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**INNOVATION:** Yayasan MDPI, Anova Food, and PT Harta Samudra received awards at the Luncheon SAP Innovation Awards in Jakarta, June 18. Photo: M. Syifa/MDPI.

## WHAT'S ON THIS EDITION?

- SAP Innovation Award Luncheon event in Jakarta
- Yayasan MDPI organized a workshop on Traceability System in the Fisheries Industry
- Fishers in Buru Island, Maluku use cellphones as a tool for e-learning and navigation at sea.

## MDPI, Anova, and Harta Samudra Received Award for Traceability Implementation

**JAKARTA-** Yayasan MDPI, Anova, and Harta Samudra collaborated with Bumble Bee Seafoods and the German-based company SAP logistics to successfully implement blockchain technology for strengthening traceability in supply chains sourcing from small-scale handline fisheries.

This implementation is the first in Indonesia and the world for small-scale fisheries. This successful improvement of traceability is also a benefit for Indonesian handline fisheries. This shows that Indonesia can continue to be a front runner in the efforts to successfully implement sustainability measures in fisheries.

Fishermen can demonstrate that they operate within a traceable and legal supply chain, and can be guaranteed of the related Fair Trade Premium Fund being reliably and quickly calculated from their catch. As a form of appreciation for the success in implementing traceability in small-scale fisheries, the event Luncheon was held on June 18, 2019 along with MDPI, Anova, and Harta Samudra partners.

The purpose of this event is to commemorate the presentation of the SAP Innovation Award for Social Hero to MDPI, Anova Food, and Harta Samudra for their current work on blockchain technology and the implementation of Fair Trade in Indonesia in small-scale handline yellowfin tuna fisheries.

The three partners are honored to receive this award, selected from 433 candidates globally. TraceTales itself is an innovative traceability system developed by MDPI, with support from the USAID Oceans and Fisheries Partnership. TraceTales was instrumental in facilitating the successful implementation of the blockchain technology for the Indonesian yellowfin handline supply chain.

The TraceTales solution will be an important industry leading platform to integrate additional fisheries throughout Indonesia to increase supply chain visibility, optimization, and full transparency of the Indonesia fish industry.

**APPRECIATION:** All partners of MDPI attended the luncheon event held in Jakarta on June.





**TRACEABILITY:** Director of PT Harta Samudra having a presentation on traceability in front of participant during the workshop in Jakarta. Photo: MDPI.

## Workshop on Traceability System in the Fisheries Industry

**JAKARTA-** Yayasan MDPI organized a workshop on “Identifying Opportunities and Challenges in the Development of an Electronic-Based Traceability System in the Fisheries Industry” on 25 June.

The participants came from various backgrounds representing government, the fishing industry (fishermen, middlemen, associations), NGOs, academics, and technology developers.

A panel session during the workshop allowed three key stakeholders to share lesson-learned on traceability implementation. The panelists were Aris Budiarto from the Directorate of Fish Resource Management Ministry of Marine Affairs and Fisheries (MMAF), Robert Tjoanda from PT Harta Samudra, and Eliza Octavianie from Altermyth.

The workshop provided a lot of food for thought on how technologies can be adapted to meet Indonesian fisheries and characteristics and the results will be shared with participants and the wider community to stimulate further ideas on this topic.



## MEET OUR STAFF

**Hairul Hadi** is a Site Supervisor in Lombok, West Nusa Tenggara. He's one of the first employees in MDPI. Joined in MDPI in 2014, Hadi have experienced a lot of interactions with fishers in Lombok. He remembers the first time conducting data collection in Lombok was really hard. Many fishers questioning his activity measuring fish at the landing site. However, Hadi kept explaining the benefits of fish data collection.

## Cellphones Help North Buru Fishermen to Navigate in the Sea

**MALUKU-** For Fair Trade fishermen in North Buru, Maluku, cellphones are not just communication devices. More than that, fishermen use cellphones as navigation equipment at sea by using the global positioning system (GPS) feature, particularly during bad weather.

In the future, with assistance from MDPI, cellphones can also be a tool for e-learning about Fair Trade. The learning method uses videos and will be more fun and easier for fishermen to learn about Fair Trade.

This learning program is implemented through the collaboration of the USAID Sustainable Ecosystems Advanced (USAID SEA) project and the holder of the Fair Trade Coral Triangle Processor, developed by the IDEP Foundation.

Fishers are very excited learning on how to use their cellphones as a tool to help them learn more about Fair Trade and other topic related to sustainable fisheries. They have admitted that technology helps them a lot in the learning process, particularly about fisheries.



**NEW TOOL:** Fair Trade fishers from Buru use a cellphone to learn about Fair Trade.