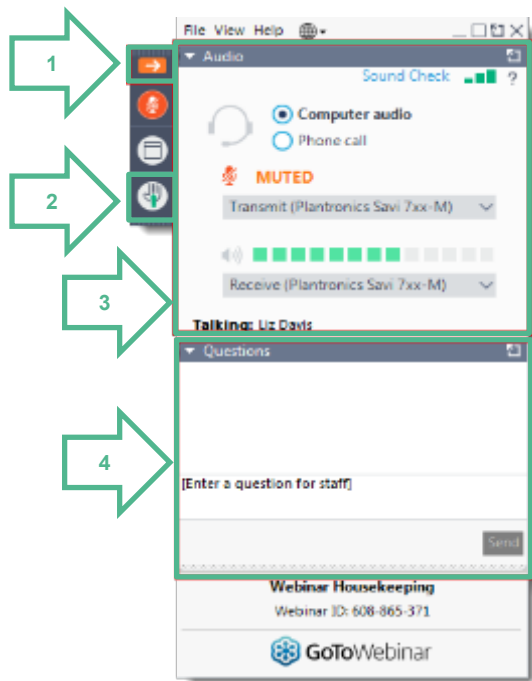


# Upgrading BCI's Monitoring & Evaluation System

.....  
11<sup>th</sup> & 12<sup>th</sup> November 2020

# How to engage

## Asking Questions and Making Comments



### Control Panel

1. The attendee control panel will collapse automatically when not in use. To keep it open, click the “View” menu and uncheck “Auto-hide Control Panel”. Otherwise, open and close the control panel using the orange arrow.
2. Raise your hand to be unmuted for verbal questions.
3. Select audio options depending on how you are joining the webinar.
4. Submit text questions/comments using the “Questions” panel.

**Note:** The presentation will be recorded.

# Anti-trust policy

The following topics are not to be discussed

- Prices
- Market share
- Customer allocation
- Anything that could be construed as limiting competition

# Polls





# AGENDA

- 10 min: Welcome & BCI Headline Updates.
- 30 min: Topic of the Month.  
“Upgrading BCI’s Monitoring & Evaluation System”
- 10 / 15 min: Q&A specific to topic of the month.
- 10 / 05 min: Close w/ new BCI Announcements



A close-up photograph of a person's hands holding a large, light-colored bowl filled with dark, oval-shaped cotton seeds. The person is wearing a yellow garment. The image is partially obscured by a large, semi-transparent purple circle on the left side, which contains the text 'BCI Updates'.

# BCI Updates

# BCI COUNCIL



Civil Society



Producer  
Organisations



Suppliers  
& Manufacturers



Retailers &  
Brands

Independent

**Elections Announced:**  
Submit Applications by 11 Jan. 2021

## BCI Council

Chandrakant  
Kumbhani



Hamish  
McIntyre



Sandeep  
Hota



Phil  
Townsend



Joost  
Oorthuisen

Isabelle  
Roger



Bilal Israel  
Khan



Pathik  
Patel



Jeffrey  
Hogue

**LEVI STRAUSS & CO.**

Sarvareddy  
Venku Reddy



Marc  
Lewkowitz



Harsha  
Vardhan



Amit  
Shah

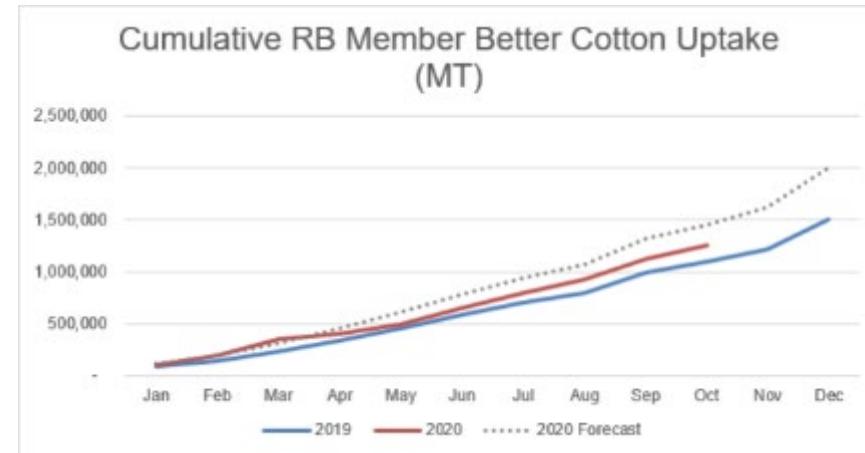
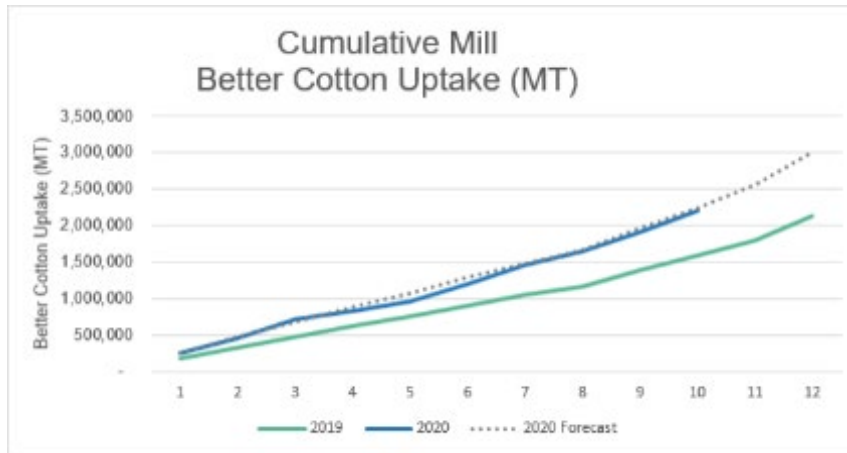
# Better Cotton Uptake

## SM UPTAKE:

2,214,440 MT equivalent as of 31 Oct. 2020

## RB UPTAKE:

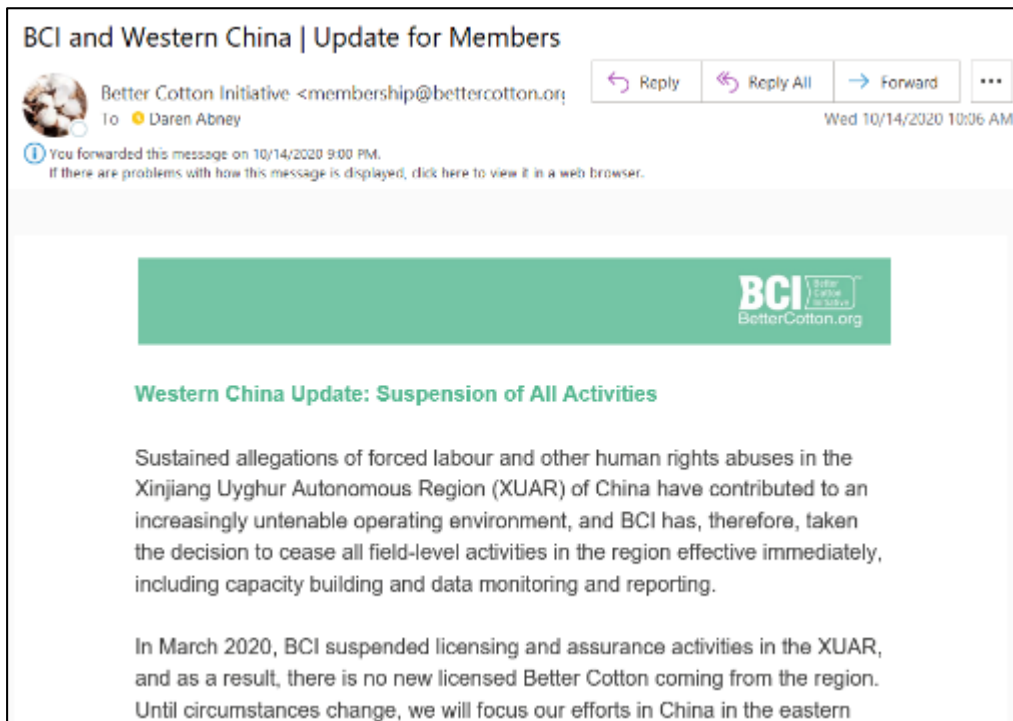
1,259,226 MT equivalent as of 31 Oct. 2020






# XUAR Updates

Announcement sent on 14 October 2020





# Monitoring, Evaluation & Learning (MEL)

Member Webinar – 11-12 November 2020

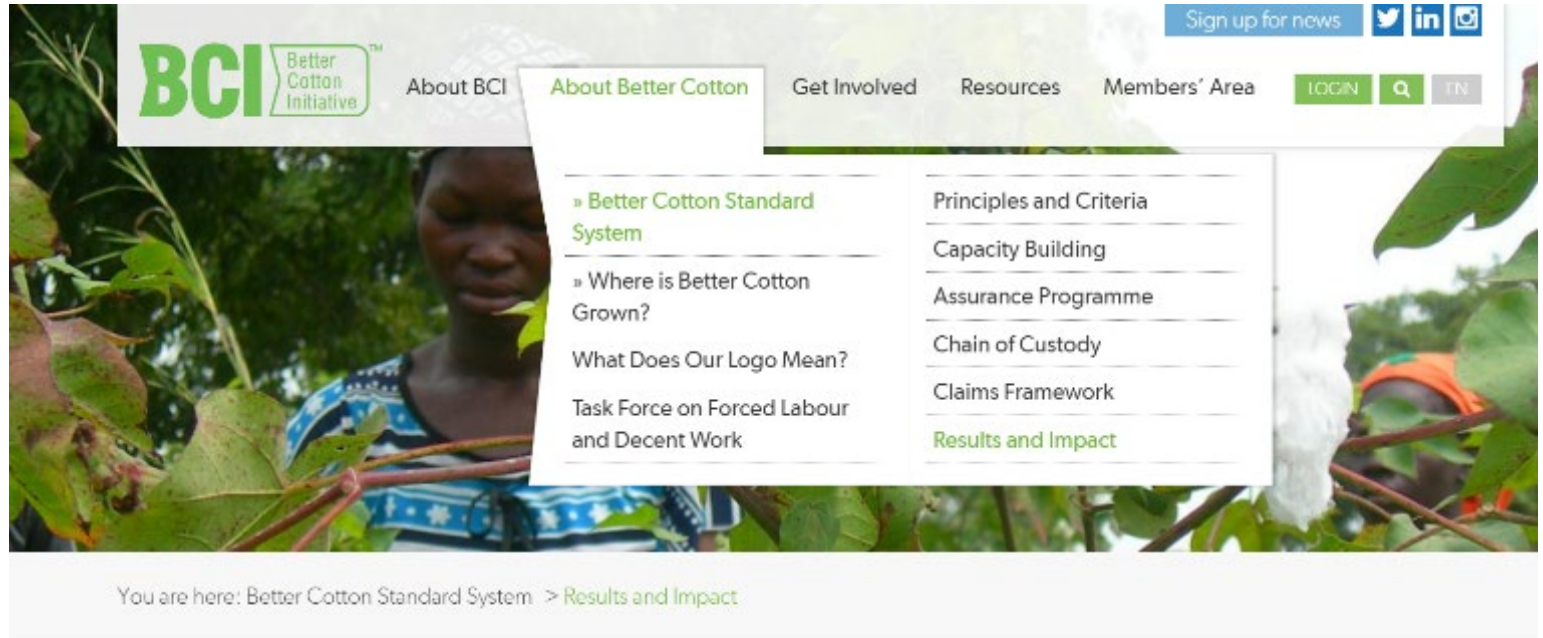
# Overview

1. BCI's Approach to Monitoring, Evaluation & Learning
2. Covid-19 Adjustments for 2020-21
3. Upgrading BCI's MEL Programme
4. Questions and discussion





# Navigating the Website



## Results and Impact

BCI is committed to measuring sustainability improvements everywhere Better Cotton is produced and to evaluating the

**Impact:** By 'impact', we mean the positive and negative long-term effects resulting from the implementation of a Better Cotton Standard

# BCI Resource Hub

Welcome to the BCI Resource Hub! Here you can access a range of BCI materials, from annual reports and stories from the field, to video content and research. We hope you enjoy learning more about BCI. If you have any questions about any of the content shared here, please contact us at [comms@bettercotton.org](mailto:comms@bettercotton.org).



[bettercotton.org/resources/](https://bettercotton.org/resources/)



1. **BCI's Approach to Monitoring, Evaluation & Learning**
2. Covid-19 Adjustments for 2020-21
3. Upgrading BCI's MEL Programme
4. Questions and discussion





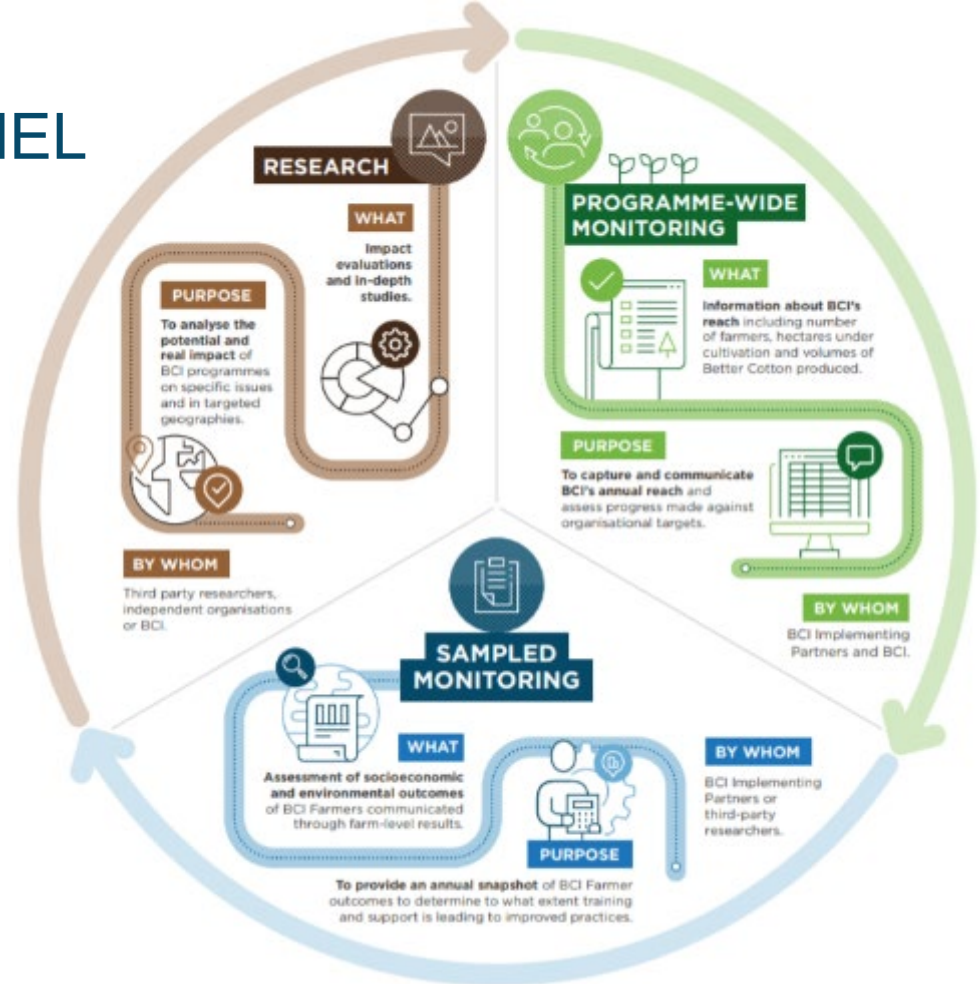
## BCI's Approach to MEL

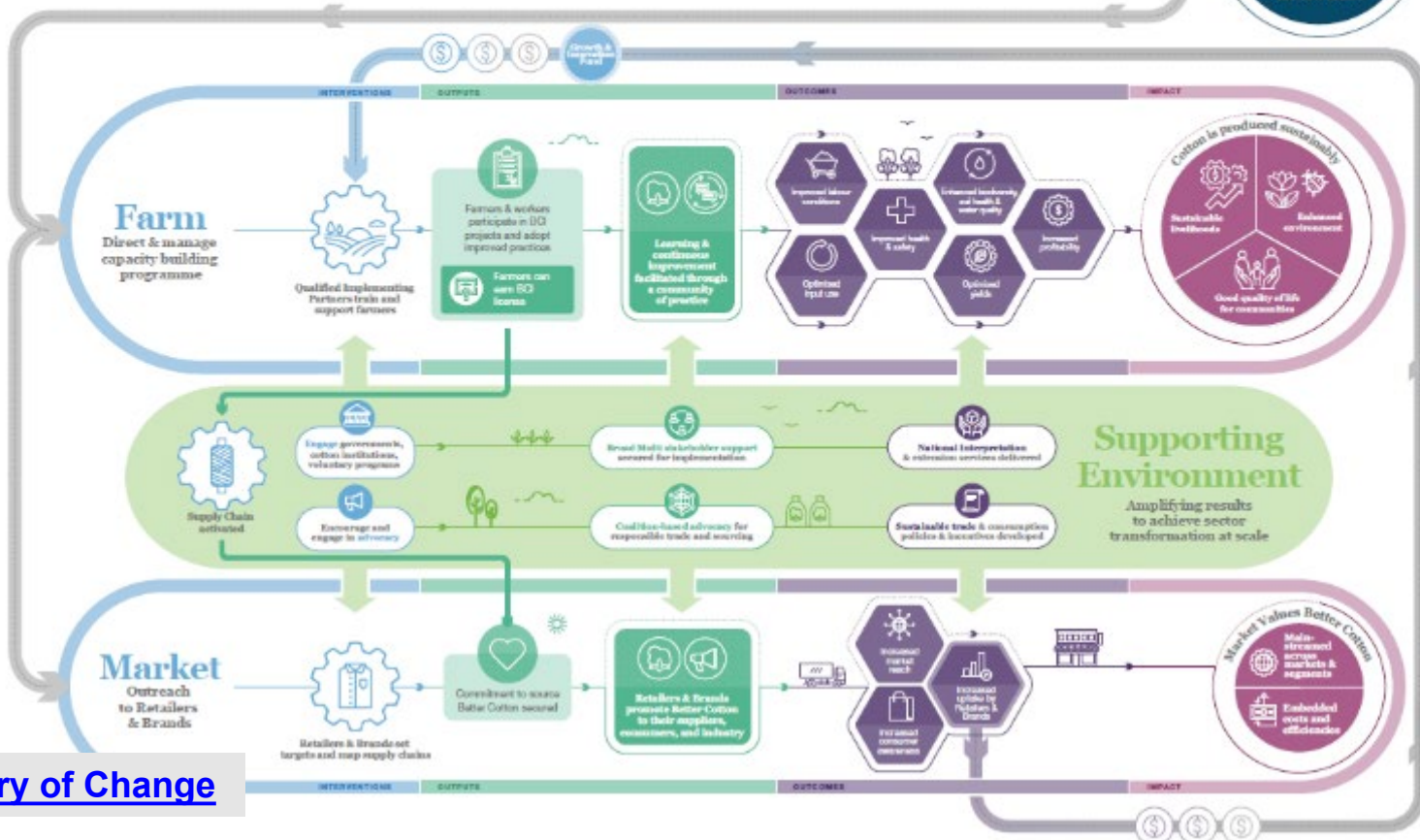
- Built on the Theory of Change
  - One of six components of the Better Cotton Standard System
  - Complies with ISEAL's codes of good practice
  - Research & Evaluation complements annual farm-level performance monitoring
  - M&E should ultimately contribute to learning and improving programmes, as well as determine BCI's role in measured results and impact
  - Keeping sight of our mission to transform the cotton sector, our M&E aims to be:
    - Mainstream & at scale
    - Looking at long term sustainability impacts
    - Holistic
- 5-person global technical team
  - Based in Geneva and New Delhi
  - Country M&E Officers in eastern China and Pakistan

# BCI's Approach to MEL

1. Programme-wide monitoring
2. Sampled monitoring
3. Research & Evaluation

Access the [infographic](#) on the website for more detail





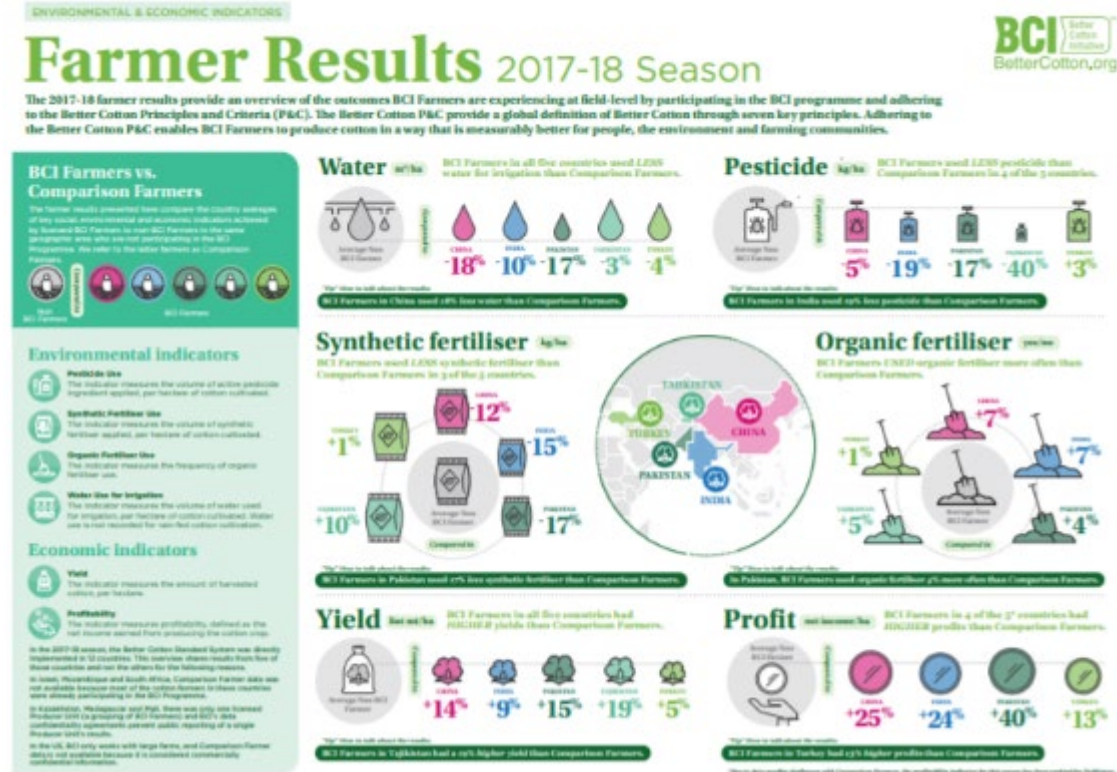
# Results Indicators

Results Indicators	Measurement	Small-holders	Medium Farms	Large Farms
<b>1. Pesticide use</b>	Kilograms / hectare / for each active ingredient	✓	✓	✓
<b>2. Fertiliser use</b>	Kilograms / hectare / for each type of fertiliser	✓	✓	✓
<b>3. Water use for irrigation</b>	Cubic metres / hectare	✓	✓	✓
<b>4. Yield</b>	Total cotton produced in kilograms of lint / total cotton production area in hectares	✓	✓	✓
<b>5. Profitability</b>	Net income / hectare	✓	✓	
<b>6. Elimination of child labour A - Leveraging partnership with local specialist organisations</b>	Existence of partnership(s) established by or on behalf of the Producer Unit with credible local organisations to address child labour, in particular to identify and reduce barriers to formal schooling	✓	✓	
<b>7. Elimination of child labour B - Improving understanding and awareness</b>	Percentage of farmers who can accurately differentiate between acceptable forms of children's work and hazardous child labour	✓	✓	
<b>8. Women's inclusion</b>	Number of farmers and workers receiving BCI training who are women, by training topic	✓	✓	



# Results Indicators: Environmental & Economic

**Public reporting**  
What were Better Cotton Farmers' results, on average, compared to non-BCI farmers in the same geographic area?



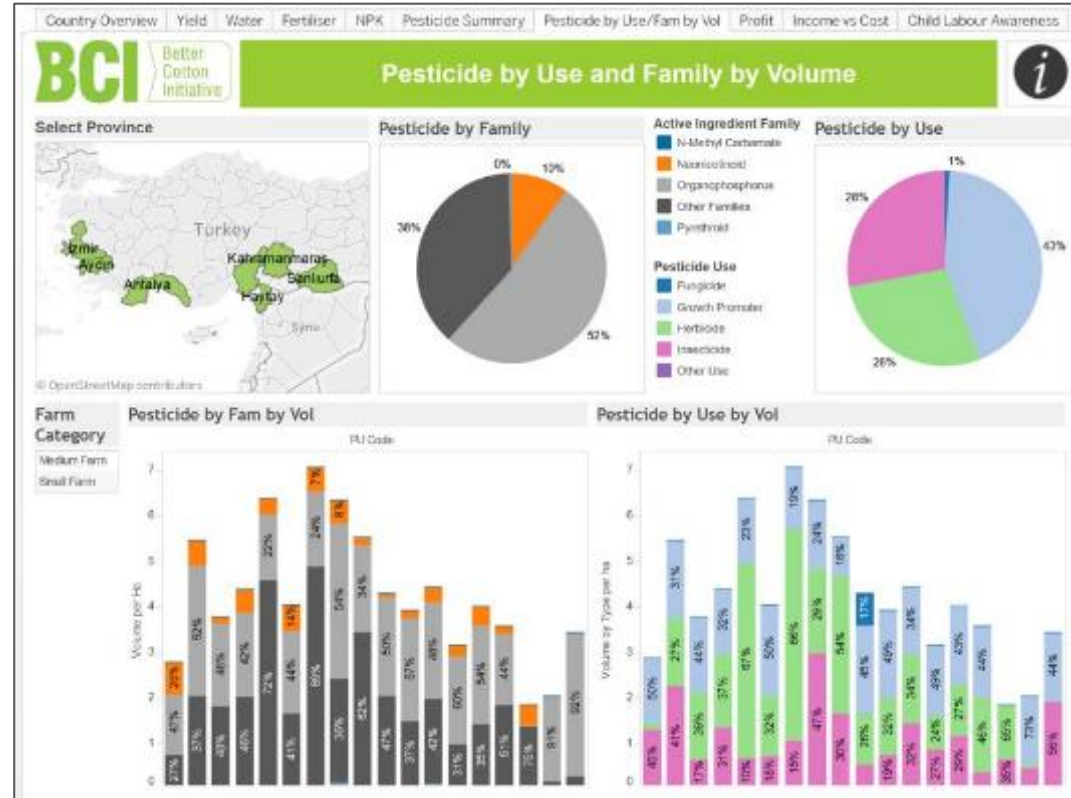
# Results Indicators: Social

Social results indicators do not use comparison data.



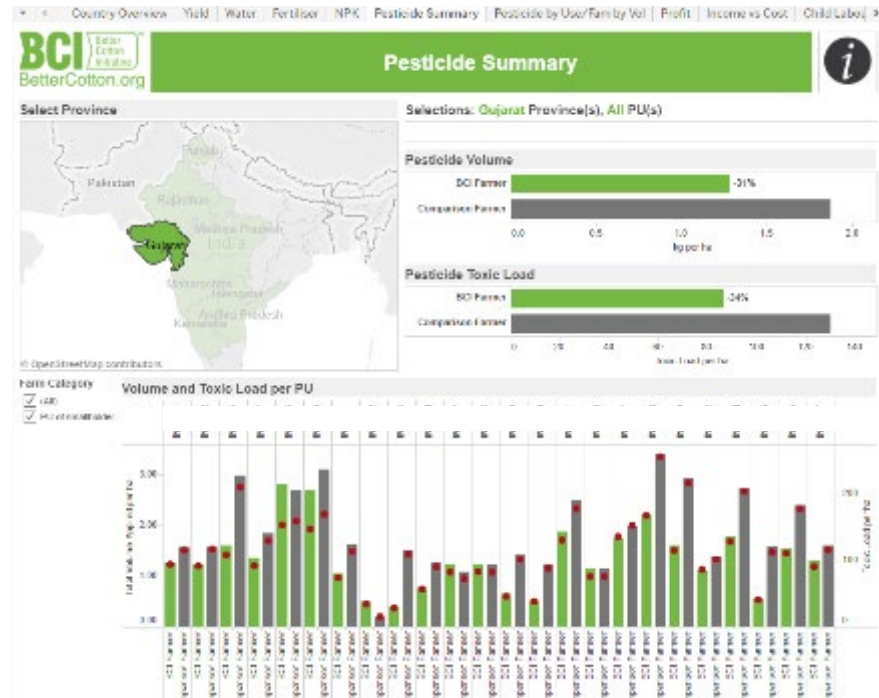
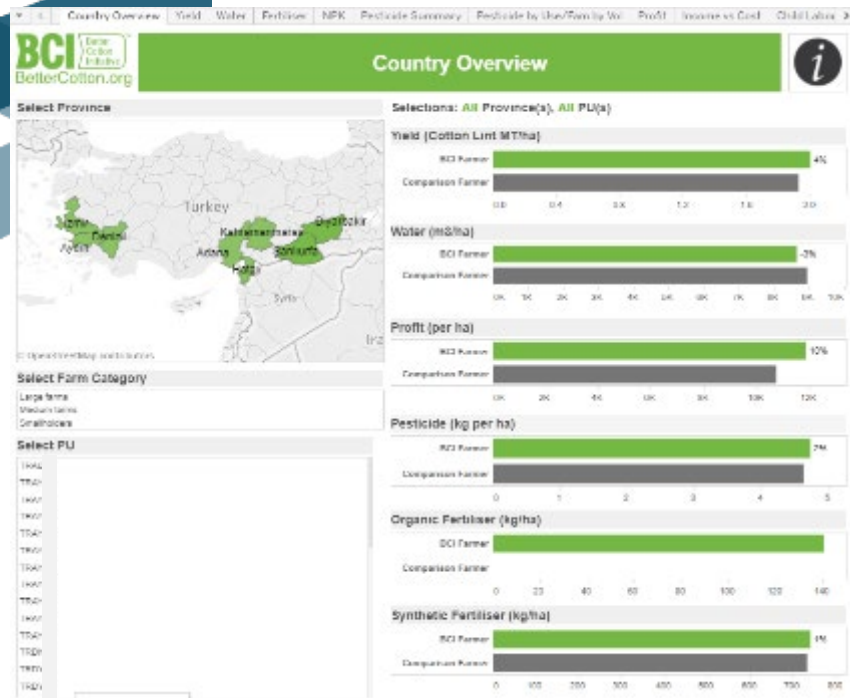
# Learning Dashboards: Pesticide Use Example

Shared with  
Implementing  
Partners and  
BCI capacity  
building team



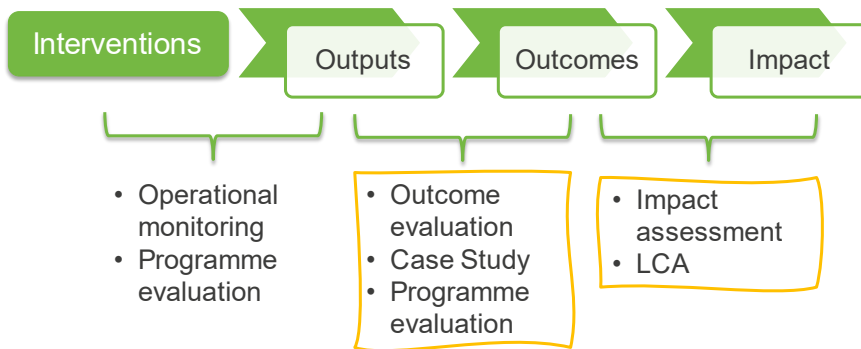
# Learning Dashboards

One season RI analysis of BCI vs. Comparison Farmer performance



# Research & Evaluation Overview

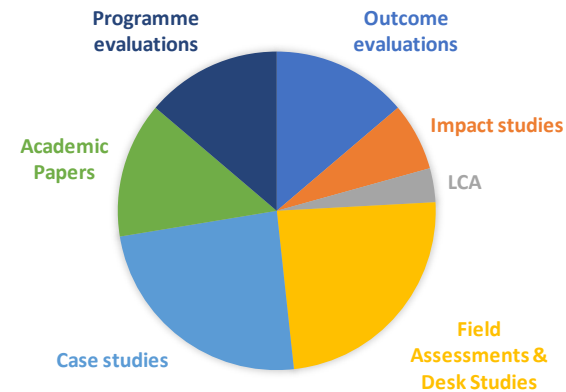
## Scope of the Research & Evaluation effort



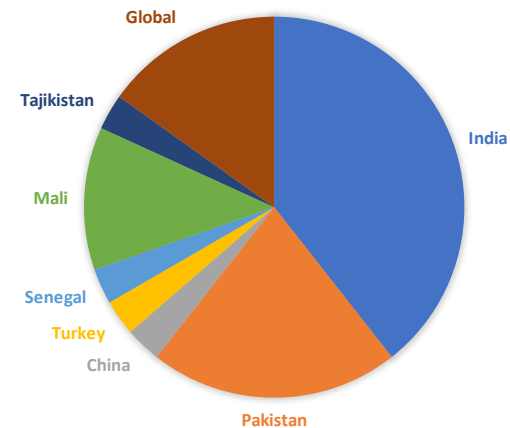
✓ 29 research projects conducted between 2009 and 2020

✓ 6 projects ongoing in 2020-2021

## PROJECTS PER TYPE OF RESEARCH



## RESEARCH PROJECTS PER COUNTRY







# Research & Evaluation overview

## Current projects:

- **Case study** in Mozambique on the effects of Decent Work interventions by 2 IPs on Child Labour and Gender (2020)
- **Impact study** on Profitability and Use of agrochemicals in 2 states of India, funded by IDH (2019-2021)
- **Grants outcome evaluations** (GIZ) in India (2020) and Uzbekistan (2021)
- **Scoping study** on Gender in Pakistan (2020) and a Baseline analysis in India (2020-2021) on Gender profiles.
- **Academic paper** from the University of Florida on the operationalization of BCI's continuous improvement approach (2021)

## Research Agenda developed to:

- Close knowledge & evidence gaps in our understanding of BCI's results & impacts
- List relevant research topics at global and local levels, and identify key questions & priorities for BCI
  - *Steer research opportunities*
  - *Proactively look for funding*
- Balance different types of research to strengthen BCI's credibility in a cost-efficient manner.
- Anticipate needs for data and maximise the use of data currently collected

1. BCI's Approach to Monitoring, Evaluation & Learning
2. **Covid-19 Adjustments for 2020-21**
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4. Questions and discussion





In light of the coronavirus pandemic, in June BCI revised the RI reporting requirements for the 2020-21 season

Due to travel restrictions and funding cuts of up to 30% for GIF-funded IPs, we anticipated challenges in:

- **Support to farmers on record keeping** in low literacy areas and thus an increased risk of low data quality
- **Data collection and compilation**

These adjustments to the RI reporting requirements are expected to:

- **Reduce the time and budget** spent by IPs on collecting and reporting RIs
- **Maintain minimum oversight and learning** from the results data, and **minimise risk of decreased data quality** in these challenging times



# RI Reporting Adjustments due to Covid-19 – 2020-21 Season

## 1. Reduced sample size

- Collect data from fewer smallholder farmers
- For PUs with 3-4000 farmers, BCI farmer sample reduced by 57% (440 to 190)
- For PUs with 3-4000 farmers, sampling methodology revised to Lead Farmer and 9 BCI farmers per 10 randomly selected LGs

## 2. Comparison Farm data requirement removed for countries with <5 yrs data

- For PUs with 3,500 farmers, total sample reduction (both BCI and comparison farmers) is 65%

## 3. Fewer data elements

Fewer details collected and reported in the following areas:

- Child labour issue awareness
- Profitability (aggregated cost and income instead of detail)
- Other miscellaneous datapoints (month/year of PU formation, license status – collected elsewhere)

## 4. Sample communicated in early season

- Communicate sample of farmers to report RIs early in the season, not at the end

- **No change in reporting all Lead Farmer data**
- **Reporting deadline remains unchanged:** 12 weeks after the end of harvest – unless an exception is requested



# Adjustments due to Covid-19 on Research and on the Delta Project

## IDH-WUR Impact Study

- Endline face-to-face survey postponed until Q1-Q2 2021
- Addition of a midline survey in 2020 with virtual data collection (phone interviews)
- Plan to include some Covid-related questions in the endline survey

## Delta pilots

- Data collection delayed from August to November 2020 in South Africa
- Smaller sample size (250 → 100)
- Reduction of the scope of the pilot (no verification of already collected RI data)



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# Roadmap of key MEL Programme developments

Area	Detail	Timing
<b>Impact claims</b> on environmental and economic results available to eligible Retailer & Brand members	<ul style="list-style-type: none"> <li>Indicators included: Irrigation water (blue water), Pesticide use, Profitability</li> <li>Included in v2 of Claims Framework</li> </ul>	Q4 2019 - Completed
<b>Digitisation &amp; data management system (Cotton Cloud)</b>	<ul style="list-style-type: none"> <li>First phase – MEL data harmonised and uploaded into system</li> <li>Necessary for assessing change over time</li> <li>Depending on available resources, the next step (2021 and beyond) is to digitise data collection from farm level, building on GIF Innovation Challenge outcomes.</li> </ul>	2021 →
<b>Revise MEL results framework</b>	<ul style="list-style-type: none"> <li>Align with Delta Project &amp; 2030 Strategy</li> <li>Define new analytical approach (transition from comparative to longitudinal)</li> <li>Add data sources (e.g. satellite imagery, remote sensing)</li> <li>Study on Better Cotton GHG emissions underway; report in February.</li> </ul>	2020-2021
<b>Delta Project</b> – framework development and testing	<ul style="list-style-type: none"> <li>Environmental, social, and economic impact areas</li> <li>Aiming for alignment in metrics across sustainable cotton programmes</li> </ul>	2020-2021
<b>Gold Standard Project on GHG emissions</b>	<ul style="list-style-type: none"> <li>Designing and testing guidance to enable Scope 3 reporting to Science-Based Targets Initiative</li> <li>Funded by ISEAL Innovations Fund</li> <li>Field pilots planned for Q2-Q3 2021. Seeking Retailer and Brand members to participate.</li> </ul>	2020-2022

# Delta Project

## Objectives & Value propositions



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research ESER  
State Secretariat for Economic Affairs SECO

### 1. Develop a cross-commodity Sustainability Framework

*Set of Impact indicators, guiding principles, digitisation*

#### **Value for the sustainability community:**

Common language on sustainability across agricultural commodity sectors

### 2. Link sustainability performance to business & governments

*Methodologies and guidance*

#### **Value for private sector:**

Standardised sustainability information, consistent data collection, simplified data consolidation

#### **Value for public sector:**

SDG commitments reporting, evidence-based decision making for agricultural policies & services

### 3. Add value for producers

*Methodology and guidance  
Case studies*

#### **Value for farmers:**

Better learning and decision making (e.g. feedback loop, data contextualisation), and improved access to services (e.g. finance, insurance, extension services)

# Delta Project

## Delta Framework Consultations



**Public and research organizations**  
*SEEP Panel*

**Other sustainable standards**  
*ISEAL Members*

**UN Agencies**

**Cotton standards & codes**  
*Cotton 2040 Impact Metrics*  
*Alignment Working group*



**Over 35 organizations involved as of today**



# Delta Project

## Sustainability goals for cotton farming



Headline impact areas	Environmentally sustainable agricultural practices (SDGs 3,6,12,13,14, 15)	Decent livelihoods/ poverty reduction (SDGs 1, 8, 10)	Social wellbeing, equality & empowerment (SDGs 2, 3, 6, 8, 10, 16)
Common goals	Minimise contamination of natural resources	Make cotton farmers and workers earn a decent income	Ensure respect human rights on cotton farms, with no forced and child labour
	Protect and regenerate ecosystem services	Be economically viable and farmers to be economically resilient	Ensure healthy & safe working conditions for all farmers and workers
	Reduce greenhouse gas emissions and build resilience to climate change	Alleviate poverty	Enhance equality and empowerment, including in gender, for cotton farmers and workers

# Delta Project

## Next steps

- Pilots in South Africa (BCI) & Vietnam (GCP)
- Potential 2<sup>nd</sup> pilot in India in 2021 by other sustainable cotton standards
- Digitisation of the indicators
- Work on Components 2 and 3 of the project

[www.deltaframework.org](http://www.deltaframework.org)



## Social Indicators

### 12 Incidence of the worst forms of child labour

Unit: number of children aged 5 to 17 years engaged in child labour, by sex and age

### 13 Incidence of forced labour

Unit: number of people engaged in forced labour, by sex and age

### 14 Women empowerment

Composite indicator

### 15 Number of fatalities and non-fatalities on the farm

Unit: number of incidences per 1 million people



## Environmental Indicators

### 1 Use of highly hazardous pesticides

Unit: kg active ingredient (a.i.) of highly hazardous pesticides per ha of harvested land

### 2 Pesticide risk indicator

Alternative: pesticide use by active ingredient kg per ha

### 3 Water management (in irrigated farms)

#### 3.1 Quantity of water used for irrigation

Unit: mega litres per ha of harvested land

#### 3.2 Water use efficiency

Unit: percentage of water used for the crop out of water withdrawn/ diverted from its source

#### 3.3 Water crop productivity

Unit: mega litres per tonnes of cotton lint or Green Bean Equivalent (GBE)

### 4 Top soil carbon content

Unit: grams of organic carbon per kg of soil

### 5 Fertiliser use by type

Unit: kg a.i. per ha of harvested land  
In future: nitrogen use efficiency

### 6 Forest, wetland and grassland converted for cotton or coffee production

Unit: ha of forest, wetland or grassland converted to cotton or coffee production

### 7 Greenhouse gas emissions

Unit: kg CO<sub>2</sub> equivalent per kg cotton lint or GBE



## Economic Indicators

### 8 Average yield

Unit: kg cotton lint or GBE per ha

### 9 Net average returns from cotton and coffee production

Unit: USD per ha seed cotton or GBE  
In future: Living Income

### 10 Price at farm gate Only for perennial-based standards

Unit: local currency/tonne of seed cotton per kg of GBE

### 11 Proportion of workers earning a legal minimum wage

Unit: daily average earnings for farm labour compared to (rural) minimum wage in USD or local currency

**Webinar on Delta  
Project & Cotton 2040  
on 8 Dec. – 3pm BST**

# Gold Standard Value Change Programme

Scope 3 emissions reporting to Science-Based Targets Initiative

Pilots in 2021; project completion mid-2022



**Gold Standard and SustainCERT brought together a consortium of ISEAL Standards to:**

- Develop a standard methodology to integrate reportable GHG emissions factors (EFs) into sustainability claims of ISEAL Standards in line with the Value Change Guidance (and by extension the GHG Protocol)
- Design pilots to test landscape application of EF methodologies
- Explore how the methodology might be modified to catalyse landscape sustainability impacts beyond climate, such as water, soil, or deforestation free targets.



## Timelines

- Phased program:
  - Kick off Sept 2020: Phase I Guidance/Principles/Methods development, funded by grant
  - 2021 - Phase II: standard specific pilots, funded by BCI RB members



# Q&A





# Closing Reminders



# Members' Only Resources Website

[bettercotton.org/resources/](https://bettercotton.org/resources/)

BCI Better Cotton Initiative

About BCI About Better Cotton Get Involved **Resources** Members' Area **LOGIN** Q FN

Sign up for news

CLOSE

Username\* 1001253BCI

Password\* .....

☐ Remember Me?

**LOGIN**

[Lost your password?](#)

Click [here](#) to access the Better Cotton Platform

The Better Cotton Initiative (BCI) is a global not-for-profit organisation and the largest cotton sustainability programme in the world. BCI exists to make global cotton production better for the people who produce it, better for the environment it grows in and better for the sector's future.

BCI Better Cotton Initiative

[BetterCotton.org/massbalance](https://BetterCotton.org/massbalance)

What does our logo mean?  
Find out more >>

# Members' Only Resources Website

[bettercotton.org/resources/](https://bettercotton.org/resources/)

## Members' Only Resources

Log in to view.



Presentation Slides



Member-Only Webinars



Cotton Production Reports



Member Newsletter



Member Toolkit



Communications Materials



Logo Downloads



Better Cotton Platform



Print Materials for Events



Videos



Implementing Partner Tools



Western China Resources



# Members' Only Resources Website

[bettercotton.org/resources/](https://bettercotton.org/resources/)

## Member-Only Webinars

Here BCI Members can find monthly member-only webinars focused on various topics related to BCI, the Better Cotton Standard System and emerging cotton industry trends.

To provide additional value to the BCI membership community, these monthly member-only webinars are in addition to the open recruitment training webinars being hosted. All webinars will provide brief updates on key BCI activities, with a specific focus on a featured topic by an expert speaker(s).

Upcoming Webinars: Register below.

02, 16, 29 September 2020 | Cotton Outlook Series



20 & 22 October 2020 | Making Effective and Credible Sustainability Claims



11 & 12 November 2020 | Upgrading BCI's Monitoring & Evaluation System



Past Webinars: Watch recordings and access slides.

04 September 2020 | BCI Retailer & Brand Discussion Forum: Western China



02 September 2020 | Cotton Outlook Series: Cotton Market Today



17 August 2020 | BCI Task Force on Forced Labour and Decent Work



5 & 6 August 2020 | A Deeper Look at the BCI Assurance Model



1 & 2 July 2020 | Supporting BCI Farmers Through Covid-19



02 September 2020 | Cotton Outlook Series: Cotton Market Today

### 02 September: Cotton Market Today

In episode 1 of the Cotton Outlook Series, we focused on today's cotton market. Following an update on BCI production and supply chain numbers, Kai Hughes, Executive Director of the International Cotton Advisory Committee (ICACI), provided insights on the latest global cotton production, consumption trends, and how the 2020/21 crop is evolving. Marcelo Duarte, International Affairs Director at the Brazilian Cotton Growers Association (ABRAPA), then shared insights on how ABRAPA's members are anticipating 2020 impacts on demand. We closed the webinar with a Q&A with our expert panel.

### Webinar Resources

Webinar presentation slides



# Cotton Consumption Recalculation

Announced on 15 October 2020

## Measuring Cotton Consumption

Here you will find guidance and requirements on how BCI Members calculate their total annual cotton fibre consumption.

Retailer and Brand Members can find a quick step by step guide to cotton recalculation here.



### Measuring Cotton Consumption

#### BCI Conversion Factors and Multipliers

BCI is providing revised and more detailed conversion factors and multipliers to be used in calculating total annual cotton fibre consumption.

[Download here.](#)



### Measuring Cotton Consumption

#### Requirements & Guidance

These Requirements & Guidance set the expectations for consistent and accurate measurement and reporting of total annual cotton fibre consumption to BCI by Retailer & Brand Members.

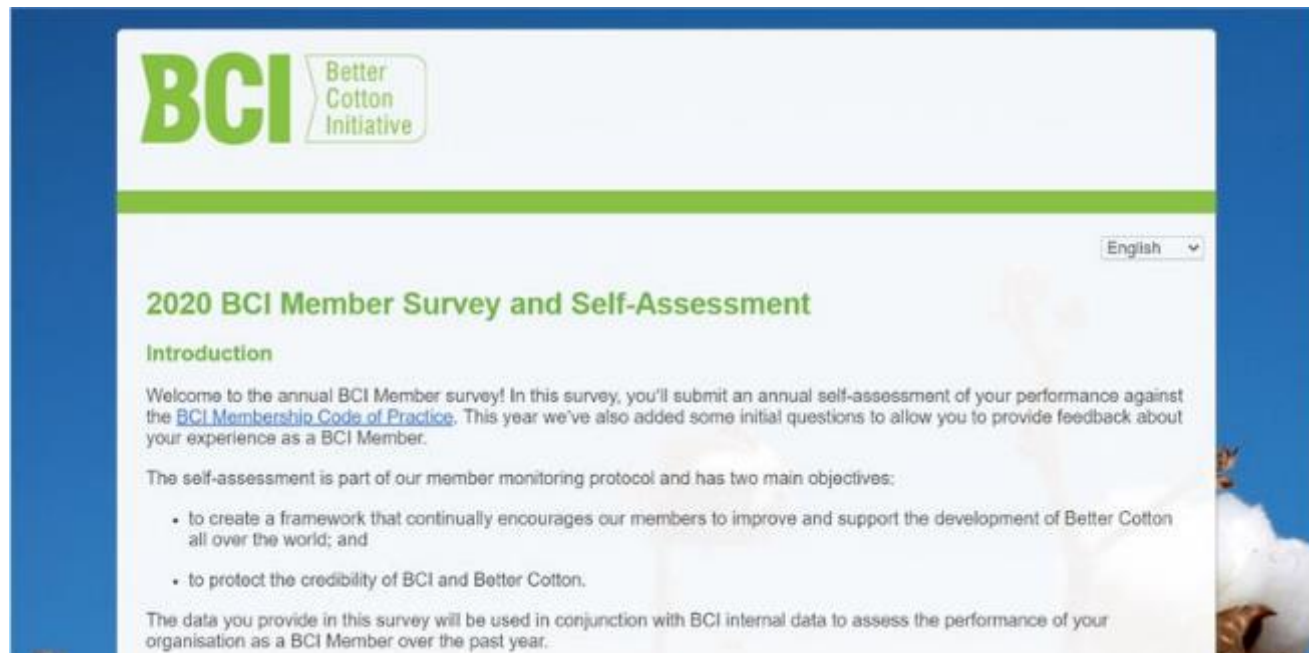
[Download here.](#)

**DUE 15 November 2020:**  
Guidance Webinar online now



# Member Survey

Sent on 19 October 2020, requested by end of November



# Thank you

Please complete webinar survey

.....

[membership@bettercotton.org](mailto:membership@bettercotton.org)