



### **WWF-Fish Forward 2 Project**

#### **FISH FORWARD: RESONSIBLE SEAFOOD CONSUMPTION FOR THE BENEFIT OF PEOPLE, OCEANS AND CLIMATE**

FISH FORWARD IS A PAN-EUROPEAN PROJECT AIMING to RAISING AWARENESS OF SOCIAL AND ENVIRONMENTAL IMPACTS OF FISH CONSUMPTION.

Worldwide, more than 800 million people depend on fish for food and income. But oceans and livelihoods are under severe pressure. 90% of fish stocks are either overfished (31%) or fully fished (59%). Additionally, climate change impacts marine ecosystems –with drastic consequences for livelihoods, food security and markets. Europe is the biggest market and importer of fish in the world. Most of its imports come from developing countries. European consumers and corporates play a vital role in protecting marine resources for millions of people who depend on them. A responsible choice of seafood in Europe is a global driver for change. Hence, European consumers, corporates and authorities can make a global difference. This is why WWF and EJF teamed-up with partners in Europe and the developing world – to drive the European market and global fisheries in a more sustainable direction. A responsible choice of seafood in Europe is a global driver for change. By 2020, consumers and the corporate sector in Europe are taking responsibility by choosing sustainable seafood as active contributors to the Sustainable Development Goals (SDGs), climate change mitigation and adaptation (<https://www.fishforward.eu/en/fish-forward-description/>).

**FOLLOWING THE SUCCESSFUL LAUNCH and COMPLETION of FISH FORWARD PROJECT (2015-2017), WWF'S EU CO-FUNDED FISH FORWARD-2 PROJECT (2018-2020)** aims to raise awareness regarding sustainable seafood consumption. Overfishing, illegal fishing and climate change especially affect people living in developing countries, where most of the fish we eat is coming from. Choosing and sourcing sustainable seafood benefits both people and nature.

The project is funded by the EU through the funding line DEAR (Development Education and Awareness Raising) which aims to inform EU citizens about development issues, mobilize greater public support for action against poverty, give citizens tools to engage critically with global development issues, to foster new ideas and change attitudes.

Therefore, Fish Forward engages EU citizens through a consumer awareness campaign in the EU countries of all WWF partner offices. Fish Forward aims to achieve behavior change of consumers and corporates in Europe based on an increased awareness and knowledge of the implications of seafood consumption and sourcing on people and oceans in the developing countries, but also in Europe. However, Fish Forward 2 objectives are not only focused on EU citizens. Producers and local authorities in 5 developing countries will be also involved in stakeholder engagement processes and seafood sustainability assessments ([http://awsassets.panda.org/downloads/FF2\\_FactSheet\\_20171204\\_web.pdf](http://awsassets.panda.org/downloads/FF2_FactSheet_20171204_web.pdf)).

**PROJECT PARTNERS:** WWF Austria (lead), Environmental Justice Foundation, WWF European Policy Office, WWF Mediterranean Program, WWF Adria (Croatia/ Slovenia), WWF Bulgaria, WWF Denmark, WWF Germany, WWF Greece, WWF Italy, WWF Poland, WWF United Kingdom, WWF India, WWF Philippines, WWF South Africa and WWF Turkey ([http://awsassets.panda.org/downloads/FF2\\_FactSheet\\_20171204\\_web.pdf](http://awsassets.panda.org/downloads/FF2_FactSheet_20171204_web.pdf)).

For more information of Fish Forward 2 Project please visit: <https://www.fishforward.eu/>

