

Theory of Change

| What is the problem you are trying to solve?   | Who is your key audience?  | What is your entry point to reaching your audience?  | What steps are needed to bring about change?  | Measurable effect of your work?  | What are the wider benefits of your work?   | What is the long term change you see as your goal?  |
|--|--|--|---|--|---|---|
| unemployment among young people, low levels of income among women, pollutant effect of non biodegradable plastic carrier bags on our environment | youth, women, other businesses like boutiques, restaurants, supermarkets and the community at large      | selling our packaging products through different places like boutiques, supermarkets, restaurants, marketing our products by word of mouth, social media, branded apparel for our staff and promotions | Produce the biodegradable packaging products from waste banana fibre using locally sourced machinery and raw materials through employing youth and women organised in savings groups, market our packaging products by word of mouth and websites, even online shopping sites, social media pages to attract clients, | Income levels in the community, number of youth and women employed within the business   | Improved livelihoods for youth and women  | Improved wellbeing of young people and women in the community, reduction in carbon footprint onto the environment |
|  |  |  |   | Measurable effect?   | Wider benefits?   |   |
|  |  |  |   | Consumption of biodegradable plastic carrier bags in the community( number of biodegradable bags sold to community daily)      | Reduce plastic pollution  |   |
|  |  |  |   | Measurable effect?   | Wider benefits?   |   |
| Key assumptions  | Key assumptions  | Key assumptions  | Key assumptions   | Key assumptions  | Key assumptions   | Stakeholders  |
|  | The key audience includes not only our clients but also the youth and women employed within the business | All these entry points are an opportunity to market our products   |   | One key assumption is that we shall convince the community to purchase products from businesses using bio degradable packaging | One key assumption is that employing youth and women will lift their incomes from living below 1 dollar per day to above 3 dollars per day in 3 years' time | the community, our clients  |