

Introduction

Hello. It is very interesting to share the topic: biodiversity management performance in seafood supply chain. In this video, I will focus on some key points as follow. **First, the interaction between business activity and biodiversity. Second, how to measure biodiversity management performance. Third, the issue of biodiversity in seafood supply chain. Finally, the presentation will close with some key messages. Let's start with the concept biodiversity business.**

1. Biodiversity business

Biodiversity business is a term to indicate the integrating of biodiversity into business operations. So the question is how relevant is biodiversity in business operation. Well, the business operations may have a two-way relationship with biodiversity. On one hand, the companies depend on biodiversity and ecosystems for inputs in their production processes. **On other hand, companies have impacts on biodiversity and ecosystems directly through their operations or indirectly through their supply chain.** So, the loss of biodiversity may pose significant risks for business operations.

In spite of that, only 27% of business leaders from around the world pay attention on the issues of biodiversity in their business. By proactively, managing biodiversity, the company can obtain a lot of benefits. For example, a consumer survey in the UK, in 2010 releases that around 50 % of consumers indicated that they would be willing to pay an additional 10% to 25 % for environmental friendly products. So the key question is: how to measure biodiversity management performance ?

2. Biodiversity management performance

In the literature, some previous studies have offered different approaches for measuring biodiversity management performance. These approaches have contributed in the assessment of the relationship between business activities and biodiversity. **However, lack of quantitative data and subjectivity in the evaluation project are the major limitations of the approach.** These limitations are understandable because the relationship between business and biodiversity as so complex in the nature. Let's take an example from seafood sector.

3. Biodiversity in seafood supply chain

Seafood supply chain can be very complicated with many participants. For example, fishermen, processors, wholesalers, retailers, food services who work together to supply a fish to the consumer.

So, what problem of biodiversity affects the business model in seafood sector ? For many years, people have thought that the oceans are an infinite source of fish. However, nowadays, almost 75% of fisheries resources are in the stressed situation. And unsustainable fishing is the most significant threat to the marine ecosystem.

So, the main reasons for business, operators and seafood sector to engage with the issue of biodiversity may at least include : securing supplies of the target fish, reputation accessibility to the markets.

To sum up

So, to sum up, biodiversity loss is a risk that needs to keep on radar for long-term business operation. Measuring biodiversity management performance is a great challenge because of the complexity of the interactions between business activity and biodiversity. In the seafood sector, biodiversity management performance can be measured through the key performance indicators such as: reducing by-catch fishing, eliminating illegal, unreported or unregulated fishing. Thank you.