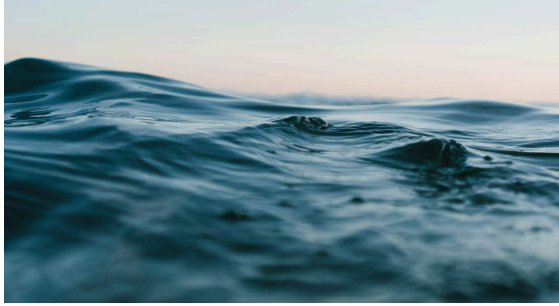
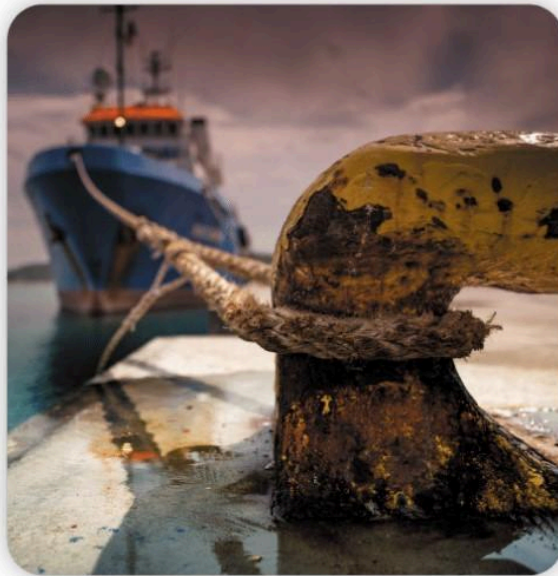


## RISE STORYBOARD: Getting Started with SEA

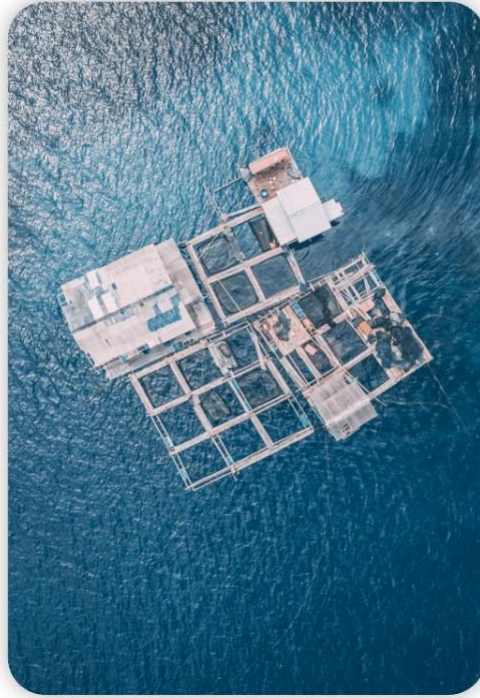
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| <b>Rise course title:</b> | <b>Getting Started with SEA</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Theme:</b>             | <p><b>Cover Page, left overlay image:</b><br/>cover.png</p>  <p>Colors:<br/>#ffc000</p> <p>Font:<br/>Poppins</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Cover Page content</b> | <p>As a retailer that sells seafood, you know that the demand for responsibly sourced seafood is growing. However, the complexity of seafood supply chains and the hazardous nature of this work can make it a challenge to know if workers' human and labor rights are being upheld.</p> <p>The Seafood Ethics Association (SEA) was created by FishWatch to help companies navigate human and labor rights challenges, and create the conditions for decent work across seafood supply chains. SEA takes the guesswork out of implementing responsible business practices.</p> <p>This course provides you with guidance, recommendations, and resources to help you, as a retailer, identify and prioritize the steps to address core human and labor rights risks in your supply chain. It will help you become a steward of human rights in our industry.</p> <p>This experience is designed to help you:</p> <ul style="list-style-type: none"><li>• Communicate knowledgeably and confidently about social responsibility</li><li>• Make a public commitment to support social responsibility and production improvements for sustainable seafood</li><li>• Describe seafood business-specific challenges and how to overcome them</li><li>• Build a SEA action plan for your company, and take initial steps in your social responsibility journey</li></ul> |

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| <b>Lesson 1 title</b>                                                          | Your Responsibility: Identifying Human Rights Abuses                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Heading block</b>                                                           | Social responsibility is your business                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|                                                                                | <p>Image &amp; Text block:</p> <p><b>Left aligned photo:</b><br/>lesson1-a.jpg</p>  <p><b>Content at right:</b><br/>Every worker should be treated with respect and dignity.</p> <p>You know that.</p> <p>Your customers expect it.</p> <p>And the law requires it.</p> <p>As a member of the supply chain, you have to be proactive to identify issues, and take steps to remediate them. Not knowing about them does not absolve you of legal accountability.</p> |
| <b>Divider block</b>                                                           | <p>Continue button label:</p> <p>CONTINUE</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Lesson 1 content (continued)</b><br><br><b>Paragraph with heading block</b> | <p><b>Header:</b><br/>Protecting the environment - and each other</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

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|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                      | <p><b>Content:</b><br/>Embracing challenging issues is nothing new for the seafood industry. Our industry has tackled environmental sustainability head-on by working to:</p> <ul style="list-style-type: none"> <li>• Identify and support sustainable aquaculture and fishing practices.</li> <li>• Trace seafood products back to their original source of harvest or production.</li> <li>• Deter and prevent illegal, unreported, and unregulated (IUU) fishing from entering supply chains.</li> </ul> <p>Human and labor rights violations are equally far-reaching and complex. How do you start addressing these issues?</p> |
| <b>Divider block</b> | <p>Continue button label:</p> <p>CONTINUE</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Heading block</b> | <p>Identifying human rights abuses in the seafood industry</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|                      | <p>Image &amp; Text block:</p> <p><b>Left aligned photo:</b><br/>lesson1-b.jpg</p>  <p><b>Content at right:</b><br/>Understanding the different types of abuses is essential for learning how to identify and address them.</p>                                                                                                                                                                                                                                                                                                                   |

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|------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                        | <p>Each of the abuses listed below are documented within the seafood industry. Click each one to find out more.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Accordion block</b> | <p><b>Item 1: Modern slavery</b></p> <p>Global supermarkets selling shrimp peeled by slaves,” the watershed report published by the Associated Press in 2015, outlined a connection between shrimp peeled by modern-day slaves and the seafood sold in North American retail stores.</p> <p>People interviewed reported being locked in peeling sheds and forced to work, withholding of important identification material (see restricted freedom of movement), and insurmountable debt for the cost of getting a job (see debt bondage).</p> <p>These scenarios are just a few examples of how someone can be severely exploited for another person’s personal or commercial gain, amounting to modern day slavery.</p> <p><b>Item 2: Human trafficking</b></p> <p>The Guardian’s “Trafficked into slavery on Thai trawlers to catch food for prawns” tells the story of Myint Thein, a Burmese fisherman forced to work 20-hour days, enduring regular beatings and malnourishment on the high seas in order to catch fish that would ultimately be used as feed for shrimp.</p> <p>The control and exploitation Myint Thein experienced are indicative of human trafficking, which involves the use of force, fraud, or coercion to obtain some type of labor.</p> <p><b>Item 3: Forced labor</b></p> <p>“Sea Slaves,” a part of the New York Times reporter Ian Urbina’s Outlaw Ocean series, starts with a story from Lang Long, who repeatedly attempted to escape working on vessels. He tried to flee at any chance of rescue until, finally, the boat captain shackled him when other boats approached.</p> <p>When work is taken under threat of penalty, or not voluntarily offered, forced labor is occurring.</p> |

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|                               | <p><b>Item 4: Overwork and illegally low wages</b></p> <p>Many peeling shed workers were interviewed in “Global supermarkets selling shrimp peeled by slaves.” Eae Hpaw shared that workers were forced to work almost continuously, from 3 a.m. until 7 p.m., with only short breaks for showers and sleep.</p> <p>This pattern of excessive hours, paired with low wages - which were also documented in the AP’s reporting - perpetuates a cycle of debt bondage and violates international norms on acceptable workplace practices.</p> |
| <b>Divider block</b>          | <p>Continue button label:</p> <p>CONTINUE</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Lesson 2 title</b>         | Your Role in the Seafood Supply Chain                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Heading block</b>          | Who is involved in the seafood supply chain                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Text on image block</b>    | <p>Search content library from a photo relating to the sea</p> <p><b>Content to place on your selected image:</b><br/>Retailers have a unique ability to set and implement high standards for human rights protections.</p>                                                                                                                                                                                                                                                                                                                 |
| <b>Image &amp; text block</b> | <p><b>Left aligned photo:</b><br/>lesson2-a.jpg</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |



**Content at right:**

The seafood industry employs over 60 million people. It doesn't matter if your operations are large or small. You have the power to create change within your company that will have a positive impact for workers.

By creating a process to identify and mitigate human and labor rights abuses, you are building a responsible supply chain, upholding your legal obligation, meeting your customer expectations (and demands) and investing in your brand reputation.

**Divider block**

Continue button label:

CONTINUE

**Paragraph with heading block**

Heading:  
Key actors in the seafood supply chain

Content:  
Seafood supply chains can be complex. Have you ever considered how much insight you have into the current labor practices of these complex supply chains?

Use this diagram to explore key questions to ask at different segments of your supply chain.

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| <p><b>Interactive block &gt;</b><br/><b>Labeled graphic</b></p> | <p>Image to select:<br/>lesson2-b.jpg</p> <p>Marker content:</p> <ul style="list-style-type: none"> <li>• <b>Transshipment:</b> Do you know about the human and labor rights risks that can be associated with transshipment? Have any of your products been transshipped?</li> <li>• <b>Feed Mill:</b> Can you trace your products to the feed mill level? Do you know the working conditions at the fish meal plant and on the vessels that may provide the inputs to the fish meal?</li> <li>• <b>Farm:</b> Do you know the location of the farms? Do you know if workers on farms have access to effective grievance mechanisms?</li> <li>• <b>Processor:</b> What were the working conditions like where your fish was processed? Are workers allowed to unionize?</li> </ul> |
| <p><b>Divider block</b></p>                                     | <p>Continue button label:<br/><br/>CONTINUE</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <p><b>Lesson 3 title</b></p>                                    | <p>Start Taking Action</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <p><b>Paragraph with heading block</b></p>                      | <p>Header:<br/>Assess the risk and start the conversation</p> <p>Content:<br/>To jump-start your journey, take these three steps to identify potential risks and build awareness in your organization.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <p><b>Numbered list block</b></p>                               | <ol style="list-style-type: none"> <li>1. Complete the worksheet to explore areas to improve and identify possible risks in your supply chain.</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

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|                                                   | <ol style="list-style-type: none"> <li>2. Compare your current seafood practices and commitments to the social responsibility best practices. How do they stack up? Don't already have a commitment?</li> <li>3. Share your findings with decision-making staff. Have a conversation to discuss existing efforts and risks, identify resources, and most importantly next steps to improve the company's efforts on social responsibility.</li> </ol> |
| <b>Divider block</b>                              | <p>Continue button label:</p> <p>KNOWLEDGE CHECK</p>                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Knowledge Check &gt; Multiple choice block</b> | <p>Question content:</p> <p>People locked in peeling sheds and forced to work is an example of:</p> <p>Choice 1 (mark as Correct):</p> <p>Modern slavery</p> <p>Choice 2:</p> <p>Forced labor</p> <p>Feedback content:</p> <p>This is an example of how someone can be severely exploited for another person's personal or commercial gain, amounting to modern day slavery.</p>                                                                      |
| <b>Divider block</b>                              | <p>Continue button label: </p> <p>CONTINUE</p> <p>Completion type:</p> <p>Complete block directly above</p>                                                                                                                                                                                                                                                                                                                                           |
| <b>Paragraph with heading block</b>               | <p>Header:</p> <p>You've reached the end.</p> <p>Content:</p> <p>You may exit this module when you are ready.</p>                                                                                                                                                                                                                                                                                                                                     |