**Theory of Change**

This Theory of Change shows how trustea’s Actions (at the bottom) lead to its desired achievement (at the top).

**Growth of tea supply chains in India that are environmentally sustainable, socially responsible, economically viable and legally compliant**

**Environment**
- More factories reduce effects on the environment to an acceptable level
- More growers reduce effects on the environment to an acceptable level
- Climate change mitigation

**Society**
- More entities become socially responsible
- Entities will focus more to safe working environment
- Empowering women

**Economy**
- Resilient, economically viable working environment
- Families of all workers receive living income
- Availability of more safe and ethically produced tea

**Assumptions**
Significant assumptions are associated with highlighted links.
A full list appears in the MEL Plan.

**Enabling Environment**

*Operational assumptions:* good human resources & management, good financial management, good governance, and funding

*Strategic assumptions:* contribution to living incomes from other sources, empowerment of women

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

**Certified producers and supply chain able to demonstrate supply of responsibly produced tea**

**Business benefits to buyers – risk management, reliability of supply, marketing, etc.**

**Supporting other routes to economic viability**

**Other producers adopt improved practices through learning, replication, and supportive policies**

**Indirect effects via the industry/tea supply chain**

**Society**
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**Relevant and credible trustea Code**

**Credible assurance system**

**Accessibility and understanding of trustea Code**

**Implementation Partnerships**

**Code revision**

**Monitoring, Evaluation and Learning**

**Revision of assurance processes**

**Training, support and advice**

**Supportive govt policies**

**Supportive purchasing policies**

**Research & development**

**Stakeholder engagement**

**Advocacy with government/ regulatory body**

**Advocacy with partnership building with industry**

**Advocacy with government/ partnership building with consumers, NGOs**

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