



Electronic Monitoring for Fisheries

Webinar for European Industry Stakeholders

Mark Zimring | May 12, 2020

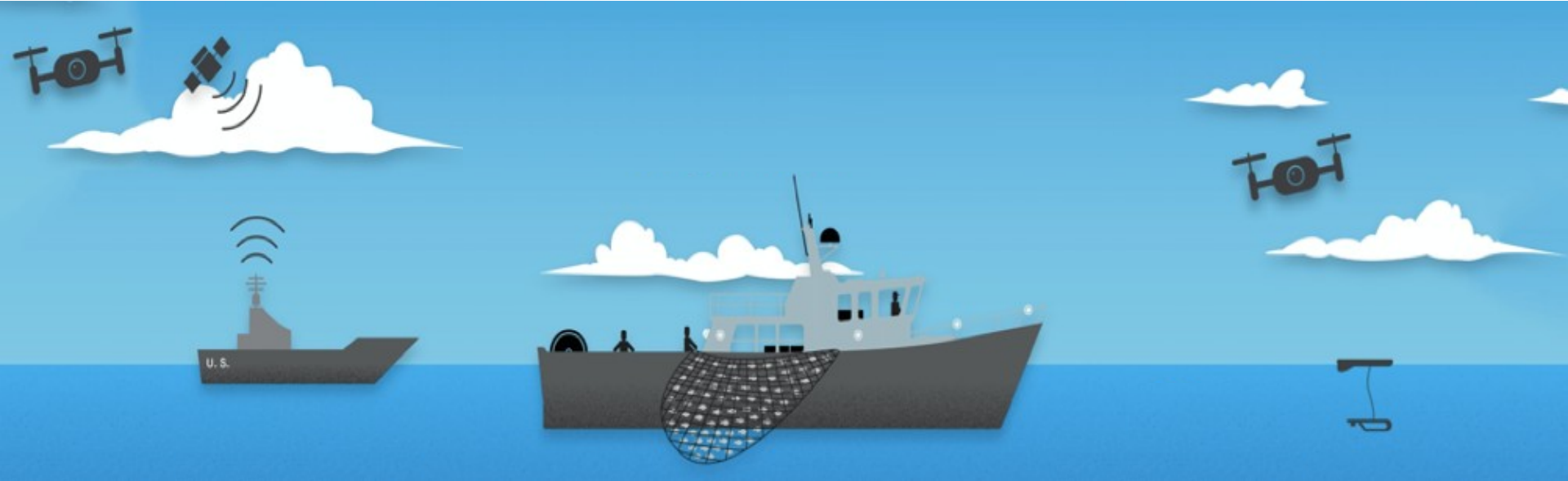
Director, Industrial Fisheries Program



What's the Problem?

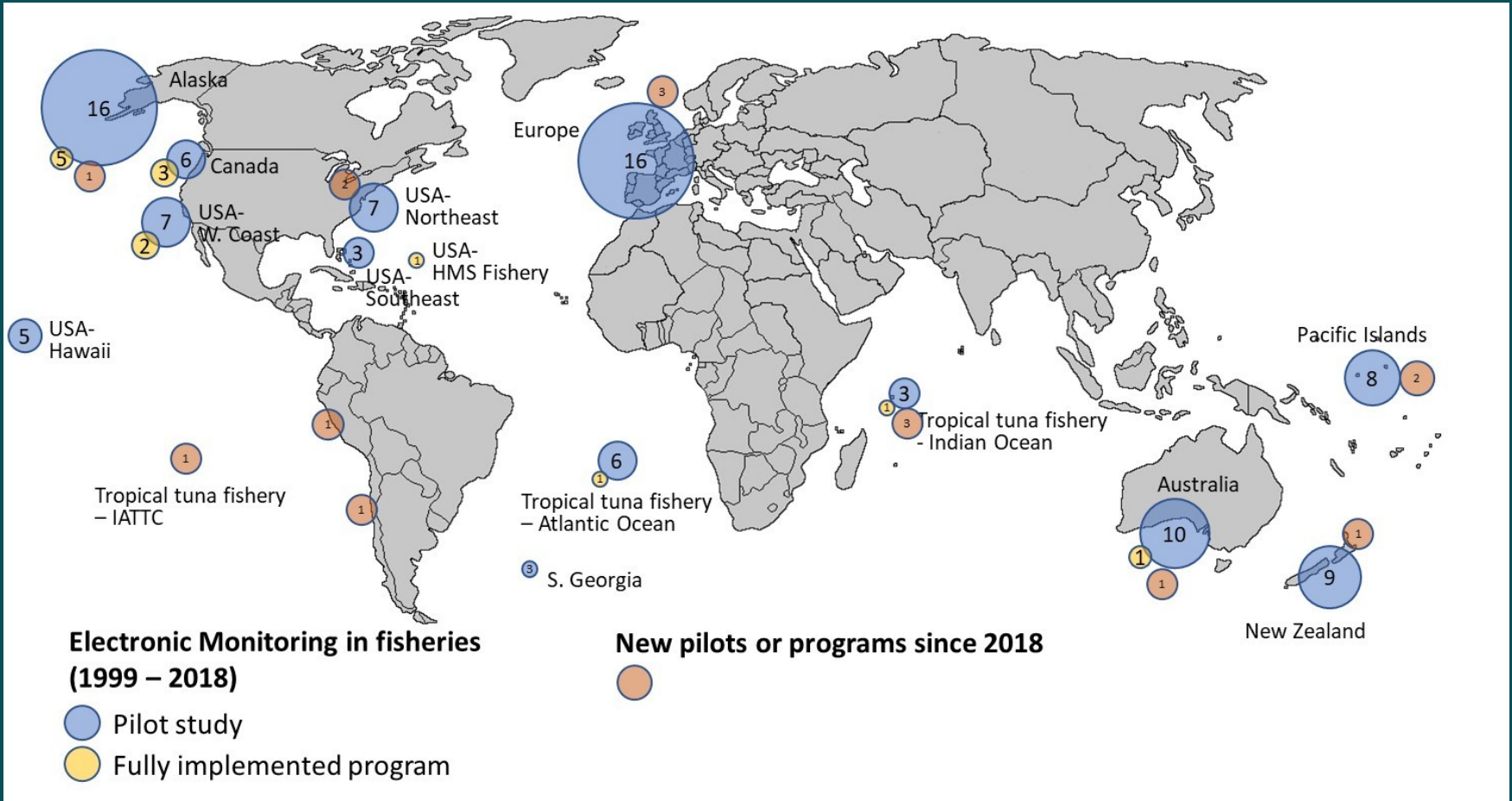


Technologies driving a new era of fisheries transparency



Electronic Monitoring

The use of onboard video cameras, GPS, and sensors to automatically track catch and other key activities on fishing vessels.



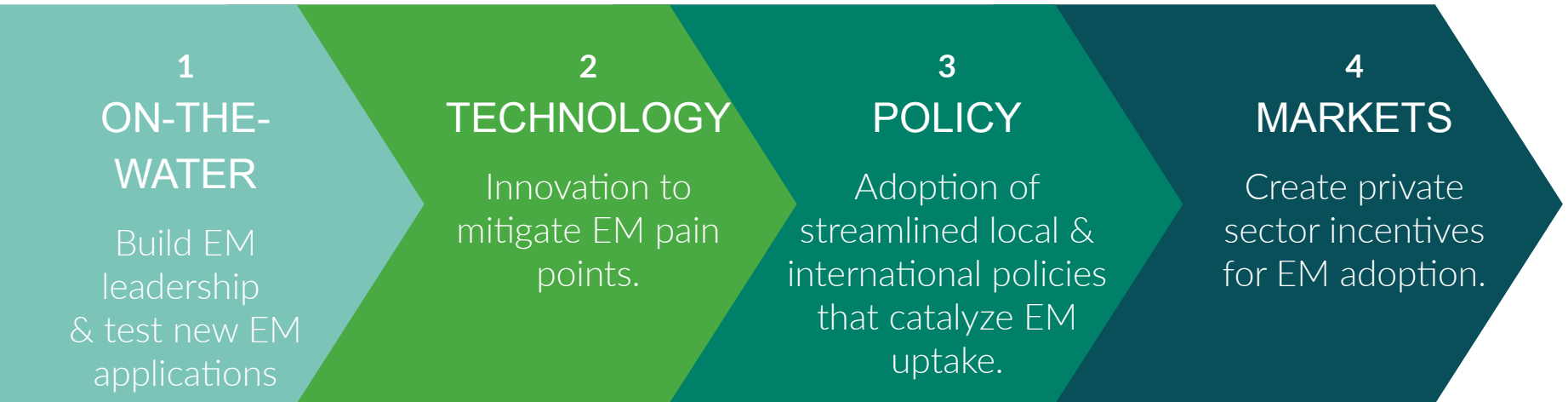
WHAT'S DRIVING INDUSTRY EM ADOPTION?

1. Alternative to Human Observers
2. Vertically-Integrated Companies
3. Supply Chain Risk-Management
4. Desire to Have Fishery Managers Take What They're Seeing On-The-Water Into Account
5. Desire to Demonstrate They're Good Actors
6. Opportunity to Secure Early-Adoption Incentives (i.e., discounted EM systems, extra quota)
7. Opportunity to Influence EM Regulations/Program Design

Implications for the European Context

- European Marine Stewardship Council (MSC) Certifications @ Risk Due to Low At-Sea Monitoring
- Several Countries Appear Poised for Unilateral EM Action
- Europe May Be Caught in “Accountability Trap”—Will Early EM Adopters Secure Policy Incentives?
- Program Design Matters for Financial/Transaction Costs, Privacy Issues and Fisher Ability to Monetize EM Data Over Time

TNC's Roadmap to 100% fisheries transparency





Contact us to learn more
about this initiative.

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Many fisheries are flying blind

