Expression of Interest
Become a Mr.Goodfish Accredited Member and help shape the future of sustainable seafood in Europe

About Mr.Goodfish

Launched in 2010 by Nausicaá (France), the Acquario di Genova (Italy), and Aquarium Finisterrae (Spain), Mr.Goodfish is a European programme that promotes sustainable seafood consumption by translating scientific expertise into practical, seasonal recommendations.

Every three months, a scientific committee of experts identifies the seafood species that are the most sustainable choices for each European coastal region, based on four criteria:

- state of the stock
- size
- seasonality
- conservation status

By providing clear, up-to-date guidance, the programme supports the entire seafood value chain (from fishers, processors, wholesalers, retailers, restaurants, and caterers to consumers), helping them **make informed choices that contribute to the long-term health of marine ecosystems**, resilient fish stocks, and thriving coastal communities.

Building on this success, the Mr.Goodfish programme is expanding across Europe by enhancing the Mr.Goodfish app and website and developing a wider ecosystem of digital tools, stakeholder engagement activities, and awareness campaigns to promote the responsible consumption of seafood and aquaculture products. It is being implemented through pilot and replication sites across Europe's major marine and freshwater basins and is funded by the European Union under the Horizon Europe research and innovation programme, contributing to the EU Mission Restore our Ocean and Waters

Mr.Goodfish is now exploring the creation of a European network of Accredited Members to expand the programme's reach and impact. We are looking for organisations interested in helping implement the programme nationally while also contributing to the design of this future network.

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The Accredited Member model outlined in this document reflects the current approach. Interested organisations are welcome to contribute to its further development and refinement through a collaborative co-creation workshop.

The Model

To scale its impact across Europe, Mr.Goodfish is working on creating a three-level operational network that combines scientific coordination, national implementation, and local adoption.

- **European Coordination (Mr.Goodfish France / Nausicaá):** provides overall scientific and strategic leadership.
- **Accredited Members**: national representatives (one per country or more in countries with multiple official languages) responsible for managing and coordinating the Mr.Goodfish programme in their country. They recruit and support Members, decide on the financial model in their country, and ensure compliance with Mr.Goodfish criteria and standards.
- **Members:** restaurants, retailers, wholesalers, caterers, and other businesses across the seafood value chain that apply Mr.Goodfish's recommendations in their sourcing and purchasing decisions. In return, they receive visibility and recognition through the Mr.Goodfish labelling system and communication channels.

Become an Accredited Member

Accredited Members are organisations that represent and coordinate the Mr.Goodfish programme within their country or region.
This role could suit organisations that want to:

- Take a **leadership position in seafood sustainability**
- Operate a **national-scale stakeholder network**
- Turn environmental science into **concrete market change**
- Build long-term **impact in the seafood sector**

Becoming an Accredited Member means more than managing a programme. It means becoming a **national driver of change for sustainable seafood in Europe,** transforming scientific knowledge into everyday decisions that protect the marine ecosystem.

What You Will Do

The role of an Accredited Member is expected to include activities such as:

- **Deploying** the Mr.Goodfish programme nationally
- **Recruiting** and supporting Member businesses (restaurants, hotels and catering services, wholesalers and distributors, supermarkets and seafood retailers)
- Collecting and managing **membership fees**
- **Implementing the quality control** and compliance framework

- **Organising local communication campaigns** and events
- Acting as the official national **contact point** for the programme

What You Will Get

Becoming an Accredited Member will give you access to a complete implementation ecosystem

A RECOGNISED MISSION FRAMEWORK	COMMUNICATION AND VISIBILITY TOOLS
• Structured methodology for national implementation • Clear scientific criteria for selecting members • Quarterly updates on European sea basins and scientific advice • Support and training provided by Mr.Goodfish France	• Visibility as the official national programme representative throughout Mr.Goodfish platforms • Access to the Mr.Goodfish communication toolkit • Ready-to-use branded campaign materials
DIGITAL INFRASTRUCTURE	**EUROPEAN NETWORK**
• Access to the Mr.Goodfish digital platform for member management • Support and training about the digital platform provided by Mr.Goodfish France	• Participation in European coordination meetings twice per year • Direct exchange with other Accredited Members and Nausicaá • Continuous sharing of best practices across countries

Financial Framework

Phase 1 - until May 2027

This phase is dedicated to co-creation with interested accredited members and Mr.Goodfish France as leader of the initiative, development of the country network of businesses and testing implementation.

During this phase, you won't have to pay any fees and you will be able to decide whether to continue your participation or to withdraw.

Phase 2 - from May 2027 onwards

- Accredited Members: To support the implementation of the programme, an annual fee from Accredited Members to Nausicaa is foreseen, based on the country's GDP and average salary.
- Members: The Accredited Member, with the advice of Mr.Goodfish France, will decide on the Annual membership fee that Members will pay. The Accredited Member keeps 100% of the fees.

  This financial model will be discussed and refined with future Accredited Members during phase 1.

Who can become an Accredited Member?

Eligible organisations may include:

- Science centres and museums
- Aquariums and marine education centres
- Research and scientific institutions
- Environmental NGOs
- Seafood industry organisations
- Public-interest sustainability organisation
- Other

Interested in shaping the future of Mr.Goodfish as an Accredited Member?

Expression of interest: send an email to Maëlle Montier (projectofficer@nausicaa.fr) and Federica Pastore (fpastore@ecsite.eu) by 25 November 2026.

Co-creation workshop: 3rd December 10:00 - 12:00
During the workshop, the Mr.Goodfish coordination team will present the proposed programme and implementation model, share lessons learned from Mr.Goodfish France, and invite participants to discuss, challenge, and refine the concept.

Finalization of the model and agreement: January 2027

"Choose the right fish at the right season!"

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Website: www.mrgoodfish.com

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