

Enhancing the availability of Tea for the consumers produced in an environmentally sustainable and socially responsible supply chain that fosters economic viability

### Assumptions

- A sustainable verification and certification mechanism will be established.
- Changed practices of entities, verified by a certification process will lead to Environmental, Societal and Business-related benefits leading to achievement of sustainability goal.

# Theory of Change

### Sustainability Goals

**Sector/Landscape Governance**  
A robust, credible, & self-financing verification scheme for the Indian domestic tea market driven by a combination of market demand & ownership of the tea industry stakeholder who continues to own, manage, & review the code.

**Field Level**  
Buyers are able to source & producers are striving for continuous improvement in addition to assurance of the sustainability practices for their product line.

**Business Practices**  
Improved smallholder livelihood through gains in profitability, productivity, & access to services. Improved worker welfare particularly in relation to wages, occupational health, & safety.

### Outcomes

**Environment**

- Climate-resilient
- Good natural capital management
- Circular economy in the tea industry

**Society**

- Entities become socially responsible
- Entities focus on a safe working environment
- Empowered women & youth

**Economy**

- Resilient, economically viable working environment
- Living wage & living income
- Availability of safer, sustainably produced tea

Supporting other routes to economic viability

### Outputs

Benefits to consumers/buyers - risk management, reliability of supply, marketing, etc.

Responsible producers able to gain brand recognition & maintain long-term market access

Supportive Purchasing Policies

Other producers adopt improved practices through learning, replication, & supportive policies

Certified producers & supply chain able to demonstrate a supply of responsibly produced tea

### Activities

Relevant & Trusted Tea Code

Credible Assurance System

Accessibility & Understanding of Trusted Tea Code

Supportive Government Policies  
Code Revision  
Stakeholder Engagement

Monitoring, Evaluation, & Learning  
Research & Development

Revision of Assurance Processes  
Training, Support, & Advice

Implementation of Partnerships

### Enabling Environment

Advocacy With Government/Regulatory Body

Advocacy & Partnership Building With Industry

Advocacy & Partnership Building With Consumers, Retailers, NGOs

- IPs will be interested in and will be able provide support to entities
- Entities will be capacitated and interested in certification
- Entities will change practices
- Credible code will be established
- Entities will be able to get certifications

- Trustea will be able to create and maintain a relevant code through research, monitoring secondary data and evaluation of code
- Manage implementation agencies and CB partnerships

Indirect effects via the industry/tea supply chain