

An underwater photograph showing a large school of small, silvery fish swimming in clear blue water. In the foreground and background, there are large, brownish-green seaweed fronds. The lighting is natural, creating a serene and vibrant marine environment.

# Climate & Planetary Boundaries

BUSINESS POLICY

blueYou

# Climate & Planetary Boundaries

<b>Scope of Policy</b>	This policy refers to all entities and operations of Blueyou Group globally, involving all commercial seafood supply chains, products, and origins as well as all fisheries and aquaculture projects and programs developed and operated by Blueyou
<b>Applicability</b>	All fish and seafood supply chains and products commercialized in Blueyou brand
<b>Version</b>	V 1.0 October 2023
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<b>Author</b>	René Benguerel   Head of Policies and Impact
<b>Responsible Person</b>	Jonas Walker   Head of Aquaculture Programs

# 1. Blueyou's Commitment and Policy Summary

Our global food system needs urgent reform: Food production and supply chains are estimated to cause 31% of anthropogenic Green House Gas (GHG) emissions<sup>1</sup>, and are the absolute key driver for loss of biodiversity, dwindling sources of freshwater, degradation of soils, discharges of toxic pesticides and eutrophication of aquatic ecosystems by excessive nutrients.

We are the first generation of people who directly experience climate change impact and the consequences of global biodiversity loss. And we may be the last generation that can mitigate negative effects and set the course into a more viable and resilient future. Key natural ecosystems and our climate are heading towards irreversible tipping points with dangerous consequences for the stability of our planet. This is why we need to set our global compass to halt and reverse nature loss and global warming to safeguard human and planetary health.

Healthy oceans and aquatic systems will play a central role in this transformation as the focus of our food systems needs to move from land to oceans. Blueyou's mission is to promote blue food harvesting systems that are within the safe operating zone of the planetary boundaries.

Blueyou commits to the Science Based Targets initiative (SBTi) and is actively working on climate-smart seafood systems and the reduction of emissions in its seafood supply chains and global operations. Blueyou commits to becoming a net zero company by 2040 and will invest resources and build capacities for working with suppliers on this journey of continuous reduction of its emissions.

Further, - addressing the overshooting of the planetary boundaries -, Blueyou is developing and promoting nature-based, regenerative, and low-impact seafood origins that will become part of Blueyou's "Planet Positive – Eat for Change" portfolio and global promotion campaign. By creating awareness of the urgent need for food system reform and developing product offerings in line with the planetary boundaries, Blueyou is becoming a trailblazer for change.

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<sup>1</sup> Poore & Nemecek, 2018, Reducing food's environmental impacts through producers and consumers, Science

## 2. Background and Rationale

The planetary boundary concept provides society, private sector and policy makers with a robust, science-based compass for the required journey of transformation towards more stable conditions on the planet: The six most important points of orientation are the **(1)** restoration of biodiversity where it has been depleted and avoidance of biodiversity loss in any anthropogenic production system, **(2)** Decarbonization of the global economy including our food systems in order to reverse, or slow-down climate change, **(3)** Avoid land-use changes for which either biodiversity or carbon sequestration is lost and incentivize land-used changes to increase biodiversity and carbon sequestration, i.e. terminate the further conversion of wild habitats into farmland and civil developments and restore soil, land, forests and aquatic habitats such as mangroves, marshlands and seagrass beds **(4)** Terminate the overuse of artificial fertilizers and reduce feed-based animal husbandry systems, **(5)** Reduce the excessive use of freshwater in agriculture and **(6)** Reduce the use and discharge of toxic compounds into the environment.

By doing these six things in a concerted and committed manner, biodiversity loss will slow down and eventually come to a halt – and then start to reverse. A successful revival of the natural world will bring back stability on our planet – and create the conditions for humanity to further thrive.

As the global food sector's footprint on our planet amounts to more than one-third of the overall impact, fixing our food system is imperative for every company involved in the production, manufacturing, and distribution of food. In 2023, six of the nine planetary boundaries have been transgressed. We need urgent action now. Blue food systems have the potential for playing an essential role in the future provision of healthy, nutritious, and sustainable diets, within the safe zone of the planetary boundaries.

However, today's major trends in the seafood industry do not point in a planet-safe direction: Instead of farming lower trophic, filter-feeding or herbivorous species without feed, industry and finance promote intensive, feed-based farming of carnivorous species, which directly leads to further overshooting of multiple dimensions of the planetary boundaries. Currently, the aquaculture industry is on track to repeat the same mistakes made by the farmed animal industry on land.

We cannot afford to convert more forests into arable land for growing crops to feed animals. Blue food systems offer major advantages in comparison to land-based animal husbandry – but only if we make use of efficient aquatic food webs. Such food webs start with sunlight, nutrients, and plankton – and not with artificial fertilizers, pesticides and genetically modified crops grown on exhausted soils of former forest lands.

Rewilding nature on land means we need to move our future food systems into our oceans – and develop seafood systems which are integrated into aquatic food webs fed by sunlight in our oceans.

Blueyou's mission is to identify, develop and promote blue food systems which fall into the safe operating zone of the planetary boundaries: Regenerative, nature-positive farming and climate-smart seafood harvesting systems that are embedded into coastal communities which act as local stewards and custodians of our oceans.

### 3. Strategic Network Partners and Organizations

Aligning blue food systems with the planetary boundaries and the decarbonization of the seafood industry is a key priority for Blueyou. The company will further invest into building capacities to continuously develop its planetary boundaries and climate-smart seafood strategy. Following organization and institutions are guiding Blueyou on this journey of transformation:

- Myclimate Switzerland
- South Pole Switzerland
- Science Based Target initiative (SBTi)
- Blue Food Assessment (BFA)
- The Livelihoods Fund
- Stockholm Resilience Centre (Stockholm University)

# 4. Policy Requirements and Standards

## a.) Climate Change Impact and Decarbonization of Seafood

Requirements and Standards		Performance Objectives
1. Science Based Targets (SBT) and Net Zero Standard	Blueyou orients its global strategy of decarbonization according to the framework provided by the Science Based Targets initiative (SBTi) and commits to becoming an active endorser of the SBTi net-zero standard.	-
2. Company Carbon Footprint (CCF)	Blueyou assesses its greenhouse gas emissions on an annual basis for its entire global operation, including scope 1, 2 and 3 emissions. The assessment of the company carbon footprint (CCF) is performed by the independent third-party service provider based on the 2023 operation. The results are published in Blueyou's annual impact report.	Global assessment and publication on an annual basis
3. CCF per kg seafood	As an impact metric for continuous improvement, Blueyou assesses the total company carbon footprint per kg of seafood commercialized in a given year. CCF per kg seafood is subject to reduction targets accordingly.	<p><b>Medium Term 2030</b> Reduce CCF per kg seafood by 25 % based on 2023 baseline</p>
4. Carbon footprint analysis of seafood origins [Scope 3]	Blueyou assesses the carbon footprint of each seafood species and supply chain-specific origin using the LCA Seafood Assessment methodology developed by Blueyou. The results of the LCA are published on Blueyou's website in combination with Blueyou's Ocean Impact Tracker [Reference: Blueyou Policy Transparency & Accountability]. For supply chains where primary data of fisheries, aquaculture and seafood processing operations is not available due to missing cooperation by suppliers, Blueyou establishes data sets of LCA of similar and comparable origins and harvesting systems.	<p>By Dec 2025, more than 80 % of all seafood origins are subject to LCA-based carbon footprint analysis [supplier-specific primary data</p>
5. GHG reduction targets Scope 1 and 2 [Blueyou operation]	For its scope 1 and 2 emissions and based on the continuous assessment of its carbon footprint, Blueyou sets measurable targets for the reduction of emissions within its operations worldwide.	<p><b>Medium Term 2030</b> Reduce scope 1 and scope 2 emissions by 25 % based on the 2023 baseline</p> <p><b>Long Term 2040</b> Reduce scope 1 and scope 2 emissions by 60% based on the 2023 baseline</p>
6. GHG reduction targets Scope 3 Seafood supply chains " [purchased goods]	<p>Based on supplier-specific primary data (aquaculture, fisheries and seafood processing) and LCA-based carbon footprint analysis, Blueyou identifies seafood supply chains with realistic leverage on suppliers and a good level of cooperation in order to develop specific emission reduction plans, secure financing of interventions and implement improvements over time.</p> <p>Blueyou's emission reduction plan for scope 3 and seafood supply chains focuses specifically on the origins of farmed and wild-caught seafood where Blueyou is managing improvement projects on local grounds (Blueyou's own fisheries and aquaculture programs).</p>	<p><b>Medium Term 2030</b> Reduce scope 3 purchased goods emissions per kg seafood by 20 % based on the 2023 baseline</p> <p><b>Long Term 2040</b> Reduce scope 3 purchased goods emissions per kg seafood by 50 % based on the 2023 baseline</p>

## Requirements and Standards

## Performance Objectives

7. GHG reduction targets Scope 3 Others	For scope 3 emissions besides purchased seafood, Blueyou develops specific reduction plans and implements measurable reductions on both medium- and long-term time horizons.	<p><b>Medium Term 2030</b> Reduce scope 3 emissions [outside purchased goods] by 25 % based on the 2023 baseline</p> <p><b>Long Term 2040</b> Reduce scope 3 emissions [outside purchased goods] by 60 % based on the 2023 baseline</p>
8. Development and promotion of climate-smart seafood origins	Blueyou transparently informs about the carbon footprint of its seafood origins and specifically develops and promotes new seafood origins with a low footprint as a “climate-smart” seafood choice. As a reference threshold for the “climate-smart” denomination, Blueyou makes use of scientific peer-reviewed data and defines the carbon footprint of 3.0 kg CO2 eq. / kg of product at store [Reference Planet Positive Seafood Portfolio]	Develop 8 new species and origins under “climate-smart” until Dec 2028
9. Seafood logistics by air	Generally, Blueyou does not entertain the seafood supply chain by air. Exceptions are granted if the following specific conditions are met: (a) Seafood species harvested by smallholders that deliver significant livelihood and community benefits; (b) Seafood products that cannot be frozen or preserved by offering the same value to the harvesters and (c) harvesting methods that come with high benefits for habitats, biodiversity and ecosystems	-
10. Monitoring of progress and improvements	Blueyou monitors the status and progress of its operations’ carbon footprint on an annual basis and summarizes results for the company’s annual impact report.	-
11. Insetting of global emissions in regenerative seafood projects	Blueyou develops a solution for insetting its remaining carbon footprint in its own regenerative, nature-positive aquaculture program, potentially in combination with integrated mangrove aquaculture and associated mangrove restoration, or by developing a restorative bivalve molluscs farming program. The insetting of carbon emissions shall become a central pillar in Blueyou’s commitment towards becoming a net zero company by <sup>2040</sup> .	Regenerative Insetting Program functional by 2028
12. Net Zero Target and commitment	Blueyou commits to becoming a net zero company by 2040 and will use the Science Based Target initiatives’ net zero standards as guidance and framework for all relevant internal and external processes accordingly.	Net Zero Company by 2040

## b.) Planetary Boundaries and “Planet Positive” Seafood Portfolio

Requirements and Standards		Performance Objectives
1. Planetary Boundaries concept	Blueyou uses the planetary boundaries concept as a guidepost and orientation for defining its business and sourcing policies with regard to the environmental impact of the seafood sector.	-
2. "Planet Positive – Eat for Change" Seafood portfolio	Blueyou develops and establishes criteria to identify seafood harvesting systems which are in the safe operating zone of the planetary boundaries (green zone). Such species and origins shall then become the key focus of commercial communication, awareness creation and product promotion by Blueyou’s commercial seafood business, under the strategic program “Planet Positive – Eat for Change”. The criteria for seafood origins eligible for the Planet Positive portfolio are defined in this policy and subject to annual revision and further development, as the concept rolls out and gains momentum.	-
3. Criteria for “Planet Positive” Farmed seafood	For farmed seafood origins, the following criteria apply: <ul style="list-style-type: none"> <li>- Low carbon footprint [<math>&lt; 3.0</math> kg CO<sub>2</sub> eq. / kg product at store]</li> <li>- Zero-input farming systems (no external feed, no fertilizers)</li> <li>- No direct loss of biodiversity (through the farming activity)</li> <li>- No destruction of sensitive habitats (installation and operation)</li> <li>- Active restoration of previously degraded habitats (mangroves etc.)</li> <li>- No use of freshwater or no risk of freshwater depletion</li> <li>- No use of toxic compounds, therapeutics and other chemicals</li> </ul>	-
4. Criteria for “Planet Positive” Wild caught seafood	For wild-caught seafood origins, the following criteria apply: <ul style="list-style-type: none"> <li>- Low carbon footprint [<math>&lt; 3.0</math> kg CO<sub>2</sub> eq. / kg product at store]</li> <li>- No direct loss of biodiversity (through fishing activity)</li> <li>- No overfishing and stock depletion</li> <li>- No catch and mortality on ETP species (target and by-catch)</li> <li>- No destruction of sensitive habitats (no destructive gear)</li> <li>- Restoration or conservation of habitats (MPA, reefs, mangroves)</li> <li>- No use of toxic compounds and other chemicals</li> <li>- Focus on lower trophic species</li> </ul>	-
5. Promotion of “Planet Positive” Seafood choices	Blueyou prioritizes the promotion of species and products under the “Planet Positive” portfolio over all other seafood origins and establishes the “Planet Positive” program as a key focus for commercial seafood distribution. As species of this portfolio may be less popular and in lower demand, such promotion involves awareness creation, events, and other forms of promoting the importance of blue food transformation in line with the planetary boundaries.	-
6. Development of new origins in line with planetary boundaries	Blueyou commits to identifying, developing, and commercializing a full portfolio of species and seafood harvesting systems in line with the criteria of the “Planet Positive” program.	Develop and launch 8 additional species and origins under “Planet Positive” by 2028



# 5. Implementation of Policy

This policy is implemented under the responsibility of the general manager of Blueyou’s impact and science team across all supply chains and within all of Blueyou’s fisheries and aquaculture programs.

# 6. Key Impact Metrics and Reporting

### Key Impact Metrics (KIM)

- Company Carbon Footprint (CCF) (Scope 1, 2 and 3)
- Development of scope 1 and 2 emissions per year (in % to baseline)
- CCF per kg of seafood commercialized by Blueyou
- Development of CCP per kg commercialized seafood (in %)
- Share of seafood volume under the “Planet Positive” portfolio
- Number of seafood origins under the “Planet Positive” portfolio
- Number of new origins under the “Planet Positive” portfolio program
- Volume of climate-smart seafood and N° of meals served

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### Impact Monitoring

Annually by April 30

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### Reporting

Annual impact report by Blueyou, published on official website

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