GDST Communications Toolkit

An interactive guide to help jump-start your company communications around the adoption and implementation of the *GDST 1.0 Standards and Guidelines for Interoperable Seafood Traceability Systems*.

Introduction

This communications toolkit is provided for members, partners, and other stakeholders, interested in supporting the adoption and implementation of the *Global Dialogue on Seafood Traceability (GDST) 1.0 Standards and Guidelines for Interoperable Seafood Traceability Systems.* Our goal is to make it easy for you to help amplify the uptake and impact of GDST 1.0 as you communicate to your own stakeholders, suppliers, customers, or publicity outlets. At the same time, we want to equip you to use your support for GDST 1.0 to promote your own company or organization and your commitment to interoperable and verifiable seafood traceability.

As you use this communications toolkit, we would appreciate it if you would keep our communications staff aware of any significant communications that you undertake, so that we may track the visibility of the GDST and, where appropriate, help magnify your own efforts.

We hope this toolkit is useful to you, and we welcome your feedback. If you have any questions or comments, please don't hesitate to contact us at info@traceability-dialogue.org.

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GDST Principles of Engagement

This section provides the principles of engagement for how your company can communicate about the GDST across your communications channels.

If there are questions regarding these principles, please contact info@traceability-dialogue.org.

Principles of Company Engagement

The GDST has developed the following principles, upon which our company engagements rest. Any participating company of the GDST, which is typically through official membership registration, will reflect the following principles:

1. A company may not make any:
   o claims of WWF or IFT partnership
   o claims of GDST standards compliance performance
   o claims of benchmarking against the GDST standards

Disclaimer - The Global Dialogue on Seafood Traceability (GDST) does not presently have a mechanism to independently verify the validity of claims made about GDST 1.0 implementation or compliance. As more companies implement GDST 1.0, systems to validate such claims may be developed in the future.

Principles of GDST Engagement

The GDST has developed the following principles, upon which the GDST will engage with companies and communicate company promotions:

1. The GDST will use minimal marketing language in the promotion of companies across communications channels to limit the risk of preferentiality
2. All communication related to companies and technology vendor involvement in the GDST will be focused on the GDST mission
   o Particular emphasis will be placed on work to support legal supply chains and conservation efforts when going through World Wildlife Fund (WWF) related channels
3. GDST company promotions will be considered on an individual basis to ensure operations and brands are acceptable for public support
4. The GDST will not allude to claims of WWF or IFT partnership
5. The GDST will not include mention of other companies unless explicit permission from that company has been received

GDST Branding Guidelines

For approved GDST logo files, contact info@traceability-dialogue.org.

GDST member companies may use the GDST logo on their websites, in corporate materials, and/or for public exhibits or presentations, subject to the following limits and conditions:

1. Use of the GDST logo is limited to those companies which have agreed to the display of their own logos on the GDST public website and in GDST materials and presentations.

2. Use of the GDST logo is limited to the purpose of informing the public or stakeholders about:
   a. the company's participation in the Dialogue and support for the Dialogue process;
   b. the company's support for the promulgation of global voluntary industry standards for seafood traceability;
   c. the company's commitment to seafood traceability and to pursuing the best seafood traceability practices.

3. The use of the GDST logo is strictly forbidden in any product marketing or advertisement, product packaging or product inserts, corporate promotional giveaways, or other material intended to promote product sales. It is also forbidden to use the GDST logo or any reference to your company's participation with the GDST to claim compliance with GDST standards or otherwise imply that participation in GDST demonstrates the quality of your traceability services or practices.

4. The use of the GDST logo is subject to all the other rules about GDST member communications contained in the GDST Member Terms of Reference, including but not limited to the strict avoidance of:
    a. using logos of other GDST member companies or of the GDST organizers; and
    b. making any portrayal or reference to their participation in the Dialogue as a partnership, cooperation, or any other kind of joint endeavor with either WWF or the Institute of Food Technologists' Global Food Traceability Center (GFTC), or as an endorsement of any kind by GDST, WWF, or GFTC of the member company or of its traceability or sustainability practices.

5. Companies shall display only accurate high-resolution full-color replicas the GDST logo, accompanied by links or visible references to the homepage of the GDST public website.

6. Companies may use the GDST logo only after giving 15 days prior written notice to the GDST organizers detailing the specific intended use of the logo, and subject to the right of the organizers to deny permission on a case-by-case basis. Notice of intended use should be submitted by email to info@traceability-dialogue.org.

7. The GDST organizers may refuse the use of GDST logos and references at any point if the terms of use/communications guidelines are violated.

Master Messaging Document

This messaging document aims to promote consistency across communications as various partners and companies share messages about GDST 1.0. However, not all messages will resonate with all audiences. The top-line message is universally applicable and should be repeated often, while more specific messaging can satisfy audience segments with specific informational needs.

Content Includes:

⇨ Pitch for priority industry audiences
⇨ Top-line messages
⇨ About interoperability
⇨ The business case for GDST
⇨ About GDST 1.0
⇨ Call to Action
⇨ About the GDST and members

Pitch for priority industry audiences

- Effective, reliable, and affordable traceability is essential to the future of the seafood industry. GDST 1.0 lays a foundation for the entire sector to build on for the future. These standards for interoperability are the result of an extraordinary three-year process called the Global Dialogue on Seafood Traceability, which involved more than five dozen companies from around the world. The adoption and implementation of GDST 1.0 will be a major step forward for the sustainability, innovation, responsibility, and long-term viability of the global seafood industry.

Top-line messages

- Through the Global Dialogue on Seafood Traceability, seafood companies with combined seafood sales of well over USD $35 billion per year have stepped up to change how seafood is bought and sold around the world. These new standards and guidelines—called GDST 1.0—lay the foundation to achieve the product traceability necessary for responsible seafood supply chains.

- These standards will help companies reduce supply chain risks, realize market growth, and increase return on investment as companies modernize traceability systems.

- Now is the time for businesses and stakeholders across the seafood sector to accept and begin implementing the GDST standards and guidelines. Interoperable traceability systems are no longer optional for the seafood industry. Improving the transparency of the seafood sector will benefit our businesses and the ecosystems and people on which our industry depends.

About interoperability

- Traceability is the concept of tracking seafood from bait to plate. Interoperability makes it possible for disparate supply chain actors to cooperatively communicate traceability data.

- Interoperability is the idea that technology is most useful when different systems can communicate seamlessly via globally established and implemented standards. In other modern industries, it is how digital health records can be shared across hospitals, and how smartphones and debit cards work while traveling overseas.

- GDST 1.0 is designed to support interoperability that lets companies continue to choose the system that makes business sense without worrying whether their choice will be compatible with systems used by suppliers and customers.

The business case for GDST

- Traceability systems can benefit businesses and entire sectors from production, to marketing, and value chain management perspective, according to researchers. The benefits include protection of public health, improved trade, strengthened sustainability practices, reduced recall scope, increased consumer trust, quality assurance and value-chain efficiencies, and reduction of brand risk arising from association with unacceptable labor practices.

- Key Data Elements, known as KDEs, are critical to assure data meet current reporting requirements for global trading and reporting. They also enable data collection for resource management that generates value in the form of consumer and brand confidence.

- Digitization is the next logical step to reduce costs of regulatory compliance, enable traceability, and increase supply chain efficiency. GDST 1.0 will help encourage digitization while also ensuring that companies modernizing their traceability practices get greater system longevity and better returns on investment.

About GDST 1.0

- GDST 1.0 is the data-sharing foundation on which reliable, affordable, and efficient seafood traceability will be built. GDST 1.0 provides a universal checklist of the information that must accompany seafood products as they are caught, bought, and sold, as well as the technical specifications for how systems verify and share that information seamlessly.

- GDST 1.0 through the precompetitive business processes comprised of the member companies has developed a set of key data elements related to seafood production that meet the needs of processors, traders, and retailers across geographies and market subsectors. With standardized data elements, it will be much easier to meet growing commercial and regulatory demands to demonstrate transparency in seafood supply chains.

- GDST 1.0 also includes a shared set of technology standards and data access protocols that allow traceability systems to communicate with one another along a value chain, easily sharing the information that should be shared while protecting the information that should remain secure.

Call to action

- Now is the time for businesses and stakeholders across the seafood sector to endorse and begin implementing GDST 1.0 standards and guidelines. Making seafood traceability systems interoperable is no longer optional for industry leadership. Smart businesses will start taking action now. Join the movement of industry pioneers already implementing GDST 1.0.

About the GDST and members

- The Global Dialogue on Seafood Traceability was formally launched in 2017 as an international, business-to-business platform established to advance a unified framework for interoperable seafood traceability practices. The Dialogue brings together a broad spectrum of seafood industry stakeholders from across different parts of the supply chain, as well as relevant civil society experts from diverse regions.

- The GDST has been convened and supported by WWF, one of the world's leading conservation groups, and the Global Food Traceability Center of the Institute of Food Technologists.

- Your company, along with the 11 designated members on the GDST Steering Committee, is leading the GDST towards success. The GDST comprises nearly 70 member companies. To see those involved, please visit: https://traceability-dialogue.org/whos-involved-2/. GDST has also been endorsed by the powerful group of companies gathered under the SeaBOS initiative as well as a number of leading industry alliances and key seafood stakeholders.

GDST FAQs

This document provides answers to frequently asked questions pertaining to the GDST. It also covers who to contact for specific questions or concerns.

If there are any additional questions your company may have, please contact info@traceability-dialogue.org.

GDST FAQs

Who initiated the creation of the Global Dialogue?
The Global Dialogue was initiated with seed funding from the Gordon and Betty Moore Foundation and the Oceans 5 collaborative. Preliminary discussions to create the framework for establishing the Dialogue were conducted through workshops organized by WWF and the Institute of Food Technologists' Global Food Traceability Center, with the participation of dozens of industry stakeholders from around the world.

Is the Global Dialogue a campaigning organization or a coalition of campaigning organizations?
No, the Global Dialogue is not an organization or coalition group, nor was it set up for advocacy purposes. Its primary function is as a business-to-business pre-competitive discussion forum, focused on the alignment of voluntary business practices for achieving interoperable traceability within the seafood sector.

Who funds the Global Dialogue?
The Global Dialogue was initiated with seed funding from the Gordon and Betty Moore Foundation and the Oceans 5 collaborative. It is anticipated that the Dialogue will be sustained in the future through modest contributions from leading industry actors.

What roles do WWF and IFT play in the Dialogue?
WWF and the IFT's GFTC are distinct organizations with very different missions but share a strong desire to promote full-chain seafood traceability. Working together through a series of preparatory workshops around the world, they refined the vision for the Global Dialogue, in consultation with seafood industry leaders.

Although preparations for the Global Dialogue were organized by WWF and GFTC initially, the Dialogue itself is convened and controlled by its participants, drawn mainly from the seafood industry.

Does supporting the GDST 1.0 Standards mean a company has to comply with all of them immediately?
No – It is clearly understood that implementation of the standards may take years to complete and that companies will move through implementation at different speeds. Adopting the standards now means agreeing that these are the standards that should be applied across the seafood sector but **adopting GDST 1.0 will not commit companies to any specific timeline** or specific action for implementation. While all companies should begin the process of implementing the standards as soon as possible, the standards set a goal for the future, not an immediate requirement for today.

Do GDST standards support compliance with SIMP and EU IUU Regulation?
Yes – both EU and US import controls were considered in developing the *GDST 1.0 Basic Universal List of KDEs*.

Do GDST KDEs cover labor and human rights issues?
Yes, in a preliminary way – GDST wished to avoid setting standards for labor and human rights policies but includes KDEs to reveal whether human welfare policies are in place and subject to audit.

Does completion of GDST 1.0 mean the GDST is done with its work?
No – GDST members have expressed the desire to see important elements of GDST work continue, including:
- Formulating best practices for KDE verification
- Promoting government policies and regulations that support interoperability and verification

Who will own and maintain the GDST standards?
The GDST industry Steering Committee is now developing a plan for the institutional future of the GDST.

Who should I contact for:
Technical Questions
- Traci Linder (WWF): Traci.Linder@wwfus.org
- Frank Terzoli (WWF): Frank.Terzoli@wwfus.org

Communications Questions
- Taylor Moran (WWF): Taylor.Moran@wwfus.org
- Mike Crispino (WWF): Michael.Crispino@wwfus.org

General Inquiries
- GDST Email: Info@traceability-dialogue.org