

certifichiamoperlanatura

certifying for the nature



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**Ecocrest**® is the first registered trust mark certifying aquatic origin materials and products deriving from eco-sustainable and ethically correct production chains

It was established by the **Genoa Aquarium non-profit Foundation** and can be granted to all world countries

The objective being to **favour different activity businesses with the support of production chains that contribute to improve aquatic environments** or to **preserve species and eco-systems** particularly endangered

Obtaining the **Ecocrest**® trust mark requires that all the production chain be **inspected and certified** by the **Genoa Aquarium Foundation** with annual checks on chain compliance with the essential requirements.

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Materials and products which can benefit from the added value of the trust mark **Ecocrest**<sup>®</sup> must follow at least one of the requirements herewith listed:

- **compliance with the Environmental Laws and Regulations** in effect in the country of origin
- **compliance with ILO/UN child labour principles and rules**

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They must also satisfy at least one of the following requirements:

- being an integral part of a production project or process with **the real objective of minimising natural environmental resource exploitation or production waste or discards**
- being an integral part of a **production process targeted at recycling discards from other production cycles** without re-use involving increased original production for a primary item
- contributing to the development of techniques and technologies directed at **significantly reduce the impact on natural resources**, aquatic ones particularly

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- preferably coming from **artisanal type production systems** based on environmentally friendly techniques and must have recognizable geographic limits
- being part of an **eco-sustainable production system** including a strong **solidarity with local populations**, especially in the world's poorest areas or Developing Countries with direct social and economic fallouts. Fair Trade agreements can be an essential part of this system
- involving **scientific and/or administrative and/or local commercial components** to factually contribute to developing existing know-how in the eco-sustainable production process especially in the world's poorest areas or Developing Countries

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Within the transparency and ethic process which must characterize the trust mark **Ecocrest**® the royalties provided by the users shall be destined to projects for the protection of aquatic environments or aquatic species with a particular preference for those projects which includes elements of solidarity activities, always in a non-profit contest.

- In agreement with the user, the contribution can be destined to a specific conservation project. In such case, even the advertising and media communication to the specific project to which funds are destined.
- Otherwise, funds shall be destined to other institutional projects and their destination will be communicated to the user, directly and on the dedicated site [www.ecocrest.org](http://www.ecocrest.org)
- All users along the production chain of a product having the trust mark **Ecocrest**® can eventually join the project and become additional sponsors.

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The first products which have obtained the **Ecocrest**© certification are the followings:

- The mother-of-pearl produced by Blue Seas in Broome (NE Australia);
- The mother-of-pearl produced by Clipper Pearls in Boome (NW Australia);
- The mother-of-pearl products coming from the two above mentioned farms and transformed by Berbrand srl in Adro;
- The bluefin tuna (*Thunnus thynnus*) having an individual RW of at least 30 kg caught in the historical tuna trap of Carloforte (CA) by Tonnare Sarde PIAM srl;



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The procedure to obtain the **Ecocrest**© certification was initiated for the following products:

- The eco-tourism village and marine park in the isle of Ankazoberavina in NW Madagascar;
- The pearl production by the Autore Group in NW Australia, Indonesia, Fiji, Vanuatu and Tuamotu
- The elaborated production using mother-of-pearl discards from Berbrand srl;
- The water buffalo horn production in India;
- The eco-sustainable production of mother-of-pearl under a fair trade agreement in Vietnam.



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The funds obtained with the first products certified by **Ecocrest**© will go to the following projects:

- Conservation and re-introduction of the Ligurian freshwater pod *Emys orbicularis ingauna*;
- Environmental education programme for the village children living in the Ramsar protected area of the Internal Delta of the Niger river in Mali;
- Construction of a Visitor and Environmental Education Centre for the Ramsar protected area of the Internal Delta of the Niger river in Mopti (Mali);
- Awareness programme for the sustainable management of marine resources in NW Madagascar;

also thanks to the support provided by:

**Berbrand srl - Adro**

**Centro Cottoniero Tessile ed Abbigliamento – Brescia**

**Institute of Oceanography – Nah Trang**

**Marks & Spencer - London**

**Paul Smith - London**

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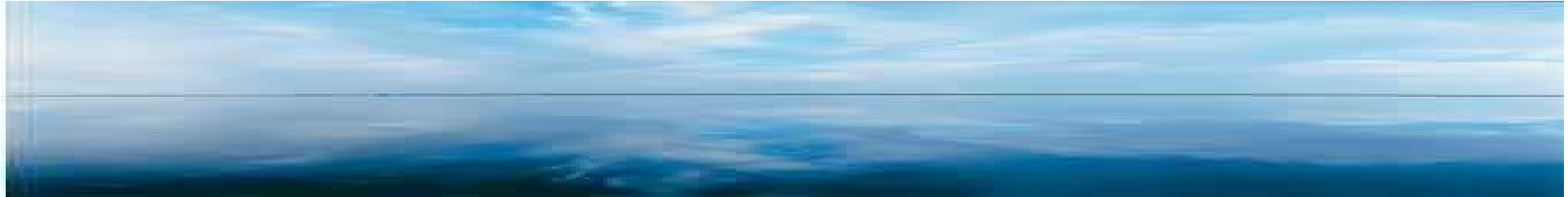
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.....but other projects are waiting for funds:

- Conservation of the African manatee (*Trichechus senegalensis*) in the Internal Delta of the Niger river in Mali;
- Food security education programme related to fish products in the villages in the Internal Delta of the Niger river in Mali and investigation about the chemical contaminants in fish ;
- Ecotrochus project for the production of molluscs for mother-of-pearl and other uses in Vietnam (1<sup>st</sup> prize “Premio Impresa Ambiente 2006”);
- Ex-situ reproduction programme for aquatic protected or threatened species in Madagascar and provision of the protocols to the Malagasy authorities;
- Study project on the restocking of Maldivian coral reefs after the bleaching;
- Metropolitan Dolphins project.



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The Genoa Aquarium non-profit Foundation has the objective to protect and enhance the environment, with special reference to preservation and proper management of aquatic environments and resources..

To reach this goal the Foundation has the following strategy:

- to develop **dissemination and educational activities and projects** for the conservation and sustainable management of aquatic environments or species;
- to carry on **awareness actions** on public and private Institutions;
- conducts **applied scientific research projects for actively safeguarding** threatened aquatic ecosystems with various Universities and specialised Institutions.

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