



**“Marine pollution
(in particular plastic pollution)
and its impact on fisheries”**

About EFTTA

- 🐟 Since 1981 the European Fishing Tackle Trade Association (EFTTA) supports the interests of the European sportfishing tackle sector from manufacturers and wholesalers to importers and exporters.
- 🐟 EFTTA and the European Anglers Alliance (EAA) partner to encourage measures for the promotion of the recreational angling industry and the protection of aquatic biodiversity at EU level.
- 🐟 Representing a sector bigger than the public expects: 9 million EU citizens go angling along the European coasts. It brings 10,5 bn euros to the EU economy per year, and guarantees 100.000 jobs.

Defining pollution

- 🐠 Marine pollution is a growing threat with a major impact on the health of oceanic fisheries.
- 🐠 The sources of pollution are manifold: e.g industrial and agricultural runoff, chemicals, plastic & other debris and oil spills.
- 🐠 Most pollution take their source on land and make their way into the ocean

Impact on Fisheries

- 🐟 Pollutants damage fish eggs and larvae, cause stress and illness, lead to deformities or even death of fish.
- 🐟 Pollutants, including plastic particles, accumulate in the tissues of the fish flesh, which are ingested by humans.
- 🐟 Pollutants are a cause of changes in ocean currents and alteration of habitats.

Examples of the fishing equipment industry's initiatives to combat marine pollution & to reduce environmental impact

- 🐟 A standard-setter : RAPALA – VMC, one of the biggest companies in the angling world.
- 🐟 Introduction of a holistic approach with the sustainability of products: from production to packaging.
- 🐟 Ad-Hoc actions by Angling Spirit and Zebco.



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Our business relies on the enjoyable and refreshing activities the outdoors offers us. The clean waters that run in our streams and roar in our oceans. And therefore, it is our responsibility to take care of the environment.

Rapala VMC

Nicolas Cederström Warchalowski

The foundation of Rapala VMC sustainability is built around our products and production



Products

- Lead-free lures
- Environmentally friendly raw materials
- Minimize the use of chemicals and solvents



Packaging

- Reduce the use of plastics
- Packaging that is easy to recycle
- Use of renewable and recycled materials



Production

- Renewable energy
- Minimize our carbon footprint and environmental impact
- Efficient recycling processes



Communication

- External communication
- Internal communication
- Consistency and transparency



About 85% of Rapala wobblers are now lead-free. 100% during 2023.



Dynamite Baits, UK factory runs on renewable energy and has made significant investments on solar panels



Rapala has introduced the first-ever plastic-free packaging for metal spoons and hard baits



Rapala
VMC

Marttini introduced plastic-free packaging for its knife products



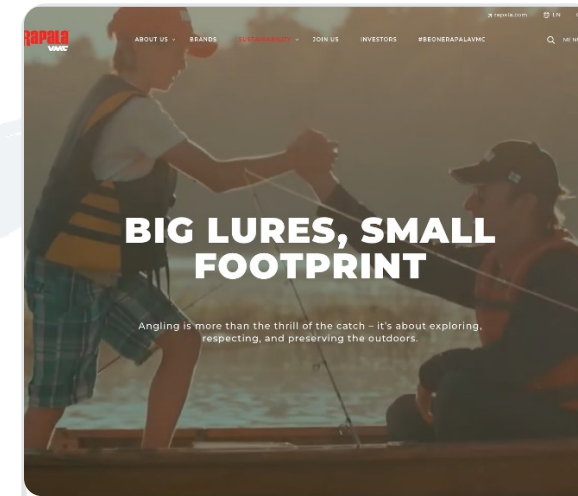
We have started collaboration with several NGOs



Rapala VMC Nordic DC has moved to paper tapes and started to recycle waste cardboard as packaging material



EcoChoice Challenge idea competitions have evoked significant sustainability actions in local units globally



Our new sustainability website gives anglers more information about our strategy and plans

Our products communicate our values to anglers around the globe



Sufix Recycline

Recycline monofilament steps towards a sustainable existence by using 100% regenerated nylon coming from waste such as fishing nets from the oceans



Rapala Disposal Container (Trash tub)

Disposal container is made for recycled raw materials and it helps anglers to collect trash, such as excess fishing line, and prevent them from ending to the environment

Great products deserve great packaging



Reduce

Minimize the use of plastic
Reduce packaging overall



Reuse

Reuse our own waste
Use bio-based packaging materials



Recycle

Make packaging that is easy to recycle
Use recycled packaging materials



Redesign

Come up with new packaging concepts
Choose between evolution and revolution



Reimagine

Look beyond the conventional solutions
Investigate and explore other businesses

Wellbeing of waters

We support river restoration projects with an aim to improve the spawning possibilities of threatened fish species



Young anglers

We want to support young people to become responsible anglers that value and preserve the outdoors



Collaboration

We have started collaboration with key partners who share our vision of a better tomorrow



 **ECOCHOICE**

Rapala
VMC



ZEBCO Europe – Angling Spirit

- 🐟 ZEBCO Europe (European fishing tackle manufacturer) or Angling Spirit (organiser of best practice catch and release angling events) projects on volunteer litter collections.
- 🐟 The rubbish collected comes not only from anglers, but mostly from what others have left behind. Modern lures and fishing accessories are expensive, and anglers do not want to lose them.

ZEBCO



SPIRIT ANGLING



Plastic & Microplastics are a massive problem for the environment

- 🐟 Anglers & industry members are the eyes and ears of the aquatic environment
- 🐟 The level of pollutants entering the marine environment has increased significantly, with plastic pollution being a major source of contamination.
- 🐟 The presence of plastic in the marine environment has serious consequences for the health of fisheries.
- 🐟 Without a healthy environment, there is no fish. Without fish, no anglers. Without anglers no recreational angling tackle.



- 🐟 EFTTA strongly support the Commissions ambitions for restoring the EU habitats in Europe –and to counter marine pollution.
- 🐟 EFTTA complies with substance ban when science proves its hazardousness.

HEALTHY HABITATS FOR HEALTHY FISHSTOCKS

Thank you for your attention!