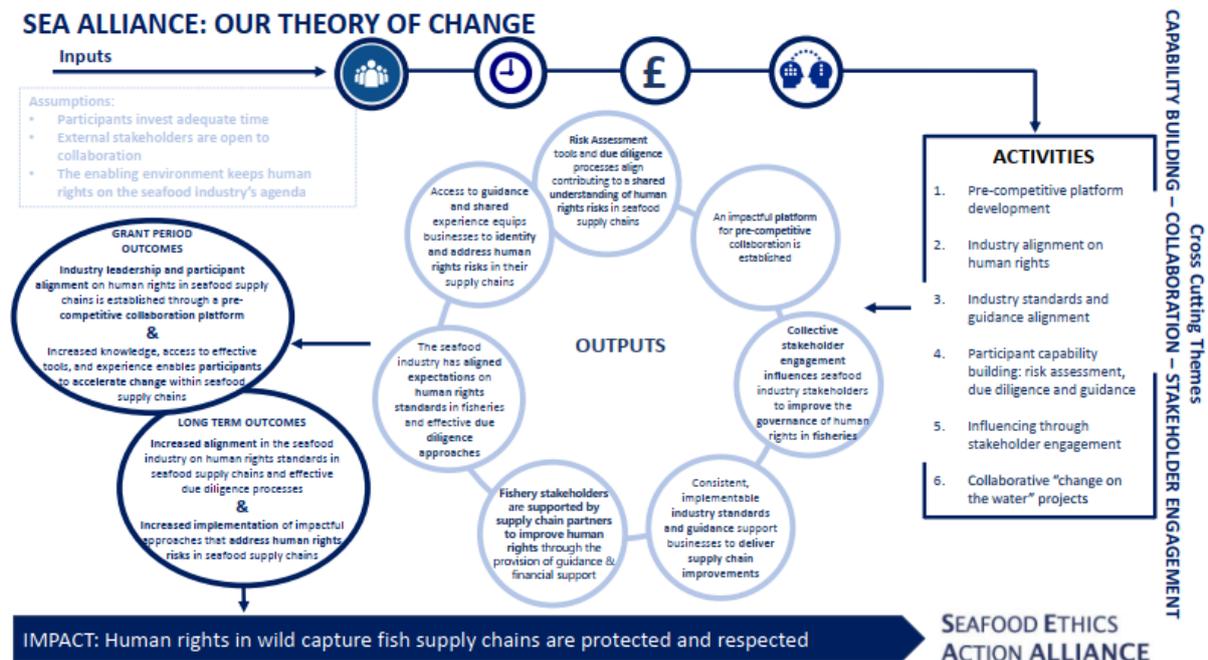


Seafood Ethics Action Alliance (SEA Alliance) Theory of Change.



The SEA Alliance theory of change is based on seven principles:

1. **Sound leadership with an accountable governance model.** An immediate value offering, and a shared agenda will ensure the participation of businesses. Sound leadership will maintain the balance between focusing on the immediate and long-term industry issues, and promote transparency and accountability.
2. **A safe space for collaboration.** Fostering a pre-competitive, collaborative, working culture between participating businesses by encouraging openness and shared learning will lead to increased collaboration, and replication of successful approaches.
3. **Collaboration as a catalyst for industry alignment and progress.** By bringing together businesses in different parts of the seafood supply chain, the SEA Alliance will resolve issues together, that cannot be resolved by one business, or would be more efficiently resolved collectively. Collaboration will also position the SEA Alliance to deliver greater alignment on ethical standards at company and industry level.
4. **Building capability.** Building the capability of participating companies to meet, and work towards exceeding minimum standards for human rights due diligence. Sharing knowledge with the wider industry will enable a wider group of stakeholders to deliver on the SEA Alliance aims within their businesses.
5. **Targeted NGO engagement.** By working collaboratively with NGOs, SEA Alliance participants will improve their understanding of human rights issues and ensure industry standards, tools and guidance are consistent and implementable by the different businesses within seafood supply chains.
6. **Collective leverage for change.** Strategic alignment on engagement with power holders with regards to human rights risks affecting all fisheries and across shared supply chains, in collaboration with other platforms and NGOs, will have a greater impact than individual company engagement with stakeholders including Governments and RFMOs.
7. **Foster a culture of shared investment in supply chain risk management.** Trialling "change on the water" projects will prove the concept to the seafood industry that funding supply chain initiatives collaboratively, and individually, is a worthwhile investment that can deliver change that has the potential to be replicable and scalable.