

Theory of Change

Narrative and detailed infographic



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Introduction

The Global Platform for Sustainable Natural Rubber (GPSNR) is a membership driven platform that brings together the natural rubber value chain to define and implement industry wide standards on fairness, equity and environmental sustainability.

As part of its vision for change, GPSNR has identified a desired state of a Sustainable Natural Rubber supply chain. Our Theory of Change (TOC) serves as a path to this desired state.

Through the detailed infographic and supporting narrative, this document delves into each aspect of GPSNR's TOC and the causal links that bring them together. These are reflective of a detailed root cause analysis that brought GPSNR's Theory of Change to life.

The Process

While originally conceptualized during GPSNR's founding in 2019, the development of a comprehensive Theory of Change for GPSNR accelerated in 2021. GPSNR working groups were invited to explain how their strategies supported GPSNR's Desired State by conducting a root cause analysis. Working Group members identified the immediate barriers that prevented GPSNR from achieving each facet of the desired state. For each barrier, the working group attempted to identify what was the prior cause of that barrier. This process of identifying causal factors was repeated until the root cause of all the barriers to achieving the Desired State were articulated.

Working groups then stated how their interventions and strategies addressed these root causes. A task team from the Strategy and Objectives working group unified the contributions of all the other working groups into a single document, adding information and highlighting gaps that emerged. This "detailed" version of the Theory of Change was shared with GPSNR members for feedback and finalized for public sharing. The "detailed" Theory of Change will be used to explain GPSNR's interventions and identify future strategies. A "simplified" version was also prepared to support stakeholders in acquiring a high-level understanding of the GPSNR's Theory of Change.

Reading this Theory of Change

The Destination

At the top of the diagram in **mustard yellow** are the impacts that this theory of change is driving towards. These include:

- Upholding ILO Conventions
- Legislation on Labour Rights, Human Rights and Anti-Corruption
- Tenure and Use rights including but not limited to Free Prior and Informed Consent (FPIC), Customary Land Rights and Indigenous Community Rights
- Access to clean air, sanitation, water
- Education and healthcare
- Maintenance of protected and High Conservation Value Areas (HCVAs)
- Healthy functioning ecosystems
- Equity in the value chain with small and medium holders rights upheld, stable living wages and incomes
- Adequate access to financing and improved and resilient livelihoods for Rubber Based Households

Outcomes/Short - Medium term goals

The destination of a sustainable and equitable natural rubber value chain is only reached if short to medium term outcomes are accomplished successfully. You can see these in **light yellow** in the diagram at the end. For GPSNR, these include:

- Labour and land rights as per GPSNR's policy framework
- GPSNR member companies implementing activities that support local communities
- Government Agencies have high capacity for land use planning and development control
- Supply chains are mapped thoroughly for risk mitigation
- Farmer-policy maker feedback loops are improved
- A clear market differentiation between sustainable and unsustainable rubber exists
- Good Agricultural Practices are agreed on and implemented
- Local communities are enabled and empowered by a robust grievance mechanism

Reading this Theory of Change

- Farmer capacity is increased in a country specific context based on needs
- Smallholders have capacity to self organise and strong networks
- Environmental and social practices are improved in tandem with livelihoods
- Enhanced productivity per hectare
- Actors are empowered and informed to deploy tools to collect supply chain data
- Supply chains are mapped, assessed and risks are mitigated
- Scalable tools and solutions are developed and integrated into strategies

What GPSNR does

The following GPSNR activities have been deployed or will be deployed in the near future. Find them in **bright green** in the infographic at the end.

- Member companies publish policies in alignment with GPSNR's policy framework
- GPSNR's assurance model is developed and implemented, including Grievance Mechanism, Reporting Requirements & Implementation Guidance
- Support towards engagement between producers and policy makers (e.g. SH workshops)
- Mobilize knowledge sharing channels including case studies and best practices
- Smallholders from various countries and backgrounds play a role in GPSNR decision making processes
- Smallholder participation within GPSNR is expanded to foster diversity and representativeness (gender and ethnic minorities)
- Smallholder needs are studied at a country level
- Project support with project management and funding pairing
- Projects focused on improving livelihoods by increasing productivity (GAPs) and income resilience (diversification)
- Environmental and social labor training is embedded in capacity building programs
- Tools and solutions are studied, benchmark of definitions and expectations are produced

Reading this Theory of Change

Key action areas

GPSNR groups the above actions into six key action areas:

- **Policy Framework Adoption**
- **Capacity Building of Small and Medium Producers**
- **Advocacy and Engagement**
- **Smallholder inclusion in the Platform**
- **Traceability and Transparency**
- **Shared Responsibility**

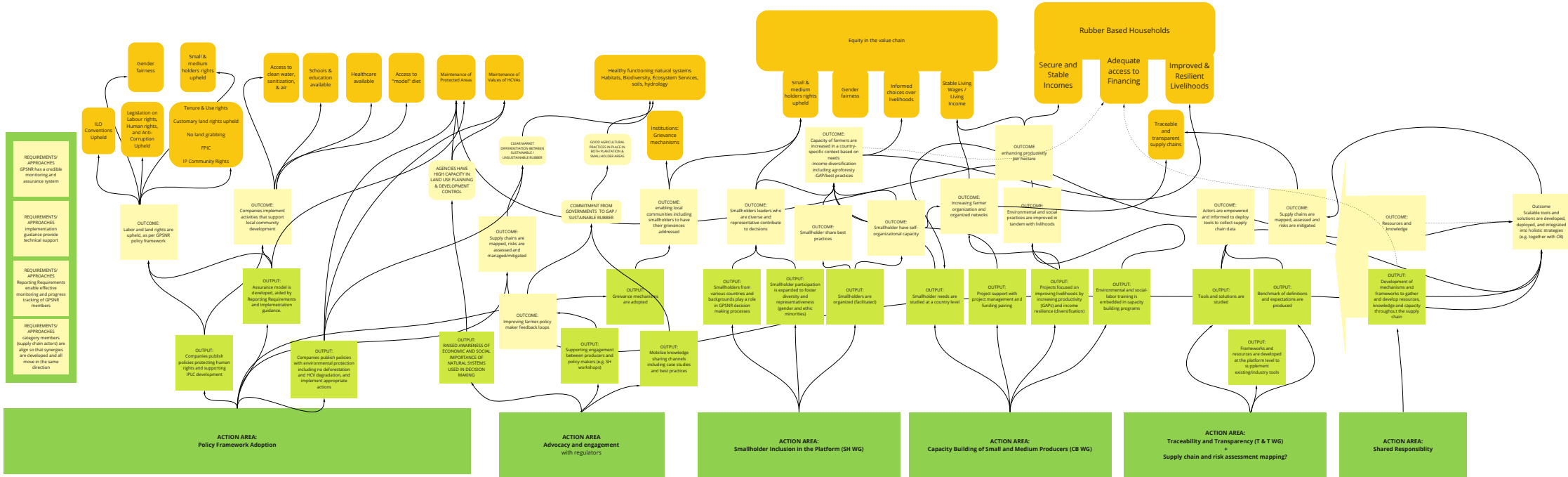
Causal Links

In the infographic below, causal links/chains make it clear how each of the above sections create a cause-effect ecosystem. There are no one-to-one relationships, but a holistic view of change as it is impacted by multiple factors.

ENABLING FACTORS:

- Expanding reach (membership) of GPSNR
- Financing of projects and initiatives
- Synergizing and sharing resources
- Tool and solution development
- Farmer and intermediary networks develop (smallholder leaders at GPSNR become community leaders and proliferate positive practices in their communities)
- Growing public and consumer aware of sustainability issues
- Value of rubber reflects true costs of production (account for externalities)
- Scaling and investment mobilized with Private or public-private funding and projects

These are cross-cutting factors that GPSNR will support / contribute to but may not be primarily responsible for





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