



Iberostar Partners with California's FishWise to Launch Global Sustainable Seafood Training Program

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[FishWise](#), a non-profit sustainable seafood consultancy based in California, announced a new partnership with international tourism company [Iberostar Group](#) to bolster education and training across Iberostar's family of 32,000 employees on responsible seafood consumption.

Responsible seafood consumption is one of three priority action areas under the company's Wave of Change movement. By enabling employees to confidently message [Wave of Change](#) concepts to Iberostar's 8 million annual guests, both companies hope to inspire responsible seafood consumption amongst travelers both during and after their stays, the companies said in a press release.



Iberostar Group operates more than 120 four- and five-star hotels in 18 countries, the majority of which are located on seafront properties. Recognizing their unique position in both the hospitality and ocean landscapes as an opportunity to set a new, scalable business model for ocean stewardship in tourism, Iberostar launched Wave of Change in 2017 to tackle coastal health, plastics reduction, and seafood.

"Providing responsible seafood options to our guests goes hand-in-hand with Iberostar's tradition of gastronomic excellence," Dr. Megan Morikawa, Iberostar's Director of Sustainability said in the statement. "We realize, however, that seafood is uniquely complex, and that the potential impact of Wave of Change hinges on empowering our employees to fully understand why we are taking these actions. We are excited to partner with FishWise to untangle this complexity and equip our team with the knowledge needed for success."

The partnership will leverage FishWise's 15+ years of experience working closely with businesses to develop and implement comprehensive seafood sustainability programs, which are underpinned by a strong foundation of employee training. For Iberostar, FishWise envisions the training programs increase seafood sustainability awareness throughout the company and further embed Wave of Change as a key part of the identity and culture of the multinational hotelier.

True to the scale and ambition of the Wave of Change movement, part of Iberostar's action plan is to

communicate the message of responsible seafood consumption to guests as an enhancement to their travel experience. By participating in comprehensive training, employees will be able to help familiarize guests with how their dinner choices connect to a more sustainable future, with the intention of inspiring continued ocean stewardship once they've returned home.

"The level of commitment and passion within Iberostar to create a transformative business model centered around ocean health is truly inspiring," Ashley Greenley, Director of Business Engagement at FishWise, said in the press release. "When it comes to progressive companies, they are the real deal."

FishWise launched the partnership with site visits to Iberostar's Playa Para'so complex in Mexico, which serves as the company's headquarters for the Americas region, to connect with staff on operations, structure, and current needs. After hearing from representatives across all geographies, FishWise will work with Iberostar to develop and implement the training over the next several months.

"Wave of Change was initiated less than two years ago, but Iberostar has already made significant steps in each of its three lines of action, and we're seeing genuine enthusiasm for the movement at all levels of the company," Greenley said. "We're thrilled to be building on this momentum to broaden awareness--and deliver results--on seafood."

Photo: Seafood from one of Iberostar's hotel restaurants. Credit: Iberostar.

Susan Chambers
SeafoodNews.com
1-541-297-2875
susanchambers@urnerbarry.com

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