



# Annual Report

*Sustainability Certifications  
for Biodiversity Conservation*

2023



**WORLD  
SUSTAINABILITY  
ORGANIZATION**

**WORLD  
SUSTAINABILITY  
FOUNDATION**



## FOUNDER'S THOUGHTS

# Help us preserve Nature's Biodiversity by means of Sustainability Certifications

We pioneered in seafood sustainability certifications with Dolphin-Safe tuna and Friend of the Sea. We then expanded the scope of our certification to other products and services which respect the marine habitat.

With Friend of the Earth we proposed a strong sustainability certification to the agriculture sector, then expanding into fashion, furniture and more.

In 2023 we launched the World Sustainability Foundation, to manage or support conservation campaigns in over 40 countries, protecting endangered species and critical habitat. By means of webinars, courses, conference, posts, events and now also our concept store Sustainable Friends we have provided an important contribution to the sustainability movement.

*I wish to thank all companies and individuals which have been involved in the **Friend of the Sea** and **Friend of the Earth** programmes over the years.*

*Your collaboration and support have generated a long-lasting positive impact to preserve our beautiful planet.*



**Paolo Bray**  
Founder & Director





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# The Timeline

1990



## Bray and the Dolphin-Safe program

In the early nineties, as a young and enthusiastic environmentalist, **Paolo Bray started collaborating the Dolphin-Safe tuna programme of the environmental NGO Earth Island Institute.**

The programme has been the precursor of the sustainable seafood movement, at a time when Sustainability was not yet used as a word in the food sector and campaigns were focused on protecting iconic species.

**The Dolphin-Safe project contributed in saving millions of dolphins from being targeted and killed by the tuna fisheries** and also introduced innovative requirements to prevent pirate fishing, other bycatches and highlighting social accountability issues in the seafood production chain. Bray is currently the Director of International Programmes for the Dolphin-Safe project

[READ MORE](#)

2008



## Friend of the Sea® Independent and Reliable

Strong of the Dolphin-Safe experience, Bray realized that certifications could be a very important tool to achieve tangible conservation results. **He thus launched in 2008 Friend of the Sea®**

– Still the only Sustainable seafood certification which is completely independent from the seafood industry.

[DISCOVER MORE](#)

2014

WORLD  
SUSTAINABILITY  
ORGANIZATION

As the founder expected a further expansion into certification of land-based products, the **World Sustainability Organization was founded in 2014.**

WSO has employed personnel from all continents and over 20 countries, partnering with other NGOs, Institutions and Governments, with a mission to promote sustainable practices and protect biodiversity and critical habitat.

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2018



## Friend of the Earth® Multi-sectoral and International

On the wave of the success of Friend of the Sea®, the **WSO launched in 2018 Friend of the Earth®.**

The new programme was initially focused on the certification of products from Sustainable agriculture and farming.

**The agriculture standards have been developed within the guidelines of the FAO for Sustainability Assessment of Food and Agriculture Systems.**

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# The Timeline

**2019**

## A community to raise awareness

**WSO has created a non-profit space in 2019** to give space to all those doing good to the planet and people.

Sustainable Friends is a growing international community of people, organizations, schools, companies with a common mission.

[DISCOVER MORE](#)**2022**

## WORLD SUSTAINABILITY FOUNDATION

In 2022, the World Sustainability Organization created the **World Sustainability Foundation (WSF)** as part of efforts to launch and manage, select and support conservation projects around the globe (currently in over 40 countries), preserving endangered species and critical habitat.

[DISCOVER MORE](#)**2023**

## The Concept Store

**The first Sustainable Friends concept store was launched by WSO in Milan (Italy), San Babila in 2023**, in one of the most visited shopping areas in the world.

The store has rapidly become a 'Sustainability hub' for thousands of Italians and tourists, looking for suggestions for more Sustainable living.

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# Governance

The World Sustainability Organization governance structure includes:

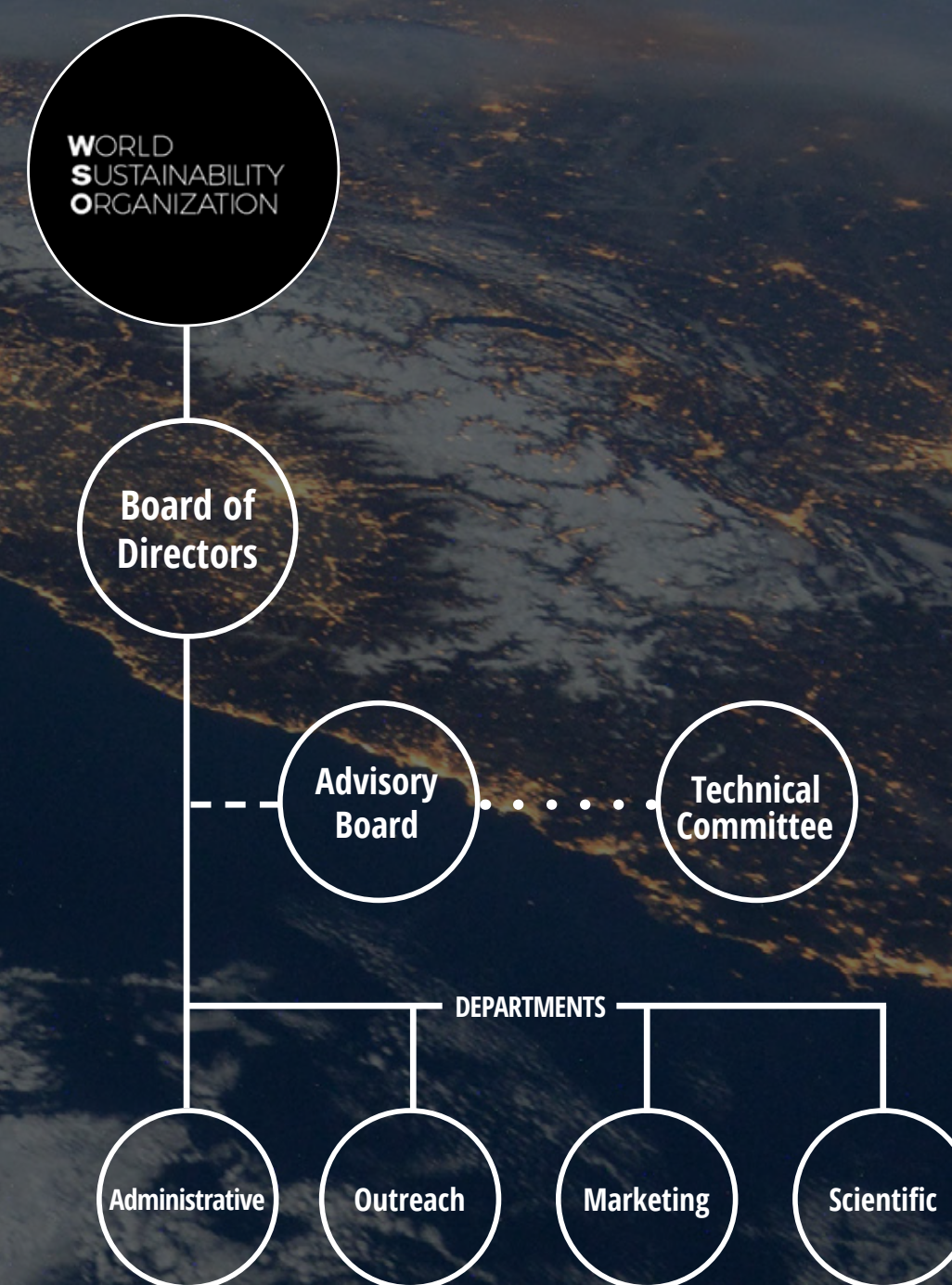
**- The Board of Directors, the Advisory Board, the Technical Committee, and four Departments.**

Encouraging an inclusive and transparent decision-making process, the involvement of various stakeholders in public consultations is promoted.

**Recently, the Friend of the Sea® programme nominated six new members to its Technical Committee,** which operates independently.

This committee is responsible for developing and revising standards for sustainable seafood, fisheries, aquaculture, Omega3, fishmeal, and fish oil. Its members, representing seven fields, propose and vote on changes to the standards based on their expertise.

The six new members, serving until 2025, represent four sectors: NGO's, distribution/retail, seafood industry, and media.



— WSO staff    - - - External collaboration  
 . . . . Independent external collaboration

LEARN MORE AT [WWW.FRIENDOFTHESEA.ORG/GOVERNANCE](http://WWW.FRIENDOFTHESEA.ORG/GOVERNANCE)



# The Team

Our International Team works in smart working from over 15 countries.

The group encompasses enthusiastic professionals from different fields, including marine biologists, agronomists, experienced shipping captains, social media managers, economists, graphic designers, and more.

The President's over 80 years' experience in the food sector and the Founder and Director's over 30 years' work in conservation and certification, have led the Team to develop innovative projects in the field of sustainability.

## Who they are:

1. **Paolo Bray** - WSO's General Manager and Chairperson, Founder and Director, Board of Director member;
2. **Franco Bray** - WSO's Vice Chairperson, President, Board of Director member;
3. **Mario Passoni** - Head of Conservation Projects at the WSF;
4. **Paola Elpidi** - International Outreach USA, Middle East, Europe and Africa, Italy;
5. **Newma Mateus Barbosa** - Marketing & Digital Officer;
6. **Naomi Enetomhe** - Fashion Project manager;
7. **Chiara Grisenti** - Communications and media relations;
8. **Androniki Golemi** - Accounting & Administration Office;
9. **Jessica Rescigno** - Marketing & Communications;
10. **Nony Bartolome** - International Outreach;
11. **Natalie Fort** - Advisory Board Member;
12. **Andrea Pica** - Scientific Officer;
13. **Davide Calatti** - Inter. Out. Spanish and Portuguese speaking Countries;
14. **Annabel Okwis** - International Outreach Advisor;
15. **Rreze Masha** - Scientific Officer;
16. **Ronky Lamix** - Advisory Board Member;
17. **Fellaine Medina** - Sales Assistant;
18. **Sara Bellofatto** - Marketing Assistant.



**DISCOVER MORE** [↗](#)



# Agenda 2030

**WSO positively impacts 15 SDGs.**

According to an in-depth SDG Impact Assessment Study, **the World Sustainability Organization is fully aligned with Agenda 2030**, as its work positively impacts 10 of the SDGs and indirectly supports 5.

The **Friend of the Sea® conservation projects and sustainability certifications emerge as custodians of SDG14 – Life Below Water**, by promoting the sustainable utilization of marine resources and protecting endangered species.

**SDG 15- Life on Land is fully supported by the Friend of the Earth® projects** to protect and regenerate terrestrial ecosystems. Social Accountability standards developed by WSO contribute to various SDGs, such as SDG5 (Gender Equality), SDG1 (Poverty) and SDG8 (Decent Work and Economic Growth)

**DISCOVER MORE** [↗](#)



Out of the 17 Sustainable Development Goals, the work of the **World Sustainability Organization impacts on ten SDGs (1, 2, 4, 6, 7, 8, 9, 11, 14 & 15)** and indirectly supports five SDGs (3, 5, 10, 13 & 16).



**SDG** IMPACT  
ASSESSMENT  
TOOL

**World Sustainability Organization SDG Assessment**





# A Sustainable Growth

Over 5,000 products from more than 1,500 companies.

WSO's Friend of the Sea® and Friend of the Earth® certifications have spread globally to certify not only food products, but also nutraceuticals, cosmetics, detergents, fashion, shipping, tourist operators and much more.

But certification is not simply about how many products are out on the shelves with the logo: a certification has to be reliable and selective in the way it is applied.

Over 35% of the products applying for certification do not obtain it and many need to implement corrective actions to achieve it.



**+1500**  
Companies

**+5000**  
Products

**+100**  
Companies  
per year



# Global Reach

***Companies from more than 80 countries rely on Friend of the Sea® and Friend of the Earth® certifications.***

Friend of the Sea® and Friend of the Earth® certification provide a consumer-friendly claim and cover a wide range of products and services, potentially in any sector.

This has generated a growing interest in companies from all continents. A major growth has occurred in recent years in Africa and South America.

Gradually consumers around the world understand that by purchasing Friend of the Sea® and Friend of the Earth® certified products and services they can support Sustainable practices and selected conservation projects worldwide.

Present in  
more than  
**80**  
Countries



Friend of the Sea®



Friend of the Earth®



Both FOS and FOE

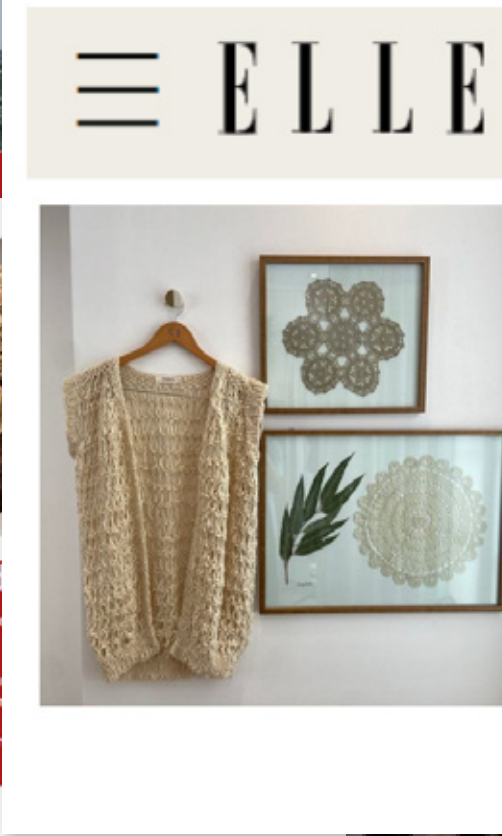
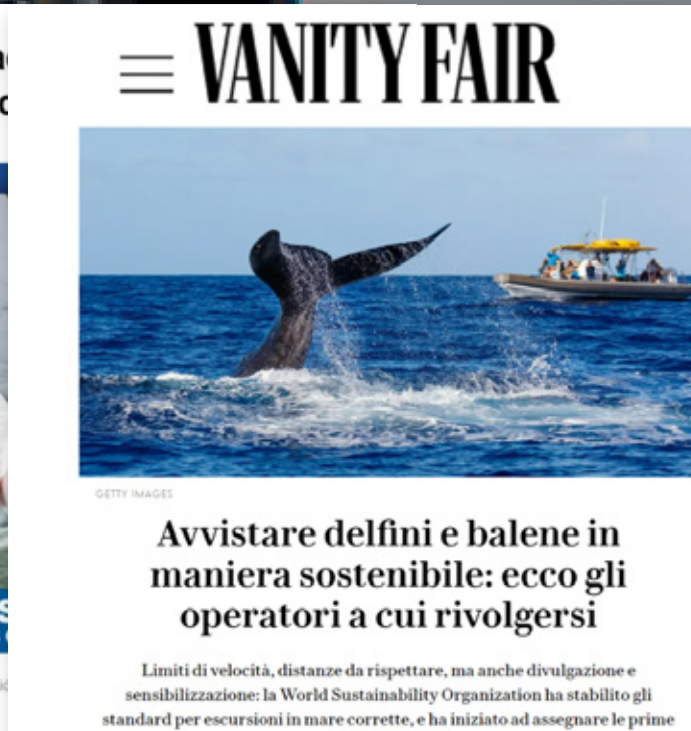


# Media Mentions

International media have mentioned WSO's certifications and conservation projects massively in the course of past years, reaching an estimated 200 million around the world.

From the most known international magazines, TV and radio channels, to more capillary local news.

Friend of the Sea® and Friend of the Earth® are now related by millions to Sustainability certification and conservation.





# Social Media

**Join the over 100K followers in our Social Media**

Whether you prefer LinkedIn, Youtube, Instagram, Facebook or Twitter, you can find us and be updated.

Friend of the Sea® or Friend of the Earth® enthusiastic are regularly updated by our posts and valuable information on environmental matters.

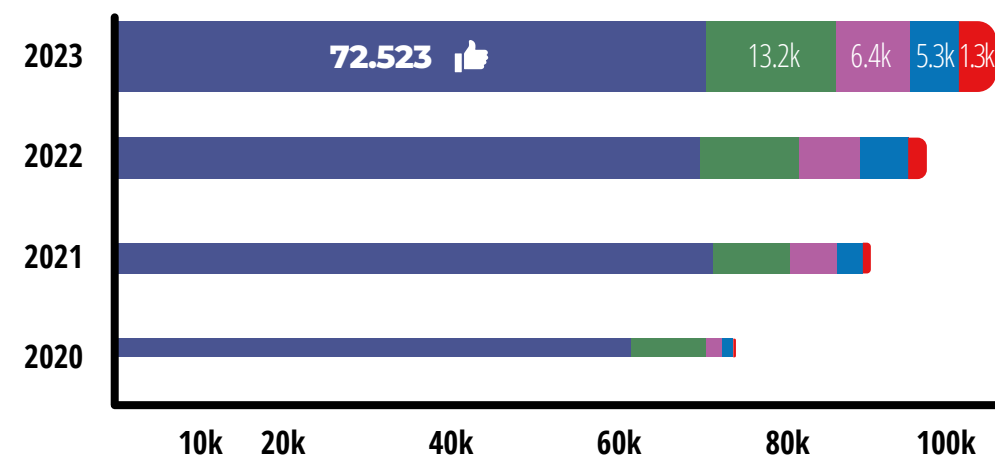
**Acess our FOS and FOE platform through...**



- |  |                         |  |                           |
|--|-------------------------|--|---------------------------|
|  | friendoftheseaorg       |  | friendoftheearthWSO       |
|  | friendofthesea          |  | friendoftheearth          |
|  | friend-of-the-sea       |  | friend-of-the-earth       |
|  | friendofthesea_official |  | friendoftheearth_official |
|  | friendofthesea          |  | wso_foe                   |



## Evolution of followers on WSO Social Media





# Benefits for a better Planet

Companies joining the WSO certification programmes can benefit from a number of services, including but not limited to promotion, communication, one to one meetings with potential customer, technical support and courses.

Companies leverage on WSO's services and support, developed around the provided third party certification

## Scientific & Technical

Consultancies on Sustainable production practices. Market analysis. New technologies

## Safe Seals

Consumer awareness about environmental & species protection through seals.

## Conservation & Awareness

Contribute and participate in Conservation and Awareness projects globally.

## Sustainable Restaurants

Discover new Sustainable Restaurants on our Sustainable Friends App

## Promote your Brand

Access Sustainable companies. Marketplaces and databases. One to One with potential buyers.

## Increase Visibility

International Press Releases; Global promotion across social media platforms.

## One to One Business

Meetings between potential buyers and companies

## A Reliable Partner

+30 years of experience. Independent. Accredited audits. Third-party certification

## Social Accountability

People above all. Requirements include social standards.

## International

+80 countries. +1,500 companies. +5,000 products.

## Mutiproducs

Seafood and agro, hydroponics, other products and services.

## Strict but Affordable

Best performing benchmarked requirements. Accessible to small-scale and artisanal producers.

## Video Interviews

Show your dedication to Sustainability on our social media platforms.

## Webinar Case Study

Company's engagement to Sustainability highlighted

**DISCOVER MORE** 

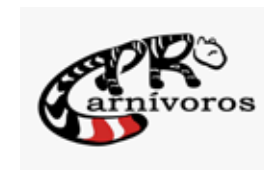


# Partners

The World Sustainability Organization, as part of its Friend of the Sea® and Friend of the Earth® programmes, has developed partnerships with several other NGOs, Institutions and professionals, each one providing their incredible support to develop our conservation projects and certifications.

**DISCOVER MORE** 

## NGOs, Institutions, Companies:







## Certification of Seafood products from Sustainable Fishing and Aquaculture.



# Ocean Regeneration

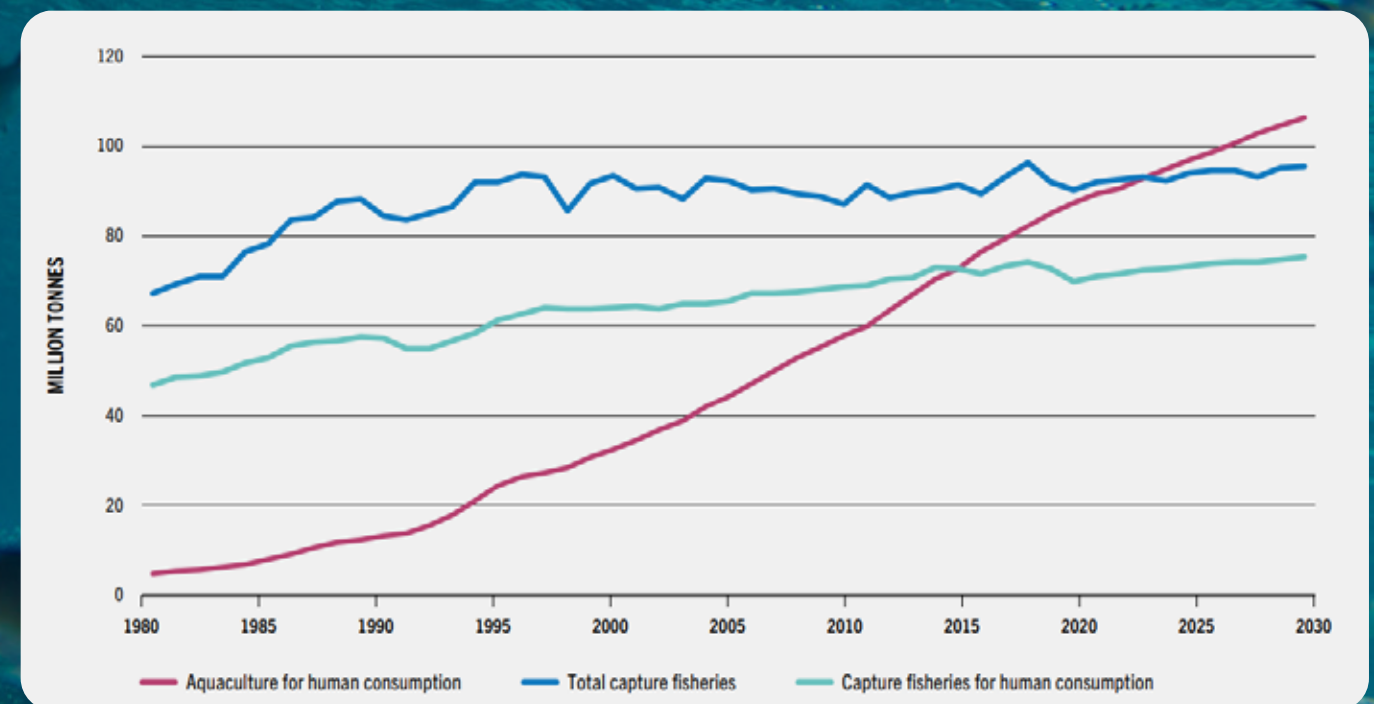
Fisheries resources have reached a maximum and several stocks are declining due to overfishing. Some aquatic species and habitat are considered critically endangered.

Aquaculture has grown to compensate the increase in demand for seafood, with potential negative impacts on the environment, when carried out with unsustainable practices.

Friend of the Sea® contributes to oceans' health by certifying and promoting Sustainable fishing and aquaculture practices. Ocean regeneration is possible by means of Friend of the Sea® biodiversity offsets, allowing seafood companies to compensate their remaining impact on biodiversity

**VISIT [WWW.FRIENDOFTHESEA.ORG](http://WWW.FRIENDOFTHESEA.ORG)**

## World capture fisheries and aquaculture production, 1980-2030



<sup>1</sup> The State of World Fisheries and Aquaculture (SOFIA) 2022, FAO.  
Notes: Excluding aquatic mammals, crocodiles, alligators, caimans and algae.  
Data expressed in live weight equivalent.



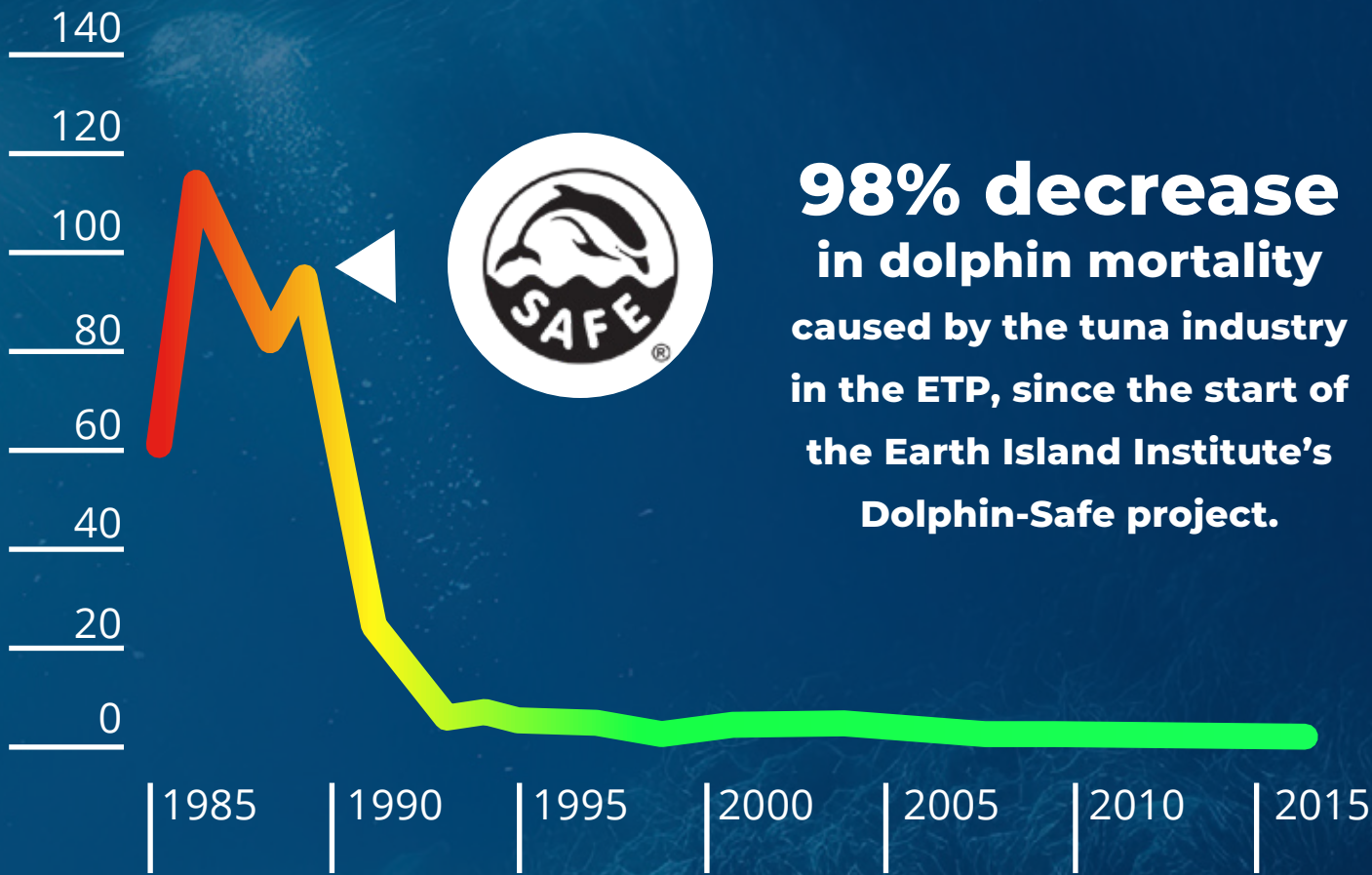
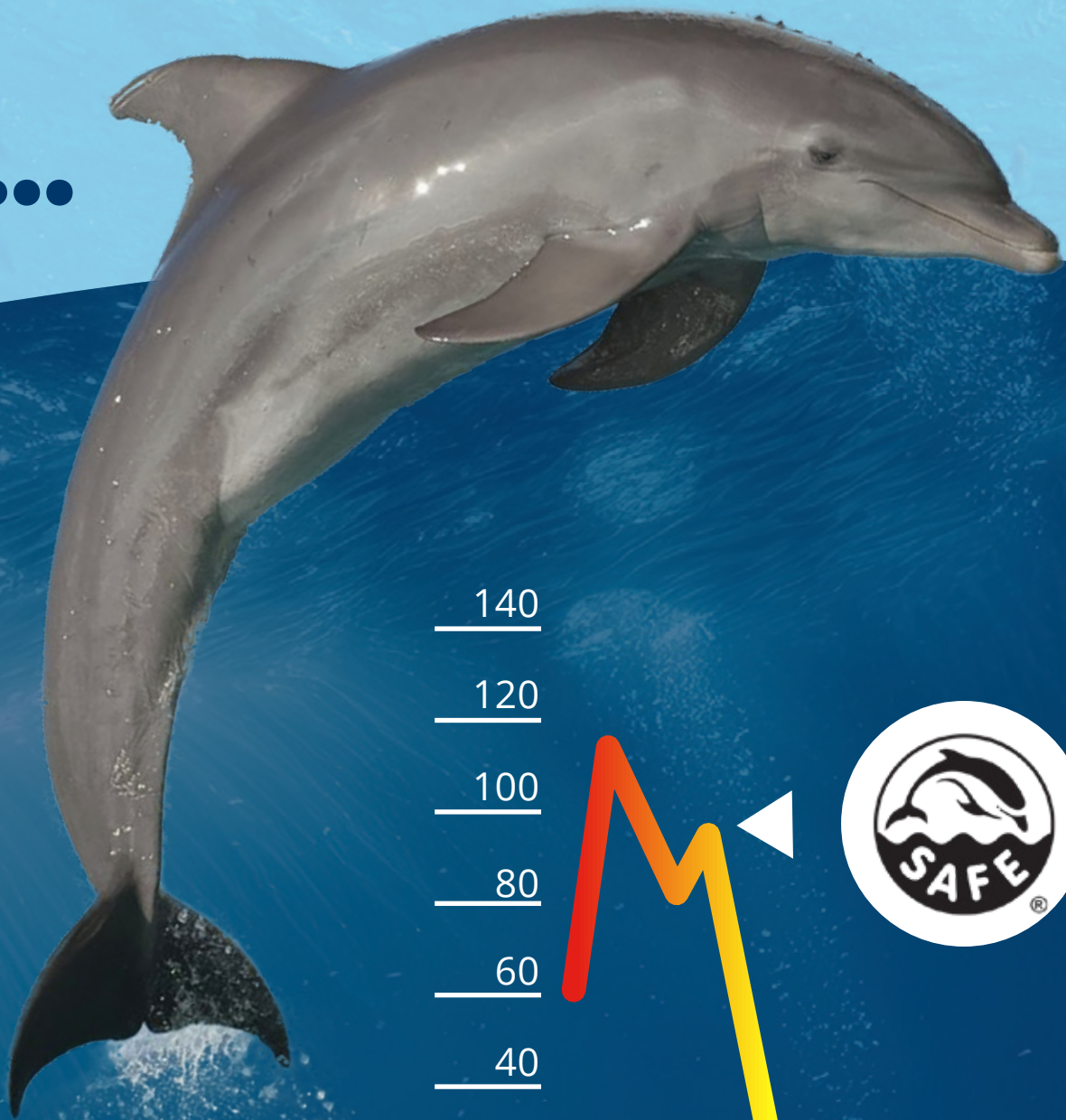


# In 1990 Paolo Bray...

... a young and enthusiastic environmentalist, started to collaborate with the Earth Island Institute’s Dolphin-Safe tuna project. Over the years almost the entire tuna industry and retailers worldwide joined the project and engaged at not handling tuna caught by setting nets on dolphins.

The Dolphin-Safe certification contributed in saving millions of dolphins from being killed by the tuna fisheries in the Eastern Tropical Pacific and it became the precursor of the Sustainable Seafood Movement.

Paolo Bray, who is currently the Director of International Programs of the Dolphin-Safe project, realized then that certifications could be a very important tool to achieve tangible conservation results. He thus started the Friend of the Sea® certification, which is still the only independent sustainable seafood certification available on the market.



**DISCOVER MORE**





# Certification Standard for Products from Sustainable Fisheries

Friend of the Sea® certified products from fisheries must prove to be compliant with an extensive set of requirements.

All independent benchmarks have confirmed the strength of the Friend of the Sea® Standard, which is still the only one providing for social accountability, dolphin-safe compliance, waste management and fuel efficiency.

An extensive study is being carried out to include in the future fish welfare requirements to the standard.

**DISCOVER MORE**

- ☑ **Target stock not overexploited**
- ☑ **Maximum 8% discards**
- ☑ **No Bycatch of endangered species**
- ☑ **No impact on seabed**
- ☑ **Compliance with regulations (TAC, NO IUU, etc)**
- ☑ **Social accountability**
- ☑ **Waste management**
- ☑ **Yearly carbon footprint reduction**





# Certification Standard for Products from Sustainable Aquaculture

Aquaculture has been the fastest growing food sector in past decades. While it has potential to reduce the impact on the marine habitat, it can also be unsustainable if not carried out respecting the environment and workers.

Friend of the Sea® Standard includes requirements which cover all potential impacts of aquaculture, including waste management, social accountability, energy efficiency.

A recent 5 years study on fish welfare in aquaculture, carried out by Friend of the Sea®, in collaboration with other NGOs and Universities, has led to the introduction of new requirements and recommendations.

**DISCOVER MORE** 

- ✓ **No impact on critical habitat** (mangroves, wetlands, etc)
- ✓ **Reduction of escapes and bycatch**
- ✓ **Compliance with water quality parameters**
- ✓ **No GMO, no growth hormones**
- ✓ **Social accountability**
- ✓ **Waste management**
- ✓ **Yearly carbon footprint reduction**
- ✓ **Fish Welfare**





# Endorsed by National Accreditation Bodies

Friend of the Sea® is the only sustainable fisheries certification programme endorsed by National Accreditation Bodies. They verify the audit work carried out by independent Certification Bodies and make Friend of the Sea® the only real third party certification for sustainable seafood available on the international market.

The standard is periodically reviewed by an independent Technical Committee, composed of a balanced representation of stakeholders.

Full transparency and an open objection process, make Friend of the Sea® compliant with all international regulations for certification, providing consumers with a verified and verifiable information.

**DISCOVER MORE** 

## Recognized by National Accreditation Bodies



## Member Associates



## Third Party International Certification







## HIGHLIGHTS

# Vessels Satellite Monitoring

Satellites monitoring systems allow Friend of the Sea® to monitor the movement of over 60% of its currently 3.505 approved vessels, 24 hours and 365 days a year.

Monitoring allows to verify compliance of the fleets to:

- Fishing Season
- Social Accountability
- Transshipment at Sea
- Marine Protected Areas

The program is part of a series of activities deployed by Friend of the Sea® to enhance monitoring of vessels, including: CCTVs onboard, drones and unannounced augmented reality audits.



**24h**  
Vessels  
Monitoring

**365**  
days a year





## HIGHLIGHTS

# DNA Tracked Seafood

Species' fraud in the seafood industry is a very well known issue, which can potentially undermine also sustainability certifications.

DNA analysis of seafood or nutraceutical products from aquatic species allows identification of the species and in some cases the ocean's area.

Friend of the Sea®, in collaboration with FEM2-Ambiente of the Bicocca University of Milan, periodically carries out DNA testing on a sample base on certified products.

**DISCOVER MORE**





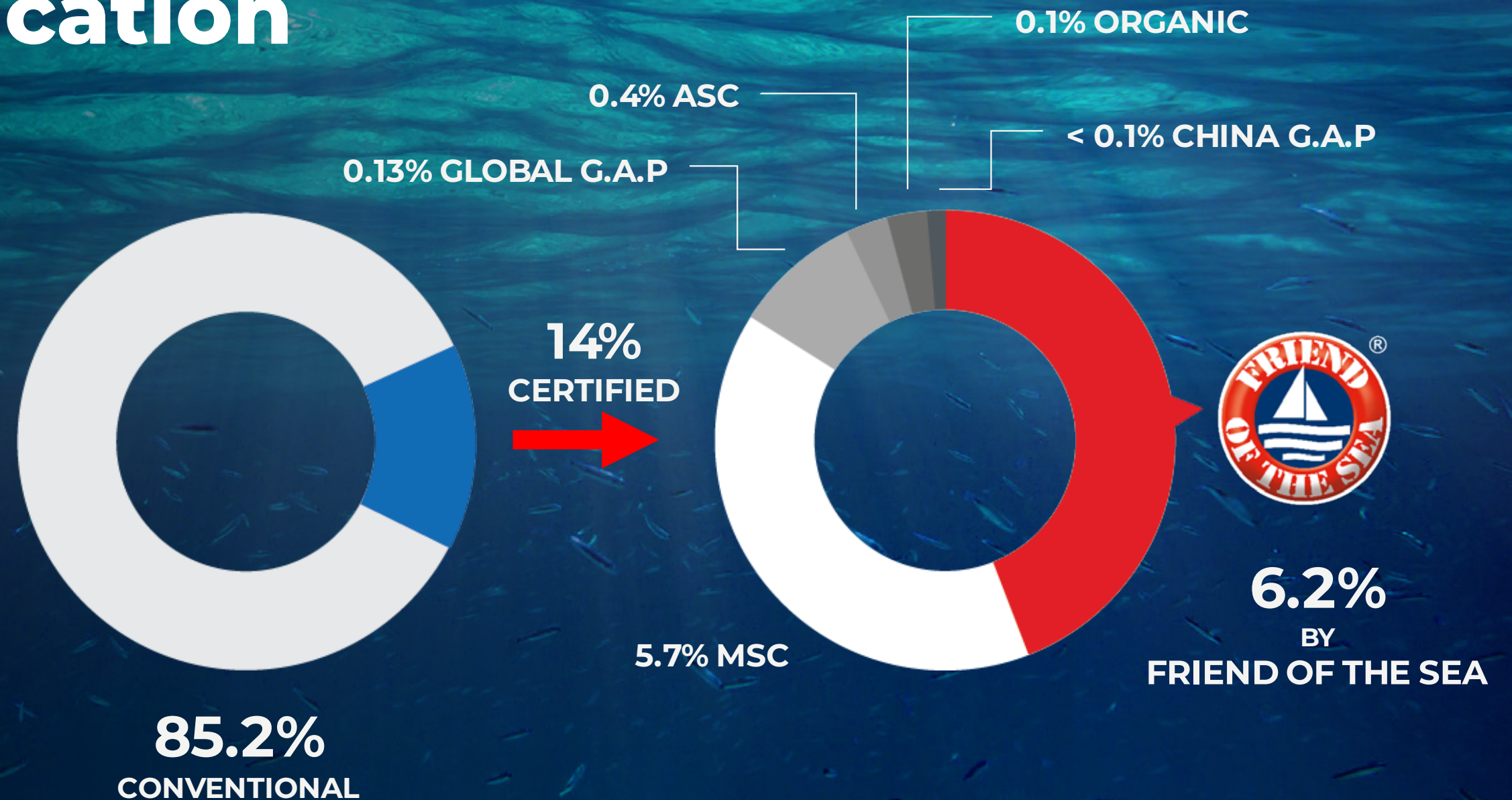


# The leading international seafood certification

According to the latest comprehensive report commissioned by the United Nations' Convention on Trade and Development – State of Sustainability Initiatives Review – Friend of the Sea has become the single largest source of certified wild catch on the global market.

Friend of the Sea certified production has grown at a rate of 91% per annum, reaching 9.3 million metric tons (6.2% of global).

Friend of the Sea is the only certification which, with the same seal of approval, can potentially certify both wild-caught as well as farmed seafood. Consequently, the total amount of certifiable products is higher than other certifications







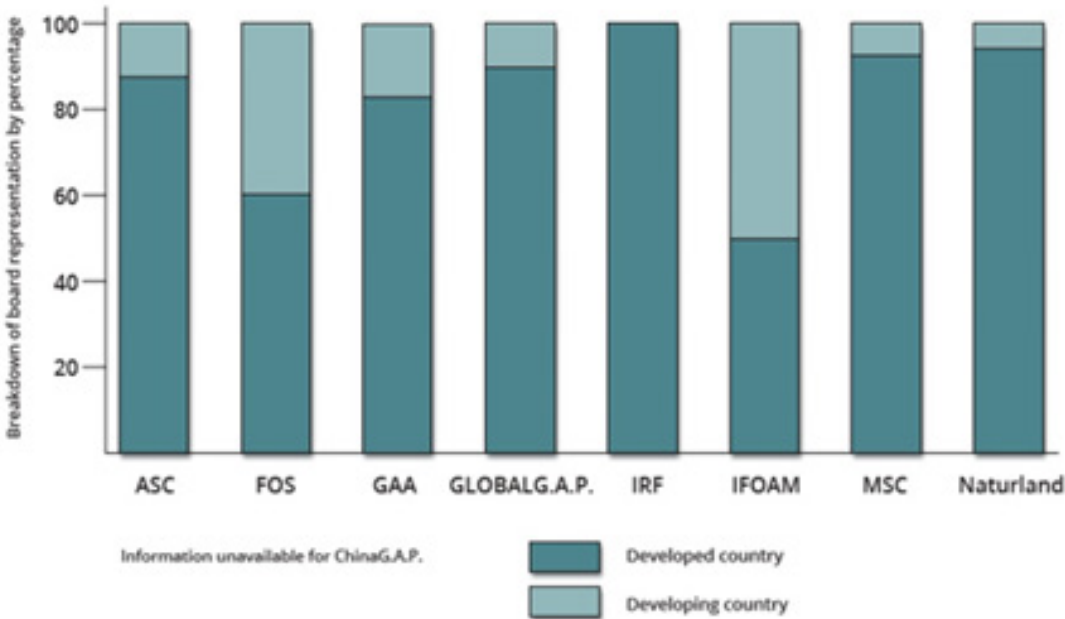
# Best performing Independent Benchmarks

Friend of the Sea has over the years performing best in all Independent Benchmarks.

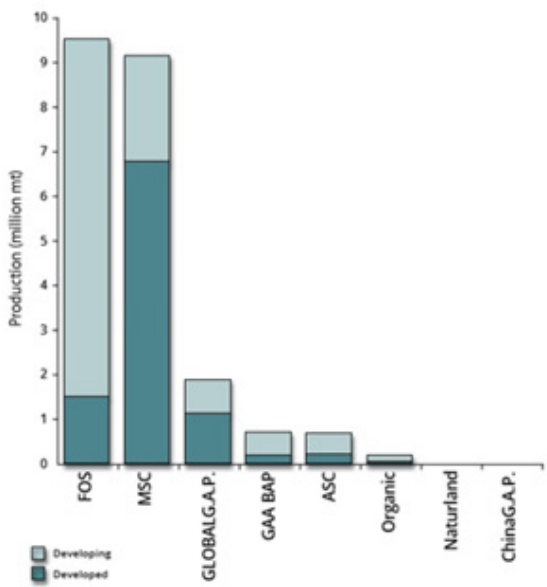
The Standard still remains the most accessible certification for small scale and artisanal producers and from developing countries.

Friend of the Sea also better covers environmental and social indices and it is free of risk of conflict of interest, as its board is populated only by NGOs and Civil society, with a balanced gender presence, from developed and developing countries.

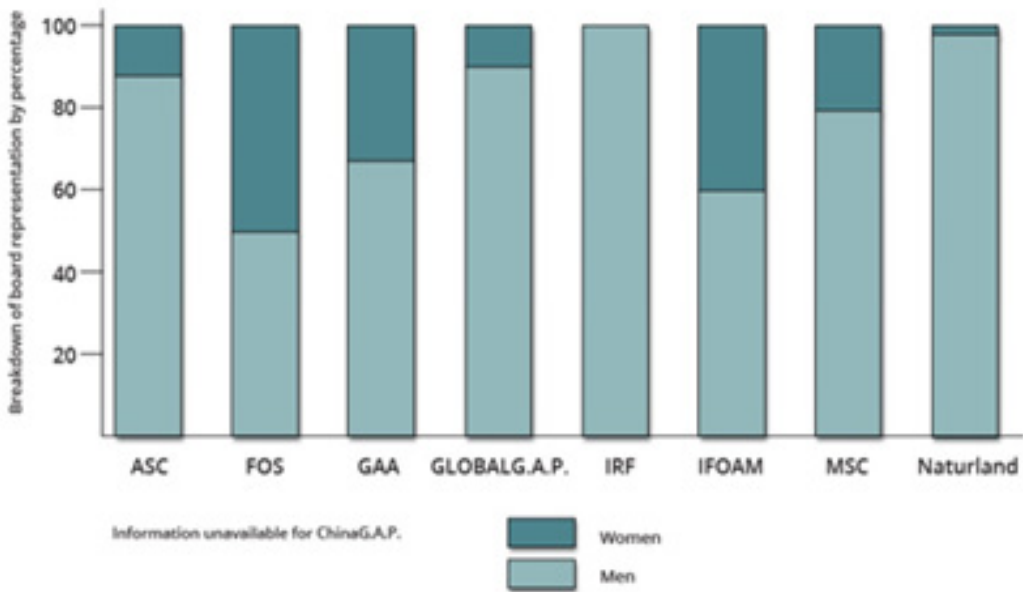
Board representation by developed vs. developing country 2015



Certified production by initiative and stage of country development



Board representation women vs men, 2015



Average coverage of SSI environmental indices, wild catch, from highest to lowest

|                | Ecosystems | Biodiversity | Waste and water management | Greenhouse gas and energy | Total average |
|----------------|------------|--------------|----------------------------|---------------------------|---------------|
| FOS wild catch | 83%        | 58%          | 100%                       | 33%                       | 69%           |
| MSC            | 92%        | 67%          | 44%                        | 0%                        | 51%           |

Average coverage of SSI social indices, wild catch, from highest to lowest

|                | Community involvement | Human rights | Labour rights | Employment conditions and benefits | Workers' health and safety | Total average |
|----------------|-----------------------|--------------|---------------|------------------------------------|----------------------------|---------------|
| FOS wild catch | 22%                   | 56%          | 42%           | 22%                                | 39%                        | 36%           |
| MSC            | 44%                   | 0%           | 0%            | 0%                                 | 0%                         | 9%            |





# Contributing to Ocean's Health

Friend of the Sea audits benefit the Oceans and workers by better managing resources, reducing bycatch as well as waste and environmental impact.

Crews' working conditions are also monitored and improved.

Over the years, correction of non-conformities and recommendations provided, resulted in the implementation of hundreds of environmental and social impact improvement measures.

**DISCOVER MORE**

**Saving and releasing of thousands of bycaught Sharks**

**Installation of Turtle Excluder Devices (TEDs) on several vessels**

**Implementation of waste recycling systems at unloading harbours**

**Courses for crew and workers on appropriate salary management**

**Introduction of independent on-board observers and CCTVs to monitor sustainable fishing practices**





# New Sustainability Standards

The scope of the Friend of the Sea® certification has been expanded to award, with the Friend of the Sea logo, other products and services which respect the marine habitat.

This makes Friend of the Sea® one of the few certifications which can be potentially applied to any type of product or service in different sectors.

A Generic Friend of the Sea® Standard has also been designed for those new products which lead their sector in reducing the impact on the marine habitat.



## Friend of the Sea® certifications

Friend of the Sea® Sustainability Certifications:

### Seafood from Sustainable Fisheries

Artisanal and Industrial fisheries respecting the oceans and the crews.



### Seafood from Sustainable Aquaculture

Land or sea based, Fish, Shellfish and Prawns



### Sustainable Nutraceuticals

Omega3 supplements, Collagene and seaweeds from sustainable harvest or circular.



### Sustainable Restaurants

Restaurants proposing on their menu Friend of the Sea certified seafood



### Sustainable Reef-Safe Sunscreen

With no chemicals potentially harming corals and other sea life.



### Sustainable Cleaner

Detergents and Cleaners with lower and sustainable impact on the environment.



### Sustainable Shipping and Cruise Lines

Respecting emissions parameters, waste management, crews and marine life.



### Sustainable Ports

Promoting sustainable practices of ports' managers and users.



### Sustainable Tourism

Sustainable Beaches, Diving, Dolphin and Whale Watching, Sharks, Manta, Sea Turtle Watching, Snorkelling etc.



### Sustainable Aquaria

Public and Private Aquarium practices which respect marine life and animal welfare.



### Sustainable Salt

Produced from seawater evaporation with sustainable practices.



### Plant Based "Seafood"

Alternative proteins, Vegetarian/Vegan options.







## HIGHLIGHTS

# The Leading Sustainability Label for the Omega3 Industry

Friend of the Sea has grown to become the leading sustainability certification for the Omega3 supplements sector. All major fish oil fisheries, refineries, encapsulators and producers have been verified by qualified auditors, according to Friend of the Sea standard.

The Omega3 industry has adopted the Friend of the Sea certification to verify and confirm their sustainability claims, because of its reliable audits and consumer friendly claim. Over the years an increasing number of brands and companies from all over the world have applied for and joined the project. In 2023 the first collagene producers have also obtained the certification, as well as plant based producers and seaweeds.

**+480**  
Companies

**36**  
Countries



**DISCOVER MORE**







## HIGHLIGHTS

# Not all sunscreens are friends of the sea

Consumers are increasingly concerned about the potential impact of UV creams on coral reefs and the entire marine ecosystem. Some sunscreens indeed contain coral-harming chemicals. Friend of the Sea has developed a standard for the certification of sustainable and reef-safe UV creams to help consumers make responsible choices.

Several brands are now relying on Friend of the Sea certification to confirm their sunscreens' respect for the marine habitat. More and more tourists can now make responsible choices by selecting Friend of the Sea certified UV Creams.

**DISCOVER MORE** 







# Sustainable Aquariums and Ornamental Species

There are over 4,000 Aquariums in the world, holding millions of wild fish and aquatic animals in captivity. Some of them contribute greatly to raising awareness around ocean conservation issues, but they can also have a negative impact on the environment if managed in an unsustainable way.

Friend of the Sea has developed a Standard for Sustainable Aquariums and also one for sustainable ornamental fish species collection. These require the species to be sourced from sustainable fisheries or aquaculture, respecting fish welfare and optimizing waste, energy and water management.

More and more aquariums around the world have applied for the Friend of the Sea certification and joined the international network to sustainable aquariums:

## Friend of the Sea® Certified Aquariums:

- Pula Aquarium, Croatia
- Dubrovnik Aquarium, Croatia
- Aquarium Rubrum, Alghero, Italy
- Cala Gonone Aquarium, Nuoro, Italy
- The Lake District Coast Aquarium, Great Britain
- AquaRio - Rio de Janeiro, Brazil

**DISCOVER MORE**







## HIGHLIGHTS

# Plant-based Seafood

The seafood industry is following the trend towards vegan alternatives, mirroring the popularity growth of plant-based meat alternatives. Vegan seafood products, which emulate the taste and appearance of seafood, are now emerging in the market.

Plant-based alternatives for tuna, salmon, caviar, scallops, squid, crab, and shrimp have already entered the market. These products commonly contain ingredients such as soy, seaweed, yeast, legumes, and various vegetable oils and starches.

The Friend of the Sea Golden Standard for plant-based seafood will provide consumers with assurance that products are made using Sustainable practices that do not harm the environment.

**DISCOVER MORE** 







## HIGHLIGHTS

# Sustainable Sea Salt

Large-scale sea salt production operations can potentially cause wildlife issues, as briny ponds can provide sanctuary for certain wetland species. The concentrated liquid that remains after the solar evaporation process – known as bitterns – can be harmful to fish and other aquatic organisms. Salt mining can also potentially impact in terms of land use, emissions and social accountability.

Several salt companies have however implemented effective measures to reduce their impact on the environment and comply with strict social accountability policies. Friend of the Sea has developed a standard for sea and mined salt sustainability. Consumers can now make responsible choices and purchase salt produced in a sustainable way.

**DISCOVER MORE** 



**Solana Pag Fine Sea Salt is certified Friend of the Sea®**







## HIGHLIGHTS

# Sustainable Ports and Shipping

90% of global trade is facilitated by maritime transportation, with an annual 3% growth rate. Cruising is also becoming an increasingly popular holiday choice worldwide. Apart from carbon emissions (33% of total trade-related), the industry also contributed to concerning levels of water, noise and oil pollution.

Friend of the Sea has developed new certification standards to promote sustainable practices in the maritime industry and ports. These include requirements for pollution prevention, fuel efficiency, antifouling and waste control, social accountability and more.

**DISCOVER MORE** 



**Seatrade**

**GreenSea**  *moving fish forward*

**Seatrade and GreenSea are certified  
Friend of the Sea®**

Certified







## HIGHLIGHTS

# Sustainable Tourism

Several tourists operators from all over the world, including travel agencies, whale and dolphin-watching operators, beaches and more, have joined the network and obtained the Friend of the Sea certification for Sustainable Tourism.

Every year, millions of people stay in tourist facilities, such as resorts, hotels, lodges, campsites, etc. All this has an impact on the environment. In order to motivate tourist operators to reduce their impact on the environment, Friend of the Sea has created a set of certification standards to promote sustainable practices.

**DISCOVER MORE** 



## Sustainable Tourism Certification Standards

- Sustainable Travel Agencies
- Sustainable Travel Agencies
- Sustainable Tourist Facilities
- Sustainable Beaches
- Sustainable Snorkelling
- Sustainable Diving
- Sustainable Dolphin & Whale Watching
- Sustainable Whale Shark Watching
- Sustainable Manta Ray Watching
- Sustainable Sea Turtle Watching





## HIGHLIGHTS

# River Cleaning: A Key to Solving Ocean Pollution

Statistics reveal that 80% of plastic waste in the sea comes from rivers. In response, an Italian company developed a Sustainable solution to remove plastic and oily waste directly from watercourses. Their River Cleaning Plastic Oil Project is entirely self-powered with no environmental impact, earning it the Friend of the Sea Sustainability certification.

This certification, a first for this product category, was awarded after demonstrating the system's ability to preserve the aquatic environment while respecting the well-being of native species.

**DISCOVER MORE** 



Pic: River Cleaning, a solution developed by the Italian firm Mold S.r.l., receives Friend of the Sea sustainability certification for its efforts to free the ocean from plastic pollution.





# Introduction to Friend of the Earth®

Friend of the Earth, founded in 2016 by Paolo Bray, operates globally from Italy with the primary goal of conserving ecosystems. It offers an international certification scheme for Sustainable agriculture and breeding, developed in line with FAO's SAFA principles, focusing on ecosystem protection.

The scheme has witnessed significant global interest, with a 100 percent increase in adoption from 2019 to 2020. Currently, over 5,000 farms, involving around 50,000 farmers, with a total production value exceeding 1.5 billion euros, have been certified by Friend of the Earth.

The certification covers more than 35 agriculture and farming products, including fruit, vegetables, dairy, eggs, poultry, and meat.

**VISIT [WWW.FRIENDOFTHEEARTH.ORG](http://WWW.FRIENDOFTHEEARTH.ORG)**



**Certification of products from sustainable agriculture and farming.**







# Why do We Need Sustainable Agriculture?

The exponential increase in global population and the consequent growth in demand for agriculture and farming products, can have a unsustainable environmental and social impact.

With clear standards and a rigorous audit, Friend of the Earth certification is a credible and effective way for farmers and food companies to demonstrate their commitment to sustainable management practices and providing consumers with clear indications for sustainable agribusiness and farmed products.

**DISCOVER MORE** 



## SOIL

erosion, soil sealing, contamination by harmful substances, compaction, desertification



## WATER

pollution by harmful substances, eutrophication and overexploitation. Agriculture accounts for 70% of the worlds water usage



## BIODIVERSITY

loss, ecosystem degradation, endangered species.



## CLIMATE

change, GHG emissions, in particular carbon dioxide and methane.





# Sustainable Agriculture and Farming Standards

The Friend of the Earth Standards for Products from Sustainable Agriculture and Farming have been developed respecting the FAO's SAFA (Sustainability Assessment of Food and Agriculture Systems) Guidelines.

The requirements cover all potential environmental and social impacts of agriculture production, to meet the expectations of consumers requesting for a comprehensive sustainability certification.

The yearly audits are carried out by qualified auditors of accredited certification bodies, by means of an onsite assessment and periodical surveillances.

## Standards' Requirements

- ☑ **Impact of Agriculture Site on Critical Habitat**
- ☑ **Census and Protection Plan for Endangered species**
- ☑ **Environmental Management System**
- ☑ **Waste, Water and Energy Management**
- ☑ **Integrated Pest Management**
- ☑ **Regenerative Agriculture practices**
- ☑ **Animal Welfare**
- ☑ **Chain of Custody**





# New Sustainability Standards

The scope of the Friend of the Earth certification has been expanded to award, with the Friend of the Earth logo, other products and services which respect the environment.

This makes Friend of the Earth one of the few certifications which can be potentially applied to any type of product or service in different sectors.

A Generic Friend of the Earth Standard has also been designed for those new products which lead their sector in reducing the impact on the environment.

**CHECK ALL FAO GUIDELINES**



## Friend of the Earth® Certifications

Friend of the Earth® Sustainability Certifications:

### Sustainable Agriculture

Certifying products from regenerative agriculture practices protecting endangered flora and fauna.



### Sustainable Farming

Awarding animal welfare practices reducing the environmental footprint of farming.



### Sustainable Fashion

Highlighting garments from certified sustainable sources, upcycling and recycling.



### Sustainable Furniture

Certifying furniture and interior design from certified sustainable materials and recycling.



### Sustainable Hospitality

Resorts, hotels and lodges reducing their impact on the environment and raising awareness.



### Sustainable Mining and Jewels

Jewels from socially and environmentally sustainable mines.



### Sustainable Insects Farming

Alternative proteins for feed and humans produced with lower impact.



### Sustainable Butterflies Houses

Raising awareness, while battling illegal trade and raising awareness.



### Smart Working Company

Rewarding companies which are reducing their commuting impact on the environment.



### Sustainable Sports

Certification of sport operators compliant with sustainability practices.



### Sustainable Products and Services

A Generic Standard for any innovative product and service reducing impact when compared to sector's average.



### Plant Based "Meat"

Promoting sustainable alternatives to proteins.







## Sustainable Fashion

***Friend of the Earth® extends its expertise to credibly assess fashion companies' ethical claims.***

In February and September 2022, and again in February and September 2023, two exciting sustainable and ethical fashion showcases highlighted garments from Italy, Germany, Colombia, Brazil, Switzerland, and India, all produced with a focus on Sustainability.

During these events, the World Sustainability Organization introduced the WSO Models Academy and Agency (MAA) Project, aiming to promote ethical and Sustainable modelling in the fashion industry.

The project ensures fair compensation and compliance with national laws through internationally accredited auditing bodies. Additionally, the Sustainable Friends Concept Store hosted its first events, featuring engaging speeches and a showroom, while a significant scientific webinar took place across four continents.

**DISCOVER MORE**



**3**

Showrooms and  
Tradeshows

**3**

Fashion  
Shows

**3**

Conferences and  
Webinars





# Sustainable Sports and Events

Golf course irrigation in countries like USA can account for up to 5% of national water use. Also, golf courses maintain lush turf with herbicides, pesticides and fertilizers which could pollute nearby waters.

But it is not only Golf. Think about Skydiving: using a plane and fossil fuels makes it less eco-friendly than many other sports. What about the pollution produced by motor racing? Soccer teams constantly travel to arenas and so do supporters. Plastic is also consumed in large amounts at sports, as well as music events and conferences.

***Friend of the Earth Sustainable Sports and Events certification motivates all sport operators and event organizers to reduce their environmental impact and respect social accountability.***

**DISCOVER MORE** [!\[\]\(17413706fd4997a1a4bdf85c6864eee1\_img.jpg\)](#)







## HIGHLIGHTS

# Plant Based Alternative Proteins

***Plant-based meat is revolutionizing protein supply, aiming to reduce environmental impact.***

Plant-Based Alternative Proteins are revolutionizing protein supply, aiming to reduce environmental impact. However, also agriculture products can have their impact on the environment or issues related to social accountability.

Friend of the Earth Certification Standard for Products from Sustainable Agriculture allow to verify environmental and ethical claims made by plant-based products. Qualified auditors of accredited certification bodies verify compliance with good agriculture practices; protection of endangered species and critical habitat; appropriate land, water, energy and waste management as well as social accountability.

Consumers will be able to enjoy plant-based products which have a sustainable impact on the environment and respect workers and local communities

**DISCOVER MORE** 







## HIGHLIGHTS

# Certified Butterfly Houses

The IUCN reports over 178,000 butterfly and moth species globally, with a 53% population decline due to habitat loss. Initiatives like the Global Butterflies' Census engage citizen scientists in conservation efforts. Italy faces threats to its rich butterfly diversity from intensive agriculture and climate change.

Organizations like Friend of the Earth promote sustainability, while Te Polyxena focuses on biodiversity conservation. Butterfly houses like Farfalia and Collodi Butterfly House raise awareness and emphasize habitat protection.

**DISCOVER MORE** [↗](#)







# Africa Certification Agro Project Sustainability Hub

In June/July 2022, World Sustainability Organization Director Paolo Bray visited South Africa, Zambia, and Nigeria, highlighting Sustainable transformation stories and launching new initiatives for Sustainable development.

In Zambia, an agreement was formalized between WSO and the Government to establish the **Africa Sustainability Hub**. This hub aims to transfer Sustainability knowledge, network African experts, and promote biodiversity offset markets.





# Introduction to The Foundation

***A non-profit organization dedicated to  
advancing sustainability and protecting  
the environment and its species***

The World Sustainability Foundation (WSF), under the World Sustainability Organization (WSO), promotes sustainable development to protect the environment. Led by economist and environmentalist Paolo Bray, it focuses on land conservation, habitat protection, and endangered species campaigns. WSF also raises awareness and supports companies in adopting sustainable practices and new technologies.

**DISCOVER MORE** 



**WORLD  
SUSTAINABILITY  
FOUNDATION**



# Key Highlights

The World Sustainability Foundation's **main goal is to safeguard and preserve global biodiversity, encompassing both marine and terrestrial ecosystems.**

Preserving biodiversity is essential for our current and future well-being, demanding immediate action to ensure the enduring vitality of nature.

To accomplish this, **we are actively engaged in various initiatives, including the protection of critical endangered species and the implementation of ecosystem restoration projects such as reforestation and coral restoration.** These endeavors aim to provide a habitat for all the plants and animals that inhabit these ecosystems.

Moreover, the Foundation seeks to engage both local communities and younger generations in environmental stewardship, empowering them to care for their environment.

**37+**

Endangered Species  
Protected

**7**

Threatened  
Ecosystems  
Protected

**24k**

Trees  
Planted

**10+**

Reforested  
Hectares

**1k+**

Kids  
Educated

**DISCOVER MORE** [↗](#)





## FEATURED PROJECT

# Whale Ship Strike

***This project was created with the aim of reducing the risk of collision between boats and whales.***

In 2015, Friend of the Sea launched a campaign focusing on the increasing numbers of whales being killed or affected by ship strikes. Pygmy blue and other whales feed and breed in the Indian Ocean, just south of Sri Lanka, an area subject to some of the busiest cargo ship traffic in the world.

Aside from the potential lethal strikes, the loud noise from ships creates negative impacts on whales' feeding and breeding behaviours.

Friend of the Sea has urged the World Shipping Council and the Sri Lankan Government to submit a proposal to the International Maritime Organization to move the shipping lanes 15 miles south, reducing the risk of collisions by 94%.

Friend of the Sea has also proposed an international project to assess such risks and introduce impact reduction measures.

**15**

**New "Whale Safe" dolphin and whale-watching operators**

**2**

**Awarded companies MSC Cruise and Hapag-Lloyd**



**DISCOVER MORE**





## FEATURED PROJECT

# Save the Corals in Thailand

Since 2022, we've supported ATMEC in restoring the local reef by transplanting 1,000 coral pieces into artificial structures, ensuring their survival and growth.

Indirect effects of protecting ecosystem biodiversity since then include habitat creation for over 20 coral reef-associated fish species, substrate for threatened anthozoa groups, and habitat creation for cryptic vertebrates and invertebrates. Additionally, we've established additional zooxanthellae reservoirs beyond the reef edge and increased genetic diversity of core coral groups.

Non-targeted species protected: Thousands inhabiting coral reefs.

Other benefits achieved since 2022 include encouraging Sustainable tourism, creating independent dive sites, and increasing public and governmental support for protected waters.



**Partner: ATMEC and Love Wildlife Foundation**



**DISCOVER MORE** [↗](#)





## FEATURED PROJECT

# Save the Pangolins in Vietnam

Our support to **Save Vietnam's Wildlife** fed 9 pangolins for a month. SVW rescued over 2,471 wild animals of 45 species, and provided veterinary care with a 92% survival rate; released roughly 60% back to the wild, covering 220,747 km. Protecting pangolins indirectly benefits biodiversity by controlling other species' numbers, maintaining ecological balance.

These initiatives protect non-targeted species like Owston's Civet, Otters, and Tigers. The "Valuing Nature in Childhood" programme reached 5,897 kids, 1,078 teachers, and parents from 28 kindergartens, fostering environmental awareness.

**DISCOVER MORE** 



**Partner:**  
**Save Vietnam's Wildlife**





## FEATURED PROJECT

# Save the Butterflies

According to the International Union for Conservation of Nature (IUCN), Italy is the European country that counts the largest number of butterfly varieties, about 60% of all the species on the continent, of which 4% are unfortunately at risk of extinction due to intensive agricultural practices that threaten their natural habitats and to the consequences of climate change.



## Friend of the Earth® Global Census Butterflies

Thanks to your help, since the launch of the Global Butterflies' Census in January 2021, we have received 2269 pictures of butterflies and moths' species, from 38 countries in the World.



**Anyone can contribute to the project by photographing butterflies spotted and sending photos via mail or WhatsApp number **+39 351 2522520****

**DISCOVER MORE** [↗](#)







## FEATURED PROJECT

# Preserving Brazil's Mangrove Forests

In 2022, the WSF supported Associação MarBrasil to conserve mangroves in Guaraqueçaba Protected Area. Restoring key species like Green Turtles, Mero, sharks, and Manta rays thrives. Educational materials benefit marine biodiversity.

Local Caiçara communities engage, fostering stewardship and creating economic opportunities. Emphasis on environmental benefits like significant carbon storage. This partnership crucially preserves Brazil's mangroves, benefiting biodiversity, communities, and the environment.

**DISCOVER MORE** 



Partner:  
**Associação MarBrasil**







## FEATURED PROJECT

# Empowering Education in Makoko, Lagos, Nigeria

Makoko, a vibrant water-based community in Lagos State, Nigeria, faced challenges with a school lacking basic necessities like chairs, tables, and footwear for its students.

To address this, we donated essential school uniforms to Makoko School students. This initiative reflects our commitment to empowering education and fostering opportunities for students.



# Locate our Projects

## Conservation & Awareness Projects

The World Sustainability Foundation develops projects in two main categories: Conservation and Awareness. Currently, WSF has partnered with 14 nonprofits to carry out conservation and awareness activities, while an additional 6 nonprofits are in the process of finalising the partnership. WSF has also implemented projects to reward companies that reduce their impact on animals such as sea turtles, and cetaceans (whales and dolphins).

**Save the Butterflies**  
Project to save butterflies from extinction

Countries: 38

|             |               |
|-------------|---------------|
| Argentina   | Madagascar    |
| Australia   | Malaysia      |
| Belgium     | Mexico        |
| Brazil      | Morocco       |
| Bulgaria    | Mozambique    |
| Canada      | Namibia       |
| Chile       | New Zealand   |
| Congo       | Netherlands   |
| Costa Rica  | Paraguay      |
| Croatia     | Peru          |
| Ecuador     | Portugal      |
| El Salvador | Romania       |
| France      | Spain         |
| Gabon       | South Africa  |
| Greece      | Switzerland   |
| Honduras    | Turkey        |
| India       | UK            |
| Italy       | United States |
| Japan       |               |

**40+**  
Countries

**30+**  
Global Projects

**United States / USA** Projects: 02

School Awareness

Save the Bats

**Peru / PER** Projects: 01

Save the Frogs

**Brazil / BRA** Projects: 03

Save the Mangroves

**Morocco / MOR** Projects: 03

DNA Identification

**Save the Forests**  
Project to protect forests

Cameroon Chad Mali

**South Africa / ZAF** Projects: 03

Save the Rhinos

**Italy / ITA** Projects: 05

Save the Whales

River Cleaner

**Switzerland / CHE** Projects: 04

Fish Welfare

Save the Whales

**Germany / GER** Projects: 02

Save the Whales

**Kenya / KEN** Projects: 01

Save the Giraffes

**Zambia / ZMB** Projects: 01

Save the Elephants

**Madagascar / MDG** Projects: 04

Save the Primates

School Awareness

**Vietnam / VNM** Projects: 02

Save the Pangolins

**Dolphin Safe**  
Project to save dolphins from extinction

Countries: 77

|                |                  |
|----------------|------------------|
| Ame. Samoa     | Morocco          |
| Argentina      | Mozambique       |
| Australia      | Namibia          |
| Austria        | Nauru            |
| Brazil         | Netherlands      |
| Bulgaria       | New Zealand      |
| Canada         | Norway           |
| Cape Verde     | Oman             |
| Chile          | Pakistan         |
| China          | Palau            |
| Colombia       | Panama           |
| Costa Rica     | Papua N. G.      |
| Croatia        | Peru             |
| Denmark        | Philippines      |
| Ecuador        | Poland           |
| El Salvador    | Portugal         |
| Micronesia     | Reunion Isla.    |
| Fiji           | Senegal          |
| Finland        | Serbia           |
| France         | Seychelles       |
| Germany        | Singapore        |
| Ghana          | Slovenia         |
| Greece         | Solomon Isla.    |
| Guatemala      | South Africa     |
| Hong Kong      | South Korea      |
| Indonesia      | Spain            |
| Israel         | Sri Lanka        |
| Italy          | St. Helena Isla. |
| Ivory Coast    | Sweden           |
| Japan          | Switzerland      |
| Kiribati       | Taiwan           |
| Latvia         | Thailand         |
| Liberia        | Turkey           |
| Madagascar     | UK               |
| Malaysia       | United States    |
| Maldives       | Vanuatu          |
| Marshall Isla. | Venezuela        |
| Mauritius      | Vietnam          |





SUSTAINABLE  
FRIENDS



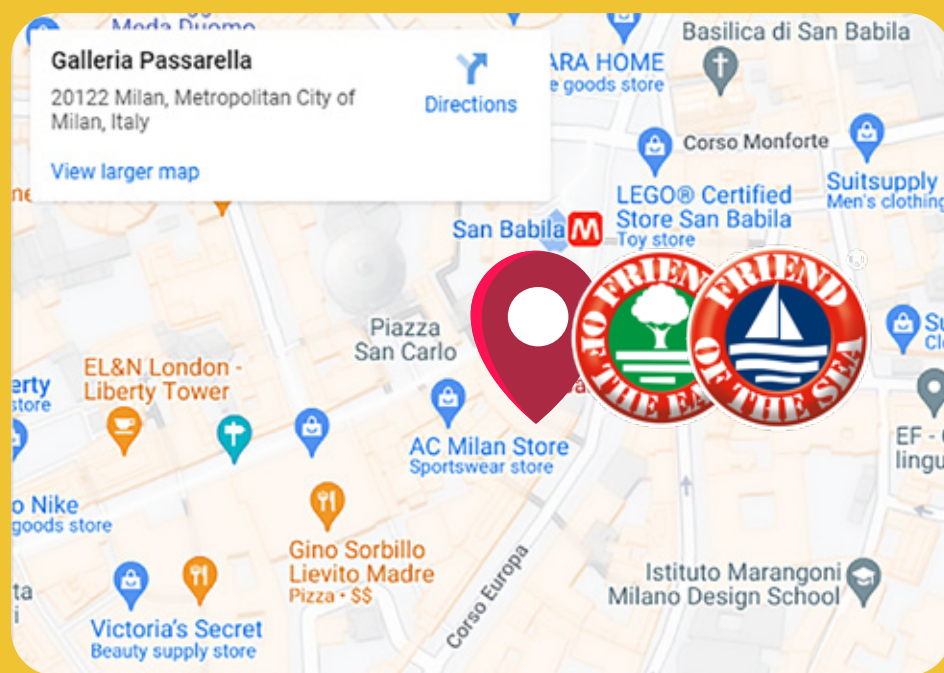
# Sustainable Friends Concept Store

The World Sustainability Organization has launched Sustainable Friends, a pioneering concept store in the heart of Milan, Italy, offering Friend of the Sea® and Friend of the Earth® certified products and services.

Officially opened on June 8th, 2023 (also recognized as World Oceans Day) **the store aims to raise awareness about Sustainability and provide an alternative to excessive consumerism, promoting environmental responsibility.**

Located in the bustling shopping district of Galleria Passarella 1, near Corso Vittorio Emanuele, the store benefits from high foot traffic, with over 8,500 passersby per hour according to a study by BNP Paribas Real Estate.

## CONCEPT STORE LOCATION







SUSTAINABLE  
**FRIENDS**



# Sustainable Friends App

*The first international app for sustainable purchasing.*

The Sustainable Friends App introduces the Sustainable Friends Loyalty Card, designed for eco-conscious consumers. This virtual card not only rewards purchases of Sustainable-certified products but also contributes to nature conservation.

With geolocation features, it conveniently maps out participating shops and provides essential information for easy access.

Stay informed with news and updates directly on your smartphone. Earn points for every purchase and for referring friends to the project, unlocking prizes and discounts from the constantly updated online catalogue of partner networks.



**GET IT ON  
APP STORE** 

**GET IT ON  
GOOGLE PLAY** 





# Sustainable Friends Social Media

The organisation uses various social media platforms including Facebook, Instagram, and YouTube to disseminate information about its initiatives, certification programmes, and Sustainability news. On professional networking platforms, updates regarding certification programmes, certified companies, and events are shared. Instagram showcases visually captivating images of marine life, Sustainable agriculture, and conservation efforts, effectively conveying Sustainability through visual means.

By employing these platforms, WSO actively engages its audience, fosters meaningful dialogue, and reaches a global audience interested in environmental issues and responsible practices. Additionally, Sustainable Friends, a store specialising in Sustainable and certified goods, further promotes the organisation's mission.

*Access our Sustainable Friends platforms through...*



 [/sustainablefriends](#)

 [@sustainablefriends](#)

 [@sustainablefriends](#)







SUSTAINABLE  
FRIENDS



# Interviewing Inspiring Companies

**WSO interviews sustainability experts and companies that set an example of sustainable culture through measures and actions that protect the environment.**

By sharing inspiring stories of individuals, companies, and communities embracing Sustainable measures and achieving success, **we educate the public about environmental issues and the significance of Sustainable practices.**

Through interviews with inspiring companies and Sustainability experts, WSO highlights examples of Sustainable culture, offering educational and inspirational resources for those interested in implementing Sustainability in their daily lives and across various industries.

**FOS INTERVIEWS**



**FOE INTERVIEWS**



## List of INTERVIEWS made in our YouTube Channels:

- |                                        |                                        |                                         |
|----------------------------------------|----------------------------------------|-----------------------------------------|
| 1. Will Templeton (Amway)              | 10. Richard Lamb (Stratford Butterfly) | 17. David Sussmann (Seafoodia)          |
| 2. Martina Sponga (Kingfish)           | 11. Sergio Tommasini (Airone)          | 18. Cressida Cable (Cambridge Commodi.) |
| 3. Diego Collier (Astro)               | 12. Claire Weber (ASBTIA)              | 19. Tony Federico (Natural Force)       |
| 4. Mirco Wildegger (Fontaine)          | 13. Alice Ceruti (Cascina Oschiena)    | 20. Mr Lozachmeur (Seanova)             |
| 5. Costanza Levera (Mareaperto)        | 14. Klaus Neumann (Concordix)          |                                         |
| 6. Dr GB Valsecchi (As do Mar)         | 15. Francesca Azzali (Flott)           |                                         |
| 7. Ramie Murray (Dibba Bay)            | 16. Noemi Bosco (U.G.A.)               |                                         |
| 8. Donatella and Greta (L'Isola d'Oro) |                                        |                                         |
| 9. Beate Opstad (Fjorda)               |                                        |                                         |







SUSTAINABLE  
FRIENDS



# Lessons for a better Future

***From Webinars to documentaries, WSO is committed to audio-visual production to teach people about sustainable measures.***

Additionally, the WSO through Friend of the Sea® and Friend of the Earth® YouTube Channels publish Institutional videos, Documentaries, Webinars and other forms of audiovisual content that **help educate the public about environmental issues and the importance of adopting sustainable practices.**

We also share inspiring stories about companies and communities that have adopted sustainable measures and found success in the process.

**FOS WEBINARS** 

**FOE WEBINARS** 

## List of WEBINARS (and case studies) made in our YouTube Channels:

1. Sustainable Beekeeping (Raglio di Luna)
2. Butterfly-safe certified (Ya'axkin Butterfly Farm)
3. Sustainable Fruit production (Masseria Fruttirossi)
4. Frogs conservation (SERFOR)
5. Bats conservation (Bat World Sanctuary)
6. Parrot conservation (Mastervet Veterinary Clinic)
7. Sus. Cotton Production (Natural Cotton Collor)
8. Sus. Cheese Production (Antica Latteria Ducale)
9. Big Cats Conservation (Snow Leopard Trust)
10. Albatrosses and other bycatch (Puerto de Celeiro)
11. Waste Reduction (As do Mar)
12. UV Creams and Protection (SafeSea)
13. Social accountability in Fisheries (Airone Srl)
14. Turtle Excluder Devices (Rosso di Mazara)
15. Anchovies Fisheries (L'Isola D'Oro)
16. Sustainable Coffee (Café Monteverde)
17. HydroponicsAgriculture (H2orto)
18. Sus. Wine Production (Fossa Mala)
19. Whale and dolphin watching (Me.Ri.S)
20. Omega 3 trends (KD Pharma)
21. Pangolins, Covid-19 (Pangolinreports)
22. Circular economy (Cibel)
23. Sus. Insects Farming (Cricket Farm)
24. Whale Ship Strikes (Tethys Resea. Insti.)
25. Sus. Olive Oil Production (Olio Roi)
26. Fish Welfare, Aquaculture (Fair Fish)
27. DNA Testing (FEM2-Ambiente)
28. Dolphin Safe (Earth Island Institute)
29. Sus. Public Aquaria (AquaRio)
30. Shark Species (Frabelle)
31. Tuna Industry (Mare Aperto)
32. Distribution of seafood (Mazara Fish)
33. Offsetting Plastic (Nagua's)







SUSTAINABLE  
FRIENDS



# Online Sustainability Courses

The World Sustainability Organizations organizes certified technical and scientific courses on subjects related to sustainability on food and non-food sectors.

Experts' lectures will discuss best practices and latest technologies in agriculture, fisheries, tourism, transportation and many other sectors, along with case studies of companies excelling in sustainable practices.

Participation is free of charge for Friend of the Sea or Friend of the Earth certified companies and at low cost for all others. A certificate of participation will be provided to all participants completing the course.

**ONLINE COURSES** 

## WORLD SUSTAINABILITY ORGANIZATION **ONLINE COURSES**

### **List of ONLINE COURSES available:**

- 1. Circular Economy Based Fishery For A Sustainable And Resilient Future Of The Industry (FOS);**
- 2. Ecological, sustainable and circular textile fibers (FOE);**
- 3. Nutritional strategies (FOS);**
- 4. Packaging impact on the environment. A scientific analysis and possible solutions for your specific company and sector. (FOS and FOE)**
- 5. Precision Agriculture. Methods and tools to increase your ROI and reduce your environmental impact (FOE).**





SUSTAINABLE  
FRIENDS



# Sustainable Restaurants App

***Friend of the Sea and Friend of the Earth's Sustainable Restaurants project selects and rewards those restaurants, take-away and catering chains that serve certified sustainable products.***

By sourcing fish and seafood from certified suppliers, restaurants, and other food outlets can ensure the traceability of their products and demonstrate their commitment to Sustainable practices.

Opting for items from their Sustainable restaurant menu empowers you as a customer to make a substantial positive impact on global Sustainability challenges.



Download on the  
**App Store**



GET IT ON  
**Google Play**

**GET IT ON  
APP STORE**



**GET IT ON  
GOOGLE PLAY**



**DISCOVER MORE**



**Sustainable  
Restaurants**

by







SUSTAINABLE  
FRIENDS

NEWS

# Companies' Plastic Offset Programme

To address plastic pollution and support the UN 2030 Agenda for Sustainable Development, WSO has launched the Plastic Offset Programme, currently endorsed by a first company from Switzerland: Nagua Bio.

The initiative offers a practical and tangible solution to cleanse our oceans from plastic and safeguard the marine ecosystems. Companies can offset the weight of the plastic introduced in an uncontrolled way in the market, by supporting projects worldwide taking plastic of natural environment, for the equivalent weight.

***Join us in taking action to minimise your plastic footprint and instigate positive change.***

**DISCOVER MORE** 

**WEBINAR: Offsetting our Plastic Footprint to support clean oceans, circular economy and sustainable livelihoods.**

**WATCH THE WEBINAR**





# A Sustainable Growth Rate

The World Sustainability Organization has experienced a steady and gradual growth over time. The margins have been mostly positive, allowing for investing for continuous improvement.

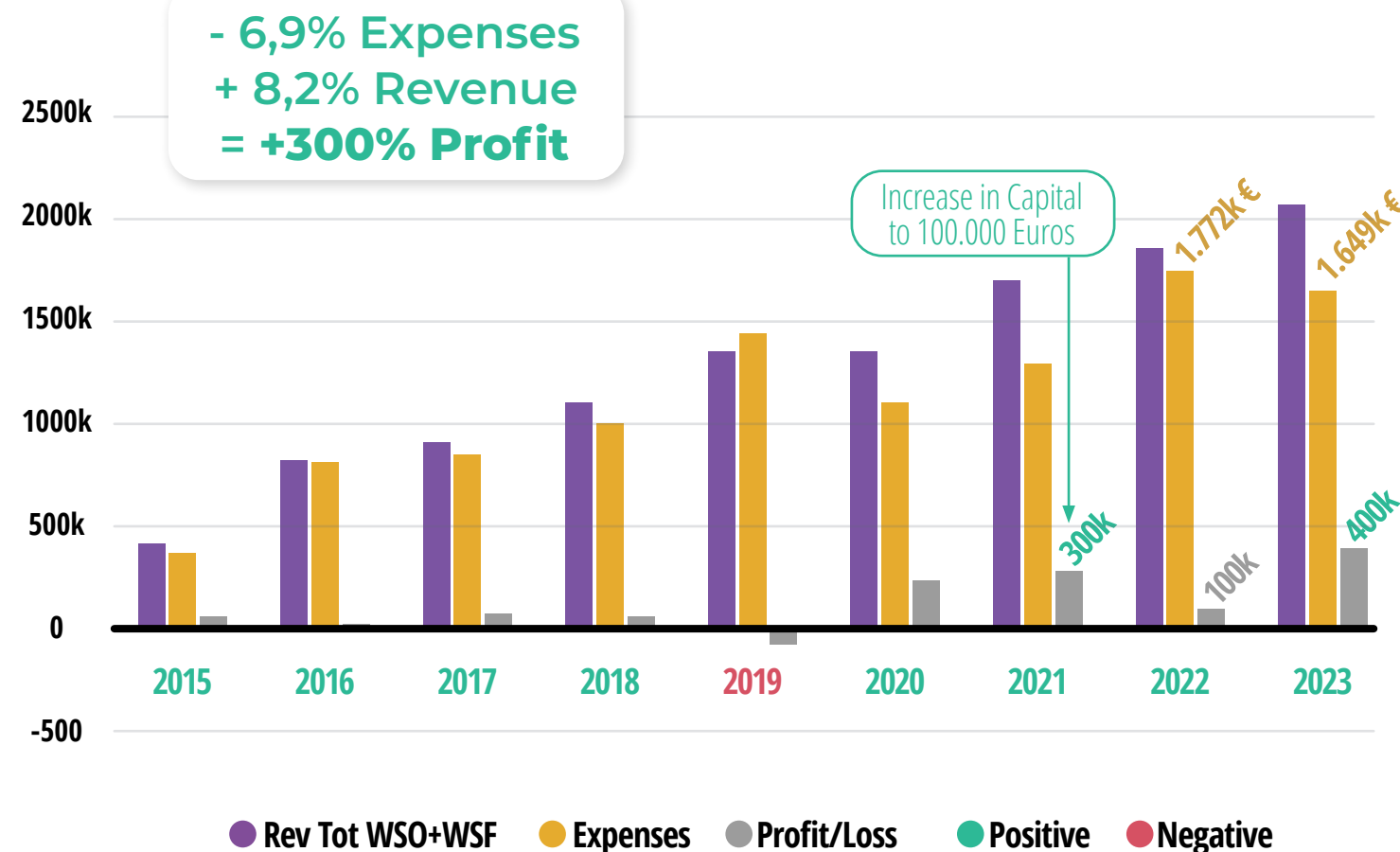
The selectivity of the certification (over 35% of the fishery products applying are not able to confirm full compliance to the standard), limits the growth, but enhances the reliability over the long term.

Productivity of the WSO Team has also grown over the years, allowing the Friend of the Sea and Friend of the Earth certifications to achieve and maintain a widespread presence and global trust.

***“We will continue to work diligently to uphold this positive trend and ensure prudent and responsible financial management.”***

comments Paolo Bray, Director of WSO.

## Profit & Loss (Euros)





# WORLD SUSTAINABILITY ORGANIZATION

## Contact us!

[www.wsogroup.org](http://www.wsogroup.org)

-  [/world-sustainability-organization](https://www.linkedin.com/company/world-sustainability-organization)
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**WORLD SUSTAINABILITY ORGANIZATION**

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**Please consider the environment before printing**

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