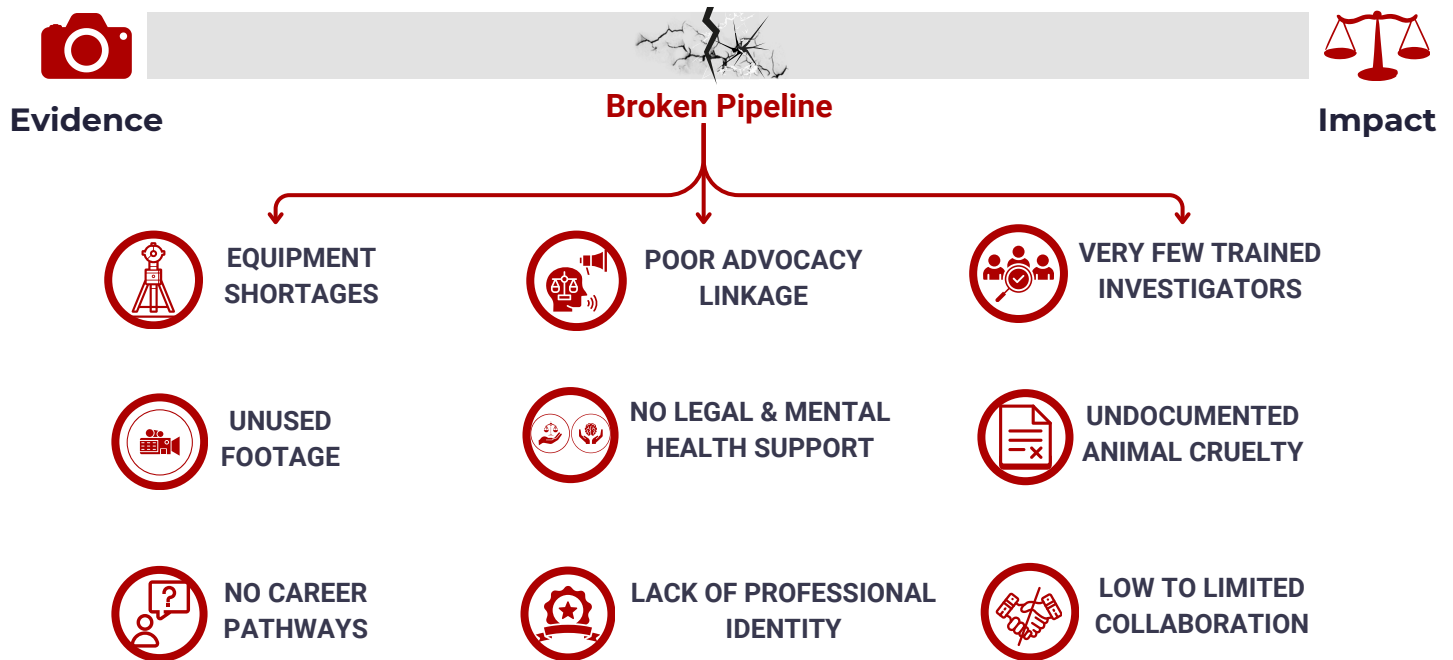
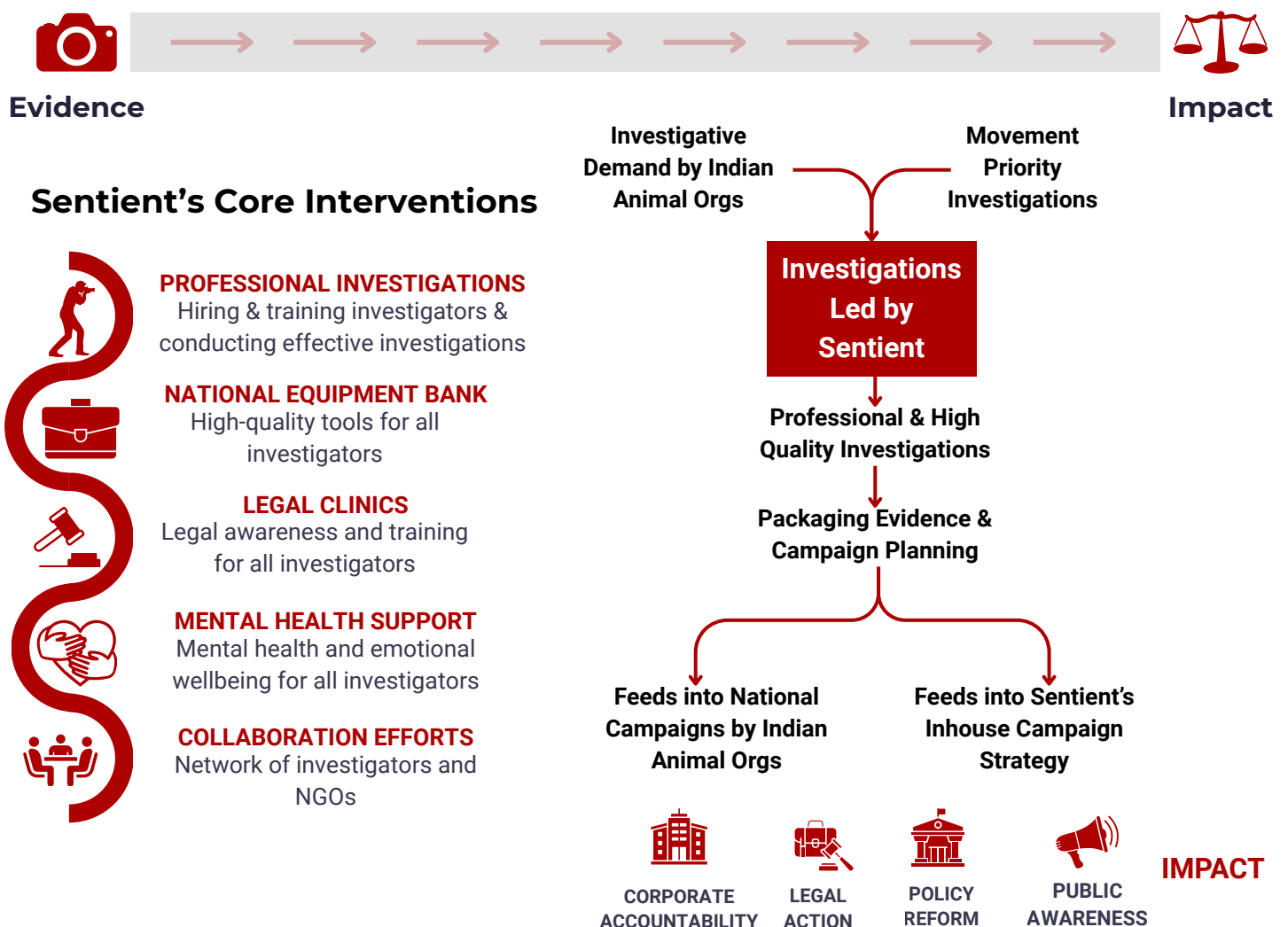


The Evidence to Impact Strategy

The Challenge: A Broken Evidence to Impact Pipeline



The Solution: A Functioning Evidence to Impact Pipeline



The Evidence to Impact Strategy

India's investigative landscape currently suffers from a broken evidence to impact pipeline. As shown in the above infographic in the uploaded file, the pipeline breaks because investigators lack the tools, support, and pathways needed to consistently produce and use high quality evidence. This results in unused footage, undocumented cruelty, inconsistent advocacy impact, and very limited movement-wide reform.

Sentient's theory of change focuses on repairing this broken pipeline and transforming it into a functioning system that reliably connects evidence to real-world change for animals. The first part of the model recognises the core problems: equipment shortages, poor advocacy linkage, lack of legal and mental health support, very few trained investigators, undocumented animal cruelty, low collaboration, and the absence of career pathways or professional identity. These issues prevent investigations from translating into meaningful impact.

The second part of the model shows how Sentient's interventions directly address each point of failure. By hiring and training investigators, creating a national equipment bank, offering legal clinics and mental health support, and building collaboration networks across NGOs and investigators, Sentient lifts the quality, safety, and consistency of investigative work in India. These interventions ensure that evidence is reliable, strategically collected, safely produced, and ready for advocacy use.

Investigations then move through two pathways. One stream responds to investigative demand from Indian animal organisations that need credible evidence for their campaigns. The second stream consists of movement priority investigations led by Sentient in sectors where cruelty is widespread but under-documented. Together, these streams ensure that evidence reflects both grassroots needs and national movement priorities.

Once produced, this evidence flows into impact channels across the movement. Investigations feed directly into national campaigns by Indian organisations and into Sentient's own inhouse campaign strategy. Through these pathways, evidence contributes to legal action, corporate accountability, policy reform, and public awareness.

The theory of change therefore presents a coherent journey: fix the pipeline, strengthen investigators, support them with safety and wellbeing, generate high quality evidence, and ensure that this evidence is consistently used for impactful action across the animal protection movement. Over the five year period, this approach builds a stable investigative ecosystem that can reliably drive policy influence, public narrative change, and reform across farmed animal sectors in India.