

Sustainable Seafood Coalition

Terms of Reference



Name

The Sustainable Seafood Coalition (SSC).

Vision and aims

The SSC's vision is that all seafood sold is from sustainable sources.

The SSC aims are:

1. To publish the SSC Codes of Conduct which reflect good practice and latest developments in sourcing and labelling practices, for implementation by all members.
2. To support members to effectively implement their commitments to the SSC Codes of Conduct, through provision of guidance, capacity building and knowledge sharing.
3. To participate in advocacy and engagement activities to influence wider changes in policy and practices relevant to the SSC Codes of Conduct.
4. To provide a forum for collaboration, innovation, and development of consistent approaches across the industry on themes related to sustainable seafood.

Voluntary Codes of Conduct

The SSC has developed two voluntary [Codes of Conduct](#), which apply to all own-brand fish and seafood:

1. Voluntary Code of Conduct on Environmentally Responsible Fish and Seafood Sourcing (the "Sourcing Code")
2. Voluntary Code of Conduct on Environmental Claims (the "Labelling Code")

The SSC has produced a document to help members implement these two Codes (the "[Guidance](#)"). This will be reviewed as part of a biannual review process at a minimum and where necessary amended.

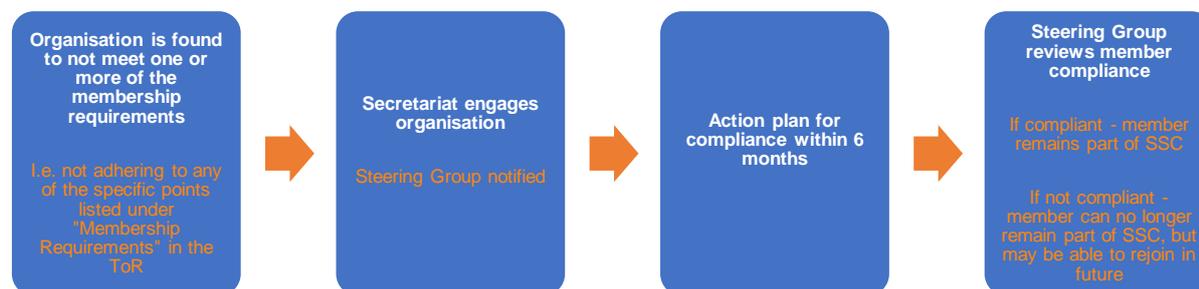
Membership requirements

- Written commitment to the SSC Terms of Reference.
- Written permission to use company logos on the SSC website and press releases (see [Confidentiality and communications](#)).
- Written commitment to timebound implementation and adherence to the SSC Sourcing and Labelling Codes (following the initial introductory year for new members). The SSC Codes are voluntary. They represent a move towards best practice and are not legally binding. However, members are expected to implement and adhere to the Codes as a condition of membership.
- Timely response to information requests for the Implementation Report.
- Written commitment to positively engage in pre-competitive collaborative action, adhere to competition law, maintain the confidentiality of discussions, and positively represent the SSC externally.

- Annual payment of SSC membership fees, according to the turnover bands in Annex 1.

Compliance

In instances where one or more of the requirements is not met by a member, the following process will be followed:



Participation commitment

- The SSC members will meet at a minimum on an annual basis. Working groups and/or the Steering Group may meet more regularly, as required.
- Members may be invited to attend other meetings to represent the Coalition.

Membership

- The founding members of the SSC were ClientEarth, Icelandic UK, Waitrose, Marks and Spencer, Young's, BirdsEye, Fish4Ever and FishFight.
- Membership is only open to businesses associated with seafood and fish (once they have satisfied the relevant membership conditions), or organisations that represent these businesses. This is because only fish and seafood businesses can actively implement the SSC voluntary industry Codes.
- Initially SSC members were from across the UK seafood industry. The SSC extended its membership to European and international fish and seafood businesses in 2022.
- Subsequent membership may be sought from other sectors of the seafood industry including, but not limited to manufacturers, suppliers and brands that use seafood (e.g., fish feed, fish farm, pet feed and agricultural businesses). Ambassadors may also be invited to help raise the public awareness of the SSC.
- The Secretariat will maintain and regularly update a list of members on the SSC website.

Full and Affiliate Membership

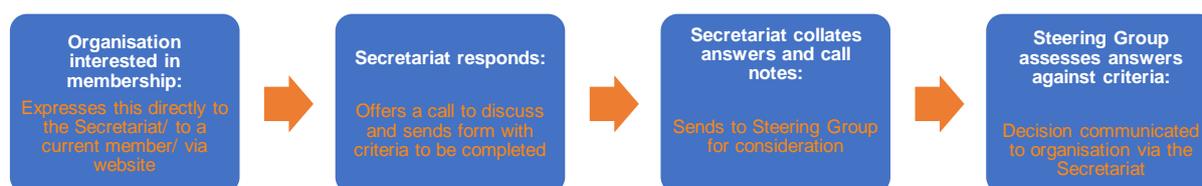
The SSC has Full and Affiliate members, with distinguishing terms:

Membership terms	Full member	Affiliate member
Participates directly in seafood value chain	✓	✗
Committed to Terms of Reference, pre-competitive collaborative action, confidentiality, scope and purpose of SSC, use of company logo (as per membership requirements)	✓	✓
Codes of Conduct	Implements	Endorses
Voting rights	✓	✗

Steering Group (option)	✓	✗
Working groups or equivalent	✓	✓
Fee paying	✓	✗ Mutual benefits - promotion, communicating, hosting, etc.
Examples	Any business buying/selling seafood	Business-led coalition, organisation, group

Membership Application Process

The following process will be followed for organisations wishing to join the SSC. Decisions will be made on a rolling basis. The application form is in Annex 2.



Governance structure and decision making

- The SSC Steering Group, which has its own Terms of Reference, takes decisions on strategic issues and the prioritisation of projects substantially affecting the core structure of the SSC. It has a filtering role in relation to decisions for the full membership base and proposals from members. Steering Group decisions are made by consensus. The exception to this is for communications and advocacy decisions based on a pre-agreed external position, which are made by non-objection.
- The full membership base makes decisions by non-objection, consensus and/or majority vote as appropriate.
- The Secretariat is the final decision maker on operational issues. In terms of suggestions both strategic and otherwise, there is an open channel with all other groups within the SSC and the Secretariat has an advisory and facilitation role.
- For decisions or proposals in working groups consensus should be achieved amongst all the participants.
- The governance structure may be reviewed and amended by members in the future (Annex 3).

Secretariat

3Keel is the Secretariat and will conduct at least the following:

- General administration and coordination of the SSC members, meetings and communications;
- Facilitation of the SSC meetings when no other facilitator is appointed;
- Main contact point for media, without prejudice to confidentiality and communications points agreed in these Terms of Reference;
- Maintaining the SSC website and publishing SSC Codes and other SSC materials; and
- Managing operational funds and reporting to members on financial status.

Competition law requirements

All members of the SSC will comply with relevant requirements of competition law at all times.

Working groups and non-member advisors

- These will be formed to develop proposals addressing the relevant SSC aims separately. Each working group includes any interested SSC members, as well as relevant non-member advisors as decided by SSC members.
- Non-member experts will be invited to contribute to discussions and share their expertise. Where appropriate, the Secretariat will provide the SSC members with an analysis of the relevance of those experts, and where agreed by members, will invite those indicated in an advisory capacity.
- Non-member participants of working groups only have the capacity to contribute to reports or proposals made within the relevant working group meetings.
- Working groups will be overseen by the Secretariat who will be the facilitator of each meeting, unless otherwise agreed by the SSC members.
- The results of each working group will be reported to the wider membership by the facilitator of the working group or the Secretariat, as appropriate.

Procedure at SSC meetings

- If appropriate, an independent person will be appointed by the Secretariat as a facilitator whose role is neutral and who enables objective facilitation of effective dialogue between members. In all other cases, the Secretariat will facilitate at meetings, or members attending the meeting can volunteer to facilitate or nominate a facilitator (e.g., another member).

Confidentiality and communications

- SSC meetings will be managed according to principles of transparency and subject to Chatham House rules. This means participants are free to use any information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed. Meeting minutes, with the exception of any confidential information, will be published on the SSC website.
- Members can also communicate or meet with the Secretariat individually on an ad-hoc basis to discuss issues relevant to goals of the Coalition that may be commercially sensitive.
- The SSC's aims and achievements will be communicated to the public through the [website](#) and dedicated social media accounts. The website includes information about SSC members, goals, achievements, Codes, and any other content agreed by relevant members. Social media activity will be limited to factual, non-promotional information which supports the aims of the SSC and contributes to raising the SSC profile. This includes publication of SSC minutes and news articles, new member announcements, factual updates on members' sustainability-related activities or other relevant news stories. Posts of a promotional nature (of either a product or member) that does not relate to the SSC vision and aims will not be authorised. Tagging the SSC's social media accounts by members on their business or personal accounts is authorised, providing the above guidelines are strictly followed. Members are encouraged to share ideas for website or social media content with the Secretariat.

- The SSC should be given recognition if non-members use SSC materials. Where this has been brought to the attention of the SSC, the Secretariat is responsible for requesting this.
- The Secretariat is authorised to use a high-resolution copy of each member's company logo for immediate use on the SSC website and in relation to any communications containing statements of fact. Any other use of members' own logos is subject to agreement from the relevant member.
- Statements of fact, for example the announcement of new members of the Coalition, may be delegated to the Secretariat, providing they do not relate to a specific current member and they are unlikely to impact on a member's reputation. In the latter cases, any affected member will be consulted first.
- All media interaction on behalf of the SSC will be undertaken by the Secretariat, subject to any competition law requirements and unless it relates to a specific member. In this case, the Secretariat will contact that member to discuss the issue and agree how and by whom the issue is to be handled.

SSC advocacy

- Collective SSC advocacy is any public or private letter, consultation response, press release or other output which aims to influence policy which is formally associated with the SSC. These interventions must be consistent with the vision, aims and principles of the SSC and SSC Codes.
- Steering Group approval is necessary for SSC advocacy activity. Any SSC member can develop an advocacy position to share with the Steering Group.
- Following Steering Group approval, all members will be presented with an advocacy position and given the opportunity for their business to opt-in or opt-out of that position. Any member may also veto the involvement of the SSC 'brand' in that advocacy activity. Abstention will be taken to mean an 'opt-out' decision for that business.
- The use of specific members' logos in any advocacy activity will need to be explicitly authorised by those members.

Members' use of the SSC logo

SSC members may use the SSC logo under the following conditions (further detail in the Guidance):

1. The logo should never be displayed on its own and should be used with a qualifying statement (such as 'we are a member of the [SSC logo]').
2. In relation to any communications containing a statement of fact about the SSC, e.g., regarding being a member of the SSC. The logo could be used on members' websites, via in-store/ in-restaurant communications, and in business-to-business communications. Further detail is in the Guidance.
3. A web-link must be provided in conjunction with each SSC logo use to enable the reader to find out more about the SSC (e.g., to the SSC website).
4. To avoid compromising the integrity of the SSC, members must ensure that the SSC logo is not displayed:
 - On seafood products or as a retail label, to avoid it being construed as an eco-label;
 - In any way that suggests the SSC is an eco-label or certification scheme; or
 - In front of a product (such as on the window of fridges and freezers) or on shelves or units that display fish products for sale (e.g., for canned fish).

- Other uses of the SSC logo and supporting statements are subject to agreement by the Secretariat.

Annual review

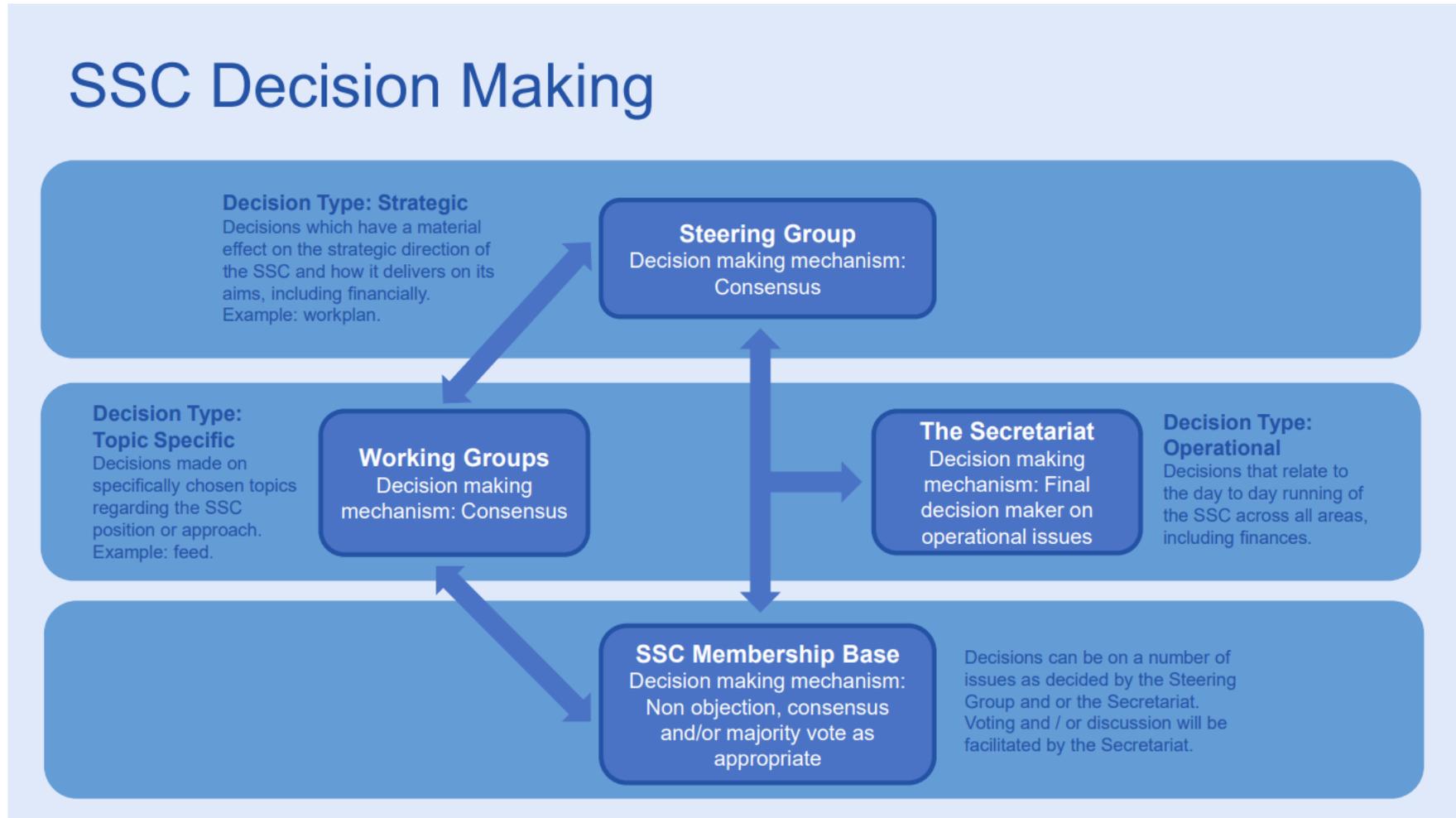
These Terms of Reference will be reviewed annually by the Steering Group.

Annex 1: Annual SSC membership fees based on turnover

Band	Turnover	SSC membership fee
1	>£1bn	£3,000
2	£100m - £1bn	£2,000
3	£50m - <£100m	£1,000
4	£5m - <£50m	£500
5	<£5m	£150

Annex 2: Application Form

The membership application form can be accessed [here](#).



SSC Decision Making

Communications & Advocacy

