

Mission Statement Template for a Fishermen-Led Community Interest Company

1. **Purpose:** What is the core purpose of your organization? Why do you exist?
 - Example: "To support and empower local fishermen through sustainable practices and community governance."
2. **Values:** What are the core values that guide your actions and decisions?
 - Example: "Sustainability, Community, Transparency, Empowerment."
3. **Target Audience:** Who are you serving or aiming to impact?
 - Example: "Local fishermen and their families."
4. **Products/Services:** What are the main products or services you offer?
 - Example: "Fishing resources, training programs, community support, and advocacy."
5. **Unique Selling Proposition (USP):** What makes you unique or different from others in your field?
 - Example: "Our fishermen-led and fishermen-governed approach ensures that decisions are made by those directly impacted."
6. **Goals:** What are the long-term goals you aim to achieve?
 - Example: "To create a sustainable fishing industry that benefits the local community and preserves marine ecosystems."

Example Mission Statement Using the Template:

"Our mission is to support and empower local fishermen through sustainable practices and community governance. Guided by our core values of sustainability, community, transparency, and empowerment, we offer fishing resources, training programs, community support, and advocacy. Our fishermen-led and fishermen-governed approach ensures that decisions are made by those directly impacted. We aim to create a sustainable fishing industry that benefits the local community and preserves marine ecosystems."