

East Asia's Role in Shaping the Future of Sustainable Seafood

Introducing BEACON

Blue East Asia Collaborative for Ocean Networks

Connecting regional leadership, evidence, markets, finance, production, and governance to accelerate change.

Why East Asia, and why coordination?

East Asia sits at the center of the global seafood system.

Decisions by fleets, processors, traders, buyers, financial institutions and governments shape biodiversity, food security, livelihoods and ocean governance far beyond the region.

The practical gap is coordination:

connecting evidence, implementation, incentives and stakeholder engagement across the same fisheries and value chains.

The Challenge is Fragmentation:

The region has substantial expertise and active initiatives across fisheries, supply chains, finance, science, policy and communities—but these efforts often operate in parallel.

This matters especially for transboundary squid and small pelagic fisheries, where ecological resources, production, markets, finance and intergovernmental management are tightly connected.



What is BEACON?

BEACON (Blue East Asia Collaborative for Ocean Networks) is a regional coordination platform being established by five founding organizations.

The model allows each member to retain its mandate and local credibility while contributing to a shared evidence base, common outcomes and indicators, coordinated stakeholder engagement, and clearly defined delivery responsibilities.

BEACON complements existing institutions and initiatives. It does not replace formal RFMO science, government leadership, technical negotiations, or specialist policy organizations.



Qingdao Marine Conservation Society (Mainland China)



Hong Kong Sustainable Seafood Coalition (Hong Kong)



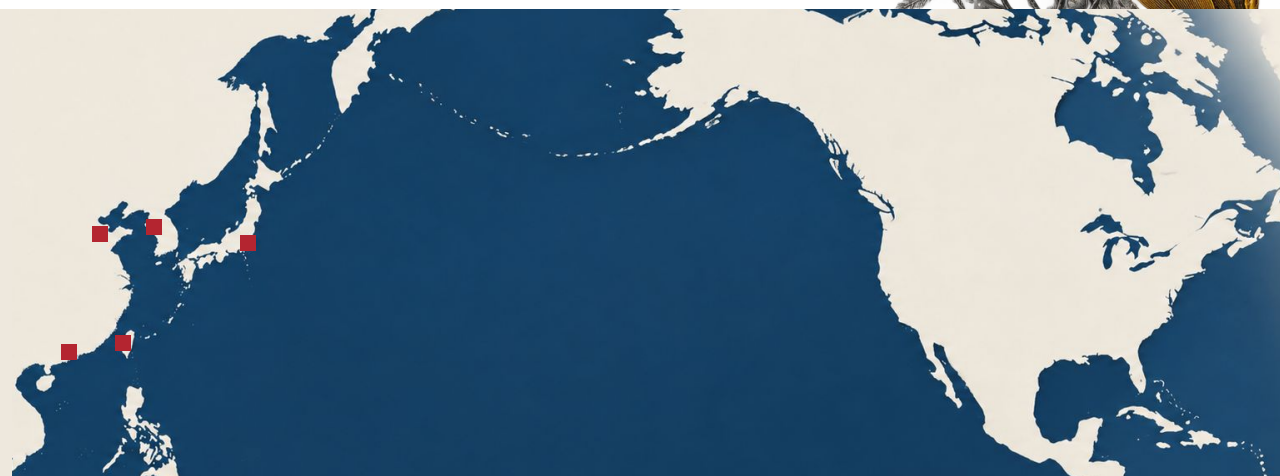
Ocean Outcomes (Taiwan and South Korea)



Dear Ocean (South Korea)



Seafood Legacy (Japan)



The BEACON model: connect what is already there

BEACON's Theory of Change follows four connected stages:

1. Shared evidence

synthesize science, fisheries and supply-chain information; identify priority gaps and risks.

2. Coordinated outcomes

align members and partners around defined fishery outcomes, indicators, roles and engagement strategies.

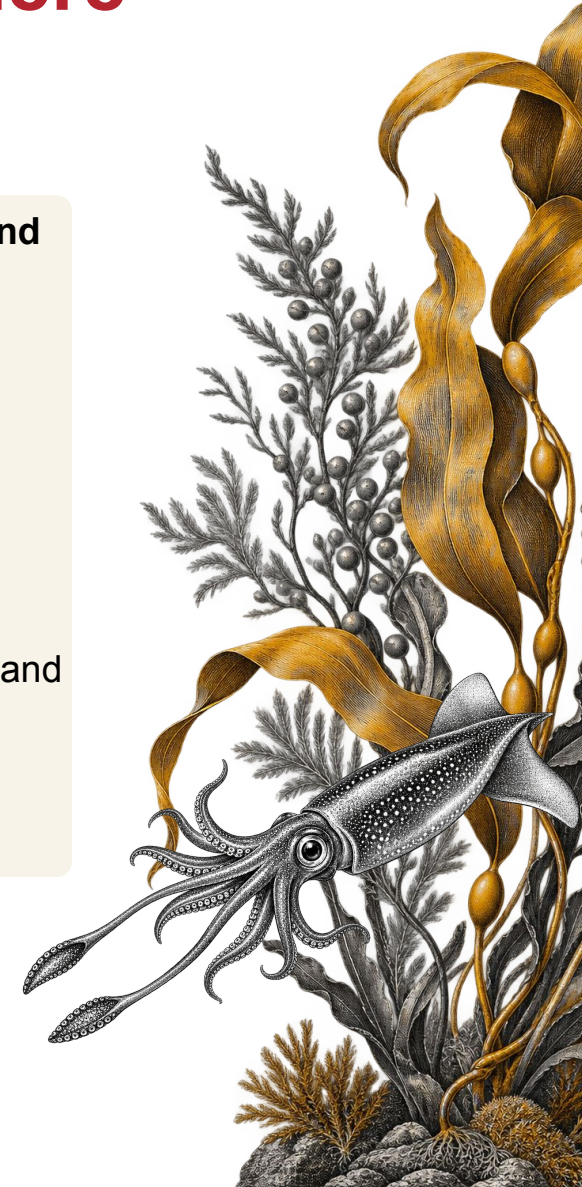
3. Aligned action and incentives

connect production, traceability, sourcing, buyer engagement and financial-risk expectations.

4. Implementation and governance contribution

document feasibility, costs, barriers and progress, and communicate usable evidence through appropriate scientific and policy channels.

The proposition is not that coordination alone delivers policy reform. The test is whether coordination makes reform better informed, more feasible to implement, and supported by a broader regional constituency.



Phase1: A focused proof of concept

Purpose:

Test whether coordinated regional action can strengthen enabling conditions for science-based governance and improve supply-chain practice.

Geographic focus:

Mainland China, Hong Kong, Taiwan, South Korea and Japan

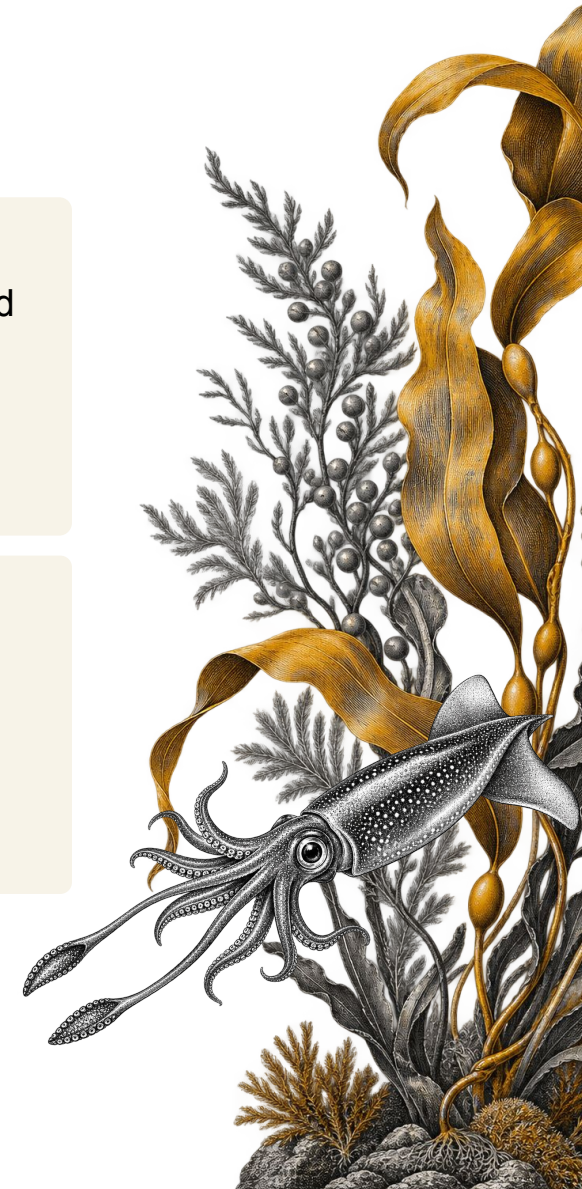
Period: January 2027 – December 2029

Initial fisheries:

Selected squid and small pelagic fisheries managed through NPFC and SPRFMO

Why these fisheries?

Fleets and supply-chain actors across the five geographies play significant and complementary roles, while important gaps remain in science, data compatibility, transparency, monitoring and management.



Six areas of coordinated action

Science and evidence:

stock-assessment questions, data gaps, methodological differences, accessibility and compatibility.

Supply-chain & market alignment:

mapping, due diligence, traceability, sourcing expectations and coordinated buyer engagement.

Financial risk and engagement:

exposure mapping, fisheries-risk indicators and engagement with banks, investors, insurers and asset managers.

Production & fishery improvement:

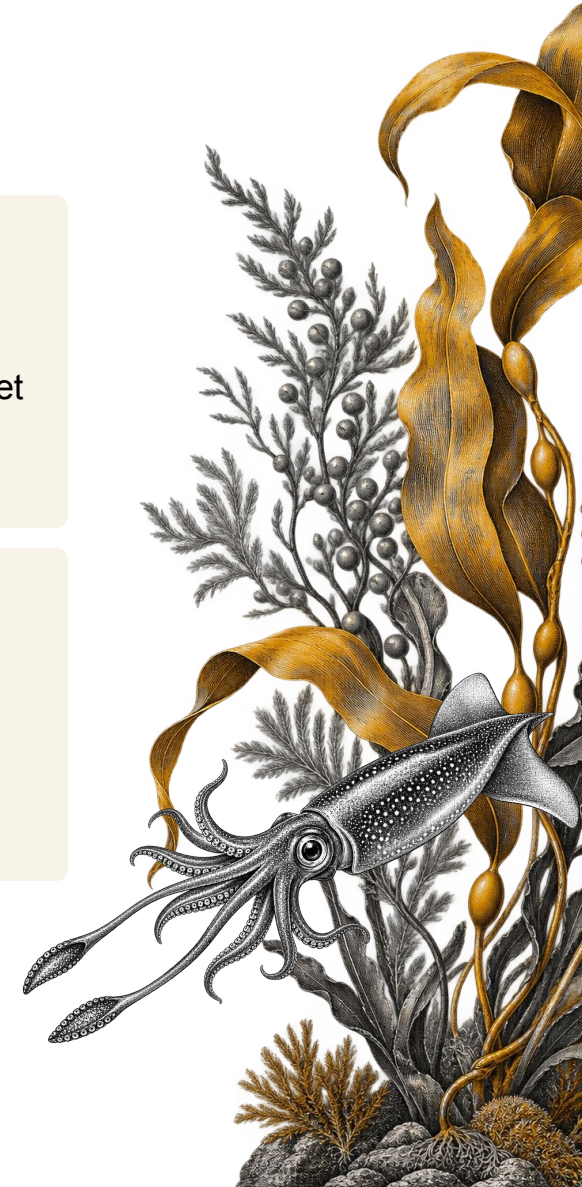
feasible improvement pathways, data and traceability, fishing practices and environmental/social risks.

Governance interface:

evidence and implementation insights relevant to assessment, monitoring, catch/effort management, harvest strategies and compliance.

Learning and communications:

common indicators, cross-country learning, contribution analysis and adaptive management.



What could regional coordination unlock?

More usable evidence for decision-makers—and stronger connections between scientific information and implementation realities.

Clearer and more compatible improvement expectations for producers, processors, suppliers and buyers.

Better information for financial institutions assessing fisheries-related risks and engaging companies.

Stronger connections among existing fishery-improvement initiatives, market actors, scientific expertise and governance processes.

A credible pathway for recognizing demonstrated progress while avoiding unsupported sustainability claims.

A stronger regional constituency around practical, feasible improvements in fisheries management and supply chains.



Questions we want to explore at CASS-CON

Where is coordination most urgently needed?

What fragmentation creates the greatest practical barriers today?

What information is missing—or not travelling effectively?

How can science, supply-chain, market and financial evidence become more mutually useful?

What makes improvement credible?

What evidence would different stakeholders need to trust a fishery-improvement pathway?

How can market and financial incentives support—not distort—fisheries improvement?

How do we complement existing efforts?

Where should BEACON connect, amplify or step back?

What would success look like after three years?

What observable change would demonstrate that regional coordination added value beyond isolated interventions?



An invitation to shape the experiment

BEACON is intentionally a proof of concept—not a finished regional architecture.

We want to learn from organizations already working across fisheries, seafood markets, finance, science, communities and policy.

We are looking for practical opportunities to connect existing expertise, initiatives, relationships and investments.

We want to test where regional coordination can create additional value—and equally, where it should not.

By 2029, the goal is evidence to determine whether, where and under what conditions the model should be adapted and scaled.

Join the roundtable and help us pressure-test the model.



BEACON at a glance

Vision:

An East Asian seafood system in which fisheries are effectively and collaboratively managed; supply chains are transparent and accountable; responsible producers have viable pathways to improve and are rewarded by markets and finance; and sustainable and responsible production and sourcing become the norm.

Founding members:

QMCS, HKSSC, O2, Dear Ocean, and Seafood Legacy

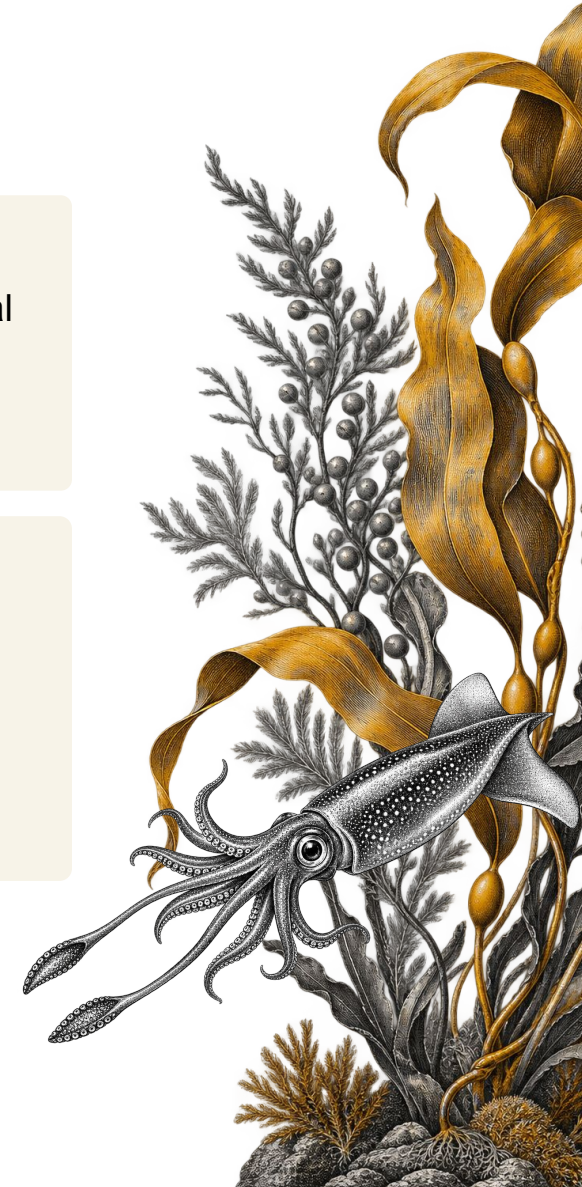
Mission:

Turn fragmented initiatives into coordinated regional action by connecting science, civil society, seafood markets, producers, financial institutions and policy actors around defined fishery outcomes.

Phase 1:

- 2027–2029
- Mainland China, Hong Kong, Taiwan, South Korea, and Japan
- NPFC & SPRFMO squid and small pelagic fisheries

Building East Asia's Blue Food Transition Infrastructure, Together



BEACON

Thank you

BEACON

Blue East Asia Collaborative for Ocean Networks