



GLOBAL ORGANIC TEXTILE STANDARD
ECOLOGY & SOCIAL RESPONSIBILITY

MONITORING, EVALUATION AND LEARNING PLAN OF THE GLOBAL ORGANIC TEXTILE STANDARD

VERSION 1.0
NOVEMBER 01, 2023



Understanding the impacts of Global Standard gGmbH Monitoring, Evaluation and Learning Plan (MEL Plan)

1. Context and purpose of the research agenda

The results of evaluations and research provide us with a better understanding of how Global Standard gGmbH contributes to making textile supply chains more sustainable. While the literature on social and environmental impacts in the textile supply chains is very broad, it does not provide concrete insights of the link between the work of Global Standard gGmbH and the effects on sustainability. Therefore, there is a need for evaluations and research that explain what kind of changes are taking place because of our work. Moreover, it needs to be investigated whether the intended positive change is occurring, and if this can be concretely attributable to our work.

Evaluation is a fundamental part of the M&E system for generating learnings that contribute to the improvement of our organisation. An evaluation is defined as “the systematic and objective assessment of an on-going or completed project, its design, implementation, and results”. The aim is to determine the relevance and fulfilment of objectives, development efficiency, effectiveness, impact and sustainability. An evaluation should also provide information that is credible and useful, enabling the incorporation of lessons learned into the decision-making.

Through the dissemination and discussion of the results of the evaluation and research, the members of the Global Standard gGmbH Team generate knowledge and share experiences that help the implementation of future projects. Furthermore, awareness of the research and evaluation results improve the decision-making of the Global Standard gGmbH Management and Standard Development Unit by providing concrete evidence of the current situation at GOTS Certified Entities. GOTS Certified Entities are processors, manufacturers, traders or retailers of GOTS Goods certified by an Approved Certifier.

The objective of this document is to provide a clear outline of the guiding evaluation questions and the MEL plan. The guiding evaluation questions are research pathways that Global Standard gGmbH wants to conduct to improve the impact of its work. The MEL plan is an overview of the research questions, outcome, and impact evaluations to be commissioned in the next years.

Sometimes the guiding evaluation questions for this type of work are also referred to as “learning questions”. The reason for this is that there is wide agreement between experts that M&E plays an important role in organisational learning. The outcomes of the respective M&E systems are used to discover what measures implemented by the organisation are successful and which are not. This information can be used by organisations to improve their performance and generate learnings.



Nonetheless, each organisation has a different integration of Monitoring and Learning. While in many organisations, it is quite common that M&E and Learning are integrated into a monitoring, evaluation, and learning system, in other organisations, this is not the case.

At Global Standard gGmbH, the M&E system and Knowledge Management & Continued Education are part of two different units. The result is that the Learning aspect is integrated into the unit of Education and Promotion, and M&E is integrated into the Standard Development and Implementation Unit. The unit of Education and Promotion covers the learning aspects of formal or informal training, academic learning, organisation of seminars and conferences, and learning through digital spaces (internet and intranet sites) with the Knowledge Management and Continued Education Specialist. On the other hand, the M&E Specialist covers the learning process derived from the implementation of our Theory of Change. This includes the quantitative and qualitative analysis of processes and changes attributed to the activities implemented by our organisation to drive a change in the textile supply chain. The tools used for understanding this change are impact assessments, internal reviews, and impact evaluations. Among the methodologies used are data collection and statistical analysis.

Therefore, the questions outlined here as learning questions are also our evaluation questions that set in motion one part of the organisational learning process at Global Standard gGmbH. A strong collaboration between Knowledge Management and Continued Education and the M&E Specialist ensures an optimal integration of the M&E learnings into the whole Global Standard gGmbH system.

2. Key research priorities

2.1. Priority topic 1: Market Impact (Market Penetration and Sustainable Consumption)

2.1.1. M&E Learning Questions

- 2.1.1.1. What are the benefits of working with GOTS for businesses to communicate their sustainability impacts?
- 2.1.1.2. To what extent has GOTS contributed to an increase in the share of organic textiles available in the market?

To whom is the outcome of the learning questions important?	• They help Global Standard gGmbH to understand if the marketing activities such as public campaigns or representation of Global Standard gGmbH at events are reaching the intended objectives. • The answers support Global Standard gGmbH's marketing activities by providing evidence that can be used for convincing new companies to get certified.
What is Global Standard gGmbH going to do with the information?	• Market information obtained by answering the learning questions can be used for supporting social media campaigns, marketing material and standard development. • The information provides guidance on the kind of market-related activities that should be implemented in specific regions.
What is the added value of answering these questions?	• The answer provides evidence that supports the improvement of the market-related activities at Global Standard gGmbH.



2.2. Priority topic 2: Collaboration and Influence in Governance and Regulation of Policies and Practices

2.2.1. M&E Learning Questions

- 2.2.1.1. How does Global Standard gGmbH interact with other sustainability initiatives to foster alignment on processes, testing methods, and sustainability criteria in the textile sector and what is its impact on supply chains?

2.3. Priority topic 3: Quality Assurance

2.3.1. M&E Learning Questions

- 2.3.1.1. To what extent has the implementation of innovative IT solutions implemented by Global Standard gGmbH contributed to improving the transparency and traceability in textile supply chains?
- 2.3.1.2. What are the impacts of Quality Assurance activities, such as the development of IT tools for improving credibility of transaction certificates or in-depth investigations, on improving the integrity of supply chains and on making fraud prevention more efficient?

To whom is the outcome of the learning questions important?	• The responses help Global Standard gGmbH's Quality Assurance and IT Units to understand if the activities implemented are contributing to improving the transparency and traceability in textile supply chains.
What is Global Standard gGmbH going to do with the information?	• Improve the integrity of the supply chains by providing more reliable and efficient IT tools for the creation of transaction and scope certificates. • Reduce fraud in supply chains. • Make fraud detection more efficient. • Improve the assurance system of the Global Standard gGmbH.
What is the added value of answering these questions?	• Provide evidence that supports the continuous improvement process in projects such as the Farm Gin Registry or the GTB.



2.4. Priority topic 4: Standard Development and Implementation

2.4.1. M&E Learning Questions

- 2.4.1.1. Is there evidence that the due diligence management process outlined in GOTS is showing an impact in reducing potential negative environmental and social impacts by Certified Entities?
- 2.4.1.2. What is the contribution of GOTS-certified textiles and facilities in terms of a reduction of GHG emissions during raw materials processing, material production, finishing, manufacturing, and the assembly of final products?
- 2.4.1.3. What are the challenges to reducing water contamination through textile processing, and how do GOTS-certified Entities contribute to reducing the impact in water contamination of their activities?
- 2.4.1.4. What are the qualitative and quantitative environmental impacts of a GOTS certified product through every phase of its life (Life Cycle Impact Assessment)?

To whom is the outcome of the learning questions important?	• Consumers that want to know about the social and environmental impacts of GOTS certified products. • Certified Entities that want to demonstrate and communicate their impacts. • The Global Standard gGmbH Development Unit, in the interest of further developing the Standard.
What is Global Standard gGmbH going to do with the information?	• Improve communication and marketing material for consumers on social and environmental impacts. • Support the communication of impacts on the part of Certified Entities. • Improve the Standard and strengthen its impact.
What is the added value of answering these questions?	• Further position of Global Standard gGmbH as the leading standard of sustainability in the textile processing sector.



3. M&E plan of activities

No.	Activity	Learning question addressed	Priority Topic	Research Partner	Methodology	Data source	Expected Publication Timeline	Data provider
3.1	GTB Project Evaluation	2.3.1	2.3	TBD	Surveys and interviews.	TBD	TBD	CB's and CE's
3.2	Baseline Study GOTS 7.0	2.4.1	2.4	Global Standard gGmbH	Surveys and interviews.	Impact Monitoring Tool	Q4 2024	CE's
3.3	Annual Monitoring Report	2.4.1	2.4	Global Standard gGmbH	Surveys and interviews.	Impact Monitoring Tool	Q4 2024	CE's
3.4	Outcome Evaluation GOTS 7.0	2.4.1	2.4	Global Standard gGmbH	TBD	TBD	Q1 2025	CB's and CE's
3.5	Impact Evaluation GOTS 7.0	2.4.1	2.4	Global Standard gGmbH	TBD	TBD	Q1 2026	CB's and CE's

3.1. GTB Project Evaluation

Focus	This study will assess whether, why, and how the implementation of the GTB has contributed to the following expected outputs: - Improving the transparency and traceability in textile supply chains - Improving the integrity of the supply chain and making fraud prevention more efficient
Scope	Representative sample of countries and processing stages covered by GOTS 7.0
Purpose	Among the purposes of the project evaluation are the following: - To Identify activities to improve the implementation of the GTB project - To generate learnings that allow upscaling of the GTB project to other data collection areas

3.2. Baseline Study of GOTS 7.0

Focus	This study will gather data on the current situation of the implementation of GOTS before the effective date for the implementation of GOTS Version 7.0 (March 01, 2024)
Scope	Representative sample of countries and processing stages covered by GOTS 7.0
Purpose	Among the purposes of the Baseline Study of GOTS 7.0 are the following: - To establish a starting point for monitoring and evaluating the impact of the standard GOTS 7.0 - To provide a clear understanding of the current situation against which future progress can be assessed or comparisons made - To establish indicators against which progress can be measured and evaluated



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3.3. Annual Monitoring Report

Focus	The Annual Monitoring Report provides an annual progress update of the impacts of the implementation of GOTS.
Scope	Representative sample of countries and processing stages covered by GOTS 7.0
Purpose	Among the purposes of the Annual Monitoring Report are the following: - To provide Global Standard gGmbH staff and other stakeholders with information on the status of the Standard's implementation in terms of sustainability impacts - To identify the need for further information or research - To communicate sustainability impacts for marketing purposes

3.4. Outcome Evaluation GOTS 7.0 (Q1 2025)

Focus	This study will measure the results or outcomes of GOTS 7.0. It will determine whether the Standard is achieving its intended sustainability goals and objectives and whether the outcomes are meaningful and beneficial to the Certified Entities: - Reducing and managing the negative impacts of textile production on society - Reducing GHG emissions during raw materials processing, material production, finishing, manufacturing, and the assembly of final products - Reduction of the environmental impacts of Certified Entities
Scope	Representative sample of countries and processing stages covered by GOTS 7.0
Purpose	Among the purposes of the outcome evaluation are the following: - To improve the revision process of GOTS - To provide relevant information to assist in decision-making during Standard revision - To identify innovative approaches to further enhance the impact of GOTS 7.0

3.5. Impact Evaluation GOTS 7.0 (Q1 2026)

Focus	This study will assess the impact (or causal effect) of GOTS 7.0 on sustainability in textile supply chains. It will assess whether, why, and how the implementation of GOTS 7.0 has contributed to the following expected outcomes: - Reducing and managing the negative impacts of textile production on the society - Reducing GHG emissions in raw material processing, material production, finishing, manufacturing, and assembly of final products - Reduction of the environmental impacts of Certified Entities
Scope	Representative sample of countries and processing stages covered by the standard GOTS 7.0
Purpose	Among the purposes of the Impact evaluation are the following: - Assessing the effectiveness of the Standard in achieving the goal of reducing the negative social and ecological impacts of textile production along the whole supply chain - To provide data-driven insights into outcomes and impact of the Global Standard gGmbH activities, to inform decision-making and drive improvements in Global Standard gGmbH activities development and implementation - To identify the strengths and weaknesses of the Global Standard gGmbH activities and areas for improvement