

# FWI China Plan 2022 - 2024

Also see [1 year plan](#).

Also see [Theories of Change](#)

## Introduction

Due to the difficulty of registering as an INGO in China, our work will mainly rely on partnerships with local Chinese stakeholders in the next few years, and the main goals of the near future will still be networking with local Chinese stakeholders and establishing promising partnerships with them.

- 2022 is **focused on building partnerships with ICCAW and other Chinese stakeholders** to introduce the concept of “aquatic animal welfare”, to understand the current situation of aquatic animal welfare in China better, and to launch the standards-building work and welfare improvement research work.
- In 2023, we will continue working with ICCAW and other research institutes, **focusing on standards-building and welfare improvement research**, trying to develop the research and advocacy team, and networking with promising industries.
- In 2024, we aim to have stable partnerships with different Chinese stakeholders to cover **research, standards-building, and advocacy**. These are the three areas we are most interested in as avenues to generate better fish lives. We want to investigate these avenues, see how promising they are, and then make an overarching theory of change for how to help fish based on that knowledge. At the same time, we aim to have a good relationship with industries for further industry commitment.

## Three Year Objectives and Plan

#	Objectives	2022	2023	2024
1	<p><b>Partnership with ICCAW</b></p> <p>(Collaborate with ICCAW on projects to improve our understanding of fish welfare and develop farm standards.)</p> <p>35% working hours</p>	<ul style="list-style-type: none"> <li>• Host online and in person conferences to introduce fish welfare</li> <li>• Launch the standards-building project</li> </ul>	<ul style="list-style-type: none"> <li>• Host small events and conferences to advocate for fish welfare</li> <li>• Continue standards-building project</li> <li>• One species-specific standard published</li> </ul>	<ul style="list-style-type: none"> <li>• Host small events and conferences to advocate for fish welfare</li> <li>• Continue standards-building project</li> <li>• Launch higher welfare city model to scale up</li> </ul>

2	<p><b>Partnership with research institutes</b></p> <p>(Understand the current situation of fish welfare research in China and cooperate with research institutes to conduct welfare improvement research to ultimately make fish welfare improvements implementable at a farm level.)</p> <p>35%-40% working hours</p>	<ul style="list-style-type: none"> <li>• Network building with Chinese research institutes to understand the current welfare research situation</li> <li>• Identify cooperation on priority popularity species research and welfare improvement research for Chinese fish species</li> <li>• Finish priority popularity species research</li> </ul>	<ul style="list-style-type: none"> <li>• Continue welfare improvement research</li> <li>• Cooperate with the research institutes to build a higher welfare model farm</li> <li>• Develop the research team, motivate more young scholars to focus on welfare research</li> </ul>	<ul style="list-style-type: none"> <li>• Continue welfare improvement research</li> <li>• Continue higher welfare model farm to support higher welfare city model building</li> <li>• Continue research team development</li> </ul>
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3	<p><b>Partnership with other animal welfare advocacy and aquaculture sustainability organizations</b></p> <p>(Put fish welfare into the landscape of China animal welfare advocacy and aquaculture sustainability advocacy.)</p> <p>5%-10% working hours</p>	<ul style="list-style-type: none"> <li>• Introduce ourselves and our work to animal advocacy (or related) organizations in China, look for potential cooperation on advocating fish welfare</li> <li>• Prepare for mentorship at two organizations' fellowships</li> </ul>	<ul style="list-style-type: none"> <li>• Attend or present at relevant conferences or events to advocate for fish welfare</li> <li>• Mentor at two organizations' fellowships</li> <li>• Articles about fish welfare published on other organizations' channels</li> </ul>	<ul style="list-style-type: none"> <li>• Attend or present at relevant conferences or events to advocate for fish welfare</li> <li>• Mentor at two organizations' fellowships</li> <li>• Customer education on higher welfare fish consumption</li> </ul>
4	<p><b>Partnership with industries (fish farmers, fish companies, producer organizations, feed suppliers)</b></p> <p>(Identify partnerships and obtain commitments to higher welfare practices.)</p> <p>5%-10% working hours</p>	<ul style="list-style-type: none"> <li>• Reach out to the industry people through the standards-setting and other research work</li> </ul>	<ul style="list-style-type: none"> <li>• Continue relationship building with industry people and explore the industry commitment</li> </ul>	<ul style="list-style-type: none"> <li>• Look for more industry commitments</li> </ul>

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