



SEA Alliance Membership Information

Introduction to the SEA Alliance

The SEA Alliance is 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 to support individual and collective action to address human rights risks where they are identified.

The SEA Alliance will co-ordinate pre-competitive ethics work for seafood species landed into and imported to the UK, and prioritise and address key social issues in supply chains that we have in common.

How the SEA Alliance operates

The SEA Alliance operates as an **'unincorporated association'** - an organisation set up through an agreement between a group of companies who have come together as a pre-competitive collaboration of businesses to address the shared challenge of human rights risks in the global seafood supply chain.

Who can join the SEA Alliance

The primary focus of the SEA Alliance's work relates to how those selling, and trading seafood should address human rights risks in their upstream supply chain.

Membership is open to companies operating/registered in the UK with domestic and/or global seafood supply chains. These include food service companies, retailers, seafood brand owners, seafood importers, suppliers to retail, feed manufacturers and trade associations. Whilst fishing companies and fishing vessel operators are key stakeholders for the SEA Alliance's work, they will be consulted, but not have membership status at this stage.

When to join

Companies can join the SEA Alliance at any point during the year. Currently there is no membership fee, however this may be reviewed in the future.

How to join

- Companies wishing to join the SEA Alliance should do this in writing to the SEA Alliance Secretariat by email karen.green@seafish.co.uk
- We will aim to respond to membership applications within 14 calendar days.
- Once your request is confirmed, it will be reviewed by the SEA Alliance Steering Committee. The SEA Alliance Steering Committee may decline to accept any application for membership where they are satisfied that doing so would be in the best interests of the Alliance and need not give reasons for doing so.
- If you are eligible to join the SEA Alliance and your membership is approved by the Steering Committee, you will be invited to join. You will be asked to provide contact details, and answer a few simple questions about your company.
- Once your request has been confirmed you will be added to the SEA Alliance membership list and your organisation logo will be included on the SEA Alliance website.

Review of SEA Alliance membership

We want to ensure active participation by members in SEA Alliance activities so adherence to the Membership Principles will be monitored by the SEA Alliance Secretariat, to ensure members are



adhering broadly to the Membership Principles, and that members actively participate. Membership could be revoked at the discretion of the SEA Alliance Steering Committee. Companies wishing to leave the SEA Alliance should do so in writing to the SEA Alliance Secretariat.

SEA Alliance Membership Principles - SEA Alliance members are required to commit to:

- Implement, where appropriate, a human rights due diligence approach, in line with the UN Guiding Principles (guidelines for how this will be assessed are being drafted).
- Demonstrate that they have made a strong commitment to ethical trade and respecting human rights, and meet their legal human rights due diligence requirements, for example through public ethical trade or human rights policies, corporate reports or Modern Slavery Statements.
- Show a willingness to positively engage in pre-competitive collaborative action and be committed to driving continuous improvement within their supply chain on ethics and human rights issues.
- Be prepared to undertake work to support the collective aims of the SEA Alliance, and to integrate learnings and tools from the SEA Alliance into their organisation's human rights due diligence activities and wider business practices.
- Adhere to competition and anti-trust law at all times.
- Adhere to the Data Protection Act 2018 and any other applicable data protection rules at all times.
- Maintain the confidentiality of discussions that take place within the SEA Alliance.
- Act in the interests of the Alliance and not bring the reputation of the SEA Alliance into disrepute.

SEA Alliance members are requested to:

- Nominate a point of contact who is the primary representative of the organization in the SEA Alliance. NOTE: companies may nominate more than one point of contact and more than one staff member can take part in SEA Alliance events and workstreams. Only one representative may participate in the Steering Committee at any one time.
- Provide some basic information for a SEA Alliance baseline dataset on member companies.
- Indicate via email that they have read and reviewed the SEA Alliance Membership Information and are happy to engage with the initiative as outlined in this document.
- Attend at least one of the two scheduled all-member SEA Alliance meetings and, where necessary, nominate a representative to attend in their place.
- Actively participate in one of the SEA Alliance working groups, or a specific short-term project.
- Participate in the annual member survey, which will be used to monitor participation, engagement and impact.
- Provide a copy of their logo and grant permission for their company logo to be used on the SEA Alliance website, in publications, and in written and virtual communications (with agreement on a case-by-case basis where required).
- Share relevant communications and information with other members. We recognise the benefit of collaborative learning – supporting each other to make progress, and also to understand industry issues and trends.
- Notify the SEA Alliance Secretariat as soon as practical, if any matter arises, which may be deemed to affect the aims and reputation of the SEA Alliance.
- Keep all information presented and discussed at meetings confidential.



- Raise concerns where they believe there are actual or potential risks of competition or antitrust law being breached.
- Ensure that all discussions are held in a courteous, open, and honest manner.

Benefits of SEA Alliance membership:

- Use of SEA Alliance due diligence and risk assessment tools and guidance (as they are developed) to identify, manage and respond to human rights risks in global seafood supply chains.
- A forum for sharing issues and best practice, and developing practical solutions to social responsibility challenges, through regular news alerts, regular meetings and webinars.
- Involvement in an initiative with donor funding as well as in-kind support from Seafish.
- A Secretariat that will endeavour to provide members with complete, accurate and meaningful information about the SEA Alliance's work in a timely manner.
- Being alerted to potential risks and issues relating to human rights in seafood supply chains as they arise, as well as issues that may affect the aims and/or reputation of the SEA Alliance.
- The ability to reference the organisation's participation in the SEA Alliance in public communications, where agreed with the SEA Alliance Secretariat.

Membership Termination

Membership is voluntary and a member may withdraw from membership by giving no less than one month's notice to the SEA Alliance Secretariat in writing.

The Steering Committee may with immediate effect terminate the membership of any member without its consent by giving the member written notice if:

- The Member ceases to fulfil any one or more of the SEA Alliance Membership Principles; or
- The Member is guilty of conduct which has or is likely to have a serious adverse effect on the Alliance or bring the Alliance or any of the Steering Committee Members into disrepute; or
- The Member has acted or has threatened to act in a manner which is contrary of the Alliance as a whole; or
- The Member has repeatedly failed to observe the clauses of the SEA Alliance Terms of Reference and/or SEA Alliance Membership Information.

This SEA Alliance Membership Information document may be reviewed at any time by the SEA Alliance Steering Committee.

SEA Alliance Membership Information. Version 1.01. January 2022.