Measuring & Reporting on Impact
Thursday 23 June: 13:40 – 14:35 (55 min)

With Speakers:

Vidya Rangan
Owner of Cotter Key Farms, Cotter Ranch Ltd., and partner | Vardeman Farms Partnership

Brooke Summers
Cotton to Market Strategy Lead | Cotton Australia

Holly Browne
Associate Director - Sustainable Apparel and Supply Chains | Anthesis Group

Haki Pamuk
Sr Researcher and Project Manager | Wageningen University & Research (WUR)

Kendra Pazstor
Monitoring & Evaluation Senior Manager | Better Cotton

Facilitator:

Kendra Pazstor
Monitoring & Evaluation Senior Manager | Better Cotton
Towards more sustainable cotton farming

Validating the impact of Better Cotton through pipeline approach

Haki Pamuk, Nina Motovska, Fedes van Rijn (WUR)

Better Cotton Conference

23 July 2022

Haki Pamuk
Pipeline approach based on data from farmers supported by Better Cotton at different moments in time

- Data from **two cohorts** of farmers:
  - Better Cotton villages that were supported by Better Cotton early (e.g., cohort 2019/2020)
  - Control villages that will be supported by Better Cotton later- (e.g., cohort 2021.2022)

- Data collection at **multiple moments from both Better Cotton** (e.g., cohort 2019/2020) and **Control villages** (e.g., cohort 2019/2020)

- Changes in Better Cotton outcomes vs changes in Control Village outcomes

\[1, 2\text{ Details on “very limited” are summarised in Appendix 3.}\]
Example from Better Cotton evaluation in India

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<th>Farmers from control villages that might be supported in 2021/2022 (Cohort 2021/2022)</th>
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<td>Baseline: July 2019</td>
<td>Treatment group, before support</td>
<td>Control group, no support</td>
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<td>Midline: December 2020</td>
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¹ Limited support could mean that some aspects of support were provided, but not all elements were included.
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Average change in the number of Good Agricultural Practices adopted between baseline and endline (0-13 score)

1Average change is the weighted average of change in the indicator from baseline to midline survey. The weights are used farmers in Cohort 19/20 and Cohort 20/21 and estimated through our econometric analysis. They show the probability of a farmer being in the treatment cohort. 2All graphs are visualizations of matching DiD model of Cohort 19/20 vs Cohort 20/21 model results.

** the difference is statistically significant at 10 percent level
*** the difference is statistically significant at 5 percent level
Cotton + Climate Action

Thank you