



**Marine Stewardship Council**  
Pêche durable

Project author or developer:  
**Marine Stewardship Council**

Where:  
**FR / France / Paris**

Website:  
**[www.msc.org/](http://www.msc.org/)**

The Marine Stewardship Council has developed an environmental standard for sustainable and well-managed fisheries against. Environmentally responsible fisheries management and practices are rewarded with the use of its blue product ecolabel. Consumers concerned about overfishing and its consequences are increasingly able to choose seafood products that have been independently assessed against the MSC's environmental standard. This enables consumers to play a part in reversing the decline of fish stocks. As of February 2012, over 100 fisheries around the world have been independently assessed and certified as meeting the MSC standard. Their where to buy page lists the currently available certified seafood. As of February 2012 over 13,000 MSC-labelled products are available in 74 countries around the world. Fish & Kids is an MSC project to teach schoolchildren about marine environmental issues, including overfishing.

