GLOBALG.A.P. – THEORY OF CHANGE

**STRATEGIES**
- **CERTIFICATION**
  - Holistic approach
  - Outcome-oriented standards
  - Continuous improvement

- **CAPACITY BUILDING**
  - Development of local expertise
  - Awareness raising
  - Certification facilitation

- **INTEGRITY PROGRAM**
  - Independent third-party certification
  - Consistency and credibility

- **PARTNERSHIPS & BENCHMARKING**
  - Harmonization of responsible farming practices
  - Public policy initiatives

- **IT TOOLS & SMART SOLUTIONS**
  - Streamlined processes
  - Digitalization and data insights

- **GGN LABEL**
  - Traceability and supply chain transparency

**OUTCOMES**
- Market incentives encourage farmers to adopt safe, socially and environmentally responsible farming practices
- Trustworthy assurance scheme with a commitment to science-based standards
- Scaling-up of safe, socially and environmentally responsible industry practices
- Enabling data-driven certification and reducing the complexity for stakeholders
- Consumers make more conscious and responsible decisions

**IMPACTS**
- Producers are recognized and rewarded for responsible farming practices
- Environment is protected and enhanced
- Livelihood and welfare of farming communities is improved
- New industry standards are set that contribute to the transformation of the global food sector

**VISION**
SAFE, SOCIAL AND ENVIRONMENTALLY RESPONSIBLE FARMING WORLDWIDE