Cadbury and Sustainable Cocoa Development

David Preece, Cocoa Technical Manager
The Cadbury Cocoa Partnership

- £45 million investment
- Over 10 years
- Ghana, India, SE Asia, Caribbean
- Secure the economic, social and environmental sustainability of around a million cocoa farmers
Inspiration

- Impact of current programmes in Ghana - wells, libraries, farmer newspapers, research website
- Involvement in Cocoa industry activities - ICI; STCP; CRA; GCGRA
- Address concerns held by consumers and civil society
- Business ethics & standards - Cadbury Ethical Sourcing Policy, and the work of others such as the Fairtrade Foundation and ETI
- 100 years of values in our business, cocoa is our future and the future of farmers

Scale and long term commitment
Why work at this level

Values:
- Community
- Social imperative to invest in communities who supply the ingredients we depend upon

Value:
- Support the future supply of cocoa
- Support the quality of cocoa and the standards of farming

No longer only optional for business
Ghana – Vision into Action

Vision

Thriving rural communities
Ghana – Vision into Action

Vision

Thriving rural communities

Governing Objective

Cocoa communities empowered
Ghana – Vision into Action

Vision: Thriving rural communities

Governing Objective: Cocoa communities empowered

Strategic Themes:
- Livelihoods from cocoa
- Livelihoods from other means
- Community development
- Institutional engagement
Ghana – Vision into Action

Thriving rural communities

Cocoa communities empowered

Livelihoods from cocoa
Livelihoods from other means
Community development
Institutional engagement

Health
Human Rights
Bio-diversity & Environmental sustainability
# Cadbury Cocoa Partnership Vision into Action - Ghana

## Vision
Thriving rural communities that support a sustainable cocoa supply chain

## Governing Objective
Cocoa-growing communities empowered to take leadership in:
Meeting their long-term goals and delivering sustainable cocoa production

## Delivery Approach
Our approach is to put the community first, by building capacity, partnerships and community-centred activities delivered at scale through policy advocacy and reform, innovation and research

## Indicator Scorecard

<table>
<thead>
<tr>
<th>Communities empowered</th>
<th>Productivity in target communities</th>
<th>Household Income in target communities</th>
<th>Capacity of key local and national institutions</th>
<th>Livelihood opportunities for rural youth</th>
<th>Biodiversity and Reduced Deforestation Rates</th>
<th>Key Health Outcomes and Basic Education</th>
</tr>
</thead>
</table>

## Strategic Themes

### Sustainable Livelihoods from Cocoa
1. Policy/Advocacy with COCOBOD and other stakeholders
2. Improved farmer organisation
3. Improved farmer training
4. Better access to extension services
5. Improved access to input (fertilizer etc.)
6. Restoring abandoned farms
7. Engage youth in farming

### Sustainable Livelihoods from Other Means
1. Alternative income sources (local and external markets) - research into options;
   - Business development facilities - agro-processing etc
2. Skills training including financial and entrepreneurial skills
3. Access to credit
4. Access to technologies
5. Youth engagement

### Community Centred Development
1. Community mobilisation leading to community mgmt, planning, supporting (e.g.
   - advocacy with District Assemblies etc.)
2. Maintain natural Environment
3. Access to:
   - Education and Healthcare
   - Energy sources
   - Potable water
   - Community services and technology

### Institutional Engagement
1. Institutional synergy (traditional, district and national)
2. Identify/work to strengthen weak institutions
3. Organization and individual capacity building and clarification of roles and responsibilities of respective institutions

## Crosscutting Themes
- Addressing HIV: Addressing the worst forms of child labour and trafficking
- Biodiversity Conservation and Environmental sustainability
- Increasing Women’s Empowerment and Addressing Diversity Issues
International Structure

International Board established & supported by a Technical Working Group

Cadbury Cocoa Partnership: International Board Members

<table>
<thead>
<tr>
<th>Cadbury</th>
<th>Partner Organisations</th>
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<tbody>
<tr>
<td>CEO</td>
<td>Andrew Bovarnick – Technical Advisor for</td>
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<tr>
<td></td>
<td>Biodiversity Economics, UNDP-GEF</td>
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<td>Regional presidents</td>
<td>Peter McAllister – Executive Director,</td>
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<td>Commercial director</td>
<td>International</td>
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<td>Sustainability director</td>
<td>Cocoa Initiative</td>
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<td>Aidan McQuade – Director, Anti-Slavery</td>
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<td></td>
<td>International</td>
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UNDP

anti-slavery

today’s fight for tomorrow’s freedom

International Cocoa Initiative
Ghana structure

- Shigeki Komatsubara, Deputy Resident Representative, UNDP Ghana
- Cadbury Ghana
- COCOBOD
- Ministry of Finance
- CARE
- VSO
- World Vision
- Cocoa, Coffee & Shea Nut Farmers Association
- Kuapa Kokoo
- General Agricultural Workers Union
The Cadbury Cocoa Partnership
Our Commitment

“We have decided to make a long term additional investment in cocoa sustainability. We believe this investment is vital for our future and will have far reaching impact on our business as well as cocoa growing communities we work with.”

Todd Stitzer, Chief Executive Officer
Working in partnership

"We hope to show just how effectively sustainable cocoa production can be in generating improved opportunities for local farmers, conserving the environment and building a brighter future for younger generations."

Daouda Touré, UNDP's Resident Representative in Ghana
And Fairtrade

Working with the farmers has enabled Cadbury Dairy Milk in the UK and Ireland to achieve Fairtrade status.

“We’re delighted to have the opportunity to certify Cadbury Dairy Milk, enabling all those who buy it to make a real difference for cocoa farmers.”

Harriet Lamb, Chief Executive of the Fairtrade Foundation.