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**Map my track: WWF and navama show the way to transparent seas**

**Gland, Switzerland:** A new platform introduced by WWF and its partner navama where fisheries can show where they travel and fish has a major impact on solving the problems of overfishing and illegal fishing.

The tracking tool and data sharing platform TransparentSea [www.transparentsea.org](http://www.transparentsea.org) offers fisheries worldwide the possibility to register and make their fishing activities transparent.

“Fisheries which cooperate with us can show their customers that they are committed to legal and responsible fishing,” said Alfred Schumm, WWF’s Smart Fishing Initiative Leader. WWF and navama ask fisheries:” Use our vessel tracking tool and service to make fishing operations transparent and demonstrate that you are not involved in illegal fishing activities.”

Fisheries can register voluntarily and show that they respect the boundaries of sensitive areas and no take zones and use responsible fishing practices. All results and tracks will be published on a regular basis if the fishery agrees.

WWF and navama started the TransparentSea initiative in 2012, using the Automatic Identification System (AIS) as the most promising satellite tool. They have retraced the routes and operations of fishing vessels and evaluated fishing activities to create more transparency at sea and promote legal fishing operations. In a next step WWF and navama combined AIS data with other fishery track data for example from freely sourced Vessel Monitoring Systems, and shared the results with the fisheries.

WWF is already cooperating with fisheries that agreed to demonstrate full transparency of their fishing operations. In 2013 Sea Quest, a tuna fishing company in Fiji in the South Pacific, agreed to have its fishing activities monitored and evaluated by WWF and navama.

“WWF does not intend to expose illegal activities of fishermen but to promote transparency at sea and demonstrate that fisheries management all over the world needs to be improved. Governments worldwide should make AIS installation mandatory for every commercial fishing vessel to increase safety and transparency “, said Schumm.

"Transparency and cooperation are key success factors for global marine conservation. In agreement with fisheries we will provide independent, science based solutions for improvement. ", said Dr. Andreas Struck from navama. “A route tracking on every consumer mobile for each sold fish all around the globe is our vision for the future."

WWF and navama also operate a web based fishery track data analysis platform for experts. Information about global AIS coverage, individual shared fishery tracks, marine protected areas, wind and waves, track patterns, ports, and economic data are combined and visualized to provide a holistic view of fishery activities. WWF and navama will invite governments, supply chain partners, fishermen and scientists to explore the opportunities of the expert platform and to draw conclusions for improved management to enable sustainable livelihoods and fishing.

**For more detailed information:**

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**About WWF**

WWF is one of the world's largest and most respected independent conservation organizations, with over 5 million supporters and a global network active in over 100 countries. WWF's mission is to stop the degradation of the earth's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption. More information: [panda.org/news](http://www.panda.org/news)

**About navama**

navama is a small technology organisation committed to environmental transfer technology and innovation. In close cooperation with NGOs, science and governments they develop and share technology concepts for a more sustainable future. Since 2011 navama works with AIS tracking and marine data analysis. More information see [www.navama.com](http://www.navama.com)