

# Eco-labelling in the Dutch Fisheries Industry. Changing Relationships of Trust within the Supply Chain

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PhD Research at Wageningen University. 2008-2011.

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Financed with KB1 and KB2 resources



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# Presentation outline

- PhD research:
  - Background
  - Theory
  - Problem definition
  - Case study approach
- Case study:
  - Eco-labelling as a new policy arrangement
  - MSC and FOS compared
  - Issues of trust
  - Preliminary conclusions



# Developments in the Dutch Fishing Industry: 1980-2009

- Increasing urge for more (ecological) sustainability
- Decreasing role of the state (‘ State failure’ )
- More room for other stakeholders from market and civil society
  - 1993: the Dutch Co-Management System
  - 1996: Market and Civil Society introduced sustainability certification (MSC)
  - 2004: ‘Good Fish Guide’
- State facilitated innovation and reform
  - 2006: Establishment of Innovation Platform
  - 2007: Cooperation between fishermen and scientists
  - 2008: Social Covenant between NGOs and industry
  - 2008: Study Groups of fishermen working on innovation
  - 2009: Subsidies for MSC certification



# Theory: The Policy Arrangement Approach

## ■ Political Modernisation

- Refers to the shifting relationships between the institutions of state, market and society

## ■ Policy Innovation

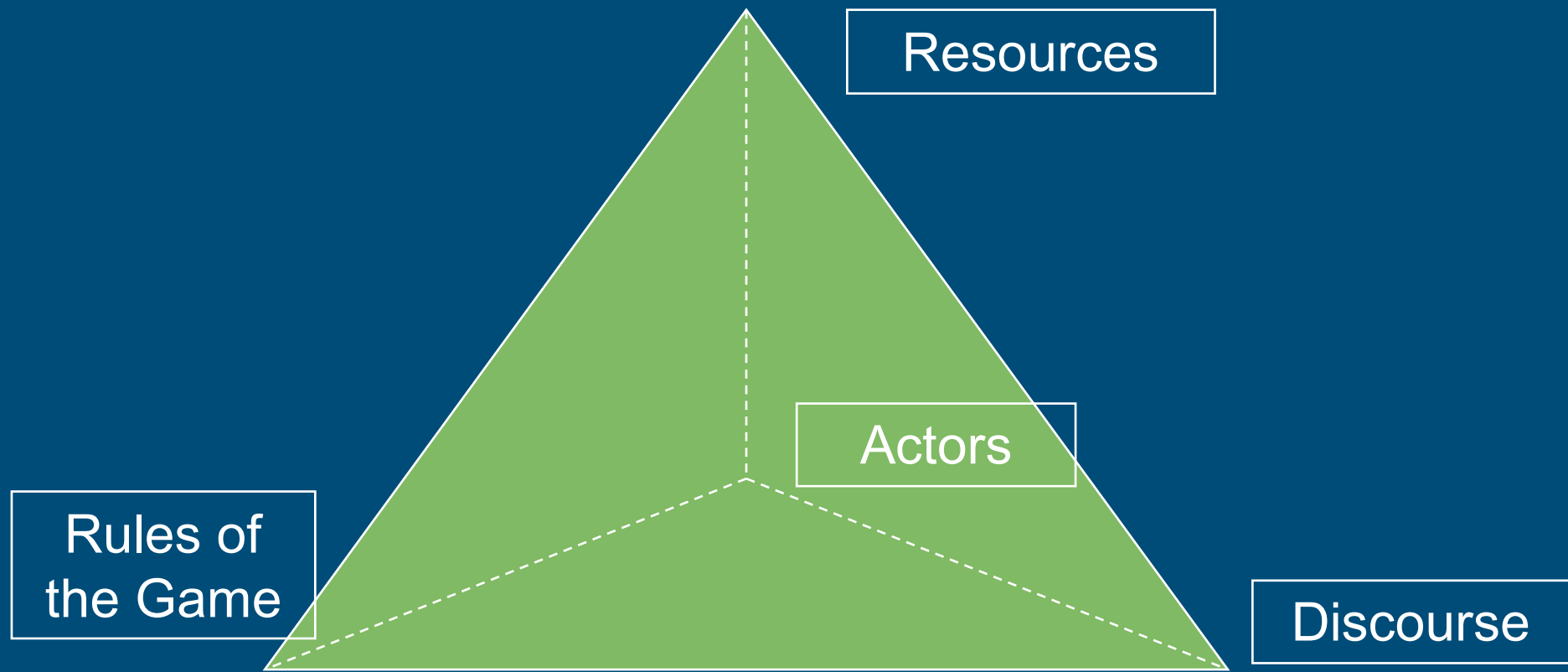
- Actors decide 'to do things otherwise'

## ■ Policy Arrangements

- Actors and their coalitions
- Division of resources, leading to differences in power
- Rules of the game
- Current policy discourses



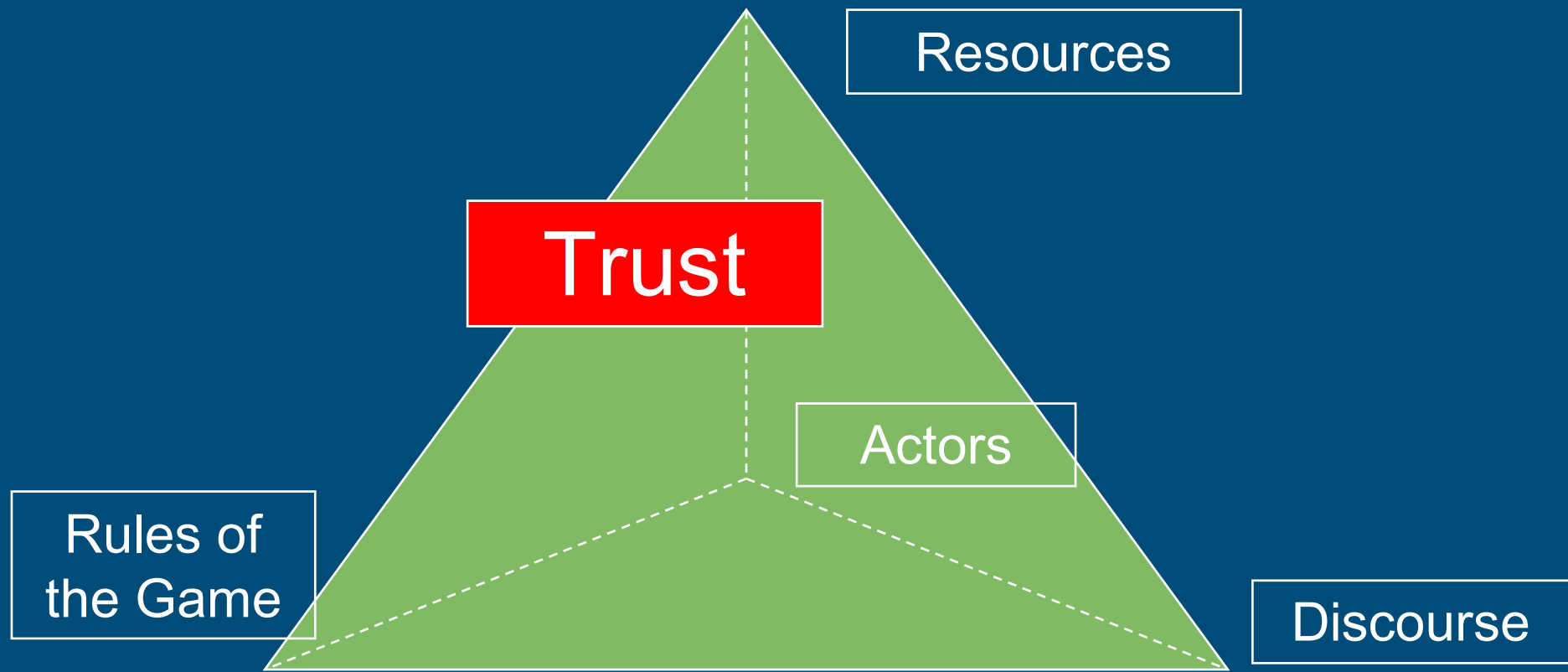
# The Policy Arrangement Approach



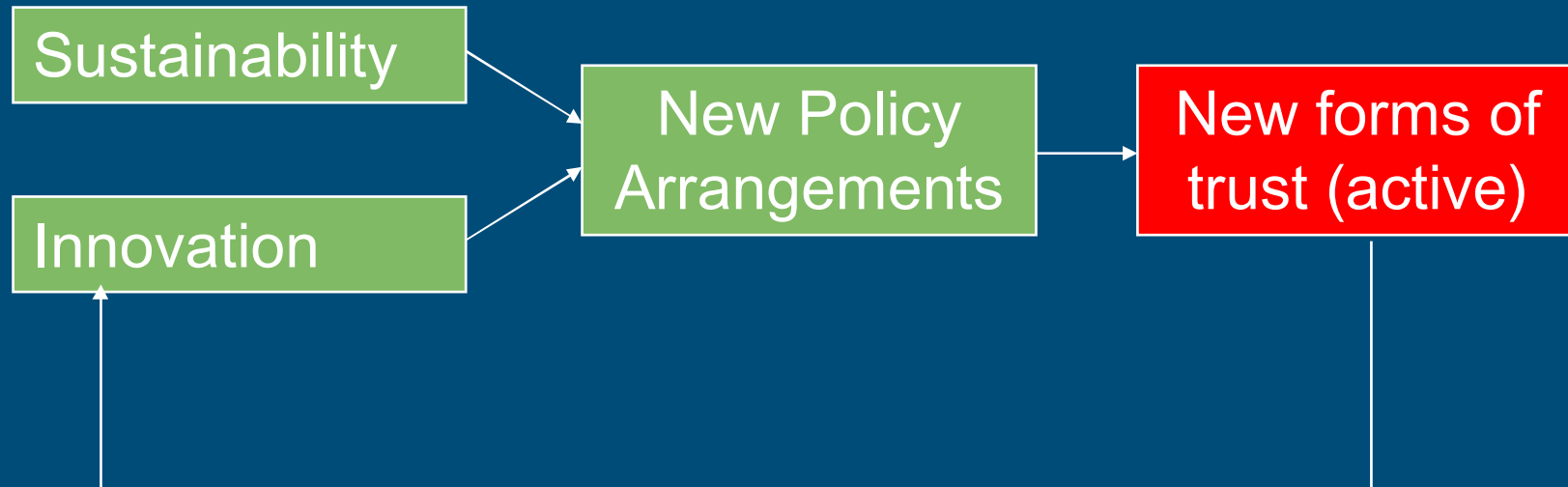
Leroy, van Tatenhove and Arts 2001



# The Policy Arrangement Approach



# Problem definition

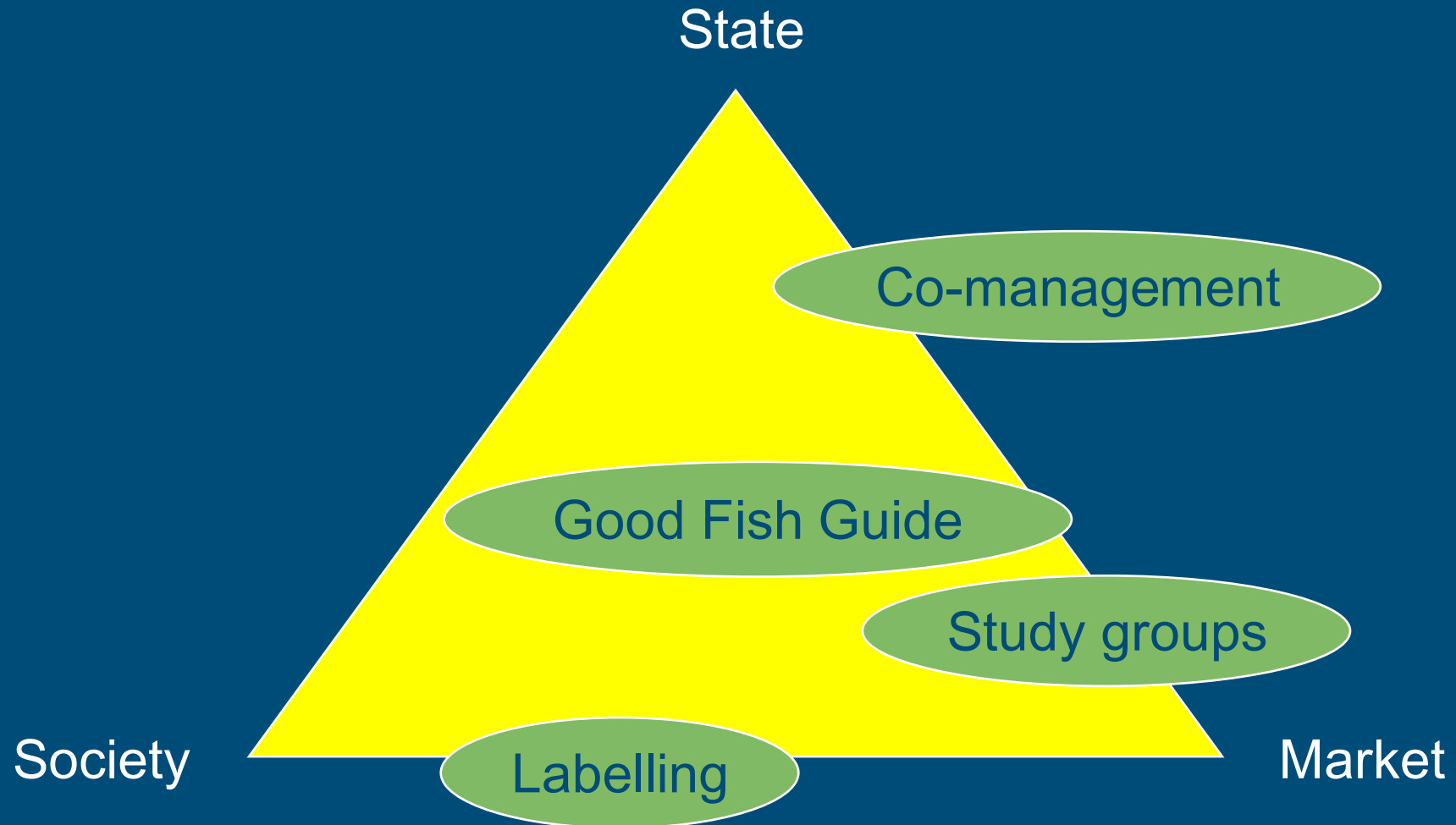


# Four New Policy Arrangements in Dutch Fisheries

- The Co-Management System
- Study Groups for fishermen -scientists
- Sustainability Certification (MSC and FOS)
- The Good Fish Guide



# Multi actor, multi level



# Case study: Eco-labelling - MSC

- Established in 1997
- Influence mainly after 2006 (Wal-Mart announcement)
- Coalition between NGO and Industry
- High involvement of stakeholders
- Third party certification
- Relatively long and costly process
- Hardly any changes in principles and procedures since start



# Case study: Eco-labelling - FOS

- Established in 2006
- Influence mainly in southern parts of the world
- Relatively fast, simple and cheap process
- Lower involvement of stakeholders
- Burden of proof lies with stakeholders
- ‘Support’ from Greenpeace
- Many changes since start



## Eco-labelling; The Dutch case

- 2006: Pelagic Freezer Trawlers receive MSC shrimp industry applies as well
- 2007: Dutch retail commits to MSC
- NGOs and industry sign covenant in which they commit to give support to fishermen that go for MSC
- Dutch Ministry is in favour of MSC: FAO third party certification
- Ministry provides resources (subsidies, knowledge, supportive arrangements)



# Eco-labelling; The Dutch case

- Main discourse MSC, however
- Group of gill net fishermen just received FOS-label (2009)
- Market demand for FOS (Italy, Switzerland)
- Pressure from MSC, Certification Body and NGOs
- Letters in Fishing News, and removal from ' Good Fish Guide'
- No resources for FOS certification process



## Conclusions (preliminary)

- New coalitions between NGOs and industry; industry and science
- New roles per actor
- Different discourses/labels for different markets.
- More active trust, trust in MSC becomes institutionalised
- Eco-labelling; a Common interest for NGOs, industry and government, however very precarious
- Consumer trust?



Thank you for your attention.  
Are there any questions?

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## Research question:

*How do relationships of trust and forms of trust between the central actors in the Dutch fisheries industry change with the creation of new policy arrangements and what is the significance of trust for potential and actual new forms of fisheries governance in terms of cooperation?*

