

A4A Theory of Change

Alliances for Action transforms food systems and advances the SDGs through producer partnerships that cultivate ethical, climate-smart, sustainable agri-value chains.

CONNECTION

A4A creates a shared understanding of sustainability systems, issues and opportunities by:

- ❖ Facilitating trust between value chain actors
- ❖ Convening stakeholders regularly
- ❖ Aggregating and sharing data
- ❖ Clarifying shared purpose and principles
- ❖ Establishing communication infrastructures and norms

Understand & Convene

COORDINATION

A4A establishes public-private alliances from producer to consumer by:

- ❖ Managing knowledge across projects and circulating information
- ❖ Ensuring technical support and MME
- ❖ Adopting inclusive, collaborative decision-making
- ❖ Developing a purpose-driven roadmap with common priorities
- ❖ Creating compelling value propositions

Transform

COLLABORATION

A4A builds competitiveness and leverages investment to transform value chains by:

- ❖ Providing context framing, relationship development, and project support
- ❖ Collecting and sharing success stories
- ❖ Brokering relationships that stimulate investment and capacity building to facilitate system-wide value creation

Invest & Evaluate

VALUE CHAIN TRANSFORMATION

When A4A realizes its purpose, value chains are inclusive, sustainable, ethical, climate-smart, culturally sensitive, integrated and adaptive, transparent and traceable.