



MLA-006-iMarine Apps-Worlds Oceans

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“AppliFish”, Knowledge on marine living resources at the touch of a button – a novel mobile app from the iMarine initiative



Our seas and waterways offer a range of critical services from providing food to regulating the atmosphere. However, global fish stocks are exploited or depleted to such an extent that without urgent measures there may not be any more food to catch in the next decade. According to the UN Food and Agriculture Organisation (FAO), **of the fish stocks assessed, 57% were estimated to already be fully exploited in 2009**, all West African fisheries are now over-exploited and coastal fisheries have declined by 50% in the past 30 years. **We now eat, on average, four times as much fish as we did in 1950 and climate change is expected to increase reliance on fish for nutritional needs, especially in poorer coastal areas.**

Achieving the sustainable use of aquatic ecosystems has been the main and largely failed objective of fisheries management for decades. The Ecosystem Approach to Fisheries (EAF) imposes concerted efforts towards responsible, sustainable fisheries management. These efforts not only call for better understanding but also better governance.

iMarine (www.i-marine.eu) is a pioneering initiative that fosters an ecosystem approach to fisheries management and conservation of living marine resources. **It achieves this objective by driving a Community of Practice which brings together practitioners and policy makers.** “A single community that shares data and knowledge within iMarine and develops tools and information can collectively advance the adoption of an ecosystem approach based on transparent and well-informed decision-making for the conservation of sustainable use of marine resources”, explains Patricio Bernal, coordinator of the IUCN High Seas Initiative and iMarine Advisory Council Member.

To increase awareness of these urgent issues, **iMarine has come up with a novel new mobile app – AppliFish – opening up marine knowledge to anyone with a mobile device anytime, anywhere.**

AppliFish is **available both for Android** <https://play.google.com/store/search?q=applifish> (AppliFish has been developed to run on all the versions of the processors from ARM7 and upgrades. ARM6 processor is not supported) and **iOS** <https://itunes.apple.com/ca/app/applifish/id593857305?mt=8&ign-mpt=uo%3D2>. This mobile application is **designed as a pocket book of marine knowledge at the touch of a button.** It has complete **fact sheets of over 550 marine species.** All you need to do is digit the name of a marine species or select one from the main menu.

The fact sheets include basic information on marine species, like taxonomy of common names and sizes, global distribution maps of marine species that display changes in marine biodiversity caused by global climate change, information on catch habits and statistics and icons that take you to information on the degree of extinction of the



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species.

AppliFish perfectly illustrates the commitment of iMarine with its rich diversity of expertise and data providers in driving forward the Ecosystem Approach Community of Practice. AppliFish combines data from authoritative, international sources FAO-FishFinder, WoRMS, Fishbase, SeaLifeBase, IUCN, Aquamaps, OBIS, sharing knowledge as part of a wider initiative that is deploying a cutting-edge e-infrastructure and fostering collaborative approach to open data access and interoperability.

But it doesn't stop here. AppliFish is just the first in a series of iMarine mobile apps that demonstrate its knowledge-enabling capabilities. Version 2.0 of AppliFish is already a "work in progress" and will include more fact sheets and information services.

So how can you play your part? Download AppliFish now and use it as a pocket-sized tool whenever you are at a fish market, restaurant or having dinner with friends. AppliFish will tell you what fish you are eating, whether it comes from a sustainable source or protected area. You can also use it to see forecasts of species distribution in the years to come.

[Subscribe to the iMarine monthly newsletter](#) for updates on AppliFish and learn about the iMarine data management services.

The iMarine data infrastructure will respond to the need for working more efficiently in meeting today's Ecosystem Approach policy making and management challenges, will distribute effectively roles considering the complexity and diversity of expertise, and will establish partnerships for efficient collaboration among various specialized communities.

Marc Taconet, FAO & iMarine Board Chair, Italy

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