



WHO IS WWF-MALAYSIA?

WWF-Malaysia (World Wide Fund for Nature-Malaysia) was established in Malaysia in 1972. It currently runs more than 90 projects, covering a diverse range of environmental conservation and protection work, from saving endangered species such as tigers and turtles, to protecting our highland forests, rivers and seas. The national conservation organization also undertakes environmental education and advocacy work to achieve its conservation goals. Its mission is to stop the degradation of the earth's natural environment and to build a future in which humans live in harmony with nature, by conserving the nation's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

For more info, go to www.wwf.org.my

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CONTACT

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FISHERIES IMPROVEMENT PROJECT (FIP)

The current global fisheries are under pressure of collapsing. In Malaysia alone, the fishery stocks have depleted more than 90% since the 1970s due to unsustainable fishing. Our demand and consumption of seafood continue to increase. In fact, Malaysians are the biggest consumer of seafood at 54 kg per person annually.

WWF-Malaysia aims to improve the state of fisheries and ensure food security through the introduction of Fisheries Improvement Project or FIP. This is a pragmatic, stepwise approach to enhance the sustainability of a fishery, while ensuring continuous harvest and supply of seafood.

FIP brings together multiple fishery stakeholders including traditional fishermen, industrial fishers, the private sectors, fishery managers, researchers, and NGOs to collaborate on improving fishing practices through the sustainable management of marine resources.

CRITERIA OF A FISHERY UNDER FIP

FIP aims to promote a sustainable fishery that has low impact on the environment. Below are some of the criteria of a fishery under FIP:

- **Improved fishery stocks:** Improved fishery stocks mean better yield and secured fishery stocks for the future. The improved fishery stocks are also supported by the availability of up-to-date stock data and sustainable fishery practices.
- **Best management of fisheries:** Fisheries are managed holistically, involving all stakeholders in the industry and adapting ecosystem approach to fisheries management.
- **Healthier ocean and surrounding ecosystems:** The health of an ecosystem is the highest priority of FIP. Sustainable, non-destructive fishing method, controlled and regulated fishing activities will ensure the health of the ocean is not jeopardised by fishing activities.

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FIP PROCESSES

The graphic below shows the flow of an FIP process.



FIP SUCCESS FACTORS

For a FIP to be successful, requires a few factors:

- **Stakeholder engagement and commitment to move forward**
It is very important to gain the full support and involvement of all committed stakeholders in the FIP process.
- **Managing Expectations**
All stakeholders should have common understanding and agreeable to the goals and time line of the project.
- **On-ground-support (FIP coordinator)**
A local coordinator is needed to monitor and effectively coordinate between all the stakeholders.
- **Technical Advice**
It is important to have a consultant knowledgeable about FIP requirements to be involved in the planning, developing, monitoring and reviewing of the FIP.
- **Resource**
Both financial and non-financial resources are essential for the successful development and implementation of a FIP.
- **Monitoring and Review**
A tracking progress will help ensure the FIP is moving forward and meeting all the agreed goals and activities in the FIP action plan.

WHAT ARE THE POTENTIAL BENEFITS OF FIP?

- **Reduced costs and increased profitability**
FIP encourages sustainable methods and approach to fishery and fishery management. Research shows that investing in sustainable environmental practices can cut costs by nearly 50 percent.
- **Secure consumer demand**
Consumer increasingly demands environmental and social accountability for the seafood they purchase. FIP ensure seafood produced met all of these criteria.
- **Be the front-runner in sustainable seafood industry.**
FIP will boost confidence from seafood buyers and consumers that the seafood is coming from a well-managed and sustainable source.

- **Increase recognition by the World leading Conservation Organisation**

Acknowledgement and technical support from WWF-Malaysia to promote FIP partners that are embarking in the journey towards responsible wild caught fishery production through seminars, events, magazines and social media.

CASE STUDY

Certification of a small-scale fishery in Vietnam

Ben Tre clam fishery that implement FIP became the first fishery in Southeast Asia and the first clam fishery to receive Marine Stewardship Council, a sustainability certification.

Ben Tre is located at the end of Mekong River and covers four estuaries that flow to the South China Sea. The biodiversity of the area has helped support coastal communities for hundreds of years.

Around one thousand fishers who are part of the Ben Tre fishing cooperative collect clams by hands, usually with the aid of a rake, during the strong low tides of the lunar cycle. Annual catch is approximately 9,000 metric tonnes. The main markets for Ben Tre clams are domestic, but clams have been increasingly exported to the European Union, Japan, China, Taiwan and the United States. Partners involved in this project are WWF, Ben Tre People Committee Department of Fisheries, Ben Tre Department of Agriculture and Rural Development and Ben Tre clam cooperative.

WWF with the help from government agencies play a key role in assisting the fisheries towards sustainability. They also ensure any conditions of certification are met during the certificate. The success of Ben Tre fisheries in achieving sustainability standard has attracted interest of new buyers from Europe and the US.

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