



**Deepening Impact with Data – Unlocking Insights
for a Stronger Cotton Industry**



Deepening Impact with Data Keynote

with
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Team of Specialists on Environmental, Social and Governance Traceability of Sustainable Value Chains in the Circular Economy

Deepening Impact with Data

Keynote at Better Cotton Annual Conference

June 2025



UNECE

A. Some major questions



1. How can data be most beneficial to farmers in the future?
2. What are the conditions needed for data to be this beneficial?
3. Who needs to work together to, step-by-step, create those conditions?

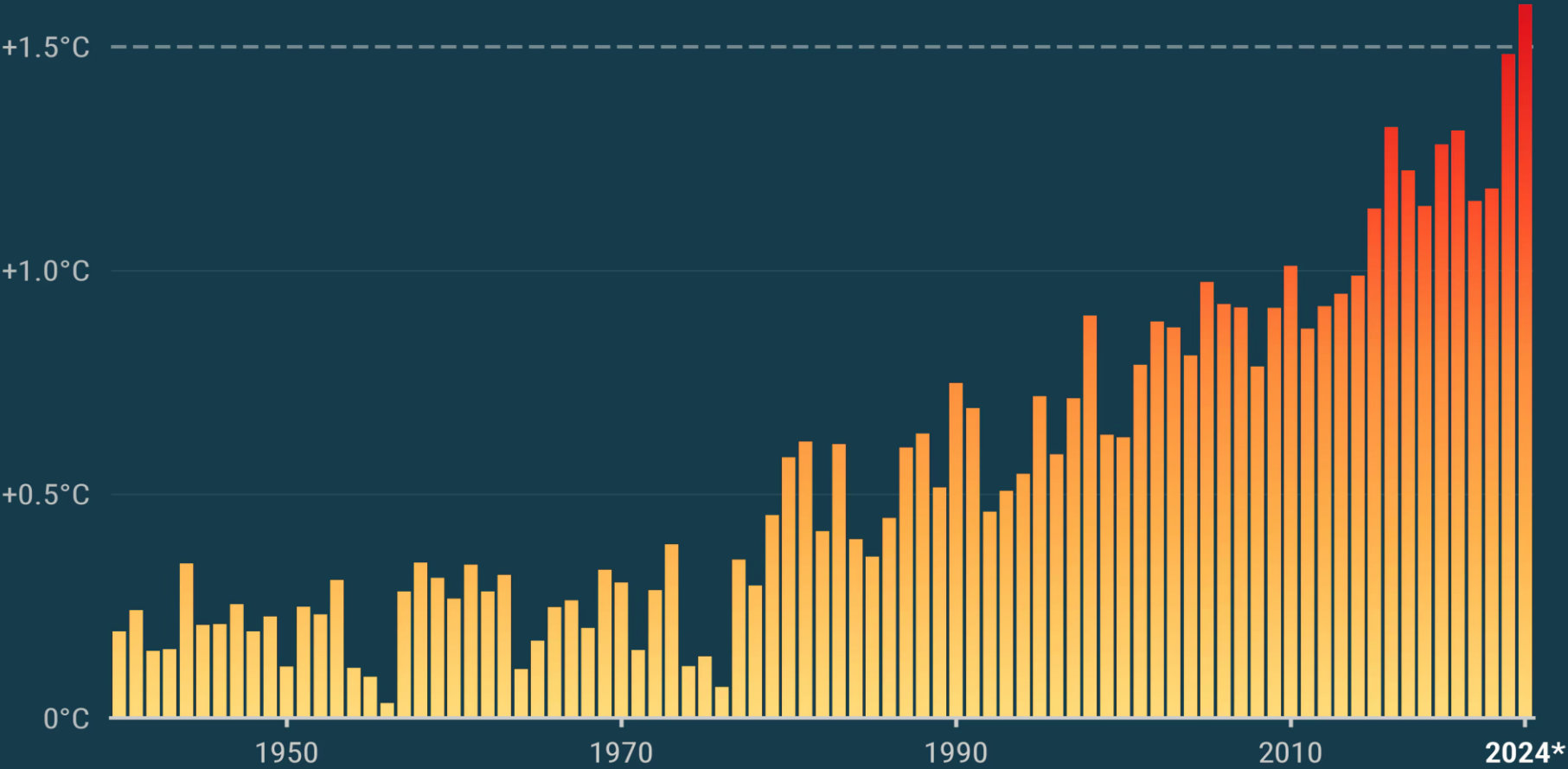
(‘conditions’ = ways in which data is collected, used and rewarded)

Reasons:

2024 on track to be warmest year and first year above 1.5°C

Annual global temperature anomalies relative to pre-industrial (1850–1900)

Data: ERA5 (1940–2024) • Credit: C3S/ECMWF



* Provisional estimate for 2024 based on 10 months (January to October)

1. What often prevents sharing of data?



Lacks participation along the value chain.

Limited by.....

- a. Desire
- b. Capacity
- c. Knowledge

2. Desire



What would incentivise you to give access to the data you hold or manage?

- a. Better achievement of purpose
- b. Greater resources
- c. Fair-sharing of value-created
- d. Removal of dis-incentives.

For others in your network?
For the data that is not yet shared?

3. Outcome –



Greater shared value / achievement of goals

- i. More data = more analysis and benchmarking = more value
- ii. More reliable data = more rewards for sustainability improvement = more impact
- iii. Reduced costs = more data accessible

4. Example of current data sharing – WBSCD PACT



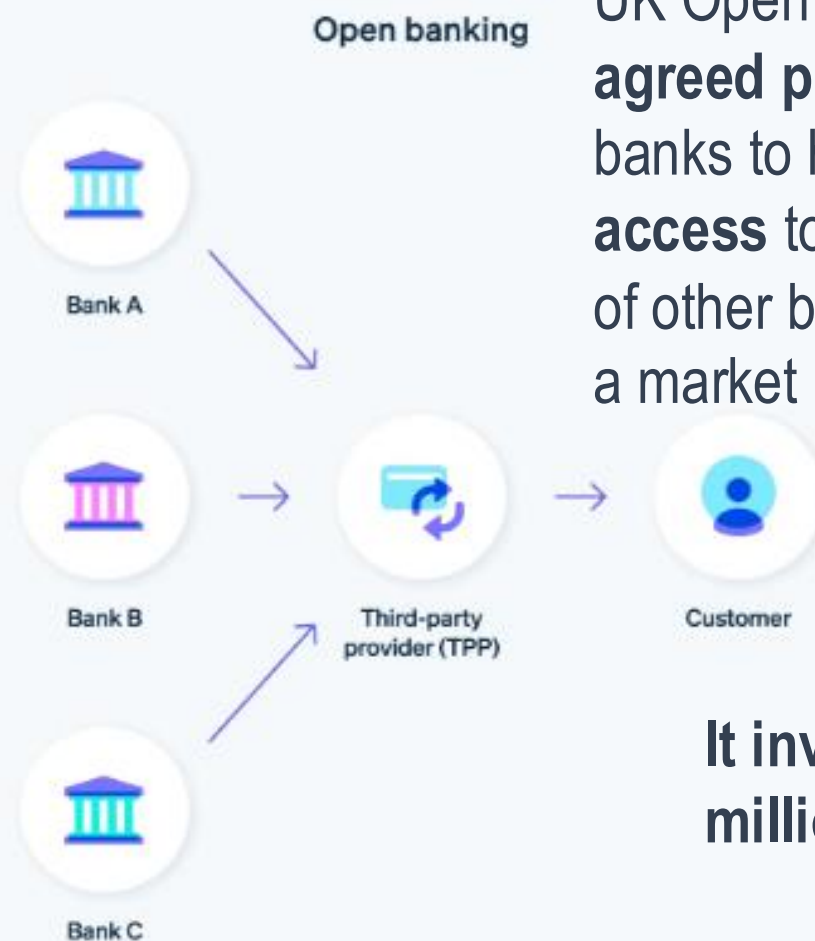
Introducing PACT

The PACT Network is an **open-source, global, industry-agnostic network** that allows companies to **exchange accurate, primary, and verified product emissions data in a standardized and secure way**

Companies
involved
2,500+

Ecosystem
partners
150+

5. Example of data sharing – Open Banking



UK Open banking is a **mutually agreed protocol** which facilitates banks to have **conditional access** to **certain bank details** of other banks clients, to enable a market in banking services.

It involves more than 3 million participants.



- 1 Introduction**
 - 1.1 Out of Scope
- 2 Definitions**
- 3 Business Case and Rational**
- 4 Data Transactions**
 - 4.1 Data Transaction 1: Opportunity Data Exchange
- 5 End-to-End Example**
- 6 Data Model**
 - 6.1 Opportunity
 - 6.1.1 Data Attributes
 - 6.1.2 Opportunity Lifecycle
 - 6.2 Additional Utility Data Types
 - 6.2.1 Data Type PreviousInvestor
 - 6.2.2 Data Type Income
 - 6.2.3 Data Type Cost Structure
 - 6.2.4 Data Type SustainableFarmingPractices

Living Document, 19 February 2025

This version:

<https://sine-fdn.github.io/idx-extension/>

Issue Tracking:

GitHub

Inline In Spec

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Abstract

This specification defines the IDX Protocol, a technical specification for reaching interoperability in the impact investments space.

This technical specification is a living document and is work in progress.

7. Frameworks for sharing data



These desired outcomes can be created, using:

- ‘Trust Frameworks’ to... create trust
- ‘Markets’ for rewarding generation and data access
- ‘Data protection technologies’, for....creating trust

Transboundary health data sharing – UN SD

8. How to create the frameworks



- It's about rights, not control, and
- Enforcement of rights
- Needs agreement and trust
- Use existing ways of doing it

9. This is happening –

“to foster a fair, prosperous society..

The Green Deal Dataspace is designed as an open ecosystem

to facilitate the exchange and utilisation of data related to sustainability.”



The screenshot displays the European Union data portal (data.europa.eu). At the top, there is a navigation bar with the European Union logo, a 'Log in' button, an 'English' language selector, and a search bar labeled 'Search for datasets'. Below the navigation bar, the page title 'European data' is followed by the subtitle 'data.europa.eu The official portal for European data'. A blue navigation menu contains links for 'Home', 'Data', 'EU Open Data Days', 'Academy', 'Community', 'Publications', and 'Documentation'. The main content area shows a breadcrumb trail: 'Home > News & events > Events > Data spaces: experiences from the European Gr...'. The event title 'Data spaces: experiences from the European Green Deal' is prominently displayed, along with the date '15 March 2024' and the location 'Online, Europe'. A detailed description follows, explaining the webinar's purpose in the context of the European Green Deal and the Green Deal Dataspace (GDDS). A sidebar on the right features a blue box with the text 'WEBINAR' and 'Data spaces: experiences from the European Green Deal', along with the 'data.europa academy' logo and the event details: '15 March 2024' and '10.00 — 11.30 CET'.

European Union

Log in English Search for datasets

European data

data.europa.eu The official portal for European data

Home Data EU Open Data Days Academy Community Publications Documentation

Home > News & events > Events > Data spaces: experiences from the European Gr...

data.europa.eu event

Data spaces: experiences from the European Green Deal

15 March 2024
Online, Europe

In the wake of the European Green Deal, the need for a comprehensive and integrated approach to sustainability has never been more important. This ambitious plan seeks not only to address the pressing challenges of climate change but also to foster a fair, prosperous society through a modern, competitive economy. The Green Deal Dataspace (GDDS) emerged as an initiative within this framework, designed as an open ecosystem to facilitate the exchange and utilisation of data related to resilience and sustainability. Through presentations led by experts on the current state of play, lessons learned on building data spaces, best practices, and challenges, participants will gain insights into the role of data spaces. The webinar explores the role data spaces have in advancing sustainability within the European data economy, the critical steps in building this innovative platform and the path to moving forward in data spaces.

WEBINAR

Data spaces: experiences from the European Green Deal

data.europa academy

15 March 2024
10.00 — 11.30 CET

10. This is happening !



**Green Deal
Dataspace**

Resilience & Sustainability

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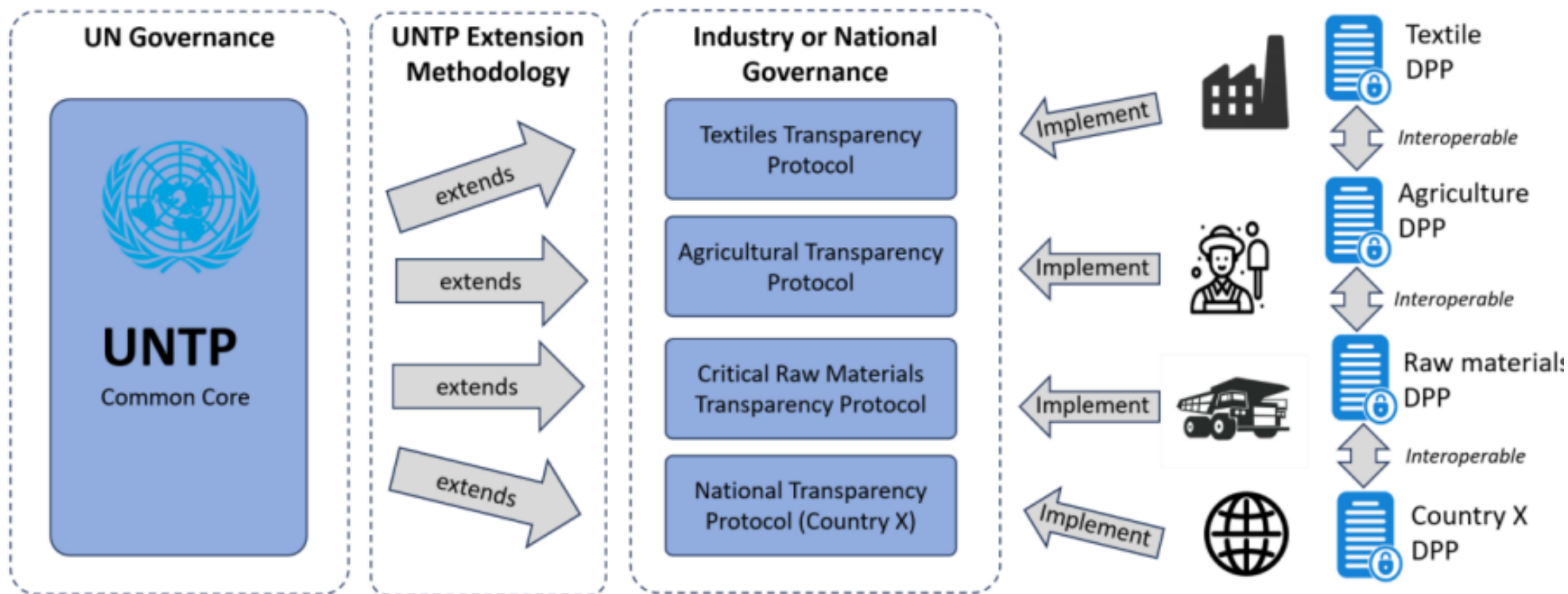
In a networked world, data is not only of great importance because it enables processes and is an indispensable driver of the economy. They have their own and increasing value that goes far beyond controlling processes. The future lies in the secure sharing of data, which ranges from monetization to the promotion of innovations and the development of new business models. This requires appropriate infrastructures and protected “harbors” or more precisely dataspaces where data sharing with two or more parties can take place.



[Learn more](#)

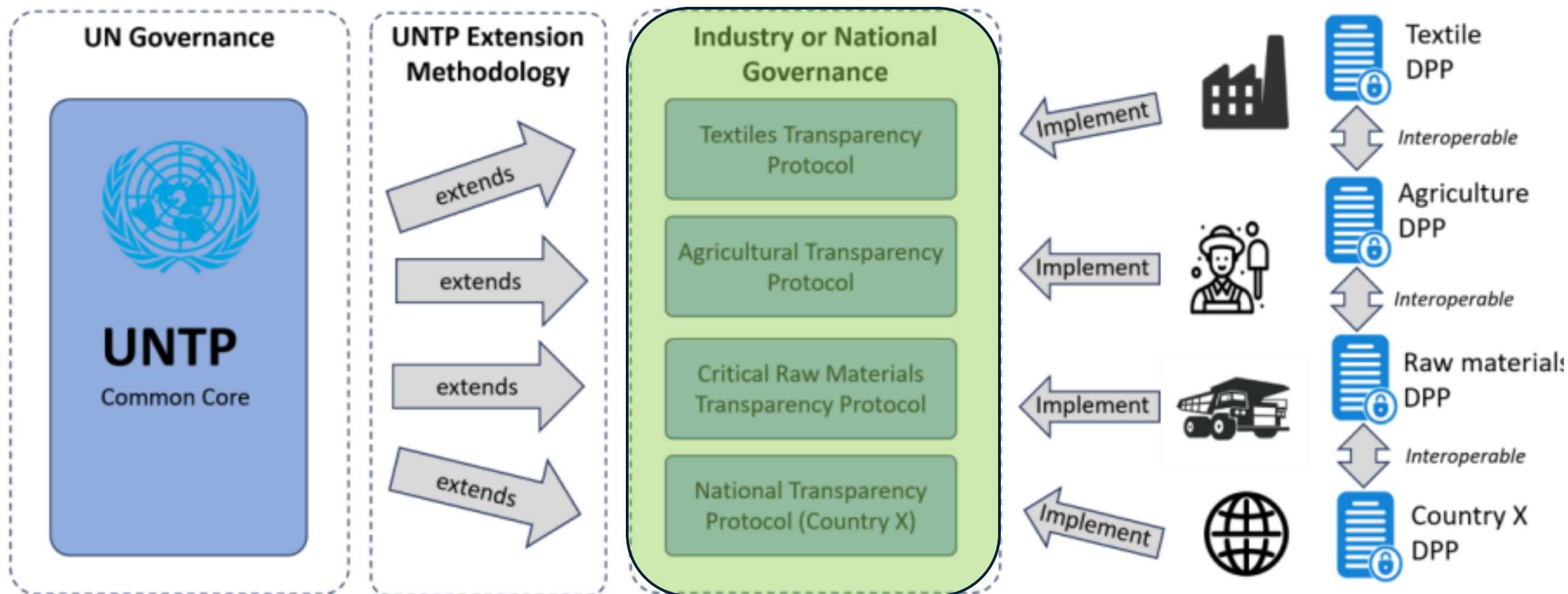
[Get in contact](#)

11. This is happening ! - UNTP



Source: UNECE, 2025

11. This is happening ! - UNTP



Source: UNECE, 2025

12. Deciding the rules = creating the conditions



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