

**The Pledge**

**Sustainable Fish Cities is an ambitious campaign for towns and cities to buy, serve, eat and promote only sustainable fish. A wide range of organisations and areas are getting on board since 2012 – shops, fish suppliers, restaurants, caterers, schools, universities and colleges, large employers and tourist attractions across the UK, supported by the buying power and encouragement of consumers. In Northern Ireland, Ulster Wildlife, in partnership with Nourish NI are leading on this project. Together, we can secure a sustainable fish future.**

**Ulster Wildlife is Northern Ireland’s largest local nature conservation charity – working for wildlife and wild places on our and in our seas. For over 40 years (est.1978), we have been saving species under threat, protecting and restoring places for wildlife, bringing people closer to nature and influencing governmental policy.**

**Nourish NI seeks to combat food poverty, food waste and longer, less efficient supply chains, by promoting a greater profusion and diversity within the food industry, making use of, while not exploiting our resources. Nourish NI works within the food industry, increasing the supply of high quality produce while keeping value for both consumers and local business.  Our produce is world beating – we just don’t eat enough of it.**

**By signing the Sustainable Fish Cities pledge we promise to take the appropriate steps to buy sustainable seafood, to protect precious marine environments and fish stocks, and good fishing livelihoods. Specifically, we pledge to do the following:**

* **Step 1 - State our commitment**: Tell our customers and the public that we are developing and implementing a policy on seafood sustainability in our business.
* **Step 2 - Gather information**: Assess and monitor the environmental sustainability of the seafood we serve. A free-to-use Sustainable Seafood Audit Template, published by Good Catch, is available at: [www.sustainweb.org/goodcatch/self\_audit\_template/](http://www.sustainweb.org/goodcatch/self_audit_template/)
* **Step 3 - Source sustainably**: Make sustainable seafood choices. This will include:
  + Avoiding the worst: Telling our supplier(s) or caterer(s) to remove endangered species from menus and catering, which are rated as fish to avoid by the Marine Conservation Society (ratings 4 and 5)

<https://www.mcsuk.org/goodfishguide/search>

* + Promoting the best: Serving sustainably managed fish, where possible – fish caught locally which are rated as 1 or 2 by the Marine Conservation Society and fish certified by the Marine Stewardship Council (MSC certified)
  + Improving the rest: Telling our supplier(s) or caterer(s) we want to serve only sustainable fish – and that there are organisations that can help them to do this, such as Good Catch: [www.goodcatch.org.uk](http://www.goodcatch.org.uk) and the MSC: [www.msc.org](http://www.msc.org)

More about the MCS rating system: <https://www.mcsuk.org/responsible-seafood/about-our-ratings>

* **Step 4 - Communicate clearly**: Spread the message with our customers, supplier(s), caterer, employees and other key stakeholders about seafood sustainability. Support and promote the Marine Stewardship Council (MSC) to enable us to communicate the sustainability of MSC-certified seafood to our customers.
* **Step 5 - Influence wider progress**: Support positive change for fish, fisheries and marine resources; using our influence to encourage others to join our seafood sustainability journey and the Sustainable Fish Cities campaign.

**Signature:**

**Date:**

**Name:**

**Organisation:**

**Job title:**

**Estimated number of meals served per year:**

**What significant step will you take to fulfil this pledge?**

Sustainable Fish Cities is a campaign coordinated by the charity Sustain, and supported by the Good Catch initiative, Marine Conservation Society, Marine Stewardship Council, Pisces Responsible Fish Restaurants, Seafood Choices Alliance, Fish2Fork and many others. In Northern Ireland, it is led by **Ulster Wildlife**, in partnership with Nourish NI. <https://www.ulsterwildlife.org/sustainable-fish-cities-ni>

