



**CONSERVATION ALLIANCE
FOR SEAFOOD SOLUTIONS**

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Voting Underway for the 2018 Seafood Co-Lab Competition

Global seafood community mobilizes to supports solutions to sustainability challenges through collaboration, innovation

Washington, DC (February 14, 2018) – SeaWeb and the Conservation Alliance for Seafood Solutions today announced the opening of voting for the 2018 Seafood Co-Lab Competition.

The Seafood Co-Lab is an annual event that brings to bear the experience and expertise of the seafood community in addressing seafood sustainability challenges. Teams compete to win \$10,000 and a trip to the SeaWeb Seafood Summit in Barcelona Spain, 19-21 June 2018.

One winner will be selected by popular vote via an online voting page. The voting process is designed to encourage stakeholder engagement and education through promotion of compelling projects selected as finalists by a judging panel of seafood sustainability experts. The four finalists are:

- From bait to plate: catalyzing commitment to traceability in the Peruvian mahi mahi artisanal fishing fleet.
- Buoying it the right way: Transitioning 6 million styrofoam buoys to a non-polluting alternative in South Korea's 200,000 ton oyster industry
- Happy people, many fish: engaging Indonesia's small-scale tuna fishermen for environmental, social, and economic sustainability
- Chefs for the blue: Tokyo's top chefs join scientists, journalists, and food culture experts to promote sustainable seafood in Japan

These projects were chosen for their broad-based collaboration, innovative approaches to real-world problems, and the ability to benefit from the expertise of the seafood sustainability community gathering at the upcoming Seafood Summit.

Co-Lab Judge Kristin Sherwood, Program Director at FishChoice, felt that the four finalists stood out for their collaboration and innovation. "The Peru mahi mahi project has put together all the key elements needed to implement traceability in a critical fishery. Chefs for the Blue in Japan is a great idea that excels in the diversity of its partnership and in its concrete, pragmatic outputs. The aquaculture improvement project in Korea is compelling—it will reduce a serious marine debris problem in an innovative and scalable way. And the Indonesian project's leaders have an established track record of effecting social, environmental and economic change at the community level.

The Seafood Co-Lab competition is unique in that it applies the collective knowledge of the seafood community to support innovation through collaboration. Because collaboration is not always the first choice or easiest path forward, the Seafood Co-Lab was created to incentivize cross-sector, cross-organization/industry cooperation to solve specific challenges.

"The Seafood Co-Lab and the Summit provide a unique opportunity to bring together the leaders and innovators in sustainable seafood with people, organizations and communities who are addressing new challenges in new geographies and sectors." said Ned Daly, Director of SeaWeb. "The Co-Lab is designed to capture the attention both sides of the equation. Innovators have a unique opportunity to float their best ideas through the proposal process and also to support change by contributing their expertise to projects. New stakeholders have an easy entry point through the voting process that highlights sustainability concepts through compelling stories."

Public voting will close on March 12, 2018 and the winner will be announced at Seafood Expo North America, March 11-13, 2018.

To vote for a Seafood Co-Lab winner, please visit <http://speakingofseafood.org/seafood-co-lab/choose-seafood-co-lab-winner>.

To learn more about the Seafood Co-Lab, please visit <http://speakingofseafood.org/seafood-co-lab>.

For information about becoming a sponsor of the Seafood Co-Lab, please visit <http://speakingofseafood.org/seafood-co-lab/support-seafood-co-lab>.

About the Seafood Co-Lab producers

The partnership of SeaWeb and the Conservation Alliance opens up great opportunities for staging and promoting this event to the seafood community. SeaWeb serves the sustainable seafood community by nourishing a coordinated infrastructure of people and knowledge through well-known events such as the SeaWeb Seafood Summit. The Conservation Alliance for Seafood Solutions connects leading conservation groups from North America, South America, Europe, and Japan that work with businesses throughout the supply chain from fishermen and fish farmers to retailers and restaurants. Together, these two organizations can offer winners not just financial and administrative support, but also a unique conduit to the collective expertise of the seafood community.

For more information, visit: www.seaweb.org and <http://www.solutionsforseafood.org>.

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Media contact:

Marida Hines
Seafood Co-Lab Program Manager
mhines@seaweb.org