



Sustainable Fish Cities NI

Your Guide

Thank you for your interest in the Sustainable Fish Cities movement! Healthy seas play a crucial role in keeping our planet healthy, by providing over 50% world's oxygen, food, livelihoods, regulating the climate and so much more.

Removing fish from the sea unsustainably tips the marine environment out of balance and reduces its capacity to provide the above mentioned services.

By signing the pledge, you are not only helping to keep our seas healthy, but also supporting the movement towards sustainability in our local communities.

To join the Sustainable Fish Cities NI, follow these 5 simple steps:

Step 1 – Sign the [Sustainable Fish Cities NI Pledge](#), stating your commitment: Tell your customers and the public that you are developing and implementing a policy on seafood sustainability in your business/organisation. Send the pledge to livingseas@ulsterwildlife.org along with the Self-Audit template below.

Step 2 - Gather information: Assess and monitor the environmental sustainability of the seafood you serve, by completing the Sustainable Fish Cities NI Self-audit template. You can use the [Good Fish Guide for Businesses](#) to help you with the self-pledge, as well as the resources within the toolkit. Send Pledge and Self-audit to livingseas@ulsterwildlife.org

Step 3 - Source sustainably: Make sustainable seafood choices. This will include:

Avoiding the worst: Telling your supplier(s) or caterer(s) to remove endangered species from menus and catering those rated as 'fish to avoid' by the Marine Conservation Society (MCS)

Promoting the best: Serving sustainably managed fish Marine Stewardship Council (MSC)-certified fish, and those rated as 'fish to eat' by the Marine Conservation Society

Improving the rest: Telling your supplier(s) or caterer(s) you want to serve only sustainable fish and that there are organisations that can help them to do this, such as Good Catch and the MSC

Step 4 - Communicate clearly: Spread the message with your customers, supplier(s), caterer, employees and other key stakeholders about seafood sustainability. If possible, invest in Marine Stewardship Council Chain of Custody certification to enable you to communicate the sustainability of MSC-certified seafood to your customers.

Step 5 - Influence wider progress: Support positive change for fish, fisheries and marine resources; using your influence to encourage others to join the Sustainable Fish Cities NI campaign (through social media, word of mouth, your website and menu).

If you have any questions during the process, please do not hesitate to contact Gala Podgornik, the Living Seas Officer at livingseas@ulsterwildlife.org

We are looking forward to having you on board!

Kind regards,

Gala (Ulster Wildlife) & Kerry (Belfast Food Network)