

Services for Fishery Improvement Programs (FIPs)



Fishery Improvement Programs

Fishery Improvement Programs (FIPs) are widely acknowledged as valuable tools to facilitate the transition of today's fishery sector towards being more sustainably and responsibly managed. Typically, FIPs are market-incentivized schemes that bring together actors along seafood supply chains, stimulating innovation and facilitating improvements at the fishery level.

A successful and effective FIP entails the coordinated efforts of all fishery stakeholders, including management authorities, the scientific community and the seafood industry. Many FIPs are established in challenging and complex socioeconomic and cultural environments, which often require dedicated project management utilizing experienced personnel and institutions that act as drivers for progress and change.



ARTESMAR®

**The Unique FIP-Solution for
Small-Scale Fisheries**

Artesmar® is an initiative for fishery improvement dedicated to artisanal small-scale fisheries. The program recognizes high catch selectivity and low impacts on aquatic habitats, addressing the specific challenges of small-scale fisheries.

Artesmar® offers a functional framework for stepwise fishery improvement, using market-incentivized processes and socioeconomic benefits as key drivers for the development of more sustainable business and fishing practices.

→ www.artesmar.com

FIP Services and Solutions by Blueyou Consulting

Blueyou offers a broad range of consulting and project management services for FIPs worldwide. With an experienced team of international consultants, Blueyou has the expertise to address the relevant technical, socioeconomic and cultural areas of concern while professionally managing FIPs using a holistic approach:

Concept and Development

- Concept plan and design of FIPs
- Facilitation of funding and creation of financing solutions
- Roadmap planning for fishery certification (MSC)

Technical and Scientific Consulting

- Sustainability assessment and gap analysis of fisheries
- Development of fishery improvement plans
- Scientific guidance for the implementation process

Implementation and Project Management

- Project management and coordination of process flow
- Capacity building and training of stakeholders
- Development of fishery management plans
- Consensus building with fishery stakeholders and communities

Supply Chain Integrity and Quality Assurance Improvements

- Implementation of traceability along FIP supply chains
- Quality assurance and food safety
- Improvement of post harvest practices

Monitoring, Reporting and Certification

- Monitoring of FIP progress and reporting to donor agencies
- Organisation of independent verification (FIP progress auditing)
- Facilitation of third-party certification (e.g. MSC)



Blueyou Mission Statement

At Blueyou, our mission is to be at the forefront of transforming global seafood production towards a more sustainable future by harnessing the power of consumer markets and bridging the gap between producers and buyers.

About Blueyou Consulting

Blueyou Consulting is an internationally recognized consulting and service company that focuses on sustainable fisheries and aquaculture and their related seafood supply chains. The Blueyou team of consultants includes business professionals in the field of fisheries and aquaculture as well as those in supply chain management, logistics and marketing. Blueyou works within an extensive network, which includes government and non government organisations, scientific research institutions as well as private companies in the seafood production and market sectors.

© All rights reserved. June 2013



Printed on FSC certified paper, CO₂ neutral
www.fsc.org, Cert. no. SGS-COC-002021