



*The International Cross-Sectoral Industry Leadership Alliance
for Ocean Sustainability*

WORLD OCEAN COUNCIL

Sustainable Ocean Summit (Belfast, 15-17 June 2010)

An Invitation to the seafood industry to shape the future health and responsible use of the ocean

The Challenge The ocean is an interconnected global ecosystem that supports a wide range of uses. Ocean health requires responsible use and stewardship by all users.

There can be no sustainable seafood without sustainable seas. Healthy fisheries require a healthy ocean ecosystem, not just a sustainable level of fishing effort. Fish stocks, fisheries, aquaculture and associated industries can only but benefit from collective efforts within the seafood industry to address ocean health as well as collaboration with the broader ocean business community. Responsible ocean industries have the most to gain from developing solutions to marine sustainability challenges - and the most to lose by not doing so.

The Invitation Sustainability leaders from seafood industries (fisheries, aquaculture, processors, distributors, retailers, etc.) are invited to the Sustainable Ocean Summit (SOS) - an unprecedented platform upon which to build an alliance for responsible ocean use with like-minded colleagues from other ocean sectors.

The SOS is an important and must attend opportunity for global seafood sector leaders to demonstrate leadership and future thinking, to provide inputs on behalf of fisheries and aquaculture, to engage with peers from other ocean sectors. Participants will work with other industries to identify the sustainability issues affecting business viability, become familiar with other industries' challenges, and define the common ground and business benefits of collaboration. Seafood industry interactions with other users will be the focus of one session (**chaired by Global Trust**), while other sessions address critical cross-cutting ocean industry issues (e.g. marine spatial planning, marine debris, invasive species, marine pollution). The conference will launch collaborative efforts to address shared ocean sustainability priorities, improve ocean science and shape ocean policy in support of responsible use and stewardship.

The Charter for Corporate Ocean Responsibility (CCOR) At the SOS, industries will work together to craft "The Charter for Corporate Ocean Responsibility" (CCOR) - a set of principles for responsible ocean use that provide a framework and guidance for private sector leadership and collaboration in ocean stewardship.

The World Ocean Council is catalyzing the only international, cross-sectoral industry leadership alliance for ocean sustainability and stewardship. In 2010, leadership companies and associations from seafood-related industries have the opportunity to help define the CCOR and to come on board the WOC as Founding Members of this unique ocean business community.

To register for the SOS, visit: www.oceancouncil.org or contact: info@oceancouncil.org