

CocoaAction - FREQUENTLY ASKED QUESTIONS

1. What is CocoaAction?

CocoaAction is a commitment by cocoa and chocolate companies to work together towards a truly sustainable cocoa industry. This is the first time that the industry voluntarily aligns around a shared sustainability strategy and objectives. Thus far, 12 companies have committed to CocoaAction. WCF, representing the 12 companies committed to CocoaAction, has signed letters of intent with the governments of Côte d'Ivoire and Ghana and will work hand in hand with these governments and their national institutions to finalize the design and develop powerful public private partnerships to implement the strategy.

2. What is different/new about CocoaAction?

CocoaAction brings together the best of all current knowledge from the industry companies and the governments and moves it into action on the farms and in cocoa communities. CocoaAction is different because:

- It is a “one industry” program – All members share a common strategy around a holistic approach towards improving livelihoods and economic opportunities in cocoa communities
- It is at a scale of commitment never seen before – Reaching 300,000 farmers in Côte d'Ivoire and Ghana by 2020
- It is fully aligned with the origin governments' goals and complementary to their programs – working through powerful public private partnerships.

3. What are the goals of CocoaAction?

CocoaAction is made up of two interconnected packages: 1) a productivity package that consists of training, new planting material and fertilizer, and 2) a community development package that is focused on education, gender parity and child labor. CocoaAction has made a commitment to get these packages to over 300,000 farmers in Côte d'Ivoire (200,000) and Ghana (100,000) by 2020 and to at least double their yield. It is a win for the farmers as they will see life-changing increases in income and in the communities where they live, a win for cocoa-producing countries in general and a win for the industry.

4. How will CocoaAction be implemented?

CocoaAction is implemented through different work streams that are led by subsets of CocoaAction companies based on their respective expertise. The World Cocoa Foundation (WCF) is the convener of CocoaAction and acts as the secretariat to facilitate the implementation of the strategy, effectively driving alignment with national strategies and public private partnership platforms. WCF will also work with companies to strengthen their monitoring and evaluation efforts and to collect, compile and report information from the field based on a shared measurement system of common indicators to facilitate learning and generate new insights that will amplify CocoaAction's impact.

5. How can I get involved?

CocoaAction will be encouraging other companies and other organizations to join CocoaAction to achieve even greater scale of impact. The team is currently developing a plan for engaging with new members to be shared in mid-2014.

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