



Invitation to Tender

Assessment of ethical issues impacting on the UK seafood supply chain

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1. Background

About Seafish

Seafish is a UK NDPB established by the Fisheries Act 1981. The organisation is sponsored by Defra, the Scottish Government Marine Directorate, the Welsh Assembly Government and Department of Agricultural and Rural Development, Northern Ireland. Seafish is funded by levy paid on all seafood landed or imported into the UK (excluding salmon and canned product). Our work cuts across all segments of the seafood value chain – from catching and farming; through primary and secondary processing, importing and distributing through to retail and foodservice operators. Seafish are currently working to a Corporate Plan which received Ministerial endorsement in March 2013 with key activities determined by three industry Sector Panels. More information is available on our website www.seafish.org

The project

There are growing concerns regarding unethical practices within the global seafood market, with several cases of human rights abuse highlighted in the media. The impacts of these unethical practices are wide reaching.

Human ethics is a complex, global issue affecting many countries and a wide range of products. The UK seafood industry is working on this issue on a number of levels and keen to move forward towards eliminating unethical practices from UK supply chains.

There is significant interest from the seafood industry and other stakeholders working in this area to collaborate on the way forward. In July 2014, Seafish formed the Seafood Ethics Common Language Group which facilitates information and knowledge exchange across a whole range of stakeholders. The group is setting out to establish a common understanding of the issues, communicate the work currently going on to address them, and agree a clear agenda for future action.

This project is a starting point to gain an in-depth understanding of the issues and challenges, to facilitate a proactive, forward looking approach to tackling issues in the UK seafood supply chain.

Ethics is a key area of work in Seafish's next corporate plan (2015-18). The findings of this work will also help inform ongoing and future Seafish work in this area.

For the purposes of this project we use the term ethics for issues relating to labour and human rights. This includes slavery, bonded and forced labour, child labour and health and safety across the whole supply chain, be that on land or at sea.

2. Aim of the project

To complete a detailed review of ethical issues impacting on UK seafood supply chains, including domestic landings and imports.

3. Scope

The scope of the project will include;

- Seafood species landed into and imported to the UK, ultimately sold to UK consumers (regardless of Seafish levy status)
- All country suppliers to the UK seafood market, including domestic landings.
- Wild caught and farmed species.
- Different parts of the supply chain i.e. vessels, farms, processors etc.
- All aspects of unethical practice.
- Past / current / known issues. These may not necessarily have been documented or raised in the media.
- Horizon scanning for emerging and future issues – which countries / species / supply chains present risks and how might these develop with or without intervention.
- Gaps in information / knowledge, for example where evidence is minimal.
- Case study examples of improved practice, how issues have been resolved and the approach taken.
- Which organisations (i.e. NGOs, Government Bodies, industry organisations) are involved in this issue, on what basis and their current relevant activities.
- Identification of links with other illegal practice e.g. Illegal, Unregulated, Unreported (IUU) fishing

The UK seafood supply chain

The UK seafood industry is a complex and dynamic industry worth around £6 billion pounds in 2013.

UK seafood supply chains can be complex and diverse, with seafood directly landed into the UK, traded directly into the UK from the original country of landing / origin and also via third countries.

Due to limitations in national import statistics, it is not possible to use this data to definitively track all the imported species back to the original country of origin. Appendix I provides an overview of the main imports into the UK by country and species. This list should not limit the scope of the work and is only included for initial reference at this stage.

Further information on the supply chain, including the main domestic landings, is included in our [Seafood Industry Factsheet](#) (February 2014)

4. Outputs

The required outputs / deliverables of the project are;

- Detailed, fully referenced report covering social responsibility issues and risks associated with seafood supplied to the UK market. This should include mapping the issues, by country and species and, if data is available, by fishery. There should also be horizon scanning for emerging and future issues.
- Final presentation to the Seafood Ethics Common Language Group.
- The report should be peer reviewed as part of the review process, before completion. To be arranged by the contractor with peer reviewers signed-off by the project team.

5. Expected approach

The contractor will define the detail of how they will undertake the project. Overall this is expected to include;

- Detailed literature review; published reports, media coverage, campaigns, websites.
- Discussions with members of the seafood industry, seafood industry groups and representatives. Including members of the Seafood Ethics Common Language Group.
- Direct engagement with other key stakeholders that work in this area. These will be UK and internationally based.

Appendix II includes a top line list of the type and sources of information we expect to be included. They may also provide ideas on how best to present the findings.

It is likely to be a largely desk based exercise although some travel may be necessary.

6. Awarding Criteria

Tenders will be assessed for their value-for-money, and in the interest of ascertaining the highest level of transparency, fairness and competition the following evaluation matrix will be used to score each tender.

Evaluation Matrix

Award Criteria	Weighting (%)
Understanding of the requirements	25
Approach to undertaking the project	25
Relevant experience and expertise in this field	50

7. Responsibilities of the contractor

The contractor will be responsible for completing the project and producing all outputs within the deadline.

8. Contract and project management

The contract will be managed by Michaela Archer who will be responsible for final agreement of all work and the final report(s). Upon appointment, the successful contractor will be required to sign a contract including a confidentiality agreement.

The project will be managed by Karen Green who will be responsible for ensuring the project is delivered. The project will be managed within Seafish's standard project management process. The contractor is required to submit monthly updates on progress.

9. Timetable for delivery

The start date for the project should be as soon as possible after the contract is awarded. The preferred deadline for delivery of outputs is 6 months from the start date (July 2015 TBC), however the contractor should specify the completion deadline.

An initial phase of work will need to be completed by 31st March 2015.

The contractor is required to provide a detailed plan specifying timescales for the project, by main task.

10. Costs

We are seeking quotes based on undertaking the whole project.

All submissions should include a fully costed breakdown of the proposed work. This should include (where applicable); research costs, travel expenses, overheads, other costs, VAT where applicable.

11. Recovery of Costs

An applicant is not entitled to claim from Seafish any costs or expenses incurred in preparing the tender document whether or not it is successful.

12. Submission of Tender Documents

Please see Appendix III for tender submission guidelines.

Responses should be sent to Michaela Archer and Karen Green by 5pm on 23rd January 2015. These can be submitted

- by e-mail to
 - m_archer@seafish.co.uk
 - k_green@seafish.co.uk
- by post, for the attention of Michaela Archer, Sea Fish Industry Authority, Origin Way, Europarc, Grimsby, DN37 9TZ.

Any tenders received after the deadline will not be accepted.

13. Further information

For further information on this tender please contact;

Michaela Archer, Head of Information Workstream. Tel. 01472 252332 / 07876 035739 / e-mail m_archer@seafish.co.uk OR

Karen Green, Industry Issues and Communications. Tel 07515 993499 / e-mail k_green@seafish.co.uk

Please note that Seafish will be closed from noon on the 24th December until 9am on the 5th January.

Appendix I - Main species imported into the UK by final exporting country (Kg imports, 2013)

Kg Imports	name																	
d_country	Cod	Cold water shrimps & prawns	Coley	Crabs	Haddock	Herring	Lobster	Mackerel	Monkfish	Nephrops	Plaice	Pollack	Prepared and preserved shrimps & prawns	Salmon	Scallops	Tuna	Warm water shrimps & prawns	Grand Total
CHINA	20,629,236	9,065	68,948	130,890	6,573,779		126	102,896	11,642	849,470		17,621,442	2,352,764	3,418,668		37,454	1,769,471	53,575,851
ICELAND	34,988,158	73,465	1,592,670		9,213,166	287,520	13,220	159,376	236,832	2,488	2,523,616		4,342,190	130,811				53,563,512
DENMARK	12,342,566	799,079		453,562	6,059,221	971,261	12,618	14,144,377	2,941		131,357	24,879	5,501,794	2,102,268	664	784,034	1,588,776	44,919,397
FAROE ISLANDS	7,434,128		556,481		2,957,819	51,271			98,069	42,824	142,574	945		32,961,109				44,245,220
THAILAND	410,258		8,234	169,604	26,537			245,296					9,534,518	147,174		18,631,741	5,693,496	34,866,858
NORWAY	10,281,705	1,800	80,279	50,582	8,509,606	5,394,284		2,954,191		48			580,650	1,483,369	1,724		29,338,238	
GERMANY	7,598,804	106,094	1,436	150,577	656,969	2,160,214	45,671	2,907,476				7,598,021	921,146	2,962,170	15,416	2,682,980	523,039	28,330,013
MAURITIUS																24,167,109		24,167,109
SWEDEN	529,141	16,302	6,065	8,322	1,966,246	84,888		527,204	44		955	13,850	16,489	20,654,492		951	23,824,949	
U.S.A.	758			4,279			892,847		12,424		18,153	7,828,698	162,048	10,348,426	988,379	6,232	24,330	20,286,574
RUSSIA	11,798,755		39,670	62	3,969,539							3,109,090		204,358				19,121,474
SEYCHELLES																15,611,423		15,611,423
CANADA	819,659	2,400		12,108	3,810	20,952	689,582						11,306,216	1,823,519	95,847		3,586	14,777,679
IRISH REPUBLIC	610,442	100,031	13,738	244,937	2,342,194	553,592	49,531	4,915,319	1,290,078	1,250,377	57,729	59,569	311,503	1,864,585	63,247	849,953	151,409	14,728,234
GHANA								10,000								12,738,994		12,738,994
ECUADOR		2,400											1,915,891	54,960		10,267,002		2,113,949
INDONESIA				506,326									28,380			7,499,069	1,958,962	11,935,208
PHILIPPINES	1,009												453,734			11,291,896	2,220	11,323,505
INDIA		19,800		114,008				19,047	4,483	17,505				735	390	42,228	9,926,956	10,598,886
POLAND	3,089,438	16,522	126,459		1,408,631	904,327		161,459				1,141,508	22	2,032,932		719,432	7	9,600,737
NETHERLANDS	920,560	173,119	642	26,898	110,791	1,023,967	10,629	2,681,013	14,772		1,644,111	493,036	444,047	465,987	3,066	1,342,736	204,266	9,559,640
VIETNAM	127,975			448,361	63,613			2,800		484,050			2,951,175	6,000		496,511	4,341,320	8,921,805
SPAIN	76,736	317,768	20,653	54,731	23,955	4,118		92,786	900		3,942	807	75,418	5,941		7,758,513	471,332	8,907,602
BANGLADESH		7,980					8,658						378,128			6,918,450		7,313,216
FRANCE	807,485	135,730	202,242	170,911	565,114	34,900	118,171	90,862	7,327	352	25,611	46,999	101,696	216,010	509,421	2,891,972	956,048	6,880,851
PAPUA NEW GUINEA																3,360,509		3,360,509
GREENLAND	2,558,766				427,500								84,970					3,071,236
HONDURAS													1,043,344				1,465,433	3,071,236
PORTUGAL	113,720	148			29,458	594		507,258	233			8	20,215	182,443		1,257,895	715	2,508,777
LITHUANIA	1,179,090					258,404		126,366						128,610		1,045		2,112,687
BELGIUM		64,761		77,624	1,588	144,071		19,029	19,943		5,662		362,739	35,663	19,280	15,287	360,158	1,693,515
CZECH REPUBLIC												924,706				117		1,125,805
MALDIVES	1,773															920,600		924,823
CHILE													16,995	723,707		18,972		922,373
IVORY COAST																706,786		759,674
NICARAGUA																	680,000	706,786
TAIWAN								1,560								411,769	143	413,597
ARGENTINA												125				381,948		381,948
COLOMBIA																289,552		289,552
SENEGAL									816							272,516		272,516
PERU															141,395	94,494	17,000	252,889
MOROCCO								174,918						17,280		30,000		222,198
MALAYSIA			2,883										65,891	30,710		47,489	21,400	168,373
BURMA						3,130							84,858			1,167	74,102	163,257
SRI LANKA						720		221					130			22,068	21,456	161,200
ITALY	3,150	10	116,595	107			3,919	452		66			1,511	5,388	28,231	71,790	20,689	135,303
BELIZE																	103,977	103,977
MADAGASCAR																92,425		92,425
TURKEY						1,663						70,725				13,276		85,664
FINLAND											61				19,159	60,754		79,974
SOUTH KOREA			8,500					562				727				49,377	1,360	60,526
JAPAN															57,664	353		58,017
U.K.	19,110											32,450						51,560
LATVIA						27,701		5,273								6,374		39,348
BRAZIL									38,537									38,537
SOUTH AFRICA									7,500									28,570
ESTONIA						29,702												29,702
SWITZERLAND														25,775				25,775
CYPRUS								426						1,969		21,465		24,532
ROMANIA	1,489					5,174		7,771						732		8,843		24,009
NEW ZEALAND				3,933					15,700					2,605				22,238
GREECE											5,299		330	4,896		6,591	1,920	19,036
URUGUAY																	18,000	18,000
ISRAEL							143									14,370		14,370
AUSTRIA		3,300													4,360	533		8,336
SLOVAKIA						142							3,215			319		3,676
MALTA																1,128		1,128
SLOVENIA																528		528
AUSTRALIA																	288	288
CROATIA																260		260
Grand Total	116,343,911	1,847,374	2,717,517	2,755,800	44,909,536	11,963,267	1,845,117	29,857,938	1,762,241	2,647,180	4,559,078	38,970,792	43,058,792	82,062,451	1,929,084	125,346,366	40,117,292	552,693,736

Appendix II – Examples of sources of information including website / organisations expected to be included as part of the review (not an exhaustive list).

- [Seafood Ethics Common Language Group](#)
- Seafish briefing notes
 - [UK](#)
 - [Thailand](#)
- [Global slavery index](#)
- [US TIP report](#)
- [FishWise](#)
- [Consideration of links to illegal \(IUU\) fishing](#)

Examples of maps

Fishy Business: trafficking and labour exploitation in the global seafood industry (2013)
www.worldvision.com.au/Libraries/DTL_fact_sheets/DTL_Seafood_factsheet.pdf



Appendix III: Guidance for tender submission

The following information should be included in a response:

- Name of the tenderer(s), status in the company, and name of person for further contact (if different);
- Whether the company or organisation is based in the UK or another country.
- A statement detailing an understanding and interpretation of the purpose, specific objectives and scope of the project
- Details of the proposed approach, methodologies and costs.
- Details of previous experience relevant to the current proposal;
- References / examples of similar work which have been undertaken;
- Examples of projects which have been delivered to a high standard. Include any previous projects with Seafish and the Seafish contact name.
- A clear statement of the tender price and costs under the following subheadings, where applicable:

Research / management staff costs	Overheads
Equipment and materials	Any other costs
Analytical costs (by type)	VAT where applicable*
Travel expenses (including expected locations)	Total

**Seafish will be unable to reclaim VAT, therefore please ensure to state VAT when applicable.*