

## MarinTrust Assumptions Associated with the Theory of Change

Intended Change	Assumptions	Identifier	Importance
<b>Stakeholder engagement</b> <i>leads to:</i> <ul style="list-style-type: none"> <li>▶ <i>Effective standard revision</i></li> <li>▶ <i>Effective MEL</i></li> <li>▶ <i>Effective revision of assurance processes</i></li> </ul>	Stakeholders will engage, and engagement is only asked when relevant and required	<b>A1</b>	<b>Medium</b>
	Stakeholders understand what is being asked of them	<b>A2</b>	<b>Medium</b>
	The scope of stakeholder engagement is representative of the full value chain (including NGOs.AI)	<b>A3</b>	<b>Medium</b>
<b>Research and information</b> <i>leads to:</i> <ul style="list-style-type: none"> <li>▶ <i>Effective standard revision</i></li> <li>▶ <i>Effective MEL</i></li> <li>▶ <i>Effective revision of assurance processes</i></li> </ul>	MarinTrust has the capacity (research links with universities etc.) to undertake and/or commission research required	<b>A4</b>	<b>High</b>
	Research well planned, well designed and provides useful and accurate information	<b>A5</b>	<b>Medium</b>
<b>Training</b> <i>leads to:</i> <ul style="list-style-type: none"> <li>▶ <i>Credible assurance system</i></li> </ul>	CBs want or need support, training and guidance	<b>A6</b>	<b>Low</b>
	Training is targeted and effective	<b>A7</b>	<b>Medium</b>
<b>Advocacy and awareness in industry</b> <i>leads to:</i> <ul style="list-style-type: none"> <li>▶ <i>Advocacy and awareness in government</i></li> <li>▶ <i>Increased uptake of Improver Programme</i></li> <li>▶ <i>Accessibility to MarinTrust standards</i></li> </ul>	Target audiences identified and well understood, including knowledge of where awareness is inadequate	<b>A8</b>	<b>High</b>
	Appropriate methods of communication are used to raise awareness (i.e. using appropriate language at correct time to right people)	<b>A9</b>	<b>Medium</b>
	Advocacy and awareness raising is effective	<b>A10</b>	<b>Medium</b>
<b>Advocacy and awareness in government</b> <i>leads to:</i> <ul style="list-style-type: none"> <li>▶ <i>Advocacy and awareness in industry</i></li> <li>▶ <i>Increased uptake of Improver Programme</i></li> </ul>	Target governments identified and well understood, including knowledge of where awareness is inadequate	<b>A11</b>	<b>High</b>
	Governments will listen	<b>A12</b>	<b>Medium</b>
	Governments will make the necessary changes	<b>A13</b>	<b>Medium</b>
	That advocacy with governments is needed	<b>A14</b>	<b>High</b>
<b>Support and advice</b> <i>leads to:</i> <ul style="list-style-type: none"> <li>▶ <i>Increased uptake of Improver Programme</i></li> <li>▶ <i>Accessibility to MarinTrust standard</i></li> </ul>	Support and advice is relevant and useful	<b>A15</b>	<b>Medium</b>
	Support and advice is given to those who need it	<b>A16</b>	<b>Medium</b>
<b>Work with partners to ensure a path to sustainability is available to fisheries</b>	That potential partners are willing to work with MarinTrust to ensure the path to sustainability	<b>A47</b>	<b>Medium</b>

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<b>leads to:</b> ▶ <i>Improved global responsibility of the sourcing and production of marine ingredients</i>			
<b>Standard revision</b> <b>leads to:</b> ▶ <i>Globally relevant and credible MarinTrust standards</i>	Revision increases or maintains relevancy and credibility	<b>A17</b>	<b>Low</b>
	Appropriate stakeholders including those within the TAC & GB are appointed & engage in revisions	<b>A18</b>	<b>Low</b>
<b>Monitoring, Evaluation and Learning</b> <b>leads to:</b> ▶ <i>Effective standard revision</i> ▶ <i>Globally relevant and credible MarinTrust standards</i> ▶ <i>Credible assurance system</i> ▶ <i>Effective revision of assurance processes</i>	Stakeholders (CBs / TAC / GB / FPRC) agree, understand, participate in and value the MEL system	<b>A19</b>	<b>High</b>
	MEL system informs necessary changes to the MarinTrust standards	<b>A20</b>	<b>Medium</b>
	MEL system informs necessary changes to the MarinTrust assurance system	<b>A21</b>	<b>Medium</b>
	MEL system produces understanding of outcomes and impacts	<b>A22</b>	<b>High</b>
<b>Revision of Assurance processes</b> <b>leads to:</b> ▶ <i>Effective Monitoring, Evaluation and Learning</i> ▶ <i>Credible assurance system</i>	Revision increases or maintains credibility	<b>A23</b>	<b>High</b>
	Revision improves data quality for MEL	<b>A24</b>	<b>Medium</b>
<b>Improver Programme</b> <b>leads to:</b> ▶ <i>Accessibility to MarinTrust standard</i>	Potential candidates know of its existence	<b>A25</b>	<b>High</b>
	Potential candidates understand what it means, including the requirements and benefits	<b>A26</b>	<b>High</b>
	Potential candidates perceive sufficient benefits to join	<b>A27</b>	<b>High</b>
	Those on the Improver Programme perceive sufficient benefits to meet the Action Plan Milestones	<b>A28</b>	<b>High</b>
	Those on the Improver Programme 'graduate' to apply and become MarinTrust certified	<b>A29</b>	<b>Medium</b>
	Accessibility is enhanced for the correct demographic through targeting	<b>A30</b>	<b>Medium</b>
	Stakeholders consider the programme sufficiently rigorous and successful to maintain support	<b>A31</b>	<b>High</b>
	Increasing the accessibility for some doesn't decrease accessibility or credibility for others	<b>A32</b>	<b>Low</b>

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<b>Globally relevant &amp; credible standards</b> <i>leads to:</i> <ul style="list-style-type: none"> <li>▶ <i>More marine ingredient factories and fisheries become responsible and reduce effects on the environment to an acceptable level</i></li> <li>▶ <i>Certified producers able to demonstrate responsible supply of marine ingredients</i></li> </ul>	MarinTrust standards are known about and influential	<b>A33</b>	<b>Medium</b>
	Information on certified producers is readily available to interested parties	<b>A34</b>	<b>High</b>
<b>Credible Assurance System</b> <i>leads to:</i> <ul style="list-style-type: none"> <li>▶ <i>Certified producers able to demonstrate responsible supply of marine ingredients</i></li> </ul>	MarinTrust has a credible assurance system (including traceability and Chain-of-Custody)	<b>A35</b>	<b>High/ Medium</b>
	Information on the assurance system is readily available to interested parties	<b>A36</b>	<b>High</b>
<b>Accessibility to MarinTrust standards</b> <i>leads to:</i> <ul style="list-style-type: none"> <li>▶ <i>Certified producers able to demonstrate responsible supply of marine ingredients</i></li> </ul>	Accessibility is what prevents more producers from demonstrating responsible supply	<b>A37</b>	<b>Medium</b>
<b>Certified producers able to demonstrate responsible supply</b> <i>leads to:</i> <ul style="list-style-type: none"> <li>▶ <i>responsible producers of marine ingredients able to gain &amp; maintain long-term market access</i></li> </ul>	The market is sufficiently aware of certification	<b>A38</b>	<b>High</b>
	The market sufficiently favours certified marine ingredients	<b>A39</b>	<b>High</b>
	Factories and fisheries see a differential in market access as sufficient to drive or maintain certification	<b>A40</b>	<b>Medium</b>
	It is market access that is driving the change (rather than legislation, etc.)	<b>A41</b>	<b>Medium</b>
<b>Responsible producers of marine ingredients able to gain &amp; maintain long-term market access</b> <i>leads to:</i> <ul style="list-style-type: none"> <li>▶ <i>More marine ingredient factories reducing effects on the environment to an acceptable level</i></li> <li>▶ <i>More fisheries used as sources of marine ingredients becoming socially responsible</i></li> <li>▶ <i>More fisheries used as sources of marine ingredients becoming socially responsible</i></li> <li>▶ <i>More reduction fisheries reducing effects on the environment to an acceptable level</i></li> </ul>	Market differential experienced by certified producers is sufficient to encourage others to take necessary action	<b>A42</b>	<b>High</b>
	Market differential experienced by certified producers is sufficient for them to maintain certification	<b>A43</b>	<b>Medium</b>
	Producers' environmental and social performance is not primarily driven by other influences	<b>A44</b>	<b>Medium</b>

Intended Change	Assumptions	Identifier	Importance
<p><b>More marine ingredient factories reduce effects on the environment to acceptable<sup>1</sup> levels</b>  <i>leads to:</i></p> <ul style="list-style-type: none"> <li>▶ <i>Improved global responsibility of the sourcing (incl. fisheries) and production of marine ingredients</i></li> </ul>	<p>Being able to gain and maintain market access leads to benefits to the environment</p>	<p><b>A45</b></p>	<p><b>High</b></p>
<p><b>More marine ingredient factories become socially responsible<sup>1</sup></b>  <i>leads to:</i></p> <ul style="list-style-type: none"> <li>▶ <i>Improved global responsibility of the sourcing (incl. fisheries) and production of marine ingredients</i></li> </ul>	<p>Being able to gain and maintain market access leads to benefits to social performance</p>	<p><b>A46</b></p>	<p><b>High</b></p>
<p><b>More fisheries used as sources of marine ingredients reduce effects on the environment to an acceptable<sup>1</sup> level</b>  <i>leads to:</i></p> <ul style="list-style-type: none"> <li>▶ <i>Improved global responsibility of the sourcing (incl. fisheries) and production of marine ingredients</i></li> </ul>	<p>Being able to gain and maintain market access leads to benefits to the environment</p>	<p><b>A45</b></p>	<p><b>High</b></p>
<p><b>More fisheries used as sources of marine ingredients become socially responsible<sup>1</sup></b>  <i>leads to:</i></p> <ul style="list-style-type: none"> <li>▶ <i>Improved global responsibility of the sourcing (incl. fisheries) and production of marine ingredients</i></li> </ul>	<p>Being able to gain and maintain market access leads to benefits to social performance</p>	<p><b>A46</b></p>	<p><b>High</b></p>
<p><b>Improved global responsibility of the sourcing (incl. fisheries) and production of marine ingredients</b></p>	<p>We are improving the global responsibility in real and measurable ways</p>	<p><b>A48</b></p>	<p><b>High</b></p>

<sup>1</sup> aligned to the MarInTrust Standard requirements