

Sustainability Improver Programme

Project Outline:

Under the Sustainability Improver Programme clusters of seafood businesses along supply chains will be identified to participate in the project. This would include fishing vessel owners, processors and retailers. These business clusters would be asked to commit to assist BIM to identify and address questions, concerns, challenges, opportunities in developing a new oneBIM standard, including contributing to the development of a logo with Bord Bia for the promotion of Irish seafood.

BIM, through an appointed external contractor, would provide access to digital traceability systems (Blockchain) developed by BIM during the pilot programme completed in 2020 to participants in the Improver Programme. Such system would facilitate the exchange data across the supply chain, thereby increasing the traceability of seafood. This is a key requirement that increasingly being asked for by major retailers both in Ireland and globally.

During the standard development phase, participants in the improver programme would be permitted to use the “Member of the BIM Sustainability program” at a Business-to-Business level to allow differentiation of their products in the marketplace. It is planned to involve up to six seafood business clusters involving fishing vessels, fishermen’s co-ops, processors, and Irish and international retailers during 2021.

Project Objectives:

The Sustainability Improver Programme aims to communicate the value a sustainable Irish seafood sector across the supply chain from catch to consumer and the power of a single national sustainability standard as a promotion tool. It will also help to build scale for product throughput the sector and, in conjunction with the Fishery Improvement Projects help to differentiate “Irish” product (within the programme) in the marketplace. It also aims to capitalise on emerging technologies to enhance the traceability and trust around Irish seafood.

Expected Benefits:

- Act as a stepping stone for the OneBIM standard being developed.
- Allow identification and validation within the supply chain of the product/service features of the standard, the product benefits (improved transparency, sustainability credentials) and customer benefits (improved relationships/partnerships, connection with seafood producers, understanding and appreciation of seafood).
- Articulate the value of the new BIM standard being developed.

Projected Cost: €55,000