



Strategic Plan

2025-2028

CONSERVATION ALLIANCE
FOR SEAFOOD SOLUTIONS

Since 2010, the Conservation Alliance for Seafood Solutions has been advancing seafood's environmental and social responsibility through collaboration and collective action. As the challenges in our movement have evolved, so too has our membership. Today, we represent over 175 organizations across 30 countries, all committed to improving the way seafood is produced, sold, and consumed worldwide. Our diverse community of NGOs, businesses, and academics is built on trust and shared ambition to create a better future. Our strength lies not only in numbers but in the range of perspectives that collectively bring us closer to achieving our shared goals.

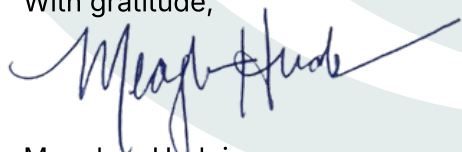
Our 2025-2028 strategy is designed to leverage the unique role of our organization and harness the power of our community by bringing members together more often and in different ways to scale and accelerate impact. We are fostering global dialogue by convening stakeholders to discuss challenges and opportunities at the landscape level. Through place-based gatherings, stakeholders can address regional issues in their native languages and elevate locally led initiatives. Our topic-specific virtual networks eliminate participation barriers to cultivate relationships and serve as incubators for innovative ideas.

While we don't aim to align all members on every issue, we are dedicated to finding mutually beneficial and adaptable solutions. We are committed to diversifying the voices at the table by fostering connections across sectors and stakeholders knowing that each contributes valuable perspectives, strengths, and resources. We strive to provide an accessible platform for sharing knowledge and building capacity, equipping our members with new tools and inspiration to enhance their work.

At the heart of everything we do is our membership. The Alliance exists to support and accelerate the impact of our members' work and our global progress is made possible by their collective efforts. Our programming and initiatives are designed to fulfill our members' requests and interest areas. We empower them by providing opportunities to build capacity and arm our members with new tools and inspiration to integrate into their work. And above all, we will ensure diversity, equity, and inclusion is prioritized in all initiatives.

This strategic plan, developed by the Alliance Board and staff in 2024, reflects the valuable feedback, trends, and insights gathered from our members, partners, and stakeholders over several months. We see this as a living document that will evolve as needed throughout the next three years, with any adjustments or pivots shared along the way. We're eager to put this plan into action and look forward to keeping you updated on our progress.

With gratitude,



Meaghan Hudgins
Executive Director



VISION

The Alliance envisions a vibrant responsible seafood movement where people work together to secure the future of seafood production, ensure the health and biodiversity of our blue planet, and defend the economic and social well-being of those who depend on it.

MISSION

We accelerate progress by convening collaborative technical experts and changemakers around the world to advance responsible solutions for seafood.

A photograph of a person's hand holding a large, white squid on a boat deck. In the background, other people are visible, and the boat's structure is partially seen. The image has a blue tint.

The Alliance connects and uplifts a diverse, international network committed to advancing responsible seafood. We help our members make more progress by offering practical resources and skill-building opportunities while bringing people together to achieve common goals. Together we can scale impact and create a more sustainable future.

Strategic Priorities





Strategic Priority #1

An International Community for Responsible Seafood

The Alliance seeks to be the inclusive convener of the responsible seafood movement--across geographies, species and stakeholder types--to accelerate progress toward our 2030 Goal. We will expand our membership to be more reflective of the movement's diversity, keep them informed and connected to other groups and initiatives, and facilitate opportunities to participate in key discussions that support collective progress.

OBJECTIVES

- Grow and diversify membership
- Improve membership access across languages and geographic locations
- Host landscape/movement level discussions and initiatives that require multi-stakeholder input and collaboration
- Accelerate dialogue on place-based issues

Strategic Priority #2

Impactful Member Engagement

The Alliance will facilitate connection, sharing and collaboration across the membership to accelerate sector progress. The Alliance will improve member experience and investment by designing member-driven programming, convening more often and in different ways, and making resources available to help our members make more progress, faster.

OBJECTIVES

- Facilitate a collaborative, learning environment
- Host virtual and in-person events
- Lead topic-specific networks to cultivate partnerships and incubate ideas
- Design and implement member-driven programming





Strategic Priority #3

Member Capacity Building

The Alliance aims to help our members make more progress. To do so, we will provide technical, professional and leadership development opportunities that build member capacity and skills. We will foster a pipeline of diverse and collaborative leaders for the responsible seafood movement.

OBJECTIVES

- Deepen understanding of membership capacity needs to make more progress
- Provide capacity and skill building opportunities to members
- Invest in cross-industry leadership development opportunities

Strategic Priority #4

Effective Communications

We will use the power of storytelling to amplify the value of the Alliance and the impact of its members. Strong communications will attract and engage members, raise the external profile of the Alliance and its members.

OBJECTIVES

- Elevate Alliance visibility and profile
- Amplify member initiatives
- Lead co-creation of shared narrative for responsible seafood so members share a clear, consistent and powerful message





Strategic Priority #5

Organizational Excellence

Alliance operations and governance will be strategically designed and implemented to achieve its strategy. The staff and board will bring diverse points of view and commit to prioritizing diversity, equity, and inclusion in all operations and initiatives. Participation models will be designed to provide a supportive framework for community engagement and efficiency.

OBJECTIVES

- Invest in adequately staffed and high performing team
- Optimize Alliance Board engagement for strong performance and satisfaction
- Strengthen governance and participation models to support strategic goals
- Manage an effective relationships with fiscal sponsor to improve effectiveness and efficiency
- Commit to diversity, equity and inclusion in all operations and initiatives

Strategic Priority #6

Fiscal Sustainability

The Alliance will deploy a multi-pronged approach to secure financial resources to realize current and long term ambitions. We will work to find new and varied sources that provide sustainable and flexible support for our strategic priorities.

OBJECTIVES

- Diversify revenue sources
- Grow unrestricted funding
- Increase long term financial planning capacity
- Explore funding intermediary role to support local actors, collective action and under-resourced initiatives





CONCLUSION

This strategic plan reaffirms our commitment to fostering an international community that unites diverse voices to advance the responsible seafood movement. By empowering our members through connection, collaboration, and capacity-building, we amplify their impact and strengthen the foundation for a sustainable future. Rooted in diversity, equity, and inclusion, and guided by operational excellence, this plan ensures we remain adaptable and effective in addressing the evolving challenges of our field. Together, we will drive progress, celebrate achievements, and secure a thriving future for seafood and the communities it supports.

