



## MARRIOTT INTERNATIONAL AND WWF PARTNERSHIP

WWF developed the WWF Global Seafood Charter to help companies in the seafood sector move faster towards sustainable sourcing. This charter is integral to WWF's vision for a future that supports healthy and thriving oceans. Companies in the seafood sector that cooperate with WWF demonstrate leadership through:

- Commitment - making a public commitment to producing or buying more responsibly produced seafood.
- Investing in Fishery Improvement Projects (FIP) and Aquaculture Improvement Projects (AIP) – which aim to achieve MSC or ASC certification;
- Investing in Fishery Conservation Projects (FCP);
- Raising awareness – educating employees, consumers and partners about the benefits of the MSC and ASC certification schemes.

In this, the Marriott project (in partnership with ANP|WWF) will be a pioneer in Portugal and will enable the Marriott group to achieve recognition and leadership at the level of the corporate staff who base their policies on sustainability and efficient use of resources.

One of the crucial steps is the development and implementation of an Improvement Plan that contains a stepwise approach towards establishing a sustainable seafood portfolio.

In terms of its Sustainability and Social Impact program, Marriott International, Inc. has identified three main goals for responsible procurement in top categories (including animal protein):

- By 2020, all suppliers should provide information on product sustainability, including potential impacts on human and social rights;
- By 2025, 95% of its products should be of a sustainable origin;
- By 2025, 50% of its suppliers should be local.

These goals, in themselves, justify the elaboration and implementation of the improvement plan, since they identify the objectives of a sustainable Fish Purchase Policy.