

# MarinTrust Causal Pathways (Theory of Change)

MarinTrust defines their intended causal pathways in the Theory of Change document with additional complexity detailed in the associated assumptions (enabling environment and major assumptions identified in the ToC and all other assumptions identified in a separate document). The strategies MarinTrust aim to employ to bring about the Theory of Change are detailed in the next section of this document.

## Theory of change strategies

### Towards Improved global responsibility of the sourcing (incl. fisheries) and production of marine ingredients

Intended Change (ToC)	Strategy	Level
Stakeholder engagement	Provide frequent and relevant opportunities for all stakeholders to engage and provide feedback to all aspects of the programme (particularly standard development). Maintain communication with stakeholders from all geographic regions to ensure relevancy is maintained.	Organisational
Research and information	Engage with relevant scientists and experts to continue development of the standard (e.g. fishery scientists) and ensure credibility to changes and improvements made (i.e. provide justification to stakeholders). Commission or otherwise conduct research or development projects that have an aim to improve aspects of the programme and/or enhance the ability to demonstrate the market relevance or positive impacts driven by the programme and/or its stakeholders.	Organisational
Training	Build organisational capacity through internal training and increase the pool of external consultants with sufficient knowledge of the programme. Provide training to stakeholders across all aspects of the programme and supply chain. Create a 'train the trainer' programme to build internal capacity within industry and reduce the need for external training by MarinTrust. Provide online training tools and guidance to increase accessibility to relevant training.	Organisational Industry/ Sector

Advocacy and awareness in industry	<p>Provide webinars to downstream stakeholders to provide an understanding of the scope and requirements of the MarinTrust programme and ensure it forms a part of sourcing and buying policies as relevant.</p> <p>Provide formal training programmes to industry stakeholders within the programmes scope (i.e. marine ingredient producer companies) to ensure an understanding of what is required by the standard and maintain in-house capacity to comply with the criteria and therefore build resilience in the company.</p>	Organisational
Advocacy and awareness in government	Relevant governments are engaged in a respectful and meaningful way in line with specific programme needs (e.g. the Improver Programme)	Organisational
Support and advice	<p>Sufficient and efficient systems and procedures put in place to allow for meaningful support to be provided to all stakeholders as needed.</p> <p>Appropriate capacity is maintained within the company to allow for communication with all stakeholders.</p>	Organisational
Work with partners to ensure a path to sustainability is available to fisheries	Engage with and have formal corporation with other sustainability/ responsibility standards in the same sector.	Industry/ Sector
Standard revision	<p>Internationally recognised procedures used to maintain and revise the MarinTrust standards.</p> <p>All stakeholders given the opportunity to engage during the revision process to maintain relevancy and accessibility of the standard.</p>	Organisational Industry/Sector
Monitoring, Evaluation and Learning	Monitor all aspects of the programme through research and other data/information collection, evaluate findings, learn and improve, and report on these to all relevant stakeholders (internally and externally).	Organisational
Revision of Assurance processes	<p>The assurance systems within the programme are maintained and reviewed frequently to ensure credibility is preserved and they are in line with international standards.</p> <p>Relevant external feedback via annual audits to ensure assurance systems are working and being followed appropriately.</p>	Organisational External
Improver Programme	Develop and maintain a programme to satisfy the market/ supply chain demands and allow those on the programme to work towards certification in a credible and robust way while gaining market recognition.	Organisational

<p>Globally relevant &amp; credible standards</p>	<p>Manage and maintain the standard programme and ensure a robust assurance system underpins everything.          Ensure systems are in place to maintain quality and robust audits from third party certification bodies.          Implement innovative systems when necessary to maintain relevance and future-proof the standard for all stakeholders and markets.</p>	<p>Organisational</p>
<p>Credible Assurance System</p>	<p>Ensure external audits are carried out frequently to validate assurance systems and identify areas where improvements are needed in capacity and/or procedures.          Ensure relevant staff and external partners are provided with the appropriate training on assurance systems to maintain credibility.          Monitor labelling (logo) and claims used by certificate or recognition holders through policies and regular random checks on sites and the use of these logos/claims.</p>	<p>Organisational</p>
<p>Accessibility to MarinTrust standards</p>	<p>Engage with current and potential applicants as well as those who may not currently meet the standard requirements to ensure the standard remains relevant and realistic but also robust.          Maintain relevance of the MarinTrust programme with other market and supply chain stakeholders.          Continue to improve communication and programme documents to allow stakeholders from all geographic locations accessibility.          Increase capacity for training or advocacy in regions where this is identified as being a limiting factor for stakeholders.</p>	<p>Organisational          Industry/ Sector</p>
<p>Certified producers able to demonstrate responsible supply</p>	<p>Ensure the standard programme remains robust and relevant by continuing communications with the market and other downstream stakeholders.          Continually improve the standard requirements through engagement with stakeholders and other supply chain standards, and build awareness of changing external perceptions and/or government regulations.          Maintain robustness of the assurance systems of the standard by regularly reviewing it.</p>	<p>Organisational          Industry/ Sector</p>
<p>Responsible producers of marine ingredients able to gain &amp; maintain long-term market access</p>	<p>Formerly engage and cooperate with other sustainability standards down the supply chain and relevant industry partners to ensure demand is market driven.          Increase awareness of standards and the programme within industry and other supply chain stakeholders to maintain relevance in current and developing markets.</p>	<p>Industry/ Sector</p>

<p>More marine ingredient factories reduce effects on the environment to acceptable levels</p>	<p>With a credible assurance system and robust review/ revision process for the standard, relevant environmental and social compliance at the factory level is required from certificate holders and this is maintained.</p>	<p>Organisational Industry/Sector External</p>
<p>More marine ingredient factories become socially responsible</p>	<p>Work with stakeholders from across the supply chain to ensure relevant environmental and social criteria for factories are improved and strengthened over time to allow the industry to demonstrate globally good practice via the certification scheme. Work with other supply chain standards to improve environmental and social criteria while reducing duplication of effort and providing assurance to downstream stakeholders.</p>	
<p>More fisheries used as sources of marine ingredients reduce effects on the environment to an acceptable level</p>	<p>With a credible assurance system and robust review/ revision process for the standard, relevant environmental and social compliance at the fishery level is required from certificate holders and this is maintained.</p>	<p>Organisational Industry/Sector External</p>
<p>More fisheries used as sources of marine ingredients become socially responsible</p>	<p>Work with stakeholders from across the supply chain to ensure relevant environmental and social criteria for fisheries are improved and strengthened over time to allow the industry to demonstrate globally good practice via the certification scheme. Work with other fishery standards to continually develop and maintain relevance of environmental and social requirements for raw material being used to produce marine ingredients (as well as the fishery as a whole) and doing so in a realistic way.</p>	

## Example causal pathway

**Aim:** Improve the global responsibility of the sourcing (incl. fisheries) and production of marine ingredients.

**Objective:** To increase the number of marine ingredient factories reducing their effects on the environment to an acceptable (aligned to the MarinTrust standard) level.

