

Outline of Requirements – New Country Start Up Report -

Background

Better Cotton is the world's largest cotton sustainability programme. Our mission: to help cotton communities survive and thrive, while protecting and restoring the environment. Through our network of field-level programme partners we have trained over 2.5 million farmers in 23 countries in more sustainable farming practices. A quarter of the world's cotton is now grown under the Better Cotton Standard. We have united the industry's stakeholders behind our efforts, and by 2030 our aim is to have trained 5 million farmers and doubled global production of Better Cotton.

The Better Cotton Standard System (BCSS) is at the heart of Better Cotton's approach and includes six main components: the Better Cotton Principles & Criteria, assurance programme, capacity building, chain of custody, monitoring and evaluation, and the Claims Framework. The Better Cotton Principles and Criteria lay out the global definition of Better Cotton, across seven principles. They ensure that Better Cotton meets clearly defined requirements for pesticide use, water management, biodiversity, soil health, fibre quality, decent work, and management systems.

The Better Cotton programme is delivered through a network of more than 70 Programme Partners (PPs), often local NGOs or cotton supply chain partners who recruit and train field staff and organise and work with farmers on the ground. These partners are a critical part of Better Cotton's operating model and the key touchpoint between the BCSS and millions of cotton farmers.

The Better Cotton's New Country Programme Start Up Policy applies to countries and regions where there is a clear interest to implement a Better Cotton programme and enumerates the criteria for new programmes. The New Country Programme Start Up process comprises three stages where both Better Cotton and the applicant identify the opportunities and challenges of establishing a new programme. Following the submission of a Declaration of Interest and of a scoping survey in stage 1, the applicant is responsible for developing a Start Up Report and convene multistakeholder consultations to endorse the new programme in stage 2.

Purpose and objectives

The New Country Programme Start-Up Report is part of the second stage of the New Country Programme Start Up process, following the submission of the Declaration of Interest. In the second stage, the applicant and Better Cotton secretariat are expected to work closely to assess the conditions under which a new programme can be established. The New Country Programme Start Up Report substantiate this information and is structured in three sections:

1. The Structure of the Cotton Industry
2. The Better Cotton Sustainability Standard applied to the Context
3. Country Programme Strategy

Multistakeholder consultations are an important element to ensure that the New Country Programme has the support needed for its implementation. The report needs to be presented and validated during a Multistakeholder Validation Workshop.

Sections to complete in the New Country Start Up Report are outlined below:

1. Motivations of the Applicant Country to Implement BCSS
2. Production Context in the Applicant Country
3. Agronomy and Environment – including overview of most pressing environmental problems
4. Application of Better Cotton Principles and Criteria in the Applicant Country
5. Producer capacity and training
6. Multistakeholder engagement
7. Programme strategy and outreach
8. 2030 Better Cotton Targets focus areas
9. Financial model of implementation
10. Monitoring and Evaluation Techniques

Approach, activity summary and assumptions

Anticipate the research will be largely desk-based and complemented by in country visits combining interviews to gather stakeholder information with an initial online meeting/s to introduce Better Cotton and the start-up process.

The New Country Programme Start Up Guidance document enumerates the main aspects that Better Cotton expects each sub-section to cover. The outline is highly suggested, but sub-sections need to first and foremost reflect the country production context and partner’s particularities.

Ultimately the report’s structure is at the discretion of the prospective partner and should respond to the content guidance according to the production and organisational context.

Activity summary and proposed timeline

| Activity | Method | Deliverables | Timing/ review points |
|--|--------|--------------|-----------------------|
| Research and analyse current situation In Chad cotton sector | | | |

| Activity | Method | Deliverables | Timing/ review points |
|---|---|---|--|
| Produce final New Country Start Up Report | <ul style="list-style-type: none"> ■ Synthesize desk research, gap analysis, stakeholder testimonials ■ Develop recommendations ■ Circulate for comment ■ Present final report | - | <p>Better Cotton will support the consultants hired to draft the Start Up report through online calls.</p> <p>Better Cotton functions will provide one round of review of relevant sections before the presentation to the multistakeholder validation workshop.</p> <p>The time between submission of the draft to Better Cotton and feedback is three weeks, provided that the draft submission date has been provided one month in advance.</p> |
| Multistakeholder Consultations | <ul style="list-style-type: none"> ■ Individual and collective interviews/workshops ■ Desk research ■ Brainstorming and other outreach activities | It is a requirement that the NCSU Report reflect the multiple stakeholder perspectives in the context. | This needs to be conducted alongside and for the preparation of the report. |
| Multistakeholder Validation Workshop | <ul style="list-style-type: none"> ■ Organise multistakeholder workshop ■ Present NCSU Report and detail the Country Programme Strategy ■ Facilitate discussions and validation of a new country programme | Multistakeholder Validation Workshop organized with representatives from a broad range of relevant organisations, including public, private, and CSO. | <p>The validation workshop will take place after the submission and review by Better Cotton of a complete draft.</p> <p>The consultants are then expect to incorporate the Workshop findings, amendment, and recommendations into the final version.</p> |

Inputs required for proposed methodology

The methodology assumes that the consultant would work closely with and have the necessary cooperation from Better Cotton and IDH staff where needed, and that information would be provided in a full and timely manner.

Relevant information sources: to include: reports produced by academic sources, industry bodies, relevant UN and other bodies, farmer and worker organisations where applicable, international development NGOs, private sector actors, national governments, multi-stakeholder bodies, as well as any relevant internal information from Better Cotton or IDH.

Inception meeting

Once the consultants hired, Better Cotton will hold an inception meeting online to:

- Discuss and finalise key points on the methodology
- Agree a final workplan and timing
- Receive any relevant documents or background information regarding Better Cotton members' connections, concerns or interests in Chad.

Regular check-ins:

Better Cotton expects to hold one or more check-in calls with IDH + Consultant during this phase to discuss early findings and to ensure that the scope of information sought and collected continues to be appropriate and provide an opportunity for IDH to comment and offer feedback at an early stage.