



**REPORT ON THE OUTCOME OF THE SECOND INTERNATIONAL WORKSHOP  
ON COCOA CERTIFICATION  
6-7 MARCH 2014, ZURICH, SWITZERLAND**

1. The International Workshop on Cocoa Certification was organized by the International Cocoa Organization (ICCO) in close cooperation with the United Nations Forum on Sustainable Standards (UNFSS). The event was held at Radisson Blu Hotel in Zurich, Switzerland, from 6-7 March 2014.
2. The main objective of the workshop was to assist existing and emerging national and international sustainability-related standards to develop, using a set of commonly agreed pre-competitive, minimum requirements, up to a threshold level, beyond which individual standards are free to compete with one another based on their unique specific requirements, and taking into account the demands of individual consumer market segments.
3. The workshop brought together over 60 participants from Europe, the United States, Africa, Latin America and South-East Asia, representing cocoa producers, governments from cocoa exporting and cocoa importing countries, the cocoa and chocolate industry, certification bodies, civil society and international agencies. The list of participants is contained in the attached *Appendix III*.
4. The workshop was conducted in an interactive manner, involving a combination of presentations, interviews and panel discussions. The programme is contained in *Appendix I*.
5. Mrs. Aimee Russillo, the ICCO-commissioned consultant, presented a working document entitled “Sustainable Cocoa and Certification”, reviewing the commonalities of existing initiatives and providing a framework upon which the key stakeholders could consider to agree to begin the process of what the stakeholders see are sustainability requirements. The report is available on the ICCO website.
6. There was a broad range and depth of topics discussed but the focus was on finding common grounds that participants can build upon to move forward. Related issues such as providing mutual recognition, harmonizing training modules, audit, verification, sharing of resources, expertise and exploring ways to work together to find commonalities among the different initiatives were also explored. Additionally, engaging the public sector, governments and local institutions with a view to strengthening the resources of cocoa farmers to a level that is able to meet the requirements of existing/emerging standards in the context of PPPs in a transparent, participatory and inclusive process was discussed in order to find the best approach to move the process forward.

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7. For the very first time, a cocoa forum-type session was introduced where the participants were invited to participate in five groups, comprising twelve members each. Each group was represented by a cross section of stakeholders moderated by a chairman and assisted by a rapporteur. Participants were given the following four specific questions to discuss with a view to making recommendations on the way forward:
  - i) What are the gaps to have a common framework accepted by your stakeholders?
  - ii) What could be the solutions to fill those gaps?
  - iii) How do we get “buy-in” from you and your stakeholders?; and
  - iv) Possible role for ICCO and UNFSS in moving the process forward?
8. There was tremendous energy generated by this forum with very positive participation and results. The detailed results of the forum are contained in the attached *Appendix II*.
9. At the end of the workshop on 7 March 2014, the participants agreed that there are benefits for all stakeholders along the cocoa value chain to begin the process to achieve the common framework for cocoa sustainability. The workshop recognized the added value as follows:
  - A simplified common language;
  - Reference point and guide;
  - Prioritization of actions and strategies for all stakeholders;
  - Transparency about the roles and actions of involved stakeholders;
  - Transparency about progress on key issues;
  - Flexibility/Scalability/Accessibility;
  - Affordability;
  - Comparable KPIs for impact assessment/measurements; and
  - Reducing auditing procedures and costs.
10. In order to start the process, participants agreed that it was critical to go back to basics as the best way forward in the journey towards achieving long term sustainability in the cocoa sector. This is to be done in a step-wise “continuous improvement” manner to bring the un-organized farmers (estimated at 80%) into the mainstream certified market (estimated at 20%).
11. Participants recognized that:
  - a) Sustainability in the cocoa value chain is the shared responsibility between all stakeholders.

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- b) Sustainable certification is a tool within a toolbox of interventions that supports the sustainable development of the cocoa sector. It requires other tools including interventions by other stakeholders such as adequate investments in the sector particularly in farmers, the weakest link in the supply chain in order to address the production or supply side for sustainable production.
12. Consequently, the workshop agreed that the way forward is to bring sustainability to the mainstream farmers and this requires the following actions:
- a) Investment in farmers; capacity building in sustainable production and business development (entrepreneurship) is absolutely a necessary but certainly not a sufficient condition.
  - b) This has to be complemented by investment in sustainable trade and non-monetized, public goods infrastructure.
  - c) Stakeholder cooperation in the framework of National Platforms for Public-Private Partnerships (PPPs). Hence strong commitment by all stakeholders to support the PPPs is a highly critical success factor in the Key Performance Indicators (KPIs). PPPs with governments as lead actors and including all relevant stakeholders in an inclusive, transparent and participatory approach, is the best vehicle to deliver sustainability and existing standard systems should aim to operate within the PPPs.
  - d) A strategy for “continuous improvement” - through PPPs - in the framework of the ICCO Global Cocoa Agenda is to be the guiding principle.
  - e) Standards/Certification has to be incorporated as an integral component to be addressed in the framework of the National Cocoa Plans and PPPs, using the Common Framework as a guide, with special emphasis on economic sustainability to adequately reward the producer.
  - f) To ensure continuous improvement in the process, key impact indicators to monitor and evaluate actions are necessary for the common framework to make step-wise progress. Hence there must be information transparency and the available data must be shared at all levels.
  - g) The ICCO and the UNFSS will continue to support and facilitate the development of the common framework for cocoa sustainability, in particular the gaps identified by participants of the workshop in the economic pillar.
13. The UNFSS and the ICCO expressed their appreciation for the valuable contributions made by all participants and output derived from the workshop. On behalf of the participants, the ICCO thanked the Government of Switzerland for kindly hosting the workshop.

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## APPENDIX I

### THURSDAY 6 MARCH

08.30	Registration
09.00	<p style="text-align: center;"><b>OPENING SESSION</b></p> <p>Opening remarks:  <b>Hans-Peter Egler</b>, Head Trade Promotion, SECO  <b>Jean-Marc Anga</b>, Executive Director, ICCO  <b>Chris Wunderlich</b>, UNFSS Coordinator</p>
09.30	<p style="text-align: center;"><b>SESSION 1</b></p> <p>Presentation of the working document prepared by the ICCO consultant,  <b>Aimee Russillo</b>, Managing Partner, Liseed Consulting</p> <p>Discussions</p>
10.30	Cocoa Break
11.00	<p>Panel discussions with stakeholders involved in standards systems on the way forward.  <b>Chair: Aimee Russillo</b>, Managing Partner, Liseed Consulting</p> <p><b>Panellists:</b></p> <ul style="list-style-type: none"> <li>• <b>Götz Schroth</b>, Senior Cocoa Manager, Sustainable Agriculture Division, Rainforest Alliance</li> <li>• <b>Rüdiger Meyer</b>, CEO, FLO-CERT GmbH</li> <li>• <b>Hans de Groot</b>, Executive Director, UTZ Certified</li> <li>• <b>Ulrich Helberg</b>, Coordinator, Certification Capacity Enhancement (CCE)</li> <li>• <b>Karin Kreider</b>, Executive Director, ISEAL Alliance</li> <li>• <b>Jack Steijn</b>, Chair: CEN Committee 415 on Sustainable and Traceable Cocoa</li> </ul>
12.30	Lunch
14.00	<p>Presentations by cocoa producing countries on national standards</p> <p><b>Chair: Michiel Hendriksz</b>, Director Sustainability, ADM International Sarl, Cocoa Division</p> <p><b>Panellists:</b></p> <ul style="list-style-type: none"> <li>• <b>Noël Atta Brou</b>, Conseiller Technique du Directeur Général and <b>Rosemarie Tanoé</b>, Chef de Service Projets et Suivi Évaluation, Conseil du Café-Cacao, Côte d'Ivoire</li> <li>• <b>Edem Amegashie-Duvon</b>, Deputy Marketing Manager, Ghana Cocoa Board</li> <li>• <b>Lee Choon Hui</b>, Director General, Malaysian Cocoa Board</li> <li>• <b>Jaime Freire</b>, Advisor to the Ecuadorian Coordinating Association of Fine Cocoa Producers (ACEPROCACAO), Ecuador</li> </ul> <p>Panel discussions</p>
16.00	Cocoa Break

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16.30	<p>Panel discussions comprising representatives from the cocoa and chocolate industry. <b>Chair: Lee Choon Hui</b>, Director General, Malaysian Cocoa Board</p> <p><b><u>Panellists:</u></b></p> <ul style="list-style-type: none"> <li>• <b>Darrell High</b>, Nestlé</li> <li>• <b>Cathy Pieters</b> (Cocoa Life Program Director), Mondelez International</li> <li>• <b>Michiel Hendriksz</b>, Director Sustainability, ADM International Sarl, Cocoa Division</li> <li>• <b>Daudi Lelijveld</b>, VP Cocoa Sustainability &amp; MD Biolands, Barry Callebaut AG</li> <li>• <b>Simon Brayn-Smith</b>, Olam International</li> </ul>
18.00	End of Session

## FRIDAY 7 MARCH

09.00	<p>Panel discussions with Civil Society Organizations/NGOs – <b>Chair: Jens-Soth</b>, Expert and Advisor to SECO, Helvetas Swiss Intercooperation</p> <p><b><u>Panellists:</u></b></p> <ul style="list-style-type: none"> <li>• <b>Hans Perk</b>, Global Cocoa Programme Coordinator, Solidaridad</li> <li>• <b>Manfred Borer</b>, Sustainable Cocoa Production Program, Swisscontact</li> <li>• <b>Friedel Hutz-Adams</b>, Sudwind/Voice</li> </ul>
10.00	Cocoa break
10.30	<b>SESSION 2</b>
	<p><b>Briefing on Cocoa Forum preparation by Jens Soth and Jean-Marc Anga</b></p> <p><b>Cocoa Forum:</b> Participants grouped into five tables, with twelve members in each group to be chaired by a moderator and assisted by a rapporteur to discuss three key questions:</p> <ol style="list-style-type: none"> <li>1) What are the gaps to have a common framework accepted by your stakeholders?</li> <li>2) What could be the solutions to fill those gaps?</li> <li>3) How do we get “buy-in” from you and your stakeholders?</li> <li>4) Possible role for ICCO &amp; UNFSS in moving this process forward?</li> </ol> <p>Moderators: <b>Jens Soth</b> and <b>Aimee Russillo</b></p>
12.00	Lunch
14.30	<b>SESSION 3</b>
	<p><b>Recommendations on the way forward</b> Moderators: <b>Jean-Marc Anga</b>, Executive Director, ICCO / <b>Chris Wunderlich</b>, UNFSS Coordinator</p> <ul style="list-style-type: none"> <li>- Strategy: Practical actions on how the industry, certification initiatives and cocoa producing countries can work together using an integrated approach</li> <li>- Practical actions on how the ICCO and UNFSS can facilitate the process</li> </ul> <p>Closing session and adoption of recommendations on the way forward</p>

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## APPENDIX II

### Results of Cocoa Forum on Certification Workshop, Friday, 7 March 2014

Note: The results are the transcripts of the handwritten templates from the rapporteurs for the four questions addressed.



#### 1. What are the gaps to have a common framework accepted by your stakeholders?

Named gaps were:

##### **Group 1 - moderated by Paula Byrne**

- a) Certification, Common framework/ alignment
- b) KPIs, Impact measure
- c) Audit effectiveness: no more *tick-the-box* mentality -> for the issues we are facing
- d) Economic questions (see answers in 2)

##### **Group 2 - moderated by Manfred Borer**

- a) Governments providing pre-competitive environment to enable framework
- b) National monitoring systems
- c) Diversification and landscape approach
- d) Expectation management (labels)

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## **Group 3 - moderated by Edmond Konan**

- a) Transparency on premium payments, cost distribution
- b) Capacity building:
  - business skills at coop level
  - training of farmers on best practices
- c) Model for organized farmers
- d) Productivity issues, planting materials, fertilizers and agrochemicals
- e) Stronger emphasis on infrastructures (roads, schools, extension services)

## **Group 4 - moderated by Ulrich Helberg**

Discussed a common sustainability framework NOT certification framework

- a) Scalable approach to organization of farmers
- b) Economic viability for farmers (cost/price transparency, diversification)
- c) Investment in infrastructure (roads, education , health)
- d) Understanding of the impacts

## **Group 5 - moderated by Simon Brayn-Smith**

- a) Productivity including net income, labour, fertilizer, rehabilitation
- b) Access to finance ->with proper risk models
- c) Capacity building including technical (production, etc.), business (organization, etc.) infrastructure
- d) Access to inputs including appropriate fertilizers, IPM, planting material
- e) Diversification
- f) KPIs (common framework)
- g) Consistency and quality of audits -> training

## **2. What could be solutions to fill those gaps?**

Ideas for solutions:

### **Group 1 - moderated by Paula Byrne**

- a) Define national living income calculations for smallholder cocoa farmers
- b) Standards to be aligned and to support – underpin improvements towards the national living income
- c) Stepwise approach

### **Group 2 - moderated by Manfred Borer**

- a) Extension services from government, private sector and farmers
- b) Quality control of implementation
- c) Financial transparency of the supply chain
- d) Structural financing

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## **Group 3 - moderated by Edmond Konan**

- a) Communication, tracking system to make sure the premium is paid to farmers
- b) Give the guidance to the farmer on costs and benefits to enable him to take his/her investment decision
- c) Improve the training system (match the training programmes with the agricultural calendar)
- d) Each country has to define his own productivity strategy
- e) Focal point model for unorganized farmers, each country has to define a model based on his own system

## **Group 4 - moderated by Ulrich Helberg**

- a) Diversification
- b) Stakeholder dialogue on national level (PPPP)
- c) Define a vision for the cocoa sector in 10 years
- d) Market needs to change
- e) Making M&E data available

## **Group 5 - moderated by Simon Brayn-Smith**

- a) Broader sustainability definition, action plan,
  - Work / Match cocoa action plan
  - Open up cocoa action to ICCO
- b) Common standard / framework  
CEN (need to include producer countries / ICCO)
- c) Build upon CCE (common training) & common audit
- d) Robust training and ICS capacity building should be a focus  
(can you focus on reducing risks)
- e) Examine if current tools (audit, training, etc.) are appropriate to be scaled-up

## **3. How do we get buy-in from you and your stakeholders?**

Discussed measures and actions to get buy-in:

### **Group 1 - moderated by Paula Byrne**

- a) Clearly defined and accepted roles & responsibilities -> constructive pressure on each other to maintain momentum and progress
- b) Genuine collaboration

### **Group 2 - moderated by Manfred Borer**

- a) Regional forums to identify local bottlenecks to get solutions and buy-in

### **Group 3 - moderated by Edmond Konan**

- a) ICCO to coordinate with governments

### **Group 4 - moderated by Ulrich Helberg**

Not discussed



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## **Group 5 - moderated by Simon Brayn-Smith**

- a) Avoid duplication
- b) Assurance on multi-stakeholder participation

## **4. Possible role for ICCO and UNFSS in moving this process forward?**

### **Group 1 - moderated by Paula Byrne**

- a) Support national cocoa platforms and development plans (support implementation) of standards to maximize impact
- b) Ensures local input / views are included
- c) Multi-stakeholder actions -> genuine commitment from all stakeholders, resources are limited, make the best use of them
- d) Accept roles & responsibilities
- e) Long term commitment

### **Group 2 - moderated by Manfred Borer**

- a) Facilitating information sharing, learning, commitment
- b) Membership requirements (?)
- c) Enforce transparency
- d) Facilitating PPP
- e) Dialogue between high-level organizations ICCO, WCF, ICA and national platforms and boards

### **Group 3 - moderated by Edmond Konan**

Not discussed

### **Group 4 - moderated by Ulrich Helberg**

- a) Impact and improvement measurement, making impact data available
- b) Stimulating national PPPs on international level
- c) Promoting cocoa consumption (in producing & consuming countries)

### **Group 5 - moderated by Simon Brayn-Smith**

- a) ICCO / UNFSS should facilitate review of WCF Cocoa Action Plan and CEN process to see if they are of value to ICCO and can be built from (How to coordinate / link with those processes?)

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## APPENDIX III

### LIST OF PARTICIPANTS

1. Ms. Isabelle Adam, European Cocoa Association, Belgium
2. Dr. Gabriella Alvarez, Colcocoa, Switzerland
3. Mr. Edem Amegashie-Duvon, Ghana Cocoa Board, Ghana
4. Mr. Noël Atta Brou, Conseil du Café-Cacao, Côte d'Ivoire
5. Dr. Manfred Borer, Swisscontact, Switzerland
6. Mr. Simon Brayn-Smith, Olam International, United Kingdom
7. Mr. Lars Brogaard, CEN (Danish Standards Foundation), Denmark
8. Ms. Paula Byrne, Caobisco, Belgium
9. Ms. Christine Carey, Donor's Network on Sustainability Standards, Switzerland
10. Mr. Kim Christiansen, CEN (Danish Standards Foundation), Denmark
11. Mr. Hans de Groot, UTZ Certified, The Netherlands
12. Dr. Alex Opong Dwapanyin, COPAL, Nigeria
13. Mr. Hans-Peter Egler, SECO, Switzerland
14. Mr. Elan Emamuel, Fairtrade USA, USA
15. Mr. Pierre Etoa Abena, NCCB, Cameroon
16. Dr. Torben Erbrath, BDSI, Germany
17. Mr. Antonie Fountain, VOICE Network, The Netherlands
18. Mr. Jaime Freire, Ministry of Agriculture, Ecuador
19. Ms. Margriet Glazenberg, UTZ Certified, The Netherlands
20. Mr. Nanga Coulibaly, COPAL, Nigeria
21. Mr. Jørgen Hagelund, CEN (Danish Standards Foundation), Denmark
22. Mr. Mathew Hatson, Syngenta Crop Protection AG, Switzerland
23. Mr. Ulrich Helberg, Certification Capacity Enhancement (CCE),
24. Mr. Michiel Hendriksz, ADM International Sarl, Switzerland
25. Mr. Darrell High, Nestlé, Switzerland
26. Mrs. Andrea Huesser, Berne Declaration, Switzerland
27. Mr. Friedel Hütz-Adams, Südwind Institute, Germany
28. Ms. Verina Ingram, Wageningen University, The Netherlands
29. Mr. Edmond Konan, Global Business Group (GBCC), Côte d'Ivoire
30. Ms. Karin Kreider, ISEAL, United Kingdom
31. Mr. Matthias Lange, International Cocoa Initiative, Switzerland
32. Mr. Graham Laird, Noble Resources S.A., Switzerland
33. Dr. Choon Hui Lee, Malaysia Cocoa Board, Malaysia
34. Mr. Daudi Lelijveld, Barry Callebaut AG, Switzerland
35. Mr. Rainer Linneweber, Syngenta Crop Protection AG, Switzerland
36. Mrs. Marina Morari, Barry Callebaut AG, Switzerland
37. Mr. Vincent Manu, Solidaridad West Africa, Ghana
38. Mr. Michael Ndoping, National Cocoa Board, Cameroon

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39. Mr. Rüdiger Meyer, Flo-Cert, Germany
40. Ms. Herma Mulder, Continaf B.V., The Netherlands
41. Ms. Marlyse Arlette Nakuna Tsala, Ministry of Agriculture & Rural Dvlp, Cameroon
42. Mr. Saul Pacurucu, Permanent Mission of Ecuador, Switzerland
43. Mr. Hans Perk, Solidaridad, The Netherlands
44. Ms. Cathy Pieters, Mondelez International, United Kingdom
45. Ms. Aimee Russillo, Liseed Consulting, U.S.A
46. Mrs. Anne Schick, Programme Manager(SECO), Switzerland
47. Dr. Götz Schroth, Rainforest Alliance, The Netherlands
48. Mr. Philip Sigley, Federation of Cocoa Commerce, United Kingdom
49. Mr. Gilbert Sindjou, ADM International Sarl, Switzerland
50. Ms. Lone Skjerning, CEN (Danish Standards Foundation), Denmark
51. Mr. Jens Soth, Helvas Swiss Intercooperation, Switzerland
52. Mr. Jack Steijn, CEN Committee 415, The Netherlands
53. Mrs. Rosemarie Tanoë, Conseil du Café-Cacao, Côte d'Ivoire
54. Ms. Delaia Tschannen, Zurich University of Applied Science, Switzerland
55. Mr. Geert Waelkens, World Cocoa Foundation, Belgium
56. Mrs. Lucie Wassink, Policy advisor sustainable commodities, Netherlands
57. Ms. Annika Wandscher, German Ministry for Economic Coop & Dvlp, Germany
58. Mr. Charlie Watson, Noble Resources S.A., Switzerland
59. Mrs. Beate Weiskopf, GIZ, Germany
60. Ms. Martine Willems, Rainforest Alliance, The Netherlands
61. Mr. Chris Wunderlich, UNFSS Coordinator, Switzerland
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63. Mr. Laurent Pipitone, Director: Economics and Statistics Division, ICCO, UK
64. Mr. Loke Fong Han, Senior Economist, ICCO, UK
65. Ms. Sarah Sharp, Executive Secretariat Officer, ICCO, UK
66. Mr. Alan Banbury, Conference Officer, ICCO, UK