

ToC for food system transformation: using the COM B model for behavioural change

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System Transformation and behaviour change ToC

- System transformation requires people, groups and organisations to change their behaviours (Koleros et al, 2018). It is the stakeholders of eco-food systems that influence the dynamics within and between the food environment, value chains, and food consumption. They do this through policy-making and (de/)incentivising behaviours, creating new opportunities through innovations and investments, or for instance education and training. They do this also by reacting to policies, taking up innovations, and increasing understanding and applying skills. In order to inform strategies for transformation we need Theories of Change with a multi-actor and behavioural focus that are supportive in making the stories of change in food systems, how transformation happens, explicit.
- The Capability Opportunity and Motivation behavioural change model (shortly COM B) developed by Michie, Van Stralen, and West (2011) provides a useful framework for developing Theories of Change of such complex processes (Mayne 2018).

Practical Illustrations

- Presented here a some examples using the COM B model for interventions aimed at transformation of the eco-food system and questions for discussion.

Intergrated Smallholder Dairy program

- Behavioural change is often causal and sequential, e.g., first train and then invest in technology or vice versa, or first procure milk and then equally and fairly distribute the milk to schoolchildren; these are separate behaviours
- Several key actors have to change their behaviours to support smallholder farmers to become more resilient. It is the interactions of these behaviours that could lead to impact
- Assumptions about the Capability, Opportunities, and Motivation of the actors have been made explicit

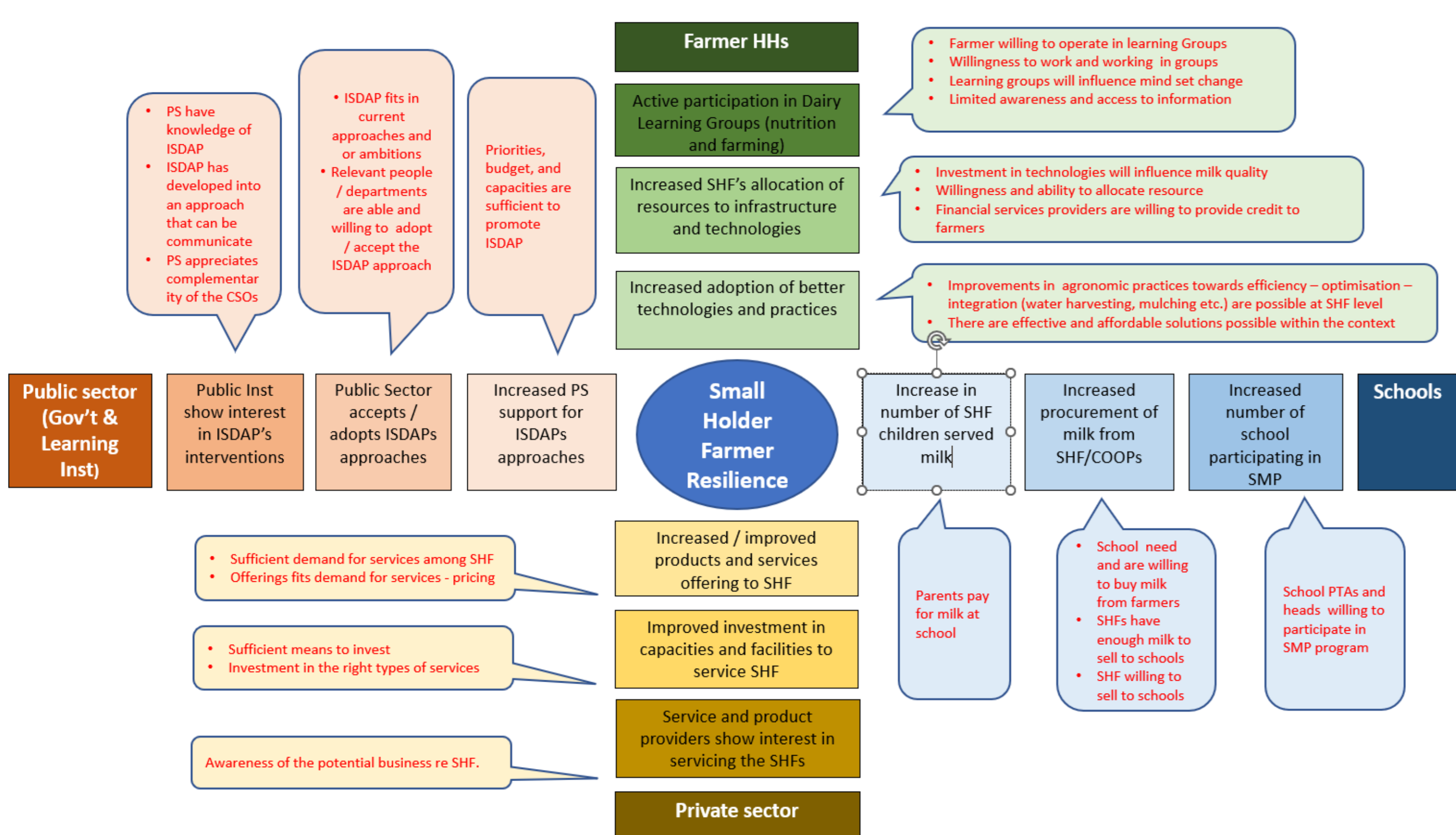


Figure 1. ISDAP multi-actor Theory of Behavioural Change with COM in assumptions (2022)

The Inclusive Dairy Enterprise

- Each behavioural change involves change in Capabilities, Opportunities, and Motivations
- Changing the COM of one actor, often requires behavioural change of another actor; behaviours and their determinants interact
- Change is multi-layered and messy; even the C, O, and M have many determinants

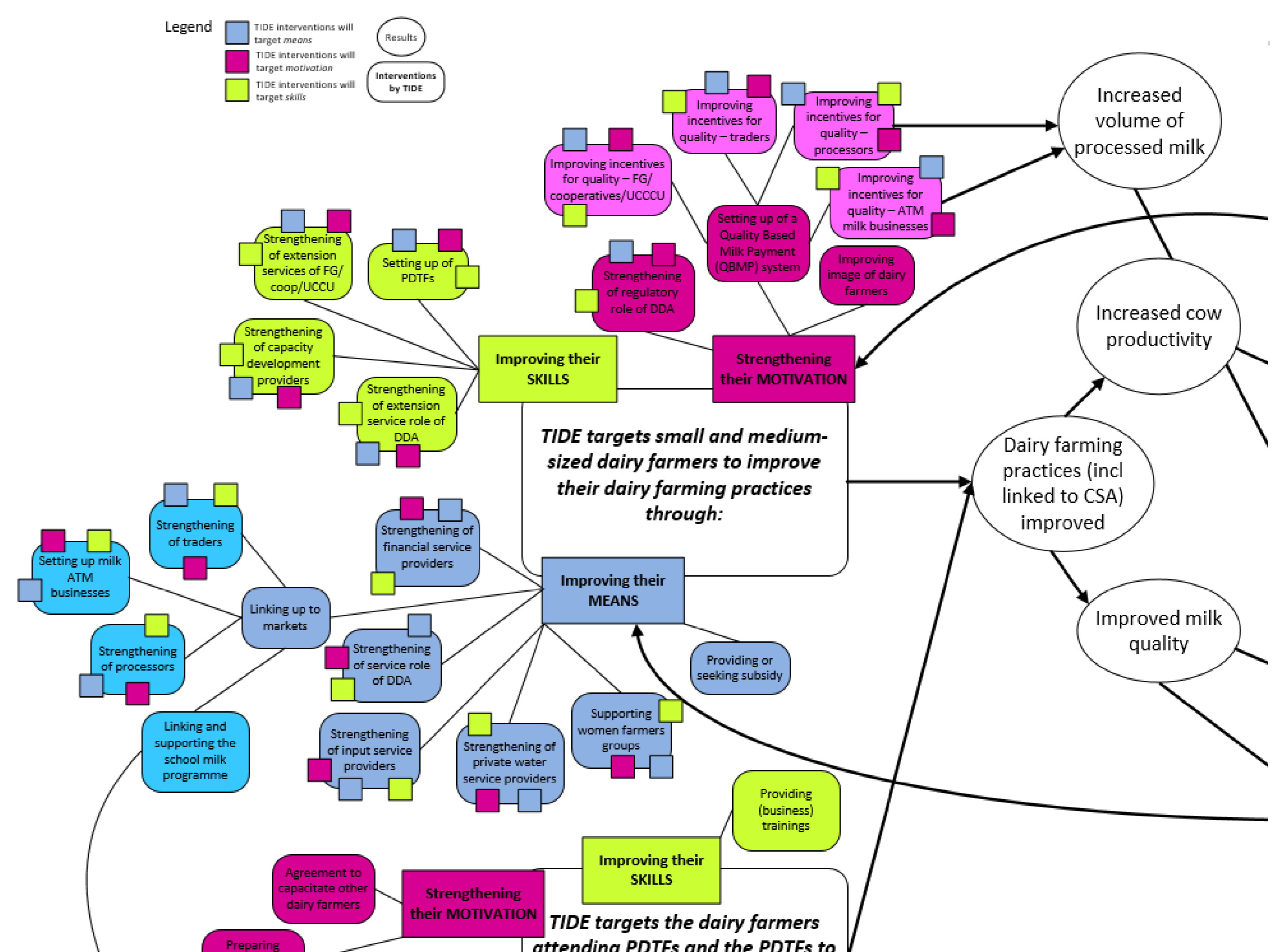


Figure 2. TIDE Theory of Change with COM as determinants for Behaviour change (2016)

Establishing Multi-Stakeholder Innovation Platforms

- Behavioural change towards innovation fostering regenerative food systems requires a collective to have the COM to change. A Multi-Stakeholder Platform is a means to do this
- Behavioural change is a cyclic process; it involves Do-ers, Thinkers, and Enablers in initiating, planning, and collaborating through establishing and maintaining a platform that enhances the COM among various stakeholders to promote a regenerative agri-food system

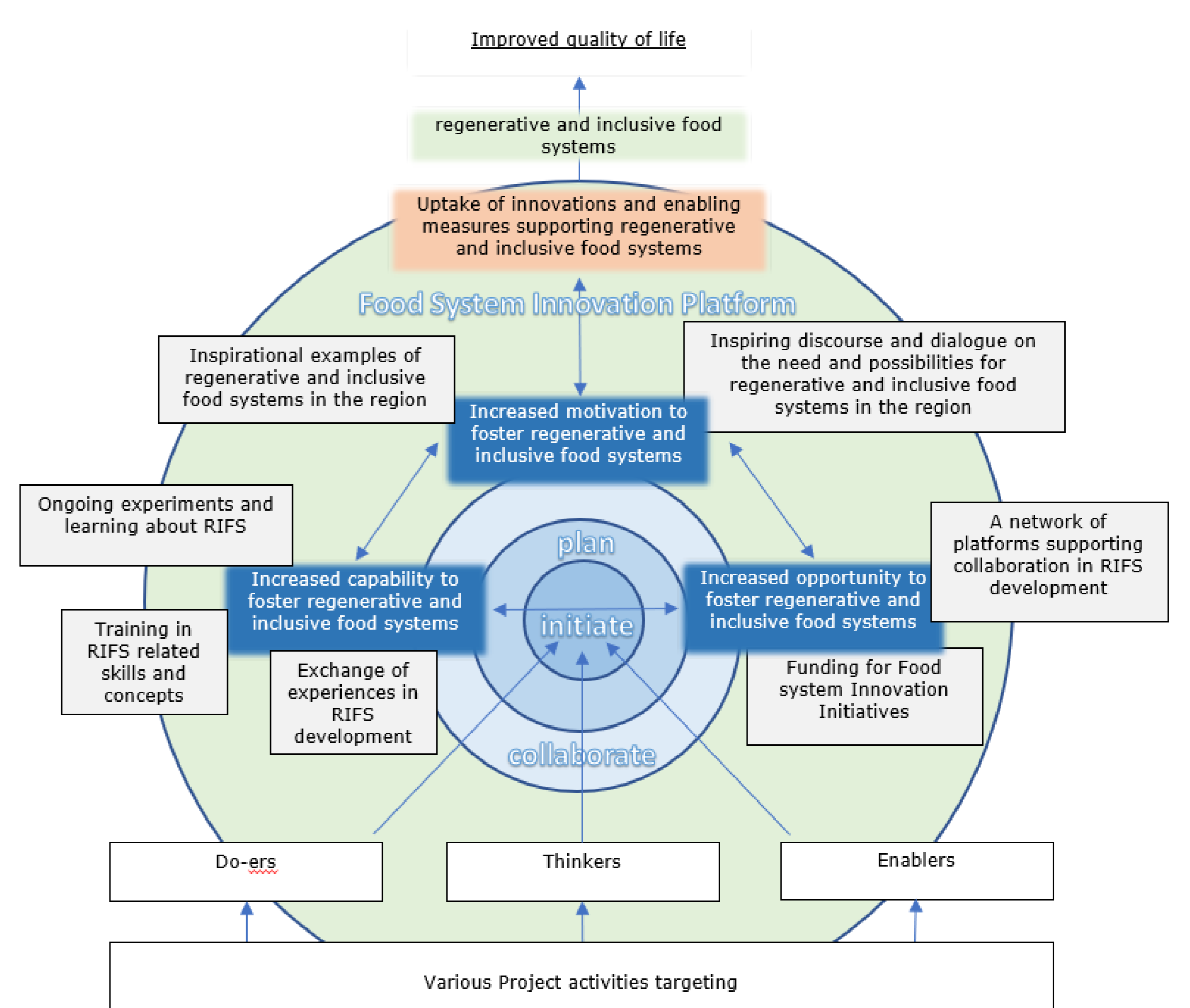


Figure 3. REFOOTURE Theory of Change with COM B in a collective and cyclic process (2023)

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