

# STRATEGIC PLANNING: REEL PROGRAMME



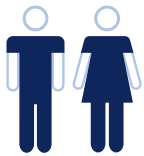
COTTON  
CONNECT

The REEL strategic plan is like a roadmap that includes important goals, tasks, and actions needed to make a programme successful. It's not just a plan on its own but comes with detailed plans that explain who is responsible for doing what, when it should be done, and what resources are required. These plans also describe the steps and actions needed to achieve the goals set out in the Theory of Change, which includes the involvement of CottonConnect.

## Key steps for strategic planning



Planning is a continuous process, and some parts of it are revisited each year. However, not everything in the plan needs to change annually. The core objectives of the REEL programme always stay the same.



1. **Define Framework:** We create the structure of the training programme based on the Theory of Change and the programme's core principles.
2. **Need/Situation Analysis:** Every year, we assess what's happening on the ground to understand the situation better. This helps us plan our activities and training accordingly.
3. **Define Activities and Sub-Activities:** We plan out our activities and smaller tasks using the framework and the information from the need assessment.



4. **Timeline:** We set deadlines for completing all activities and sub-activities to keep everything on track.
5. **Review and Consultation:** We work closely with stakeholders like farmers, our implementation team, agronomists, and agriculture experts. We ask for their feedback and ideas.



6. **Incorporate Feedback:** We carefully consider the feedback we receive from these stakeholders and use it to make our plan better.
7. **Finalise Planning and Implementation:** Once our plan is complete and approved, we train our implementation team and farmers to carry it out.

## SCOPE OF STRATEGIC PLANNING

We shape the training and activities for farmers according to the fundamental principles of the REEL programme. REEL Cotton has nine core principles, and the REEL Regenerative CoC follows 11 core principles. Our planning and execution of the programme revolve around these objectives.

### REEL REGENERATIVE CORE PRINCIPLES

- i. Integrated Management System
- ii. Plant and Field Management
- iii. Soil and Integrated Nutrient Management
- iv. Pest Management
- v. Water Management
- vi. Ecosystem protection and conservation of high carbon stock areas
- vii. Waste Management
- viii. Institutional Building
- ix. Social Conditions
- x. Animal Welfare
- xi. Resilient Livelihoods

### REEL COTTON CORE PRINCIPLES

- i. Integrated Management System
- ii. Plant and Field Management
- iii. Soil and Integrated Nutrient Management
- iv. Pest Management
- v. Water Management
- vi. Ecosystem Protection
- vii. Waste Management
- viii. Institutional Building
- ix. Social Condition

### SMART PLAN:

The entire REEL plan is designed and carried out with a SMART approach:

1. **Specific (S):** CottonConnect follows its Theory of Change to guide all programme activities. The REEL CoC also establishes clear boundaries for planning, focusing on core principles.
2. **Measurable (M):** We regularly measure and evaluate all activities and sub-activities, learning from our implementation to improve the programme. The REEL programme defines key performance indicators (KPIs) to track progress and success.
3. **Achievable (A):** All KPIs and activities are attainable within the REEL programme, based on years of practice and pilots.
4. **Relevant (R):** Programme activities and farmer training align with the Theory of Change and REEL CoC. We assess their relevance annually through situation and need analysis.
5. **Time-bound (T):** All REEL programme activities and farmer training run continuously for three years. Through thorough training and sustainable practice demonstrations, we ensure that farmers adopt these practices and continue them in the future.