



## **ANBI Requirements – Stichting Aquaculture Stewardship Council Foundation**

### **1. Name, address and contact details:**

Stichting Aquaculture Stewardship Council Foundation, also known as ASC.  
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### **2. Goals of organisation**

The object of the Foundation is: to promote and quantify responsibly farmed fish, shellfish, and crustacea inter alia by furthering the understanding and adoption of responsible aquaculture practices, maintaining and monitoring standards for responsible aquaculture that are already in place or that are yet to be developed, in order to reduce negative social and environmental impact, and, furthermore, to perform any acts conducive to or relating directly or indirectly to the foregoing, all in the broadest sense.

The Foundation shall endeavour to achieve this object by:

- a. managing and maintaining its own label, known as the “ASC label”;
- b. creating improvement programmes for responsible aquaculture;
- c. assisting (in the broadest sense of the word) organisations and professionals in implementing the ASC label in various ways, including the provision of information, education, training and support tools.

The Foundation is a not-for-profit organisation.

The full text of the Stichting Deed can be found here:

[https://www.asc-aqua.org/wp-content/uploads/2017/07/100407-Deed-Stichting-ASC-Foundation\\_English-translation.pdf](https://www.asc-aqua.org/wp-content/uploads/2017/07/100407-Deed-Stichting-ASC-Foundation_English-translation.pdf)

### **3. Main activities from current management plan**

#### **Extract from Executive Summary of Strategic Plan 2017-2021:**

The Aquaculture Stewardship Council (ASC) is now a leader of the movement for certification and labelling in the global aquaculture industry. However, to increase our global impact we must navigate a number of increasingly complex scientific, technical, political, operational and fiscal challenges over the period ahead. But while this second strategic overview is launched in a world of greater complexity where there are many issues to tackle, it is also replete with opportunities too that the ASC can grasp.



The first ASC strategic plan, “Strategic Guidelines for 2012-2015”, focused on demonstrating that the overall ASC concept could work. It also set out how the operational fundamentals of the certification system would be developed and acceptance and uptake of the programme built in selected markets and supply areas. Much work was accomplished. And as the new plan period begins some important initiatives that are already underway will be carried forward. The most important of which aim to improve the operational effectiveness and efficiency of the ASC standards, improve their content and develop information technology infrastructure to manage certification information. ASC’s strategy for development over the next five years has five central objectives:

*ASC global standards and certification programme strengthened and developed.*

The ASC’s value proposition to all of its partners depends on its reputation as the world’s leading certification and labelling programme for responsibly farmed seafood. The ASC has an ambitious portfolio of projects underway and planned to maintain this reputation. We will take additional steps to maintain future credibility as we experience rapid uptake of farm certification and of labelled products entering the market.

*Output of certified seafood and availability of labelled products increased through focus on key countries particularly in Asia, Europe and the Americas.*

Demand currently exceeds the supply of certified-responsible seafood in many markets and categories. The ASC will continue its work to expand the number and range of certified farms. The ASC will continue to promote effective farm outreach work through direct support, partnerships, training and a new “Aquaculture Improvement Programme” (AIP).

*ASC promoted successfully with stakeholders, including consumers, and awareness of the programme raised.*

Effective communications are central to maintaining and enhancing the value of ASC for its partners. Priorities include continued work to build and protect the reputation of the ASC programme, to inform and educate key stakeholders on the environmental and social benefits of ASC certification and to differentiate the ASC from the growing number of alternative assurance schemes.

*ASC collaboration with other relevant certification and ratings organisations agreed and made operational.*

ASC is not alone in providing certifications for and ratings of farmed fish. To the extent that others share our Vision we will work with them to try to achieve it, even though we may compete for supply, market attention and funding. It is inimical to our Mission to create market confusion amongst multiple certification bodies. The ASC works with many organisations to avoid this outcome.

*ASC organisational development strengthened.*

While most of this plan focuses externally, the ASC will also address its own organisational issues as it grows. This strategic overview sets objectives and outlines actions to attract and retain top quality staff; ensure high quality communications; support the organisation with effective information technology and assure the long-term financial stability needed to deliver our Mission. As it grows, the ASC faces an ongoing need to review and refine its business model to ensure that it continues to work well. It will take action to do so.



In order to meet these high-level strategic priorities more detailed work plans, targets and metrics are being worked up. They will ensure that the plan is implemented consistently. The full strategic plan can be viewed here:

<https://www.asc-aqua.org/wp-content/uploads/2017/07/ASC-STRATEGIC-PLAN-2015-2017.pdf>

#### **4. Board composition**

Members of the Stichting Board are currently:

- Mr Scott Nichols
- Mr Jose Villalon

Board members do not receive any kind of remuneration for their work. They do receive reimbursement for expenses occurred in execution of their function, e.g. travel and accommodation for attendance at meetings. No bonuses are paid.

#### **5. Financial information**

For more information about the Stichting Aquaculture Stewardship Council Foundation's income and expenditure, balance sheet position and other non-financial information please read Audited Annual Report here:

[Annual Report 2017](#)

[Annual Report 2018](#)

[Annual Report 2019](#)

[Annual Report 2020](#)