

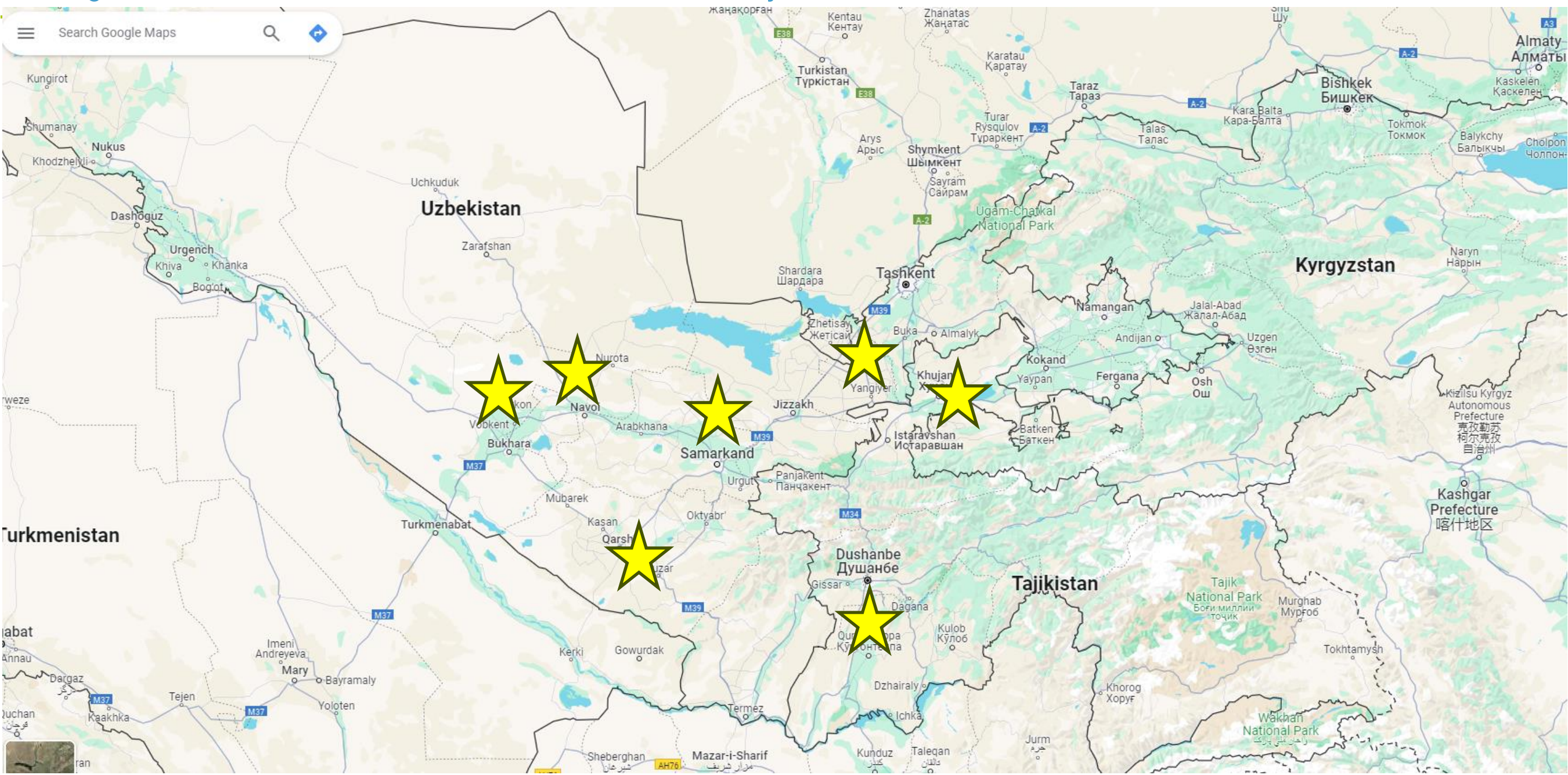


Rachel Beckett

Interim Director of
Programmes

Existing Better Cotton Programme in Central Asia

12 Large Farms in Uzbekistan and 4 Producer Units in Tajikistan



Delivering Impact

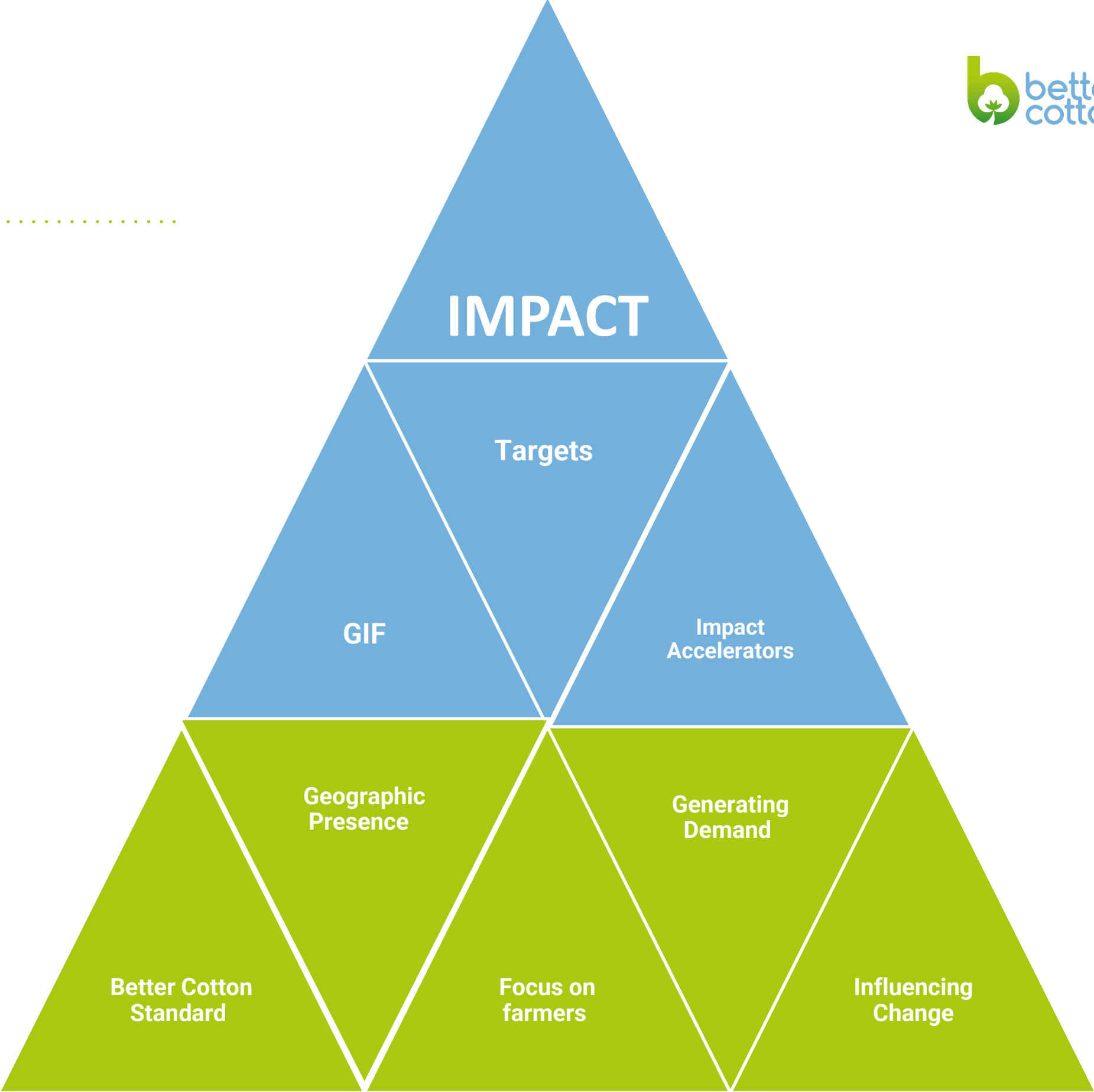
Better Cotton 2030



Mission

To help cotton communities survive and thrive, while protecting and restoring the environment.

2030 Strategy Activities



Why has Better Cotton set targets?

Accelerating Impact

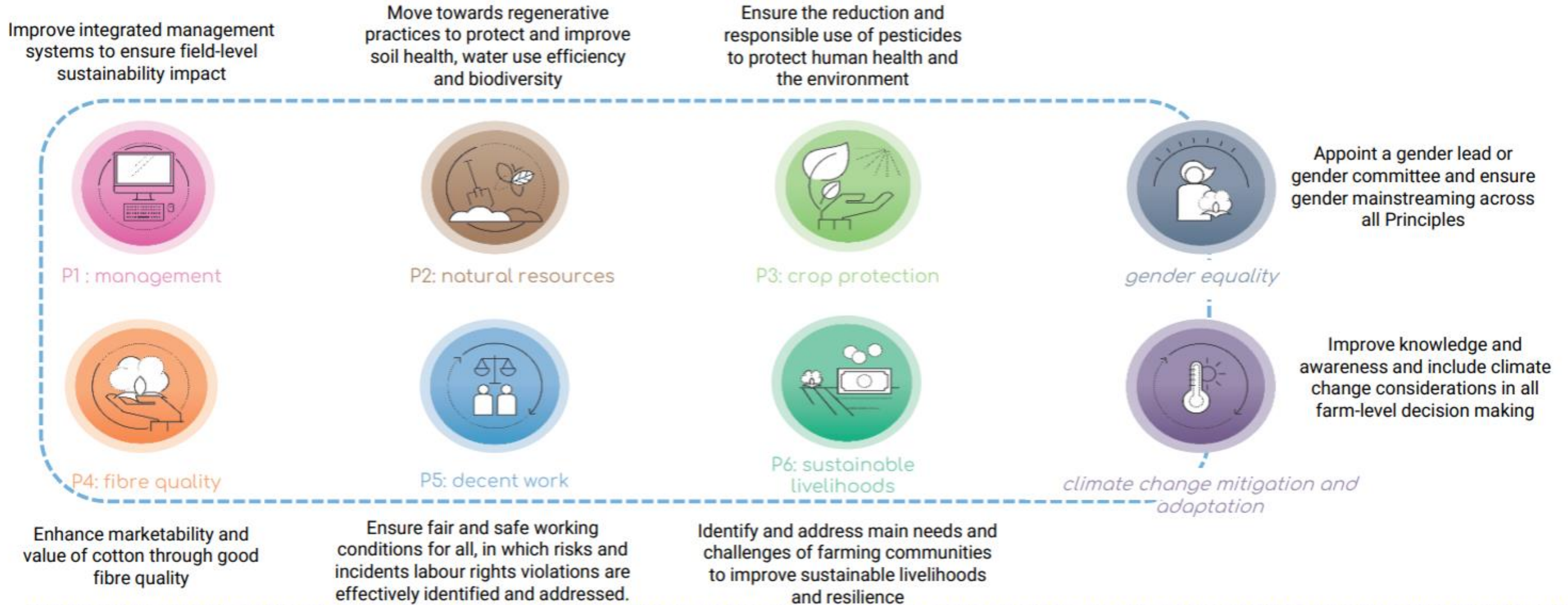


- Provide focus to deliver key desired outcomes and facilitate measurement of progress
- Leverage new funding, knowledge partners, and other resources to build momentum for change at scale
- To enable Better Cotton to communicate progress!

To challenge us to deliver TANGIBLE IMPACT for farmers, farm workers and farming communities



The Principles and Criteria v3.0



? P2 Natural Resources: Why and What

Why:

The sustainable use of natural resources is fundamental to support life on earth and safeguard human well-being. In an agricultural context, it also increases resilience of farming communities to climate change and can help mitigate negative effects of farming on our climate.

What:

The Natural Resources Principle combines Water Stewardship, Soil Health and Biodiversity, and includes the following:

- Regenerative soil health practices
- Focus on optimal fertiliser use and reduction synthetic fertilizers
- Effective water management on rainfed and irrigated farms
- Protection, enhancement and restoration of biodiversity, natural habitats, and degraded areas
- Prohibition of conversion of natural ecosystems and areas with high conservation values



Water Stewardship Accelerator

Contributing to SDG Goals 6, 15 & 17 – Water, Life on Land & Partnerships

Water availability & water use is improved across 4 million Ha

PAKISTAN | INDIA | TURKEY | CENTRAL ASIA

2.5 Million farmers

By 2030 farmers enhance topsoils & increase water use efficiency across **4 M ha**

By 2030 collaborative approaches improve water stewardship & water availability for **over 2.5 M farmers**

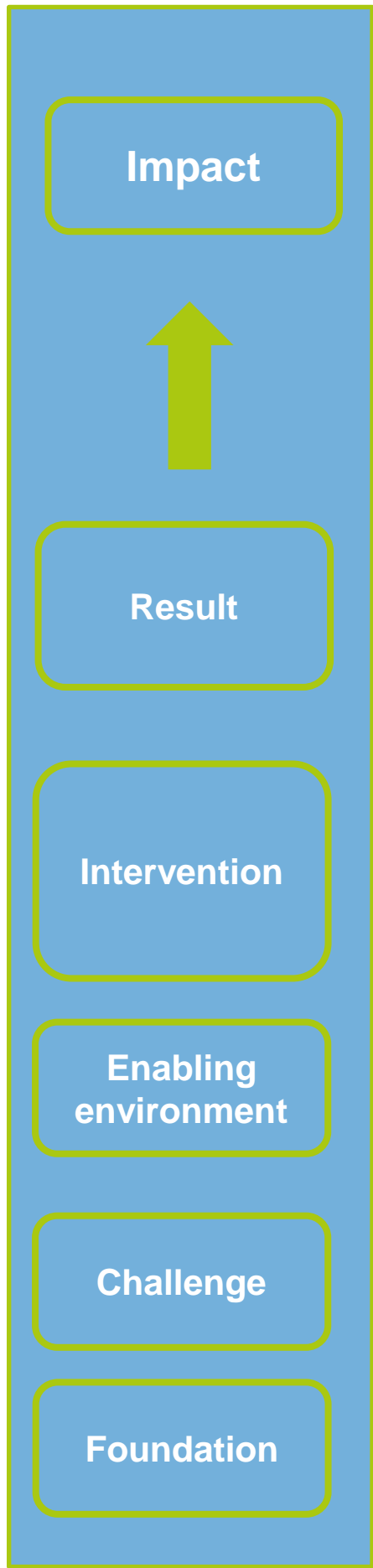
80% of farmers adopt sustainable soil and water management practices

70% of farmers access finance, tools, equipment & water saving technology

Collaborative initiatives are developed to support on and off-farm water management



By 2030 water security is established across 4 million hectares !



Water availability and water use improves across 4M Ha

Community level

Systems level

The combination of community-level interventions aimed at practice adoption, complemented by multi-stakeholder approach for governance change aims to deliver changes in water availability, water quality & soil health across 4M Ha

MEL

Increased adoption rates leading to **Water use Efficiency, Water Quality & Soil Health** in irrigated & rainfed systems

Improved water availability

Improved service delivery for better water & soil management

Access to finance

Access to technology

Multi-stakeholder Collaborative Approach for water stewardship

Accelerating to Impact through local stakeholder agreements - Private Sector, Local Government & Technical Partners

Agreements with Water Ambassadors, Regional Government and Multi/Bilateral

Poor **soils & water** quality impacted by conventional systems; & low **adoption**

Limited **access** to affordable technology and finance

Limited coordination between community & government + between government entities

MEL

GIF-Funded Capacity Strengthening towards Better Cotton licensing

High Level Water Logframe - summary

[Link to detailed logframe](#)

Water availability & water use improves for 2.5 million farmers across 4 M hectares

Impact target: Water Use Efficiency \nearrow 30%

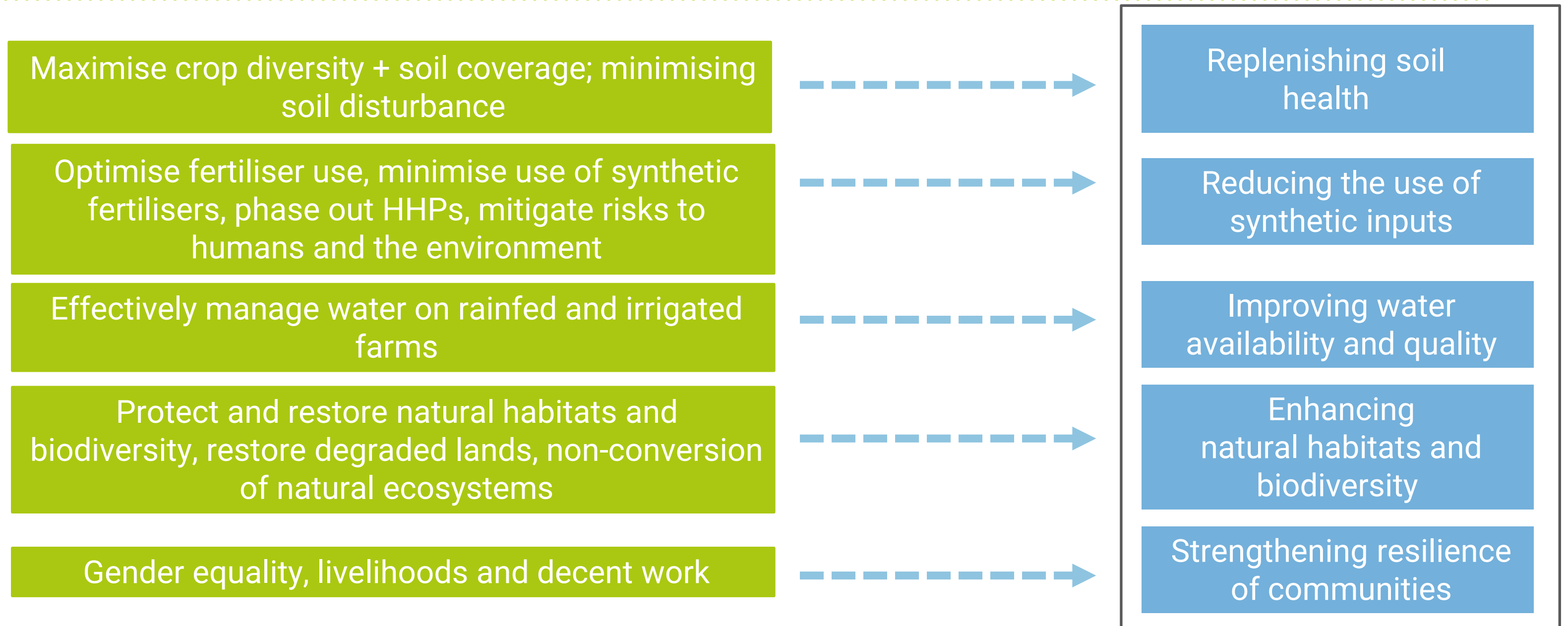
Outcome	ONE: Increased adoption of sustainable soil and water management practices	TWO: Water availability is improved through multi-stakeholder collaboration
Sub outcomes	<ul style="list-style-type: none"> • Farmers are motivated to take up sustainable water & soil practices, through peer-farmer models and locally-adapted demonstrations • Farmers can access water saving technology e.g. soil/water measures and drip irrigation, through affordable facilities • Increased access to micro-finance or other forms of finance 	<ul style="list-style-type: none"> • Water use improvements are influenced by multi-stakeholder water stewardship plans and reflected in local policy • Water stewardship plans are developed via multi-stakeholders agreements (government, private sector, community groups) • Locally-adapted key water distribution challenges are addressed e.g. canal repairs, wells, ponds, harvesting, rivers etc.
Targets	Outcome 1: 80% Adoption of sustainable practices = 2 million farmers ; 70% adoption of tools & water-saving equipment	<ul style="list-style-type: none"> • Outcome 2: Volume of water increases (30% improvement = XX billion m3 water saved) ; 50 multi-stakeholder agreements across 4 countries

Water co-benefits for climate, biodiversity, and social impact

Water outcome	Climate	Biodiversity	Social
Topsoils are enhanced	<p>Lower GHG emissions from cotton</p> <p>Rationale: Healthy soils hold a higher carbon content and can act as a carbon sink</p>	<p>Biodiversity improves</p> <p>Rationale: Healthy soils encourage beneficial insects and wildlife</p>	<p>Better income for farmers</p> <p>Rationale: Healthier soils improve agricultural productivity and yield.</p>
Water usage drops	<p>Mitigation: reduced energy use for water and irrigation</p>	<p>Biodiversity improves</p> <p>Rationale: More water is available for plants and animals to survive</p>	<p>Access to water (WASH)</p> <p>Rationale: More water is available for drinking and sanitation</p>
Water quality improves	<p>Reduced production / use of pesticides</p>	<p>Lower pollution of soil and water bodies</p> <p>Rationale: increasing terrestrial & aquatic diversity</p>	<p>Health Improvements for communities</p> <p>Rationale: Lower incidence of poisoning and pollutions</p>

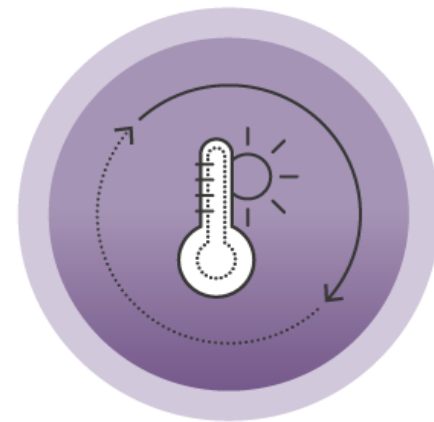
Benefits of regional mainstreaming of the Better Cotton Standard System

By scaling up and supporting more farmers to not just achieve Better Cotton's minimum requirements – but also go above and beyond

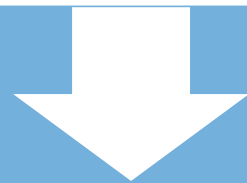


Impact Targets

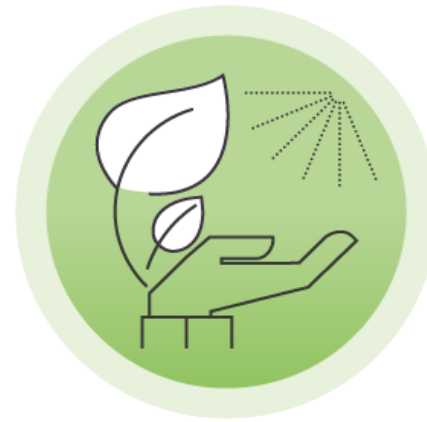
Environment and Nature



climate change
mitigation



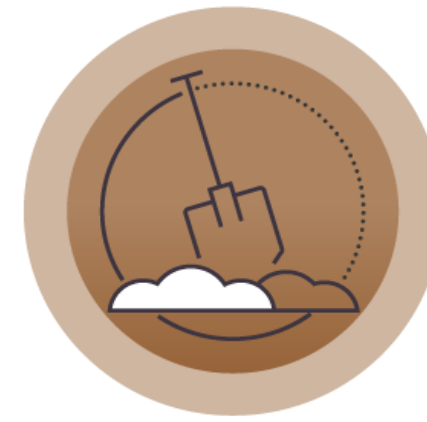
Reduce GHG emissions
per tonne of Better
Cotton lint by 50% by
2030



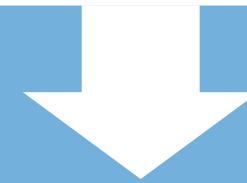
pesticide
use



Reduce the use and risk of
synthetic pesticides
applied by Better Cotton
farmers and workers by at
least 50% on average



soil
health



Ensure 100% of Better
Cotton farmers have
improved soil health

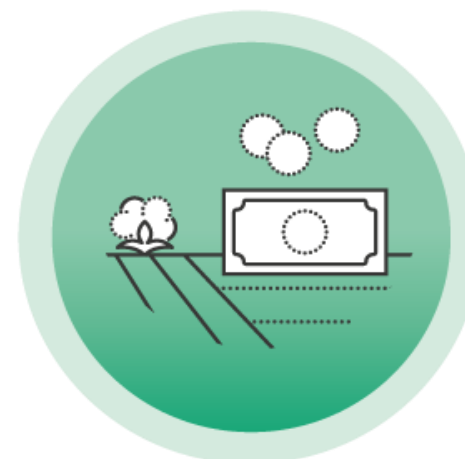
Impact Targets

Social



women's
empowerment

Sustainably increase the
net income and resilience
of 2 million cotton farmers
and workers



smallholder
livelihoods

Reach 1 million women in cotton
AND ensure 25% of field staff are
women