

# Capability Statement and References

Blueyou Consultancy for sustainable Aquaculture and Fisheries

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# Capability Statement and References

## COMPANY BACKGROUND

### About Blueyou

- Blueyou is an independent consulting company and international resource centre for sustainable development in the aquaculture and fisheries sector.
- Since its establishment in 2004, the company has been offering science-based advice and market-oriented guidance and solutions for the implementation of more sustainable production models in aquaculture and fisheries.
- The scope of services and capabilities outlined in this document do reflect the strong link and orientation of Blueyou consultancy towards international markets and value chains as the driving force behind production trends and more sustainable development.
- Blueyou does address its clients' demands both on a conceptual strategic level as well as on a practical implementation level. Blueyou has a specific focus on the needs of developing countries in sustainable management of natural resources and in improving product valorisation and international market access. Therefore one specific focus of Blueyou is on the needs of smallholder producers in both the aquaculture and the fishery sector.

### Team of Consultants and Expertise

- The team of Blueyou consultants comprises specialists with a wide variety of expertise and practical experience in the realm of international market initiatives and programmes for sustainable production concepts and practices in aquaculture and fisheries.
- The former professional background of Blueyou's managing partners as procurement managers for sustainable and eco-labelled foods for a large Swiss retailing company, combined with the scientific knowledge and practical experience of its consultants in the primary production sector enables Blueyou to provide all actors along the entire food supply chain with professional consulting services.
- There are many ways in which Blueyou works with its partners and clientele. Blueyou's credo is to work as tailor-made as possible, satisfying the needs of the clients and at the same time taking into account all interests and the background of participating stakeholders.
- Strong conceptual and strategic thinking, science-based knowledge combined with thorough understanding of the issues at stake as well as excellent communication capabilities make the Blueyou team of consultants very effective and efficient in delivering results.
- Blueyou's enthusiasm for practical and sustainable solutions to complex problems is the motivating driving force behind all assignments.

### Location of Offices and geographic Focus

- The head office of Blueyou is located in Zürich, Switzerland.
- Blueyou has also official representative offices in SE Asia, located in Bangkok (Thailand) and Ho Chi Minh City (Vietnam).
- Blueyou is offering its services worldwide, with a focus on Asia, Latin America and Africa for the implementation of sustainable aquaculture and fisheries; and another focus on Europe and North America (USA and Canada) for market- and supply chain-related activities and assignments.

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## COMPANY BACKGROUND

### Partner Companies and International Network

- Along the various engagements and assignments, Blueyou has been developing and establishing an extensive network of partner companies and institutions. The network does encompass internationally acclaimed experts from private organisations, governmental bodies and academic institutions in the aquaculture and fishery sector, standard and certification bodies, as well as experts in the food marketing sector.
- For the implementation of projects on local grounds, Blueyou is directly partnering with experienced organisations and companies that are familiar with both the cultural and the socioeconomic background of the area.

### Projects and Engagements worldwide

- Countries and areas of former and ongoing engagements of Blueyou do encompass Europe, South and Central America, Africa and Asia.





# Capability Statement and References

## CONCEPTS AND STUDIES

**Blueyou does provide its clientele with a broad range of conceptual and strategic services based on direct insights into the industry on both the production and the market level as well as into the scientific community.**

### Feasibility and Case Studies

- Blueyou is elaborating feasibility and case studies for projects taking into account not only technical and environmental aspects, but the perceptions and needs of all relevant stakeholders.
- Blueyou offers competent services for feasibility, case and sector studies for sustainable aquaculture development, fisheries improvement programs as well as market-oriented eco-labelling initiatives and activities.

### Business Concepts and Financing Models

- Innovative business concepts based on realistic planning create the basis for reliable investment decisions and successful future production scenarios. Blueyou offers services for investors, entrepreneurs and producer organisations for joint elaboration of business concepts in the realm of sustainable food production.
- For specific projects, the company offers support and advice in seeking investments and enabling financing of projects by means of private public partnerships (PPP). Also, Blueyou does engage in connecting meaningful initiatives to interested private investment bodies.

### Market Research and Marketing Strategies

- Due to direct insights into the consumer markets of Europe and North America, Blueyou is able to provide up-to-date market research for sustainable produced seafood. Through its network and direct access to European and US/Canadian key-market actors, the company is offering profound and reliable information for future business development.
- Blueyou develops and implements marketing strategies for attractive consumer markets in close collaboration with its clients, enabling a surplus of value not only to consumers, but also to local producers.

### Evaluation and Monitoring

- The tracking of performance and effectiveness of development programmes in relation to the goals and milestones specified is an important part of donor-founded projects.
- Blueyou provides in-depth analysis and independent evaluation and monitoring procedures in the sectors of aquaculture, fisheries and agriculture in combination with related value-chains and market-access issues. By applying sophisticated monitoring tools, Blueyou provides its clients with performance-oriented verification and monitoring procedures.

# Capability Statement and References

## CONCEPTS AND STUDIES

### Assignments

- 2004**
- Site evaluation, concept design and business planning for sustainable and organic aquaculture development project in the Northeast of Brazil  
**Principal: Private investment companies Switzerland and Germany**
  - Case study on small scale fisheries and aquaculture sector in Bangladesh and India and elaboration of procurement strategy for vertical integration of supply chains  
**Principal: Private Company Germany**
  - Feasibility study on implementation of sustainable fisheries management and eco-labelling of inland fishery in Eastern European countries of origin  
**Principal: Private Company Switzerland**
- 2005**
- Conduction of market research and elaboration of marketing strategy for eco-labelled fisheries and aquaculture products  
**Principal: Private Company Switzerland**
- 2006**
- Evaluation of small-scale scallop fishery and aquaculture development project in Peru  
**Principal: Swiss Organisation for Facilitation of Investment (SOFI), Incofin Belgium (Social Investment Company) and Cordaid Netherlands (NGO)**
  - Case study on sustainability and social benefits of small-scale shrimp production in forest-shrimp aquaculture systems in Vietnam (Silvofisheries)  
**Principal: Private Company Germany**
- 2007**
- Feasibility study on eco-labelling of artisanal coastal fisheries in Senegal  
**Principal: GTZ Germany Responsible Fisheries Programme**
  - Conduction of international benchmarking study on aquaculture standards in regard of environmental, social and animal welfare issues  
**Principal: WWF Norway and WWF Switzerland**
- 2008**
- Concept study and project planning for improvement of a Russian inland fishery towards assessment and certification by the Marine Stewardship Council (MSC)  
**Principal: German private company**
  - Environmental impact study of Swiss fish and seafood consumption  
**Principal: WWF Switzerland**
- 2009**
- Evaluation and planning of a fishery improvement initiative for an artisanal coastal tuna fishery in the Philippines (handline-caught Yellowfin Tuna)  
**Principal: Swiss private company and WWF offices in Europe**
  - Market survey on rock lobsters from Southern African Fisheries on European markets  
**Principal: Marine Stewardship Council (MSC) regional office in South Africa**
  - Evaluation and planning of a fishery improvement initiative for inland-based freshwater prawn fishery in India  
**Principal: German private company**
  - Study on trade and market for caviar in Switzerland  
**Principal: WWF Switzerland**
- 2010**
- Study on sustainable sourcing policies of EU market actors for tuna products  
**Principal: International Finance Cooperation IFC/World Bank**
  - Feasibility study for development of fair trade standards for farmed shrimp  
**Principal: Fair Trade Foundation (UK)**
  - Study on the Baltic fish and seafood market and supply chains for fishery and aquaculture products from the Baltic Sea  
**Principal: WWF Baltic Eco-Region Programme**



# Capability Statement and References

## GUIDANCE AND ADVICE

**Focusing on the specific needs of today's food industry in relation to sustainable resource management, trade compliance and product valorisation, Blueyou is offering guidance and advice to local producer initiatives, industries, governmental bodies and NGO's.**

**Seafood Sustainability Assessments**

→ The assessment of critical factors influencing overall sustainability of fish and seafood products requires in depth knowledge about the production as well as scientific background expertise. Blueyou is performing independent fish and seafood sustainability assessments and analysis based on internationally acknowledged scientific-based methodologies.

**Eco-Labeling Schemes**

→ The development, promotion and implementation of meaningful market incentives for sustainable management of natural resources such as eco-labelling schemes are a core competence of Blueyou.

→ Blueyou does advise private initiatives as well as institutional programmes in the development of market-based initiatives for eco-labelling in both the aquaculture and fishery sector, taking into account the specific local conditions and needs as well as requirements of international market actors and consumer trends.

**Awareness Creation and Capacity Building**

→ The basis of a successful market-based initiative for more sustainable production practises in aquaculture and fisheries is a well balanced and meaningful process of awareness creation amongst the key-stakeholders, followed by participatory capacity building activities.

→ The team of Blueyou consultants has been building-up extensive experiences in conducting awareness creation, sensitisation and capacity building of producer groups, farmers, fishermen, feed manufacturers, intermediaries and fish and seafood processors.

**Training and Coaching**

→ Training and coaching of farmers, fishermen, intermediaries and processors along the supply chain are key elements for a successful implementation of quality-oriented food production initiatives. Blueyou has been elaborating manuals and training tools keeping in mind the perceptions and background of the focused target groups.

**Smallholder Participation**

→ Blueyou is offering guidance and advice for market-based initiatives for both small scale farmers in aquaculture as well as coastal community-based fisheries. These initiatives do focus on value creation, improved market access, more sustainable exploitation practices and international food-safety compliance for small holders.

→ Blueyou's services in this sector do also encompass participatory processes of organisational building, group formation and set-up of internal control systems (ICS) for auditing and certification process.

**Policy Development and Stakeholder Consultation**

→ In the realm of market-driven initiatives towards more sustainable production practises, Blueyou is offering guidance and advice for standard-setting procedures as well as policy development within institutional organisations.

→ Also, Blueyou is facilitating and coordinating stakeholder consultation processes amongst different actors and interest groups, acting as an independent institution and intermediary in order to reach consensus on complex problems.

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## GUIDANCE AND ADVICE

Assignments	
2004	<p>→ Elaboration of training manual for good aquaculture practices (GAP) for internal group certification of smallholder aquaculture operators in India  <b>Principal: Private companies in Switzerland and Germany</b></p>
2005	<p>→ Advice for building-up supply chains for fishery products from small-scale fisheries in Senegal and implementation of eco-labelling programme  <b>Principal: GTZ Germany and private companies in Europe</b></p>
2006	<p>→ Advice and scientific guidance for sustainable shrimp farming development in Western Africa  <b>Principal: OECD conference and round table meeting on sustainable shrimp farming in Western Africa (Guinea-Conakry)</b></p>
2007	<p>→ Guidance for policy building and institutional activities for sustainable aquaculture and consumer based certification programmes in Europe  <b>Principal: WWF Switzerland and WWF Norway</b></p> <p>→ Advice for the development of a new fish and seafood product line from sustainable sources. Guidance in sourcing and marketing activities  <b>Principal: Import company in Germany</b></p>
2008	<p>→ Advice for sustainable aquaculture and available market-based certification schemes for a sustainable shrimp farming initiative in Nigeria  <b>Principal: Food and Agriculture Organization of the United Nations (FAO) and private Companies in Nigeria</b></p> <p>→ Fish and seafood sustainability assessments for NGO's based on internationally acknowledged methodologies (aquaculture and fisheries)  <b>Principal: WWF Switzerland and Germany</b></p>
2009	<p>→ Development of a new procurement policy for canned tuna products  <b>Principal: Import company in Germany</b></p> <p>→ Analysis of tropical shrimp fisheries and guidance for new sourcing policy for wild-caught shrimp products  <b>Principal: Retailer in Switzerland</b></p> <p>→ Development of a new fish and seafood brand from certified sustainable sources and advice on sourcing and supply chain management  <b>Principal: Import company in Switzerland</b></p>
2010	<p>→ Guidance for implementation of Good Aquaculture Practices (GAP) and future certification process for Pangasius products  <b>Principal: Private Company Vietnam</b></p> <p>→ Guidance on environmental issues and impacts of small-scale shrimp farms in the realm of development of fair trade standards for shrimp  <b>Principal: Fair Trade Foundation (UK)</b></p> <p>→ Representation of EU retailers and importers in the WWF Aquaculture Dialogues for the development of standards for sustainable aquaculture  <b>Principal: Various retailers and importers in Europe</b></p> <p>→ Fish and seafood sustainability assessments based on internationally acknowledged methodologies (aquaculture and fisheries)  <b>Principal: WWF national offices in Europe</b></p>



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## PROJECT MANAGEMENT AND IMPLEMENTATION

**Concepts and strategies are of no practical value unless they are successfully implemented and linked to value chains and markets. Blueyou offers services for on-site implementation of fishery and aquaculture improvement projects and the related supply chains in joint collaboration with local stakeholders.**

### Organic Aquaculture

→ Blueyou has been building-up extensive knowledge and expertise in the field of organic food production, both in aquaculture and agriculture. The company does offer project management services to its clients on both production and market level for the implementation of organic aquaculture standards and safeguarding standard compliance.

### Aquaculture Improvement and Certification

→ Markets are increasingly demanding for responsibly farmed sustainable fish and seafood. Existing and new aquaculture certification schemes and the related standards do offer an orientation framework for improvement of the environmental performance. Blueyou offers competent services for aquaculture improvement and facilitation of independent certification by third parties.

→ For aquaculture improvement and certification, Blueyou is focusing on the newly established Aquaculture Stewardship Council (ASC) Standard which has been developed by the WWF Aquaculture Dialogues

### Fisheries Improvement and Certification

→ In the fishery sector, Blueyou implements fishery improvement initiatives, focusing on small-scale, artisanal fisheries and inland fisheries. As an orientation framework and aim for independent verification and certification, Blueyou is working with the standard of the Marine Stewardship Council (MSC). The specific needs of data-deficient and poorly managed fisheries are addressed by participatory means taking into account the socio-economic background of all stakeholders.

→ Blueyou does provide guidance on fisheries management decisions in the realm of limited resources and data by applying alternative methodologies of stock assessment, risk-based management and fishery co-management.

→ In the realm of fisheries eco-labelling initiatives, Blueyou does provide project management services in order to guide local initiatives through the entire process, not only taking into account fishery-specific issues but also the importance of market access and improved supply chains. For doing so, Blueyou is directly collaborating with fishery stakeholders, certification bodies and market actors.

### Food Safety and Quality Assurance

→ Food-safety measures and quality assurance are important prerequisites not only with regards to market access and trade compliance, but also in order to minimize post harvest losses and improve the value added for producers.

→ Blueyou does implement food-safety and quality assurance measures along the entire supply chain, safeguarding long term trade compliance, market access and better economic returns for stakeholders.

### Internal Control Systems (ICS)

→ For smallholder producers specifically, Blueyou is developing Internal Control Systems (ICS) prior to inspection and certification procedures. ICS are always developed in close collaboration with all participating stakeholders and certification bodies.

### Fair Trade Schemes

→ Fair trade as a concept is new to the fish and seafood industry. Economic benefits should be equally shared along global food supply chains. Blueyou is implementing fair-trade schemes in aquaculture and fisheries – strengthening the position and level of competitiveness of smallholder producers and fishermen on international markets.

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## PROJECT MANAGEMENT AND IMPLEMENTATION

### Assignments

2006	<p>→ Project Management of Indian Organic Aquaculture Programme (IOAP): Planning, capacity building, implementation of organic standards and internal control system (ICS) 2006–2009  <b>Principal: Marine Products Export Development Authority (MPEDA) India and Swiss Import Promotion Programme (SIPPO) Switzerland</b></p>
2007	<p>→ Implementation of pilot-programmes for MSC-labelling of artisanal fisheries in Senegal. Support and guidance for two local initiatives in the realm of a private public partnership programme (PPP)  <b>Principal: GTZ Germany Responsible Fisheries Programme</b></p>
2008	<p>→ Project Management of organic Shrimp farming project in Thailand. Guidance and advice in standard compliance, introduction of better management practices and supply chain management  <b>Principal: GTZ Thailand Sector Programme Eco-Efficiency Measures for SME's and private Thai company</b></p>
2009	<p>→ Implementation of sustainable Pangasius project in Thailand. Guidance and advice in standard compliance, introduction of better management practices and supply chain management  <b>Principal: GTZ Thailand Sector Programme Eco-Efficiency Measures for SME's and private Thai company</b></p>
2010	<p>→ Project Management of fishery improvement initiative for eco-labelling and value chain promotion of artisanal handline Yellowfin Tuna fishery in the Philippines (MSC-Certification Initiative)  <b>Principal: WWF Germany, WWF Philippines, European Retailers and Importers</b></p> <p>→ Project Management of fishery improvement and eco-labelling project of small scale inland fishery for Freshwater Prawns in India  <b>Principal: German Import Company</b></p> <p>→ Project Management, facilitation of aquaculture improvement and certification of shrimp farms in Thailand according to the new standard Aquaculture Stewardship Council (ASC)  <b>Principal: European Retailers and Importers</b></p>



# Capability Statement and References

## MARKETS AND SUPPLY CHAINS

**Today's markets are increasingly demanding for sustainable fish and seafood products. The sourcing process for such products can be complex and does often exceed the core competence and capacities of commercial market actors. Blueyou does provide services for product sourcing and marketing along the entire supply chain.**

### Market Access and Trade Compliance

- Blueyou provides international market access for sustainable fish and seafood products. The company is linking local initiatives and sustainable producers with international high-value and niche markets – through its direct network to importers and retail-market actors throughout Europe and North America (US and Canada).
- Blueyou provides first hand information concerning market requirements to local producers and exporters – safeguarding standard compliance in a changing market environment.

### Market Development and Value Chain Promotion

- Blueyou offers services for promotion of sustainable fish and seafood products – from countries of origin to international markets, creating new market opportunities for aquaculture operations and fisheries.
- One specific focus of Blueyou is on the promotion and improvement of value chains, an important aspect that is specifically addressed in projects for smallholder producers in developing countries.

### Product Sourcing and Procurement

- Blueyou provides seafood companies and retailers with sourcing services and advice for sustainable produced seafood – based on international accepted standards and stringent criteria.
- In collaboration with conservation organisations and scientific institutions, Blueyou is elaborating sustainable fish and seafood procurement strategies for importers, retailers and food service companies.
- Blueyou has been establishing locally managed sustainable seafood procurement programs in many producer countries. Blueyou consultants do develop specific production-, quality- and supply chain-management procedures to safeguard both environmental sound production, safe products and reliable delivery to clients abroad.

### Key-Accounting and Supply Chain Management

- Open and transparent customer relationships are essential for long term market success – often complicated by intercultural gaps and missing trustworthiness between the business parties. Blueyou provides customer relation services in Europe and North America for producers and exporters abroad – and guarantees a successful personal key-accounting on attractive international export markets.
- Through its network of local partners and its own subsidiary offices in countries of origin, Blueyou also offers supply chain management for sustainable fish and seafood products for clients in Europe and North America – based on a “sourcing at origin” approach.

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## MARKETS AND SUPPLY CHAINS

Assignments	
2004	<p>→ Development and implementation of integrated supply chains for organic certified trout and salmon and safeguarding of constant supply and certification status  <b>Principal: Private Companies Switzerland and Germany</b></p>
2005	<p>→ Elaboration and definition of sourcing policy and procurement strategy for fish and seafood products from wild capture fisheries and aquaculture  <b>Principal: Private company Switzerland</b></p>
2006	<p>→ Elaboration and definition of sourcing policy and procurement strategy for fish and seafood products from wild capture fisheries and aquaculture  <b>Principal: Private company Germany</b></p> <p>→ Market research, marketing strategy, costumer building and key-accounting for organic shrimp in European markets  <b>Principal: Private company Ecuador</b></p>
2007	<p>→ Analysis of GAP and BMP production methods in small scale Indian shrimp farming systems and elaboration of future procurement strategy for direct sourcing  <b>Principal: Private company Germany</b></p> <p>→ Market research, costumer building and key-accounting for organic certified oysters on European markets  <b>Principal: Private company New Zealand</b></p>
2008	<p>→ Strategic sourcing programme for sustainable aquaculture products from SE Asia: Evaluation of producers and facilitation of procurement process  <b>Principal: Private company Switzerland</b></p> <p>→ Elaboration of marketing strategy and facilitation of market access programme for organic shrimp products in Europe, US and Japan  <b>Principal: Private company Thailand</b></p> <p>→ Elaboration and definition of sourcing policy and procurement strategy for fish and seafood products from wild capture fisheries and aquaculture  <b>Principal: Private company Germany</b></p>
2009	<p>→ Strategic sourcing programme for MSC-certified fish and seafood products  <b>Principal: Private company Switzerland</b></p> <p>→ Elaboration of marketing strategy and facilitation of market access programme for certified sustainable Pangasius products in Europe  <b>Principal: Private company Vietnam</b></p>
2010	<p>→ Elaboration of marketing strategy and facilitation of market access for sustainably produced shrimp from extensive, small scale shrimp farms in Indonesia  <b>Principal: Private company Indonesia</b></p> <p>→ Elaboration of marketing strategy and facilitation of market access for certified organic Sea Bass and Sea Bream in Europe  <b>Principal: Private company Greece</b></p> <p>→ Elaboration of marketing strategy and facilitation of market access for selectively caught tuna from the Maldives (Poles &amp; Lines fishery)  <b>Principal: Private company Maldives</b></p>

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