



A Beautiful Planet

to pass on to the next generation

Blue Seafood Guide



Tasty, Fun, Sustainable

POSITIVE

No conflict

Evaluation



DATA BASE for Blue Seafood Guide



Fisheries Research Agency



Seafood Watch



IUCN



MSC



WWF



Evaluation

METHOD



- 1. Gather data of ABUNDANCE of kind**
- 2. Select 60 most eaten fish in Japan, based on White paper**
- 3. Evaluate 60 kinds and choose relatively abundant fish from Fishery Research Agency Data and Seafood Watch**
- 4. Specify MSC certified fish in Japan and include them on the list**
- 5. Make sure to have no conflict with WWF recommended fish**
- 6. Check IUCN for the condition of endangered fish: Tuna and Eel**
- 7. Obtain other information to offer; ie. Mercury rate, radio active contamination.**

Marketing **MARKETING TOOLS**



Website



Partner Handbook



Leaflet for adult



Leaflet for kids



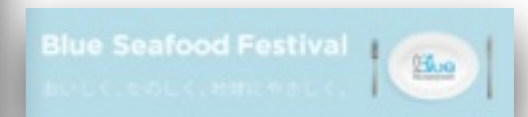
Pocket guide



Sticker



Tshirt



Flags for events



Marketing

Sustainability Partners



With the Style Hotel
Fukuoka



Yokohama Grand
InterContinental Hotel



Oriental Hotel Kobe



AQUA PAZZA



UZU



Kyubei



Marketing

Partner Organizations



京都大学
KYOTO UNIVERSITY

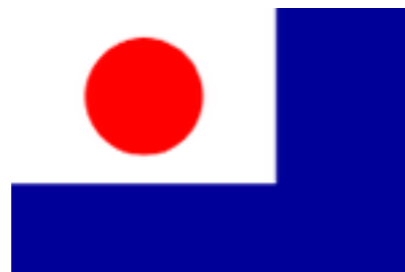
University



Embassy



Airline



Japan Sailing Federation



Japan Sea Cadet Federation

Marketing Receptions



Annual reception to invite influencers/VIPs



Marketing Events in town



**Blue Seafood Festival
Supported by TV Asahi**

**Blue Seafood Buffet
at Art Exhibition**

**Blue Seafood
and Table manner
Kids Lunch**



Marketing

Events in Snow resort



Blue Seafood Snow Dome Bar in Ski resort

Marketing

Events on the Beach in Tohoku



Blue Seafood Summer fun





Coming soon 2015-2016

2015

11th Nov. Annual reception to invite influencers/VIPs, hosted by David Rockefeller, Jr.

12th Nov. Symposium with Akie Abe, the Prime minister 's wife, and Susan Rockefeller at the National Diet

17th Nov. Blue Seafood Night at Nijojo Castle, a World Historic Heritage Site in Kyoto, with David Rockefeller, Jr.

2016

3-6 Mar. Blue Seafood Snow Dome Bar in Zao Ski resort, organizing with Akie Abe, the Prime minister 's wife

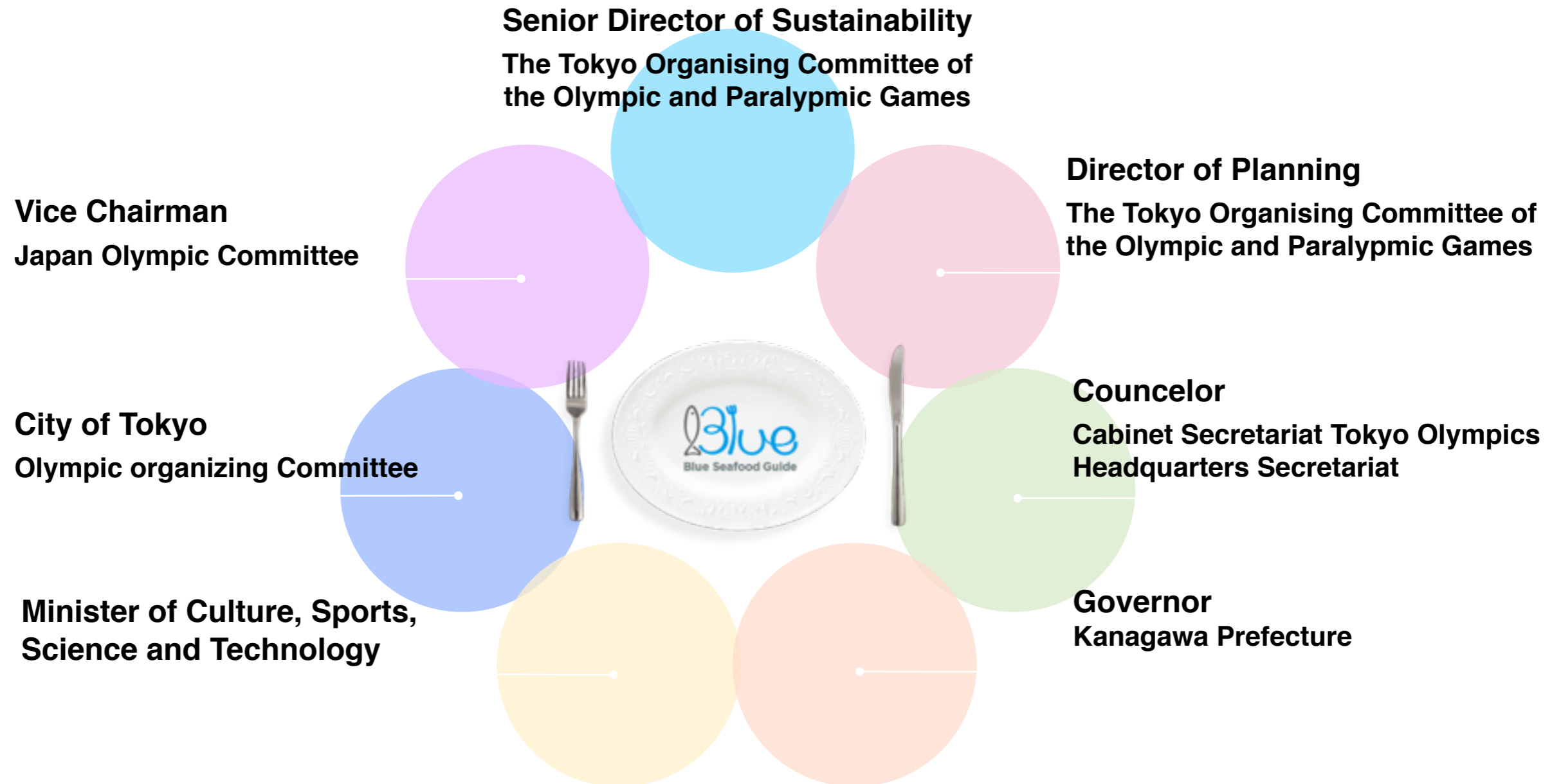
Aug. International conference for Ocean Conservation with Blue Seafood Guide in Hawaii





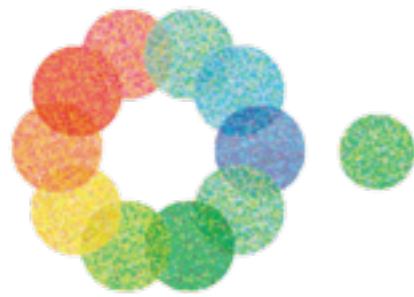
TOKYO OLYMPICS 2020

Network to apply Blue Seafood Guide as Sustainability Standard



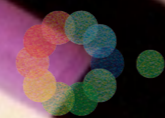
**To make Legacy of Seafood Sustainability
2015 - 2020 - 20xx**





SEAFOOD LEGACY

designing seafood sustainability in Japan, together



SEAFOOD LEGACY
designing seafood sustainability in Japan, together



JPN BUSINESS

- Sustainable Procurement
- Networking
- Education Program

JPN NPO/NGO

- Strategy Building w/ Networking
- Seafood Legacy Fund
- Education Program

OVERSEAS

- Coordinating Researches
- Networking
- Strategy Consultation





“Washoku” @ UNESCO

Pacific Bluefin Tuna and Japanese Eel @ IUCN REDLIST



2014

2015

Pacific Bluefin Tuna and Japanese Eel @ CITES ???



2016

2017

2018

2019

2020

Olympic / Paralympic @ Tokyo



Sustainable Seafood Market Symposium

Nov-13 Fri.

Hanzomon, Tokyo



SEAFOOD LEGACY

designing seafood sustainability in Japan, together



THANK YOU!

