

REEL Regenerative Theory of Change

INTRODUCTION

The REEL Regenerative Programme Theory of Change (ToC) serves as a crucial framework for effectively implementing the programme and establishing both long-term and short-term impacts. By outlining the programme's aim, desired outcomes, and interventions, the ToC provides a solid foundation for the Monitoring, Evaluation, and Learning (MEL) system. Additionally, it plays a significant role in aligning risks and assumptions during programme implementation to ensure the desired change is achieved. Through the ToC, risks associated with programme implementation are identified, enabling the development of appropriate coping mechanisms. Ultimately, the ToC facilitates informed decision-making and enhances the overall success of the programme.

TARGETED IMPACT OF THE PROGRAMME

The impact of the REEL Regenerative Programme is categorized into three main overarching themes. This division provides a comprehensive and clear understanding of the programme's implementation and allows for a more focused and structured approach towards achieving the intended outcomes.

1. Farmers' Resilience

- improve farming performance
- supplement farm benefits
- enhance social fairness
- secure supply

2. Climate Adoption

- foster climate adaptation
- mitigation

3. Biodiversity Enhancement

 drive responsible land management that helps biodiversity flourish

TIMELINE FOR THEORY OF CHANGE

The REEL Regenerative Programme is strategically designed to accomplish its objectives within a three-year timeframe through ongoing capacity-building initiatives led by agronomic experts on the ground. Continuous support and guidance is given to farmers to enhance their knowledge and skills, empower them to adopt sustainable practices and improve their agricultural outcomes.

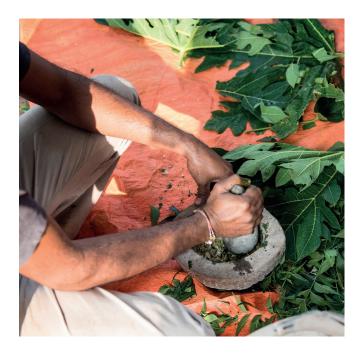
MULTI-STAKEHOLDER COMMUNICATION AND OUTREACH

As part of the development process, CottonConnect extended invitations to stakeholders from various sectors to engage in the review of the Theory of Change, with approximately 25 stakeholders sharing their feedback. This collaborative approach ensured alignment with market requirements and insights to effectively address the most critical issues surrounding sustainable cotton supply chains.

The Theory of Change is also communicated to CottonConnect's:

- a. Leadership (Board and Directors)
- b. Employees
- c. External assurance partners and implementing partners
- d. Customers

Through ongoing dialogue and collaboration with stakeholders, CottonConnect can refine and enhance the Theory of Change, promoting the achievement of shared sustainability goals.



Theory of Change Regenerative Environment Enhanced Livelihoods **FARMER Resilience CLIMATE Adaptation BIODIVERSITY Enhancement** improve farming performance, foster climate adaptation promote agro-ecology & & mitigation create and retain natural habitats on farms supplement farm benefits, enhance social fairness, secure supply OUTCOME A, D, E, F, I A,C,D,E,F,I,J,K E,F,I B,D,G,H,J,K B,D,E,F,G,J,K A,B,C,D,E,F B,E,F,I,J,K A,B,C,D A,D A,B,C,D,H,J,KB,D,G,H,J,K A,B,C,DA,D A,C,D,E,J,K A,D,J,K A,D,E,J,KA,D B,J,K,L Farmers are provided REEL REGEN code is Demo plots are Farmers with the Improved farming Self-sustained and Farmers are provided Increased Improve farming as a Impact claims regarding Reliable 3rd party Consumers are with continuous training introduced as a key created in all support of local and farmers work self-resilient training on labor knowledge about business to better farmer resilience, climate audits are conducted provided with on RA practices and interlinkage between occupational health manage profit and rights and social by FLOCERT on an on-the-ground collectively through farmers under program areas to implementation adaptation, and respective effects on CottonConnect. local allow lead farmers partners adopt Farmer Producer Farmer Producer and safety issue to agro-ecology annual basis to storytelling on climate adaptation and mplementation partners and trainers to serve improved RA farming avoid externalities enhancement are assure proper code regenerative cotton to Company Company mitigation and regularly monitored via and external verifier as role models for practices in a implementation and create awareness and agro-biodiversity successful on-site dedicated M&E KPIs by correctness of impact step-by-step modus buy-in to the enhancement and implementation CottonConnect claims programme conservation Baseline-Capacity building A coordination Formation of Marketing of Guidance for Regional expert A training tool kit is Standardised RA Supply of RA Tripartite Increased Improved Increased INTERVENTION assessments are tools are designed framework is meetings of investment in Farmer Producer quality produce in standards for partners in the developed for RA demo plots are verified cotton is access to investment in farmers, public practices, climate established to decent labor area of conducted in to provide training farmers and co-designed by estimated on Farmer Producer Company as an domestic and Financial program areas on RA practices guarantee proper and private workers entity and international Institutions conditions and agroforestry and adaptation, and expert teams annual basis Companies on agricultural market through biodiversity and related effects knowledge transfer capacity building Awareness raising social fairness sectors service agro-ecology and practices, social on income between providers to of farmers to Farmer Producer about various are introduced conservation are enhancement. communicated performance, diversification, CottonConnect. Companies aovt. schemes so CottonConnect to train to the buyer achieve its contracted as ensure provision of and biodiversity climate adaptation. ocal implementatio objective that farmers could external local implementation indicators and agro-ecology partners, and services get maximum implementation partners (train the benefits consultants enhancement a. Biodiversity, soil and climate degradation due to unsustainable a. Little acceptance of training programme i. Easy government registration procedure for the Farmer RISKS production practices **Producer Company** b. Excessive or inadequate or insufficient rainfall j. Farmers are motivated throughout the process until the b. No major adverse incidents /natural disaster c. Crop change or water salinity establishment of Farmer Producer Company c. Farmers are ready to grow cotton from 2021-24 d. Land consolidation ∞ŏ k. Seed money available in the Farmer Producer Company e. Elimination of major economically important species those having a role in sustainable cotton production d. Adequate and timely rainfall **ASSUMPTION** I. Enforcement of social standard chapter to flank Lengthy process for the establishment of Farmer Producer Company e. Uptake of the new knowledge by implementing partners (reinforcement implementation of RA practices g. Male dominance of the information for IP, technical knowledge accessible) m. Need to increase human, financial, social, natural and h. Youth Migration Influence of demo plots and demo farmers on other beneficiaries physical capitals due to social bonding n. Need to achieve better gross margin resulted in reduce Social exclusion (inequality in access to services and resources) g. Active involved of women in the frontline decision making for Children working on the farm (child vs family labor) o. Need to achieve equal access to financial and knowledge cotton production Poor access to financial support institutions thus ensuring social justice h. Access to financial support /institutions Farmer inaccessibility to financial and knowledge institutions