



RESPONSIBLE CONSUMPTION OF SEAFOOD COMMITMENT

Iberostar's commitment to responsible tourism and the protection of the oceans is the backbone of our [Wave of Change](#) movement. Healthy global fisheries are foundational to global ocean health. Thus, Iberostar is setting a standard towards responsibly-sourced seafood while relying on gastronomic excellence to revolutionize the path towards responsible consumption.

By 2025, we commit to sourcing 100% of our seafood from responsible sources. In order to achieve this commitment, we define “responsible” as fisheries and farms that are:

1. Certified by a certification benchmarked and recognized by the [Global Sustainable Seafood Initiative](#) (GSSI).
2. Rated or in an improvement program:
 - Green or Yellow rated by the Monterey Bay Aquarium’s [Seafood Watch](#) program.
 - Credible [Fishery Improvement Projects \(FIPs\)](#) that are registered in [fisheryprogress.org](#) and are making measurable and time-bound improvements.
 - Credible [Aquaculture Improvement Projects \(AIPs\)](#) making measurable and time-bound improvements.
3. Responsible, not assessed or certified:
 - Because of the geographies in which we operate, we are also committed to uplifting local seafood procurement and supporting local fishing communities. By working closely with local producers to support Sustainable Development Goals (SDG) [14.4](#) and SDG [14.B](#), we will work to ensure the legality and traceability of local seafood products, address bycatch and healthy stocks as well as providing access to market for small-scale artisanal fishers.

CERTIFICATIONS

Certification provides the highest level of assurance that the product sourced is verified to be sustainable/responsible, has been harvested legally, and fully traceable back to its source. For this very reason, at Iberostar we have prioritized the procurement of certified products, and have partnered with the [Global Sustainable Seafood Initiative \(GSSI\)](#) to support those eco-certifications that have successfully completed GSSI’s [Global Benchmark Tool](#) rigorous and transparent benchmark process.

DATA COLLECTION & TRACEABILITY



As part of our partnership with WWF-US in 2019, we will continue to work with our suppliers in collecting KDEs to establish full traceability of our products and verify sustainability claims. At present, basic information to collect and monitor includes, but is not limited to:

- Species common and scientific (Latin) names
- Volume of product purchased
- Whether the product is rated, certified or in improvement
- Name of supplier
- Fishery location & FAO
- Farming location: Country of farming
- Wild-caught or farmed designation

EDUCATION

Continue educating our vendors, customers and key stakeholders using the educational resources developed by our partner FishWise in order to:

- Train management and employees about issues affecting our oceans and what Iberostar is doing to address these.
- Prepare chefs and hotel personnel to help customers choose responsible seafood selections in our properties and beyond their stay.
- Utilize our Wave of Change platform to share with customers about our seafood commitments and steps taken to achieve our goals.

REFORM

Continue to engage with existing NGO partners and the larger marine conservation community to support policy and management reforms that leads to positive environmental outcomes in fisheries and aquaculture management. For example, support improvement projects, supplier roundtables and workshops.

Part of this includes working beyond our own supply chain to provide examples for other tourism groups to adopt similar practices. This is realized through our transparency in pursuing these goals as well as creating platforms for collective action for multiple tourism partners to engage for responsible seafood reform.

LIFTING UP LOCAL

By working closely with local producers to support Sustainable Development Goals (SDG) [14.4](#) and SDG [14.B](#), we will work to ensure the legality and traceability of local seafood products, address bycatch and healthy stocks as well as provide access to market for small-scale artisanal fishers. Supporting local fisheries also helps us share the gastronomical heritage of these seafood products with our guests.



TRANSPARENCY

We commit to being transparent about our responsible seafood commitments and releasing an annual status report on our findings and strategy to address gaps. We will also continue to inform our customers of the responsible seafood options available in our properties.

Achievements to date,

- Iberostar is the first hotel chain in Southern Europe, Mexico and the Dominican Republic to be certified Chain of Custody by MSC and ASC.
- By 2019, Iberostar properties had seven MSC/ASC Chain of Custody certified restaurants: five in Spain, one in the Dominican Republic and one in Mexico.
- In 2020, Iberostar expanded its certified chain of custody restaurants to include six more in the Americas and three more in Europe.
- Partnership with FishWise to provide training for Iberostar employees to understand seafood sourcing best practices. Training was held in both Spain and Mexico on June 17-18, 2019 and September 12-13, 2019, respectively. In Spain, 51 Iberostar employees attended the training, a majority of which were C-suite executives. A total of 15 employees from a wide-array of departments, including operations and purchasing, attended the training in Mexico.
- Partner with World Wildlife Fund (WWF-US) to conduct a comprehensive assessment of Iberostar's seafood sourcing data (fill in gaps) to determine achievable, time-bound sustainable seafood sourcing goals by 2025.
- Supply chain engagement strategy for seafood that includes the identification of current and/or needed Fishery Improvement Projects and Aquaculture Improvement Projects.
- Continue working with hotels to remove critically endangered or CITES Appendix I and II listed species from menus while maintaining culinary excellence.
- In 2019, Iberostar observed the closing of lobster season in the Dominican Republic from March 1 through June 30. During this time, the lobsters are reproducing and the ban was put in place to respect the crustaceans' breeding season.

MILESTONES:

2020

DATA COLLECTION & TRACEABILITY

- Continue collecting KDE's for existing and new products.
- Use data to identify sourcing opportunities and increase the volume of responsibly sourced species to 45% from the **120+ species** currently in our global procurement.



- Confirm all properties, including those under management, have divested ALL red list species (~8%).

EDUCATION

- Public announcement of our Commitment to the Responsible Consumption of Seafood through time bound, transparent goals focused on education, supply chain engagement, and collective action.
- Collaboration Rare conservation on choice architecture for behavior change for clients to bring home sustainable seafood practices once they leave Iberostar.
- Internal training for employees to learn basic responsible seafood concepts through Iberostar's educational videos and gamification platform.

REFORM

- Iberostar will increase the number of MSC and ASC chain of custody certified restaurants from 7 to include two more in Spain, one in Portugal, three in Mexico and three in Dominican Republic for a total of 15 certified restaurants. By doing so, Iberostar will increase the amount of sustainable seafood it purchases and move closer towards our goal of obtaining 100% responsibly sourced seafood by 2025.

LIFTING LOCAL

- Outside of Iberostar's seafood purchasing, Iberostar will continue to support local fisheries through respecting all local seasonal closures in the Americas, and exploring ways to support fisheries in transition.

TRANSPARENCY

- Create framework for annual reporting on progress (milestones achieved, percentage of sourcing by category: Certified, in improvement and rated, and unassessed)

2021

DATA COLLECTION & TRACEABILITY

- Increase the volume of responsibly sourced species to 65%.
- Complete the data collection of properties in Morocco, Tunisia and Greece and transition their purchasing to responsible sources.

EDUCATION

- Implement Rare conservation's choice architecture for behavior change for clients to bring home sustainable seafood practices once they leave Iberostar.



- Continue training of Iberostar staff about Responsible Seafood and the steps we are taking to achieve our goals.
- Continue working with suppliers on what responsible seafood sourcing is and how to collect data KDEs requested.

REFORM

- Identify and participate in at least two Fishery Improvement Projects (FIPs) in which we can engage as active stakeholders.
- Participate in Sustainable Fisheries Partnerships Supplier Roundtables.

LIFTING LOCAL

- Complete mapping of all local/fresh seafood procurement KDEs.
- Continue to support local fishing communities and cultural roots of the seafood sourced by enhancing the gastronomic heritage of the regions in which we operate.

TRANSPARENCY

- Publish annual report on progress.

2022

DATA COLLECTION & TRACEABILITY

- Complete the data collection of properties in Cuba and transition their purchasing to responsible sources.
- Work with external NGO to audit and validate Iberostar procurement data/Key Data Elements (KDE's).

EDUCATION

- Support fishermen's workshops to review work plans to implement Fishery Improvement Projects.
- Participate in Sustainable Fisheries Partnerships Supplier Roundtables.
- Support events and workshops that aim to educate chefs and producers about seafood responsibility and how to improve sourcing.

REFORM

- 15% of procurement is from a fishery certified by a certification scheme recognized by the [Global Sustainable Seafood Initiative](#) (GSSI).

LIFTING LOCAL

- Implement framework for local fisheries not certified, assessed or in improvement to evaluate the health of the stock and impact of fishing practices as it relates to Iberostar's definition of responsible.



- Identify percentage volume capacity for local/fresh products that fit this criterion in our global procurement.
- Build collective knowledge of local species and their gastronomical heritage, share with our guests.

TRANSPARENCY

- Publish annual report on progress.

2023

DATA COLLECTION & TRACEABILITY

- Increase the volume of responsibly sourced species to 85%.
- Ensure 100% of Iberostar's seafood procurement has all Key Data Elements (KDEs) reported, achieving full traceability in our seafood supply chain.

EDUCATION

- Support events and workshops that aim to educate chefs and producers about seafood responsibility and how to improve sourcing.

REFORM

- Create a platform for collective action across the tourism sector to help achieve global [UN Sustainable Development Goals](#) and Global Compact tipping point in achieving [global seafood traceability](#) as well as supporting initiatives such as [Sustainable Fisheries Partnership Target 75](#).

TRANSPARENCY

- Publish annual report on progress.

2024

REFORM

- In alignment with achieving global food security and 1.5°C by 2050, support the movement towards increased consumption of responsibly sourced ocean-based protein by increasing total per capita fish protein consumption by 15% since 2020.

LIFTING LOCAL

- Increase sourcing to 25% of our total global procurement that follows our definition of "responsible."



TRANSPARENCY

- Publish annual report on progress and assess how close we are to reaching 100% goal. Develop and publish strategies around these results.

2025

DATA COLLECTION & TRACEABILITY

- Reach 100% Responsible Seafood Commitment through verifiable data.

EDUCATION

- Participate in events and workshops to share our journey to achieving 100% Responsible Seafood, challenges, and lessons learned.

REFORM

- 25% of procurement is from a fishery certified by a certification scheme recognized by the [Global Sustainable Seafood Initiative](#) (GSSI).

LIFTING LOCAL

- Publish Wave of Change Recipe Book: "Celebrating Local Gastronomic Heritage " and highlighting local cuisine, local seafood and our journey to sustainability in the geographies where we operate.

TRANSPARENCY

- Publish comprehensive report on completion of 100% responsible sourcing goal and next steps.