

# SHARING BETTER COTTON GOOD PRACTICES

## 1. DEFINITION

Here is a definition of good practice that is simple and to the point.

“A good practice is simply a process or a methodology that represents the most effective way of achieving a specific objective. Some people prefer to use the term ‘good practice’ as in reality it is debatable whether there is a single ‘best’ approach – and of course approaches are constantly evolving and being updated. So another way of defining a good practice is one that has been proven to work well and produce good results, and is therefore recommended as a model. ... The essence of identifying and sharing good practices is to learn from others and to re-use knowledge. The biggest benefit consists in well developed processes based on accumulated experience.” -- Identifying and Sharing Good Practices, SDC Knowledge Management Toolkit (2004)

## 2. CRITERIA FOR GOOD PRACTICES SELECTION

The table below is adapted from the FAO good practices website.

| Criteria                        | Explanations                                                                                                                                                                                                                                                 |
|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Effective and successful</b> | A ‘good practice’ has proven its strategic relevance. It has either been viable in a certain project over time or has produced tangible results as the most effective way in achieving a specific objective.                                                 |
| <b>Sustainable</b>              | A ‘good practice’ meets current needs, without compromising the ability to address future needs. In this, it contributes to all three of the following mutually reinforcing pillars: economic development, social development, and environmental protection. |
| <b>Environmentally sound</b>    | Good practice’ should be environmentally sound by protecting the environment and treating it carefully.                                                                                                                                                      |
| <b>Socially acceptable</b>      | A ‘good practice’ can only help people if it’s socially acceptable and culturally sensitive. It should not offend anyone or disturb social attitudes, and has to fit into the cultural background, otherwise nobody will use it.                             |
| <b>Technically practicable</b>  | Technical practicability is the basis of a ‘good practice’ so people can actually use and apply them in their everyday life without any problems                                                                                                             |
| <b>Economically</b>             | A ‘good practice’ has to be economically efficient, on the one hand to                                                                                                                                                                                       |

|                                 |                                                                                                                                                                                                                            |
|---------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>efficient</b>                | make it worth changing your established habits, on the other hand to be an affordable alternative to older practices.                                                                                                      |
| <b>Inherently participatory</b> | Community, stakeholders and partners are supposed to be collaborators in a project at every stage of it. Thus, participative approaches are meant to generate a sense of ownership of decisions and actions.               |
| <b>Replicable and adaptable</b> | A 'good practice' has to have the potential for replication. It constitutes a source of information for project dissemination and implementation, so it needs to be adaptable to similar objectives in varying situations. |

### 3. TEMPLATE FOR SHARING GOOD PRACTICES

The purpose of this template (adapted from the FAO good practice website) is to guide BCI Country managers, Implementing or Strategic Partners when identifying and documenting good practices. Please ensure that the information provided is sensitive to gender, or the difference between men and women.

| Elements                     | Guiding questions                                                                                                                                                                                                                                                                                                                                                                            |
|------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Title                        | What is the name that best describes the good practice?                                                                                                                                                                                                                                                                                                                                      |
| Location/Geographic Coverage | What is the geographical range where the good practice has been used? Please specify when possible, the country, region, province, district, town and village. If possible add a map to show where the practice was implemented.                                                                                                                                                             |
| Introduction                 | What is the context (initial situation) and challenge being addressed?<br><br>Please provide a short description of the good practice being addressed and specify the period during which the practice has been carried out. Explain how gender was taken into account in both the challenge being addressed and the good practice itself.                                                   |
| Stakeholders and Partners    | Who are the beneficiaries or the target group of the good practice? Who are the users of the good practice? Who are the institutions, partners, implementing partners, and donors involved in the good practice and what is the nature of their involvement? Please explain the different roles men and women plays as they benefit from the good practice.                                  |
| Methodological approach      | What methodology has been used in order to address the initial issue and lead to a successful outcome and finally to the good practice?<br><br>What was the process and in which way it was a participatory process?<br>How long did it take to learn lessons and identify key success factors<br>Please include gender aspects addressed in the description of the methodological approach. |

|                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|--------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Validation                                 | Confirmation by the beneficiaries that the practice addresses the needs properly<br>Has the good practice been validated with the stakeholders/final users?<br>Brief description of the good practice validation process.                                                                                                                                                                                                                                    |
| Impact                                     | What has been the impact (positive or negative) of this good practice on the beneficiaries' – both men and women – livelihoods? Please explain how the impact may differ between men and women. Have these beneficiaries livelihoods been environmentally, financially and/or economically improved and if yes how?                                                                                                                                          |
| Innovation and success factors             | In what way has the good practice contributed to an innovation in the livelihoods of men and women? What are the conditions (economic, social, and environmental) that need to be in place for the good practice to be successfully replicated (in a similar context)                                                                                                                                                                                        |
| Constraints                                | What are the challenges encountered by men and women in applying the good practice, how have they been addressed?                                                                                                                                                                                                                                                                                                                                            |
| Lessons learned                            | What are the key messages and lessons learned to take away from the good practice experience, for men as much as for women?                                                                                                                                                                                                                                                                                                                                  |
| Sustainability                             | What are the elements that need to be put in place for the good practice to be socially, economically and environmentally sustainable?                                                                                                                                                                                                                                                                                                                       |
| Up-scaling                                 | What are the possibilities of expanding the good practice more widely? If you were giving advice to men and women living in another geographic area, what are the conditions that should be met /respected to ensure that the good practice is replicated, but adapted to the new context? The aim is to go further than the section 'innovations/critical success factors' in specifying the requirements for replication of the practice on a larger scale |
| Conclusion                                 | Conclude specifying/explaining the impact and usefulness of the good practice? When possible, use anecdotal evidence such as storytelling or testimony of a man or woman showing the benefits of the good practice.                                                                                                                                                                                                                                          |
| Contact details                            | What is the address of the people or the project to contact if you want more information on the good practice?                                                                                                                                                                                                                                                                                                                                               |
| Related resources that have been developed | What training manuals, guidelines, technical fact sheets, posters, pictures, video, and audio documents, and/or website have been created and developed as a result of identifying the good practice?                                                                                                                                                                                                                                                        |