

Join the Seafood Co-Lab

Community-Supported Solutions in the Seafood Industry

The sustainable seafood movement has grown profoundly in scope and impact over the past decade, but innovative and collaborative cross-sector solutions to global fisheries challenges have not kept pace.

To be effective, we must create new tools and engage new stakeholders. The Seafood Co-Lab is a yearly event where teams compete to win a monetary prize that allows them to take a practical sustainability solution from idea to reality.

By joining the Seafood Co-Lab, you build on the seafood industry's track record of supporting sustainable solutions.



Foster Collaboration

Collaboration has become a **proven and valuable business strategy** for the seafood industry in addressing sustainability issues.

The Seafood Co-Lab **rewards cross-sector collaborations** with supportive collaboration from the broader community.

This approach **creates a conduit** for the wealth of knowledge, skills, experience, strategies, and perspectives in the sustainable seafood community to actively support new solutions in aquaculture and wild-caught fisheries.



Support Solutions

Co-Lab is soliciting support from the seafood industry and other stakeholders through two opportunities:

Collaborate with Co-Lab: Stay updated on Co-Lab activities or take the next step and contribute to the process by joining the Co-Lab team of experts.

Sponsor Co-Lab: Through a \$1,000 sponsorship, build on the seafood industry and seafood community's historic track record of collaborative problem solving.



Be Recognized

Business and the broader seafood community benefit from Co-Lab in many ways:

- **Fresh and innovative** approaches to sustainability challenges
- Valuable new **contacts and connections**
- Through online voting, **direct input** into focus areas addressed
- Communications & outreach **promotion of sponsors**
- **Public recognition** of the seafood industry's contribution to sustainability

Collaborate with Co-Lab

Anyone can join our mailing list to receive regular updates on Co-Lab activities and become a part of the crowdsourced problem-solving activities.

Companies and organizations interested in greater involvement can participate at a Collaborator level.

Collaborators serve as subject matter experts and may be asked by the Advisory Board to:

- join conference calls
- review proposals requiring in-depth topic expertise
- directly advise Co-Lab projects

Sponsor Co-Lab

For **\$1,000**, support collaborative solutions toward sustainable seafood and communities. Your company logo will be featured:

- in five or more emails to more than 10,000 seafood-interested subscribers
- on a booth at the Seafood Expo North America in Boston, attended by thousands of seafood professionals.
- on SeaWeb, Conservation Alliance, and Seafood Summit websites

Co-Lab Sponsors will also benefit from SeaWeb outreach to our following of more than 25,000 individuals, companies and organizations.

JOIN THE CO-LAB TEAM

To join the team as a Collaborator or a Sponsor, please visit our *Support the Seafood Co-Lab* web page at <http://speakingofseafood.org/seafood-co-lab/support-seafood-co-lab>, or email contactus@seaweb.org.

The Seafood Co-Lab is a collaborative effort between SeaWeb and the Conservation Alliance for Seafood Solutions.
www.seaweb.org | www.solutionsforseafood.org

