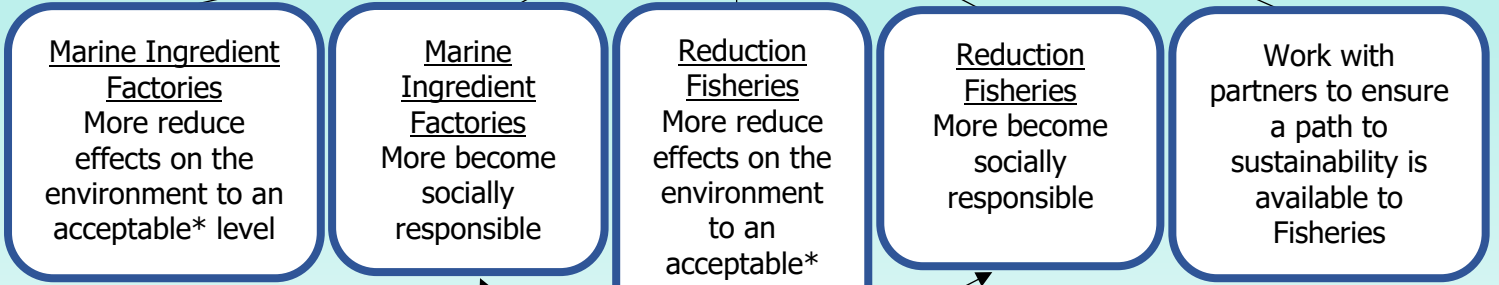


# IFFO RS Theory of Change

Improve the global responsibility of the sourcing and production of Marine Ingredients



**Impacts**

Responsible producers of Marine Ingredients able to gain & maintain long-term market access

**Enabling Environment**

- Good governance
- Funding
- Financial management
- Human resources and management

*Certified* producers able to demonstrate responsible supply of Marine Ingredients

**Major Assumptions Include:**

- A sufficiently discerning market exists for certified Marine Ingredients
- The Improvers Programme provides sufficient benefits while not reducing the credibility of certification
- No major language or cultural barriers to raising awareness and accessibility

A full list of assumptions is presented in the MEL Plan.

Globally relevant and credible IFFO RS Standards

Credible Assurance System

Accessibility to IFFO RS Standards

**Outcomes**

Standard revision

Monitoring, Evaluation and Learning

Revision of Assurance processes

Improvers Programme

Stakeholder engagement

Research

Training

Advocacy & awareness in industry

Advocacy & awareness in government

Support & advice

**Outputs/ Inputs**

\* aligned to the IFFO RS Standard requirements