



STRATEGY PLAN 2024 AMSTERDAM

1. FISH TALES FOUNDATION

The Fish Tales Foundation is an initiative by the company Fish Tales and Sea Tales. The foundation originated from Fish Tales' and Sea Tales' need to improve the current state of our oceans and to support the communities for whom fishing is their main source of income. The goal of the foundation is to maintain the oceans as a healthy source of food and livelihood. The foundation was set up to carry out and support projects in a non-profit manner that contribute to this goal. In this way, innovative projects and initiatives outside of Fish Tales' activities get the support they need. The foundation focuses on supporting small-scale fishing communities to operate more sustainably so that they can gain access to new markets and, raise awareness of the state of our oceans. The foundation was launched in 2019. From this year on, we are officially carrying out projects under the name of the foundation.

The foundation has successfully run several projects since its establishment. These projects were in collaboration with fisheries and farmers in Indonesia, Vietnam and the Maldives and mainly focused on obtaining certification, accreditation, and a better position in the chain for the fisheries. For the coming years, we will be focussing on continuation of our Fair Trade program in Bitung Indonesia, start a new project improving fish welfare on board and research into the income model of fishermen in small scale fisheries.

2. EXISTENCE AND BACKGROUND

Considering the current state of our oceans, it is not self-evident that in the future, we will be able to enjoy wild fish. A lot of fish populations are overfished, and harmful fishing methods have destroyed life in the ocean. In addition, plastic pollution in our oceans has increased a lot in the last years. The state of the ocean is bad, and it is time to change course. Small-scale fishing communities who live and work in harmony with nature, play a crucial part in this matter. All projects of the Fish Tales Foundation are carried out in comprehensive cooperation with local fisheries all over the world. These fisheries traditionally fish in harmony with nature and are directly dependent on the oceans as a source of income and food. Due to their dependence, they will never fish more than necessary for their livelihood.

At the same time, these are the fisheries who have the most to fear when it comes to the state of the ocean. 200 million people will lose their source of income when there is no life in the ocean anymore. Due to competition from large industrial fleets (mostly owned by multinationals), it is difficult for small-scale fisheries (often in developing countries) to keep their heads above the water. For this reason, the Foundation's projects are mainly focused on small-scale fisheries. Together with local partners, we will guide these communities to hopefully operate even more sustainable and help them access new markets. In this way, we increase the global supply for sustainable fish, and we commit to the existence of these fisheries.

3. OBJECTIVE

The aim of the foundation is to preserve the oceans as a healthy source of food and livelihood. The Fish Tales Foundation promotes and supports various projects, which contribute to making fishery and fish farming more

sustainable. We are particularly committed to small-scale fisheries and fish farms in developing countries. We guide fishing communities to operate more sustainably to gain access to new markets. This is how we enlarge the global demand for sustainable fish. In addition, the Fish Tales Foundation supports initiatives that contribute to the awareness of consumers on the state of our oceans, and the importance of sustainable fishing. We truly believe together we can ensure that everyone can enjoy all the good things sustainable fishing has to offer. Now and in the future.

4. OBJECTIVES FOR 2024

For 2024 the foundation has the objective to intensify activities focussed on raising awareness on the status of our oceans and to formulate two new projects focussed on improvements in specific targeted fisheries. Meanwhile, the foundation will ensure successful continuation of the projects that are still running.

The current running project is the Fair Trade program in the tuna fishery in Indonesia. The Fish Tales Foundation is member of the steering committee for the project by International Pole and Line Foundation (IPNLF) into finding alternatives to live bait use in pole and line fisheries.

Meanwhile the foundation is working on establishing two new projects which will start in 2024. First project will focus on developing methods to improve the catch welfare on pole and line vessels. Additionally, the Foundation will work on researching the income model of fishermen in small scale fisheries and to compare these with the local living wage of a certain area.

5. FUNDING

The funding of the projects comes from Fish Tales/ Sea Tales, donations from third parties, and other donations. By buying Fish Tales and Sea Tales products, consumers automatically contribute to the projects of the Fish Tales Foundation. The operational costs of the Fish Tales Foundation are fully covered by Fish Tales/ Sea Tales so donations can fully benefit the projects of the foundation.

6. ORGANISATION

Currently, the Fish Tales Foundation is managed by the employees of Fish Tales/ Sea Tales. In order to guarantee independence and expertise, we cooperate with an external advisory board. The organization does not have permanent staff. Many support tasks are performed by the Fish Tales/ Sea Tales team. These costs will not be charged to the foundation.

7. ADMINISTRATION

The administration is done in-house. The annual accounts of the foundation are compiled annually by an independent accountant.