THEORY OF CHANGE
FISH WELFARE INITIATIVE
Increasing fish welfare is the intended outcome of everything we do.
1: Initiative

This is the main activity FWI engages in: researching welfare improvements, piloting them, then scaling them up.

The plans for our initiative are outlined more thoroughly in the next page. We believe it is the most important thing we do in large part because it has the most reliable path to impact.

Examples of Initiative Work:
- Welfare Improvements
- Research
- Country Research
- Species Research
- Calling experts to gain feedback on our plan
- Outlining pilot program strategy
2: Movement Building

Movement building is all that we do to make a more impactful movement for fish. This primarily includes our work building relationships with animal advocacy organizations.

We believe movement building is important because FWI will likely always be a small organization in the animal advocacy space, and we have the potential to have a much greater impact by enabling the work of other organizations. It also builds allies that will support our work. However, largely because the impact of movement building is more nebulous than that of our initiative, it is not our main focus.

Examples of Movement Building Work:
- Building a connection with someone at another animal advocacy organization
- Speaking at an EA or AR conference
- Giving advice or feedback to another organization
3: Influencing Institutions

Influencing institutions encompasses all the work we do to try to make governmental, non-profit organizations, and for-profit companies more pro-fish.

We believe influencing institutions is important because it is where there seems to be many low-hanging fruits to achieve impact, as demonstrated by the examples we list below. Additionally, our initiative work is ultimately primarily focused on influencing institutions, so it makes sense to build our capacity to do so early.

Examples of Influencing Institutions Work:

- Giving feedback to the EU Commission
- Giving feedback to a seafood certifier
- Working with a government to improve policies
Unfortunately, the low status of fish in public opinion enables further abuse of them. Public opinion influences legislation, corporate commitments, and dietary choices. We seek to influence public opinion to be more pro-fish.

While we think this is important, it is less of a focus for FWI because 1) as with movement building, the causal chain is more nebulus, and 2) we do not think it is our comparative advantage.

Examples of Influencing Public Opinion Work:
- Social media
- Op-eds
- Blog posts
Lastly, organization building covers all that we do to boost the capacity of Fish Welfare Initiative.

We have not ranked organization building because we think it has a multiplier effect on the rest of our work (hence the “x”): a more effective organization can run a far more impactful pilot program than a less effective organization. However, we also want to be cautious about investing resources into our organization at the expense of our programming.

Examples of Organization Building Work:
- Performance reviews
- Legal incorporation
- Fundraising
- Attending a webinar or taking an online class