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# Case Professional profiling for the NGO Marine Steward Council (MSC)

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There is a teacher's manual intended as a pedagogical complement.  
It is available to teachers who use this document as teaching material.  
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*Professional profiling for the NGO Marine Steward Council (MSC)*  
Sergio Cardona Herrero y María Julia Bordonado Bermejo

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## Sergio Cardona Herrero

Sergio Cardona Herrero, born in Valencia in 1961. PhD from the Complutense University of Madrid (UCM), Bachelor of Social Sciences and Sociology (specializing in Social Psychology). Master in Business Management from ESIC. Professor in the Department of Business Management at ESIC University, teaches Decision-Making Methods, Business Initiatives, Talent Management, Business Innovation. Leadership... Author of several books: Coaching for everyone, Coaching in organizations: a perspective from Social Psychology, Neuromanagement... He is a people and talent consultant and business coach. He is currently conducting research on leadership and AI. He is fond of reading crime novels and writing some.

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He has more than 25 years of teaching and research experience, and has focused his studies on topics such as military contributions to the economic and social development of Spain, specifically in the formation of the welfare state. Also in economics and migration, which is his doctoral thesis, and on economics and communication law and digital advertising, freedom of expression and institutional communication. He has given numerous lectures on these topics and published books and articles.

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*Original case of the professors: **Dr. Sergio Cardona Herrero** and **Dr. María Julia Bordonado Bermejo**, developed as a basis for class discussion and not as an illustrative example of a business process. The data used in this case are based on information obtained from the NGO MSC from interviews with its director, Ms. Laura Rodríguez Zugasti, and from public information on the WEB. The situations are real from the sources cited.*

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**Keywords:** Non-governmental organization, fishery resources, labour market, sustainability.

**Categories:** Personnel Selection, Talent Management and Organizational Development.

**The Marine Stewardship Council MSC**, an international non-profit organisation, aims to recognise and reward the efforts of fishing businesses to simultaneously fish and protect marine life in the oceans and safeguard the food supply from the seas in the future.

The UN (United Nations) and within it the High-Level Panel launched on 28 September 2017 the AGENDA 2030 as an ambitious plan to halt the deterioration of our planet. We are now in the year 2024 and the goals are still far away, although AGENDA 2030 is recognised by many countries as a valid approach to achieve sustainability. AGENDA 2030 contains 17 goals. Number fourteen proclaims: "Conserve and sustainably use the oceans, seas and marine resources for sustainable development". In its content it is highlighted that achieving the SDGs (Sustainable Development Goals) is a task for all the actors that can help civil society, companies, trade unions, universities and the liberal professions. Within society we find the organisation that interests us: MSC (Marine Stewardship Council). A non-profit organisation whose work consists of promoting sustainable fishing.



A few facts about the framework

- 33% of the world's population relies on fisheries as a major source of protein.
- 38 million people work in wild capture fisheries.

## 1. Fishing problems

It is very important the correct management of seafood fishing, overfishing, which we define as the situation in which so many specimens of a marine species are caught that repopulation is impossible (Aqua Fundación, 2022), unregulated fishing activities (Jefatura del Estado BOE, 2023) and excessive incidental catches, which are defined by art. 3. 9 of the aforementioned Law 5/23, "the unintentional capture of species of mammals, birds and sea turtles, chondrichthyans and invertebrates, included in the List of Wild Species under Special Protection Regime, in the Spanish Catalogue of Threatened Species or protected under other European or international legislation, during fishing operations". These abusive practices are putting our oceans at risk. The above-mentioned law establishes in its article 4.1 the General Principles of Fisheries: The biological sustainability of marine resources in order to ensure an environmentally sustainable exploitation of marine biological resources and the long-term viability of the fishing sector.

## 2. In conclusion

The importance of sustainable fisheries that allow seafood to be caught in a way that is harmonised with environmental protection and care for species to continue to reproduce naturally is evident.

MSC's contribution, according to its executive director, Ruperto Howes: "We need to manage fish stocks, globally, in a sustainable way so that they can continue to provide renewable, healthy, affordable, low-carbon protein for humanity" (Ruperto Howes, 2023).

Linking sustainable fisheries to the SDGs

The United Nations Environment Programme (UN Environment Programme, 2023) uses MSC data to track progress towards international targets to end overfishing and protect biodiversity. The SDGs related to sustainable fisheries are as follows:

1. Conserve and sustainably use the oceans (SDG 14) 2.
2. Food security and decent work (SDGs 2 and 8).
3. Promote sustainable consumption and production (SDG 12).
4. Strengthen partnerships for sustainable development (SDG 17).

