# Table S1: Descriptions of the different drivers for certification

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| **Drivers for certification** | Description  | **Mentions (number)** |
| **Sustainability credentials and SLO** | Gaining social licence for fishery activities and being world leaders in terms of sustainability credentials | **27** |
| **Economic incentive** | economic advantage from certification that included differentiation, market access, marketing advantages and price premiums | **17** |
| **Funding availability** | availability of government funding to get certified |  |
| **Improve management outcomes** | Improving management through changing environmental impact and improving environmental outcomes | **11** |
| **Outside pressure** | international and social pressure to improve management  | **6** |