

Ethics & Good Governance

BUSINESS POLICY



blueYou

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Scope of Policy	This policy refers to Blueyou's operations worldwide
Applicability	All employees, management staff, companies, projects and programs under direct contract agreements and management by Blueyou
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Revision Frequency	Annually
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Responsible Person	René Benguerel Co-Founder & Director

1. Blueyou's Commitment and Policy Summary

Blueyou's global mission to serve the ocean requires employing and deploying a team of people from a wide range of cultural, social, and academic backgrounds. Such diversity is both a challenge and a strength. It requires an environment of mutual respect and understanding to allow team members, - individually and collectively -, to interact, work together and achieve exceptional results.

Blueyou values all employees and job candidates as unique individuals, and we welcome the variety of experiences they bring to our company. As such, we have a strict non-discrimination policy. Blueyou does not tolerate discrimination, bullying, violence, or harassment and pursues an active policy to promote equal opportunities and inclusiveness.

More specifically, Blueyou does not tolerate any discrimination towards other team members, suppliers, customers, and other stakeholders on grounds such as gender, sexual orientation, sexual identity, disability, colour of skin, social origin, religious affiliation, and national origin.

Blueyou commits to its values of doing business in a fair, respectful and transparent mode and applies these principles in working with partners along seafood supply chains globally. Blueyou actively pursues a non-corruption and bribery policy and commits to responsible business practices and good governance at all steps of operations.

Blueyou's policy on ethics and good governance provides all employees and partners with guidelines and orientation for their daily actions – and offers guidance on how to address and manage conflicts of interest, harassment, and compliance. Our code of ethics shall promote an inclusive and fair workforce, and actively encourage discussions about ethics and compliance - empowering all employees to handle ethical dilemmas in a way that aligns with Blueyou company's vision and values.

2. Background and Rationale

As a mission-driven small and medium-sized enterprise, Blueyou relies on transparent, good, and trusting relationships with its employees, customers, suppliers, and the wider communities our businesses and impact projects are embedded. By explicitly formulating the values and principles that are part of Blueyou's culture of doing business, we can both reinforce and publicly communicate to stakeholders worldwide – and ensure more effective and efficient workflows and outcomes.

Working with partners along global seafood supply chains on improving governance, combating illegal practices, fostering better management, achieving legal compliance, creating transparency, and driving responsible business practices requires Blueyou to first walk the talk itself: Both as an organization as well as by every individual employee and partner.

On its mission to serve the ocean, Blueyou can only succeed as an agent of change if all its staff members and management themselves follow responsible, ethical, transparent, and fair practices in their daily routines.

3. Policy Principles & Code of Ethics

1. Fairness and consistency	Blueyou ensures that all employees are treated respectfully, fairly, and compassionately in all aspects and applies this policy and code of ethics consistently regardless of who is involved.
2. Accountability	Blueyou holds all employees and individuals responsible for their actions in line with this policy and underlying code of ethics.
3. Discrimination and harassment	Blueyou prohibits discrimination, harassment and bullying in any form – verbal, physical, or visual. Employees who believe they are being bullied, harassed, or discriminated against by anyone at Blueyou, its vendors or customers, Blueyou’s management encourages affected employees to report incidents to the respective contact persons (Section 9. Grievance procedures)
4. Equality	Employment at Blueyou is based solely upon individual merit and qualifications directly related to professional competence. Blueyou strictly prohibits discrimination on the basis of race, colour, religion, national origin, pregnancy status, sex, gender identity or expression, age, marital status, mental or physical disability, medical condition and sexual orientation.
5. Gifts and Entertainment	Blueyou’s position on gifts and entertainment encompasses two principles: (1) Gifts or entertainment received by employees must not influence or appear to influence decisions about how Blueyou conducts business; (2) Employees may not benefit personally from Blueyou’s business with suppliers and other business stakeholders or derive personal gain from transactions made on behalf of Blueyou.
6. Non Bribery and Anti Corruption	Blueyou strives to conduct business honestly, fairly, ethically, free from corruption, and in compliance with all applicable laws. Blueyou does not tolerate corruption or bribery and requires its workforce, suppliers, customers, and other business partners to comply with applicable anti-bribery and anti-corruption laws accordingly.
7. Health and Safety	Blueyou is committed to a safe, healthy, and violence-free work environment. Behaviour that poses a risk to the safety, health, or security of Blueyou employees is not tolerated. Employees who become aware of a risk to the safety, health, or security of our workplace are encouraged to report to their superior or management.
8. Professionalism and Conduct	In line with the company’s values, Blueyou fosters an environment of respect, transparency, and authenticity amongst all employees and in the daily interaction with suppliers, customers, project partners and other stakeholders. Blueyou promotes a culture of professionalism and expects adequate, respectful, and fair behaviour from all its employees and management personnel.
9. Grievance mechanism and procedures	Blueyou proactively promotes ethical behaviour. Employees and management members are encouraged to report ethical concerns, including violations or potential violations against this policy through one of the following mechanisms: (1) Report concern to the direct supervisor; (2) Report to general management or (3) report to the head of quality management, which acts as ombudsman for compliance to this policy.

4. Implementation of Policy

The overall responsibility for compliance with this policy is with the general management, including the founders and directors of Blueyou companies. Regular training and awareness building for this policy is key for staff members to integrate the principles into their daily lives and routines.