Implementation of the Global Cocoa Agenda - The Swiss Approach
Switzerland and Sustainability in the Cocoa Value Chain
Conradin Rasi, 10 June 2014

Agenda

• Before Abidjan
  – Government
  – Private sector
  – NGO’s

• After Abidjan
  – Toward a Swiss Cocoa Forum
National stakeholders already cooperate without formal setup
### Government’s actions (1/2)

**What is the Government doing across sectors?**

General activities of the Swiss Government through its Economic Cooperation and Development division:

<table>
<thead>
<tr>
<th>Production</th>
<th>Market integration</th>
<th>Competitiveness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improvement of <em>production conditions</em> - quality (i.e. standards), quantity and resource efficiency</td>
<td>Partner country <em>Integration into the world market</em> through promotion of sustainable trade i.e. long term relationships, fair &amp; transparent prices, ILO-compatible working conditions)</td>
<td>Improvement of competitiveness through <em>sustainable value chains</em> from producer to retailer</td>
</tr>
</tbody>
</table>
We support cocoa projects in Columbia, Ghana, Honduras, Indonesia & Togo

- **PPP structure** – *The first “P” stands for both the Swiss as well as partner country governments.*
- *Sustainability standards as a working instrument*

We have a strategic partnership with the sustainable trade initiative (IDH)

- *Developing collaborations between different cocoa actors (PPP)*
- *Using leverage of multinational companies to transform the market towards sustainability*
NGO’s actions

What are NGO’s doing?

Swiss NGO’s act in the following fields (non exhaustive):

<table>
<thead>
<tr>
<th>Awareness raising</th>
<th>Campaigning</th>
<th>Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public awareness raising through dissemination of information on coacca-sector sustainability issues</td>
<td>Survey of manufacturer’s sustainability performance (2013)</td>
<td>Implementation of individual projects in partner countries (e.g. HELVETAS - Organic Cocoa Vietnam; SWISSCONTACT- Sustainable Cocoa Production Program Indonesia)</td>
</tr>
</tbody>
</table>
## Private sector’s actions

### What is the private sector doing?

CHOCOSUISSE (Association of 18 Swiss Chocolate Manufacturers) acts in the following fields (non-exhaustive):

<table>
<thead>
<tr>
<th>Awareness raising</th>
<th>Standard setting</th>
<th>Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness raising within the manufacturing companies at all levels from top management to specialists (e.g. procurement)</td>
<td>2011: Drafting and Implementation of an industry wide Code of Conduct for sustainable cocoa procurement</td>
<td>Support of individual projects in partner countries</td>
</tr>
</tbody>
</table>
Agenda

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• After Abidjan
  – Toward a Swiss Cocoa Forum
After Abidjan: Toward a Swiss Cocoa Forum

In a common approach, the Swiss Stakeholders are aiming at the creation of a **Swiss Cocoa Forum**

- **Partners**
  - Government
  - NGO’s
  - Private sector
  - Possibly others

- **Possible shared objectives**
  - National centre of competence for cocoa sustainability matters
  - Common understanding of issues & challenges regarding cocoa sustainability
  - Definition of milestones and monitoring concept

- **Process**
  - Discussions are in an early stage and ongoing

Exemplary – nothing agreed upon so far
Thanks for your attention