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# Fish Forward Project

## Promoting sustainability for people and fish

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of fish stocks  
are fully fished

The EU is the biggest importer of fish in the world. More than 50% of its imports come from developing countries. For about 3 billion people, seafood is an important source of protein.

BUT: Unsustainable fishing practices threaten valuable marine resources. **61%** of global fish stocks are fully exploited and **29%** are overfished. Over **800 million people** depend on fish as a source of income or food. Most of them live in developing countries. Furthermore, 97% of people working in the seafood supply chain come from developing countries.

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Global seafood consumption and demand is growing. The majority of consumers are not aware of their buying decision's impact – and their power to support sustainable fishing practices which benefit both nature and humans.

Livelihoods of

+800 M

people depend  
on seafood

**11 EU countries. +300 M citizens. 1 project.**

WWF is raising awareness through the EU co-funded Fish Forward project. In 11 EU countries (Austria, Bulgaria, Croatia, France, Germany, Greece, Italy, Portugal, Romania, Slovenia, Spain), consumers will be learning more about seafood consumption and its global social and environmental impact.

**+50 M**

**EU citizens will  
be reached**

The project enables the active engagement of consumers. Their choice of seafood makes a global difference.

Also the corporate sector is encouraged to improve its seafood supply and product range.

### **Project pillars**

- Raise awareness among consumers of the necessity to eat sustainable seafood
- Present the importance of sustainable seafood production for communities in developing countries
- Promote the European Year for Development 2015 and highlight global interdependencies in seafood consumption
- Advise retailers on how to source sustainable and responsible seafood and improve their product range
- Improve the implementation of policies supporting the legal, sustainable and responsible production of seafood
- Conduct various scientific studies

Through responsible buying decisions and product ranges, consumers as well as the industry in Europe can support the recovery of the oceans and fish stocks currently under pressure. Buying sustainable seafood also benefits millions of people who depend on it.

### **Make a difference. Choose sustainable fish.**

Learn more about the project, sustainable seafood and WWF's recommendations:

[www.fishforward.eu](http://www.fishforward.eu)

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