



Business Plan for the CEN Workshop Batch-based Calculation of Sustainability Impact for Captured White Fish Products Acronym: WhiteFish BCSI

1. Status of the Business Plan

Business Plan approved during the kick-off meeting held in Tromsø 3rd June, 2014.

2. Background to the Workshop

WhiteFish is the short title for the "Automated and differentiated calculation of sustainability for cod and haddock products" project. It is a "Research for the Benefit of SME Associations" project funded by the European Commission under the Seventh Framework Programme (FP7). One of the objectives for the project is to publish a CWA on the method for the batch-based calculation of the sustainability impact.

The European whitefish catch and processing industry is dominated by small and medium sized enterprises (SMEs), and it is currently facing several challenges. Worldwide many stocks have collapsed, and environmental organizations warn against consuming captured whitefish. While some cod/haddock stocks, particularly in the north-east Atlantic, are still healthy and sustainable, strict regulations with respect to documentation and traceability have been imposed on the European captured fish industry in the last few years, and fulfilling these generates significant additional cost. To document healthy and sustainable cod/haddock stocks can be challenging and its marketing potential is not always fully exploited.

Definition of sustainability:

Ability of a system to be maintained for the present and future generations

Sustainability is a wide concept comprising environmental, economic and social sustainability. Life Cycle Assessment (LCA) is a methodology that has been developed and today it is widely acknowledged as a useful framework for environmental assessment of products and services. The method has been formalised in ISO standards and applied to seafood production systems for over a decade with a rapidly growing number of publications being published in recent years.



Economic sustainability is monitored by companies themselves, which means that no standardized method exists to assess/support economic sustainability. Social sustainability can be assessed using social LCA, though the development of this method is still in its infancy. A major weakness of sustainability assessments is the way they are undertaken today.

- They are very resource intensive to undertake both in terms of time and money and this hampers wide industry application.
- The data collection is on an annual level, which hide differences in resource efficiency within a year.
- Different studies have different goals and scopes and therefore choose to use slightly different methodologies, which can have a substantial influence on the results. Despite following the same ISO standard for LCA, there is room for choice within the standards that renders different studies incomparable or at least not totally comparable.

To evaluate all types of sustainability on batch level is quite new, and there are no guidelines for how this is to be done, which indicators should be measured, and how the values should be interpreted.

To summarize:

- All aspects of sustainability are important and relevant in the captured fish sector, this means environmental), economic and social sustainability.
- To calculate sustainability as an annual average (or an average over three years) takes away the potential for differentiation and it takes away the ability to make claims and decisions relating to specific batches.

The objective of this CEN Workshop is to establish recommendations and voluntary standards in this area. If you are a fisherman, a vessel owner and a processor and you want to calculate sustainability on batch level, the CWA will tell you what data you should record, and how that data should be interpreted. It is worth pointing out that this is mainly intended for self-assessment and for monitoring own sustainability over time. Perhaps some time in the future a standard can be made that is rigid and exact enough to enable comparison between different food business operators, but this entails so many considerations and such a level of detail that it is beyond the scope of this Workshop to provide it.

The stakeholders that might utilize this CEN Workshop Agreement include:

- typical suppliers of wild captured fish,
- typical processors and buyers of wild captured fish, e.g. supermarket chains,
- governments,
- research institutes with current focus on sustainability and related research,
- FAO,
- NGO's
- any organisation interested in documenting sustainability

Other relevant documents and standards (Directives and national legislation):

- Iceland (1987). Regulation 30: Lög um orlof (act on holidays).



- Icelandic Maritime Organization (2004). Regulation 122: Safety of fishing vessels of 15 metres in length overall and over.
- ILO (1921). C014: Application of the Weekly Rest in Industrial Undertakings. International Labour Organization (ILO): Geneva.
- ILO (1936). Holidays with Pay (Sea) Convention. ILO: Geneva.
- ILO (1970). C132: Holidays with Pay Convention (Revised). ILO: Geneva.
- ILO (1996). C180: Seafarers' Hours of Work and the Manning of Ships. ILO: Geneva.
- ILO (2010). Ergonomic checkpoints: Practical and easy-to-implement solutions for improving safety, health and working conditions. ILO: Geneva.
- Norwegian Maritime Authority (2007). Regulation 853: Evacuation and life-saving appliances on mobile offshore units.
- EN ISO 14040 Environmental management - Life cycle assessment - Principles and framework (ISO 14040:2006)
- EN ISO 14044 Environmental management -- Life cycle assessment -- Requirements and guidelines (ISO 14044:2006)
- ISO 26000 Guidance on social responsibility
- NS 9418: Carbon footprint for seafood - Product category rules (CFP-PCR)
- PAS 2050-02: Assessment of life cycle greenhouse gas emissions - Supplementary requirements for the application of PAS 2050:2011 to seafood and other aquatic food products
ENVIFOOD Protocol: ENVIFOOD Protocol Environmental Assessment of Food and Drink Protocol
- PEF: Product Environmental Footprint (PEF) (Single market for green products)
- ILCD: The International Reference Life Cycle Data System

3. Workshop proposers and Workshop participants

The proposer of this workshop is Petter Olsen, Nofima (Norwegian Institute of Food, Fisheries and Aquaculture) who is also the coordinator of the EU project WhiteFish (www.whitefishproject.org) where a lot of the scientific work that underlies the proposed CWA was done.

The participants in the workshop will belong to the following categories:

- Industry Associations, particularly SME Associations
- Industry participants, particularly SMEs
- Scientists and R&D organizations



- Other interested stakeholders, for instance NGOs

Some participants of each of these types have already confirmed participation in the workshop; more will be invited both through CEN and through respective industry and scientific networks.

4. Workshop scope and objectives

The overall objective of the CEN Workshop is to facilitate and prepare the basis for batch based calculations of sustainability impact for wild caught fish products by developing a CEN Workshop Agreement describing:

- what data should be recorded by the fishing vessel and production company to be able to carry out a self-assessment calculation of sustainability impact
- how should data be interpreted

5. Workshop programme

The CWA will be published in English. The specific work items in the CEN Workshop will be as follows:

Activities	Time	Deliverables
Announcement of CEN Workshop on 'Batch based calculation of sustainability for cod and haddock products' on CEN and SN website with reference to more details on the WhiteFish website	March 2014	Draft version 1 – Business plan
Development of unstructured draft specifications of the Batch Calculation of Sustainability. Commenting by the workshop participants	March to June 2014	Draft CWA – version 1 (so-called SME-menu)
CEN Workshop Kick-off meeting in Tromsø, Norway, in the context of the WhiteFish annual meeting and approval of the CW Business Plan	3 rd June 2014	Approved business plan, appointment of Chair and secretariat
Further development of the CWA based on comments from the CEN workshop Kick-off meeting	27 th June 2014	Draft CWA – version 2 (updating of the SME-menu)
Further development of the CWA, under CEN copyright with CEN logo, based on comments and inputs from the WhiteFish partners	End of August	Draft CWA – version 3
Hearing period by the workshop participants.	August – beginning of November	Comments and inputs on the draft CWA
Establish an editor group	Beginning of November 2014	The editor group is set
Treatment of feedbacks and updating the draft CWA	Medio November 2014	Draft CWA – version 4



Activities	Time	Deliverables
CEN Workshop Consensus meeting, Reykjavik, Iceland, following the transfer of the draft CWA to full CEN ownership	End of November 2014	Approved CWA
Publication by CEN of the CWA	End of November 2014	

The deliverable will consist of one specification describing batch based calculation of sustainability for cod and haddock products in form of a CWA.

6. Workshop structure

The chairman of the CEN Workshop is Mr. Petter Olsen.

The secretariat of the CEN Workshop is Standards Norway with Mr. Rolf Duus as CEN Workshop Secretary.

The language of the CEN Workshop is English (meetings, documents, CW)

7. Resource requirements

The participants in the CEN Workshop cover their own expenses.

The financial coverage of the CEN Workshop Secretariat is ensured by Nofima, the Norwegian Institute of Food, Fisheries and Aquaculture Research.

The exploitation rights of the CWA shall be transferred to CEN.

8. Related activities, liaisons, etc.

The coordinator Petter Olsen is responsible for liaisons with relevant bodies active in R&D, pre-standardization, regulations etc.



9. Contact points

The contact points for this proposal are:

Chairperson:

Petter Olsen
Nofima
Muninbakken 9-13,
P.O.Box 6122,
NO-9291 Troms, Norway
Tlf. switchboard: +47 77629000
Tlf. direct: +47 77629231
Mobile: +47 906 98 303
E-mail: petter.olsen@nofima.no
Web: www.whitefishproject.org
www.nofima.no

CEN Management Centre Contact Point:

Andrea Nam
Programme Manager
CCMC
Avenue Marnix, 17
B-1000 Brussels
Tel.: +32 2 550 0968
e-mail: anam@cencenelec.eu

Secretariat:

Rolf Duus
Standards Norway
Postboks 242,
1326 Lysaker, Norway
Tlf. switchboard: +47 67 83 86 00
Tlf. direct: +47 67 83 86 15
Mobile: +47 95 46 30 93
E-mail: RDu@standard.no
Web: www.standard.org

WhiteFish convener:

Kine Mari Karlsen
Nofima
Muninbakken 9-13,
P.O.Box 6122,
NO-9291 Troms,
Norway
Tlf. switchboard: +47 77629000
Tlf. direct: +47 77629141
Mobile: +47 472 60 878
E-mail: kine.karlsen@nofima.no
Web: www.whitefishproject.org
www.nofima.no



Annex - List of registered WS participants (name and institution)

Name	Institution
Jónas R. Viðarsson	Matís
Linda Veldhuizen	Wageningen UR
Lija Henrikson	Feldts
Jan Roger Lerbukt	Hermes
Kine Mari Karlsen	Nofima
Tor-Edgar Ripman -	Norges Råfisklag
Camiel_Derichs	Marine Stewardship Council
Petter Olsen	Nofima