

# Learning from the WWF Aquaculture Dialogues

Ensuring SCAD is consistent with the goals and objectives of other WWF Dialogues by incorporating common elements, experiences, and lessons-learned

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Seriola/ Cobia Dialogue

# My Experience

Salmon Dialogue - (2006 – present)

Organizational Steering Committee Member

Tilapia Dialogue - (2006 – present)

Participant

Bivalve Dialogue - (2008 – present)

Global Steering Committee Member

Pangasius Dialogue - (2006 – present)

Process Facilitation Group Member

Shrimp Dialogue - (2008 – present)

Process Management Assistant (non stakeholder role)

# Considering the Theory of Change

- How do you determine the top 20%?
- What are we really doing here?
  - Defining the ideal – what is sustainability?
  - Working backwards to find the economic feasibility point
  - Determining the path to continuous improvement

## Critical Point:

- The dialogues will only be as strong as their weakest link (i.e. weakest species standard)

# Cross Cutting Issues

- Sustainable feed sourcing (marine and non marine ingredients)
- Use of exotic species
- Legal Compliance
- Energy Use/ Climate Change
- Etc.

**Critical Point**: the dialogues must have common positions on key issues to ensure the credibility of the ASC

# Technical Working Groups

- A key mechanism for the credibility of the content and process of the dialogues
- Trade offs between money, time, and credibility
- PAD – stakeholders participation as volunteers
- TAD – no TWG's
- SAD – only scientist's with paid team leaders

# Strategy for Outreach

- Outreach to key stakeholders is an important strategy to build credibility and to increase the robustness of the standards
- Targets:
  - Industry
  - NGO's
  - Retailers
  - Affected communities

# Considering Continuous Improvement

- “don’t let the perfect be the enemy of the good enough”
- It is important to ensure that you demonstrate how you have addressed uncertainty and not avoid it
- Importance of the preamble and the roadmap to improvement

# Organization of the Draft Standards

## Preambles

A justification and background rationale of the standards and the options for continuous improvement

## Standards

Principles, Criteria, Indicators, and Standards

## History Document

Increase the transparency of the process by creating a place for documentation of key decisions and the rationale



# Key Elements for Success

- Work consistently – do not allow for long gaps in the process
- Understanding how the steering committee will work together is important
- Engage with other dialogues on key issues
- Need to ensure the right balance between presentations and doing the work of drafting the standards
- Be realistic about the expectations

# Questions?

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