



# Evidence Framework

Jun-24

Indicator Ref. #	Impact Area	Impact Sub-Area	Results Chain Level	Description of Desired Result	Indicator	Units of Measure and Equation (How exactly will the indicator be measured)	Indicator Source Reference	Disaggregation (How do we plan to break down the info)	Unit of Analysis	Producer category			Frequency of Data Collection	Sources of Data
										Producer Unit of Smallholders	Producer Unit of Medium farms	Large Farms		
1.1	Organisational Scope & Reach	Production	Impact (vision)	Increased volume of Better Cotton	<b>Volume Better Cotton production</b>	Quantity of Better Cotton lint produced (in MT)		Country, State/Province		X	X	X	Annual	Better Cotton records
1.2	Organisational Scope & Reach	Production	Impact (vision)	Increased percent of global production is Better Cotton	<b>Percent of global production that is Better Cotton</b>	Volume of Better Cotton lint / Volume of global cotton produced				X	X	X	Annual	Better Cotton records, ICAC statistics <a href="https://www.icac.org/Publications/PastIssues?id=81">https://www.icac.org/Publications/PastIssues?id=81</a>
1.3	Organisational Scope & Reach	Value Chain Reach	Impact (vision)	Increased uptake volume	<b>RB Uptake volume</b>	Better Cotton declared by Retailers and Brads (RB) members (in MT)							Annual	Better Cotton records
1.4	Organisational Scope & Reach	Value Chain Reach	Impact (vision)	Increased percent of global production is sourced as Better Cotton	<b>RB Uptake as percent of global production</b>	Better Cotton declared by RB members / global cotton produced							Annual	Better Cotton records, ICAC statistics <a href="https://www.icac.org/Publications/PastIssues?id=81">https://www.icac.org/Publications/PastIssues?id=81</a>
1.5	Organisational Scope & Reach	Farmer Inclusion	Impact (vision)	Increased number of Licensed Better Cotton farmers	<b># Licensed Better Cotton Farmers</b>	Farmers		Gender		X	X	X	Annual	Better Cotton records
1.6	Organisational Scope & Reach	Reach	Output		<b># countries participating in Better Cotton</b>	# of countries operating BCSS or benchmarked equivalent programme		BCCS, Benchmark		X	X	X	Annual	Better Cotton Programme records
1.7	Organisational Scope & Reach	Reach	Output		<b># farmers trained</b>	# farmers that attended trainings		Gender, topic of training		X			Annual	Better Cotton Results Indicators
1.8	Organisational Scope & Reach	Reach	Output		<b># workers trained</b>	# workers that attended trained		Gender, topic of training		X			Annual	Better Cotton RIs
1.9	Organisational Scope & Reach	Value Chain Reach	Output	Increased membership numbers	<b># Better Cotton Members</b>	# Members		Member type					Annual	Better Cotton membership records
2.1	Climate Change	Climate Change Mitigation	Impact	Reduced greenhouse gas emissions intensity	<b>Greenhouse Gas emissions per tonne of Better Cotton produced</b>	kg CO <sub>2</sub> eq. / kg of Better Cotton lint produced	Delta (7)	Country	Producer Unit	X	X	X	Annual	Better Cotton Results Indicators, external modeling, some additional data from Better Cotton Producers collected through ad-hoc surveys
2.2	Climate Change	Climate Change Adaptation	Impact		<b>See Resilience indicator (4.6)</b>	Sub-area of the Livelihoods Resilience indicator								
3.1	Pesticides	Crop Protection	Outcome	Reduced reliance on synthetic pesticides for crop protection	<b>Volume of pesticide active ingredient applied</b>	kg or l pesticide active ingredient / ha harvested area		Active Ingredient, pesticide type (e.g. herbicide, insecticide), pesticide family (e.g. neonic)	Farm	X	X	X	Annual	Better Cotton Result Indicators
3.2	Pesticides	Crop Protection	Outcome	Reduction of toxic load from use of pesticides	<b>Toxic Load of pesticide active ingredient applied</b>	toxic load / ha harvested area	Delta (2)		Farm	X	X	X	Annual	Better Cotton Result Indicators, annual evaluation of pesticides active ingredients by external pesticide expert
3.3	Pesticides	HHPs	Outcome	Reduction in use of highly hazardous pesticides (HHPs)	<b>Volume of highly hazardous pesticides (HHPs) applied</b>	HHP applied / ha harvested area	Delta (1)	HHP, HHP category	Farm	X	X	X	Annual	Better Cotton Result Indicators
3.4	Pesticides	HHPs	Outcome	Reduction in proportion of Better Cotton Farmers using highly hazardous pesticides (HHPs)	<b>% of Better Cotton Farmers using highly hazardous pesticides (HHPs)</b>	Better Cotton Farmers using HHPs / Total number of Better Cotton Farmers	Delta (1) - modified	HHP, HHP category	Farm	X	X	X	Annual	Better Cotton Result Indicators

3.5 Pesticides	Crop Protection	Outcome	Increased farmer adoption of Integrated Pest Management (IPM) practices	<b>% farmers adopting locally relevant IPM practices</b>	Practices adopted within a PU/farm, e.g: - Number of bioinsecticides registered for cotton used - number of mechanical/cultural or biological practices			Producer	X	X	X	Annual	Practice adoption records or IPM Ladder adaptation in available countries
3.6 Pesticides	Health & Safety	Outcome	Reduced exposure to pesticides' negative impacts for workers and farmers	<b># farmers and workers affected by poisoning incidents</b>	# of identified poisoning cases	Delta (15) - modified	Gender, Type of incident	Farmer and worker	X			Ad-hoc	Research
4.1 Soil Health	Soil Health	Outcome	Increased nitrogen use efficiency	<b>Nitrogen use efficiency</b>	kg lint harvested /kg of N fertiliser	Delta (5)	None	Producer	X	X	X	Annual	Better Cotton Result Indicators
4.2 Soil Health	Soil Health	Outcome	Increased number of farmers adopt regenerative soil management practices	<b># and % of Better Cotton farmers who implement 3 or more locally relevant, regenerative soil management practices on their farms</b>	Farmers who adopt regenerative soil management practices / Total number of Better Cotton Farmers		Gender	Producer	X	X	X	Annual	Practice Adoption records
4.3 Soil Health	Soil Health	Impact	Increased top soil carbon	<b>Topsoil carbon content (SOC)</b>	Grams of organic carbon per tonne soil/ha harvested area	Delta (4)		Producer, project, or LF	X	X	X	3-5 years	Physical soil sampling OR IPCC Tier I.
4.4 Soil Health	Soil Health	Impact	Improved soil health	<b># and % of BC farmers who have improved soil health as determined by other alternative indicators as selected by country teams, based on farm capacity, and supported by scientific consensus such as carbon mineralisation potential and aggregate stability (Soil Health Institute - Recommended Measurements for Scaling Soil Health Assessment)</b>	To be determined by specific projects or country teams (e.g., improvements on soil salinity, ph...)				X	X	X	TBD, depends on projects.	Specific projects. Specific projects
4.5 Soil Health	Soil Health	Outcome	Increased uptake of non-synthetic fertiliser application	<b>% farmers applying non-synthetic fertiliser</b>	Number of Better Cotton Farmers applying non-synthetic fertiliser / Total number of Better Cotton Farmers			Producer	X	X	X	Annual	Better Cotton Result Indicators
5.1 Sustainable Livelihoods	Economic Viability	Impact	Higher profitability (for smallholders)	<b>Gross margin earned from cotton crop</b>	(Income from SEED cotton harvested (including selling cotton and any type of subsidies)- variable production cost (in local currency) ) / Total area harvested (ha)	Delta (9)	Gender*	Producer Unit	X			Annual	Better Cotton RI and ad-hoc research to validate
5.2 Sustainable Livelihoods	Crop Productivity	Outcome	Increase in productivity	<b>Yield lint cotton</b>	MT lint / ha harvested area	Delta (8)	Gender*	Producer Unit	X	X	X	Annual	Better Cotton RI and average Ginner turnout ratio to calculate lint from seed lint in case it is not provided
5.3 Sustainable Livelihoods	Crop Productivity	Outcome	Increase in productivity	<b>Yield seed cotton</b>	kg seed cotton / ha harvested area		Gender*	Producer Unit	X	X	X	Annual	Better Cotton Result Indicators
5.4 Sustainable Livelihoods	Price	Impact	Increase in price received by farmers, especially SH	<b>Price at farmgate</b>	Average price of sales. The average price can then be compared to the global reference price (e.g. ICAC).	Delta (10)	Gender*		X			Ad-hoc	Research
5.5 Sustainable Livelihoods	Economic Viability	Impact	Increased whole farm income	<b>Whole farm income</b>	Net income from farm derived products per household		Gender*		X			Ad-hoc	Research

5.6	Sustainable Livelihoods	Resilience	Impact	Smallholder farmers and workers experience strengthened resilience	<b>Farmer and workers Resilience Score --&gt; include financial, social, and environmental dimensions</b>	TBD - consultant currently supporting Better Cotton in defining this composite indicator	Current consultant work being done and expected to be finalized Jmay 2024	Gender*			X			Ad-hoc	Research
5.7	Sustainable Livelihoods	Living Income	Impact	Increase proportion of Better Cotton Farmers earn a living income	<b>Proportion of farmers earning Living Income</b>	Market Price for cotton, Hired workers in cotton cultivation, Cost of cotton cultivation, Net Income from Intercrop & Other Main Crops, Net Income from Livestock and Poultry, Off-farm Income (Business, Salaries, Daily wage worker), Other reported Income Sources, Living Income Benchmark for region	Better Cotton Living Income Gap Pilot report	Gender*			X			Ad-hoc	Research
6.1	Women's Empowerment	Women's Empowerment	Impact	Increased leadership, decision making, and control of economic assets (SH context) or gender equality in workplace (LF context)	<b>Women Empowerment Composite Indicator &gt;&gt; leadership, decision making, and control of economic assets (smallholder farms) gender equality in workplace (large farms)</b>	See detail at <a href="http://www.deltaframework.org">www.deltaframework.org</a>	Delta (14)				X	X	X	Ad-hoc	Research.
6.2	Women's Empowerment	Women's Inclusion	Output	Reach 1 million women in cotton (2030 Impact Target)	<b># women participating in Better Cotton trainings and initiatives</b>	# women participating in Better Cotton activities		Country			X	X	X	Annual	Better Cotton Programme records
6.3	Women's Empowerment	Gender	Output	Increase of women LGs, SHGs, and FPOs	<b># of women LGs, SHGs, FPOs, FPCs, cooperatives supported and/or formed.</b>	# of women LGs, SHGs, and FPOs supported and/or formed		Type of group			X			Annual	Better Cotton Programme records
6.4	Women's Empowerment	Gender and Leadership	Output	Increase proportion of women in field staff roles	<b>Proportion of women in field staff roles (FF, PUM, and other relevant positions)</b>	# women in field staff roles / total # field staff		Role			X			Annual	Better Cotton Programme records
6.5	Women's Empowerment	Gender	Outcome	Women field staff more empowered	<b>Empowerment of women field staff</b>	See detail at <a href="http://www.deltaframework.org">www.deltaframework.org</a>	Delta (Adapted 14)	Gender			X			Ad-hoc	Research
7.1	Decent Work	Worker Wages	Outcome	Aiming for 100% coverage	<b>Proportion of Producers paying workers a legal minimum wage or minimum wage equivalent (or above)</b>	# of Producers paying workers at least legal minimum wage / Total # of Producers	Delta (11)	Producer category, country				X	X	Ad-hoc	Assurance data
7.2	Decent Work	Grievance Mechanism	Outcome	Increase % of farmers & workers are aware of grievance mechanism	<b>% of surveyed farmers &amp; workers who are aware of accessible grievance mechanism</b>	% of total surveyed		Gender			X	X	X	Every 3 years	Selected country survey every 3 years. Selected countries according to the size of the programme, security risks and prioritization
7.3	Decent Work	Power & Voice	Outcome	Increase %	<b>Percentage of interviewed workers who report understanding their fundamental labour rights</b>	% of total surveyed		Gender, permanent workers, non-permanent			X	X	X	Every 3 years	Country survey every 3 years

7.4 Decent Work	Power & Voice	Outcome	Increased %	% of surveyed farmers & workers who are engaged in a cooperative, union, or other farmer/worker organisation	% of total surveyed		Gender, farmer, worker		X	X	X	Every 3 years	Country survey every 3 years
7.5 Decent Work	Power & Voice	Impact	Positive results reported	Results/benefits of engagement in a cooperative, union, or other farmer/worker organisation	Qualitative inquiry - description of reported results or benefits		Gender		X	X	X	Every 5 years	Case studies every 5 years
8.1 Water	Water Use	Outcome	Reduction in the volume of irrigation water used	Amount of water used for irrigation	Water extracted for irrigation (blue water) expressed as cubic metres per hectare of harvested land [cubic metres/ha]	Delta (3.1)			X	X	X	Annual	Better Cotton Result Indicators
8.2 Water	Water Use	Outcome	Increased water use efficiency	Irrigation Efficiency	Ratio of water actually required for irrigation over water extracted for irrigation [%]	Delta (3.2)			X	X	X	Ad-hoc	Specific projects
8.3 Water	Water Use	Outcome	Decreased water required per Kg of cotton lint	Water Productivity	Yield (Kilograms of cotton lint per hectare of harvested land) per cubic metre of water consumed per hectare of harvested land [kg/m <sup>3</sup> ]	Delta (3.3)			X	X	X	Ad-hoc	Specific projects
9.1 Biodiversity	Land Use Change	Impact	Aiming for 0% conversion of natural resources for cotton production respect to cut off dates from P&C	Natural resources converted for cotton production	Number of Non-compliance (NC) from standard related to this indicator	Delta (6)			X	X	X	Annual	Better Cotton Assurance Programme
10.1 Fibre Quality	Fibre Quality	Outcome	Farmers adopting locally relevant practices related to fibre quality	% of farmers adopting Fibre quality practices	% of farmers adopting practices		Producer		X	X	X	Annual	Better Cotton Practice Adoption Data

#### NOTES

- **PURPOSE** The ultimate purpose of the Framework is twofold: to enable **learning** for continuous improvement and **accountability** by providing impact evidence to our stakeholders.
- **SCOPE** The scope is mainly on the Farm impact pathway, plus a few existing indicators related to the Market/Value Chain impact pathway.
- **How is the Delta Framework being incorporated?**
  - Reference to the Delta Framework indicators can be found in column G.
  - Exception - Delta Indicator 12: Incidence of Child Labour - not included as Better Cotton's Decent Work team is developing different indicators more relevant to Better Cotton's Assess and Address approach.
  - Exception - Delta Indicator 13: Incidence of Forced Labour - not included (same reason as #12).
  - Exception - Delta Indicator 15: Incidence of on-farm fatalities and non-fatalities. Not considered feasible to measure, nor appropriate for Better Cotton at this stage.
- **More about the Framework:**
  - While not (yet) included here, MEL is conducting preparatory work for country LCAs (life cycle assessments) of Better Cotton production. Once this is ready, it can be explicitly stated in our framework to demonstrate industry-compliant data reporting for our corporate stakeholders
  - When will it be implemented? We plan to take all indicators for which data is already collected forward in the 2024-25 season. Those that rely on practice adoption data will be tested in some project areas in the 2024-25 season, but systematic practice adoption data collection at scale won't be operational until the following year. Some of the research-based indicators are already in progress; those that rely on the newly proposed country survey will begin in 2024-25 or . 2025-26 season and depend on funding availability
  - Financial Implications We will strive to keep additional costs, especially for partners, minimal. New costs are anticipated notably for the country survey that would focus on Decent Work and livelihoods indicators.
  - Which new indicators would be applied to each country considering the priority assessments will be decided by each team and country teams.
- **IMPORTANT** This is a live document that will be updated as new thematic strategies are developed and new indicators are decided  
These indicators cover internal monitoring and public reporting (not all internal monitoring indicators will be publicly reporting but would be used for programme planning and learning)