

HOW THE ALLIANCE WORKS

The Global Hub community can participate in Alliance efforts in a number of ways to advance shared goals.

MOBILIZE

Mobilize is the Alliance's internal communication platform used to share information and resources, provide updates, seek input or feedback on projects, initiate discussions or collaborations, and keep the Global Hub updated of movement trends, opportunities or challenges. Any interested team member of a Global Hub organization is welcome to join and participate on Mobilize. (Note: Mobilize is replacing Podio as the Alliance communications platform in 2021).

NETWORKS

Alliance Networks are groups within the Global Hub that have a shared interest, structure and/or need for group communication. Networks take shape as Mobilize workspaces and provide a platform for information sharing, cross-organization collaboration or informal working groups. Networks may be initiated by the Alliance staff or a member of the Global Hub. A Network Lead will be designated from the Global Hub and responsible for providing periodic updates to the full community. Mobilize Networks will be archived following six months of inactivity, unless otherwise requested by the Network Lead.

COLLECTIVE ACTION

WORKING GROUPS

Alliance Collective Action Working Groups (Working Groups) are supported and managed by the Alliance staff. Working Groups are initiated and authorized by the Alliance Board and Executive Director in order to accomplish a specific goal or tackle a prioritized challenge to advance the Alliance's shared vision. The Alliance fundraises to support the work of Working Groups, in collaboration with other organizations as appropriate. Working Groups may be on-going or dissolved once a solution, tool or output is produced.

INITIATION

Working Groups are initiated as needed throughout the year. At the time of initiation, the Alliance Board and Executive Director identifies: 1) a Working Group goal tied to the Alliance strategy, 2) Working Group leads (Alliance staff and Working Group Chair, if appropriate), and 3) an initial list of potential Working Group participants. Once the Working Group is established, these recommendations may be altered at the discretion of the Working Group leads.

TERMS OF REFERENCE

[The Alliance Working Group ToR template outlines the minimum operating structure required for a Working Group.](#) Working Group leads complete and customize the template to invite participants, set structure and engagement expectations, and outline decision-making rules for the group. Any significant changes to the template's Decision Making section must be approved by the Alliance Board and Executive Director.

COMPOSITION

Working Groups consist of subject area experts from the Global Hub community. Working Groups are led by an Alliance staff member, who may appoint a Working Group Chair from the community to serve as a thought partner, if warranted by the size and complexity of the workstream. External consultants may also be contracted by the Alliance to support the Working Group. The Working Group staff lead, in consultation with the Working Group Chair or other informal advisors, may invite new participants to the Working Group as necessary to achieve the group's goal. Working Groups may be open (opt-in and open to all Global Hub members) or closed (by invitation from the Working Group lead, Executive Director, or Alliance Board). External "Advisors" (nonGlobal Hub members) may be called upon to provide subject area expertise or advice critical to the project's success, but will not have voting rights or decision-making authority within the Working Group, unless special circumstances require it. To safeguard against antitrust risks, Working Groups should be structured so that participants from for-profit organizations are not a part of the voting body, unless there is strong rationale otherwise. The Working Group voting body must remain an NGO majority group with for-profit representation remaining less than 50%.

OUTPUT DEVELOPMENT

All Working Groups will be responsible for providing, at minimum, quarterly work updates to the Global Hub community. If a Working Group is developing a public facing output (tool, statement, guidance document, etc.) to be shared beyond the Alliance community, the Working Group must provide an opportunity for each member of the Global Hub to share feedback on the draft output prior to finalization. All feedback received will be reviewed by Working Group leads. Incorporation of the feedback into the final output is at the discretion of the Working Group participants.

OUTPUT FINALIZATION

Working Groups should strive for broad agreement among participants before an output is finalized. Working Groups finalize a public output with a supermajority vote of at least 75% of Working Group members (or other voting members as specified in the ToR). If the Working Group can only achieve a simple majority approval (>50%), the Alliance Board may finalize the output with a simple majority vote of its members. If a Working Group majority vote cannot be achieved, a meeting between the Working Group leads and Alliance Board will determine appropriate next steps for the project.

The final output is shared with the Global Hub community for endorsement. Organizations may sign on to outputs that align with or strengthen their mission by adding their organization's logo to the output. Working Groups brand their final outputs with the "A Project of the Conservation Alliance for Seafood Solutions" logo in addition to the logos of supporting Global Hub members, unless there is Alliance Board and Executive Director approval for exempting logo use.

Other collaborations within the Global Hub may use the Alliance to strengthen their outputs. A group of collaborating Global Hub members may:

- Share their outputs with the Alliance Global Hub for feedback and/or sign-on by individual organizations (does not require approval from Alliance Board or Executive Director).
- Request approval to use the "A Project of the Conservation Alliance for Seafood Solutions" logo from the Alliance Board and Executive Director, which would require that: 1) the process for developing and finalizing the output follow the formal Alliance Collective Action Working Group requirements (Global Hub feedback loop and sign-on opportunity), and 2) the final output aligns with the Alliance's vision.

Any Global Hub activities or work that constitute lobbying¹ must be pre-approved by the Alliance Executive Director if activities are funded by the Alliance or supported by Alliance staff.

Antitrust safeguards have been established to protect the Alliance community and work. Failure to comply with the Alliance's antitrust policy will result in a Global Hub Membership Review.

¹ The Alliance defines lobbying as any effort to influence specific legislation, including but not limited to: meeting with legislators, authoring sign-on letters, organizing lobby days, asking the public to pressure legislators, ballot door knocking, and writing talking points for volunteers calling legislators, and drafting or authoring sections of bills or laws. Lobbying does not include speaking to, and educating, regulators about a general topic, drafting a petition to a non-public organization (company or nonprofit), inviting legislators to visit, or writing an Op-Ed (unless supporting a specific piece of legislation). The Alliance shall not endorse any candidate for elective office, ask candidates to sign pledges on an issue, or publish or communicate anything that explicitly or implicitly favors or opposes a candidate for any public office.