

# Fishpop vzw: for sustainable fish populations

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The problem of overfishing is nowadays putting big concern on the conservation and survival of our Oceans' fish populations all over the world. Climate change and habitat destruction are synergic forces that make the situation even more urgent. Obviously, the main reason for overfishing is fish consumption and the fish business, and on the other hand, the lack of awareness that at the base of every human activity there are natural equilibriums trying to keep the peace. Crucial stakeholders like fishermen and restaurants' managers are key points where to start acting from, in order to make a change in this context.

Fishpop vzw is a non-profit organisation which aims at connecting the sustainable fishery sector with the restaurants themselves, providing a link and 'free of charge' guidance to the restaurants when they are up to choose the fish species they want to provide in their menu. But of course, Fishpop vzw interests and goals do not only consider the sole business around the matter, but also acknowledge the fundamental importance of education in a global context of human improvement. The understanding of nature processes and equilibrium and their implementation in everyday choices and personal lifestyles are a must if we are up to protect and conserve our oceans. For this, Fishpop vzw integrates in its program the outreach of general public via public events and talks, and the 'in situ' education of restaurant customers who are not only able to have a 'sustainable choice' in their menus but also to read and learn what makes this species sustainable while enjoying its taste. With this poster we want to outline and present the activities and goals of Fishpop vzw.