

The Seafood Co-Lab is an annual competition where the seafood industry invests in practical and innovative solutions to sustainability challenges. Winners are chosen by the seafood community and receive a \$10,000 financial reward as well as logistical and technical support to implement their idea.



### The Need

The sustainable seafood movement has grown profoundly in scope and impact over the past decade; but innovative and collaborative cross-sector solutions to global fisheries challenges have not kept pace with the speed of business. To be effective, we must create new tools to engage new stakeholders.



### The Idea

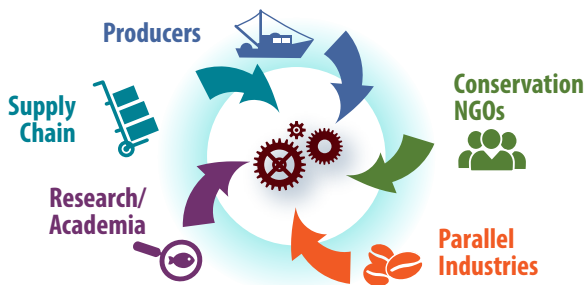
Incubate new, cross-sector collaborations that generate innovative solutions to ongoing or emerging challenges within the sustainable seafood movement via an annual event that stimulates engagement, raises awareness, and generates concrete solutions at the project level.



### The Opportunity

SeaWeb and the Conservation Alliance are uniquely positioned to identify challenges in sustainable seafood that will benefit from a collaborative response, and to tap into the expertise of individual leaders and the collective knowledge of the broader movement to address those challenges.

The seafood community has a long track record of working to solve sustainability challenges. The Seafood Co-Lab connects leaders and innovators to put these resources to work.



### Engaging New Stakeholders

The seafood community has the knowledge and power to revolutionize how seafood is sourced and distributed. The key is engagement of both the agents of change and the sectors that need to change. The Co-Lab is designed to capture the attention both sides of the equation.

The Co-Lab competition offers a great opportunity to highlight sustainability stories throughout the supply chain and around the world to reach, engage, and educate entirely new audiences.



### Supporting collaboration

There are a number of programs that provide professional support to individuals. Co-Lab is different in that it provides professional support not to individuals, but to projects that apply the innovative power of cross-sector collaboration to specific sustainability challenges.

The Seafood Co-Lab Call for Proposals closes January 25, 2018. Learn more at [www.speakingofseafood.org/seafood-co-lab](http://www.speakingofseafood.org/seafood-co-lab).