Seafood Ethics Action Alliance (SEA Alliance) work plan. March 2021.
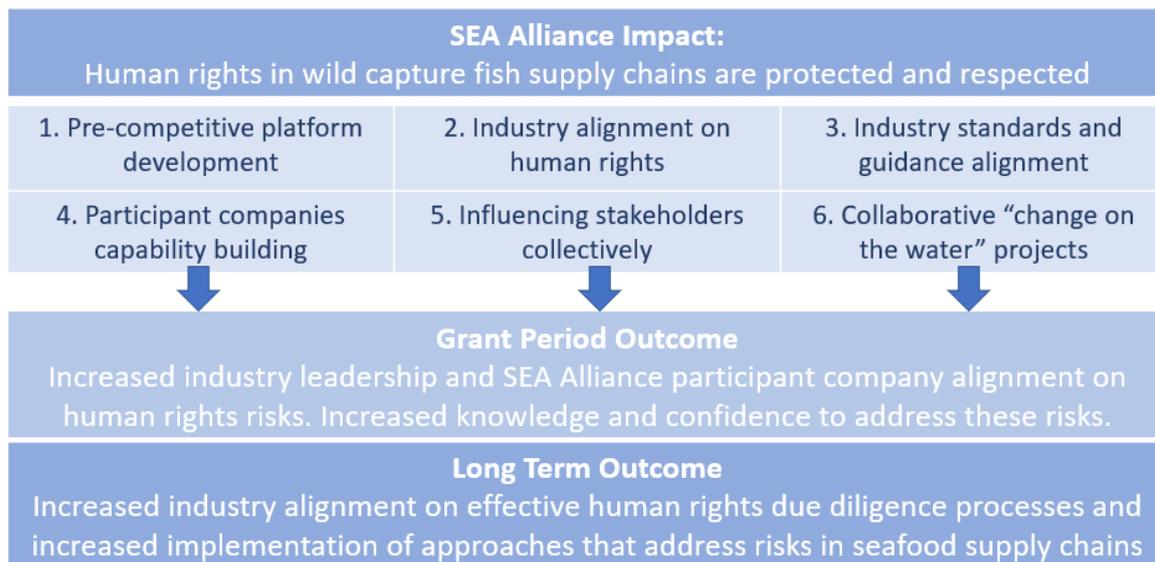
SEAFOOD ETHICS
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SEA Alliance Impact:
Human rights in wild capture fish supply chains are protected and respected

1. Pre-competitive platform development	2. Industry alignment on human rights	3. Industry standards and guidance alignment
4. Participant companies capability building	5. Influencing stakeholders collectively	6. Collaborative "change on the water" projects

Grant Period Outcome
Increased industry leadership and SEA Alliance participant company alignment on human rights risks. Increased knowledge and confidence to address these risks.

Long Term Outcome
Increased industry alignment on effective human rights due diligence processes and increased implementation of approaches that address risks in seafood supply chains

Seafood Ethics Action Alliance (SEA Alliance) goals:

"To deliver best practice solutions to identified, defined, and prioritised, human rights issues affecting the UK and Ireland seafood sectors, including international and domestic supply chains linked to wild capture fisheries. The SEA Alliance will build on the experience of participants to generate industry alignment, positive action and appropriate engagement with stakeholders such as Governments and RFMOs to improve working environments for seafood workers".

Workstream 1: SEA Alliance is established as the UK pre-competitive collaboration platform focused on human rights in seafood supply chains

Long-term Outcome(s):
Long-term Outcome 1: Through pre-competitive collaboration companies participating in the SEA Alliance address human rights risks affecting fisheries.
Target Date: 2030

Long-term Outcome 2: The SEA Alliance increases the alignment of seafood industry stakeholders' approaches to addressing human rights risks in seafood supply chains.
Target Date: 2030

Grant-Period Outcome(s):
- *Grant-Period Outcome A:* The Organisational capacity of the SEA Alliance is strengthened.
    - **Indicator**: Annual impact report shared publicly including an outline of the SEA Alliance governance structure.

    - **Activity 1:** The Steering Group leads the delivery of the SEA Alliance work plan:
    - **Target Dates**: Ongoing
- Immediate work plan developed and led, and implementation monitored.
    - Leadership of the strategic direction including long-term issues and impact of SEA Alliance.
    - Three-year work plan finalized (2021-2024).
    - Remote monthly Steering Group meetings and one annual review/planning in-person meeting.

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- Production of annual impact report by SEA Alliance. In year two this will be an independent evaluation of impact, theory of change and will include recommendations of ways to maximise industry level impact going forward and seek to determine the long-term vision of the SEA Alliance.

  o **Activity 2a**: <u>Formal governance model for the SEA Alliance is determined:</u>
  o **Target Date**: May 2022
    - In year one, in parallel to progressing the various workstreams a Strategic Advisory Group will be established to identify the most effective governance model for the SEA Alliance. This will include: legal status; a transparent decision-making processes (e.g. election of Chair and Steering Group); and budget management. It will also include proposals around: participant engagement expectations; membership fees; time gifts in kind; codes of conduct; and participant commitments. This is all part of considering the long-term sustainability of the platform.

  o **Activity 2b:** <u>Formal governance model for the SEA Alliance is established</u>
  o **Target Date**: May 2023
    - Recommendations for the formal governance structure of the SEA Alliance are implemented.

- *Grant-Period Outcome B:* A culture of pre-competitive collaboration is fostered through relationship building, shared learning, and capability building of businesses participating in the SEA Alliance.
  o **Indicator**: SEA Alliance participant annual survey results demonstrate the pre-competitive platform is delivering the above outcome for participant businesses.

  o **Activity 1**: <u>Participant meetings, working groups and 1:1 participant support.</u>
  o **Target Date**: Ongoing
- Two in-person all-participant meetings held annually, as well as two remote all-participant meetings. In person meetings will take place before the SECLG meetings hosted by Seafish, to maximise attendance and minimise costs.
- Participant working groups established as relevant to deliver work streams numbers 2 to 5.
- Where participants need support on specific issues, but there is not enough shared interest to form a working group, individual companies will be connected to share experience on a 1:1 basis.

  o **Activity 2**: <u>Establish support team to ensure SEA Alliance delivers its long-term objectives:</u>
  o **Target Date**: June 2021 recruitment
- Co-ordination support is focused on:
    - Secretariat support to Chair and Steering Group
    - SEA Alliance stakeholder engagement co-ordination (e.g. governments/RFMO's)
    - Support to Steering Group in work stream working group co-ordination
    - Organising Steering Group and participant meetings
    - Connecting individual participants for 1:1 support
    - Participant communication: regular newsletters and direct communication
    - Annual participant impact survey
    - Specific project support: Website development, governance development, annual SEA Alliance impact report
    - Co-ordination of financial management with Seafish
    - Co-ordination with SECLG, and other relevant industry platforms.
- Expert content support focused on;
    - Guidance development (minimum standards to best practice)

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- Participant training covering the provision of expert support to build the capability of participants to address human rights risks in seafood supply chains through the development of guidance and training.
- Support will be allocated to specific themes where expert content is required and guided by needs identified by participants in the annual survey.
- Expert support will be focused on, but not limited to, developing an industry code of practice (work stream 2) and the capacity building toolbox for participants (work stream 4). As well as effective due diligence processes and guidance on direct and proxy human rights risks (e.g. Traceability, IUU, responsible recruitment, observers).

- The above co-ordination and expert content support may be delivered by a combination of individuals hired by Seafish as staff, or consultants. The expectation is approximately four to five days a week as the total time allocation from the support team.

- *Grant-Period Outcome C:* The SEA Alliance operates transparently enabling knowledge sharing with seafood industry stakeholders.
  - **Target Date**: December 2022
  - **Indicator**: SEA Alliance website is online and populated with support material.
  - **Activity 1:** Development of SEA Alliance communications materials:
- SEA Alliance website provides a platform to share activities and learning with all industry stakeholders and ensures the SEA Alliance operates transparently (e.g. source of funding) and can be held accountable by other seafood industry stakeholders.
- The website enables more effective ways of working for members through a log in area for workstream project development.
- Development of logo and associated support material such as a standard powerpoint presentation slide deck, headed paper etc.

Workstream 2: Alignment of human rights standards and due diligence processes in seafood supply chains

Long-term Outcome(s):
- *Long-term Outcome 1:* Increased industry alignment on expectations of human rights standards and human rights risk management in seafood supply chains.
  Target Date: May 2030

  - *Grant-Period Outcome:* Increased alignment among SEA Alliance participants on expectations of human rights minimum standards and human rights risk management in seafood supply chains.
  - **Target Date:** May 2023
  - **Indicator:** Code of Practice agreed and % of participant companies have adopted or aligned to it.
  - **Activities:**
    - SEA Alliance Code of Practice and Due Diligence principles are developed (May 2022): A code of practice is developed outlining SEA Alliance participants shared expectations of:
      - Human rights Code of Practice in seafood supply chains (processors & fisheries)
      - Effective due diligence as part of UNGPs requirement on businesses to respect human rights including key data points for measuring progress. Due diligence best practice to be explained through a live example case study report.
    - SEA Alliance participants align to Code of Practice (May 2023): SEA Alliance participant businesses review the alignment of their own policies to the Code of Practice, and amend, reference, or adopt the SEA Alliance Code of Practice.

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Workstream 3: Collaborative guidance, tools and standards development

Long-term Outcome(s):

Long-term Outcome 1: Tools and guidance facilitate increased industry alignment on effective methods for addressing human rights risks in seafood supply chains.

Target Date: May 2030

Grant-Period Outcome(s):

- o *Grant-Period Outcome 1:* Industry standards and guidelines are consistent, and businesses have access to implementable tools and guidance to assist them in addressing human rights risks in their seafood supply chains.
- o **Target Date:** May 2023
- o **Indicator:** Number of industry initiatives engaged with and the outputs/outcomesof each engagement.
- o **Activities:**
    - SEA Alliance pro-actively collaborates with industry stakeholders, including NGOs, in the support, recognition and deployment of a suite of benchmarked independent guidance, tools and standards, offering developmental advice to ensure they are implementable.
    - Agree a suite of key instruments that SEA Alliance members should understand and work towards compliance with in order to achieve minimum standards and work towards best practice
    - Examples of engagement areas identified are below. Those marked with * are already pro-actively engaged with;
        - Transparency: PAS1550* (IUU)
        - Traceability: GDST
        - Grievance mechanisms: GSA pilot* on Grievance Mechanisms and worker voice
        - Fishery Improvement Projects: Fishery Progress human rights ratings* & SRAT
        - Vessel Certification Schemes: RFVS*, FISH Standard for Crew
        - Responsible Recruitment and Employer Pays Principle: Seafood Taskforce/FishWise
        - Observer Safety: Human Rights at Sea (HRAS)
        - UK Fisheries Human Rights and Social Welfare baseline needs assessment: HRAS
        - Investor influence on human rights in fishery supply chains: (tbc)
        - European mandatory due diligence reporting: Thompson Reuters Foundation

Workstream 4: Risk management, mitigation and due diligence in seafood supply chains

Long-term Outcome(s):

Long-term Outcome 1: Businesses with seafood supply chains are effectively identifying and managing risks in fisheries they source from.

Target Date: 2030

- o **Grant-Period Outcome A:** SEA Alliance participating companies are using common data points to effectively identify and manage risks in the fisheries they source from.
- o **Indicator:** Resources are shared that enable SEA Alliance participant companies, and the wider industry to effectively manage risks in the fisheries they source from.
- o **Activity 1:** <u>The SEA Alliance risk assessment tool is further developed and shared with relevant industry groups.</u>
- o **Target Date:** Dec 2022
    - Provide human rights risk ratings for a wider range of fisheries beyond those listed on the Ocean Disclosure Project (ODP). Additional fisheries will be prioritised based on SEA Alliance participant supply chains, highest volume supply chains to the UK, post-Brexit tariff free fisheries and potentially fisheries of GTA, SSC & FNET members.
    - Use proxy data to fill data gaps currently resulting in data deficient fishery scores.
    - Increased sources added to identify more effectively 'risks in public domain'.
    - Sense check with key stakeholders on whether the weighting of the scoring system is accurate.
    - Risk assessment tool shared with industry groups to encourage greater alignment of human rights risk factors in shared seafood supply chains.
    - Risk assessment data is updated annually.

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- o **Activity 2:** <u>SEA Alliance participants develop a common data set for fisheries, including vessels.</u>
- o **Target Date: May 2023**
  - Key data elements are identified to align supply chain information requests.
  - Options for capturing key data elements at industry level are explored (e.g., SEDEX vessel questionnaire).

- o **Activity 3:** <u>SEA Alliance Toolbox: Managing human rights risks in seafood supply chains.</u>
- o **Target Date: Ongoing**
  - Toolbox of knowledge on key human rights risks in fisheries is developed alongside guidance and training to support participants to identify and address human rights risks in their seafood supply chains at least to a shared minimum standard. Knowledge may come from within, or outside the SEA Alliance and will include practical case studies from businesses. Guidance developed will be open source and shared on the SEA Alliance website.
  - SEA Alliance members have identified areas priority areas of support as:
    - Supply chain risk assessment and due diligence processes (participants, and supply chain stakeholders assessing risks at fishery level)
    - Development and implementation of human rights policies
    - Human rights impact assessment methodologies
    - Practical guidance to implement industry guidance (in line with workstream 3 engagement)
    - Communications materials for supply chain stakeholders (e.g., processors/fishers)
    - Effective grievance mechanisms and representation
    - Direct and proxy human rights risks in supply chains and how to address them:
      - Responsible Recruitment
      - Observer safety
      - Key governance regulations and international human right standards
      - Traceability
      - IUU fishing

Workstream 5: Influencing through collective engagement with stakeholders (e.g. Governments/RFMOs)

Long-term Outcome(s):

Long-term Outcome 1: Seafood industry stakeholders are influenced through collective engagement with stakeholders to protect and respect human rights in seafood supply chains.

Target Date: 2030

Grant-Period Outcome 1:

- o **Grant-Period Outcome 1:** Companies participating in the SEA Alliance use collective engagement with stakeholders at international and national levels to address human rights issues affecting seafood supply chains**.**
- o **Target Date:** Ongoing
- o **Indicator:** Stakeholder engagement strategy developed and implemented.
- o **Activity:** <u>SEA Alliance develops and implements a three-</u>year stakeholder engagement strategy
  - Priority areas to be considered for collective advocacy will be a mix of immediate issues, and long-term issues that affect all seafood supply chains.
  - Stakeholder engagement will be undertaken as the SEA Alliance, between participants with shared supply chains, and at international or national levels. SEA Alliance will also collaborate formally and informally with NGOs and other industry groups (e.g., GTA) to support advocacy efforts relating to human rights in seafood supply chains, following the agreed process flow for supporting initiatives.
  - Stakeholder engagement will focus on a variety of seafood stakeholders including Governments and RFMOs, and may also take place through participating in key events (e.g., UN Committee on Fisheries)
  - To date priority topics for consideration have been identified by participants as:
    - Shared source countries that have not ratified/implemented key international standards (e.g., the International Labour Organization (ILO) Convention on Fishing (C188)) and are identified as a higher risk by the SEA Alliance risk rating tool.
    - Human rights risks common to SEA Alliance supply chains – observer safety, migrant workers recruitment and rights.

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- Countries effectiveness in preventing forced labour and exploitation in fishing sector.
- Strengthen social responsibility elements of the Marine Stewardship Council Fisheries Standard.
- EU framework on mandatory reporting.
- Investor awareness of human rights risks.
- Recruitment and management of migrant crew in the UK fishing sector.

Workstream 6: Accelerating change on the water through collaboration

Long-term Outcome(s):

Long-term Outcome 1: SEA Alliance participants collaborate pre-competitively to address human rights risks at fishery level, demonstrating effective methodologies to the wider seafood industry.

Target Date: 2030

Grant-Period Outcome 1:

- o **Grant-Period Outcome 1:** SEA Alliance participants collaborate pre-competitively to deliver change on the water by identifying and addressing human rights risks in shared fisheries.
- o **Target Date: May 2023**
- o **Indicator:** Outputs and outcomes from funded projects are included in the year two report
- o **Activity 1: '**Change on the Water Fund' pilot fund is trialled.
  - A small scale fund is piloted which trials leveraging resources of SEA Alliance participants to deliver collaborative initiatives in fisheries that accelerate change 'on the water'. The aims of this are:
    - To pilot a collaborative model for addressing human rights issues in a small number of fisheries and to use learning from this approach to explore the concept that interventions in supply chains by businesses can address human rights risks and benefit fisheries
    - To accelerate change at fishery level and explore common indicators for measuring change (as per due diligence framework).
    - To determine the SEA Alliance next steps for the fund including the potential of scale up through more access to funding (philanthropic and from within businesses).
    - To share learning on the level of success of different approaches with a view to encourage uptake of replicable and scalable approaches.
    - Learning is shared within the SEA Alliance, and through case studies in the annual report.
    - Pilot model is reviewed for effectiveness and scale-up considered including how learning can intentionally influence the wider industry.
    - To be eligible, activities must be outcome orientated, involve more than one SEA Alliance participant company, contribute to the outcomes of workstreams 3,4 or 5, and include matched funding representing at least 25% of the amount requested (to encourage shared responsibility for supply chains).
    - Examples of appropriate initiatives could be: a human rights risks assessment of a shared fishery; collaborative trial of a grievance mechanism; trial of guidance such as PAS1550; or investment in systems or training that enables a fishery to implement improvements.
    - The governance of the fund will be established including, but not limited to:
      - An independent decision-making panel
      - Application and reporting process in line with Packard standards
      - Rules on eligibility and prioritisation of applications
      - Creating a safe space to share learning within SEA Alliance
      - Safeguards around anonymous sharing of learning outside SEA Alliance