Introduction

Dear colleagues,

I am pleased to present the 2019 Partnership Meeting summary. It recalls a game-changing event that was made possible by our sponsors and the expertise of 85 speakers from around the globe. The meeting gathered 385 private sector sustainability leaders, farmers, government officials, civil society representatives, and researchers from 34 countries in Berlin to explore this year's conference theme, “Drivers of Change.”

The conference took a deep dive into three drivers of change: effective stakeholder collaboration and partnerships, a strong business and policy environment, and public private investment in science, innovation, and learning. At WCF, we believe these drivers of change can advance progress on deforestation, child labor and poverty in the cocoa sector.

We were fortunate to host outstanding experts both in plenary and breakout sessions. I am particularly grateful to our high-level speakers from West Africa and the European Union as well as the farmer representatives. Through their presence and engagement, they demonstrated that we all are on a shared journey to enhance the sustainability of the cocoa sector, and improve the livelihoods of the cocoa farmers, their families, and their communities.

“Wisdom does not come overnight,” says an African proverb, but the Berlin Partnership Meeting was certainly an important step in the right direction.

We look forward to continuing our work together toward a sustainable cocoa sector and invite you to join us for the next Partnership Meeting on November 18-19, 2020, in Bogotá, Colombia.

Sincerely,

Richard Scobey
President
Drivers of Change

World Cocoa Foundation (WCF) President Richard Scobey thanked sponsors and welcomed the record number of members present. He mentioned new members for 2019, including Unilever, Sainsbury’s, CCB, PBC Limited, Adikanfo Commodities Limited, and KKO International.

Scobey flagged four developments over the previous year:
- Côte d’Ivoire and Ghana, the world’s biggest producers, deepened collaboration on a regional approach to cocoa policy in line with the March 18 Abidjan Declaration. They introduced new approaches to pricing, including a Living Income Differential (LID), and took steps to align their marketing and production systems.
- Companies, governments, consumers, civil society organizations, and media paid increasing attention to addressing the long-term development challenges of living income, climate change and deforestation, as well as child labor and forced labor in the cocoa sector.
- Legislatures in cocoa-consuming countries focused more on cocoa sustainability, including measures to ensure corporate due diligence and responsible supply chains.
- New technology and innovation was rolled out in the sector, including more modern production techniques, tools to facilitate transparency and traceability and farming models.

Scobey said WCF acknowledged these changes in the new strategic direction approved by its board of directors in October 2019, which established three goals: Enabling farmers to earn a decent income; empowering communities to lead their own development in which human rights are protected; and protecting and conserving the environment.

The industry could not achieve these goals in isolation, he said, and cited three drivers of change: Multi-stakeholder collaboration and partnerships; effective government policy and regulatory frameworks; and public-private investment at scale to leverage third-party financing and accelerate science, innovation, and learning.

“‘The building block of sustainability is a living income for farmers,’ Scobey said. The industry was committed to implementing the Living Income Differential (LID) and it is being incorporated into buying decisions for the 2020/2021 season, he said. Working with governments, the industry has accelerated its efforts to address child labor and deforestation, which it sees as essential building blocks to achieve the U.N.’s Sustainable Development Goals. Sustainability programs of WCF members are directly helping almost 700,000 farmers and their governments, the industry has accelerated its efforts to address child labor and deforestation, which it sees as essential building blocks to achieve the U.N.’s Sustainable Development Goals.

Chocolate for Change: Driving Sustainability in the Cocoa Sector

Schloder said that with the world population expected to grow to nearly 10 billion by 2050, sustainable production and consumption were essential. He noted that WCF had been campaigning for sustainable development in the sector for more than 20 years.

He said the German Initiative on Sustainable Cocoa (GISCO) was founded in 2012. Germany, whose annual per capita consumption is 10kg, processes 10% of world production and is the world’s largest exporter of cocoa products.

Schloder praised ProPlanteurs, a joint initiative between GISCO and the German and Côte d’Ivoire governments to professionalize 20,000 cocoa-producing family-owned businesses and farmer organizations in the southeast of the African country. ProPlanteurs and other projects are tackling the issues of environmental conservation and combating child labor.

Schloder also stressed the threat of climate change. Forests should not be cut down to produce cocoa. Schloder added that Germany had a 10-point plan to address the issue. He noted Germany’s commitment to fighting deforestation, shown by its participation in the 2015 Amsterdam Declaration, signed by major European economic powers, as well as German trade policies advocated in Brussels. Global sustainability required change at the local level and should be integrated along the entire value chain from farmer to consumer.

The World We Want Tomorrow Starts with How We Do Business Today

Ament said that Mars, Incorporated has invested resources over the years to address the issue of sustainable production to improve the lot of farmers who have not benefited from the globalization of the cocoa supply chain. The approach so far had not produced the expected results and, in 2018, Mars launched Cocoa for Generations to address this. He said the company was open to feedback, partnership and collaboration, and that investments must continue to protect children and forests, and ensure a better income for farmers.

While promoting better yields and diversification, Mars is committed to achieving higher income levels for smallholder farmers and was the first company to support the floor price and LID. But Ament explained that price alone cannot ensure sustainability, adding that Mars called on all parties to support the LID.

Ament said that all stakeholders must support existing and evolving government regulations as well as the Cocoa & Forests Initiative (CFI) established in 2017 to stop further conversion of forest land for cocoa production in Ghana and Côte d’Ivoire. The aim is a traceable supply chain with zero deforestation and uniform application of rules, and protection of children to eliminate forced and child labor. Reporting requirements must be harmonized across countries, he said, and industry needs to partner with governments to achieve this.

It is vital to the future success of the industry to earn consumer trust, to take collaborative action, and to support LID and government regulations.

The world is watching, and our time is now.”
**Fighting Child Labor in Cocoa: Transformative Partnerships and New Approaches**

Scobey said child labor in the cocoa industry was a known challenge, and progress has been slower than expected since the 2001 Harkin-Engel Protocol (a voluntary public-private agreement to eliminate the worst forms of child labor in Côte d’Ivoire and Ghana). WCF now takes the new approach of the three drivers to create a truly new partnership with governments and development agencies. A “children first in cocoa” initiative, whose goal is to eliminate all forms of child labor by 2025, is being worked on. The key elements are poverty reduction, child protection systems, education and child survival. Scobey said it is important for serious partners to sign up and make concrete financial commitments. He stressed the initiative is government-led and builds on existing national action plans. Ferguson noted that governments have been working on fighting child labor for over 20 years and asked what was different now.

Weatherill said that, while the earlier approach had been at a project level, now it was at scale, looking at systems and changing mindsets. It will use national systems, supply chains or even community systems. More resources and new partnerships are needed, he said, adding that SDG target 8.7, which applies to child labor, was even more ambitious than industry programs so far enacted. Strong regulatory pressure is needed on industry. Clarity of roles and responsibilities is required with sophisticated metrics and an accountability framework.

Wireko-Brobby said fighting child labor became a strong issue in 2009 and his government approved its National Plan of Action (NPA) to combat it in 2010. Under the NPA, a child labor monitoring system was designed and implemented, and was being improved under the NPA2 agreed in 2018.

Gornitzka said UNICEF had not seen the progress it had hoped for and there was a need to move from pilots and projects to working at scale. “We need to be transformative,” she said. It was important to know what it takes to achieve the objectives. We must learn from other partnerships that have not worked. UNICEF is one of the conveners, but WCF, ICI and others are critical. A systems approach is needed. UNICEF would serve as an advisor and technical expert on child protection and would engage in this initiative.

Giuliani said Jacobs Foundation, which supports education worldwide, has worked for five years to improve access to quality education in Côte d’Ivoire, bringing an action-focused engagement to the partnership. Jacobs Foundation pooled funding (with defined objectives and targets) would help overcome the problem of attribution. Jacobs would like to set up a facility of $10 million, with implementation starting by mid-2020, to examine the question of the role of education in combating child labor.

As the plan is for 100% coverage, there is no question of attribution, Giuliani said. All implementation of initiatives must fit in with government action plans and the government is always at the table. Jacobs is ready to extend the system established for Côte d’Ivoire to Ghana.

Scobey set out the critical factors to bring about improvements:

- Transformative thinking: setting up a $115 million fund.
- A systems approach supporting national implementation plans, like ICI plans.
- Working at scale to go beyond the 15%-20% being reached now to 100% coverage for vulnerable communities by 2025.
- Holistic strategy starting with poverty, but encompassing innovations to reduce labor requirement for instance.
- Child protection, child education, child survival.

**Four Years of CocoaAction: Partnerships, Impact, and Lessons Learned**

The meeting was introduced by Stanislas Koffi Dibby, a planter from Côte d’Ivoire who has a five hectare cocoa farm near Toumoudi. He is a member of the SOCODD Cooperative. As a child he had to drop out of school for financial reasons and worked as a farm laborer to support his brother through school. He later went into cocoa farming, managed to secure his own plot of land and was successful, partly thanks to a farmer coaching program, part of CocoaAction. All four of his children are in school.

Joost said Koffi Dibby’s story was a testament to collaboration and to the power of the individual. He explained that CocoaAction was formed by cocoa sector leaders in 2013 who wanted to change the focus from a strategy of individual programs to looking at the sustainability of the industry as a whole. For the first time industry members said they would start to collaborate and learn from each other. One focus was on integrating community development and productivity.

Joost asked Debenham and Pieters, who were involved in CocoaAction from the start, how they built trust among seven companies to allow cooperation between the competitors. Pieters said it took time to accept that others can speak on your behalf: “We have created one voice...but it is a leap of trust. Showing yourself to be vulnerable to be better altogether, it takes courage to go there.”

Debenham said one challenge was trying to understand the need for being in the room at the same time, realizing “that we have to work together if we are going to make a difference.” Initial meetings were based on putting all cards on the table, but most companies still had a few cards in their pocket, he said. Trust had evolved. “Now we are more than happy to let Andrew Brooks of Olam or Taco Terhijden of Cargill represent CocoaAction in conversations with the government.” Four years ago this would have been impossible, he said.

Pieters said if they could do it again, they would have been more inclusive and “opened the tent to all stakeholders to make sure everyone is on the same journey so that we can go further.” Debenham said that without the trust learned within CocoaAction, it would not have been possible to bring industry together on other initiatives like CFI. Historically the programs had been about actions, the number of farmers trained, of children educated, but not really talking about outcome and impact; now everything is about impact, striving to understand adoption.

Pieters said Mondelēz has broadened partnerships on the ground, looking to collaborate with all the national systems, building the CLMRS systems which are owned by the community and supported by government structures to give them permanence. All members of CocoaAction are thinking about the division of labor and how that can have more impact - how to better build on each others’ expectations and resources.

Debenham said there should be a focus in the future on much closer cooperation with government to create an enabling environment where farmers can be financed to work on farm business plans. Pieters spoke about the CocoaAction Results Framework, saying it was significant to have a common metric, that it was an opportunity to look at what had already been done and how it could help synergize different platforms.
**Strengthening Farmers’ Voices**

This panel included representatives from farmer organizations, associations, cooperatives, a farmer-managed business and CSOs working with farmers. Fountain sought panelists’ views on why farmers’ voices should be heard.

Fernandez described how CONACADO provides the network needed for farmers to collaborate at local, national, and regional levels in South America from production to processing. Ismaila said the Cocoa Abrabopa Association ensures farmers’ voices are heard by using local media and journalists, local information centers and other venues. Journalists are now getting interested in issues affecting farmers.

Doumbia explained how her ECAM farmers’ cooperative in Côte d’Ivoire unites farmers to make their voices heard, training them to produce more and get more income through certification schemes. Women’s voices are indispensable, Auditya Sari said, and other actors are supporting farmers to make their voices heard by giving them the capacity to advocate for issues that affect them.

Ismaila said farmers’ livelihoods still need to be addressed because they are inadequate. Bamba, from her experience working with producers, believed that sustainability measures had begun to improve cocoa production.

Panelists agreed that cocoa farmers were an integral part of the value chain and that farmers’ voices must be heard in global discussions. Sari said one way to ensure this was to include farmers in public-private partnerships. There were many initiatives that included farmers, but the maximum impact could be realized if farmers collaborate at local and global levels.

Sarkwa said farmer representation was encouraging but it was now time to move on to include transparency and accountability at national and international levels. The issue is poverty and we should not wait for a treat from regulators to take action to improve the livelihoods of farmers, she said.

Fountain emphasized the need to step up action after so many conferences and workshops. Farmers are still poor, children are out of school and working on farms, and the forests are being cut down.

**Retailers as Drivers of Change**

Myers led a conversation on the retailers’ role in ensuring cocoa sustainability, given the complexity of their sourcing mechanisms.

Byrnes, a founder of the Retailer Cocoa Collaboration (RCC), which includes the five biggest retailers in Europe and five UK retailers, favored strong sustainability policies that focused on cocoa certification but said retailers now recognized this was not enough. RCC’s aim is to figure out what retailers can do, beyond certification, to ensure cocoa sustainability at the base of their supply chains. It focuses on environmental and social issues like climate change, deforestation, and child labor.

Byrnes said that through RCC, individual retailers shared information, communicated collectively to suppliers and other stakeholders and adjusted policies accordingly. He said through RCC retailers engaged with cocoa supply chain partners to ensure progress in CFI core commitments and their individual action plans.

De Vos, who helps retailers prioritize sustainability issues, said they had jointly identified deforestation hot spots, making it easier to communicate with suppliers on specific strategies to, for example, reduce carbon footprints and stop deforestation. Martin said that for years retailers were underrepresented in sustainability efforts and had a hard time understanding what kind of role they could play. All three participants said they had seen the power of collaboration for joint learning and for stronger communication between retailers and suppliers.

Byrnes said social media had a big influence on consumers’ focus on sustainability issues. While European consumers had a strong awareness about cocoa issues, including forced labor and child labor, this could rapidly change with the influence of social media, with attention shifting to, for example, fires in the Amazon that increased consumers’ interest in deforestation.

De Vos emphasized that overall there was a strong business case for sustainable cocoa, with surveys showing consumers increasingly interested in organic, fair trade and sustainable products.
Partnering with Experts to Unlock Behavior Change

Fesenberg introduced the session by asking the question: “Do we really understand what makes farmers tick, outside of price?” She said there was insufficient understanding of the motivations and concerns of farmers, the most important link in the cocoa supply chain. A partnership has been launched by CocoaAction members and the University of Zurich to research this.

Casaburi said cocoa farmers’ productivity was low and the aim of the research was to explain why there are deficiencies in the adoption of new technologies and best practices, and to find ways to overcome this. He cited analogies among Kenyan maize farmers and Colombian coffee farmers which showed success depends on collaboration between key players in the market.

“The world that we live in is not rational and there are market inefficiencies and behavioral barriers and biases for everyone (such as loss aversion, regret, limited attention spans, etc.), so how do we overcome these?” Casaburi asked.

Wright said, “We don’t understand the environment, the culture, what it is like to farm and to be hungry, and it is important to always come into a project with this understanding.” He shared some of Unilever’s experiences working through shopkeepers to build a relationship of trust in a community to influence behaviors. It was vital to start by establishing the people’s problems and agendas. If approaching people who are hungry, the first conversation must be about food. Their needs were hugely important, and if you tried to engage only on cocoa you would not be successful. You may get there at some point but you couldn’t start with it.

He recommended starting simple, focusing on a single behavior, and building the ecosystem slowly over time. Communities had so many needs, you could not just solve one problem but need to think of the set of problems and how they fit together. But he urged flexibility as priorities may change. If you are investing in a more structural and long-term promise, you need to also at the same time invest in short-term benefits, he said.

Wright said it was important to engage everyone involved. “If everyone in the room isn’t excited then it won’t work.” It was important to conserve the environment, he said, noting that poverty is accompanied by collateral damage to the environment. Short-term rewards drove behavior more than long-term rewards and it was important not to underestimate the value of social capital, the sense of doing the right thing and helping the community.
New Strategic Directions for ICCO

Arrion noted that the International Cocoa Organization's members included both cocoa consumers and producers and as part of its strategic plans it contributed to the achievement of the UN SDGs. The ICCO secretariat served its member countries as a knowledge center and facilitator of international cooperation and dialogue, he said, calling the ICCO consultative board a bridge between the private sector and civil society. The organization’s major concern was to promote prosperity among farmers, he said.

He listed the main priorities as:

• Improving the living income of cocoa farmers by increasing farm gate prices, coupled with supply management, agricultural intensification and modernization of farms, contract farming and diversification.
• Developing agroforestry systems.
• Encouraging local processing.
• Encouraging generic promotion of cocoa consumption.
• Adopting national cocoa development plans.

Arrion stressed that members should have a cocoa plan/policy and importers should also have a sustainability platform. ICCO’s work program for 2019-2020 included a new quarterly bulletin of statistics and a new stocks exercise, a new website, active communication in social media, and revision of the current international cocoa agreement.

EU Action for Responsible Supply Chains

Mizzi said there was strong momentum in the EU to show a path to resolving the issues in the cocoa value chain, and the strongest instrument the EU had was budget support. There were large challenges with money and investment. The money existed, but policy makers needed to make sure it was funneled into value chains.

Mizzi said certification schemes had advanced on many fronts, but still needed work. He proposed having a legally binding framework. He said it was also important for the whole value chain to be involved in the process and that causality must be shown between income and lifting communities out of poverty. Women’s groups, NGOs, and civil society were all part of the process. He said cocoa could not be discussed separately from the rest of the agriculture sector.

Gnassounou said the ACP was in the process of finalizing negotiations for an agreement with the Europeans, and it was important to identify the issues that are essential to enable agreements to be implemented in a better way. Referring to African capitalism, he said they didn’t have the luxury of corporate social responsibility, because all activities have to create wealth. So a more holistic approach was needed.

Brack said competition law in the EU made it difficult for companies to talk about pricing and other details and it would be good if businesses had more freedom to discuss the companies and to collaborate and consult more on issues that affect public goods.
Aidoo said the difference would be very significant. An assessment in Ghana showed that sustainability programs had touched only about 8% of the farmers, so that for the rest - more than 90% - there was no impact. He said a LID-related charter based on the Abidjan Declaration was working its way through the cabinets and parliaments of the two countries. By the end of this year it would have passed the Ghana parliament and become law, ensuring that LID applies to farmers. Koné confirmed that similar measures were being taken in his country to codify the LID.

Aidoo said that, after a difficult engagement over LID earlier this year with the chocolate and cocoa industry, which he said was focusing only on sustainability programs, the industry had accepted that the LID and sustainability programs must be seen as complementary and said: “we have come to a clear understanding that the industry now generally supports the LID.” He said the two countries had warned the industry that they would suspend all sustainability programs, “including certification of everybody, everything,” but added, “we are staying our action for now. It will depend on whether individual industry members resist paying the LID. “If an industry member wants to be recalcitrant, then we will take action on an individual basis.” Koné confirmed this approach.

Aidoo said Ghana hoped to complete a comprehensive census of the cocoa farming sector in 2020, which would facilitate the tracking of deforestation and labor issues. Koné said a similar detailed census is underway in Côte d’Ivoire, should be completed by September 2020 and would make it possible to ensure more efficient planning. Aidoo said both countries had approached the World Bank for funding to help combat the spread of Cocoa Swollen Shoot Virus Disease through cutting down diseased trees and replacing them.

Both Koné and Aidoo made clear their countries’ determination to expand their domestic cocoa productivity, while effectively managing overall production levels.
**Driver 2: Strong Business & Policy Environment**

**Land Tenure: Old Challenges, New Thinking**

This session considered the core concepts involved in land tenure, including women and youth, documentation, dispute resolution, and political conflict over land.

Vaassen, whose organization - Meridia - began working in a cocoa producing area in Ghana in 2017, stressed the importance of combining technological tools and on-the-ground expertise to unlock land potential, using methods from digitally mapping boundaries to validating legal documents in the effort to secure ownership.

“Most farmers and their ancestors received the land, with a symbolic gift of a ram or bottle of schnapps and maybe even received a purchase receipt or note but not a legal document” until the Meridia program, he said. When they get a Meridia FarmSeal, farmers know the actual size of the land, so they can apply the correct amount of fertilizer, secure loans to support family members or education, secure licenses as a purchasing clerk for a produce-buying company or start to rehabilitate old cocoa farms, he said. “Land ownership is the first and most important path to prosperity,” he said. “The goal is to unlock further options and make farmers more entrepreneurial.”

Moulianitaki said land tenure documentation is critical. Without a proper land tenure document, she said, why would you invest in the land? Why would you cut down or restore when you could lose it? She said part of the new approach to this was that it could not be done alone. She was working with CFI to establish how to proceed in Ghana, including how to align fees with a land tenure document. She said Hershey believes in entrepreneurs and although investing seed money to facilitate the process.

Loue said that in the 1990s there was big competition for farmland in Côte d’Ivoire and AFOR came in to help make sure laws that were passed to ensure land security worked on the ground.

Moulianitaki also noted that in the past, there were too many problems in land tenure, including women and youth, documentation, dispute resolution, and political conflict over land. The authorities first set up clear procedures, with a manual and a workshop, established an affordable cost for a land certificate and made sure every village had its own map and certificates. He said the cocoa sector already had some data on farms which could link farmers and their mapped farms to production/purchases. Digitization allows for cloud-based data analysis, which could help pinpoint and suspend individual sources of supply in response to violations. Sharing a platform allows Sourcemap to identify duplication in data sets including farm data. Companies/buyers could link farmers and their mapped farms to production/purchases. Digitization allows for cloud-based data analysis, which could help pre-empt and suspend individual sources of supply in response to violations. Sharing a platform allows Sourcemap to identify duplication in data sets including farm data. Companies/buyers could link farmers and their mapped farms to production/purchases.

Panfil said land security has a positive impact on productivity, deforestation, and food security. She noted that land tenure is not always the top issue for a farmer who also focuses on fertilizers and money. In Kumasi, about 75% of farms are undocumented, almost none of the farms are mapped and they don’t know their size, leading to a misapplication of fertilizer and an inability to collect correct land rent. Most of the arrangements depend on oral agreements between parents or grandparents and the terms are very broad.

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**Blockchain for Sustainability: Beyond the Hype**

Chang made the argument for introducing blockchain for tracking produce, for providing a multi-directional system for communication with partners. He cited the case of Carrefour, Europe’s largest food retailer. Once Carrefour used blockchain to trace one product to its origin, other Carrefour products not on blockchain saw increased patronage because customers trusted the vendor.

All information on the supply chain is available to consumers, which allowed the consumer to engage with the farmer directly. Customers could choose whether to tip the farmer or donate to a community development program that supported the farmer, like Learn & Share, Contribute, Follow the Money, and Watch it Work. Chang said this created a circular economy where everyone got something out of it. This could help combat child labor and other challenges and, going forward, could give consumers a way to take action toward solving some of the problems.

Bonanni said CFI and child labor monitoring have made it necessary to map farmers and farms to improve traceability. Mapping undertaken with affordable smart phones was linked to farmer data. Companies/buyers could link farmers and their mapped farms to production/purchases. Digitization allows for cloud-based data analysis, which could help pre-empt and suspend individual sources of supply in response to violations. Sharing a platform allows Sourcemap to identify duplication in data sets including farm data. Companies/buyers could link farmers and their mapped farms to production/purchases. Digitization allows for cloud-based data analysis, which could help pre-empt and suspend individual sources of supply in response to violations.

When asked how the quality of data was ensured, Bonanni said data validation is conducted before upload. However, even if incorrect data is entered, it will be noticed because the data, once entered, stays in the chain. Blockchain reduces the amount of data for AI to sift through by internalizing some of the routine data sets into contract terms.
**Driver 2: Strong Business & Policy Environment**

**Cocoa on the Move: Sector Transformation in Latin America**

This session presented an opportunity to learn about cocoa sector transformation in Latin America from experts from Brazil, Colombia, the Dominican Republic, and Ecuador.

Brazil expert Bastos, said there was a big opportunity to increase cocoa production in the country and use this crop as a driver for reforestation. There are multiple projects in different Brazilian states focused on transforming degraded pasture land and coffee plantations into cocoa agroforestry systems. Private sector and government provide extension services and seedlings only to farmers seeking to transform degraded land, avoiding encroachment on rainforests with cocoa crops. In addition to making business sense, working with government, farmers, ranchers, non-profits, and other key stakeholders, can effectively promote reforestation and increase climate adaptation and resilience for farmers.

In Ecuador, cocoa production tripled from 85 metric tons (mt) in 2005 to 320 mt in 2018, according to country expert Marlin. Although production was still led by smallholder farms, there was an increase in the number of large-scale farms with cutting-edge technology reaching high productivity (3mt/hectare) on high-quality and aroma seeds. Marlin said he had seen state-of-the-art technologies and good agricultural practices start in large-scale plantations but slowly move to smallholder farms. The Ecuador president signed a decree to create an ambitious National Competitiveness Improvement Plan for Cocoa and its derivatives. In order to be recognized as producing sustainable, high quality cocoa, the priorities are: creating a national traceability system; strengthening farmers’ association capacities and access to credits; and creating jobs around the cocoa value chain (including in the tourism sector). Cocoa productivity increases will depend on an increase of planted land but most importantly on the improvement of farming practices, including the replacement of old cocoa trees with new seedlings.

Arenas said Colombia had the challenge of restoring 1.4 million hectares during the next four years and it saw cocoa as an ally to reaching this goal. Through the public-private Cocoa Forests & Peace (CFP) Initiative, government and the private sector were committed to ensuring deforestation-free cocoa, restoring forests and improving the livelihoods of producers while consolidating peace in the country. Through CFP, key cocoa stakeholders strive to achieve five key strategic results by 2030. They include identifying financial models for zero-deforestation productive cocoa agroforestry systems and implementing these models, establishing a monitoring, verification and traceability system, and implementing a communication and transparency strategy.

Wax described a project in the Dominican Republic called “Aprovida,” which aims to provide comprehensive, profitable farming opportunities to rural communities. It includes the development of new agricultural land (500 hectares minimum), with a net planted surface per household of 5 hectares, the establishment of housing and other services for the community, and the introduction of basic infrastructure. The project was established by Rizek and will be handed over to families 18 months after its inception. Wax said the project was profitable for Rizek and for the farmers, with a free net cash flow per household at project maturity that exceeds US $13,000 per year.

Wax said he feared that sustainability was far from being achieved in Latin America and elsewhere. But the session, which included many contributions from the audience, was full of strong examples of how cocoa-producing countries in Latin America are implementing innovative strategies to move toward a product that is globally recognized and sustainably produced.

**Driving Change in the Cocoa Sector: Our Collective Responsibility**

Actors in the cocoa sector are aware of and addressing the challenges. “Our actions must become collective,” Schmitz said, adding, “In order to bring about change we must change existing structures.” He told participants they could continue to rely on government support but needed to address drivers. These included accepting responsibility at the beginning and end of a process. It was also important to devote investment and research into innovation.

The German government actively supports cocoa sustainability and is committed to raising consumer awareness. As consumers, we make our purchasing decisions on price, he said. He said the “chocolate bar is not a cheap product” and it is “time to recognize this product’s true value.” There is a need to show that cocoa farmers will benefit from this and that it will help biodiversity. Regulations must be ambitious, but should not result in people losing export markets and being worse off. There is a need to include producing countries in the discussions. We cannot consume cocoa that violates human rights and causes deforestation. Families are living in great poverty. It is important to ask, “Where can we improve and how must we change our actions? Where should we form partnerships and alliances? In order to achieve our objectives, we need political and institutional changes. The German government supports CFI. The German government is ready to support initiatives that prevent child labor. He said it is important to talk about income and prices, and noted that LID has been discussed. A forestry policy is needed that takes various different interests into account.

Looking forward to the second day of the conference, Schmitz urged participants to be ambitious in pursuing innovative programs. He said there was still too little coordination and the German government would like to help facilitate this.
We think this market is in a good position," he said. "We are making progress, but we know we have to do more and we have to make that challenge for us," Manley told the conference. "We all acknowledge that this sector has to improve, and we are working on it.

"Cocoa Compass is going to be a phenomenal education," he added. "We want to create an environmentally positive, professionally run, and quality-focused cocoa supply chain comprised of farmers who are earning a living income and whose children have access to education.

He announced that his company was launching the Olam Cocoa Compass, setting out three issues it was not enough. "We need to consider new means to fight against deforestation, to eradicate child labor and to empower and improve the livelihoods of the cocoa farmers and their communities," he said.

Olam would focus on in the decade up to 2030: securing a living income for farmers, tackling child labor and deforestation. "We want to create an environmentally positive, professionally run, and quality-focused cocoa supply chain comprised of farmers who are earning a living income and whose children have access to education.

"Cocoa Compass is going to be a phenomenal challenge for us," Manley told the conference. "We all know we have to do more and we have to make that impact at scale. We think we’re in a good position.

He announced that his company was launching the Olam Cocoa Compass, setting out three issues it was not enough. "We need to consider new means to fight against deforestation, to eradicate child labor and to empower and improve the livelihoods of the cocoa farmers and their communities," he said.

She recalled that she was the rapporteur of the 2018 EP report on transparent and accountable management of natural resources in developing countries which acknowledged that the EU was part of the problem of global deforestation. This prompted the EU Commission to assess both regulatory and non-regulatory measures to ensure a level playing field and deforestation-free supply chains.

Addressing the need for new legislation, Hautala called for a mix of mandatory, voluntary, national, and international measures to foster business respect for human rights. "Voluntary initiatives have brought us to this point but it is evident that all problems are not solved. We need to consider new means to fight against deforestation, to eradicate child labor and to empower and improve the livelihoods of the cocoa farmers and their communities," she said.

She said supply chain legislation would benefit companies and consumers. “I understand perfectly well that tracing the true origin of cocoa and verifying the sustainability of the supply chain is very difficult, but that burden cannot be placed on an individual consumer, who somehow, would need to make the right choice,” Hautala said. Every consumer has a right to assume that, whatever chocolate they buy, they are not contributing to social or environmental problems but, through their purchase they are supporting sustainable and responsible cocoa production.

She said that only legislation would ensure a level playing field and deforestation-free supply chains.

"We came to the meeting with high hopes and we left with a strong momentum for achieving a responsible cocoa sector." Hautala opened day two of the partnership meeting by telling participants there was a strong momentum in Europe for creating a sustainable and thriving cocoa sector and taking legislative and other action to prevent child labor and deforestation. She listed initiatives taken within the European Parliament (EP) and the European Commission and said, “the onus for responsible and sustainable cocoa have never looked this good.” She cited the success of the German Initiative on Sustainable Cocoa, saying the share of sustainably produced cocoa in Germany had been increased from five percent in 2011 to about 60 percent in 2019.

"We know we have to do more and we have to make that impact at scale. We think we’re in a good position. We think this market is in a good position,” he said.
Unpacking the Mystery of Jurisdictional Approaches

Adams gave an overview of jurisdictional approaches, which have become a vital component of individual supply chain actions like those pledged under the Cocoa & Forests Initiative. Ghana’s remaining forests until recently were threatened by agriculture expansion, particularly cocoa production. This resulted in Ghana being rated as one of the countries with the highest increases in deforestation rates. By the end of the discussion, he said, participants would understand what a landscape approach is, why it is important and what we need to do differently.

Close said it was critical to fight climate change, social inequity, and biodiversity loss using landscape approaches. Landscape approaches, according to her, unify efforts and allow companies to act at scale and allow access to larger financing and higher levels of political commitment than ever before. It is the scale at which supply chains and investment portfolios from multiple sectors intersect with the specifics of local governance regimes, ecological dynamics and the rights, needs and aspirations of local people. To conclude, she reiterated that scale was critical but there was a need to focus on policy-relevant scale which was the driving force to engage government and improve governance and land use planning.

Annan gave a broad overview of CFI. She said the initiative was a multistakeholder response to tackling the issue of deforestation. In Ghana, CFI sits within the Ghana Cocoa Forest REDD+ Program which was developed to respond to cocoa-driven deforestation, with strong private sector participation. The program covers an area of approximately 880,000 hectares in the High Forest Zone of Ghana. The aim is to ensure that emissions are reduced significantly, that good governance structures and efforts are in place to ensure sustainable production.

Adam described how Touton’s project, Partnership for Productivity Protection and Resilience in Cocoa Landscapes (3PRCL), which aims to achieve a deforestation-free cocoa landscape, supports the development of a market for climate-smart cocoa beans. It also pilots a landscape-wide governance framework in the Juabeso-Bia landscape in line with the GCFRP and CFI. The landscape board is the first to sign an agreement with the government of Ghana to reduce emissions by 10 million tCO2 in six years.

Arthur, the Chief of Asempaneye which falls within the 3PCRL project area in the Western North Region of Ghana, recounted how 40 years ago his people relied on forests and wildlife for their livelihoods. The situation, he said, has changed. Presently, they had resolved to own and participate in initiatives across the landscape including the community Resource Management Areas (CREMA) and the Hotspot Intervention Areas (HIA) projects introduced by the National REDD+ Secretariat. They actively prevent expansion of agricultural activities into forest reserves. They also work with local forestry authorities to stop illegal activities like mining, chain-sawing, and hunting. They have a consortium made up of all the traditional authorities as patrons and other influential persons in the community. All community members are CREMA members and they all share the responsibility to ensure that illegal activities are minimized or completely stopped.

There are some barriers and challenges to achieving this and bringing it to scale. One way to surmount them is for partners to identify areas for collective action. To get a good and sustainable governance structure in place involves a multi-stakeholder process that usually takes time and effort. The 3PCRL has identified and is contributing to a special purpose vehicle to help resolve the issue of finance for landscape activities. At the community level, there is a need to continue to sensitize community members to participate in landscape activities. Partners (CSOs & private sector) need to contribute to the provision of social amenities and the promotion of livelihoods of rural folks.

In a comment, the CEO of COCOBOD, JB Aidoo, said that we could overcome the issue of deforestation if landscape approaches were participatory and communities owned the initiative. Ghana’s Deputy Minister of Employment and Labor Relations, Bright Wireku Brobbey, urged stakeholders to respect community knowledge and ensure that there was adequate engagement of government at all levels.

In his conclusion, Adams reiterated the need to participate in landscape approaches - from individual action to collective action, from national governments to traditional authorities and communities. Landscape approaches take time, but if we continue like this, we will drive off a cliff, he said. The critical task ahead is to think about how to work together moving forward.
**Prosperous Farmers: How Other Sectors are Tackling Living Income**

Given analysis that West African cocoa farmers need to double their income to get a living income, participants were asked to discuss their experiences in other sectors in tackling the challenge to create a living income.

Van Honk brought the point of view of the tea sector, where he said only 40% had a living income and the task was to reach 100% by 2020. The approach taken was to improve the quality of the tea. This raised incomes from $1.2 to $2, but this was still under the target living income of $5. It also pushed beneficiaries into a tax bracket. He said IDH developed a cost-plus procurement model that showed progress toward securing a living income.

Van Honk said that following the global coffee crisis, a roasters’ taskforce examined the case of Colombia and its report is expected toward the end of 2019. Preliminary results indicated income for an average farm of 1.5 hectares of $290 per farmer per annum, which could be raised to $700 but is still well short of a living income of $4,000. The bulk of production was sold to conventional markets, not specialty markets which pay up to three times as much.

Osei-Sampah told the meeting that all factors – environment, policy, availability of farmers and demand were conducive for the take-off of the coffee sector in Ghana. She described the activities of the Coffee Federation of Ghana (CFG), which had been mandated to implement the Planting for Food and Jobs policy to improve conditions. She said potential growers, processors, buyers and exporters were identified and that about 20,000 cocoa farmers had switched to coffee. She cited research into a variety of Robusta coffee that will sell at quality premium, so Ghana farmers would not have to compete with bulk varieties, and into a variety that could thrive in marginal areas unsuitable for cocoa. She discussed proposals for “deforested land” in the control of traditional authorities to be leased to the federation, via a land bank, for use by youth and women, with associated training.

The CFG’s strategy is to promote domestic consumption of coffee. The Federation, with COCOBOD, has developed coffee regulations, which includes a floor price at the farm gate.

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LESSONS LEARNED FROM 10 YEARS OF THE COCOA LIVELIHOODS PROGRAM

Panelists began by outlining the work they had done individually with the Cocoa Livelihoods Program (CLP) in the last year, ranging from land rehabilitation, replacing ageing trees with seedlings, crop diversification, gender programs, and other initiatives. Osei Bonsu of the Kookoo Pa Farmers Association, for example, said he had learned a lot about farming from CLP. “At first, I used the local way of planting, but now with technology of CLP I have planted so I can get more food to feed my family and sell the excess to further support my family.”

When asked about lessons learned, Schreier said the main challenge was low adoption, and they had shifted from a farmer school model to coaching. They had started to use women’s groups as a platform, especially with food crops, and they had learned to balance the interest of the communities in the selection of the food crops. She said they had learned the importance of market access in crop selection decisions.

Brooks said that for Olam, CLP provided the building blocks for pre-competitive collaboration and had helped create a better rapport with government agencies and with extension agents. Clottee said farmers had resisted replacing aged and CSSV-infected trees, so Cocobod had agreed to compensate them and landowners.

When asked from the audience whether they had reached the 1000 kilograms per hectare (kg/ha) objective, Ayagarku-Kwarten of the Hershey Company said they had generally not achieved that for various reasons. There was evidence that some farmers reached it through a combination of using compost, fertilizer, and GAP. Most farmers saw increases from 450–650 kg/ha on average which she said was good. She said pruning was very helpful but the most challenging for farmers to do.

Brooks said advances were made in digital training. Video training was now being used to promote health and safety, good environmental practices, in addition to productivity training.

Schreier said although there was no CLP 3, ECOM would keep working on diversification of food crops. Ayagarku-Kwarten said companies had internalized a lot of what was learned in CLP and will continue to apply it and will continue collaborating with governments.

When asked from the audience about progress in diversification, Ayagarku-Kwarten noted with cocoa “we are in the early stages of the diversification journey, and since we are predominantly cocoa companies we rely on others for support.” She said there was a lot of work to do to understand who to work with to develop other value chains (chilli, pepper, ginger, etc.). The companies were going to be working more collaboratively to figure out and were moving from the CLP project phrase to a more elaborate collaborative industry-wide initiative.

In conclusion, Brooks said that as well as learning about pre-competitive collaboration, the greatest learning was the ability to scale up ideas that came out of the project. Olam also valued the input scheme, driving relationships with farmers directly and seeing cocoa farming as a business. Ayagarku-Kwarten said part of pre-competitive collaboration was to have country team meetings on a very regular basis which brought all companies together to share updates, lessons, challenges, along with technical and government partners to have stronger collaboration. This would continue even without a program.

Both Clottee and Bonsu praised the CLP program and urged a continuation of such support.

CASE STUDY: MAKING FINANCE WORK FOR SUSTAINABLE COCOA

Streck said the session would look at how to mobilize public and private finance for transitioning smallholder farming systems in the cocoa sector to resilient, more productive, climate or zero deforestation cocoa. She said Climate Focus had put the necessity of investing into smallholder cocoa systems at the front and center of company strategies, but there was still no clear strategy on how to define the business models, how to mitigate risks and how to attract finance into investing into smallholder systems. To help frame this the panel analyzed a specific case – the Mondelēz Cocoa Life Program.

Dontenville said the EU-REDD+ facility, which designs and implements strategies to reduce deforestation, has been engaging with Côte d’Ivoire since 2013. Agroforestry is at the center of the government’s vision to restore the forest to up to 20% of the territory, both in rural areas where cocoa is produced and in degraded classified forests. EU-REDD+ has been working with the government on how to incentivize this transition with farmers, specifically through payment for environmental services (PES), and is financing the implementing NGO.

Doumbia, a farmer and the President of Ecam cocoa co-op, which brings together 2,200 farmers, said they had made some changes since 2016-2017 to respond to drought, insects, and crop infections and realized one cause was an over-concentration on cocoa. Helped by Mondelēz, they established an agroforestry program. There was enthusiasm for this as the way to cope with climate change, but some dissatisfaction with the insufficient number of new trees.

Van Cutsen said Mondelēz launched Cocoa Life in 2012 to lead transformation in the cocoa sector, addressing root causes and creating systemic change. It focuses on three areas – looking at sustainable cocoa as a prosperous business for farmers, working to empower cocoa communities, and protecting remaining forests with farmers and community members. He described a vicious cycle in production – deforestation meant severe droughts, leading to falling yields, leading to less money for farmers to invest, leading to expansion in other areas and more deforestation.

A three-year pilot in applying agroforestry methods, called “forest friendly cocoa,” was started in the Nawa region as a public-private partnership. PES was essentially a financial incentive to promote agroforestry to protect the environment, needed because farmers may not initially see a real value from implementing the changes. The incentives were agroforestry, reforestation, and forest conservation. Van Cutsen said agroforestry was key to diversifying sources of income for farmers, increasing carbon sequestration, and increased resilience to climate change.

Doumbia detailed the experience of implementing changes which he said had an impact on almost everybody in two targeted co-ops in the Meagui region. Although financial benefits came slowly, the environmental effects were clear and despite the challenges there was hope for a real improvement - not just in cocoa but other crops in Côte d’Ivoire.

Dontenville gave a detailed account of the PES scheme, stressing it was ultimately about adding trees to existing plantations, so in the end there would be no reduction of cocoa production. De Groot discussed in detail financial options for supporting the agroforestry transformation, saying it was vital to establish long-term partners to the value-chain. Gigante, who noted UNEP-ETF’s mandate was to enable blended finance for green growth, mentioned several possible approaches to financing, but said the currently oversupply of the cocoa market was a disadvantage because there was no interest from the buyers to make their value chain more resilient.

MODERATOR
Charlotte Streek
Climate Focus

SPEAKERS
Adeline Dontenville
EU REDD Facility, European Forest Institute

Assata Doumbia
ECAM Co-op

Michel de Groot
Rabo Rural Fund

François Gigante
UN Environment

Cédric Van Cutsen
Mondelēz International

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Participants were asked for their main take-aways from the conference, with Scobey declaring his view that “farmers are at the center of our vision for sustainability and strategy.” Giving a farmer’s viewpoint, Hotor said the message was that strong farmer organizations needed to be formed and farmers must be included in decision-making, and that it was essential to look after the interests of children and conserve the forests.

Sarasty said it was inspiring to hear industry accepting the need to act and start showing results and find KPI’s and drive change, noting it had been 20 years and results were not yet there. She said it must never be forgotten that farmers are the foundation of the industry.

Kobayashi said deforestation and child labor were not separate issues but were integrated, and urged a multisectoral approach to the sustainable cocoa issue, making progress through partnership. He said he would have liked to have heard more at the conference on how countries in Europe are able to raise awareness among consumers over chocolate sourcing. Theeuwes said she had heard in every session the message, “A living income for farmers!” All elements of sustainability flowed from the farmers, she said. She would have liked more at the conference on inclusivity – engaging farmers and especially women farmers in the supply chain. Toure commented that people were still “in a reactive mode,” not looking forward, and said the elephant in the room was climate change.

Summing up, Scobey said: “The goal of the WCF Partnership Meeting is to bring all the stakeholders together to talk about key issues and to try and reach new actions to accelerate sustainability. I think we had remarkable success in plenaries, break-out discussions, and most importantly in side discussions and networking. I am coming away with a sense of the sector being at a pivotal point, a transformational point and that business as usual will destroy us if we continue on the same path and that there is a renewed shared commitment that the farmers are the center of our sustainability strategy and that we work together to ensure they receive a decent income and a standard of living that meets their family’s needs. We are committed to addressing the key struggles of climate change, deforestation, human rights, and child labor.”

Scobey announced that the 2020 Partnership Meeting will take place in Bogotá, Colombia.
A Game-Changing Event

385 PARTICIPANTS
195 ENTITIES
85 SPEAKERS
34 COUNTRIES
25 SESSIONS
22 INNOVATORS

With a vision of a sustainable and thriving cocoa sector – where farmers prosper, cocoa-growing communities are empowered, human rights are respected, and the environment is conserved, WCF made a concerted effort to ensure the 2019 Partnership Meeting was a sustainable, environmentally-friendly event.

The sustainability actions taken at the Partnership Meeting link to the following 2030 United Nations Sustainable Development Goals:

- No plastic items were used at any time during the event
- Served condiments and beverages in bulk
- No pre-filled water glasses
- Increased electronic signage
- Used sustainable materials for badges, lanyard, and other signage
- Reduced printed materials (100% app use!)
- Incorporated local/sustainable food on the menu

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www.worldcocoa.org  

See you in Colombia! 
Join us for the 2020 Partnership Meeting in Bogotá, on November 18-19.