



MEDIA INVITE

Friday October 6th 14:00 – 14:20

Press briefing room

MSC and business commitments to safeguard our oceans

New initiative rallies fisheries and corporate leaders committed to seafood sustainability within the timeframe of the UN Sustainable Development Goals.

WHAT: The *2020 Leaders for a Living Ocean* www.msc.org/2020-leaders, an initiative from the Marine Stewardship Council (MSC), brings together 27 companies from around the world who are committed to increasing supply, trade and availability of certified, sustainable seafood. The alliance builds on the groundswell of more than 300 fishing operations and 3,000 supply chain businesses, including 80 major retailers, committed to producing and selling seafood certified to the MSC standards. During the press briefing the MSC will share its own global commitment and those made by major partners from the catch and retail sectors. Leading sustainable fisheries partner, the Danish Fishermen's Producer Organisation, and supermarket giant, ALDI, will share their bold commitments in support of seafood sustainability.

WHO:

- **Mr Rupert Howes, CEO of the Marine Stewardship Council**, an international non-profit organization responsible for the world's most recognized ecolabel and certification program for wild caught sustainable seafood
- **Mr Niels Wichmann. CEO of the Danish Fishermen's Producer Organisation and Chairman of the North Sea Advisory Council**
- **Ms Anja Grote Westrick, Director of Corporate Responsibility (International) with ALDI, the global supermarket chain.**

For media enquiries please contact:

Sarah Bladen, Global Communications and Marketing Director

Email: sarah.bladen@msc.org

Mobile: + 44 7930 460 668