

## 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.

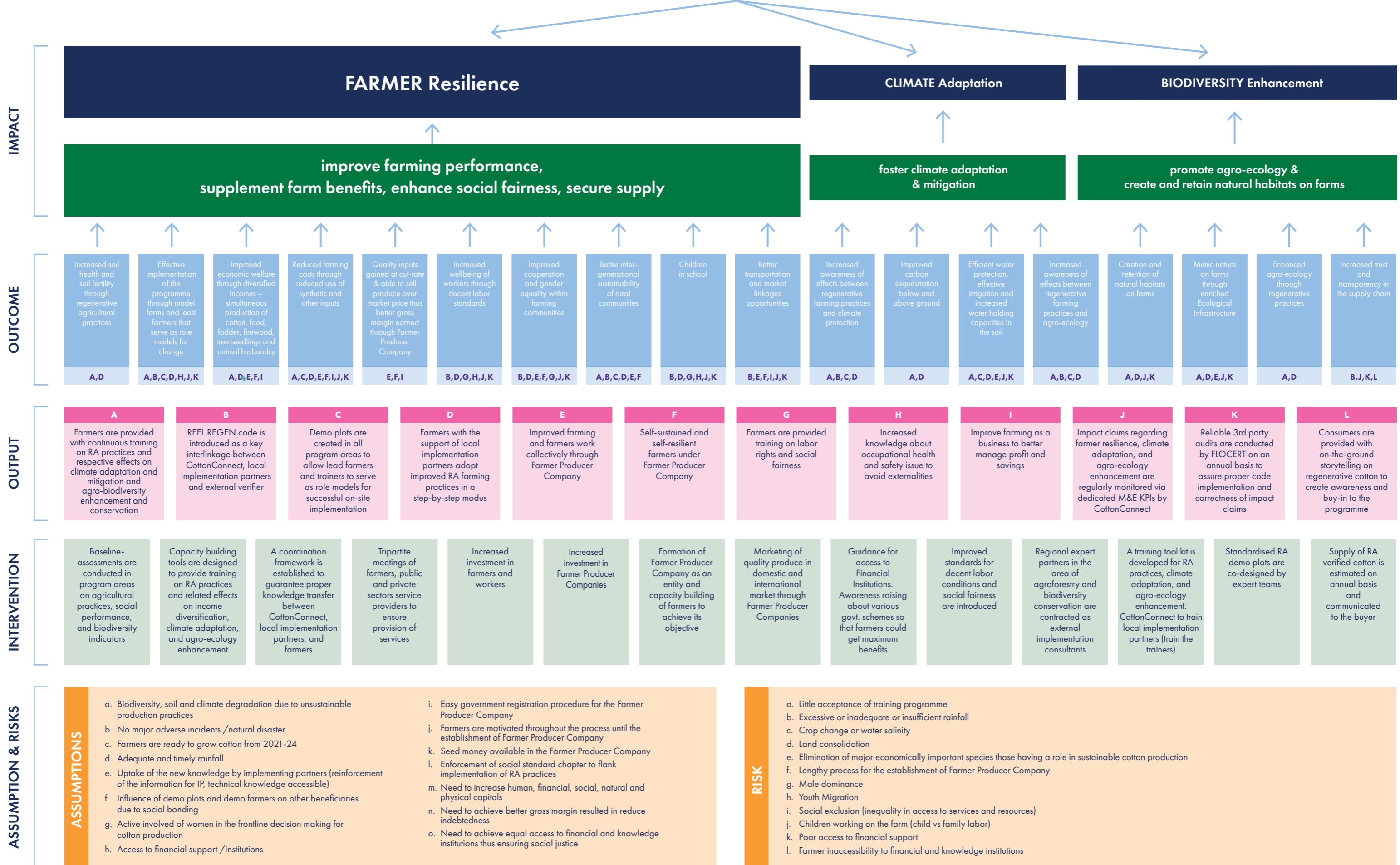
The Theory of Change is also communicated to CottonConnect's:

- 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



Note: One output can have multiple outcomes, and the interlinkages between them is denoted using alphabet indexing. The outcome 'Increased trust and transparency in the supply chain' will impact at a broader level.