

Logic Model

The logic model depicts the Theory of Change in greater detail. It illustrates how the outcomes, or results, being driven change over time. The short term outcomes are most directly linked to Fair Trade USA's activities and investments, while interim and longer-term outcomes build in a non-linear manner on earlier outcomes. Moving from short-to-longer term, outcomes become less directly attributable to Fair Trade USA's activities and investments—recognizing how fair trade programs are implemented within complex environments where there are many factors contributing to system change.

