

# THEORY OF CHANGE

## OCEANS



The Walton Family Foundation believes that restoring global fisheries can be the sustainability success story of the 21st century. The ocean is the world's largest environmental system - and fish are one of the best indicators of ocean health. **The sustainable seafood movement is creating solutions so nature and people can thrive together.**

## WHAT



### Inclusion

- ▶ **Empower fishers** to have greater participation in management decisions
- ▶ **Leverage public and private funding** toward sustainable fishery management
- ▶ **Support the leadership,** and amplify the voices of effective local organizations



### Innovation

- ▶ **Expand adoption of technology** for efficient fisheries data collection
- ▶ **Ensure that legality and sustainability** are protected from bait to plate



### Supply Chain

- ▶ **Increase demand for sustainable seafood** through expanded industry collaborations and follow through on commitments to sourcing sustainable seafood. (US, EU & Japan)
- ▶ **Increase supply of sustainable product** by moving 14 focus fisheries towards full sustainability



### Policy

- ▶ **Support policy tools** that make it harder for illegally caught seafood to enter the marketplace
- ▶ **Modernize fisheries management** to address the changing climate

## WHO

### Fishers

Work with fishers so they see the benefits of adopting sustainable fishing practices in their communities and businesses



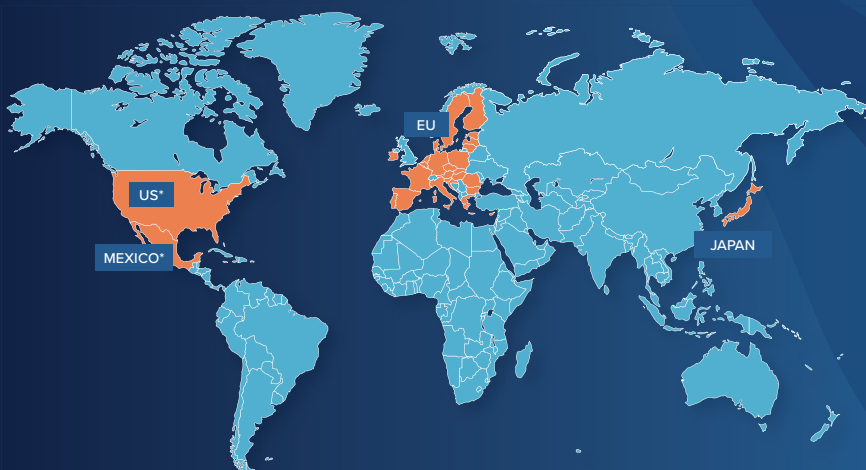
### Seafood Industry

Support industry efforts to adopt sustainability measures throughout their supply chain



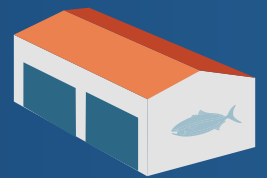
## WHERE

We work in the **US, Japan and EU** to drive demand for sustainable fish supplied from the 14 'focus fisheries'



## WHY

Stronger, more robust sustainable fisheries +



Improved and inclusive socio economic status for fishers =

A system where nature and people can thrive together



Large wild shrimp	Snapper/Grouper	Jumbo flying squid	Anchoveta	Hake	Octopus	Mahi-mahi	Blue swimming crab	Tuna
MEXICO	MEXICO	PERU AND CHILE	CHILE	CHILE	INDONESIA, MEXICO, PERU AND CHILE	INDONESIA AND PERU	INDONESIA	INDONESIA



\* The foundation does broader work on sustainable fisheries in the US and Mexico