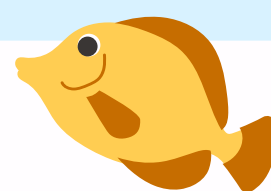


How to promote sustainable fishing

Small actions, when combined, can lead to big changes for our oceans

Consumers



Buy seafood products with **sustainable certification**



Avoid **plastics** and waste that end up in the sea

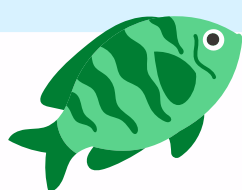


Reduce consumption of **overexploited species**.
Choose seasonal fish where possible



Do not buy fish or seafood **without knowing its origin**, as it may have been caught illegally

Companies



Adopt responsible and sustainable practices, such as participating in **fishery improvement** projects alongside **NGOs** (e.g. WWF)



Ensure **transparency** in the supply chain and comply with international sustainability and quality standards through **certification**

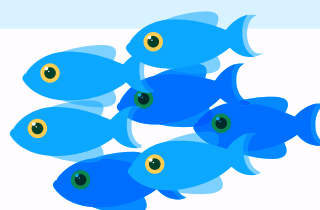


In companies such as Iberdrola, promote the use of **clean energy** to reduce pollution that affects marine species



Support the development of **new technologies** to protect marine life, such as Iberdrola's international start-up programme PERSEO

Governments



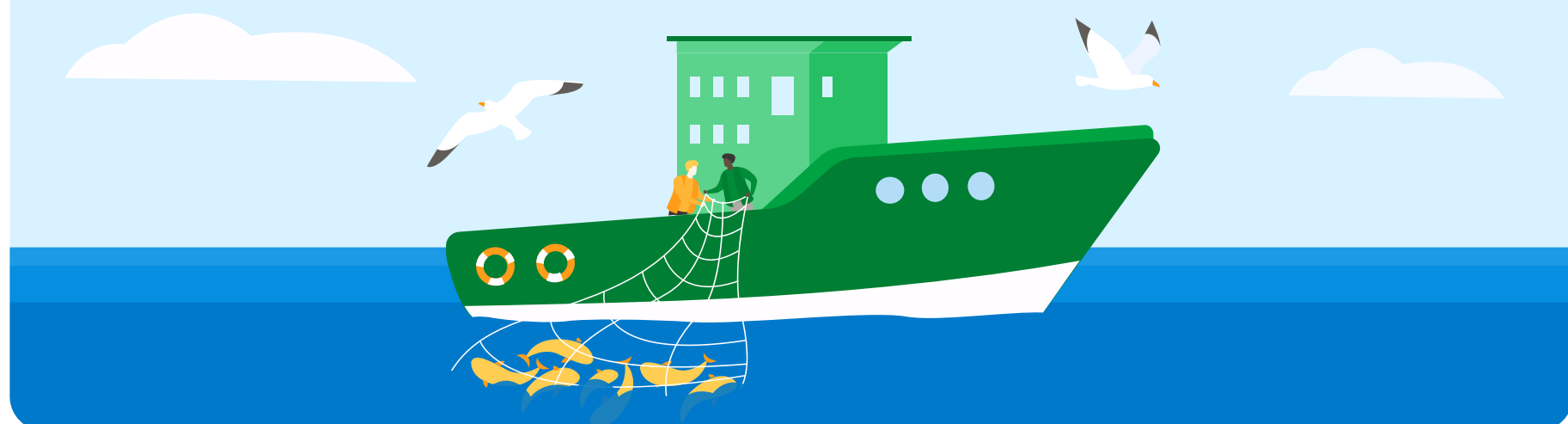
Establish policies that promote **best practices** in data collection, analysis and monitoring to support the recovery of marine populations



Take measures to eliminate **support for illegal, unreported and unregulated fishing** (OECD)



Implement national action plans and regulatory frameworks aligned with international **sustainability standards** and the Sustainable Development Goals (SDGs), particularly SDG 14



Sources: SDGs, OECD, WWF, Greenpeace, FAO, Iberdrola