



ANIMAL CHARITY EVALUATORS

Shrimp Welfare Project (SWP)

ACE 2025 Charity Evaluation

Theory of Change Table

Yellow highlight = priority path to impact as identified by ACE in collaboration with SWP

Program	Program expenses (% total expenditures)	Program description	Activities (what SWP does to create change)	Early outcomes (the change in behavior, knowledge, or attitudes that results from SWP's activities)	Intermediate outcomes (the results that follow from SWP's early outcomes)	Final outcomes (the final steps that need to happen for SWP to have their desired impact)	Impact (the ultimate change SWP is trying to achieve)
Humane Slaughter Initiative	76%	SWP buys stunners for producers across different countries. The producers commit to stunning at least 1,800 Metric Tonnes (~120m shrimps) a year and have a retailer committed to buying them.	Producer Engagement: Buy stunners for producers and secure stunning commitments from them. Deliver the stunners and check their implementation in the field.	Producers agree to implement humane stunners in their operations.	The stunners are set up and used on the farms.	Inhumane slaughter methods (like ice slurry) are replaced with more humane slaughter techniques like electrical stunning, minimising pain and stress.	Farmed shrimps suffer significantly less and for a shorter time during farming, harvest and slaughter
			Retailer Engagement: Outreach to the buyers of medium / large producers and get them to commit to selling electrically stunned shrimp and other welfare commitments.	Buyers push shrimp producers to adopt high welfare practices, including electrical stunning.	Public shrimp welfare policies are implemented.		
			Conferences: Track and attend relevant industry conferences and webinars.	SWP understands the experiences, challenges, and needs of the shrimp farming industry better.	SWP optimizes their communication to drive change in the industry.	Shrimp welfare is a priority in the industry.	
Sustainable Shrimp Farmers of India	16%	SWP reaches out to small producers in low- and middle-income countries and works with them to remove sludge from ponds in exchange	Sludge Removal: Engage in outreach with shrimp farmers/communities in target regions to remove sludge and reduce stocking density.	SWP collaborates with farmers to remove sludge and lower stocking densities.	SWP conducts sludge removal in selected shrimp ponds.	Farms maintain optimal water conditions reducing shrimp stress and lowering disease and mortality rates	



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Activity	Activities (what SWP does to create change)	Early outcomes (the change in behavior, knowledge, or attitudes that results from SWP's activities)	Intermediate outcomes (the results that follow from SWP's early outcomes)	Final outcomes (the final results that happen because of the change)
Shrimp farmers agreeing to reduced densities.			Shrimps are stocked at reduced densities by farmers.	Farms to prevent disease and decrease the spread of shrimp diseases.
Research on shrimp welfare science. SWP also works with other stakeholders in the industry.	Research Engagement: Identify potential researchers who are well-suited for welfare-focused studies.	Researchers recognize critical welfare challenges and are motivated to explore them further.	Researchers launch welfare-focused studies that address shrimp welfare issues.	Research solutions to be applied to improve shrimp welfare.
	Collaborate with academic institutions, think tanks, and industry experts to co-develop and contribute to studies on shrimp welfare.	Academic institutions and industry leaders become more engaged in shrimp welfare research, recognizing its importance.	Research findings begin to influence industry practices, with early adopters integrating welfare improvements into their operations.	Research changes standards and become a best practice.
	Shrimp Welfare Index: Develop and refine the Shrimp Welfare Index to assess welfare across shrimp farms.	Key industry players understand the importance of assessing welfare and begin to explore how they can align their practices with the index's benchmarks.	The industry makes changes to align with the index's recommendations.	The industry integrates welfare into certification and becomes a welfare standard.
	Certifiers: Outreach to certification bodies to incorporate shrimp welfare standards.	SWP contributes to the incorporation of shrimp welfare into their standards.	Welfare requirements are incorporated into certification standards.	Inhumane practices are eliminated and standards for humane treatment are established.
	Develop Welfare Outcomes: Research and validate welfare outcome metrics that can be automatically monitored through precision aquaculture technology.	SWP demonstrates that automated welfare monitoring is feasible and more effective than traditional input-based standards.	SWP influences emerging precision aquaculture systems to optimize for welfare outcomes rather than just production efficiency.	SWP establishes welfare monitoring standards and intensifies welfare outcomes.



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Intervention	Activities <i>(what SWP does to create change)</i>	Early outcomes <i>(the change in behavior, knowledge, or attitudes that results from SWP's activities)</i>	Intermediate outcomes <i>(the results that follow from SWP's early outcomes)</i>	Final outcomes <i>(the final results that happen because of the intermediate outcomes)</i>
	Precision Welfare Technology: Outreach to AquaTech companies to inform them about our focus on humane technology.	SWP collaborates with AquaTech companies to help them design and improve their technologies.	Welfare technologies are optimized to meet both farm requirements and the welfare needs of shrimp more effectively.	Farms are able to prevent disease and decrease the spread of disease among shrimp.
			New welfare technologies are developed.	New welfare technologies are deployed.