Antitrust Statement

CocoaAction and its member companies are mindful of the constraints of the antitrust laws. CocoaAction participants shall not enter into discussions, agreements or concerted actions that may have as their object or effect the restriction of competition. This prohibition covers the exchange of competitively sensitive information including, but not limited to, information concerning individual prices, production, sales, capacities, costs, rates, coverages, market practices, claims settlement practices, company level investments, or any other competitive aspect of an individual company’s operation.

Any efforts made by CocoaAction to promote sustainable and enhanced product supply will not limit individual activities or efforts by member companies to the same ends.
Reading Guide to the CocoaAction Primer

What is this document about?

The document provides an overview of decisions and developments leading to CocoaAction today. It is an evolving document that is intended to provide the reader with a clear, high-level overview of what CocoaAction is, what it does, and what it aims to achieve.

Who is this document for?

The document is intended for both CocoaAction companies and WCF staff, as well as any interested stakeholders such as governments, implementing partners, general public, and other cocoa industry members.

This icon indicates where additional information on this topic can be found. An overview of the background information can also be found on the last page of this document.
What is CocoaAction?

CocoaAction is a voluntary industry-wide strategy that aligns the world’s leading cocoa and chocolate companies, origin Governments, and key stakeholders on regional priority issues in cocoa sustainability.

CocoaAction convenes the sector in order to align complementary roles and responsibilities, leverage scale and efficiency through collaboration, and catalyze efforts to accelerate sustainability in the cocoa sector.

CocoaAction’s vision is a transformed cocoa sector that offers a profitable way of life for professionalized and economically empowered cocoa farmers and their families, while providing a significantly improved quality of life for cocoa-growing communities.

The World Cocoa Foundation acts as the convener and strategy holder for CocoaAction, facilitating the implementation of this voluntary industry-wide strategy, driving alignment and generating new insights to amplify its impact.

More information:
Why was CocoaAction started?

CocoaAction companies recognize that the sustainability challenges of the cocoa sector require swift action and a radically different approach.

What CocoaAction will do differently:

- **Align the sector on regional priority issues**: identify systemic and pre-competitive topics; jointly design solutions to tackle them;

- **Enable scale through common interventions and results framework**: increase impact and efficiency;

- **Employ a holistic focus** on the farmer and his/her community: prioritize interconnectedness, look at sector as a whole;

- **Share best practices and failures through a collective learning culture**: act upon results and instill continuous improvement;

- **Work closely with Governments and key stakeholders**: develop and implement complementary activities, with industry in the lead.

Current initiatives have lacked desired impact because:

- **Individual initiatives are isolated and fragmented**;

- **Lack of scale benefits**;

- **Supply-chain focus and farm-level interventions are insufficient to tackle root causes of unsustainability**;

- **No means for comparing data on effectiveness, and a limited ability to learn and share best practices**;

- **Lack of coordination between sector stakeholders – leading to overlaps and gaps in interventions**.

More information: [CocoaAction Progress Report March 2015](#)
## CocoaAction: An Inclusive, Replicable Model across Geographies

### What are the elements of the CocoaAction model?

1. Industry makes **individual company commitments around aligned regional priority issues** ...

2. ... where **systemic and pre-competitive issues** are identified, and solutions are designed to jointly tackle them...

3. ... and are embodied in **shared activities** and a **common results framework** ...

4. ... where industry commits to **regional targets** ...

5. ... and **shares and acts upon results, best practices, and failures** in a supportive **learning culture**.

6. Industry takes the lead, but works closely with **other stakeholders** to **design and implement complementary activities** ...

7. ... in close coordination with Governments and other local stakeholders, and working with (existing) **multi-stakeholder initiatives** (as relevant) ...

8. ... with **WCF** as the holder of the **umbrella strategy**.
The critical role of stakeholders
In order to achieve sector-wide transformation and to meet our vision, CocoaAction will coordinate activities and build partnerships with key sector stakeholders.

- **Farmers and coops**
- **Origin Governments**
- **Donors**
- **Other cocoa companies**
- **NGOs**
- **Certifiers and standards**
- **Other (regional) cocoa initiatives**

**CocoaAction Partnerships**

Convene, develop and coordinate complementary interventions, share best practices and failures, organize and offer knowledge

Deliver complementary interventions, share knowledge and region-specific insights
**Why is CocoaAction needed?**

Despite significant investments in cocoa sustainability initiatives in recent years, cocoa farming still faces major challenges.

Even though the sector set up initiatives to tackle these challenges, cocoa remains a challenging livelihood for many farmers.

**Main challenges of the sector in Côte d’Ivoire and Ghana:**

- Unproductive farms with aging, vulnerable trees; lack of access to improved planting material and fertilizer; declining soil fertility
- Lack of knowledge about Good Agricultural Practices (GAP); limited attractiveness of cocoa for young farmers
- Reported child labor in cocoa-growing communities
- Communities entrenched in poverty, with limited access to basic education and lack of empowerment of women
- Increased competition from other cash crops

More information: [CocoaAction FAQs April 2015](#)
CocoaAction – West Africa
What success looks like in 2020

Farmers provide a sustainable livelihood for their families

Farmers are professionalized and have profitable farms

The next generation of farmers are trained and motivated to stay in cocoa

Empowered Communities

Children are in school and not engaging in hazardous work on farms

Communities thrive and are empowered

Women have an equal right to participate and contribute to income

West Africa 2020 Priority: in Côte d’Ivoire and Ghana, 300,000 farmers adopt CocoaAction productivity practices and 1,200 communities are empowered through community development
To reach CocoaAction’s long-term vision, we will support cocoa farmers to be more resilient and strengthen their communities.

CocoaAction companies commit to a range of interventions targeting some of the main challenges in the sector.

Interventions are closely coordinated with sector stakeholders, who provide guidance and complementary interventions.

By aligning industry efforts together with stakeholders, we will professionalize and empower farmers and their communities.

Learning and adaptation

PRODUCTIVITY PACKAGE

COMMUNITY DEVELOPMENT PACKAGE

COMPLEMENTARY INTERVENTIONS

Through common monitoring & evaluation (M&E), continuous learning and adaptation as needed
MOUs signed with origin Governments

CocoaAction companies and the respective Governments of Côte d’Ivoire and Ghana have agreed to:

**Cooperate** to improve livelihoods and economic opportunities within cocoa-growing communities. The approach combines productivity improvement and community development, integrating primary education, gender equality and working towards the eradication of child labor.

This is supported by the agreements to:

- **Establish public-private partnerships** to better align and coordinate activities of CocoaAction companies and Governments
- **Align and integrate** CocoaAction with national priorities on cocoa productivity and improvement of livelihoods
- **Work together transparently** and share technical, non-confidential data, indicators, etc., to support the partnership
Companies make individual commitments to WCF for the number of farmers that adopt interventions and communities empowered, implemented through their supply chain.

Brands and Value Chain Players coordinate on delivering these commitments together.

Companies and their implementing partners align existing programs to include at a minimum the interventions from the CocoaAction Productivity & Community Development Packages.

Interventions are in six priority areas, and companies report against a shared set of key performance indicators through the CocoaAction Results Framework.

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CocoaAction Implementation in West Africa
Companies commit to aligned activities in two main packages

**PRODUCTIVITY PACKAGE**
- Good Agricultural Practices
- Replanting & Rehab.
- Fertilizer & Soil Fertility

**COMMUNITY DEVELOPMENT PACKAGE**
- Child Labor Prevention
- Primary Education
- Women’s Empowerment

### Farmer training
- Train farmers on cocoa GAP, greater inclusion of women farmers
- Improve availability of planting material for farmers, by establishing a distribution network
- Conduct soil mapping analysis and formulate fertilizer recommendations

### Community driven development
- Reinforcing interdependency between Productivity and Community Development
- Child Labor Monitoring and Remediation Systems (CLMRS) across supply chain and with communities

#### ACTIVITIES

- **PRODUCTIVITY PACKAGE**
  - Raise awareness on child protection
  - Support formation and strengthening of School Management Committees (SMC)
  - Train Child Protection Committees (CPC)

- **COMMUNITY DEVELOPMENT PACKAGE**
  - Meet needs for education infrastructure, equipment & materials
  - Support Income Generating Activities (IGA)
  - Train relevant actors from community, implementers & supply chain partners on gender awareness
  - Support women to participate in relevant organizations

CocoaAction does not prescribe the implementation approach, with a recognition that the needs of farmers and communities are context specific and need to be customized by CocoaAction companies and implementing partners.
CocoaAction West Africa Results Framework: What We Measure

A transformed cocoa sector that offers a profitable way of life for professionalized and economically empowered cocoa farmers and their families, while providing a significantly improved quality of life for cocoa-growing communities.

**Cocoa Farmers**

**Community Empowerment**

**Cocoa Communities**

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### Long-term Targets

**2020 Outcomes**

**Outputs**

**Activities**

**Impact**

### What is provided to farmers:

- Training on GAP
- Greater inclusion of women farmers
- Availability of planting material
- Availability of fertilizer (adapted based on soil mapping results)

### What is provided to communities:

- Greater awareness on child protection
- Strengthening of CPCs
- Meeting of educational needs
- Strengthening of SMCs
- Greater gender awareness and participation of women
- Greater capacity of women for IGA

### Productivity Package:

- 300,000 farmers

### Community Development Package:

- 1,200 communities

### Alignment with Governments

- Child Labor Monitoring and Remediation Systems across supply chain and with communities
- Farmer training
- Community driven development

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## CocoaAction resources

Where to find more information

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<tr>
<td>Community Development Manual v1.0 [link]</td>
<td>WCF</td>
<td>(April 2016)</td>
<td>Implementation manual for the Community Development Package, to provide guidance to companies and implementing partners.</td>
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<tr>
<td>Monitoring &amp; Evaluation Guide [link]</td>
<td>WCF</td>
<td>(April 2016)</td>
<td>Direct and clarify the processes that need to be established in order to produce data as consistently as possible across the CocoaAction partnership setting.</td>
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<tr>
<td>CocoaAction Progress Report November 2015 [link]</td>
<td>WCF</td>
<td>Nov 2015</td>
<td>This report conveys the progress that has been made by CocoaAction until November 2015.</td>
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<td>CocoaAction FAQs [link]</td>
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<td>Apr 2015</td>
<td>Overview of the most Frequently Asked Questions regarding CocoaAction, and their answers.</td>
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<td>CocoaAction Progress Report March 2015 [link]</td>
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<td>CocoaAction One-Pager [link]</td>
<td>WCF</td>
<td>Feb 2015</td>
<td>CocoaAction at a glance, providing basic information on what CocoaAction is and what it does.</td>
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<tr>
<td>Standards and Certification Discussion Paper [link]</td>
<td>WCF</td>
<td>Sep 2014</td>
<td>Information about ongoing efforts by the European Committee for Standardization (CEN) and the International Organization for Standardization (ISO) to establish standards for cocoa, background on Voluntary Sustainability Standards (VSS) and their standards and certification systems. The paper concludes with WCF's perspectives.</td>
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<tr>
<td>Press Release [link]</td>
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<td>May 2014</td>
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