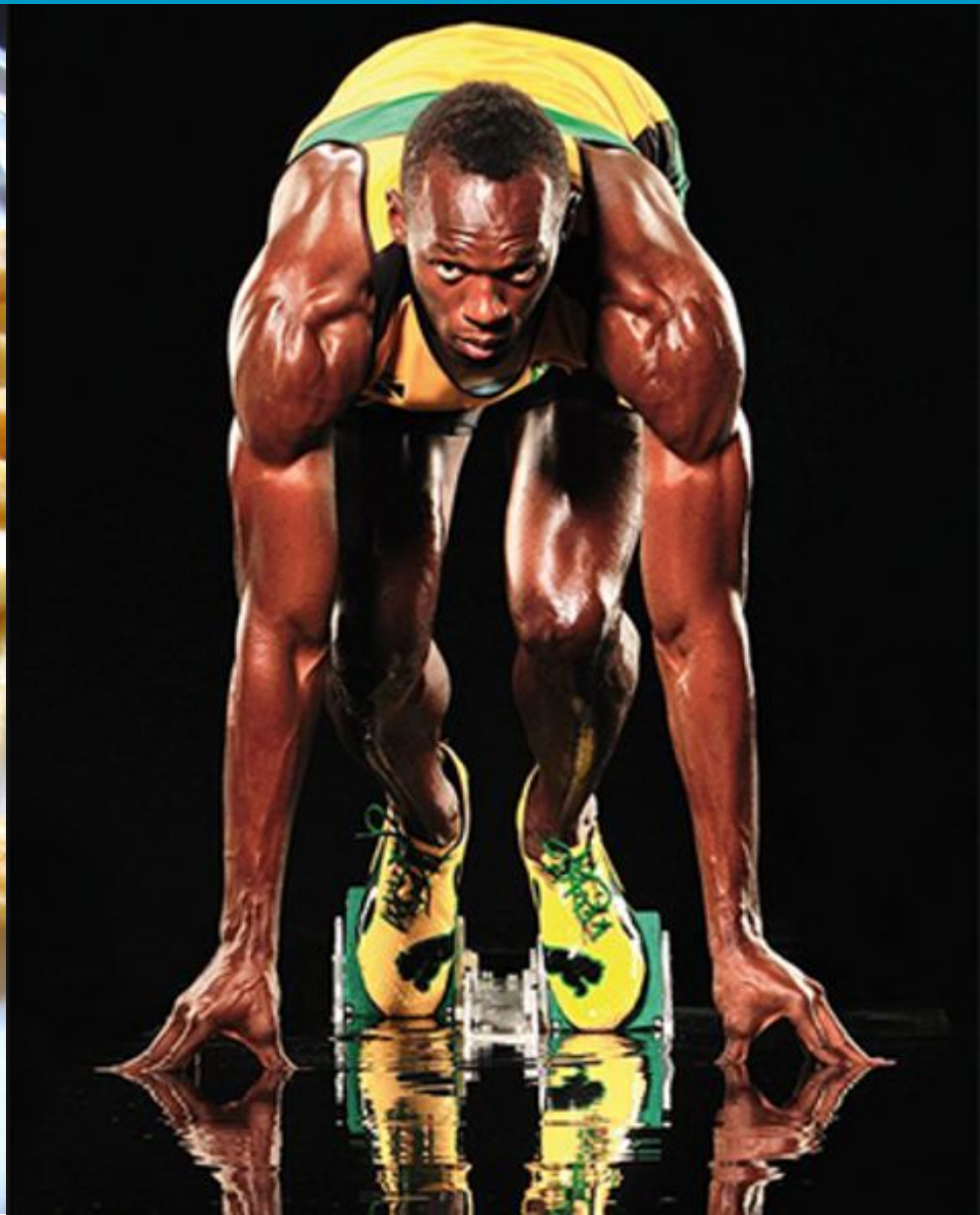




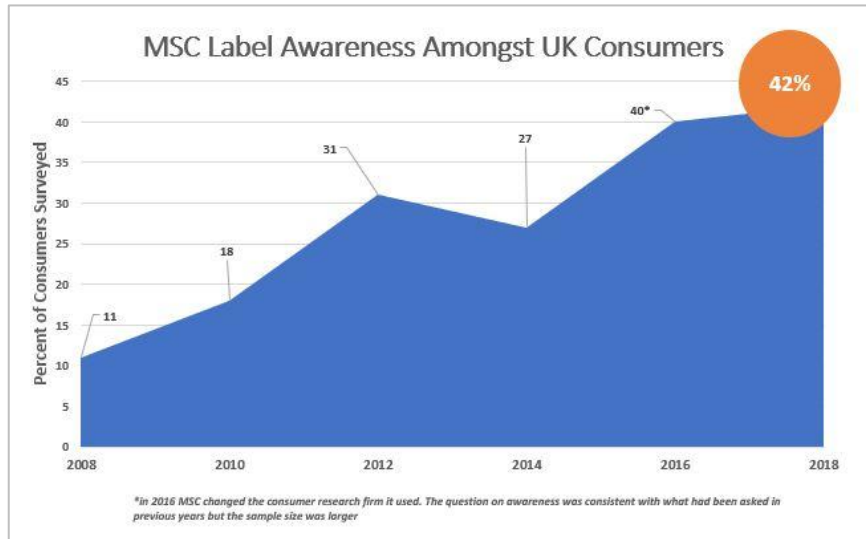
The Japan sustainable seafood movement after Tokyo Olympics

Nicolas Guichoux – Chief Program Officer - MSC

London Olympics 2012

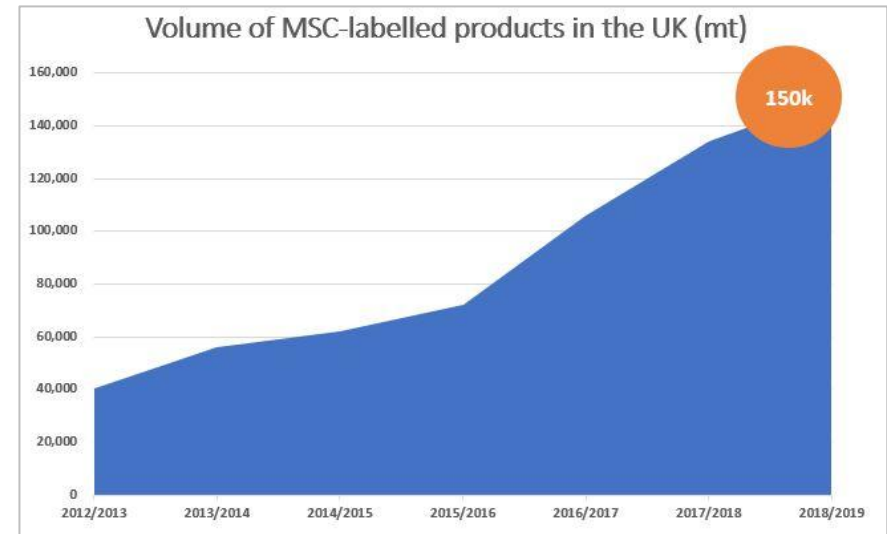


MSC growth in the UK since 2012



1. more availability of key MSC certified fish species
2. more proactiveness from the sustainable seafood movement

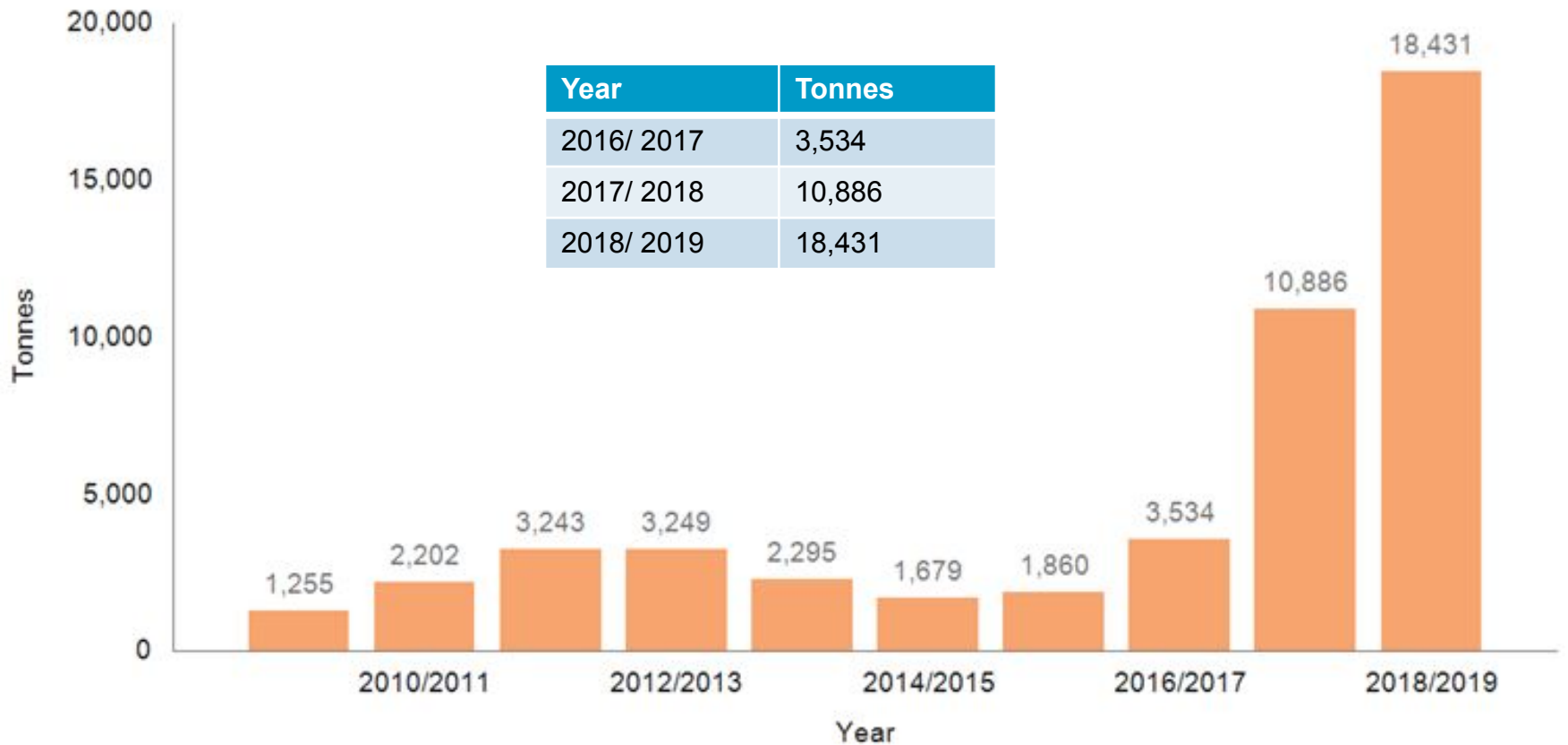
3. greater interest from UK consumers in purchasing “ethical or sustainable” food
4. greater motivation for the private seafood sector to integrate sustainability at the core of their business



Japan current trends

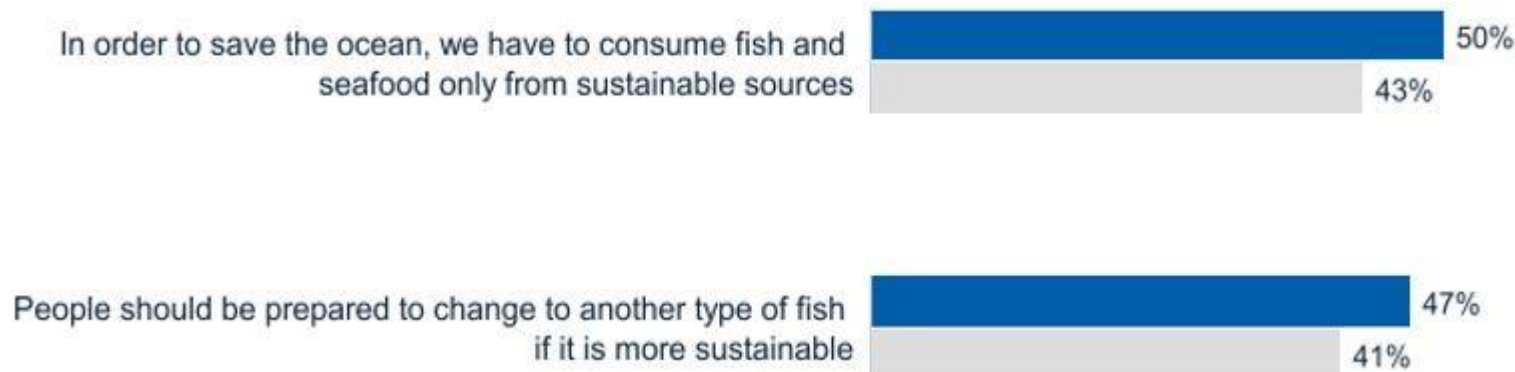


Volume of MSC labelled products in Japan



Perspectives on Ocean Sustainability and Fish

■ 2016 ■ 2018



Describes opinion well, top three (5+6+7 on 7-pt scale)

Base: Seafood consumers, Japan

Q5.1: How well does each of the following statements describe your opinions? 7-pt scale: 1 = "Does not describe my opinion very well", 7 = "Describes my opinion very well"

*No tracking data available; **wording has slightly changed from last wave

International initiatives



Setting clear environmental and social objectives to achieve for the global community,

Ambition to lead a global transformation towards sustainable seafood production and a healthy ocean

Driving action and showcasing high-impact, transformative and scalable initiatives

What's next?



TOKYO 2020

