

MONITORING AND EVALUATION

THE DEVELOPMENT PROCESS OF REEL THEORY OF CHANGE





The REEL Cotton and REEL Regenerative codes are based on a Theory of Change (ToC).

The REEL Cotton ToC is based on improved farm performance, reduced environmental impacts, improved cotton quality in the supply chain, traceability of REEL Cotton from farmer to store, and social fairness in farming communities. REEL Regenerative ToC is based on boosting farmer resilience while adapting to climate changes and enhancing biodiversity.

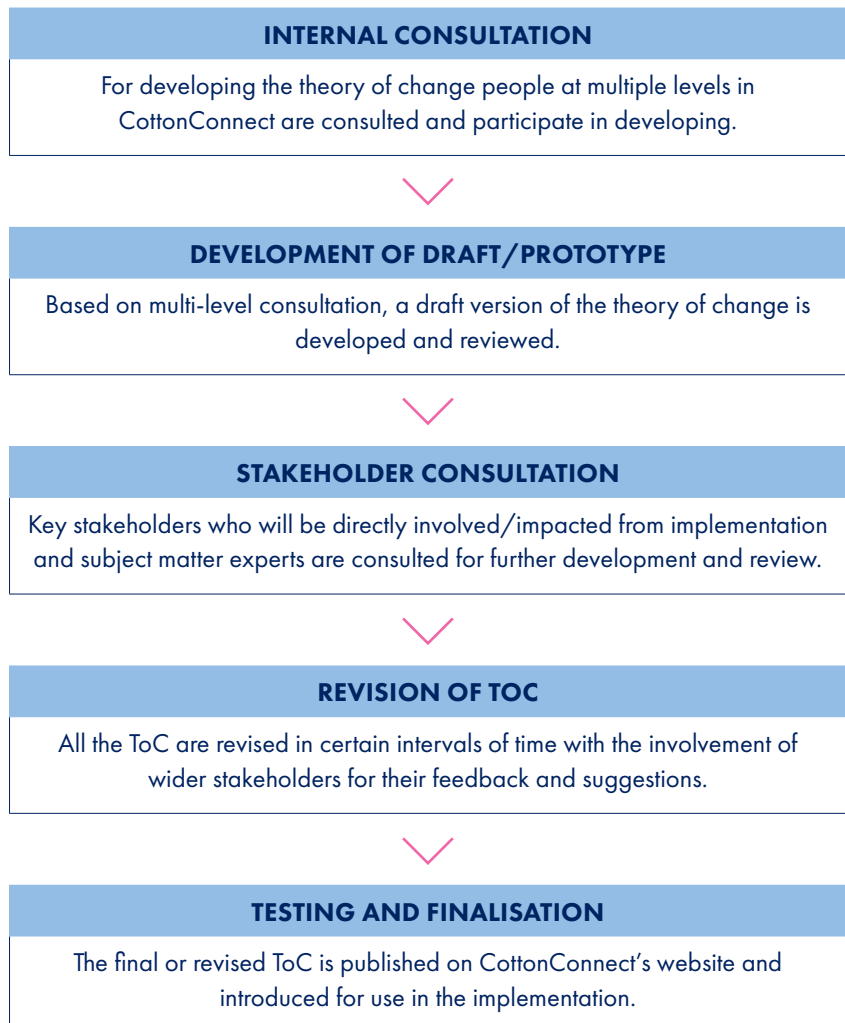


Key principles for development of Theory of Change:

- a. It should be developed consultatively to reflect the understanding of all relevant stakeholders;
- b. It should be grounded in, tested with, and revised based on robust evidence at all stages;
- c. It should support continuous learning and improvement from programme design to closure.

Theory of Change development process:

The CottonConnect approach to the theory of change aims to bring improved clarity and quality to the process of programme design and implementation using a simple, flexible methodology. An overarching theory of change is developed to help explain the outcome areas prioritised.





Why CottonConnect uses Theory of Change:

STRATEGY:

A theory of change outlines what CottonConnect and key stakeholders of the programme are trying to achieve and how the programme's activities will contribute to the desired impact.

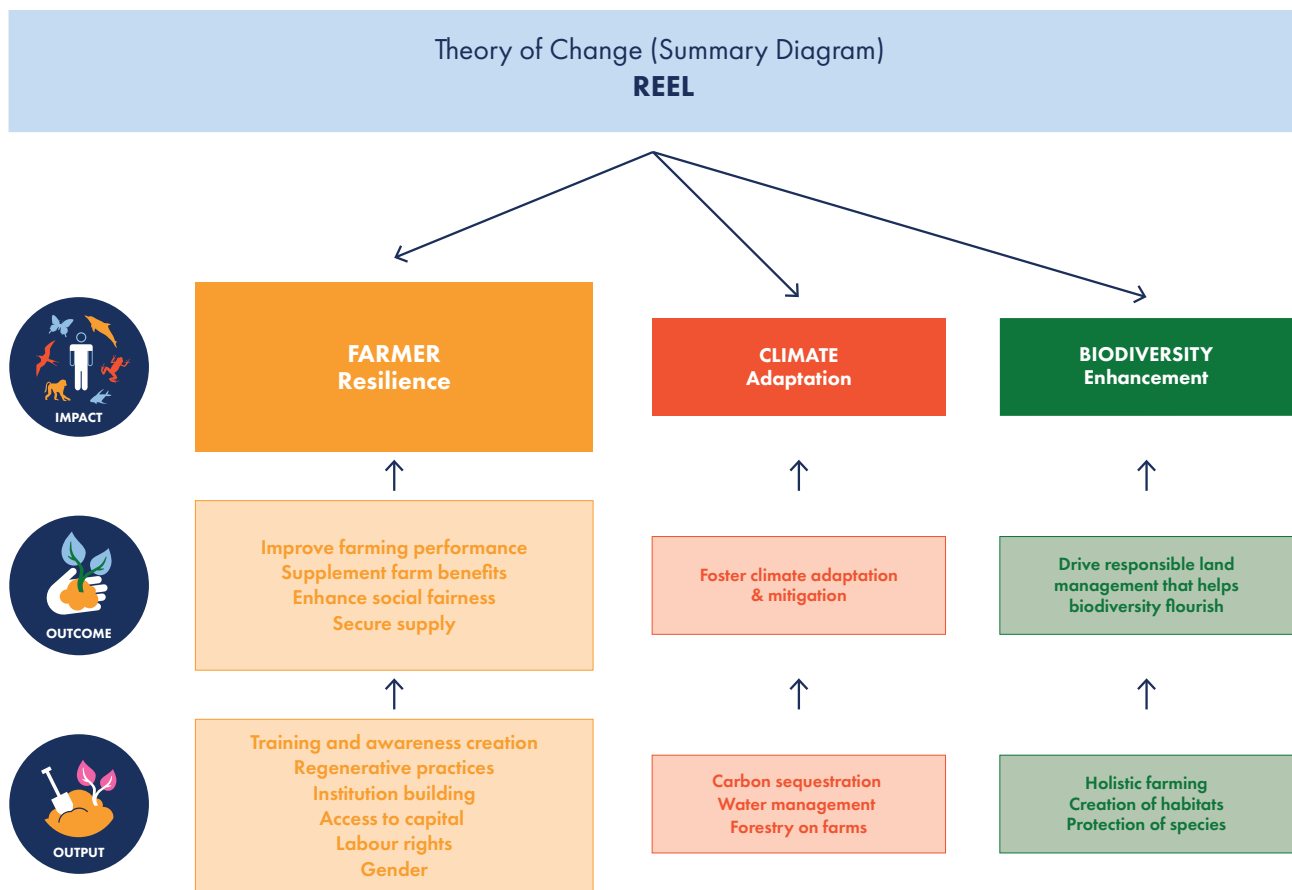
- It helps in identifying and strengthening activities that contribute to achieving the goals of the programme.
- It helps in monitoring the performance of the programme
- Helps key stakeholders to understand project deliverables and aim

MEASUREMENT:

Help determine what needs to be measured (and what does not) so the MEL team can plan evaluation and monitoring activities. It encourages teams to engage with the existing evidence base and act as the basis for claims about attribution.

COMMUNICATION:

A theory of change diagram is a neat way to summarise the programme and communicate it to stakeholders, including farmers and brands. Brands feel more confident about the programme. It also helps to bring the process of change to the forefront.



Complete Theory of Change can be viewed on the CottonConnect website