



Report to the Naturesave Trust

Last year, the Naturesave Trust generously agreed to give the MSC £900 to pay for materials and equipment costs incurred by our Fish & Kids programme. The following report highlights key successes achieved as part of the Fish & Kids programme during the last year and provides details about improvements made to the MSC's Fish and Kids website, the costs of which the Naturesave Trust helped to cover.

As discussed in our proposal, Fish & Kids is an educational programme that brings the MSC's message of safeguarding seafood resources into primary schools. The programme aims to, firstly, increase awareness of both marine environmental issues and sustainable seafood options among children, their parents, their teachers, and seafood suppliers to schools; and secondly, encourage schools to serve sustainably sourced seafood to their students. Through our work with schools and children, we aim to establish a habit of choosing sustainable seafood within the family.

Key successes for the Fish & Kids programme in the last year are as follows:

-> A new supplier achieved Chain of Custody (CoC) certification, the traceability certificate that enables the MSC to ensure that seafood carrying our eco-label comes from a certified fishery. Having achieved group CoC certification, the supplier can begin to implement the certification requirements in the canteens of the more than 400 schools that they supply.

-> Three Local Education Authorities achieved Chain of Custody certification bringing an additional 347 schools to the growing community of MSC certified schools.

-> In November, MSC teamed up with Skype in the Classroom, a free global network of 64,000 teachers from 231 countries and territories, to deliver lessons as part of the networks' 'Exploring Oceans' month. Lessons covered themes such as "Habitats and Ecosystems" and "Sustainability and the Future of our Oceans".

In the last year, the Fish & Kids website has been completely rebuilt. The perception was that the old website was not user-friendly and did not allow teachers and children to make the most of the resources available. The website has had an extensive redesign to make the content far more accessible to teachers, cooks and schools; the redesign included the development of new activities for children. In addition to improved accessibility and hosting new content, the new website will enable the MSC to start capturing individual teacher data so that we can connect to schools more regularly via a quarterly newsletter which will invite schools to share their learnings and activities and what they enjoy about fish with teachers across the country. Launch of the website, with the publishing of the newsletter, has been scheduled for the end of January 2014. To coincide with the website launch, all MSC certified schools will receive a direct mail pack to promote the new website and to encourage them to sign up to the newsletter mailing list. Contact has not been made to all certified schools at any one given time before and so this will be a good test to assess engagement with schools.

Overall, the Fish & Kids programme is making good progress in reaching greater numbers of children with our messages of valuing marine life and therefore the importance of sustainable fishing. With the redevelopment of the Fish & Kids website we will be better able to support teachers in incorporating this message into their classroom activities, and we believe help to change the way that the next generation of consumers think about the seafood we eat.