

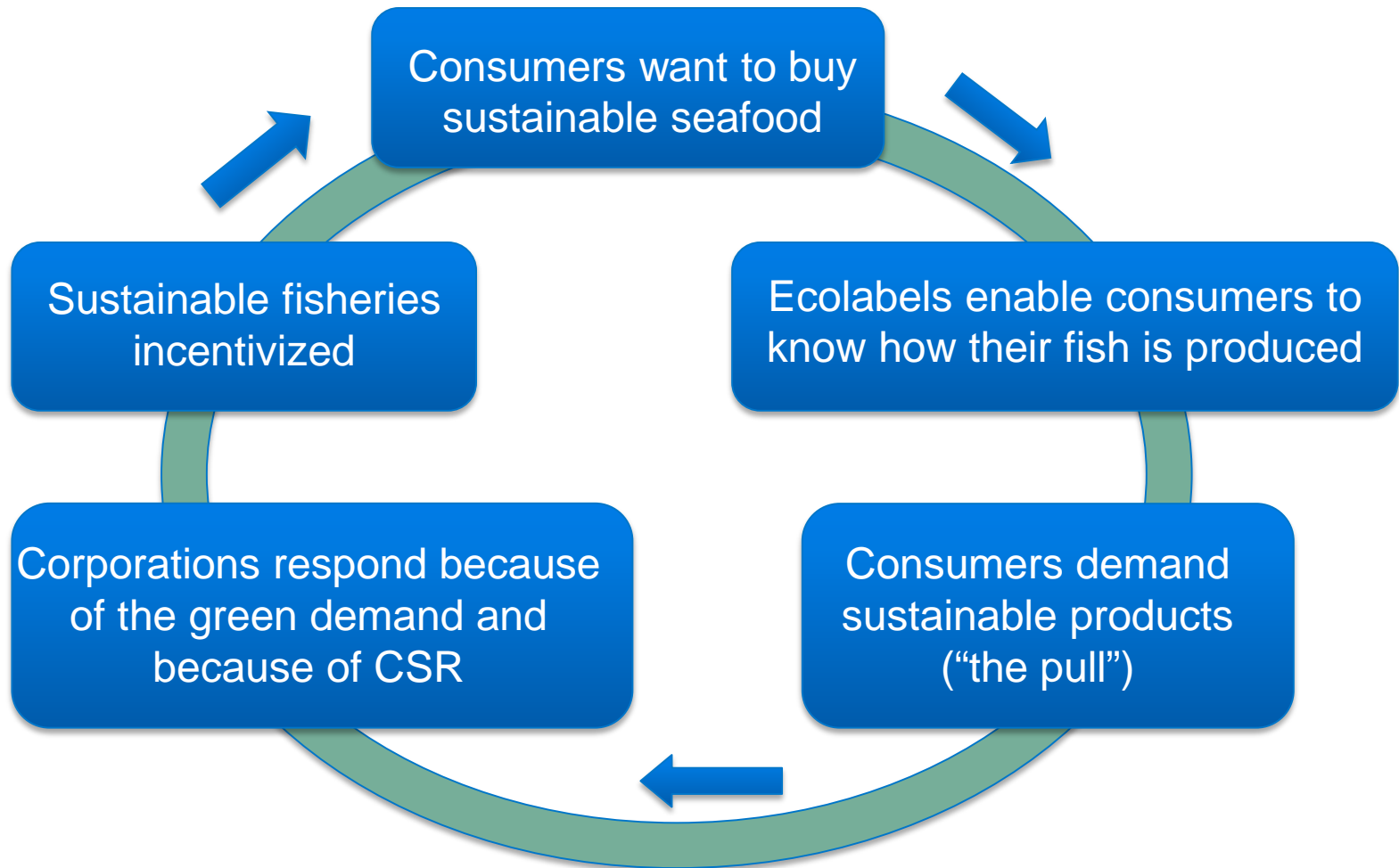
THE SUSTAINABLE SEAFOOD MOVEMENT IS A GOVERNANCE CONCERT, WITH THE AUDIENCE PLAYING A KEY ROLE

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**UTS:ARTS AND
SOCIAL SCIENCES**

ECOLABELS: CONSUMER-DRIVEN LOGIC



Source: Gutierrez, A. Thornton, T.F. 2014. 'Can Consumers Understand Sustainability through Seafood Eco-Labels? A US and UK Case Study', *Sustainability*, 6, 8195-8217.

RESEARCH AGENDA CONSUMER-DRIVEN LOGIC:

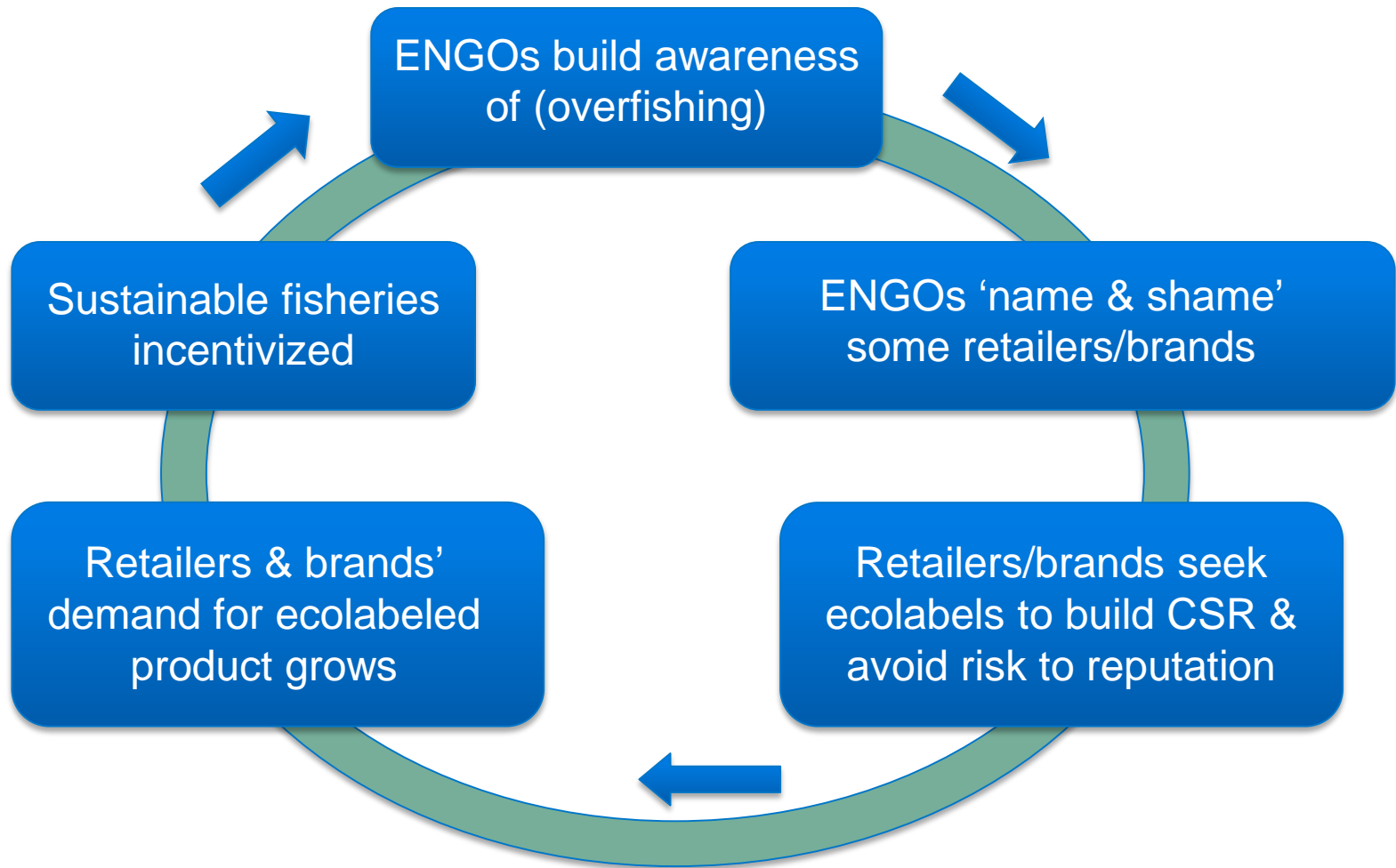
- Willingness-to-pay surveys (eg Uchida et al 2013; Xu et al 2012)
- Check out data surveys (eg Devinney et al 2010)
- Analysis of prices of ecolabel seafood products (eg Roheim et al 2011, Asche et al 2015)

PARADOX:

- Research shows mixed WTP, weak purchasing, weak price signals
- **But** the sustainable seafood movement continues to grow!?!



RETAILER/BRAND-DRIVEN LOGIC?



Gulbrandsen, L.H. 2006. Creating Markets for Eco-Labeling: Are Consumers Insignificant? *International Journal of Consumer Studies*, 30, 477–489.

AUDIENCE(S) FOR ECOLABELS

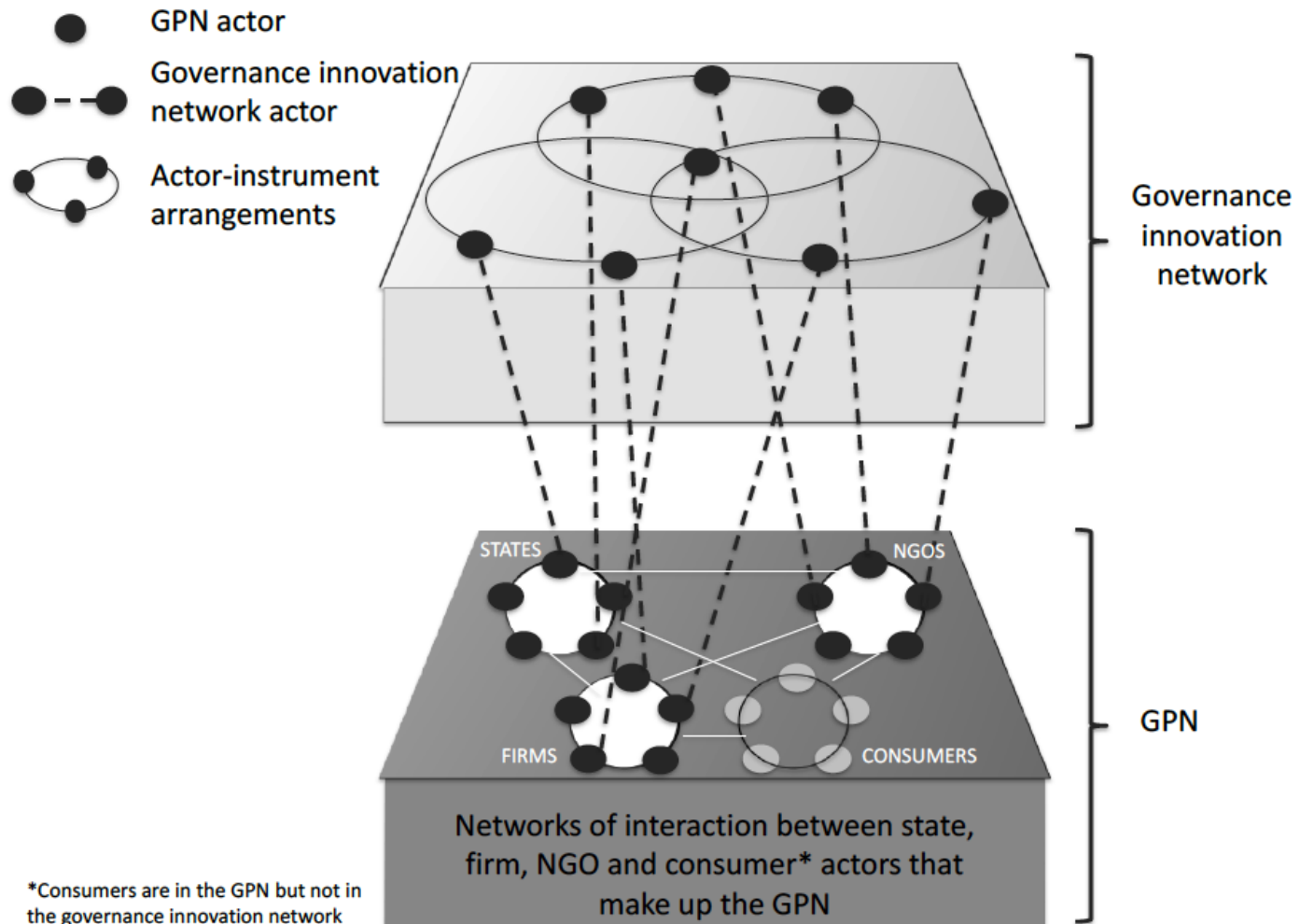


- **Marketing/Public Communication studies**

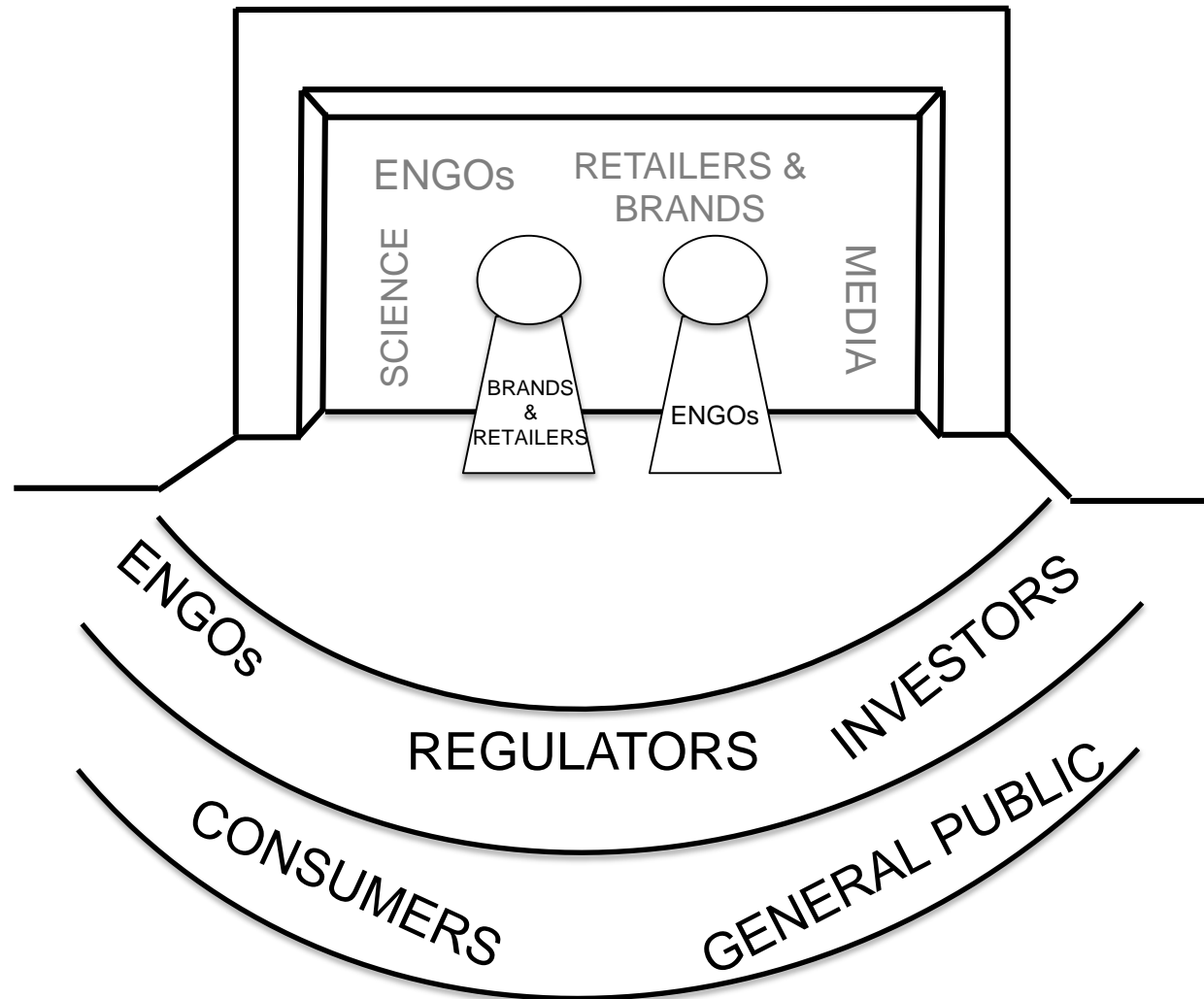
- Direct sales particular products (marketing) only one target of CSR
- CSR part of broader ‘strategic communication’:
 - Building/protecting corporate reputation
 - Symbolic value of brand (share price not product price)
 - Public opinion vital in shareholder-facing corporate governance
- Audiences: consumers, regulators, peer companies, ENGOs, general public, *investors*
- Creating receptive audiences

TUNA GOVERNANCE 'CONCERT'

Swyngedouw, E. 2005. Governance innovation and the citizen: the Janus face of governance-beyond-the-state. *Urban Studies*, 42, 1991-2006.



NEW LOGIC: SUSTAINABLE SEAFOOD AS PART OF A GOVERNANCE CONCERT



NEW RESEARCH AGENDA

- **Research questions:**
 - Motivations: What are retailers and brands aiming to achieve with the sustainable seafood movement?
 - Who are the audiences for performances of sustainability?
 - How are these audiences created? (awareness building)
 - How far do retailers/brands have to go – how green do they have to be – to satisfy their audiences?

Bush, S. R., Oosterveer, P., Bailey, M. & Mol, A. P. J. 2015. Sustainability governance of chains and networks: a review and future outlook. *Journal of Cleaner Production*, 107, 8-19.

Gutierrez et. al. 2016. Special Issue on ecolabelling, *Fisheries Research*.

- **Social context & impacts**

THANK YOU!

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