.

Alan Steer—Chairman of Fishing into the Future



The 'Brixham Sessions'

We started life as a strategic partnership between industry body Seafish, the Prince of Wales' Charities International Sustainability Unit (ISU) and the Gulf of Maine Research Institute (GMRI) - a world-leading institute specialising in participatory processes. We are now a registered charity with a UK-wide remit to focus on sustainable fishing. Royal interest was piqued by the concept of fishermen driving forwards a sustainability agenda on their own terms.



Prince Charles addresses delegates in Brixham

Outcomes

As a result, the original partners planned, coordinated and delivered our ground-breaking workshop in Brixham in 2013, called 'Fishing into the Future'—with personal endorsement from His Royal Highness the Prince of Wales. Fishermen from all sectors came together to share experiences and ideas in a neutral setting—the aim being to pinpoint issues of greatest concern and leverage their collective intelligence for potential solutions.

Harnessing the momentum from this one-of-a-kind meeting— and developing a platform to realise the potential of the vision expressed by the delegates—became a priority for the original partners: **Fishing into the Future** was born. Outputs from the 'Brixham Sessions' now form the backbone of our work.



Prince Charles meets our Chairman Alan Steer, Trustee Michel Kaiser and other delegates.

Key themes from the 'Brixham Sessions':

- Sustainability and prosperity through training
- Science and Industry Collaboration
- Fisheries management and innovation
- Rewarding good practice
- Engaging stakeholders and consumers



What do we do?

We are building a constituency of fishermen and other stakeholders committed to taking forward the sustainability agenda. We provide a platform for collaboration to help deliver fisheries that maximise their environmental, economic and social potential. The thread of sustainability runs through all that we do.



Vision

Collaboration between fishermen, scientists and other key sectors is the 'norm'. Fish stocks are robust, the marine environment is healthy and a vibrant industry sees a prosperous future. Fishermen are valued for their knowledge, experience and the contributions they make to sustainable fishing. They understand fisheries assessments and the data they gather is central to an improved understanding of the marine environment as a whole. Few UK fisheries are data-poor, retailers have access to an increasing supply of sustainable seafood and consumers are engaged with the issues surrounding 'seafood security'.

Mission, aims and objectives

To chart a course towards sustainable and prosperous UK fisheries. We will develop and deliver unique, tailored projects and programmes that will contribute to achieving our vision. We work collaboratively in partnership with others, embracing the concepts of co-design and the co-production of knowledge. Our **High-level Objectives** are to:

- [Support Sustainability](#) | [Promote Innovation](#) | [Build Prosperity](#).

We see these as being inextricably linked as stations in a virtuous cycle of improvement.

Work Programmes

We operate in three key ways: building, managing and delivering projects, coordinating action and facilitating principled dialogue as neutral honest-brokers. We are strategic and maximise the impact of our resources by focusing our efforts in the following areas:

1. **Training for Sustainability**—building capacity within the fishing industry to engage with sustainability issues and fisheries management.
2. **Fishermen: Science Interface**—empowering fishermen to deliver better fisheries data, assessments and management.
3. **Stakeholder engagement**—building a collaborative network of fishers and other stakeholders.



1. Training for Sustainability:

The issue:

Fishermen need to know about fisheries science and assessments in order to contribute fully to delivering sustainable fisheries (as defined through the Common Fisheries Policy) and the ecosystems-based approach to fisheries management. Currently, they can put to sea without needing any *formal* knowledge of the resources they rely upon. The industry recognises that this is a critical weakness and has identified the need for training to bridge this gap.



Alexa Dayton (GMRI)

Head of MREP training in the USA.

Our solution:

We will develop training courses for active skippers and crew that will address the need for better collective understanding of the science and management of fisheries. Our training model puts fishermen at the heart of the learning process, where we will focus on providing them with the tools they need to proactively contribute to the environmental and economic future of the UK fleets.

How is this different?

No such courses exist at the moment in the UK. Similar curricula exist elsewhere – for example the USA (The Marine Resource Education Programme led by Alexa Dayton picture above), Netherlands and South Africa – where they have met with great success and influence. We will draw on the experiences and leadership in these other countries to help devise curricula of relevance to UK fishermen.

Goals:

- Empower fishermen to engage with sustainability debates and to influence policy.
- Support fisheries assessments and data collection through improved understanding of science.
- Provide a forum for fishermen to engage in social dialogue with key stakeholders.
- Build a cohort of fishermen ambassadors who drive the development of better practice.
- Devise a roll-out model that supports ongoing delivery through partnerships with the wider fishing industry and academic network.



2. Science and Industry Collaboration

The Issue:

Delivering sustainable fisheries with limited financial resources requires fishermen, scientists and managers to work together, but the data collected by fishermen is often under-used and undervalued. There is an urgent need to establish the processes and practical means to make fishermen's data contribute in an effective and robust way to securing the sustainability of their fisheries.



FitF Vice Chairman—Sean Dennison

Our Solution:

The **Fishermen-Science Interface Programme (FSIP)** will champion the role of fishermen as collectors and custodians of fisheries data, and as vital partners in building a better, real-time picture of our seas. We will work to establish the strategic alliances that will be needed to bring this project to life, which will include:

- Producing guidelines for research that is underpinned by the collection of data by fishermen.
- Co-designing industry surveys to support stock assessments of data-poor fisheries.
- Building partnership that harness technology to help maximise data collection by fishermen.
- Scoping a national framework and strategy for coordinated data collection by fishermen.
- Devise 'citizen science' solutions to the need for increased capacity to process data.

How is this different?

The FSIP embodies the principles of co-design, co-management and co-production. The Common Fisheries Policy (CFP) allows for greater regionalisation of fisheries management, and our service provides a gearing mechanism to facilitate this process.

Goals:

- Provide a real-time application for our training programmes.
- Collectively build bridges and trust between fishermen and scientists.
- Empower UK fishermen to capture, collate and submit consistent, high-quality data.
- Realise the potential within UK fleets to see fishing vessels used as research platforms.
- Close data-gaps in commercial fisheries.



3. Stakeholder Engagement

The Issue:

We see an honest, sector-neutral platform as being essential for the fishing industry: to facilitate dialogue and empower members to take action. When building such a collaborative network, one of the main challenges faced is that of adequate communications— something that is often overlooked, undervalued and under-resourced.



Delegates at the Brixham workshop in 2013

Our Solution:

We will coordinate and facilitate engagement in order to devise collaborative solutions to shared challenges. We employ skilled facilitators and dedicated communications professionals who provide us with a unique service focused solely on the fishing industry. We will build a network and constituency of stakeholders by providing:

- A one-stop-shop for industry relevant updates and digest of all sustainable fisheries news, views and issues.
- Focused social-media feeds.
- Regular conferences for fishermen to exchange views, news, and innovations.

How is this different?

Fishing into the Future occupies a unique and significant space within the UK fishing industry. Interest in our work has grown to over 170,000 combined social media 'impressions' since February this year. We need support to maintain and leverage this interest, translating it into action and change on the water. We can provide a touch-stone of positive communication and engagement – with an industry-wide audience in the UK and beyond.

Goals:

- To move forward sustainability-focused initiatives and coordinating efforts in data collection, training, fisheries assessments and management.
- Facilitate dialogue on challenging issues with the aim of devising win-win solutions where possible.
- Develop and communicate a FitF 'model' that could be used as a blue-print by other countries.



Why Support **Fishing into the Future**?

Whilst fishermen may collaborate on initiatives with other organisations, FitF is the only sustainability-focussed charity lead by fishermen in the UK: fishermen driving a sustainability agenda is hugely powerful. We have strong backing from the fishing industry, which means we have the opportunity to enact real change, with genuine buy-in from fishing communities.



HRH Prince Charles addresses delegates at Brixham

Our Funding Model

Un-restricted funds from donations provide us with great flexibility. We can magnify the impacts of this finance by using it as match-funding against one or several of our projects. There may also be a specific work programme, project or theme you are particularly interested in: we would be delighted to hear about this, and discuss tailored support for specific activities. Reaching our target of £100,000 for 2017 will allow us to unlock significant match-funding. For each £1 donated we would look to turn this into £2 more, making your contribution worth 3-times your initial investment.

What does your support mean?

Your donation will provide us with the capacity to deliver our potential across our innovative, influential and complementary projects. We will be freed-up to focus on solutions for sustainability. Please contact us at the address below, follow us on twitter (@fishing_future) and Facebook and call us now to discuss how you would like to get involved.

