

Regenagri's Theory of Change

1. Background

A Theory of Change (ToC) is a strategic framework that explains how an organisation's activities are expected to contribute to long-term environmental, social and economic change. It identifies the logical pathway linking activities to outputs, short- and medium-term outcomes and long-term impacts, together with the assumptions that underpin these relationships.

The ToC of Regenagri CIC (hereafter referred to as "Regenagri") is driven by key activities such as robust analysis, stakeholders' consultations, knowledge and learning activities.

Our ToC helps to identify solutions and the approach to tackle the causes of issues such as loss of biodiversity, loss of soil health, climate change.

Regenagri's ToC provides the overarching framework for its regenerative agriculture programme. It explains how Regenagri's standards, assurance system, data and Monitoring, Evaluation and Learning (MEL), stakeholder collaboration and continual improvement contribute to accelerating the transition towards regenerative agriculture.

The ToC is informed by scientific evidence, implementation experience, stakeholder engagement and annual impact reporting, and is periodically reviewed to ensure it remains relevant and effective.

2. The Challenge

Agricultural systems face increasing pressures from soil degradation, biodiversity loss, climate change, declining water resources and economic challenges affecting farming communities.

While regenerative agriculture provides practical solutions to many of these challenges, widespread adoption is often limited by:

- inconsistent understanding of regenerative agriculture;
- lack of credible verification of regenerative outcomes;
- limited access to reliable environmental and farm performance data;
- insufficient technical support and knowledge sharing;
- inconsistent market recognition of regenerative production.

Regenagri seeks to address these barriers through credible standards, independent assurance, evidence-based monitoring and collaboration across agricultural value chains.

3. Our vision

A world where agriculture restores soil and ecosystem health, farming communities thrive, and regenerative systems are valued throughout global supply chains.

4. Our mission

To accelerate the global transition to regenerative farming by providing the trusted standards, third-party assurance, and data solutions required to build resilient agricultural supply chains.

5. Why change is needed

Agriculture is fundamental to food security, rural livelihoods and economic development. However, conventional agricultural systems are contributing to soil degradation, biodiversity loss, greenhouse gas emissions, declining water resources and increasing climate vulnerability.

At the same time, many farmers face economic uncertainty and limited recognition for the environmental benefits they generate.

Although regenerative agriculture offers practical solutions to these challenges, adoption remains constrained by inconsistent standards, limited verification of outcomes, insufficient environmental data and weak market incentives.

Regenagri exists to address these barriers by creating a trusted framework that supports credible implementation, measurement and recognition of regenerative agriculture.

6. Our Theory of Change

Regenagri believes that long-term transformation of agricultural systems requires coordinated action across the entire value chain.

When regenerative practices are clearly defined through credible standards, independently verified through robust assurance, supported by practical guidance, measured through reliable environmental data and recognised by markets, farmers and supply-chain actors are more likely to adopt regenerative agriculture.

As adoption increases, measurable improvements in environmental performance, farm resilience and market confidence create positive feedback that encourages wider implementation and continual improvement.

Through collaboration, evidence generation and learning, Regenagri contributes to the transition towards agricultural systems that regenerate ecosystems while improving livelihoods.

6.1. Strategic levers

Regenagri contributes to change through five strategic levers.

- **Standards and certification**: To develop and continually improve credible, science-based regenerative agriculture standards that are practical and internationally applicable.
- **Assurance**: To provide robust, independent third-party certification and assurance systems that build trust and confidence in regenerative claims and ensures consistent implementation throughout supply chains.
- **Data and Insights**: To deliver data solutions, environmental monitoring, and impact reporting that provide measurable evidence of progress and drive continuous improvement across soil health, biodiversity, carbon and greenhouse gases, water and energy management, animal welfare and social impact.
- **Capacity Building**: To empower farmers, supply chain actors, and certification bodies through targeted guidance, technical learning, and knowledge exchange.
- **Market Collaboration**: To partner with processors, brands, retailers, and financial institutions to ensure regeneratively grown goods are recognized, valued, and integrated into global supply chains.

6.2. Theory of Change pathway

6.2.1. Inputs

- Evolving scientific knowledge

- Stakeholder expertise
- Standards
- Assurance systems
- Partnerships
- Data systems
- Monitoring and evaluation
- Applicable legislation such as, but not limited to, Directive (EU) 2024/825 – Empowering Consumers for the Green Transition (EmpCo), Regulation (EU) 2023/1115 – EU Deforestation Regulation (EUDR)
- Codes and guidance such as, but not limited to UN Guiding Principles on Business and Human Rights, and the OECD Guidelines for Multinational Enterprises on Responsible Business Conduct, ISEAL Codes of Good Practice.

6.2.2. Activities

- Develop standards
- Deliver third-party audited certification
- Collect environmental data
- Build capacity
- Share knowledge
- Support innovation
- Collaborate across value chains to drive market demand for regenerative products

6.3. Immediate outcomes

- Regenagri standards and guidance are developed, implemented and maintained.
- Certification bodies and auditors are trained, qualified and approved.
- Organisations are assessed and certified against Regenagri standards.
- Environmental and farm performance data are collected and analysed.
- Public guidance, impact reports, learning resources and other stakeholder communications are published.
- Partnerships are established across agricultural value chains.
- Increased confidence in regenerative claims.

6.4. Short-term outcomes (1–2 years)

- 2.5 million Ha of farms under the Regenagri programme by 2027.
- 350,000 farms under the Regenagri programme by 2027.
- Reduction of emissions of 1m tonnes of CO₂ equivalent against 2023 baseline by 2026.

- Implementation of the Regenagri programme in 30 countries by 2027.
- Implementation of full supply chain platform to monitor adoption of regenerative practices and validate data.
- New collaborations developed to facilitate economic impact of the transition to regenerative agriculture for farmers, including carbon insetting and partnerships with financial institutions.

6.5. Medium-term outcomes (3–5 years)

- 4 million Ha of farms under the Regenagri programme by 2031.
- 450,000 farms under the Regenagri programme by 2031.
- Reduction of emissions of 2.5m tonnes of CO2 equivalent against 2023 baseline by 2031.
- Participating farms and value chains demonstrate measurable environmental improvements across Regenagri Farm Standard metrics.
- Increased market recognition of regenerative production and recognition of its value; credibility of regenerative claims.
- Opportunities created for farmers to benefit from regenerative production through preferred sourcing, longer-term commercial relationships and other value recognition mechanisms.

6.6. Long-term outcomes and impacts (5+ years)

6.6.1. Through these outcomes, Regenagri contributes to:

- agricultural systems that regenerate soils, biodiversity and ecosystem functions;
- reduced climate impacts and increased resilience of agricultural landscapes;
- transparent and trusted agricultural value chains that support regenerative production;
- resilient and prosperous farming communities;
- wider adoption of regenerative agriculture as an effective approach to sustainable commodity production.

6.6.2 Regenagri recognises that these impacts are achieved through the collective actions of farmers, businesses, researchers, governments, financial institutions and civil society.

6.6.3 Regenagri contributes to these changes through its standards, assurance system, stakeholder engagement, data and continual learning.

7. Assumptions

7.1. The Theory of Change is based on the following key assumptions made by Regenagri:

- farmers will adopt regenerative practices when they have access to practical guidance, credible verification and appropriate incentives;
- robust standards and independent assurance strengthen confidence in regenerative claims;
- markets increasingly recognise and reward verified regenerative production;
- reliable environmental data supports better decision-making and continual improvement;
- collaboration between producers, supply-chain actors, researchers and other stakeholders accelerates innovation and adoption;
- scientific knowledge relating to regenerative agriculture continues to evolve and strengthen.

7.2. These assumptions are periodically reviewed using evidence generated through Monitoring, Evaluation and Learning activities and stakeholder engagement.

8. Stakeholder engagement

8.1. Stakeholder engagement is fundamental to the development, implementation and periodic review of Regenagri's Theory of Change.

8.2. The Theory of Change is developed and updated through engagement with farmers, producer organisations, certification bodies, brands, retailers, processors, researchers, civil society organisations, technology providers, governance bodies and other interested stakeholders.

8.3. Stakeholder input is obtained through:

- public consultations during standards development and revision;
- targeted stakeholder consultations;
- advisory and governance group discussions;
- Monitoring, Evaluation and Learning activities;
- annual impact reporting;
- ongoing stakeholder feedback received through Regenagri's communication channels.

8.4. Stakeholder feedback is considered when reviewing the assumptions, activities, outputs, outcomes and intended impacts described in this Theory of Change.

9. Monitoring, Evaluation and Learning

- 9.1. Regenagri continually evaluates whether its activities are contributing to the expected outputs, outcomes and impacts described in this Theory of Change.
- 9.2. Evidence collected through certification, environmental monitoring, impact reporting and stakeholder feedback is used to test the assumptions underpinning the Theory of Change and identify opportunities for improvement.
- 9.3. Lessons learned inform future revisions of Regenagri's standards, assurance system and Theory of Change, supporting continual improvement and adaptive management.

10. Continuous improvement

- 10.1. The Theory of Change is reviewed every 3 years to ensure it remains relevant, evidence-based and aligned with stakeholder needs.
- 10.2. Updates are informed by:
 - scientific developments;
 - Monitoring, Evaluation and Learning;
 - annual impact reporting;
 - stakeholder consultations;
 - governance review;
 - implementation experience.

