

EDEN SUSTAINABILITY DECLARATION



Help create a sustainable fishing tackle sector today and for future generations

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Develop economically competitive opportunities for your business whilst helping to solve today's most pressing environmental challenges

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Get proactively involved to help shape tomorrow's leisure fishing tackle sector

BACKGROUND

A recent angling sector survey identified, for those stating a preference, over 80% wanting to see the industry collaborate to improve its sustainability credentials (e.g. designing out waste in manufacture). Together with sustainability of target fish species and youth recruitment, sustainability was one of the top three identified sector priorities.

Global mega-trends present unprecedented sustainability threats and uncertainties. These were central themes running through the 2017 World Economic Forum. Rapid urbanisation, climate change and resource scarcity are amongst those mega-trends shaping business today and into the future; these challenges require actions from all stakeholders including the leisure tackle community.

Sustainability is challenging business to re-think how its resources are managed, to decouple economic growth from material and energy use, and environmental impacts. This can improve security of supply and make business more resilient to increasing external market volatilities and disruption. Integrating social and environmental responsibilities into business practices can also help build brand following and reduce risks. Through innovation, business opportunities can be realised which capitalise on cost savings and unlock new revenue streams, both in the short- and long-term.

SUSTAINABILITY

In recent years the global angling trades sector has become proactive protecting target fish species and their habitats. This increasingly attracts campaign and grant support, including from enlightened fishing tackle companies e.g. Patagonia, Orvis, Berkley and Costa del Mar. This is undoubtedly good for fish and habitat conservation, but also for today's and future generations of anglers. However, the sector has been far less engaged and active on sustainability issues across its products and services. This may well be influenced by a 'decoupling' of the associated issues due to the predominance of Far East manufacture and the light regulatory touch experienced in many countries.

Today's leisure fishing tackle sector is a major industry – globally, the associated market was expected to exceed \$20.3bn by 2015, with growth spearheaded by emerging markets in Asia-Pacific and Latin America. For the reasons outlined above, integrating sustainability into the global leisure fishing tackle sector has never made more compelling business sense.

The Eden Sustainability Declaration has been created to provide the necessary framework around which to galvanise action on sustainability across the leisure fishing tackle sector.

EDEN SUSTAINABILITY DECLARATION (ESD)

The voluntary Declaration identifies the broad steps necessary to develop a more sustainable tackle sector. Collaborative working presents opportunities to contribute to economically competitive solutions, whilst helping to solve some of today's most pressing environmental challenges. Collaboration to address single-use plastic packaging, as part of the solution to the 'plastics in ocean' problem, would represent an important and hi-profile industry-wide starting point.

Manufacturers (as well as retailers, tour operators and sponsoring third parties) are encouraged to become Declaration signatories and pledge to embrace its guiding principles in their daily activities.

Our supporters include the UK Angling Trades Association, Environment Agency (England), Atlantic Salmon Trust and Association of Advanced Professional Game Angling Instructors. A list of all signatories is published on our [website](#).

INFORMATION AND CONTACT DETAILS

For further information please [visit us](#), or contact us: stuart@fish21.co.uk