

Ethical Sourcing & Communities

BUSINESS POLICY



blueYou

Ethical Sourcing & Communities

Scope of Policy	This policy refers to all seafood supply chains, fisheries and aquaculture programs operated and commercialized by Blueyou
Applicability	All seafood products and underlying supply chains which are commercialized by Blueyou globally, packed in Blueyou's brand or private label
Version	V 3.0 December 2023
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Revision Frequency	Annually
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1. Blueyou's Commitment and Policy Summary

Respecting human rights, safeguarding decent work conditions in seafood supply chains and empowering coastal communities for driving viable local blue economies are all critically important for achieving healthy oceans. The transition towards more sustainable practices in the seafood industry is intrinsically linked to the advancement of social conditions, human rights and economic prosperity in the catch and farming sector.

Blueyou commits to securing adequate resources and building internal capacities and expertise to address social risks in its supply chains and work with suppliers on improving social conditions along entire supply chains, including fisheries, farming, production of feed and final seafood product manufacturing.

Blueyou excludes any sort of human rights abuses, such as forced labour, human trafficking, and hazardous child labour from all its supply chains and provides safe and decent working conditions for all fishermen, farmers and workers along entire seafood supply chains.

Blueyou commits to promoting community-based seafood production and harvesting systems and strengthens the position of smallholder producers on local and global seafood markets. For doing so, Blueyou develops and operates Fair Trade models in a majority of its fisheries and farming programs and creates awareness of the importance of social inclusiveness in the global seafood industry.

2. Background and Rationale

The fisheries and aquaculture sectors support the livelihoods of billions of people worldwide, generating jobs and ensuring a vital source of food. However, this comes with a cost for both nature, planet and people: Today's food systems, - including the seafood sector -, are major drivers of the climate and biodiversity crises and create social inequalities across the globe. As environmental impacts interfere with the enjoyment of a wide range of human rights, including the rights to life, food, and a clean, healthy environment, they can exacerbate pre-existing inequalities.

Seafood is often sourced through a complex web of vessels, farms, processing facilities, and distributors, spanning multiple continents. The remote and hazardous nature of this work, coupled with a lack of supply chain transparency and the demand for low prices, increases the risk of human rights abuses. These abuses can include discrimination based on gender or ethnicity, restriction of access to land or natural resources, and violations of labour rights.

3. Strategic Network Partners and Organizations

On its journey of continuous improvement and safeguarding human rights, decent work conditions and inclusiveness of coastal communities, Blueyou is partnering and working with the following institutions, initiatives, and organizations:

- Fair Trade seafood program by Fair Trade USA
- RISE (Roadmap for Improving Seafood Ethics)
- Sustainable Fisheries Partnership (SFP)
- Amfori (Business Social Compliance Initiative)

4. Policy Requirements and Standards

a.) Human Rights and Ethical Sourcing

Requirements and Standards		Performance Objectives
1. Modern slavery (forced labour and human trafficking)	Blueyou does not tolerate any sort of bonded, indentured, forced, or slave labour, labour conducted by prisoners, or labour engaged through human trafficking in its supply chains. Workers' freedom of movement shall be unrestricted in both their workplace and living quarters and workers' personal documents must not be retained.	Required performance standard for all suppliers and supply chains
2. Child Labour	Blueyou does not accept the use of child labour in its supply chains and projects. Suppliers shall not employ any person below (a) the legal minimum age for employment applicable to the supplier; or (b) the age of completion of compulsory education.	Required performance standard for all suppliers and supply chains
3. Recruitment	Agencies providing workforce recruitment and employment services are expected to act ethically and with respect of all international and national laws. Candidates and workers should never pay or bear recruitment or employment fees, always retain control of their travel and ID documents, be clearly informed about the terms of their employment contract before employment start and be able to leave their employment at any time without penalties.	Required performance standard for all suppliers and supply chains
4. Occupational health & safety	Supplier partners must provide a healthy, safe, and clean workplace for all workers and comply with all applicable laws on occupational health and safety. Supplier partners must follow a clear set of procedures regulating occupational health and safety to prevent, address, and mitigate health and safety risks and accidents.	Required performance standard for all suppliers and supply chains

Requirements and Standards

Performance Objectives

5. Contracts, wages and benefits	<p>All workers, regardless of employment on a permanent, temporary or casual basis, shall be provided with written employment contracts. Temporary labour arrangements must not be used to avoid obligations to workers under labour or social security laws and regulations arising from the regular employment relationship. All workers are entitled to fair and equal compensation, which at least meets the legal minimum wage, industry standards, or negotiated wages and includes all legally mandated benefits (medical insurance, social insurance, pension).</p> <p>All overtime work shall be compensated according to legal requirements. Deduction in wages shall not be used as a disciplinary practice. Supplier partners must ensure that men and women receive equal pay and conditions for the same type of work. Supplier partners must have a process ensuring that all workers on their premises are documented and have a right to work legally. Supplier partners must pay a fair wage and benefits, ensuring that workers' wages meet basic needs and uphold the right for an adequate standard of living as described in the Universal Declaration of Human Rights.</p>	Required performance standard for all suppliers and supply chains
6. Working hours	<p>The maximum regular working week must not exceed 48 hours, and weekly overtime shall not exceed 12 hours. Workers shall have the right to a minimum of one day off every 7 days. Pregnancy, parental and sick leave, holiday and time off shall be provided to all workers in accordance with applicable legislation, local traditions, and standards.</p> <p>If working hours exceed 60 hours in a single week it may only be allowed in exceptional circumstances where any of the following are met: (a) allowed by national law; (b) allowed by a collective agreement freely negotiated with a workers' organization representing a significant portion of the workforce; (c) appropriate safeguards are taken to protect the workers' health and safety.</p>	Required performance standard for all suppliers and supply chains
7. Freedom of association and collective bargaining	<p>Supplier partners must respect their workers' right to freedom of association, including to form or join associations of their own choice and bargain collectively on all work-related issues. In cases where local law restricts this right, parallel means of free association should be allowed. No employees should be discriminated or unfairly disciplined against based on their membership in a union or association. Supplier partners are expected to regularly engage and consult their workers on all matters related to their employment and their safety and productively engage in dialogue with them and their representatives.</p>	Required performance standard for all suppliers and supply chains

Requirements and Standards

Performance Objectives

8. Discrimination and equal opportunities	Supplier partners must treat all workers with respect and dignity and must not engage in or support any form of discrimination in hiring, remuneration, access to training, promotion, termination, or retirement based on race, caste, national origin, migrant status, religion, disability, gender, pregnancy, parental status, sexual orientation, membership to workers' organizations, political affiliation, or age. Supplier partners must not require a pregnancy test or discriminate against pregnant workers except where required by applicable laws or regulations or prudent for workplace safety. Supplier partners should have an equal opportunity employment policy that promotes gender equity in employment practices, and states maternity leave provision and support for child-care where appropriate.	Required performance standard for all suppliers and supply chains
9. Harassment and abuse	Supplier partners must commit to a workplace free of harassment and violence. Supplier partners must prohibit and must not tolerate all forms of physical abuse or discipline, the threat of physical abuse, sexual or other harassment and verbal abuse, corporal punishment, mental coercion, physical coercion, or other forms of intimidation.	Required performance standard for all suppliers and supply chains
10. Gender equality	Supplier partners are expected to acknowledge gender-related risks and opportunities in their operations and strategies and integrate gender-related aspects into their policies and procedures	Required performance standard for all suppliers and supply chains
11. Vulnerable people	Vulnerable groups such as but not limited to women, the youth, migrants, ethnic minorities, the elderly, and indigenous peoples, can be disproportionately impacted by negative human rights abuses. Supplier partners must carry out a risk assessment as part of their due diligence to ensure heightened protection and remedy for these vulnerable groups	Required performance standard for all suppliers and supply chains
12. Grievances and complaints	Supplier partners must provide a grievance mechanism for workers and communities (and their organizations, where they exist) to raise concerns. This grievance mechanism must involve an appropriate level of management and address concerns promptly, using an understandable and transparent process that provides timely feedback to those concerned, without any retaliation against reporters in the form of disciplinary measures or retribution. The mechanism must also allow for anonymous complaints to be raised and addressed. The existence and scope of this mechanism must be clearly communicated to all workers and their representatives, and all workers must have equal access.	Required performance standard for all suppliers and supply chains
13. Worker accommodation	Where applicable, supplier partners must ensure that facilities for workers are clean and safe and meet their needs. Workers' accommodation arrangements must not restrict workers' freedom of movement or association. Supplier partners must provide accommodation in a manner consistent with the principles of non-discrimination and equal opportunity.	Required performance standard for all suppliers and supply chains

Requirements and Standards

Performance Objectives

14. Land rights	We expect all supplier partners to adhere to the practice of free and prior informed consent (FPIC) when using, leasing, and purchasing land. Supplier partners must conform to local, national, and international standards of land tenure when working in communities and apply due diligence on property and land titles.	Required performance standard for all suppliers and supply chains
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b.) Communities, Smallholders and Fair Trade

Requirements and Standards

Performance Objectives

1. Focus on community-based fisheries and farming origins and empower smallholder producers	Blueyou develops and maintains programs with community-based fisheries and aquaculture and promotes seafood from community-origins. Blueyou specifically fosters the capacities and capabilities of smallholder producers in its fisheries and aquaculture program and promotes their position in local and global seafood supply chains.	More than 75% of all seafood origins of Blueyou are community-based operations
2. Promote Fair Trade certification	Blueyou develops, operates, and promotes Fair Trade models in the seafood sector and actively invests and undertakes Fair Trade certification in the majority of its fisheries and aquaculture programs.	More than 80% of Blueyou fisheries and aquaculture projects are Fair Trade certified by Fair Trade USA by Dec 2026
3. Create awareness for smallholder producers on global markets	In its marketing and communication, Blueyou specifically addresses and flags the importance of smallholder inclusion and promotes seafood harvesting systems and origins from smallholder producers in its key target markets.	-

c.) Social Auditing and Labour Law Compliance

Requirements and Standards

Performance Objectives

1. Amfori BSCI Code of Conduct (CoC)	Blueyou is an active member of amfori and commits to the BSCI code of conduct. Blueyou commits to invest into adequate resources and internal capacities to implement the BSCI code of conduct with its suppliers worldwide.	More than 80% of Blueyou's suppliers are compliance with BSCI code of conduct by Dec 2026
2. Social auditing	Blueyou safeguards that its suppliers are integrated into the BSCI framework for social compliance and auditing and coordinates efforts of social compliance audits across seafood supply chains beyond product manufacturing by including social auditing on fisheries and farming levels. Third-party certification schemes such as Fair Trade, Organic, and ASC are integrated into Blueyou's overall social auditing and compliance scheme.	More than 90% of Blueyou's seafood origins are subject to social auditing on both primary and secondary production level by Dec 2026

5. Implementation of Policy

This policy is implemented under the responsibility of the general manager of Blueyou’s impact 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)

- Share of seafood origins from community-based operations
- Share of seafood origins with Fair Trade certification
- Share of suppliers compliant with BSCI Code of Conduct

Impact Monitoring

Annually by April 30

Reporting

Annual impact report by Blueyou, published on official website
