



## Sustainable Fish City pledge

THE SUSTAINABLE FISH CITY CAMPAIGN aims for London to become the first ever sustainable fish city, aiming to achieve significant progress in time for the arrival of the London 2012 Olympic and Paralympic Games. The campaign’s first winning step was to help the London 2012 Games organisers to adopt a sustainable fish policy. Now we want London’s shops, fish suppliers, restaurants, caterers, schools, colleges and tourist attractions to follow suit, supported by the buying power and encouragement of engaged citizens.

By signing the Sustainable Fish City pledge, we are promising to take the appropriate steps to buy sustainable seafood, to protect precious marine environments and fish stocks, and good fishing livelihoods. Specifically we pledge to take the following steps:

- **Step 1 - State our commitment:** Tell our customers and the public that we are developing and implementing a policy on seafood sustainability in our business.
- **Step 2 - Gather information:** Assess and monitor the environmental sustainability of the seafood we serve.
- **Step 3 - Source sustainably:** Make sustainable seafood choices. This will include:
  - Avoiding the worst: Telling our supplier(s) or caterer to remove endangered species from menus and catering – those rated as ‘fish to avoid’ by the Marine Conservation Society: [www.fishonline.org/advice/avoid/](http://www.fishonline.org/advice/avoid/)
  - Promoting the best: Serving sustainably managed fish – MSC-certified fish, and those rated as ‘fish to eat’ by the Marine Conservation Society: [www.fishonline.org/advice/eat/](http://www.fishonline.org/advice/eat/)
  - Improving the rest: Telling our supplier(s) or caterer we want to serve only sustainable fish – and that there are organisations that can help them to do this, such as Good Catch: [www.goodcatch.org.uk](http://www.goodcatch.org.uk) and the MSC: [www.msc.org](http://www.msc.org)
- **Step 4 - Communicate clearly:** Spread the message with our customers, supplier(s), caterer, employees and other key stakeholders about seafood sustainability. Consider investing in Marine Stewardship Council (MSC) Chain of Custody certification to enable us to communicate the sustainability of MSC-certified seafood to our customers.
- **Step 5 - Influence wider progress:** Support positive change for fish, fisheries and marine resources; using our influence to encourage others to join our seafood sustainability journey and the Sustainable Fish City campaign.

Signature: .....

Name (please print): .....

Organisation: .....

Job title: ..... Date:.....

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

Return this completed pledge to Sustainable Fish City, 94 White Lion Street, London N1 9PF (tel: 020 7837 1228), or by email to: [fish@sustainweb.org](mailto:fish@sustainweb.org)



[www.sustainablefishcity.net](http://www.sustainablefishcity.net)

