



THE CERTIFICATION EVOLUTION FOR TOP-LEVEL AQUATIC FULLY SUSTAINABLE PRODUCTS

THE **ecocrest**® APPROACH FOR A SUSTAINABLE AND ETHIC
PRODUCTION CHAIN WITHIN A BLUE CIRCULAR ECONOMY
FRAMEWORK

An experience to be shared.

Con il patrocinio di:



A PHILOSOPHY BASED ON BEING AND DOING, NOT ON APPEARANCES

- The Fondazione Acquario di Genova ONLUS (now ETS) was created in 2003, to act in the field of environmental improvement and protection, research, education and awareness raising. All the objectives have a general public interest.
- With a clever strategic decision, the Foundation was created by three public bodies (Genoa City Council, Genoa Metropolitan City and Genoa University) and three private bodies (Costa Edutainment SpA, Associazione Amici dell'Acquario ONLUS and World Ocean Association) and is under the supervision of the Liguria Region.
- The many actions carried out so far, albeit with limited funds, have all been very successful, so much so that the Foundation is currently represented at the highest level, including in UN expert groups.
- We have preserved habitats and species, but we have also increased naturalistic knowledge and public awareness of the sustainable use of resources.

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REGIONE LIGURIA



COMUNE DI GENOVA



Provincia di Genova



Università di Genova

costa
edutainment experience

**World Ocean
Association**



AMICI DELL'ACQUARIO
DI GENOVA



BUT WE ALWAYS FACE NEW CHALLENGES

- For years, consumers have been demanding greater attention to the sustainability of the products they use.
- Producers are faced with these challenges, in an environment of high competition and must find solutions and strategies that can balance all needs.
- Sometimes the temptation to engage in 'greenwashing' is strong, not least because it is not always easy for consumers to find out.
- The regulatory environment is often anticipated by public sensitivities, but international standards are increasingly stringent.
- We did not back down.

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ALWAYS RESPONDING TO MARKET DEMAND AND TO CONSUMERS NEEDS

- In 2005 the Genoa Aquarium Foundation was engaged in finding a new approach for identifying sustainable and ethic aquatic products.
- After many international consultations, including ILO-UN, the EU Parliament and EC/DG-MARE, a comprehensive set of requirements was established.
- **ecocrest**® label, protocols and procedures were officially registered in 2006.
- The final goal is improving different activity business with the support of the full commercial chain to improve aquatic environments, within an ethic and fully sustainable framework and an innovative blue circular economy.

We reached this level of top-requirements and concepts 15 years before any other certification procedure in the world!

Some basic rules

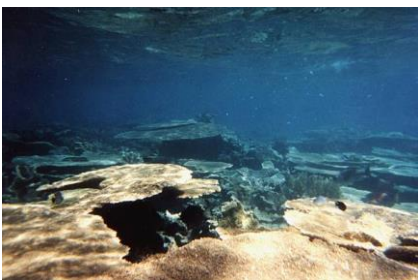
- The product must be in compliance with the Laws and Regulation concerning its harvesting, within a clear sustainable approach.
- The product must be in compliance with the environmental Laws and Regulations in place in each Country.
- Local and Regional Authorities must be involved in the evaluation and verification procedures.
- The production chain must be in compliance with the ILO-UN labour principles and with the domestic labour Laws and Regulations in each country.
- The production chain must be in compliance with the ILO-UN principles and rules about the child labour.

A philosophy behind the rules

- Minimise the exploitation of natural resources, or production of wastes or discards.
- Possibly use the full product or re-use the discards.
- Contribute to the development of techniques or technologies for significantly reduce the impact on natural resources.
- Originate from a well-identified geographic area; for fishery products, they should preferentially come from artisanal fisheries based on environmentally friendly techniques.
- Preferentially have a general eco-sustainable and social approach, including a strong solidarity with local population (particularly in developing countries) and no gender discrimination.
- Fair trade agreements provide an upper grading.

A WIN-WIN APPROACH FOR THE FULL CHAIN

- The **ecocrest**® approach is also to create added value to the full chain within an ethic, eco-friendly, sustainable and solidarity framework.
- Having the procedure some basic direct costs, these should be included in the chain and fully recovered within the system.
- The royalties must be fully used for conservation, educational or solidarity projects, defined in agreement with the producer, who can use the project also for advertising purposes, in a non-profit framework. This is a clear «blue circular economy», absolutely innovative in 2006.
- This is easier for a public/private charity like the Genoa Aquarium Foundation.





THE ecocrest® SELECTION

(just few can fit the top requirements!)

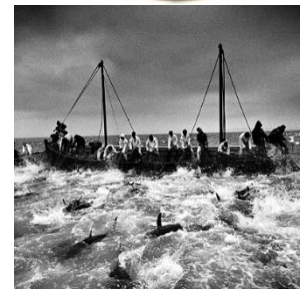


- The eco-sustainable, no-waste and ethic production of mother-of-pearl under a fair trade agreement in **Vietnam**. The project, promoted by Berbrand in 2002 and then enforced in 2006, won the first edition of a sustainability and cooperation prize of the Italian Government.
- The sustainable, no-waste and ethic pearl oyster and mother-of-pearl production in NW Australia Australia (**Blue Seas Pearling**, 2006, 2007 and 2008, and **Clipper Pearls**, 2006 and 2007) and Indonesia (PT Autore Pearl Culture, 2021).
- **Berbrand srl** production of mother-of-pearl buttons and high-fashion accessories (2007 and 2008)
- The bluefin tuna fishery and canned products in the historical tuna trap in Carloforte (Italy) (**Carloforte Tonnare PIAM**, 2009 and 2021).



and some ongoing procedures:

- The oyster pearl production in another Indonesian farm, in Cook Islands, Vanuatu and Tuamotu (partly pre-assessed).
- The Superlativa© production of top-luxury items using sophisticated technology on discards of natural marine products (pre-assessed).
- The water buffalo horn in India (partly pre-assessed).
- The Loto fiber production in Thailand (pre-assessed).
- The marine park in the isle of Ankazoberavina in NW Madagascar.





THE LABEL EVOLUTION



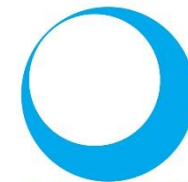
- Different levels of **ecocrest**® grading are in place since 2021, for better responding to the difficulties for reaching the top **ecocrest**® standards and helping the producers and the industries in this sustainability and ethic challenge.
- The very first level is now **ecocrest**® **basic green road**, based on self-declarations by the applicant on questionnaires provided by the Foundation; for this level, each applicant is directly responsible for the declaration, which can be maintained for a maximum of one year, before going to the second or upper **ecocrest**® level. **ecocrest**® can request any document for supporting the declarations or for checking some issues.
- The second level is **ecocrest**® **silver**, when the applicant is not able to fulfil all the **ecocrest**® requirements; the shortcomings must be specifically listed and proactively solved within one year; in exceptional cases, and when the problem is caused by external constraints, this level can be maintained up to a maximum of two year. All requirements, even if partial, are directly checked by **ecocrest**® inspectors.
- The third level is **ecocrest**® **gold**, a full certification, when the applicant is able to fulfil all the **ecocrest**® requirements. All requirements are directly checked by **ecocrest**® inspectors and they are revised every year
- The fourth level is **ecocrest**® **platinum**, when the applicant reached already the **ecocrest**® **gold** standards but is also enforcing a blockchain process.



ecocrest
basic green road



ecocrest
silver



ecocrest
gold



ecocrest
platinum

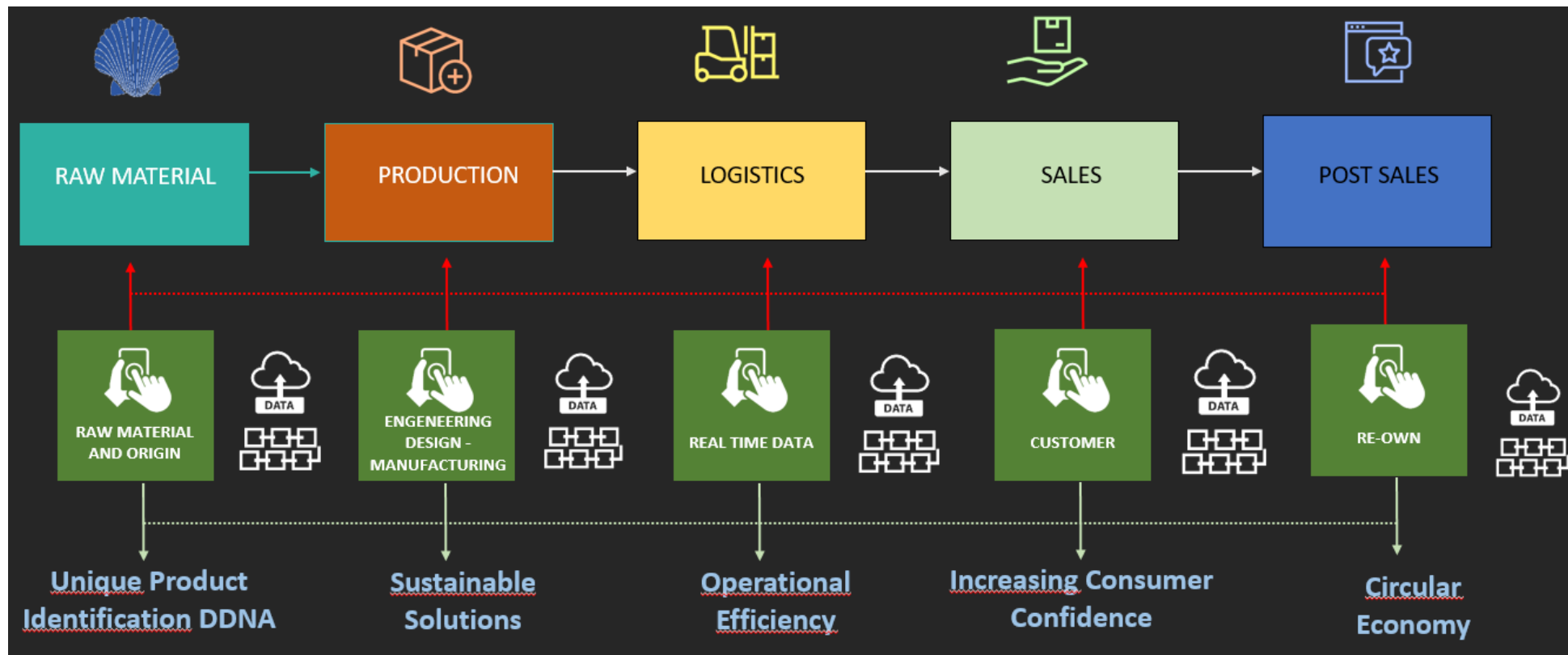


THE EVOLUTION USING THE BLOCKCHAIN



- The aquatic products passing the **ecocrest** procedures can now obtain an individual DDNA and take advantage, i.e. of the 1trueID blockchain.
- The blockchain procedure is extremely secure, transparent and provides a full traceability of each individual product, up to the final customer.

timestamped blocks of transactions linked in a chain by cryptographics hashes





IT IS ALWAYS A CHALLENGE!

BUT WE ARE ALWAYS WELL IN ADVANCE

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