

## ASEAN Seafood Review: Indonesia, Vietnam, Thailand, Malaysia, Philippines

Name of legal entity	Country	Overall project value (EUR)	Proportion carried out by candidate (%)	No of staff provided	Name of client	Origin of funding	Dates (start/end)	Name of partners if any
Sustainable Seas Ltd	Indonesia, Thailand, Malaysia, Philippines Vietnam	10,000	100%	1	Nordic Consulting Group (NCG)	EU	Jan 2014 to March 2014	N/A

### Detailed description of project

Growing populations, growing consumption, dwindling supply and lack of regulation is setting the stage for exacerbating some already serious overexploitation and thus creating irreversible damage to our oceans. Marine Change Enterprise (MCE) is being established to work specifically within the supply chains, identifying and driving solutions be it in the supply chain or regulatory, to reduce the negative impacts on both ecosystems and society. While other organizations work to harness supply chain interests in sustainable and ethical seafood Marine Change Enterprise is unique in its focus on the Asia Pacific region and extending the model to small and medium enterprises.

MCE's mission is to catalyze change towards better managed fisheries that support vibrant economies by aligning supply chains to maximize environmental, social and economic returns in the Asia Pacific.

The purpose of the review was to verify the market demand for service providers in sustainable seafood value chains in order to help secure government participation, industry and market investment and funding support the transition.

### Type of services provided

SSL were engaged to carry out an independent review of the potential growth of seafood production in the ASEAN region now and the coming decade and what is needed in terms of investment, services to improve value chain efficiency and transparency, certification or a set of metrics to validate improvements, support change to reduce the negative impact of fisheries on the natural resource base. The assessment Identified the origins of current demand (high value or high volume fisheries) and provided options to address the shift in demand and whether there is a change in preference of species for consumption (from high value to low value fish).

Part of the review was to identify the challenges and areas for a new organization to establish itself. Alternative identify areas for possible engagement/revenue earning (i.e. willingness to pay/engage) are interrogated in the report.