

Transparency & Accountability

BUSINESS POLICY



blueYou

Transparency & Accountability

Scope of Policy	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
Applicability	All business and impact-related activities of Blueyou Group and its entities
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Revision Frequency	Annually
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1. Blueyou's Commitment and Policy Summary

Blueyou commits to a transparent process of monitoring and reporting of status, progress, and achievements in terms of its business and impact policies across the entire portfolio of seafood origins as well as interventions and improvements in the countries of origin. Regular reporting of impact shall allow customers, consumers, stakeholders, and strategic partners of Blueyou to participate in the journey of transformation of seafood supply chains and the creation of planet-, ocean- and people-friendly seafood for everyone to enjoy.

On its website, Blueyou transparently shares information about its global seafood portfolio including the relevant data and parameters about the species being sourced, exact origins, methods of harvesting and capture as well as existing third-party certifications. Additionally, Blueyou transparently shares information on the environmental and carbon footprint as well as information on social and animal welfare parameters.

2. Background and Rationale

Blueyou's mission to actively contribute to a world where the seafood is harvested in balance with nature, contributing to planetary health, flourishing oceans and prosperous coastal communities comes with the responsibility for being transparent and accountable across the company's activities, interventions and programs, seafood origins and product portfolio – and its resulting impact on the planet, people, and the natural environment.

Transparency and accountability are of fundamental importance for building trust and confidence with customers and consumers who are interested in making informed choices about their seafood sourcing and consumption. Of equal importance is Blueyou's accountability towards program partners, investors, and stakeholders.

Blueyou's mission to serve our oceans is inviting our suppliers, customers, and consumers on a journey of continuous improvement – and offering everyone to become a driver for change to restore and protect our oceans, rivers, and lakes. Blueyou's commitment in this participatory journey of transformation is to provide all stakeholders with the relevant information at the level of granularity they need to see – and be transparent about both the positive and negative impacts of Blueyou's seafood portfolio on our planet and its people.

3. Strategic Network Partners and Organizations

In its efforts to create maximum of transparency and accountability in terms of the company’s impact on our planet and society, Blueyou partners with the following organizations and initiatives:

- B Corp and B Lab Switzerland
- Swiss Triple Impact Program (STI)

4. Policy Requirements and Standards

Requirements and Standards	Performance Objectives
<p>1. Key impact metrics KIM</p> <p>For its existing business and impact policies and underlying performance targets, Blueyou defines measurable and quantifiable impact metrics for all relevant dimensions and areas of concern and secures adequate capacities and resources to monitor impact, performance, and progress over time. If applicable and available, Blueyou uses standardized science-based metrics accordingly.</p>	<p>KIM defined for all of Blueyou’s business policies January 2024</p>
<p>2. Ocean Impact Tracker</p> <p>For every species and unit of origin (UoO), Blueyou assesses the performance of the species and origin against the following set of environmental, social, and animal welfare parameters:</p> <p>LIVE ON PLANET AND NATURAL RESOURCES</p> <ul style="list-style-type: none"> - Climate change impact - Ecosystems and biodiversity - Deforestation - Depletion of freshwater - Eutrophication - Toxic compounds <p>PEOPLE AND COASTAL COMMUNITIES</p> <ul style="list-style-type: none"> - Human rights and working conditions - Workers’ safety - Community inclusiveness <p>ANIMAL WELFARE</p> <ul style="list-style-type: none"> - Living conditions and quality of life - Capture, harvesting and handling - Stunning and humane slaughter <p>The Ocean Impact Tracker is transparently informing customers and consumers about the impact of a specific species and harvesting system. The underlying assessment methodology is published on Blueyou’s impact website. The detailed assessment reports are made available to interested parties on demand.</p>	<p>Ocean Impact Tracker assessed and published for all Unit of Origins (UoO)</p>

4. Policy Requirements and Standards

Requirements and Standards	Performance Objectives	
3. Carbon footprint of seafood origins	For every species and unit of origin (UoO), Blueyou performs an LCA-based carbon and environmental footprint, using supplier and supply chain specific primary data. Results of the LCA are published on the website for each UoO and made available for customers and stakeholders accordingly. [Reference: Blueyou Policy Planetary Boundaries & Climate Change]	Carbon Footprint assessed and published for all Unit of Origins (UoO) December 2024
4. Annual progress and impact report	Using the defined key impact metrics (KIM), Blueyou assesses its impact on the planet and people and its performance against the defined target objectives on an annual basis. Blueyou's annual impact and progress report is published on the company's website and shared with suppliers, customers, and stakeholders accordingly.	Annually by April 30
5. Swiss Triple Impact Program (STI)	Blueyou is committed to the Sustainable Development Goals (SDG) and is actively working with the Swiss Tripple Impact Program STI on formalizing and publicly committing to specific targets for meeting the SDG. These targets are integrated into the business policies and underlying framework of monitoring and reporting accordingly.	Publication of Blueyou's STI Target on official STI Website
6. B Corp movement	Blueyou actively engages with the global B Corp movement and commits to join the community of purpose-driven businesses that undergo a third-party assessment and verification of their social and environmental performance, legal accountability, and public transparency.	-
7. B Corp impact assessment and public reporting	Blueyou uses the assessment parameters of the B Corp impact assessment (BIA) as orientation, guidance, and benchmark for identifying existing risks and weaknesses within its business and strives for continuous improvement across all five dimensions of the BIA (Governance, Workers, Environment, Community and Customers). The public reporting of Blueyou's performance in the BIA in the B Corp directory is further supporting transparency and accountability in line with the objectives of this policy.	-

5. Implementation of Policy

This policy is implemented under the responsibility of the general manager. The policy for transparent and correct declaration of seafood products is managed and supervised by the quality management department. The policy on impact and progress monitoring and reporting is managed by Blueyou's impact department and science team.

6. Key Impact Metrics and Reporting

Impact Monitoring

Annually by April 30

Reporting

Annual impact report by Blueyou, published on official website
