

**PRESS RELEASE**

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Seafood Legacy Co., Ltd.

## **2019 TOKYO SUSTAINABLE SEAFOOD SYMPOSIUM 1,000 Attendees Gather to Discuss Future of Japanese Seafood Industry**

**TOKYO, JAPAN**

The 2019 Tokyo Sustainable Seafood Symposium (TSSS) -- Asia's largest sustainable seafood symposium -- successfully brought together nearly 1,000 attendees and 100 speakers from around the world. The symposium, co-hosted by Seafood Legacy Co., Ltd. and Nikkei ESG, was held over two days from November 7th to 8th in Tokyo.

TSSS is a flagship event to highlight seafood sustainability efforts and is a driver to further spread the sustainable seafood movement to ensure that Japan's seafood culture and the bounty of the sea will continue to thrive for future generations. In addition to hearing from domestic and overseas experts representing governments, companies, NGOs and research bodies, this fifth-annual symposium provided an opportunity for attendees to interact and ideate how to further accelerate the sustainable seafood movement together.

***Highlight of This Year***

This year we focused on how seafood sustainability is vital for meeting SDGs as well as for ESG investment and how we can balance sustainability of business and ocean environment.

The key topics covered were:

1. Protecting Japanese seafood industry and market from risks brought on by IUU fishing and human right violations hidden in the supply chain
2. Creating new value for businesses by tying together seafood sustainability to SDGs and ESG commitments
3. Incorporation of technology and certification schemes as drivers to shift fisheries and aquacultures toward sustainability
4. Growing interest from ESG investors and businesses to incorporate sustainable seafood as one of the main components for their SDGs and ESG commitments

***The 1st Japan Sustainable Seafood Award***

TSSS 2019 also presented the first-ever "Japan Sustainable Seafood Champion Awards" to recognize exemplary entities that have contributed to the Japanese sustainable seafood movement. Two categories of awards were given: The "Initiative" category recognized individuals or a single entity, and "Collaboration" category acknowledged collaborative efforts between multiple individuals or organizations.

Three out of eight finalists were chosen as champions:

### **Initiative**

**Champion:** Panasonic Corporation Brand Communication Division  
CSR, Corporate Social Responsibility Department

**Project:** First in Japan: Introduction of Sustainable Seafood for  
Corporate Cafeterias - Transforming Consumer Behavior and  
Contributing SDGs from Corporate Cafeterias

### **Collaboration**

**Co-Champion 1:** Japanese Consumers' Co-operative Union, WWF  
Japan, PT.Bogatama Marinusa and WWF Indonesia

**Project:** "The Shrimp Farming Improvement Project in Sulawesi Indonesia (AIP) "

**Co-Champion 2:** Kaikou Bussan Inc., Daidenmaru Co., Ltd., Nakasenmaru Co., Ltd., Lighthouse  
Co., Ltd.

**Project:** Tokyo Bay Next Generation Traceability System Project



### **Focus on Producers**

We put a spotlight on producers this year by organizing a first-of-its-kind session in which representatives from all FIPs and AIP in Japan gathered to present their respective projects to an audience of supply chain personnel. Presentations were followed by a tasting event to sample FIP/AIP seafood while directly connecting market players to producers striving for sustainability. A session about responsible and sustainable aquaculture was also organized, considering the rapidly growing demand for farmed seafood to satisfy the increasing global demand for animal-based protein.



### **Taste the Sustainable Seafood**

Sustainably certified seafood was incorporated into meals offered during the Symposium. An ASC/MSC certified seafood lunch boxes were carefully prepared by a sponsoring company, and 12 kinds of dishes using ASC/BAP/MSC certified seafood were also served by various sponsors.



### **Comment from Wakao Hanaoka, CEO of Seafood Legacy Co., Ltd.:**

"The scale of TSSS has been growing year by year and is now considered the biggest sustainable seafood event in Japan and Asia region. More substantive, detailed and future-oriented discussions are being held, contributing to making sustainable seafood mainstream in Japan. I am delighted that initiatives from diverse group of stakeholders are weaving together to form this large movement."

For more details, please visit our web page:

<https://sustainableseafoodnow.com/2019/en/>



### **About Seafood Legacy:**

Seafood Legacy Co., Ltd. is a social venture based in Tokyo which provides sustainable seafood consulting and platforming services to Japanese businesses and government. Seafood is a symbol of the connections between marine ecosystems, marine economics, and regional communities, and our purpose is to ensure that it remains abundant for future generations. Seafood Legacy also strategically networks seafood businesses and NGOs to foster pre-competitive platform to solve mutual issues that various stakeholders face in Japan and the world. [www.seafoodlegacy.com](http://www.seafoodlegacy.com)

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