

# FISHERYPROGRESS.ORG

## What is it?

FisheryProgress.org is a one-stop shop for reliable information about fishery improvement project (FIP) progress

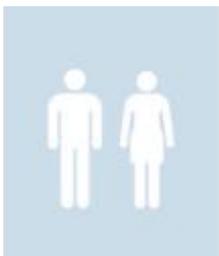
## Who uses it?



**52**  
PUBLISHED  
FIPS



**18**  
FIPS  
COMING SOON



**500+**  
REGISTERED  
USERS



# FISHERYPROGRESS.ORG

## What makes it different?

- FIPs must **report** every 6 months
- Measures all FIPs against the **same yardstick**
- Progress measured by:
  - The phase of the FIP and;
  - The frequency at which improvements are happening.
- **Open access** to all FIPs of various stages & sizes
- FIP implementers **upload their own information**
- Information is **reviewed** by an independent party



# Homepage (top)

The first step is to create a log-in – this allows you to see additional details about a FIP, or manage those that you're involved with. You can see partial information without a login.



Using the FIP Directory, you can search for FIPs on the site using a range of criteria – species, location, gear – or browse full lists of basic and comprehensive FIPs.

This page provides a lot more information about creating and finding FIP profiles, as well as how the site works.

You can use the “Add or Update a FIP” button to manage the FIP profiles you’ve recreated or start a new one.

# Homepage (bottom)

The screenshot shows the bottom portion of a website homepage. It features four main content blocks: 'FIP Directory', 'Add or Update a FIP', 'About Us', and 'FIP Resources'. Each block is accompanied by a callout box explaining its function. The 'FIP Directory' callout is on the left, the 'About Us' callout is on the right, and the 'FIP Resources' callout is at the bottom center. The background of the homepage is a light blue color with a grid of images related to fishing and seafood.

**FIP Directory**  
Search FIPs by typing the name in the box below.  
  
GO  
Advanced Search >

**Add or Update a FIP**  
Create a new FIP profile or update an existing one.  
Get started >

**About Us**  
The website is a joint project of FishChoice and the Conservation Alliance for Seafood Solutions.  
Connect with us >

**FIP Resources**  
Tools and guidance to help FIP implementers and supporters.  
• [Conservation Alliance FIP Guidelines](#)  
• [FIP Glossary](#)  
• [Workplan Template](#)  
• [Marine Stewardship Council Benchmarking & Tracking Tool](#)

Using the FIP Directory, you can search for FIPs on the site using a range of criteria – species, location, gear – or browse full lists of basic and comprehensive FIPs.

The “About Us” section provides information about the groups involved with the site and information about how to contact the FIP reviewer.

This section includes links that can help those creating a profile or learning more about how to launch, assess, or report on a FIP. It also includes other resources like a glossary, a map of FIPs, and a template letter people can use to encourage FIPs they’re interested in to participate in the site.

# Example of a FIP Profile

**Irish brown crab - pot/trap**

Overview Details Improvement Progress Actions Progress Red Indicator Progress

### Overview

The Irish brown crab FIP is an Irish national initiative which covers the four areas of certification within the fishery. It is open to all participants around the coasts of Ireland.

**FIP Objective(s)**

- The main objective of the Fishery Improvement Project is to move the fishery to a position whereby it could reach MSC (or equivalent) certification within 3-5 years.
- This main objective is supported by a number of specific objectives to address the issues identified
- Assist in enhancing data collection in the crab fishery to address data deficiencies issues;
- Assist in the definition of biological reference points and the development of robust harvest control rules for the fishery;
- Improve industry input into the decision making process for the fishery to improve the management structure
- Explore the extent of illegal clawing within the fishery and measures that could be taken to prevent this practice through voluntary or legislative means;
- Explore the extent of landings of white crab

**FIP Type**  
Basic

**FIP Stage**  
Stage 3. FIP Implementation

**How is this FIP Doing?**

**Fishery Status**

19% 15% 67%

**% of Indicators Tracked**

96%

**Actions Progress**

0%

**Actions Overview**

| Behind | On Track | Complete | Failure |
|--------|----------|----------|---------|
| 0%     | 100%     | 0%       | 0%      |

**Red Indicator Progress**

| Behind | On Track | Complete | Failure |
|--------|----------|----------|---------|
| 0%     | 100%     | 0%       | 0%      |

**FIP Progress Rating**

C - Some Recent Progress

**FIP Leads**

**Organization Name**  
Community Supported Seafood LTD

**Organization Type**  
Consultant

**Primary Contact**  
Frank Fleming

Here you can see a succinct description of the FIP, and the objectives that the FIP is setting out to achieve. This FIP is seeking MSC certification as an end goal, but that is not the case with all FIPs.

Fishery Status shows a snapshot of the FIPs current performance – this FIP is working 96% of the 28 MSC indicators (it's basic), and 67% of those indicators show green or positive performance against the MSC standard, 15% are yellow, and 19% are red, meaning that they still have issues that need to be fixed.

The actions progress/overview show you the proportion of actions in the workplan than have been completed. Here you can see that 0% of the actions are complete, but the actions are on track.

Each FIP profile on FisheryProgress.org now has the SFP A-E progress rating associated with it. This rating makes it easy for potential buyers to understand how quickly a FIP is making progress toward its end goals.

# Questions? Comments?

Please contact

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