

An underwater photograph showing a dense forest of seaweed and mussels. The water is a clear, vibrant green. The seaweed has various textures and colors, including yellow, brown, and green. Mussels are attached to the seaweed, some showing their dark shells. The overall scene is a rich, natural marine environment.

Planet Positive

EAT FOR CHANGE

LOGIC AND STANDARD FOR SEAFOOD PORTFOLIO
IN LINE WITH THE PLANETARY BOUNDARIES



blueYou

Planet Positive

Scope of Standard	Seafood origins and products under Blueyou's PLANET POSITIVE portfolio.
Applicability	All seafood products and underlying supply chains which are commercialized by Blueyou globally under the PLANET POSITIVE program and portfolio.
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Author	René Benguerel Head of Policies and Impact
Responsible Person	Jonas Walker Head of Aquaculture Program

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1. Objective

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 become the key focus of commercial communication, awareness creation and 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 standard document and are subject to annual revision and further development, as the concept rolls-out and gains momentum.

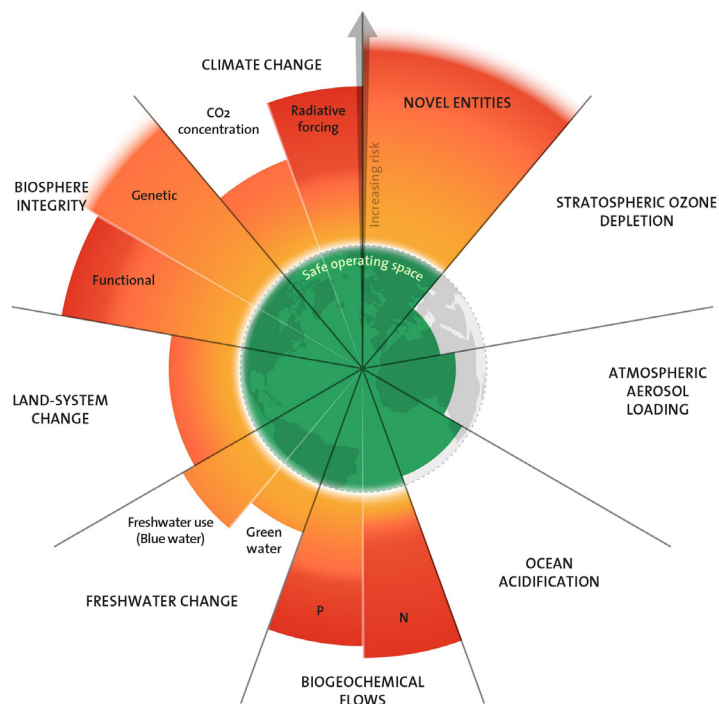
2. Applied Logic

Blueyou acknowledges that its concept of identifying seafood harvesting systems which are within the planetary boundaries is new and that there are no metrics nor standards available. However, Blueyou believes that it is possible to define specific exclusion criteria which directly link to five of the nine identified dimensions of the planetary boundaries – and use these criteria to identify seafood origins eligible for the program.

For defining the criteria of eligibility, Blueyou takes references to the up-dated version of the planetary boundaries assessment by the Stockholm University and Resilience Centre¹ (Version 2023) which concluded that six of the nine planetary boundaries have been transgressed.

For seafood harvesting systems and its first standard version of the PLANET POSITIVE seafood portfolio, Blueyou defines criteria which are directly linked to the following five dimensions of the planetary boundaries:

- Climate Change
- Biosphere Integrity
- Land System Change
- Freshwater Change
- Biochemical Flows



¹ Azote for Stockholm Resilience Centre, based on analysis in Richardson et al 2023

3. Standards and Criteria of Eligibility

Criteria for “Planet Positive” Farmed Seafood	<ul style="list-style-type: none">- Low carbon footprint [< 3.0 kg CO₂ eq. / kg product at store]*- Zero-input farming systems (no external feed, no fertilizers)- No direct loss of biodiversity (through the farming activity)- No destruction of sensitive habitats (installation and operation)- Active restoration of previously degraded habitats (mangroves etc.)- No use of freshwater or no risk of freshwater depletion- No use of toxic compounds, therapeutants and other chemicals
Criteria for “Planet Positive” Wild Caught Seafood	<ul style="list-style-type: none">- Low carbon footprint [< 3.0 kg CO₂ eq. / kg product at store]*- No direct loss of biodiversity (through fishing activity)- No overfishing and stock depletion- No catch and mortality on ETP species (target and by-catch)- No destruction of sensitive habitats (no destructive gear)- Restoration or conservation of habitats (MPA, reefs, mangroves)- No use of toxic compounds and other chemicals- Focus on lower trophic species (soft criteria)

*Low Carbon Footprint: The threshold of 3.0 kg / CO₂ eq. per kg product at store is based on LCA analysis for carbon footprint undertaken by Blueyou in collaboration with myclimate Switzerland. The threshold of 3.0 kg reflects the higher range of carbon footprint of plant-based proteins.

4. Assessment and Verification

The assessment of the seafood origins according to the criteria of eligibility noted above is performed by Blueyou’s science and impact team and are based on primary data collected by Blueyou from its origins of seafood.

The underlying units of origins (UoO) are defined by species, production method applied and country of origin. Hence, the seafood harvesting systems and origins are specific for the identified farming or fishing operation and do not apply to the same seafood species on a general basis.

For future development and evolution of the concept and logic, Blueyou will assess options and opportunities to mandate an independent third party for assessing the eligibility of seafood origins against the defined standards.

5. Continuous Development and Adaptation

Blueyou continuously develops and adapts the logic, concept and standard for its PLANET POSITIVE program and seeks collaboration and alignment with scientific institutions accordingly.