



Sustainable Fish City – what can schools do?

Thank you for your interest in Sustainable Fish City – the campaign for London (and eventually other people and places) to eat fish from sustainable sources. This will help protect precious fish stocks and marine environments for future generations to enjoy, and promote good fishing livelihoods. The organisers of the London 2012 Games have already promised to use only sustainable fish in catering for the athletes, spectators and international visitors – we’re asking you and your school to do the same, to make 2012 a year for everyone to be proud of! So what can you do?

You can: Promote sustainable fish

Your school can take part in Fish & Kids, a project of the Marine Stewardship Council (MSC), designed to promote sustainable seafood in schools. The scheme has lots of excellent teaching and curriculum materials, and ideas for promoting sustainable fish in your school. See: www.fishandkids.org and contact Ruth Westcott at the Marine Stewardship Council: ruth.wescott@msc.org

You can: Get your caterer to serve sustainable fish in school meals

Your school can change the fish that you use in your school meals, for staff and students. You can also use this commitment to tell students and their parents and carers about the important issue of sustainable fish. Talk to your catering provider (or the local authority catering service) and tell them you want your school to sign up to the Sustainable Fish City pledge for its catering. The actions this would entail for your school and caterer are:

- **Step 1: Gather information** – Understand what you are buying and any sustainability issues this might entail – we can give you links to organisations to help you do this.
- **Step 2 - Source sustainably** – Make sustainable seafood choices:
 - **Avoid the worst:** Tell your supplier(s) to remove endangered species from menus and catering – those rated as ‘fish to avoid’ by the Marine Conservation Society: www.fishonline.org/advice/avoid/
 - **Promote the best:** Seek out and promote sustainably managed fish. Serve and promote Marine Stewardship Council (MSC) certified fish, and those rated as ‘fish to eat’ by the Marine Conservation Society: www.fishonline.org/advice/eat/. Gain Marine Stewardship Council chain of custody certification for your catering, or require your meals provider to do so.
 - **Improve the rest:** Tell your supplier(s) you want to serve only sustainable fish – and that there are organisations that can help them to do this, e.g.: www.goodcatch.org.uk and MSC (above).
- **Step 3: State your commitment** – Make a public statement of what you plan to achieve and by when, and what your first steps will be.
- **Step 4: Communicate clearly** – Bring your catering provider, catering and teaching staff, students and parents/carers with you – tell them what you are doing and why.
- **Step 5: Influence wider progress** – Join in with media activities and policy work to ensure that consumers and other schools also join in; help keep up the pace of change.

Why do we need to act now?

People are eating more fish than they used to, and a lot of it is being caught by destructive methods. The world is now seriously at risk of losing some species from our seas for ever. Some scientists estimate that, at current rates of decline, most of the world’s fish stocks could collapse within our lifetimes. Millions of people depend on fish for food and for their livelihood, so this would have dire social and ecological consequences. The good news is that there’s still time to do something about it, with concerted action. No matter where you live, eat, work, learn or shop, you can help!

Keen to help?

Get in touch, and we’ll help you through the process. If you’ve already taken action, get in touch and we’ll feature your story on the website, phone 020 7837 1228 or email: fish@sustainweb.org

Sustainable Fish City is a campaign coordinated by Sustain (a registered charity), and supported by the Good Catch initiative, Marine Conservation Society, Marine Stewardship Council, Seafood Choices Alliance and many others.



www.sustainablefishcity.net

