

# The role of the Seafood Ethics Action Alliance and its member companies

Andy Hickman, Head of Seafood Ethics Action Alliance

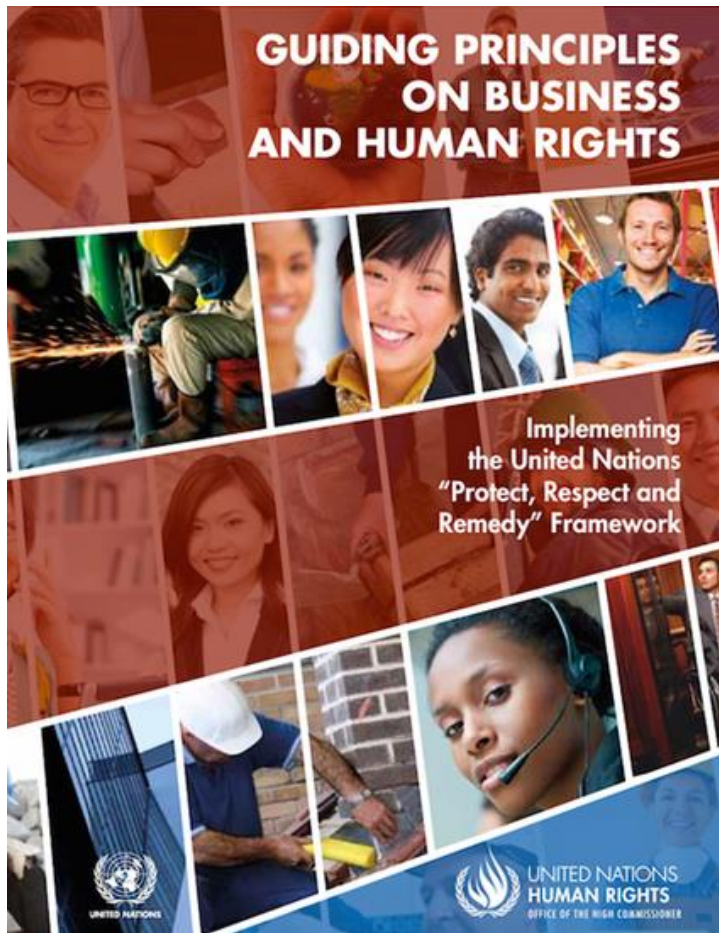
Seafood Ethics Common Language Group  
1<sup>st</sup> March 2022

SEAFOOD ETHICS  
ACTION ALLIANCE





*A pre-competitive collaboration of retailers and seafood businesses aiming to strengthen human rights due diligence carried out in the global seafood supply chain, and ensure respect for human rights.*



## II. THE CORPORATE RESPONSIBILITY TO RESPECT HUMAN RIGHTS

*“If the business enterprise has leverage to prevent or mitigate the adverse impact, it should exercise it. And if it lacks leverage there may be ways for the enterprise to increase it. Leverage may be increased by, for example, offering capacity-building or other incentives to the related entity, or collaborating with other actors.”*





# Member companies



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# Steering Committee

## Industry

- Amber Madley New England Seafood
- Clare Clifton World Wise Foods
- Estelle Brennan Lyons Seafoods (**Chair**)
- Julia Black Hilton Food Group
- Mike Mitchell Fair Seas/Young's Seafoods/M&S
- Sam Ludlow-Taylor Waitrose
- Tracy Murai Thai Union

## Programme Management

- Andy Hickman Head of SEA Alliance
- Karen Green SEA Alliance Secretariat

## Observers

- Leah-Riley Brown BRC (maternity leave)
- Mike Short SIA



# Why is seafood a focus?

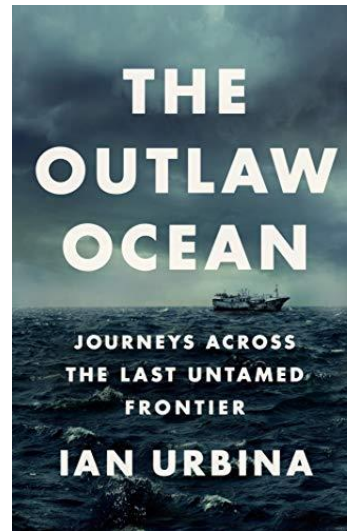


- Risky job
- Jurisdictional challenges
- Migrant workers
- Worker representation
- Complex supply chains





# Why is seafood a focus?



## U.S. Bans Seafood Imports From Chinese Company, Citing Use of Forced Labor

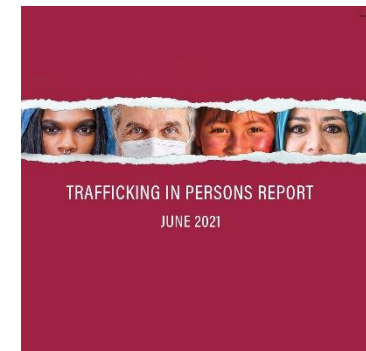
It is the latest example of Washington confronting Beijing over human-rights issues

Unsafe conditions and low pay for migrants on Irish fishing boats exposed

Study prompts call for reforms to safeguard conditions of fishers from countries including the Philippines, Egypt, Ghana and Indonesia



Fishers work on their nets in Killybegs, County Donegal. Boat owners say they do not condone ill-treatment of workers. Photograph: Richard Wayman/Alamy Live News



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# The work of the SEA Alliance

## Ensure respect for human rights in global seafood supply chains

- Increased alignment in the seafood industry on human rights standards in seafood supply chains and effective due diligence processes; and
- Increased implementation of impactful approaches that address human rights risks in seafood supply chains.

| Governance                                                                                                                                                           | Human Rights Due Diligence                                                                                                                                        | Advocacy and engagement                                                                                                                            | Change on the Water                                                                                                                             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| Establish SEA Alliance as an impactful, sustainable and transparent pre-competitive collaboration, with members aligned on human rights standards and HRDD processes | Support businesses to undertake aligned and effective HRDD through training, the provision of tools, and opportunities for peer-to-peer support on key challenges | Carry out advocacy and engagement with Governments and other relevant bodies to better protect the human rights of workers in the seafood industry | Support “on the water” improvement projects that improve respect for human rights, and promote lessons learned and models for wider application |
| Create effective governance structure for SEA Alliance with ongoing review process to ensure effectiveness                                                           | Develop and launch fishery risk assessment, with plan in place for ongoing management.                                                                            | Develop advocacy strategy focused on Government’s, RFMOs, industry bodies standards organisations, and other key actors.                           | Launch pilot fund to support projects that positively impact human rights and labour standards in source fisheries.                             |
| Agree and implement Membership Principles to create alignment on human rights standards and HRDD                                                                     | Deliver training programme to member companies, with wider dissemination across the industry.                                                                     | Engage Governments of key source countries to promote ratification and effective implementation of key conventions                                 | Create report of outcomes and lessons learned from the pilot fund implementation.                                                               |
| Report transparently on work of SEA Alliance through newly created website and annual progress reporting.                                                            | Inform the development and promote the uptake of key industry tools (e.g. info gathering, HRDD methodologies etc.).                                               | Participate in key inter-governmental and industry fora to promote necessary actions by key actors                                                 | Develop proposal for scale-up of fund with additional investment from foundations and industry.                                                 |
| Create plan for future funding of SEA Alliance to ensure delivery of work programme                                                                                  | Convene Human Rights Allegation Engagement Groups to respond to issues in key source fisheries                                                                    | Engage actively with the MSC to strengthen the labour aspects of the MSC Standard (as well as other standards bodies where relevant)               | Develop common indicators for measuring change and impact at fishery level.                                                                     |



# The work of the SEA Alliance

## Governance

- *Effective governance structure*
- *Membership Principles*
- *Reporting and transparency*

## Human Rights Due Diligence

- *Risk assessment*
- *Training and tools*
- *Joint responses*

## Advocacy and engagement

- *Advocacy strategy*
- *Governments*
- *Inter-governmental organisations and industry fora*
- *Standards bodies*

## Change on the Water

- *Pilot fund launch*
- *Report on outcomes and lessons learned*
- *Common indicators to measure progress*



# Next steps

- *Stay tuned for the launch of our **new website** and the **Change on the Water Fund**.*
- *Please get in touch if you want to discuss any specific issues, or if you believe there are tools that are member companies should be using.*
- *Help us identify opportunities to engage with key decision-makers and other key markets.*

