



# COCOA NEWSFLASH

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Number 2



## In This Issue

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### Introduction to ICI

In 2001, the "Harkin-Engel Protocol" committed the industry to addressing the worst forms of child labour and forced adult labour on cocoa farms in West Africa. This chapter will introduce you to the International Cacao Initiative, its approach, achievements and key results.

### In Cocoa, Communities Drive Change

How does ICI work with cocoa smallholders and their community to get an engagement from all in the struggle against poverty and the establishment of a model to eliminate the worst forms of child and forced labours.

### DG Trade Civil Society Dialogue in Prague

David Zimmer, Secretary General, CAOBISCO spoke at the one-day Civil Society Trade Seminar, organised by DG Trade of the European Commission, which took place in Prague on 24 March 2010, during the workshop 'How trade policy tools contribute to development goals'.

### International Cocoa Organisation (ICCO) on African soil

The 81st regular session of the International Cocoa Council, which was held in Yaoundé, Cameroon from 23-26 March 2010 at the generous invitation of the Government of the Republic of Cameroon. This was indeed a very special occasion as the organization held its council meetings on African soil.

### Swedish Minister of Trade endorses industry efforts in the cocoa supply chain

For more about CAOBISCO:

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### On the Ground

Voices from the field are excerpts of stories of ICI progress in the field.

### Upcoming Cocoa Events

17th World Cocoa Foundation Partnership Meeting.



## Chairwoman's Corner

### Collaboration, A Key Word

Dear reader,

I am delighted to have been given the opportunity to introduce the second edition of our newsletter "Cocoa newsFLASH". In this issue you will see that we have focused on a theme at the heart of the CAOBISCO cocoa sustainability agenda and that is working with all stakeholders to change traditional farming methods and bringing about real and lasting change to the cocoa farming communities.

I would like to focus on the European Commission staff working document on Combating Child Labour published earlier this year. The publication of this thoughtful paper and the possibility it gives to all stakeholders to discuss this very important and complex issue is to be commended.

The paper stresses the need for multi-stakeholder involvement as an effective means of combating the worst forms of child labour and its root causes. For more than 10 years this is the approach the cocoa sector has followed, building on collaborative initiatives that involve producing country governments, civil society actors and international experts. The task at hand is considerable. No single stakeholder can tackle it in isolation. Poverty, illiteracy, limited access to education are only some of the fundamental causes that lead some children to work on cocoa farms at the expense of regular schooling.

We take pride in the many programmes that have been set up over the years. These programmes help improve farmer income, promote good agricultural practices, increase access to education, and healthcare to name just a few of the areas we are working on. One of particular interest is the groundbreaking work undertaken by the International Cocoa Initiative (ICI) on community sensitization around the topics of child work and child labour. This has provided an invaluable means to better understand communities' perceptions of what can actually represent a threat to the development of the child, and why it is essential that children have access to regular education. A cornerstone of the ICI approach is to empower local communities to take action themselves as local capacity building remains key to the sustainable success of such initiatives.

As stressed in the Commission paper, many sectors face similar challenges. Sharing best practice is something we strive for in the cocoa and chocolate industry and we are proud of the fact that the OECD's Club Sahel group has recently commissioned ICI to develop Guidelines on emerging best practices to tackle the worst forms of child labour. Together with the OECD, we hope these experiences can be shared with other sectors so that we can all aim for more comprehensive and cohesive action towards the elimination of the worst forms child labour in agriculture in the Sub-Saharan region.

We look forward to keeping you up to date on our efforts and welcome the willingness of the EU institutions and other stakeholders to join us in looking at how we can best work together to improve the lives of the families in developing countries. Only together can we make real and lasting change.

Sabine Peters-Halfbrodt  
Chair of the EU Public Affairs Working group on cocoa sustainability

#### Useful Links:

ICI –  
<http://www.cocoainitiative.org/>

OECD Club Sahel –  
<http://www.oecd.org>

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*“to oversee and sustain efforts to eliminate the worst forms of child labour and forced labour in the growing and processing of cocoa beans and their derivative products.”*

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*Introduction to ICI – Click [here](#)*

ICI is a unique partnership of concerned companies, labour unions and NGOs, and works to help sensitise communities on issues of child labour, hazardous work practices and international laws, through local NGO partners. We also stimulate them to share their concerns and help them develop their own plans to address issues such as poor education provision and better cocoa farming. The objective is to support the changes in practices that will overtime eliminate child labour in the sector. We complement our work at community level with sensitization of local authorities to meet the expressed needs of the communities, support the development of national programmes and aim to inform the international debate.

The underlying causes of child labour are complex. Factors such as an ignorance of hazards, poor education provision, accepted social cultural norms, economic necessity and outright exploitation are all features. Reflecting this complex mix of causes ICI has adopted a comprehensive programme that:

- Works at the national level to ensure appropriate and effective policies are in place;
- Supports capacity building for local partners and institutions;
- Implements a community based programme to change practices;

## KEY FIGURES

*ICI through its local implementing partners have, at the end of 2009:*

- Active programmes in 243 cocoa growing communities, reaching a population of 616,000.
- Organized 7,076 community mobilization meetings and sensitised 268,949 community members regarding child labour (In 2009 alone, ICI implementing partners have organized 3 458 meetings and sensitized directly 105 673 persons on child labour in cocoa)
- Helped implement 234 Community Action Plans (CAPs), including 101 new CAPs for 2009.
- Supported radio programmes on 13 local stations in collaboration with the Ghana Cocoa Board and Cadbury, reaching an estimated combined audience of 16 million
- Sponsored directly 56 community micro projects, mainly related to education (24 micro projects have been approved in 2009 and are being implemented).
- Communities have implemented 476 local initiatives to reduce the vulnerability of their children vis-à-vis child labour (bye-laws, school rehabilitation, recruitment of teachers, etc.)
- Local authorities have supported communities with 220 initiatives to support CAP implementation, with a focus on education (provision of construction material for new schools, qualified teachers posted, and provision of school kits).
- New or rehabilitated school blocks are available in 129 communities, representing 329 additional classrooms, benefiting 16,450 pupils (average of 50 pupils per class). In 2009 only, 140 classrooms have been built or rehabilitated in 44 communities, benefiting to 7000 additional pupils)
- 157 new, qualified teachers have been posted in 66 communities (11 new beneficiary communities in 2009)

- Supports social protection for victims of exploitation;
- Shares lessons learned for replication

## Approach and Achievements

It is important to note that cocoa is primarily grown on small family farms, not on large commercial plantations. This is important because the practices that ICI programmes as well as other programmes have clearly identified are a combination of practices that relate to the underlying conditions on farms, economic poverty, lack of education provision, remoteness of farms and lack of awareness of hazards such as chemical spraying, etc.

Therefore, the programs developed work at different levels. At community level with NGO partners, to sensitize communities on child labour issues such as hazardous labour, types of work that are unacceptable for children to do and engage the communities in identifying and monitoring the changes of practices themselves.

ICI also engages communities in identifying illegal practices, such as child exploitation and children who have been trafficked. To support communities, ICI works with local governments. Different departments are involved such as education, agriculture, health, etc. to make sure those agents are aware of the issue, are well informed and are mobilized to act where required. ICI provides support to education provision, with local providers and community initiatives, to ensure that there are education facilities available for children. They work to support social protection systems so that children who are exploited and need to be withdrawn from a community can go to safe and appropriate institutions, where they are rehabilitated and returned home or introduced safely into the mainstream community.

ICI undertakes a lot of capacity building in the countries they work in, because they recognize that child labour is not an issue which is well understood and that people need both the technical understanding, the skills and the confidence to effectively tackle child labour. Lastly they work at national level to contribute to the effort to make sure government policies and government programmes reflect the information that ICI has and that they provide leadership to combat child labour in the long term.

It is ICI's opinion that given the complex nature of child labour all these levels of action need to be addressed. ICI does not work alone but works closely with host Governments, international agencies (ILO, UNICEF), other local NGO partners, local industries, local communities and others.



## In Cocoa, Communities Drive Change

It is estimated that 132 million children work in agriculture around the world. In cocoa growing communities, as with other commodity crops, a child helping alongside parents on family farms is often a necessity in addition to a tradition.

75% of the world's cocoa is grown on small family farms in West Africa with the largest producers being Ghana and Ivory Coast. It is estimated that there are nearly 2 million smallholder farms in West Africa alone; most are not modernised, with farmers and their families facing the daily realities of rural poverty.

ICI does not set out to eliminate poverty as a whole; our starting point is the worst forms of child labour and forced labour (as defined in International Labour Organisation (ILO) Conventions No 182 and 29) which are simply unacceptable. We know, however, the causes are complex interrelated with poverty and that change will take time. So ICI's strategy focuses on the root causes of child labour with the goal of achieving real and sustainable change.

No small task then and certainly no quick fix; however, by embracing the concept of active partnerships that combine the expertise of civil society with real engagement from the private sector, positive lessons are already being learned. From the outset, the ICI approach sought to combine community-led solutions designed to harness

*"My name is Margaret Oboti. I am 8 years old. Before my father didn't care about my schooling. I had no uniform or shoes. Now I have a uniform and shoes. I don't carry heavy loads on the farm and I'm not there when they spray." Sika Nti, Ghana, 2007*

local knowledge to drive change with an advocacy agenda at national and international levels.

ICI's work in producing countries is divided into four primary areas of activity:

- Create, reinforce & replicate models to prevent and eliminate the worst forms of child labour
- Support the availability of relevant, quality education and training for children
- Work in tandem with governments, national institutions and the local supply chain
- Support the provision of appropriate social protection services for victims of trafficking and forced labour

### ICI in the community



ICI has developed a programme to sensitise cocoa-growers to abusive and dangerous practices while enabling them to plan how best to protect their children and their livelihood. ICI works with 13 local NGO partners to implement its strategy for sustainable change – with partners who are from the area and speak the local language. These local ties build strong linkages between communities, local authorities and the administrative and political leadership. ICI also directly supports community efforts to mobilise support for

micro-finance projects.

Campement Paul is located in the San Pedro District of Cote d'Ivoire. The first Ivorian community to adopt an ICI-sponsored Community Action Plan (CAP), the lack of education was identified as a key constraint. As a result, the community built accommodation and recruited two volunteer teachers. ICI sponsored the construction of new classrooms and eighty pupils now attend primary school for the first time. The CAP also focused on reducing the involvement of children in hazardous tasks. Today, the number of children using machetes has dropped 19%, those involved in spraying of pesticides and fertilisers by 26% and those carrying heavy loads by 34%. In addition, younger children are now forbidden from farms being sprayed or working on school days.

ICI through collaboration with industry partners seeks to ensure an economic basis for sustainable change. By looking at the whole, rather than individual parts, ICI has developed a model to eliminate the worst forms of child and forced labour s. ICI recently conducted an external evaluation of our programmes and many, if not all, of the findings support ICI's goals and the MDG agenda. This is not a happy accident but is reflective of a holistic approach that builds capacity and transfers knowledge rather than public relations opportunities.

Running in parallel to the community based work, ICI supports government in the two major cocoa producing countries as they develop national action plans, provides training for local industry, as well as the police and Justice Ministries. By stimulating a national debate, we are finding new advocates, at every level, dedicated to acting in the best interests of children.

### Sharing knowledge

One of our primary duties is sharing knowledge, experience of successes and lessons learned with a broad cross-section of interested parties and engage in an informed international debate. A report of slavery in chocolate by the media rightly receives much attention and engenders horror from consumers. All too often, however, this complex development issue is reduced to a few choice phrases, which ignite a passionate response without enlightening consumers or indeed policy makers to the complex realities and an appropriate response that will not harm the sector and, ultimately, the many hardworking farm families that depend on it. By sharing what we know and demonstrating progress, ICI contributes to a more informed debate that has the best interests of children and cocoa farmers at the centre.

We cannot forget child labour has many facets and children working in the family context are not the only problem we face. Trafficking and forced labour remains an issue in cocoa – as in other sectors. Increasing awareness of the issues, helping local authorities identify the warning signs and supporting the creation of mechanisms to rescue and rehabilitate these children is a key part of our agenda.

*“I am S. B. Kwakye. I am a cocoa farmer in Sika Nti, Ghana. In our ignorance, we used children to cut trees and clear land for farms. The children were there helping when we sprayed chemicals. We didn’t know spraying could harm them. Then the project came and told us of the dangers. We don’t do this anymore. We have also learned the value of education. Now all children in the community go to school. Parents want to send their children to school.”*

### Evaluation

ICI recently conducted an **evaluation** of our programme in Ghana and its effectiveness. It will perhaps not come as a surprise that the evaluation team, like our model, was designed to represent all stakeholders including, in addition to the professional, external evaluators, representatives of the communities, local districts, ICI’s local partners, amongst others. Drawing on existing knowledge of our efforts, the context and the environment, we believe this approach encourages ownership of findings and recommendations while facilitating integration of the lessons learned into our future work. Most importantly, external evaluators provided an independent and fresh point of view.

While the overall findings are generally positive (evaluation report available on the ICI Website, [www.cocoainitiative.org](http://www.cocoainitiative.org)), we have taken significant lessons from the exercise. The evaluation found significant changes in attitudes and behaviours and, most importantly, children, from participating communities, are no longer routinely exposed to health and safety dangers while they and their families understand the importance of education.

We hope the experience of ICI – and its innovative partnership -- not only directly contributes to achieving improvement in the cocoa sector but also offers a model of effective partnership that might inspire others as we all seek to achieve a world without poverty.

## CAOBISCO on Trade and Development

DG Trade are currently carting out a series of Civil Society Trade Seminars giving an opportunity for civil society to discuss the changes to trade policy making procedures as outlined in the Lisbon Treaty. This gives us all a chance to help shape the debate on EU trade policy priorities in the coming years.

David Zimmer, Secretary General CAOBISCO was delighted to be invited to speak at the seminar held in Prague on the 24th March. This session was a unique opportunity to bring trade policy closer to civil society in the more recently acceded EU Member States, the now aptly named the EU 12 countries. Importantly, for CAOBISCO and others, this setting provided a forum to discuss the contribution of trade policy to sustainable development goals and how to improve coordination and outreach to business structures in new ways of working in the enlarged EU27.

Mr. Zimmer participated in the workshop 'How trade policy tools contribute to development goals' on Wednesday 24 March.



Economically CAOBISCO represents the largest processed food sector in Europe. He spoke about, by way of introduction, to how trade affects our business. CAOBISCO actively participates in the WTO process and has an offensive agenda in the WTO negotiations and support a multilateral trade agreement agenda. CAOBISCO engages also with the Commission and the European Parliament on the raft of bilateral trade negotiations, although it must be noted that these are resource-demanding and more difficult to monitor with regards to the economic implications of each bilateral where our products are implicated.

With regards to Development and Trade CAOBISCO is particularly active, he went on to point out that CAOBISCO has supported Everything But Arms although disappointed about the delay with sugar for example. CAOBISCO calls for trade facilitation tropical products and is against tariff escalation.

## Sustainable development agenda

CAOBISCO has been engaged for over 10 years on the Sustainable development agenda for cocoa as a key raw material for our industry.

He highlighted the economic importance of cocoa for West Africa and need for cooperation with origins. He warned against regulatory or legal initiatives which effectively would block trade with developing countries if issues such as child labour are not understood culturally and managed sensitively. The private sector has a vital role to play here, especially through public/private partnerships and initiatives. This, of course, requires extensive financial investment by the private sector but in cooperation with all stakeholders, Donors, Governments, NGOs, a difference can be made.

## Towards a Sustainable Cocoa Supply Chain



Sharing best practice is at the heart of the CAOBISCO cocoa sustainability agenda. CAOBISCO and its members take every opportunity to update, inform and disseminate the latest data on Good Agricultural Practises (GAP) to cocoa producing countries. GAP is at the heart of increasing yields, improving quality, reducing labour intensive tasks as well as sensitising farmers to hazardous practices especially in the case of children. The rewards are endless, higher yields of better quality cocoa thus more income for the farmer. This in turn leads to a more sustainable cocoa economy and a better future for the whole supply chain.



CAOBISCO and the European Cocoa Association with input from various organizations that work throughout the cocoa supply chain had a unique opportunity to update the ICCO Executive Committee of the ICCO on Good Agricultural Practises (GAP). The presentation entitled “Quality including Food Safety regulatory requirements in a Sustainable Cocoa Supply Chain” provided information on key areas of interest for the cocoa supply chain such as clarity on industry quality needs due to EU Food Safety regulatory requirements, latest results from research programmes, inventory of tools, information available to the cocoa supply chain, recommendations for Good Agricultural Practice (GAP) in cocoa production, and good Manufacturing Practice (GMP) for chocolate Industry.



This was very well received by the audience of both cocoa consuming and producing countries and it provided excellent food for thought. The Executive Committee entered into a lively debate on how we can all move towards a more sustainable cocoa supply chain. Issues such as the need for capacity building in cocoa producing countries to meet both consumer and regulatory demands were raised as was of course the financial implications of this for the sector. All agreed that the whole chain must continue in its efforts to improve extension services and always be open to new and novel ways to get the latest information to the cocoa farming communities.

## Aknowledgements





## Swedish Minister of Trade endorses industry efforts in the cocoa supply chain

The Swedish Trade Minister, Mrs Ewa Björling, in response to a question from a Swedish parliamentarian on what initiatives the Minister intended to take in Sweden and the EU with regards to free trade and the elimination of human trafficking and child labour in cocoa production, announced that she was “very satisfied with the Swedish chocolate and cocoa industry efforts in the combat of the worst forms of child labour in its supply chain”.

She saw this issue being very much part of EU Trade policy and spoke of the efforts made to improve relations as well as help developing countries to build capacity and raise standards in relation to labour and specifically child labour in the context of the negotiations on the Economic Partnership Agreements (EPAs) with, inter alia, Ivory Coast and Ghana as part of the West African negotiation groups. The aim is to develop cooperation and to negotiate comprehensive partnership agreements covering not only the trade of goods and services, but also other broader areas related to trade where all parties confirm their commitment to uphold internationally recognised working conditions as defined in the ILO’s fundamental conventions on labour standards including those specifically concerned with child labour. This, she said, was a central issue in Sweden’s political dialogue with the countries of West Africa.

“All governments have the responsibility to ensure not only adherence to the laws and regulations of their own country, but that international agreements, such as the ILO’s fundamental conventions and the United Nations children’s Convention, are respected and followed up. It is, without doubt, the case that developing countries need to improve their capacity to take full advantage of these new opportunities, and to fulfil their obligations in the agreement” she said.

Specifically on the chocolate and cocoa industry, she spoke of the Swedish membership of the International Cocoa organisation (ICCO) and the continued use of buffer stock funds that were collected to stabilise the market over many years. She informed the parliament that the Swedish industry association, Chokofa had made a conscious effort to ensure that these funds were spent in the improvement of cocoa producing communities. She said "It is with satisfaction that I note that the Swedish trade association, Chokofa, used these funds to carry out a project in West Africa, in collaboration with the relevant organisations, to educate individual cocoa farmers with the aim of improving local working conditions."

### *On the ground*



### Voices from the field

ICI's Programme called Yen Daakye/YDK (Our Future in tui language) tries to eliminate worst forms of child labour in Ghana’s cocoa industry, means Our Future in the Twi language. The following interviews illustrate the reactions of community members to the YDK programme in Sika Nti, one of the ICI pilot communities in Ghana. These interviews can also be viewed on line.

“I am Nana Kwame Buah, I am chief of Sika Nti. Yen Daakye came to help us develop – especially in regard of our children. Before children were working hard in the farms. We didn’t know this was harmful to the children. Now the children are cared for – they no longer do hazardous work. We make sure they go to school – school attendance has greatly improved. As chief I make sure practices endangering children are eliminated. We have created our own bye-laws to protect children. For example, if a child does not attend school – or stays up late watching films in the video hut – then his parents will be fined. Yen Daakye is helping us construct a pre-school – which we hope to open next year. Yen Daakye has greatly helped our community. I am glad it is expanding to other



communities.”



“I am S.B. Kwakye, I am a cocoa farmer in Sika Nti. I have lived in the community for five years. In our ignorance we used children to cut trees and clear land for farms. The children were there helping when we sprayed chemicals. We didn’t know spraying could harm them. Then Yen Daakye came and told us of the dangers. Now children are

not on the farm when we spray. We have also learnt the value of education – now all children in the community go to school. Parents want to send children to school. Yen Daakye has brought development particularly to the children.”

“My name is Ama Andoh, I am 38 years old. I am a mother of six children –three boys and three girls. Before Yen Daakye my main concern every morning was to prepare my tools and go to the farm. I didn’t care about getting the children ready for school. Yen Daakye sensitised us about the need for a mother to prepare her child and provide breakfast. Now before going to the farm I make sure the children have washed, dressed and eaten. I try to provide for all my children’s needs. Before, on market day, we got the children to help take our goods to the market. We now realise this effects their education so we have stopped doing this. With Yen Daakye I see the future of my children looks bright because they are all studying hard at school.”



“My name is Margaret Oboti. I am eight years old. Before Yen Daakye, my father didn’t care about my schooling. I had no uniform or shoes. I worked on the farm when they were spraying. He made me carry heavy loads on the farm. I now have a uniform and shoes to go school. I don’t carry heavy

loads on the farm and I’m not there when they spray.”

“I am Enoch Amissah. I am a cocoa farmer in Sika Nti – I am married with three children. When Yen Daakye came we formed a committee to oversee the elimination of child labour. I was made chairman of the committee. What we have learnt will help us develop our children. As chairman, I make sure bad practices effecting children are stopped. This includes taking children to the farm – or market on school days – or making them do hazardous work. If parents are caught doing this they are brought before the chief and elders and punished. Since Yen Daakye, parents are serious about educating their children. Our goal is for more children to reach Senior Secondary and higher levels of education.”



## *Upcoming Cocoa Events*

**17th World Cocoa Foundation Partnership Meeting** will be Utrecht, The Netherlands on the 19th and 20th of May

Link to the Agenda -

[http://www.worldcocoafoundation.org/who-we-are/documents/DraftAgenda-UtrechtPartnershipMeetingMay2010\\_024.pdf](http://www.worldcocoafoundation.org/who-we-are/documents/DraftAgenda-UtrechtPartnershipMeetingMay2010_024.pdf)