

future of fish

The Future of Fish Project

About

Fish are in serious trouble. Environmental decline, over-fishing, and inept fisheries management have led experts to conclude that within 30 to 40 years many wild fish species will be extinct if we don't change the way we fish and consume. The decimation of fish will have catastrophic effects on the billions of people who rely on fish for livelihood and sustenance, as well as the fragile marine ecosystem. Already, 80 percent of the world's marine stocks are overexploited or at their catch limits.

The Future of Fish project—a unique partnership between Ashoka, The David and Lucile Packard Foundation, and Central, a design strategy firm—takes a new approach in exploring the challenges facing the seafood industry to encourage sustainable methods of fishing that respect species quotas, preserve the marine environment, and reduce bycatch.

Specifically, our project investigates the vital links between fishermen, processors, distributors, retailers, chefs, and consumers in an effort to map new ways for disparate industry stakeholders to collaborate on groundbreaking solutions to a set of complex problems. These stakeholders include businesses, foundations, scientists, non-profit organizations, and entrepreneurs.

Our Approach.

We've coupled an entrepreneurial approach to inventing environmental solutions with design thinking, a problem-solving methodology that is rigorous, iterative, collaborative, and informed by human observation. We use a team of entrepreneurs, anthropologists, design strategists, scientific researchers, and writers to mine the myriad transactions and motivations that comprise the complex system defining how fish go from the water to the plate. Those insights drive an initiative to invent and incubate new approaches to the challenge.

Contact

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PROJECT PARTNERS

The David and Lucile Packard

Foundation was created in 1964 by David Packard (1912–1996), the co-founder of the Hewlett-Packard Company, and Lucile Salter Packard (1914–1987). Throughout their lives in business and philanthropy, the Packards sought to use private funds for the public good, giving back to a society that enabled them to prosper. This project is sponsored by the Marine Fisheries Program of the Foundation www.packard.org

Ashoka is the global association of the world's leading social entrepreneurs—men and women with system-changing solutions for the world's most urgent social problems. Since 1981, Ashoka has elected over 2,000 leading social entrepreneurs as Ashoka Fellows, providing them with living stipends, professional support, and access to a global network of peers in more than 60 countries. With its global community Ashoka develops models for collaboration and design infrastructure needed to advance the field of social entrepreneurship and the citizen sector. www.ashoka.org

Central is a design strategy firm that works on complex problem solving for organizations large and small. Using a design process, Central partners with client organizations to uncover human needs, and co-creates innovative solutions for implementation and impact. Firm believers in the process of design as one approach for problem solving, the Central team consists of producers, writers, artists, anthropologists, storytellers, strategists, and architects. www.centralstory.com