



THAI UNION AND THE NATURE CONSERVANCY

Partnership Progress Review:

Year-1 Public Report

August 2022



Contents

1	INTRODUCTION	2
2	THE TU AND TNC PARTNERSHIP.....	3
3	YEAR-1 MILESTONES	4
4	PROGRESS REVIEW SUMMARY	5
5	PROGRESS REVIEW RECOMMENDATIONS.....	5
6	OBJECTIVES AND ACTIVITIES.....	6

Abbreviations

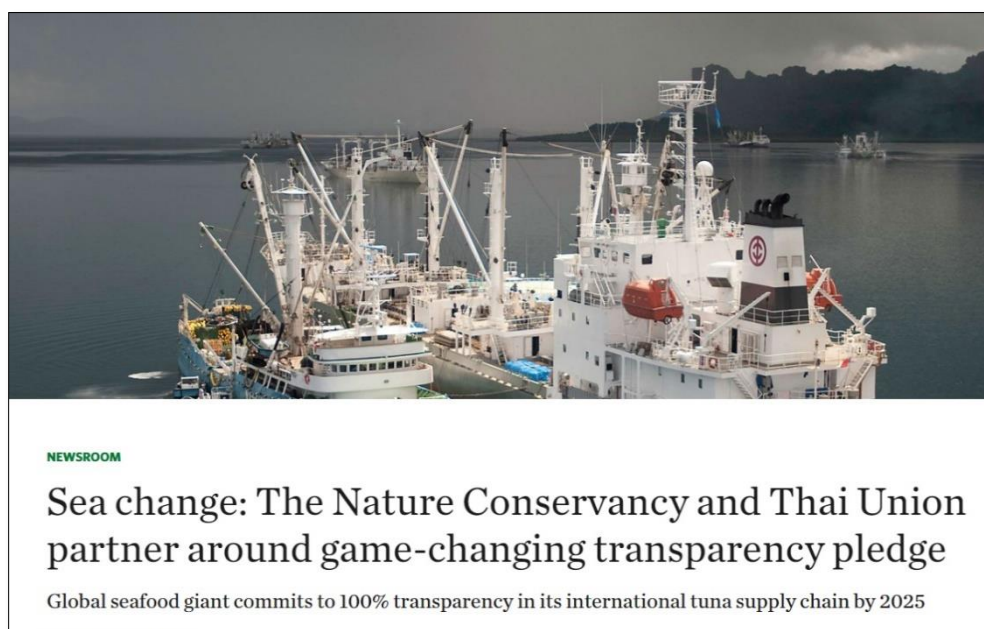
EM	Electronic Monitoring
MSC	Marine Stewardship Council
RFMO	Regional Fisheries Management Organizations
TNC	The Nature Conservancy
TU	Thai Union

1 INTRODUCTION

In March 2021, one of the world's largest seafood companies, Thai Union (TU), and global environmental conservation nongovernmental organization (NGO), The Nature Conservancy (TNC) announced their partnership on a pioneering commitment to full supply-chain transparency in Thai Union's global tuna supply chains. This commitment represents a significant part of TU's seafood sustainability strategy, requiring engagement with stakeholders throughout the global seafood industry, NGOs, and governments—and has the potential to push the entire industry in a more sustainable direction to demonstrate legal, regulated, and reported fishing practices.

TU and TNC have identified numerous projects, objectives, and activities to be developed and deployed throughout the partnership to achieve its goals. The headline of these various goals is to ensure that there is 100% “on-the-water” monitoring by 2025 on all of the vessels that TU sources from, by deploying electronic monitoring or observers—including onboard video cameras, Global Positioning System (GPS), and sensors to automatically track activities onboard.

Independent seafood consultancy company Key Traceability (KT) is contracted by the partnership to conduct a third-party evaluation of the progression against these objectives. The intent of this review is to formally evaluate the partnership's progress during its first year, to identify the status of the different components of the partnership, and to suggest recommendations for the following years. This report contains a summary of the evaluation of the first year of the partnership. The partnership commits to publishing results of an independent progress review annually.



The approach to complete the review was for KT to identify potential forms of evidence against each objective for TU and TNC to provide and report on. Data requests were then made to TU and TNC for them to complete and provide evidence such as documents, records, communications, and public sources. The KT team reviewed the evidence and explanations provided to assess the relation of the evidence and determine the status of each objective and activity, communicating with TU and TNC contacts for further clarification where needed.

What is EM & why is it important?

Electronic monitoring (EM) is an integrated system of onboard cameras and sensors that record activity on the fishing vessel and provide the ability to extract data. It is a tool that can provide detailed information fishery managers and scientists need to ensure compliance and set management measures in the fishery. EM cameras automatically record all fishing activity 24 hours per day/7 days per week while a vessel is at sea—including GPS location tagging. This differs from the observer programs whereby fishing activity data is recorded by humans.

EM can enable more targeted, cost-efficient management strategies and is able to be on vessels when human observers cannot be deployed on board. Monitoring of activities at sea creates opportunities for seafood industry stakeholders to drive improvements in their supply chains and demonstrate legality and sustainability to the seafood marketplace.

2 THE TU AND TNC PARTNERSHIP

The partnership will last for at least five years and is going to focus on activities across the following areas:

- 1. Supply chain: Improving transparency of seafood production operations.**
Through the partnership there will be an increase in the amount of EM in operation on fishing vessels. All of the tuna vessels that TU sources from will have observer coverage (either EM or human).
- 2. Markets: Work together to engage stakeholders to accelerate change.**
The partnership will serve as a backbone for engagement with managers, companies, fishers and more to facilitate understanding and change needed.
- 3. Policy: Advocate for better transparency of fishing activities at sea.**
TU and TNC commit to engage with authorities and promote advocacy initiatives aimed at improving international or regional fisheries management and regulations.
- 4. Technology: Contribute to technology innovation in the fishing industry.**
The partnership will develop, fund, and engage technology experts to improve availability to fishing vessels.
- 5. Partnership: Foster a collaborative relationship together.**
TU and TNC will collaborate as partners, sharing knowledge and experiences towards their shared vision to improve transparency at sea.

The progress review was designed to measure and report the progress made against the various identified work activities which fall under the above areas. The KT evaluation is detailed below. The following section provides details of the milestones achieved in year one of the partnership.

3 YEAR-1 MILESTONES

The following major milestones were achieved in Year 1 of the partnership.

Electronic Monitoring Program Design and Performance Standard

This first-of-its-kind industry-led EM program focused on TU's EM program design, data, and technical standards, and continual improvement for supplying vessels.

Electronic Monitoring Bulk Procurement

Executed a bulk procurement of 240 longline tuna vessels across five seafood supply companies operating in the Pacific, Atlantic, and Indian Oceans.

Launched New EM Use Cases

Launched projects to expand the application of EM to support new fisheries transparency initiatives, including using EM for transshipment monitoring and exploring how EM can support human rights safeguards on vessels.

Market Engagement

Actively participated in a variety of initiatives focused on improving transparency in fisheries supply chains and spurring EM market transformation, including supporting the strengthening of the Marine Stewardship Council (MSC) Fisheries Standard, regularly engaging retailers and market actors, and participating in groups such as the International Seafood Sustainability Foundation, the Global Tuna Alliance, and the Seafood Business for Ocean Stewardship Initiative.

Advocacy

Participated in joint advocacy on the importance of monitoring such as presentations at Regional Fishery Management Organizations such as the Inter-American Tropical Tuna Commission (IATTC) and Indian Ocean Tuna Commission (IOTC).

Technology Innovation for EM Advancement

Built a multi-year technology strategy and partnerships with leading technology companies to advance the use of artificial intelligence and machine learning in EM workflows, making EM programming more efficient, accurate, actionable, and valuable.

Increased Coverage of EM on Vessels TU Sources From

TU created the baseline from which this will be monitored. Observer coverage, either EM or human, across the vessels that TU sources tuna from was 71% in 2021. This will continue to be monitored and will be reported against next year.

4 PROGRESS REVIEW SUMMARY

Progress was found to be made across all categories. The partnership has 26 activities and of them progress was found to have been made across the majority, with ten completed in Year 1. Only one remained incomplete and was to be developed across the remaining years of the partnership.

Summary of Year 1 Objectives Status: Percentage of progress made

Moved to Year 2	On Track	Complete
12%	59%	30%

Summary of Year 1 Activities Status: Percentage of progress made

Behind Schedule	On Track	Complete
4%	58%	38%*

* Three of the “complete” activities are complete for Year 1 but will be ongoing throughout Years 2 and 3— as these activities consist of regular meetings, presentation, and management of the partnership.

5 PROGRESS REVIEW RECOMMENDATIONS

Recommendations based on the TU and TNC partnership review were suggested by KT to support effective progress through the remaining years of the partnership. These suggestions include:

1. Agree and finalize projects, objectives, and activities across the partnership that are still to be determined or reframed.
2. Agree and finalize projects, objectives, and activities where reframing has been discussed, ensuring that the scope is limited to the workstreams to be developed within the partnership and that the projects, objectives, and activities reflect the intended outputs of the partnership which may have been altered as understanding and needs have changed through Year 1.
3. Develop the detailed work schedules for Year 2 and Year 3. This can ensure that project timelines are met and facilitate achievement of the goals.
4. Establish the timelines and roles of personnel across the projects for the following years of the partnership, which will support effective management and implementation.

6 OBJECTIVES AND ACTIVITIES

This section contains details of the work areas, the activities that have been undertaken and that are in progress for 2022 and beyond.

Objectives	Activities	Status
1. Supply chain: Improving transparency at sea of fishing operations		
Design Industry-Led EM Program, Execute EM Bulk Procurement, and Implement EM On-the-Water	Map EM and observer coverage in TU supply chain and build EM deployment schedule	In progress
	Develop EM performance standard, verification plan, and continual improvement process	Complete
	Implement EM performance standard and continual improvement plan in FIPs and existing TU projects	In progress
	Design and execute EM bulk procurement project	Complete
Advance Critical New EM Use Cases	Develop and launch EM for human rights proof of concept	In progress
	Implement EM for transshipment prototype	Complete
	Explore opportunities for launching Europe, Eastern Pacific, and Ghana EM projects	In progress
2. Markets: Work together to engage stakeholders in the goals to accelerate change		
Risk-Based Data Adequacy Framework to Strengthen MSC Fisheries Standard	Develop risk-based data adequacy framework and engage in MSC Fisheries Standard workshops	Complete
Advocate For EM/Observer Sourcing Commitments	Engage retailers and other market actors to make EM sourcing requirements	In progress
	Develop and execute communications strategy for market transformation	In progress
Explore Opportunities for Strengthening Market Incentives for Supply Chain Transparency	Scope opportunities for adapting Pacific Island Tuna model to other seafood commodities	In progress
3. Policy: Advocate for better transparency of fishing activities at sea		
Advocate to Fisheries Authorities	Engage countries and RFMOs to advance EM scale-up and other partnership objectives	In progress
4. Technology: Contribute to technology innovation in the fishing industry		
Advance Technology Innovation to Improve EM Program Design, Efficiency, and Costs	Continue to build training data database and long-term management plan (fishnet.ai)	In progress
	Advance machine learning and near-real time analysis in EM workflow	In progress
	Pilot satellite-based data offload pilot project	Not started
	Explore opportunities for combining EM with traceability and other technology to improve transparency	Not started
5. Partnership: Foster a collaborative relationship together		
Partnership be managed and progress reported annually. The partners are able to converse in a trusted and free environment	Regular in-person or virtual meetings/calls/emails focused on exchanging ideas, building projects, discussing progress and more	In progress
	Develop partnership management framework and communications plan	In progress
	Complete a partnership progress review with an independent company (KT)	Complete (annually)