



**Project No. INCO 003739**

Project acronym: **INCOFISH**

Project title: **Integrating Multiple Demands on Coastal Zones with Emphasis on Aquatic Ecosystems and Fisheries**

Instrument: STREP

Thematic Priority: **International Cooperation**

Simple Indicators for Sustainable Fisheries

D7.4 Final Report

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Actual submission date: March 2008

Start date of project: **April 2005**

Duration: **3 years**

Organization name of lead contractor for this deliverable: Leibniz Institut für Meereswissenschaften, Germany

| <b>Project co-funded by the European Commission within the Sixth Framework Programme (2002-2006)</b> |   |   |
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| <b>Dissemination Level</b>   |   |   |
| <b>PU</b>  | Public  | ✓ |
| <b>PP</b>  | Restricted to other programme participants (including the Commission Services)        |   |
| <b>RE</b>  | Restricted to a group specified by the consortium (including the Commission Services) |   |
| <b>CO</b>  | Confidential, only for members of the consortium (including the Commission Services)  |   |

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| <p><b>WP Number: 7</b></p> | <p><b>WP Name: Simple Indicators for Sustainable Fisheries</b></p> |
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INCOFISH Workpackage 7 developed, publicized, and made public “fish rulers,” illustrating the minimum sizes to be respected when purchasing fish in order to discourage the trade in juvenile fish at the market. Physical fish rulers were developed in Germany, Peru, Senegal, and the Philippines, and an online “Fish Ruler tool” was made available on the INCOFISH web portal. Later, an “International Seafood Guide” was developed, and redesigned for a mobile phone interface. The International Seafood Guide is a compilation of all available seafood advice, brought to mobile phone using seafood lovers in one easy to use tool. Integrated into this tool is also the “Fish Ruler tool” for species where the necessary size information is available. Also, there are links back to the original sources of the seafood advice and FishBase, for more information on the seafood species in question.

The fish ruler concept and products were great successes for WP7, sparking both applause and controversy, both indications that people were indeed taking notice of the message we were aiming to convey. The public, fish industry, and NGO conservationist communities were all supportive and contributed to the success.



Min. Größen für Fische aus der Ostsee

**Achtung:** Viele der gegenwärtig angebotenen Fische wurden gefangen, bevor sie sich fortpflanzen konnten - gefährdete Fischbestände sind die Folge. Wer auch in Zukunft frischen Fisch genießen will, sollte nachmessen, und zu kleine Fische meiden.

Das Fisch-O-Meter zeigt auf einen Blick die minimale Größe der sechs gängigsten Salzwasserfische, getrennt nach Ostsee (diese Seite) und Nordsee. (Rückseite): Sprotte, Hering, Scholle, Makrele, Dorsch und Steinbutt.

**Fisch - O - Meter**  
Jetzt gibt's auf die Flossen



