



CocoaAction At A Glance

What is CocoaAction and why was it launched?

The World Cocoa Foundation's CocoaAction strategy, launched in May 2014, **brings the world's leading cocoa and chocolate companies together** to accelerate sustainability and improve the livelihoods of cocoa farmers. CocoaAction will develop meaningful **partnerships between governments, cocoa farmers, and the cocoa industry** to **boost productivity and strengthen community development** in Côte d'Ivoire and Ghana – the leading cocoa producing countries in the world. By 2020, CocoaAction intends **to train and deliver improved planting material and fertilizer to 300,000 cocoa farmers** and empower communities through **education, child labor monitoring, and women's empowerment**. CocoaAction will be measured against adherence to six key performance indicators, and the industry's **progress will be publically reported** on a regular basis.

Who is involved in CocoaAction?

The companies that have voluntarily committed to CocoaAction to date are: **ADM; Barry Callebaut; Blommer; Cargill; ECOM Agrotrade Limited; Ferrero; The Hershey Company; Mars, Incorporated; Mondelēz International; Nestlé; and Olam**. The World Cocoa Foundation acts as the convener of the group and facilitates the implementation of the industry-wide strategy. In May 2014, the governments of Ghana and Côte d'Ivoire endorsed CocoaAction as the chocolate and cocoa industry's aligned effort to support their national cocoa sustainability goals and initiatives.

What is different or new about CocoaAction?

With CocoaAction, industry leaders have embarked on an unprecedented effort **to achieve scale and impact in cocoa sustainability efforts on a non-competitive basis**. CocoaAction represents a new level of coordination to advance effective interventions and provide a platform for high-level industry and government collaboration and dialogue **to promote cocoa sustainability and community development**. CocoaAction seeks out best practices in promoting cocoa sustainability and scales them through joint investments. Members voluntarily agree to measurements that mark progress toward these objectives.

What are the goals of CocoaAction?

By 2020, CocoaAction aims to enable at least 300,000 farmers (200,000 in Côte d'Ivoire and 100,000 in Ghana) to **increase their productivity and advance development initiatives** within their communities. CocoaAction's vision is that by 2020, cocoa will be the crop of choice and offer farmers and organizations in Côte d'Ivoire and Ghana the support that will allow them to grow cocoa economically and live sustainably.

How will the success of CocoaAction be measured?

CocoaAction progress will be measured against six key performance indicators (KPIs), which have been developed in consultation with producing country governments, focused on two broad outcomes: 1) helping farmers boost productivity and 2) supporting communities to improve livelihoods. They are:

Productivity KPIs, broken down by gender:

- 1) Number of farmers who are applying a minimum number of good agricultural practices.
- 2) Number of farmers who are adopting recommended planting materials to rehabilitate a minimum percentage of their old or non-productive cocoa trees.
- 3) Number of farmers who are adopting recommended fertilizer and soil fertility practices on their farms.

Community KPIs:

- 1) Number of children participating in child labor as defined by the International Labour Organization Convention 182.
- 2) Number of women in leadership positions (e.g., trainers, lead farmers, extension workers) in farmer organizations.
- 3) Percentage of school-age children regularly attending school.

How will CocoaAction be implemented?

CocoaAction is organized around six different work streams, or thematic areas, that focus on the greatest needs of the cocoa sector in the two countries: **1) Planting Material; 2) Fertilizer and Soil Fertility; 3) Community Development; 4) Government and Donor Alignment; 5) Innovations/Future Forms of Extensions; and 6) Shared Commitment to Measuring Progress and Impacts.** These work streams are led by CocoaAction members, based on their respective expertise, and carried out in partnership with relevant national institutions and public/private partnerships.

How can organizations get involved in CocoaAction?

Companies in the chocolate and cocoa value chain who wish to join CocoaAction are asked to contact the World Cocoa Foundation after having reviewed “Guidelines for Joining CocoaAction” in the FAQ document on the World Cocoa Foundation website. CocoaAction also seeks to actively engage with others who are committed to cocoa sustainability. To explore potential alignments, please contact the WCF Communications and Outreach team.

*For additional questions about CocoaAction,
please contact WCF's Communications and Outreach Team.*