

# ENHANCING WORKER ENGAGEMENT IN THE FISHERIES INDUSTRY

Digital Stakeholder Engagement Platform and Real-Time ESG Analytics Collected Online and Offline

FISH AND FISHERIES



As one of the world’s most commonly traded food commodities, fish and fishery products are two of the biggest players in the global economy.

The fishing sector, however, is not immune to the human rights challenges facing today’s global supply chains and has suffered from allegations of illegal, unreported, and unregulated (IUU) fishing along with other workplace concerns in recent years.

## Regulatory Requirements

International agreements like ILO’s Work in Fishing Convention and Forced Labour Convention both require member states — and the companies that operate within their borders — to publicly release data concerning the status of forced labor.

Recent EU directives — and analogous laws in Canada, France, Germany, Australia, and the UK — further stipulate that corporations are responsible for monitoring and reporting on the status of human rights concerns in their supply chains. Under these laws, grievance reporting isn’t just nice to have, *it’s mandatory*.



## Labor Conditions

Workers in the fishing industry typically spend long periods of time on off-shore ships, often without reliable access to a phone signal or the Internet. What’s more, many of the crew on board fishing vessels are migrant workers or subject to conditions of forced labor, meaning that language barriers, fear of reprisal, and technical limitations introduce new complications to in-person worker interviews.

**With the realities of the fishing industry posing unique challenges to traditional social audits, how can companies identify and resolve labor risks at the source?**

## How Ulula Can Help

Ulula goes directly to crew members on board fishing vessels. Our anonymous surveys, grievance mechanisms and alert tool can be used by crew members even without access to the Internet or cell reception — letting crew members participate both on land and at sea.

ADMIN:  
Please share your concerns.

WORKER:  
We don't have enough personal protective equipment.

ADMIN:  
What items are you missing?



# ENHANCING WORKER ENGAGEMENT IN THE FISHERIES INDUSTRY

Digital Stakeholder Engagement Platform and Real-Time ESG Analytics

Collected Online and Offline

FISH AND FISHERIES



## Ulula's Suite of Solutions for Fishing Companies

### Worker Voice Surveys

Deploy crew member surveys aligned with international fishing standards to measure human rights compliance and labor conditions on board. Access real-time results on Ulula's interactive analytics dashboard and compare results across time, vessels, and demographic.



Global reach in any language



Accessible online (web, app, WhatsApp) and offline via SMS or IVR



### Grievance Mechanism

Designed with fishing industry standards in mind, crew members can anonymously raise concerns via a two-way communication channel. Auto-translation lets workers submit concerns in their preferred language and case handlers seamlessly follow up in theirs. The case handling platform facilitates collaborative resolution and records the steps taken to address crew member concerns.



What is your concern about? Please type in your feedback.

Our sleeping quarters on board aren't safe for the crew



Third-party expert added to grievance case #1488



Anonymous —complainants decide if/when they reveal their identity



Collaborative case management with differentiated access controls

### Self Assessment Questionnaire

Standardized SAQs let managers and supervisors gain insight on recruitment policies, grievance mechanisms, labor guidelines, and working conditions on board their vessels — providing third parties another critical line of sight into the status of human rights compliance in the supply chain.



Measurable outcomes to contextualize and drive-up social performance



Standard questions that are easy to deploy and scale across large operations



### Broadcast & Alerts

Send messages directly to crew members to share information, send relevant updates on policies and practices, raise awareness and alert crew members in case of emergency.

Enhance Worker Engagement in the Fisheries Industry with Ulula's Worker and Community Engagement Technology

Visit [ulula.com](http://ulula.com) for more information.

GET IN TOUCH

[hello@ulula.com](mailto:hello@ulula.com)

