

Checklist: Deciding the targeting approach

One of the first strategic decisions CLMRS implementers must make is whether to target only households in a specific supply chain (supply-chain CLMRS) or to target all households in a set of communities within a sourcing area, regardless of whether the household is directly part of the supply chain (community-based CLMRS).

When deciding which approach to take, consider:

- ✓ **What proportion of households in the targeted communities are part of your supply chain?** If the vast majority of households in a community are part of your supply chain, a community-wide approach may be more efficient. Alternatively, if supply-chain households are a small proportion of the total, focusing on those specific households may be more resource-effective.
- ✓ **How stable is your supply chain in the targeted area?** Producers may switch cooperatives or buyers, and companies may change sourcing agreements with cooperatives from one season to the next. In a supply chain-based CLMRS, this can lead to monitoring gaps or duplication, especially if there is no mechanism for data sharing between actors. A community-based approach can help maintain continuity in case management and reduce the burden of constantly updating supply-chain household lists. If implementers choose a supply chain-based model, this challenge can be mitigated by establishing a standardised procedure for transferring CLMRS data when sourcing changes. ICI has developed a [data sharing template](#) for this purpose.
- ✓ **How strong is traceability in your supply chain?** If your supply chain is highly traceable and well-documented, a supply chain-focused approach may be more feasible. However, where traceability is weak or informal, a broader community lens may be more practical and reliable, ensuring that all children linked to the supply chain are covered.
- ✓ **Do you have available household lists in the targeted community?** A supply chain-based CLMRS benefits from pre-existing producer lists, which can be used to plan household visits. In contrast, community-based systems often require implementers to build household lists from the ground up, which can be time-consuming and may increase the risk of duplicate visits or missed households.
- ✓ **Are there existing community-based organisations or child protection mechanisms in the targeted area that could support CLMRS implementation?** If strong community-based organisations or local child protection mechanisms are already active, a community-based CLMRS may allow better integration with and leverage of existing systems. However, these structures are often voluntary and may lack the capacity, incentives, or accountability mechanisms to support sustainable CLMRS implementation in the longer term. In such cases, working through supply chain actors (e.g., cooperatives or licensed buying companies) may offer a more structured and sustainable approach.
- ✓ **Are there other supply-chain actors in the area?** If multiple companies are sourcing from the same area, there is a high likelihood of duplication of efforts in implementing CLMRS. In such cases, community-based approaches, whereby companies either take responsibility for targeting specific communities or pool funds to ensure all communities in a specific area are covered only once, can be more efficient than supply-chain approaches.