

NEWS RELEASE

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A Greener Blue is a global storytelling initiative that celebrates small-scale fishers, fish farmers and fish workers across the globe

Petaluma, California — At this year's UN Ocean Conference, The Lexicon of Sustainability (The Lexicon), The Global Sustainable Seafood Initiative (GSSI), with technical support of the Food and Agriculture Organisation (FAO), announced *A Greener Blue*, a global storytelling initiative celebrating the *International Year of Artisanal Fisheries and Aquaculture* (IYAFA 2022).

For much of the world, seafood constitutes a primary source of daily protein. *A Greener Blue* will showcase the vital contributions that small-scale fishers, fish farmers and fish workers provide to support healthy food systems and help eradicate poverty through the responsible and sustainable use of seafood resources.

"IYAFA 2022 aims to raise awareness on the role of small-scale fisheries and aquaculture, strengthen science-policy interaction, empower stakeholders to take action, and to build new and strengthen existing partnerships. To make this happen, small-scale aquatic food producers need to speak for themselves and this initiative is one way to do this." highlights Nicole Franz, who leads the Equitable Livelihoods team in FAO's Fisheries and Aquaculture Division in Rome.

To support this work, The Lexicon will teach participants the core principles and practices of sustainable aquaculture and fisheries, through a Storytelling Lab providing skill building and mentorship through The Lexicon of Sustainability's award-winning "total storytelling" methods.

The inspiring stories will not only bring greater visibility to the unsung heroes of the oceans addressing climate change and safeguarding our ecosystems, but these stories, combined on a digital platform will be a useful tool for building responsible businesses and supporting local communities with more sustainable practices.

Selected participants for the Storytelling Lab will receive a GoPro camera supported by [GoPro for a Cause](#). GoPro cameras are the ideal tool for capturing immersive and engaging stories in

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and on the water, and the initiative will equip storytellers in communities with small-scale artisanal fishers, fish farmers, and fish workers in more than a dozen locations around the world. Selection criteria are posted on the announcement [website](#).

"A Greener Blue uses stories to celebrate the dedication and diversity of people working to improve a foundational aspect of global food systems," note Douglas Gayeton and Laura Howard-Gayeton, co-founders of The Lexicon. "It's a movement that has the potential to reshape the entire seafood sector and healthier oceans for a more sustainable future."

A Greener Blue is a global call to action that is open to ...

- **Creatives and storytellers** with a passion for food and the willingness to support small scale fisherpeople and experts worldwide
- **Food Activists** working to change open sea fishing and aquaculture;
- **Members of fishing and indigenous communities** that support their communities, share their story and protect their way of life;
- **Local and International NGOs** working everyday with actors across the whole value chain to create more sustainable seafood models

Distribution of these stories will be varied and wide, including representation through a **series of short documentaries**, a **dedicated web platform**, and **traveling exhibits**. They will also be integrated into **Seafood MAP**, a globally accessible knowledge-sharing platform that provides new ways for all stakeholders to learn, connect, and find solutions - opening a world of opportunities for accelerating seafood sustainability.

"Small-scale operators are significant contributors to global seafood production, yet they often lack the means, resources, and incentives they need in order to grow into sustainable, thriving members of their communities" says GSSI's Herman Wisse. "GSSI's *Seafood MAP* has the power to transform that. With the support of *A Greener Blue*, the Seafood MAP platform will harness the visibility of smallholders and encourage continuous improvement, providing a tangible tool to help deliver the vision of the *International Year of Artisanal Fisheries and Aquaculture*."

Individuals and teams of passionate storytellers, activists, members of fishing and indigenous communities and non-profit organizations that wish to participate and contribute to this global initiative can learn more at www.thelexicon.org and [join the call to action!](#)

Calendar

27th June | Official Launch

15th August | Application Deadline

22nd - 26th August | Online Storytelling Lab

14th October | Deadline to submit stories and footage

About IYAFA

[IYAFA 2022](#) will raise awareness about the role of small-scale fisheries and aquaculture,

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strengthen science-policy interaction, empower stakeholders to take action, and to build new and strengthen existing partnerships. It also falls within the UN Decade of Family Farming ([UNDFF](#)), the two observances will reinforce one another in providing greater visibility to small-scale artisanal fishers, fish farmers and fish workers.

About The Lexicon

The Lexicon is a US-based NGO that leads international storytelling initiatives featuring film, video, photography, and interactive tools to strengthen food and climate literacy and showcase solutions that have the ability and purpose to counteract many of the current food systems' current challenges.

About the Global Sustainable Seafood Initiative (GSSI)

The Global Sustainable Seafood Initiative (GSSI) is a public-private partnership working together on a common purpose: turn seafood into a driver for good to preserve oceans for future generations and drive forward more sustainable seafood for everyone.