

#### 4. Theory of Change Matrix

Strategies	Assets	Outputs	Short-term Outcomes	Intermediate Outcomes	Long-term Outcomes	Goal
Global-Towards Sustainable Sourcing	1.Coffee Sustainability Reference Code	1.Common framework to define baseline principles and practices of coffee sustainability	1.Stakeholders increase alignment on coffee sustainability	1. Companies increase demand and sourcing of sustainable coffee  2. Stakeholders increase investments to address sustainability challenges in the coffee supply chain	<b>1.Economic Prosperity:</b> Coffee farmers prosper through increased productivity, quality improvement, and more efficient supply chains, leading to higher coffee income.	
	2.Equivalence Mechanism	2.Common framework to recognize credible sustainability schemes	2.Sustainability schemes implement/align sustainability practices			
	3. Collective Reporting on Sustainable Coffee Purchases	3. Common framework to monitor sustainable coffee purchases	3.Retailers and roasters transparently report on sustainable coffee purchases			
	4.Convening of members and stakeholder	4.Members engaged for collective action	4.Global members and stakeholders enhance cooperation and collaboration			
Local-Collective Action for Farmer Prosperity	5.Network of National Coffee Sustainability Platforms (Country Platforms)	5. Country Platforms actively engage private and public stakeholders	5. National stakeholders collaborate to address sustainability challenges at national level	3. Producing countries increase the production and supply of sustainably produced coffee  4.National governments improve the enabling environment for sustainable coffee production through policies and incentives  5.Farmers adopt sustainable farming practices  6. Stakeholders invest in coffee sustainability	<b>2.Social Well-being:</b> Communities benefit from improved opportunities for all participating in coffee, including youth and women, and better working conditions.  <b>3.Environmental Stewardship:</b> Coffee farmers are better able to adapt to climate change and contribute to climate change mitigation.	<b>Transformational change for more than 1 million farmers in 10 producing countries by 2030</b>
	6. GCP Collective Action Plan for Farmer Prosperity	6.Stakeholders at the national level align public-private agendas for coffee sustainability and define national priorities	6. Public and private stakeholders including farmers have increased awareness and knowledge of sustainable farming practices			
	7.National Sustainability Curricula (NSCs)	7. Country Platforms build the capacities of stakeholders				
	8.Coffee Sustainability Reports - per country	8.Common framework to monitor and report progress towards sustainability outcomes in GCP program countries	Stakeholders have access to credible insights on sustainability practices and challenges at the national level			
<b>Sphere of Control</b>			<b>Sphere of Influence</b>		<b>Sphere of Interest</b>	