



ARTESMAR® Fishery Improvement Program for Artisanal Small-Scale Fisheries

OVERVIEW OF PROCESS FLOW

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ARTESMAR® is a fishery engagement and improvement program focusing on artisanal small-scale inland and marine fisheries worldwide. High catch selectivity and low impacts on aquatic habitats are important merits of many small-scale fisheries, and ARTESMAR® aims to recognize these merits on international markets. ARTESMAR® offers a framework for fishery improvement by using market-incentivized processes and socioeconomic benefits as drivers for more sustainable business- and fishing-practices.

This document outlines the overall process logic and work flow for fisheries participating in the initiative and explains how fisheries are assessed, improved and monitored for progress and improvement over time, including the applied system of auditing and approval by independent third party bodies.

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A. Phases of Fishery Improvement and Verification Process

The ARTESMAR® program applies different criteria for the participation and improvement of fisheries, which are subject to regular monitoring and independent third-party auditing according to the different phases of the improvement process (see Fig. 1 below).

- (1)** The first phase addresses the eligibility of fisheries for participation in the ARTESMAR® program. The auditing of these “*Criteria of Eligibility*” is a desk-based verification process, in which publicly available information about the candidate fishery is independently assessed. The information about each candidate fishery is compiled in a technical fishery profile and submitted to the independent auditor for verification. Verified and approved fisheries are then entering the fishery improvement scheme.
- (2)** With the candidate fishery entering the fishery improvement scheme, the first focus-area addresses the integrity of the supply chain from the fishery to the processing and export companies. The ARTESMAR® “*Criteria for Chain of Custody (CoC)*” serve as basis for the development and implementation of a specific traceability and supply chain integrity system which safeguards that all seafood products commercialized under the ARTESMAR® fishery improvement scheme are caught by fishermen and communities participating in the initiative. Once the traceability and chain of custody are implemented, the system is verified and approved by means of on-site inspection by independent auditing bodies.
- (3)** Based on a status analysis and assessment of the fishery, a specific fishery improvement plan is developed, using the Artesmar® “*Criteria of Fishery Improvement*”. These criteria include both technical criteria as well as socioeconomic aspects. These criteria of improvement represent the minimum requirement for fishery improvement, thus the improvement plan might contain further aspects and topics that go beyond the ARTESMAR® improvement criteria. The candidate fishery then enters the process of continuous improvement, which addresses all the identified relevant elements. Progress is subject to a regular reporting and monitoring process and final achievement of the ARTESMAR® criteria of improvement is subject to an independent third party audit on site.
- (4)** Fisheries that have achieved the ARTESMAR® criteria of improvement may then undergo further verification and assessment procedures to comply with third-party certification schemes such as the standard of the Marine Stewardship Council (MSC). This fourth step of the ARTESMAR® program is optional and will depend on the interest of fishery stakeholders as well as on the demand and commitment of participating seafood businesses.

Fig 1: Overview of phases and the relevant processes of the Artesmar® fishery improvement program

Phases of the Artesmar® Fishery Improvement Process

	1	2	3	4
Process Flow	Outreach & Engagement	Supply Chain Integrity	Fishery Improvement	Optional MSC Assessment
Verification Criteria	Artesmar® Criteria of Eligibility	Artesmar® Criteria for Chain of Custody COC	Artesmar® Criteria for Fishery Improvement	MSC Standard
Verification	3 rd Party Approval	3 rd Party Audit	3 rd Party Audit	3 rd Party Audit

B. Unit of Approval (UoA)

The “*Unit of Approval (UoA)*” for the process of fisheries’ eligibility, independent approval and participation in the ARTESMAR® initiative is defined by **i)** the fishing gear, **ii)** the marine areas in which the fishery operates and **iii)** the defined target species for the referring fishery.

The UoA refers exclusively to the sector of the so defined fishery that actively participates in the ARTESMAR® improvement process and supplies the ARTESMAR® supply chain. Consequently, the ARTESMAR® chain of custody and traceability scheme only applies to those supply chain actors and fishery stakeholders that are defined within the unit of approval.

The target species¹ are defined for each UoA. Target species can comprise more than one species given they meet the conditions for target species stock status and mortality². All affected species other than target species are defined as bycatch³ under the ARTESMAR® program.

C. Auditing Bodies (AB)

For the ARTESMAR® initiative, Blueyou Consulting as the project management body works with selected auditing and certification bodies that are approved to conduct auditing processes for ARTESMAR®.

To date, there are following auditing bodies eligible and approved to conduct audits for ARTESMAR®:

- Institute for Market Ecology (IMO) www.imo.org

^{1,2,3} Definition see Technical Annex for Artesmar® Fishery Improvement Scheme