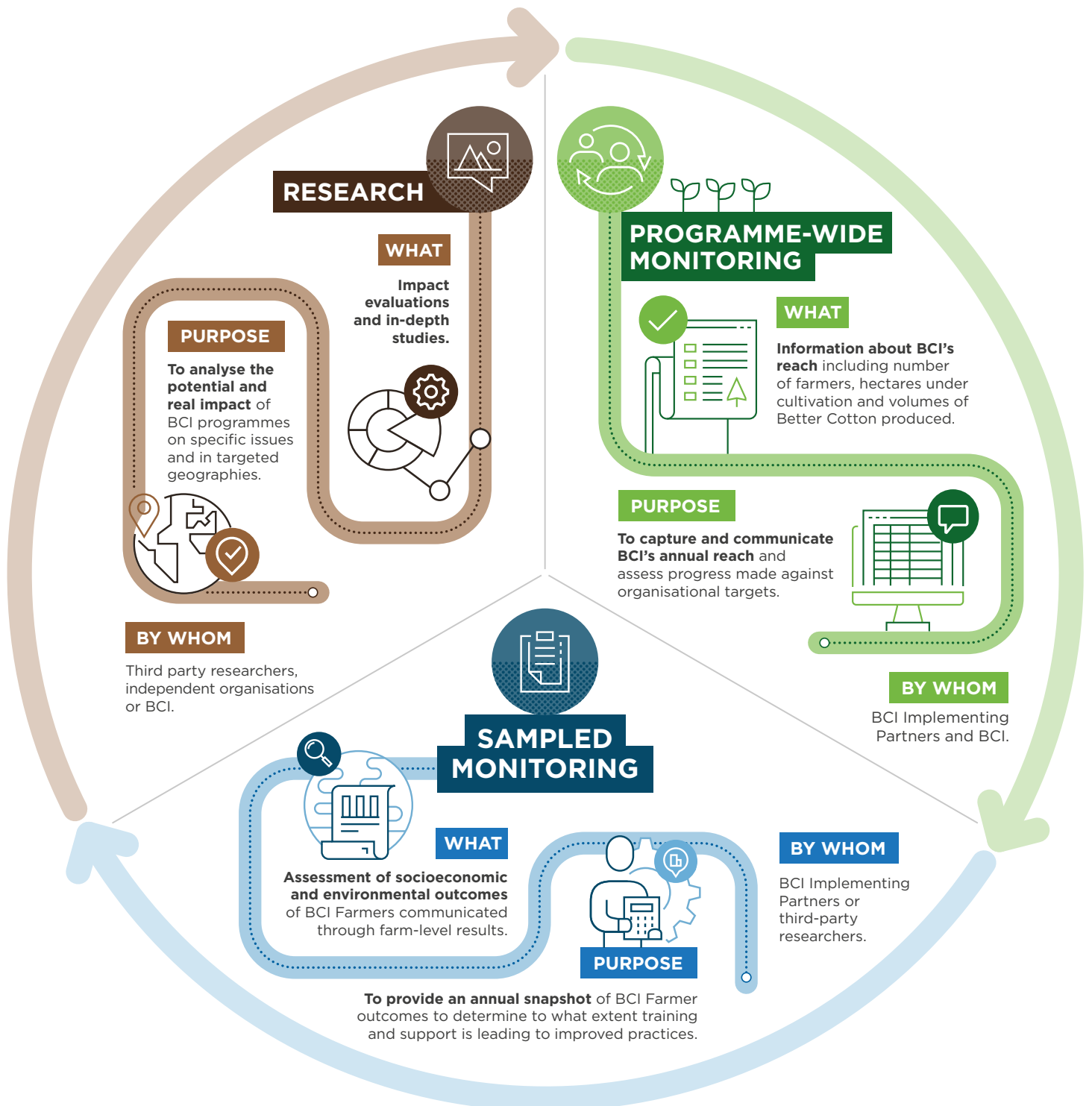


# THE BETTER COTTON INITIATIVE'S APPROACH TO ASSESSING FIELD-LEVEL RESULTS AND IMPACT


BCI is committed to measuring sustainability improvements everywhere Better Cotton is produced and to evaluating the environmental, social and economic impact of the Better Cotton Standard System.

BCI uses complementary research and evaluation methods and works with independent organisations and researchers to assess the field-level impacts of the BCI Programme. This diversity of approaches is necessary to effectively measure results and impact both at scale and in depth.




## EXAMPLES OF RESULTS AND IMPACT ACTIVITIES THAT ENABLE BCI STAKEHOLDERS TO UNDERSTAND THEIR CONTRIBUTIONS BY ENGAGING WITH BCI

### ANNUAL REPORT




**PROGRAMME-WIDE MONITORING**

**WHAT**  
Flagship annual report which allows BCI to communicate global and country programme activities and reach.




**PURPOSE**  
To capture and share BCI's progress towards its organisational targets, showcasing field-level and membership results from the previous year and cotton season as well as key BCI programme developments.

**BY WHOM**  
BCI



**STATUS**  
Released annually in June. Access the report at [stories.bettercotton.com/2018-AnnualReport](https://stories.bettercotton.com/2018-AnnualReport)

### BCI FARMER RESULTS: ENVIRONMENTAL, SOCIAL AND ECONOMIC



**SAMPLED MONITORING**

**WHAT**  
Environmental, economic and social results indicators that measure differences between licensed BCI Farmers and farmers in the same geographic area not implementing the Better Cotton Standard.


**PURPOSE**  
To demonstrate to BCI Members and stakeholders, on an annual basis, the outcomes BCI Farmers are experiencing by participating in the BCI programme and adhering to the Better Cotton Principles & Criteria.

**BY WHOM**  
BCI.



**STATUS**  
Released annually once the data is cleaned and analysed. Access Farmer Results at [bettercotton.org/farmer-results](https://bettercotton.org/farmer-results)

### BCI FARMER RESULTS: IMPACT OF MEMBER SOURCING

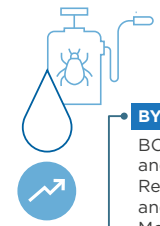


**SAMPLED MONITORING**

**WHAT**  
Impact sustainability claims are available to eligible BCI Retailer and Brand Members to demonstrate a member's contribution to BCI's global outcomes.


**PURPOSE**  
By equating the volumes of Better Cotton sourced by a member in a given season to BCI's farm level results in relation to water, pesticides and profitability, brands can demonstrate the impact of their sourcing. Example claim: "Last year, an estimated 15,000 kg of pesticides were avoided thanks to our sourcing of Better Cotton."

**BY WHOM**  
BCI and BCI Retailer and Brand Members.



**STATUS**  
New claims launched in 2019. On-going for eligible Retailer and Brand Members. Learn more at: [bettercotton.org/blog](https://bettercotton.org/blog)

### ENVIRONMENTAL METRICS TOOL




**SAMPLED MONITORING**

**WHAT**  
An environmental results tool using BCI's environmental farmer results data combined with scientific life cycle assessment methods to calculate indicators like: GHG emissions, water consumption and eutrophication.

**PURPOSE**  
To measure and communicate credible data-driven results to better meet the needs of BCI Members and to provide actionable insights for producers.

**BY WHOM**  
BCI and an expert Life Cycle Assessment firm (pending tender).



**STATUS**  
In scoping phase. Expected completion Q4 2020.

## EXAMPLES OF RESULTS AND IMPACT ACTIVITIES THAT ENABLE BCI STAKEHOLDERS TO UNDERSTAND THEIR CONTRIBUTIONS BY ENGAGING WITH BCI

### HIGG MATERIALS SUSTAINABILITY INDEX (MSI)



**SAMPLED MONITORING**

**WHAT**  
**Inclusion of Better Cotton results in the Higg Materials Sustainability Index (MSI)** – a tool to measure the environmental sustainability impacts of materials.



**PURPOSE**

To leverage an existing tool and ensure that BCI Retailer & Brand Member sourcing of Better Cotton is accurately accounted for.



BCI and Sustainable Apparel Coalition (SAC).

**BY WHOM**



**STATUS**

*In exploration phase. Expected inclusion in 2020.*

### DEMONSTRATING AND IMPROVING POVERTY IMPACTS (DIPI)



**RESEARCH**

**WHAT**

**A three-year independent impact study:** Evaluation of the Early Impacts of the Better Cotton Initiative on Smallholder Producers in Kurnool District, India.



**PURPOSE**

To understand if positive change is occurring at field-level in order to improve BCI's impact potential.



**BY WHOM**

Researchers from the Natural Resources Institute at the University of Greenwich. Funded by the Ford Foundation and commissioned by the ISEAL Alliance.



**STATUS**

*Completed in 2019. Learn more at [www.evidensia.eco/work-with-evidence/online-library](http://www.evidensia.eco/work-with-evidence/online-library)*

### WAGENINGEN UNIVERSITY RESEARCH



**RESEARCH**

**WHAT**

**Impact study among 1,360 cotton farmers** in Maharashtra and Telangana, India, to assess their progress during their first year of involvement with BCI.



**PURPOSE**  
Establish the Causal effect of the BCI programme on the performance of farmers, more specifically their use of agrochemical inputs and profitability. The research also focuses on the support received during the first year of participation in the BCI programme.



**BY WHOM**

Researchers from the Wageningen University Research; study commissioned and funded by IDH, The Sustainable Trade Initiative, with co-funding from BCI.



**STATUS**

*Ongoing. Baseline collected in June 2019; end line to be collected in March 2020. Final report to be released in June 2020.*

### DELTA FRAMEWORK



**SPECIAL PROJECT**

**WHAT**

**A framework to measure and report continuous improvement in sustainability at farm-level**, in a harmonised way across cotton standards and other commodity sectors.



**PURPOSE**  
To bridge the gap in measuring and reporting sustainability performance for both ends of the value chain by creating a core set of farm-level, outcome/impact indicators applicable to cotton and coffee farming systems with the potential to expand to other commodities over time. The project also seeks to help create a clear view of progress towards the Sustainable Development Goals (SDGs).



**BY WHOM**

Project led by BCI with 3 key partners: the Global Coffee Platform, the International Coffee Organisation and the International Cotton Advisory Council. Funded by the ISEAL Innovation Fund.



**STATUS**

*In consultation phase. Pilot testing in 2020. Expected release of framework Q2 2021. Learn more at [www.deltaframework.org](http://www.deltaframework.org)*