



**The Role of the Project Review Board  
in  
Marine Harvest Canada's  
Closed Loop Containment Project  
(Land-Based Aqua Salmon Grow-out Pilot Project)**

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## Background

**MHC Project Review Board (PRB) established as a result of a voluntary agreement between**

- Marine Harvest Canada (MHC)
- Tides Canada Aquaculture Innovation Fund
  - ENGOs
    - Coastal Alliance for Aquaculture Reform
  - First Nations
  - Research Organizations
  - Local Communities
  - Regulatory Agencies

## MHC PRB Purpose

### **Independent oversight, advice & reporting**

- Project Planning
- Development
- Operation
- Public Communications



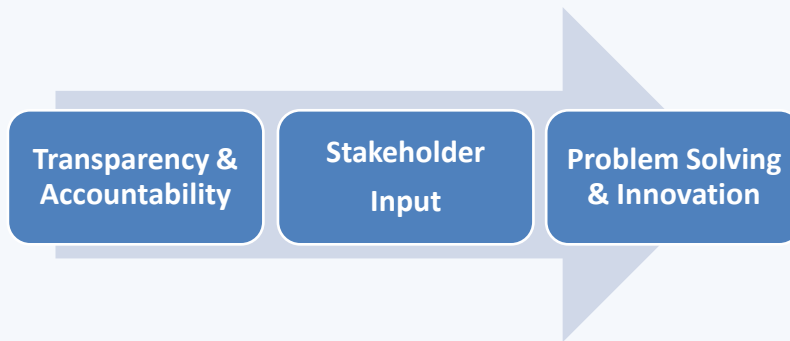
## Role & Responsibilities

### **Funded by the Tides Canada Innovation Fund & in consultation with MHC the PRB will**

1. Evaluate project design
2. Establish Key Performance Indicators (KPIs)
  - Technological, biological & economic performance data
3. Receive environmental impact reports
  - 3rd party monitoring during construction & operation phases
4. Review & comment on MHC interim & final reports
5. Independently communicate its findings



## Why a PRB?



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## Context – Corporate Sustainability

### Use of Corporate Responsibility & Sustainability Management Systems in Businesses with Global Supply Chains is increasing

- Meet expectations beyond the law
  - Social & environmental performance
- Manage risk & reputation
  - License to operate/ expand
- Access
  - Capital (human & financial)
  - Markets
- Consumer confidence
  - Brand & product differentiation



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## Context – Disclosure

**Demand for performance disclosure/ validation is increasing**

- 'Traceability'/ visibility across supply chains

Carbon

Water &  
Biodiversity

Human  
Rights

Health



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## Why?

- **Drive for competitive advantage**
  - Thru greater supply chain efficiency, transparency & control
  - Possible to track social & environmental outcomes across business networks involved hundreds of thousands of buyers and suppliers
- **Many companies see improved social & environmental performance as an avoidable requirement for economic growth amidst**
  - Increasing population pressures
  - Resource scarcity
  - High & volatile commodity prices
  - Government credit crisis & other public policy failures
    - Economic & social disruption
  - Escalating ecological stress and dislocation

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## MHC PRB - What's Different?

- No pre-existing model or standard
  - Land-based Atlantic Salmon Grow-out employing Recirculating Aquaculture System (RAS)
- Unique role
  - Monitoring, evaluation & innovation

## Challenges

- Diversity of perspectives
  - Costs vs. benefits
- Managing complexity & interdependency
  - Social vs. environmental vs. economic
  - Short vs. long term
  - Private vs. public interest



## Not Alone

Other new collaborations between Business, NGOs & Governments on sustainable solutions involving food chains



<http://www.sustainabilityconsortium.org>

Started by Walmart



<http://www.sustainablefoodlab.org>

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