REEL Cotton Theory of Change

The REEL Cotton Theory of Change plays a crucial role in illustrating how the interventions under the REEL Cotton Programme contribute to both short-term and long-term changes.

The Theory of Change provides the foundation for the REEL Cotton Monitoring Evaluation and Learning (MEL) System by outlining how the REEL Cotton Programme aims to bring about change and identifies the specific areas where these changes will occur. It is designed to meet the following goals of the REEL Cotton Programme:

a. improved farm performance,
b. reduced environmental impacts,
c. enhanced cotton quality in the supply chain,
d. traceability of REEL Cotton from farmer to store,
e. promoting social fairness in farming communities.

Each goal of the REEL Cotton Programme is linked to corresponding impacts, outcomes, outputs, and initiatives. These initiatives encompass a range of interventions and activities aimed at achieving the desired changes. For each initiative, REEL Cotton has defined a comprehensive implementation strategy that considers the associated assumptions and risks. By aligning interventions with the Theory of Change, CottonConnect can monitor and evaluate the outcomes of actions, learn from experiences and continuously improve its approach.

TIMELINE FOR THEORY OF CHANGE

The REEL Cotton 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 are 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:

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.