



Swiss Platform for
Sustainable Cocoa

Information session for the call for proposals on landscape projects

*Task Group on financing sustainable
sourcing landscapes and climate-friendly
production models*

Bern, Kulturhof Schloss Köniz
Monday, June 27, 2022
10.30 – 12.00



Our Agenda for Today

Agenda Point

Lead

Welcome & introduction

Christian Robin

Snapshot member survey - landscapes

Sophie Tüllmann

SECO's understanding of landscape initiatives

Martin Peter

SWISSCO landscape call financed by SECO

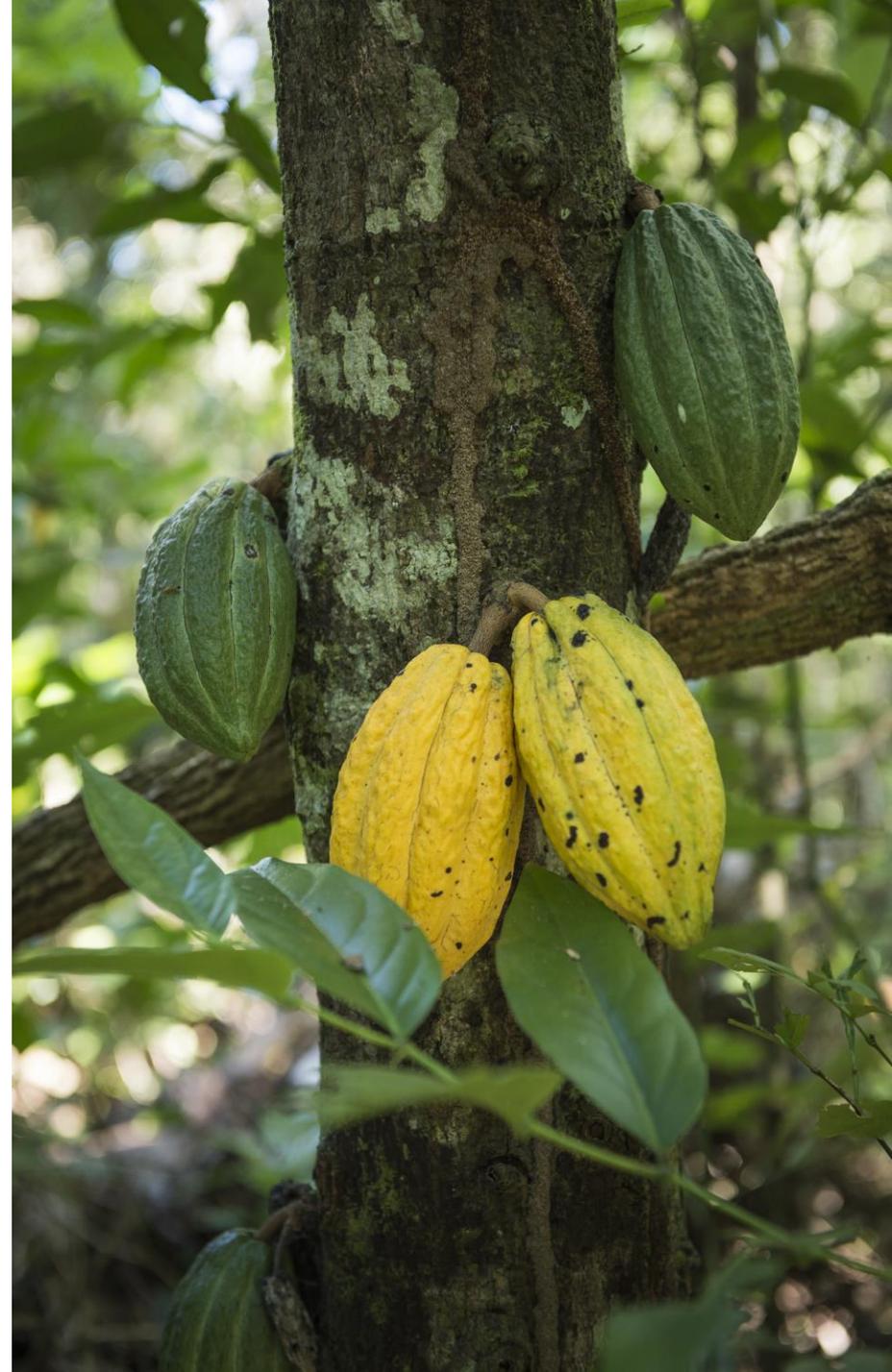
Christian Robin

Q&A

All

Wrap-up and next steps

Christian Robin



Introduction – Link to Roadmap 2030

“Deforestation-free and climate-friendly cocoa supply chain” as key target area of SWISSCO Roadmap 2030

Measurable targets concerning

- Climate Smart Agriculture/Agroforestry Practices: Enable at least 150'000 farmers by 2030
- Effectively engaged in at least five sustainable sourcing landscapes in key producer countries for Switzerland
- Commit to a pathway towards net zero emissions with focus on the cocoa supply chain.

From theory to practice

- more clarity on good practices and the investment needs and on the funding options that shall guide and underpin the journey to reach the defined targets.

Launch of Global Cocoa Agenda (GCA) in Abidjan
23 November 2012

Launch of Agenda 2030 Sustainable Development Goals (SDGs)
September 2015

Launch platform with 10 strategic goals
28 June 2017

Founding of the association
23 January 2018

Launch co-financing facility SECO
30 April 2018

AGM – Adoption of MEL and six Principles of Sustainable Cocoa
30 April 2019

Launch SWISSCO Roadmap 2030
21 September 2021

MoU with European partner initiatives – 4 common challenges
29 June 2020

Member Survey & Baseline Report for Roadmap 2030
2022

Milestones Roadmap 2030 and Interim Report
2025

Goals Roadmap 2030 and Final Report
2030

Introduction – Link to Task Group

Objectives of the Task Group are:

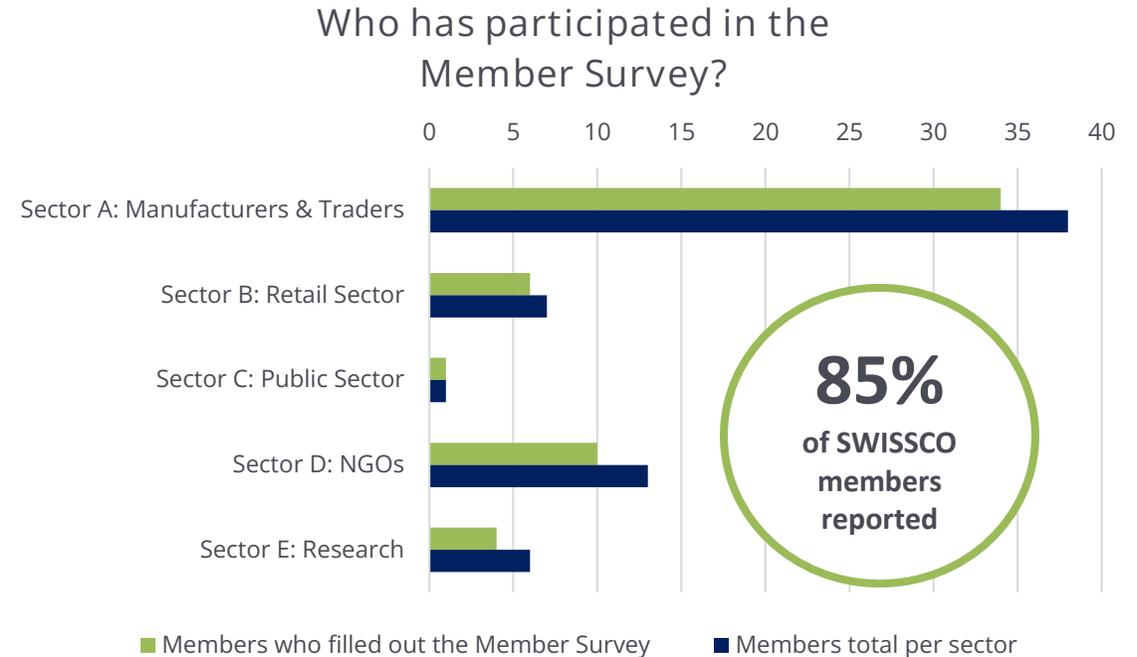
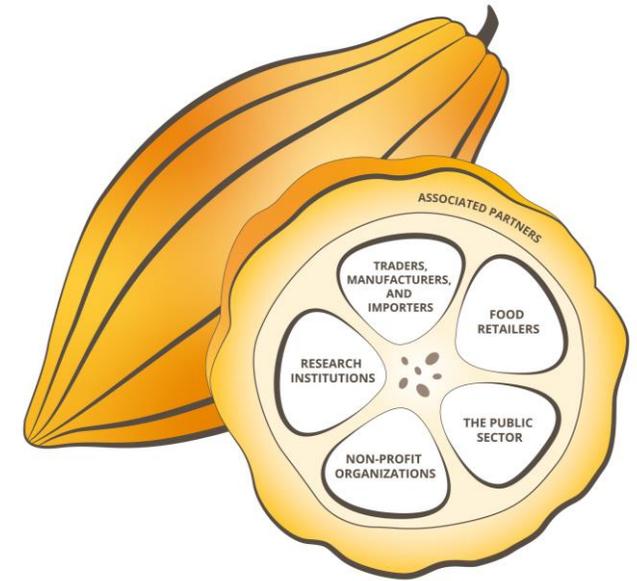
- 1) To gather and systematize knowledge on good practices and investment needed
 - a) to enable the transition towards more regenerative production models based on CSA/AF practices (on-farm) – **kick-off meeting in April; examination of individual cases**
 - b) to establish and consolidate sustainable sourcing landscapes (off-farm) – **theme of today's meeting**
- 2) To come up with concrete, action-oriented proposals on how to respond to the identified investment needs, harnessing the various complementing financing options – **call for proposal part of the solution**





Member Survey - Baseline

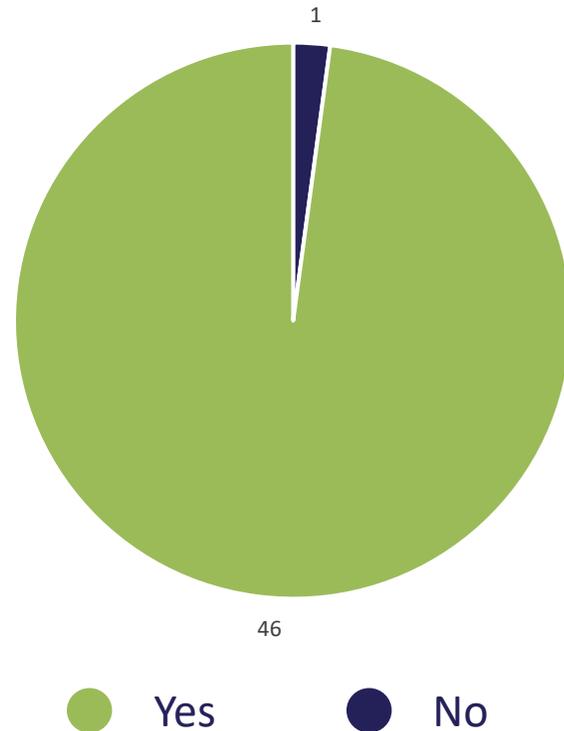
- Member Surveys are key to foster accountability and learnings around the common key challenges defined in our Roadmap 2030
 - 2022 (baseline report)
 - 2025 (interim report)
 - 2030 (final report)
- Baseline Report: results of the member survey allow to
 - (i) see where SWISSCO members stand, and
 - (ii) identify potential areas of interest to tackle challenges together (e.g. child labour, climate, landscape initiatives, gender mainstreaming etc.)



Member Survey – Baseline

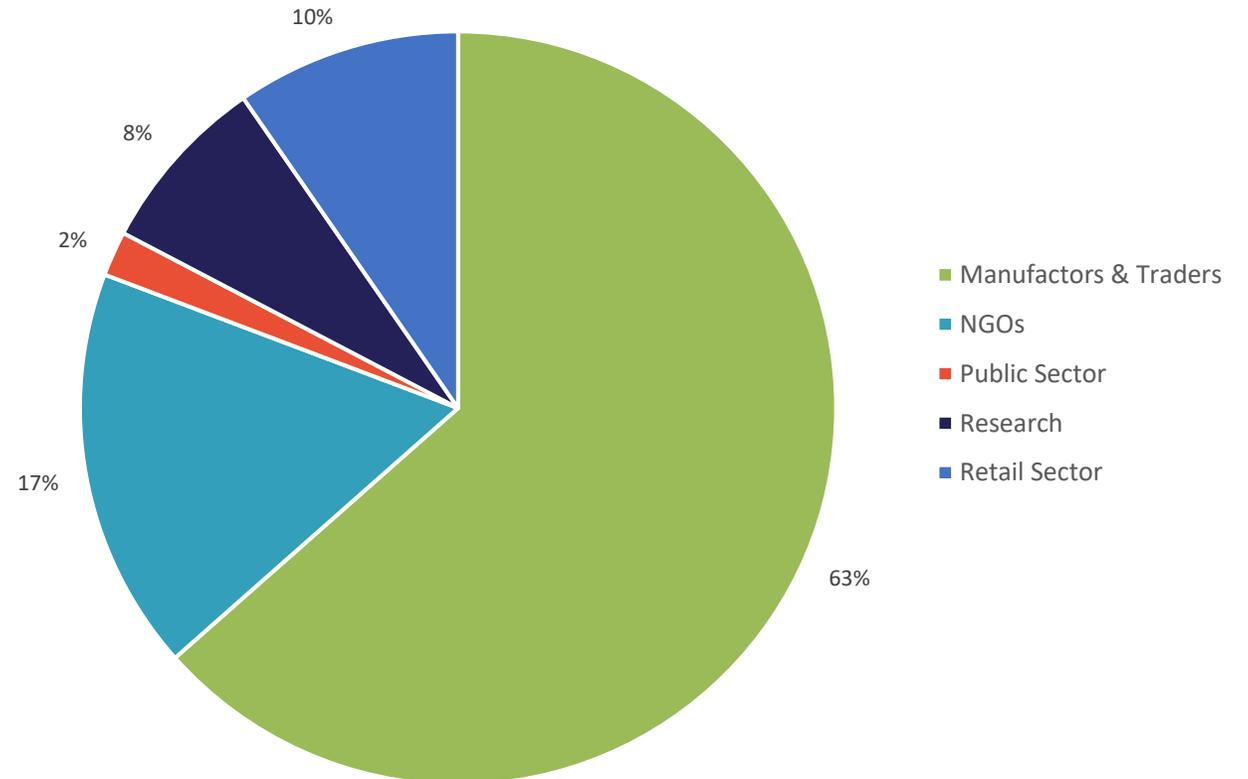
Seizing members' interests

Joining sustainable
Sourcing Landscapes
(N= 47)



20 members are already active in sustainable
cocoa sourcing landscapes

46 members indicated an interest



Member Survey – Baseline

Regional preference(s) for sustainable sourcing landscapes

The three most frequently mentioned countries and their regions:

Peru

- San Martin

Côte d'Ivoire

- Bas-Sassandra (Nawa)
- Montagnes

Ghana

- Western
- Central
- Ashanti
- Ahafo
- Brong Ahafo
- Bono East

Countries where at least four members indicated interest:

Colombia

Ecuador

Madagascar

Bolivia

Indonesia

Cameroon





SECO's understanding of Landscape Initiatives

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SWISSCO Call for Proposals

Köniz, 27 June 2022



Priorities next phase

- Supporting Roadmap 2030
- Increasing focus on MEL, knowledge exchange and policy dialogue
- Three funding windows for projects:
 - 1. Peer learning and facilitation:** Studies, events, working groups, etc.
(1 million, grants up to 50K)
 - 2. Innovation:** Increased value addition in producer countries
(2 million, grants up to 200K)
 - 3. Landscapes:** Trigger systemic change in selected sourcing landscapes
(10 million, grants up to 2 million)





SECO Definition of Landscape Initiative

- An initiative, which is **agreed** upon by the **relevant stakeholders** and aims at the **sustainable development** of a landscape.
 1. **Agreement:** Between interested parties to work together towards a more sustainable development pattern in a given landscape.
 2. **Relevant stakeholders:** Inclusion and buy-in of key stakeholders is a critical (success) factor.
 3. **Sustainability:** Integrated, holistic approach, considering all three dimensions of sustainability



Key Factors for SECO (1/2)

- **Jurisdictional buy-in:** Landscape work requires the endorsement and support by the local authorities of the involved jurisdiction(s) to ensure coherence of public policies.
- **Private sector buy-in and cross-company collaboration:** Landscape work goes beyond a single company or value chain. Important for different companies, both international and national, to work together, also including other commodities.
- **Multiple sources of financing:** The high investment needs require leveraging multiple sources of financing, involving private and public sector players, but also the national and/or local public sector. Climate finance as interesting additional source of financing in the landscape context (off-farm).



Key Factors for SECO (2/2)

- **Governance:** Multi-stakeholder approaches call for participatory , transparent and accountable governance mechanisms, with clearly defined roles and responsibilities, as well as leadership.
- **Credible measurement of progress against agreed targets:** Effective management of landscapes and the potential use of sustainability claims depend on the credible measurement of progress, grounded in defined metrics and good quality data. A system to measure progress in activities and governance, as well as in sustainability performance needs to be envisaged from the onset.



Final considerations

- **SECO's financing role:** Convening and enabling stakeholder dialogue, strengthening local governance and measurement systems («foundational elements» vs. operationalization).
- **Level of ambition and expectation management:** Landscape initiatives are long-term endeavours, which need long-term commitment of the actors involved; ambition level has to take this into account, also in terms of communication not to raise false expectations.
- **Need for pragmatism:** Diverse and challenging contexts; we need to stay pragmatic and flexible to achieve results.





Public-Private and Cross-Sectoral
Partnerships to Jointly Engage in
Sustainable Sourcing Landscapes

"SWISSCO Landscape Call"

SWISSCO landscape call financed by SECO

Our working definition for landscape programs:

Programs that are confined to a specific sourcing region and/or jurisdictions and involve multiple stakeholders and business partners beyond individual supply chains, and that credibly measure progress with a common monitoring system to achieve a set of goals and targets in close collaboration with local counterparts from both the public and private sectors.

- The goal to collectively engage in selected sustainable sourcing landscapes
- Members of all sectors are invited to submit project proposals or to signal their interest
- The geographical focus of the projects shall align with the most important sourcing countries for Switzerland and with the priority countries of Swiss Development Cooperation



Budget and financing

- SECO provides an amount of CHF 10 million covering the years from 2022 to 2025
- Financial contribution by SECO should be kept as low as possible and may not exceed 25 % of the total budget
- In kind contributions from project partners that can be clearly linked to the project are permitted up to a maximum of 25 % of the total project budget
- The financial cash contribution of the submitting members and partners should be at least 50 %.

The facility includes three categories of grants:

Category	Range of contribution	Number of projects (indicative)
Small	Up to CHF 500'000	1-2
Medium	CHF 500'000 – 1'000'000	3-4
Large	CHF 1'000'000 – 2'000'0000	3-4



Guiding principles aligned with SECO approach

Including examples from the award criteria



1. Measureable SDG impact



2. Jurisdictional buy-in and local governance



3. Cross-company collaboration and buy-in



4. Multiple sources of financing



5. Monitoring, evaluation, and learning



6. Gender

Guiding principles aligned with SECO approach

Including examples from the award criteria

The proposal aims to make a measurable contribution to the SDGs as defined in the SWISSCO Roadmap 2030.

Alignment with (local) government priorities and leading sector initiatives; expression of local government support.

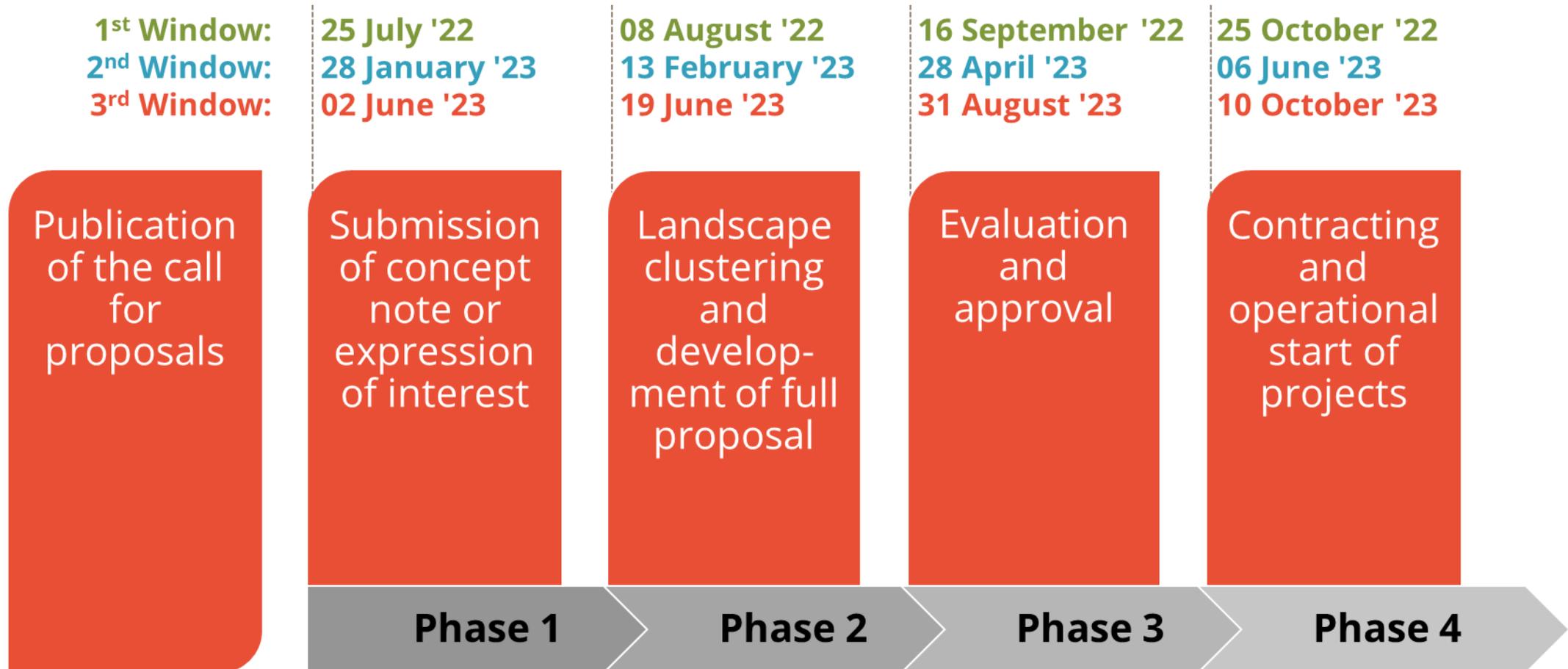
The proposal leverages the potential of supply chain partnerships, involving production, sourcing, trading, processing and retailing.

The proposal relies on a broad range of investors and avoids over-reliance on just 1-2 key funders.

The proposal is based on a MEL-Framework that covers all activities of the various partners.

Where feasible, gender-transformative approaches are sought, where women and girls in the communities are empowered and their rights are strengthened.

Overall timeline and four-phase process



Call for proposals – Phase 1

Concept notes and expression of interest

Deadlines:

First window: 25 July 2022
Second window: 28 January 2023
Third window: 2 June 2023

Concept note: Explains the idea of the project and methods to comply with the guiding principles; assessed by the SWISSCO Office according to the suitability criteria

- Max. 5 pages
- Description of selected sourcing landscape and envisaged targets
- Consideration of guiding principles
- Tentative budget
- Presentation and possible roles of local government, partners and implementing partners

Expression of interest: Can be submitted by members who do not yet have concrete project ideas but have a general interest or a vague idea

- Max. 2 pages
- Location and relevance of the proposed landscape
- Possible contributions and components for engagement in the landscape

Call for proposals – Phase 1

Suitability criteria

Nr.	Criteria	Concept note	Expression of interest
S1	Applicants are fulfilling basic obligations with the association: Membership fees, sourcing statistics, member surveys.	Yes	Yes
S2	Applicants clearly state their interest and role to engage in the landscape.	N/A	Yes
S3	Sufficient clarity of concept note in terms of scope, intervention logic and proposed partnership.	Yes	N/A
S4	Cross-company cooperation.	Yes	N/A
S5	Cooperation with local authorities and partners.	Yes	N/A
S6	Contribution of at least 75 % of project costs (max. 25 % of total budget in-kind contribution) is feasible.	Yes	N/A
S7	The country relevance is given.	Yes	Yes



Call for proposals – Phase 2

Clustering phase and full proposal

- The aim of the clustering phase is to bring partners together, agree on common goals and create synergies
- The applicant(s) who are invited to develop a full proposal will start the landscape clustering phase with the aim to develop a full proposal
- The phase will start with a kick-off meeting (virtual or hybrid) for each of the proposed sourcing landscapes.
- If several proposals are submitted for the same landscape location, these proposals are brought together in one meeting to create and exploit possible synergies.
- Applicants can decide for themselves whether they want to pursue the cooperation further afterwards ("no forced marriages")

Deadlines:

Frist window: 08 August 2022
Second window: 13 February 2023
Third window: 19 June 2023

Call for proposals – Phase 2

Clustering phase and full proposal

Deadlines:

Frist window: 08 August 2022
Second window: 13 February 2023
Third window: 19 June 2023

The SWISSCO office plays a supportive subsidiary role and may support in the following:

- Inclusion of members that expressed their interest to engage in the proposed landscape
 - Outreach to other partners
 - Guidance on award criteria
 - Support in the coordination among participants
- Based on the full proposal, the SWISSCO office will make an initial appraisal of the submitted proposal. It will highlight the key points regarding the guiding principles and underlining open questions

Call for proposals – Phase 3

Evaluation and approval

- The evaluation committee consists of SECO, Swiss Field Office Representatives and one or two independent expert(s)
- The project proposals need to comply with a set of award criteria to assess the compliance with the guiding principles
- The award criteria must be met at an average of at least 50 %
- SECO will take the final decision based on the assessment of the evaluation committee

SECO Approval Deadlines:
First window: 24 October 2022
Second window: 05 June 2023
Third window: 09 October 2023

Call for proposals – Phase 4

Operational start of projects

- Applicants awarded a financial contribution will enter into a contract with SECO in the form of a contribution agreement

Operational start of projects:

- Window 1: 01 December 2022/1 January 2023
- Window 2: July 2023
- Window 3: November 2023



Examples of potential areas for support

- Strengthening of local governance in relation to the promoted landscape approach (facilitation of multi-stakeholder approaches, definition of landscape vision and concrete objectives, etc.) and development of an adequate system to monitor progress against set targets
- Payments for environmental services (PES) schemes subject to compliance with a plan for storage of carbon, water conservation and biodiversity enriching on- and off-farming practices
- Landscape-level monitoring based on new technologies (e.g. satellite data), concrete field investigations and involvement of local perspectives and values (participatory mapping)
- Capacity building to support the development and consolidation of local service and input providers
- Enhancing local food markets to increase food security among farmers
- Creation of locally owned systems to protect children and to prevent, monitor and remediate child and forced labour



Questions?



Lunch